2020 PARADE ENTRANT GUIDELINES

While we encourage you to dream big about your Parade Entry, there are a few guidelines to ensure that the Parade is safe and aligned with SGLMG values. Entries will be checked prior to the commencement of the Parade by both SGLMG and New South Wales Police so please consider the following when producing your entry.

SELECTION PROCESS

The Curatorial Committee, comprised of representatives from both SGLMG and our community, will assess all applications based on the below selection criteria:

- Meeting the eligibility and conditions of entry
- Providing a well-designed creative concept
- Ability to plan and deliver the creative concept safely
- Benefit and relevance to LGBTQI communities
- Relevance to the 2020 Festival theme

Under no circumstances will SGLMG alter or make exceptions to the selection criteria to match an individual application.

If we receive more applications than our total capacity allows and your application has met the selection criteria, SGLMG may review your application based on previous Parade history and support of LGBTQI communities. Additionally, LGBTQI organisations will receive first preference.

FLOAT MARSHALS

Each individual entry must provide one designated Float Marshal to act as the official liaison and emergency contact between the Entrant group and SGLMG. Any entrant with a vehicle must provide an additional Float Marshal – this cannot be the driver. Responsibilities include:

- Attend the Entrants Briefing
- Check in with our Registration Team and ensure that your participants and vehicle arrive at Start Area at assigned time
- Wear the accreditation provided by SGLMG on Parade night to identify themselves
- Ensure the safety of your participants by remaining with your entry and vehicle at all times throughout start marshalling, parade route and end pack down area.
- Ensure that your Parade entry does not intentionally cause the Parade to stop.

HANDOUTS and THROWING OBJECTS

Handouts are not permitted in the Parade. Objects must not be thrown on the Parade route or thrown to audience members. Please note that anyone found handing out things such as this, or to have them in possession at the Start Area may be asked to leave the Start Area and not participate in the Parade.

INTERACTION

Entrants must follow the directions of SGLMG Staff, NSW Police, Security and Volunteers at all times. All Entrants must respect other Entrant groups, despite conflicting views or beliefs, as well as display consideration for the audience, which will include family groups and children.

MEDIA

The Parade will be recorded for broadcast on television or online web steam by our Official Broadcast Partner, as well as photographed from various media outlets. Your Entrant group’s participation in the Parade constitutes permission to authorise official SGLMG media partners to video, photograph, record and transmit the messages,
signage, participants and vehicles/floats from your Parade entry. You are responsible for notifying your participants that they may be captured on film for broadcast use.

**MOVEMENT AND CHOREOGRAPHY**
Gaps in the Parade train hinder the enjoyment of participants and audience members and delays the time in which everyone can return home or continue partying elsewhere. To avoid this, Entrant groups must be moving forward along the route at a pace of 38 metres per minute, unless stopped by SGLMG Staff, NSW Police, Security or Volunteers. All choreography must always be in a forward moving direction – not standing still or going backwards. As a general rule, there must be at least a 1 metre gap between your group and the Entrant group in front of you whilst on route.

If your group is asked to move on, or increase pace, please do so without delay. There is to be no stopping for dance routines or shows unless authorised by SGLMG. Please note that any Entrants who stop and delay the Parade significantly are at risk of being extracted from the Parade.

**PARADE ORDER**
SGLMG aim to curate a Parade with exciting messaging that tells a story to our audience. The Parade order is an important part of this decision-making process and while consideration will be given to factors such as participants ages and abilities, the final Parade order is at the sole discretion of the SGLMG Parade team. Entrants will be advised of their position at the Entrants Briefing.

On Parade day, all Entrants must line up in the section to which they have been assigned at the designated time and location. Each group must stay in its section for the duration of the Parade. SGLMG Start Marshalling Volunteers will be at your assigned block to help ensure proper line-up.

**PARTICIPANT NUMBERS**
Each year the Parade is restricted to a maximum number of floats and participants. With limited form-up space available at the Start Area, SGLMG works closely with the NSW Police, Transport Management, City of Sydney and other key stakeholders to allow for maximum participation, ensuring the overall safety and security for all parade participants within the Start Area.

Each Entrant group is limited to a maximum of **80 people**. If you have selected the entry categories for either ‘Individual’ or ‘Community Group with less than 40 participants’, you are restricted to a maximum of either 5 or 40 people, respectively. This total number must include your drivers and all participants riding on your vehicle, any photographers or videographers, and any technical crew required for your float.

**PARTICIPANT PERSONAL SAFETY**
We will run through safety and security in more detail as part of the Entrants Briefing in February 2020. It is important that you are aware of the following:

- Please follow all instructions of SGLMG Staff, NSW Police, Security and Volunteers; they are there to help.
- Parade day is a very long day for all participants.
- The parade will proceed in all weather conditions.
- Please ensure your participants have sufficient sunscreen, water or weather protection that suit the conditions of the day.
- Please ensure that all participants carry Photo ID.
- Please ensure that all participants have In Case of Emergency (I.C.E) phone number stored in their mobile phone.
- SGLMG recommends that participants do not bring bags or large personal items with them to the parade.
- Under no circumstances should a parade participant accept to carry the bag or personal belongings of someone they do not know.
• SGLMG, NSW Police and Security have the right to remove from the Parade any persons who are found to be intoxicated or under the influence of drugs, or a physical danger to other participants or spectators.

PRODUCT/ SERVICES ADVERTISMENT AND SAMPLING
To maintain the integrity of the Parade, product and service advertisement and sampling is not permitted. Businesses and organisations can represent themselves but cannot advertise specific products or campaigns. This includes bar nights, parties, special events, organisational campaigns and political messages.

Ineligible activations include (but are not limited to):
• Handing out products, samples, and leaflets
• Use of digital screens, SMS competitions, digital and social media platforms to broadcast, promote messages or engage in commercial transactions
• Filming of your float and the parade for immediate and/or later broadcast across all forms of media, including online communications such as social media
• Communication in any form of special offers or competitions

RESTRICTIONS
Restricted items include animals (excluding registered assistance animals), balloons, glitter cannons, fire, open flames, pyrotechnics (fireworks), flares, fire batons, fire breathing, sparklers, sparks, welding, weapons or imitation weapons, hazardous or flammable goods and goods prohibited by law. We also strictly control the use of Projectiles and remote-controlled devices including any kind of drone, helicopters, planes and cars.

Other restrictions include full-frontal nudity of lower genitalia, solicitation of funds, and campaigning.

Laws relating to the use of public space, defamation, car registration, driving under the influence, the consumption of alcohol and other drugs all remain in place during the Parade. The Parade is within alcohol free zones and police have the power to confiscate or dispose of alcohol found in these areas.

SUSTAINABILITY AND WASTE MANAGEMENT
Sydney Gay and Lesbian Mardi Gras is committed to be as environmentally sustainable as possible and this extends to keeping our Parade clean. We ask that Parade Entrants help us keep our Parade as “green” as possible by complying with the below:
• Confetti cannons – If you are intending on using confetti, it must be bio-degradable and water-soluble.
• Balloons – The use of balloons are prohibited.
• Recycling and Re-using Materials – We ask that Entrants use recyclable materials and re-use items for construction of floats, props and costumes, and minimise consumables where possible. This includes biodegradable materials, reusable water bottles, and re-using props and banners from previous years.
• Waste Management – Entrants are required to utilise the waste facilities provided within the Start and End Area compounds on Parade Day. We suggest bringing your own rubbish bags to assist with compacting waste.
• Glitter – Where possible, please use biodegradable glitter. Please do not throw glitter or use glitter cannons as it washes through the storm water drainage into the ocean.

TECHNICAL EQUIPMENT
• All audio, lighting, AV equipment or any infrastructure must be supplied and installed by a professional company or registered company.
• All electrical equipment (including leads) must be tagged and tested to comply with minimum industry standards.
• All equipment must be safely secured to your vehicle and you must have wet weather contingency to protect this equipment.
VEHICLE GUIDELINES

Vehicles can add a lot to an Entry by carrying people, lights and sound equipment or being transformed into a moving piece of art. The front of your vehicle is what the audience first sees, and the sides of your vehicle is what they will see the for the longest period. Try to find inventive ways of decorating the vehicle to maximise the visibility of your entry’s creative concept.

Please note that we will only permit maximum 1 vehicle per entry and expect you to have a creative or practical reason to justify your vehicle.

VEHICLE DIMENSIONS

The maximum dimensions of this vehicle, including all additions and adornments is: 2.4m wide, 4.3m high and 11m long. These measurements are non-negotiable and are enforced due to external factors such as overhanging street signs, maintaining emergency lanes and ensuring vehicles can safely navigate the route. We will expect the precise vehicle measurements, make/model details and registration number to be supplied in your application.

SGLMG would like to bring to your attention the number of overhead wires now located throughout the city due to the light rail system. Please ensure your float arrival, set-up and departure process will not be affected by these wires. It is extremely important that your vehicle does not exceed a maximum of 4.3m in height.

ACCEPTED VEHICLE TYPES

SGLMG will accept the following vehicles from applicants:

- Cars, including convertibles
- Utes
- Vans
- Motorbikes or Trikes
- 2 – 8 tonne Flatbed Trucks
- Buses or Minibuses – Please note that there will be a strict limit to the number of buses in the Parade and that priority for buses will be given to groups with mobility impaired participants. Double-decker buses are not accepted.

LEGAL REQUIREMENTS & VEHICLE CONSIDERATIONS

- Your vehicle must be registered, roadworthy, insured and in good operating condition. Police have and will tow unregistered and un-roadworthy vehicles from Start Area.
- If you intend to source your vehicle from a rental hire company, you must notify the hire company your intent to use the vehicle for a parade event and obtain any relevant or additional insurances required for its use.
- Any decorations, lighting/sound systems or staging must be safely and firmly secured onto your vehicle.
- If you have any participants riding on the vehicle’s tray, you MUST implement safety railings or barriers to prohibit people from falling off the edges, or secure participants to a solid structure with appropriate safety harnesses. No one may board or alight the vehicle once it is in motion on the Parade route. Your participants must board or alight the vehicle only when it is at a complete stop.
- Your vehicle must have a driver who is appropriately licensed. Some vehicles require a special licence; for example, 6 tonne trucks require a LR licence to drive.
- Your driver must not have a blood alcohol level over the legal limit or be under the influence of drugs. Both Drug and Breath testing will occur at start and end areas.
- Your driver must be present with the vehicle at all times. As the parade is a long day, we suggest you have a co-driver to relieve your main driver for food/restroom breaks.
• You must provide SGLMG with your drivers’ name, license number, mobile phone number and consent for NSW Police to perform general background checks. We work closely with NSW Police for the safety of all participants and spectators.

FINANCIAL SUPPORTERS GUIDELINES

The large Parade audience offers businesses a valuable opportunity to promote their support for the LGBTQI communities whilst at the same time assisting community groups to fund their entry. We acknowledge that without financial support from businesses, many community Parade entries would not be possible or as fabulous as they would otherwise be!

Equally, Sydney Gay and Lesbian Mardi Gras would simply not exist without the generous financial support of our Partners. The revenue that comes from these partnerships is a significant funding source for the operational delivery of the Parade. Corporate partners make up between 10-12% of Parade floats with the remainder allocated to community. To ensure this, SGLMG, have set clear parameters for community organisations to gain financial support for themselves, whilst respecting the contribution of Mardi Gras partners.

Community organisations are permitted to show branding and acknowledge the support of any business or organisation (unless stipulated in the category exclusions below), within the Branding Guidelines specified below.

ELIGIBLE PARADE ENTRY FINANCIAL SUPPORTERS

All financial supporters must be disclosed upon application of your parade entry. SGLMG reserves the right to request further information on the background of your supporter and make further decisions about its suitability for the parade outside this criteria.

SGLMG will not accept financial supporters or entries from escort agencies, sex on premises venues, brothels and tobacco companies.

BRANDING GUIDELINES FOR PARADE ENTRY FINANCIAL SUPPORTERS

Entries are allowed to show a message from their supporter in two locations on their Entry as stipulated below. This message must show support for the LGBTQI communities or issues that are relevant to LGBTQI’s.

There is no specific form for the wording of your supporter’s message, although the message will need to be approved by SGLMG. It should mean something to you and your supporter, be real and relevant to the LGBTQI community. Ideally it should align with the message of your Entry. Remember, the important thing from your supporter is their demonstration of support, not their brand.

SIGNAGE GUIDELINES:

• You can acknowledge your supporter/s twice on your Entry (e.g. once on each side of your vehicle or on two separate banners).
• Brand / logo acknowledgement of your financial supporter must not exceed 30cm x 30cm.
• Lettering in the supporter acknowledgement must not exceed 15cm in height and be no more than 15 words maximum.
• The full length of the supporter/s message and logo cannot be more than 60cm
• Your entry’s name and brand must be larger and more prominent than that of your supporter’s entire message.
• Logos in isolation, the inclusion of product names and commercial website addresses are not permitted.
• Your financial supporter cannot use the Mardi Gras brand or Mardi Gras name (including Sydney Mardi Gras, Sydney Gay and Lesbian Mardi Gras or Mardi Gras) in their support message or in any other fashion.
Appropriate Examples include:

- ABC Hardware loves the Rainbow Marchers and proudly supports the Gay & Lesbian community.
- We support your right to marry the person you love – ABC Company.
- ABC Industrial is proud to be support the Lesbian and Gay singers.

COSTUMES
No branding or sponsors messaging are allowed on costumes other than sporting uniforms with pre-existing sponsors acknowledgement (eg. football or netball jerseys).

DISCLOSING YOUR PARADE ENTRY FINANCIAL SUPPORTER
You must detail the names of any supporters/s and their message on your application form. Any changes need to be approved by SGLMG by 5 January 2020. SGLMG reserves the right to deny supporter signage if it conflicts these guidelines and/or with agreements with SGLMG’s partners.

We will not accept or allow entry on Parade Day unless we have pre-approved your application AND that your signage and messaging matches what has been approved. Sydney Gay and Lesbian Mardi Gras reserves the right to cover or remove any signage that does not comply with the above guidelines.