



2021 AUCKLAND RAINBOW PARADE INFORMATION, GUIDELINES & RULES

Introduction

The Auckland Rainbow Parade is an uplifting event bringing a colour, dance, diversity, unity, inclusion, love and atmosphere to Ponsonby Road with impressive, large-scale un-motorised floats. Participants and onlookers can expect a fun day of rainbow families, dancing, performance, plenty of music and key messaging from the community.

The 2021 Auckland Rainbow Parade takes place on Ponsonby Road Saturday 13 March commencing at 6.00pm.

Parade Concept / Kaupapa

Aotearoa New Zealand's rainbow communities comprise of many diverse groups and individuals. The objective of the parade is to **provide a safe place for rainbow communities to have a voice, celebrate acceptance, and demonstrate the value of diversity and inclusion.**

Eligibility – Who Can Enter

Registrations from individuals, groups or organisations from within Aotearoa New Zealand's rainbow communities are welcomed. Registrations from community groups or organisations that are not a part of Aotearoa New Zealand's rainbow communities are also welcomed.

All entries must...

- demonstrate a strong connection with our rainbow communities,
- communicate a clear, supportive and positive message,
- be reflective of the Parade kaupapa.

Parade entries must not...



- be discriminatory, prejudicial, demonstrate racist behaviours or breach any defamation law. Entries will not be accepted from discriminatory organisations, or organisations whose policies and procedures discriminate against or fail to uphold the human rights of the rainbow communities.

Rainbow Pride Auckland reserves the right to decline entries that have not complied with the guidelines, or that act in any way contrary to Rainbow Pride Auckland's mission and objectives.

We're here to help. RPA representatives are available to offer advice and support, and to help ensure your parade entry reaches its potential. Wherever possible, we will assist you to inspire, excite and surprise the audience!

RPA encourages corporate organisations to "adopt" a community group to help with the logistics of creating their parade entry. This could involve financial assistance, use of venue for meetings and rehearsals, utilising your networks or sharing other resources that belong to your organisation.

We're matchmakers. Talk to us if you're an organisation stumped for a match to a community group - or just want to consider your options for a great alignment.

Parade Route

Each parade group will be assigned a specific starting location within the mustering area, depending on the order you appear in the parade.

| | | |
|-----------|------------------|--------------------------------|
| Location: | Ponsonby Road | |
| | Mustering Area | Tole St – Renall St |
| | Official Opening | Tole Street |
| | Parade Route | Tole Street to Williamson Road |

Road Impact: Ponsonby Road closed to parking and traffic from 4.30pm



2021 Registration Fees

Your registration fees assist Rainbow Pride Auckland not only to cover the costs of a Parade - but to meet our social responsibilities as well.

In the event that the Auckland Rainbow Parade is not able to take place due to Covid-19 alert level restrictions, Rainbow Pride Auckland will refund the amount specified under each category.

Organisations can opt to have their refundable amount paid to a rainbow community group of their choice.

Groups

| | | |
|---------|---|-----------|
| Group 1 | Rainbow Community Groups | No charge |
| Group 2 | Non-rainbow Community Groups <i>Covid-19 refundable amount \$50 excl GST</i> | \$200 |
| Group 3 | Charity / Political / Student / Unions / Academic / Marching Bands / Entertainment <i>Covid-19 refundable amount \$100 excl GST</i> | \$500 |
| Group 4 | Government Agencies <i>Covid-19 refundable amount \$200 excl GST</i> | \$800 |
| Group 5 | Small Businesses (up to a maximum of 20 employees) <i>Covid-19 refundable amount \$200 excl GST</i> | \$800 |
| Group 6 | Rainbow Tick Organisations <i>Covid-19 refundable amount \$500 excl GST</i> | \$2000 |
| Group 7 | Commercial Enterprises and Businesses with 21 employees or more <i>Covid-19 refundable amount \$500 excl GST</i> | \$3000 |

All fees exclude GST

NOTE: Parade entries will not be confirmed until full payment of any applicable registration or other fees has been made and RPA has approved your concept and messaging.

There is no maximum number of people permitted per parade entry; we wish to encourage maximum participation from within the rainbow communities and those who support us.

Information & Rules for Parade

Entrants

Set-up Time & Location

All groups must be at their pre-assigned mustering area on Ponsonby Road between 5.00pm and 5.30pm.

Choreography / Performance Manoeuvres / Music

Keep the flow. All dance troupes must choreograph routines with a flow that suits the walking pace of the parade. Groups are not permitted at any stage to pause or stop on the parade route to perform manoeuvres.

All hail the parade marshals. All entrants must obey your group's parade marshals, and our RPA-provided parade crew members, at all times - including when asked to halt or keep a suitable distance from the next group.

Continuous music. If your group uses music, the music must play continuously for the entire duration of the parade.

Conduct & Attire

Rainbow Pride Auckland encourages all participants to be costumed and dressed in a manner that represents their float concept and the theme of the parade.

Parade participants must demonstrate respect for the tone of the parade and consideration for the audience, which includes families with children. Alcohol, drug consumption and smoking - including vaping - during the parade is strictly prohibited.

The following artistic guidelines apply to **all** parade participants in addition to Health & Safety and logistical requirements...

- **Don't be a hater.** Individuals must not present images or messages that promote or condone distasteful behaviour, violence or hatred of any person or group.
- **No nudity.** Parade entries must be aware that due to the Rainbow Pride Parade being a family orientated event, there is to be no nudity in this Parade.



Safety Compliance

We're looking out for everyone. For reasons of safety, parade participants must...

- comply with all directions given by the parade crew (parade crew provided by RPA),
- consider how many people can safely be in your group,
- avoid throwing items of any kind into the crowd (except water-soluble streamers or confetti).

Environmental Considerations

Plan your confetti. Parade participants must use water soluble streamers or confetti in place of traditional streamers or confetti. There are plenty of rice-paper streamer and confetti stockists in Auckland, so plan ahead.

Animals

Domestic pets are permitted in the parade - however you are responsible for cleaning up after your animals at all times. Please ensure you carry animal treats and water for your animal. Should you need any advice please contact the SPCA or alternative organisation.

Distribution of Flyers, Candy and Other Items

X YOU MUST NOT THROW ANY ITEM INTO THE CROWD.

Any item to be distributed to a spectator **MUST BE** delivered from **HAND TO HAND**.

Pamphlets/Flyers. Any pamphlets/flyers being distributed must be directly linked to your organisation/business and be submitted to Rainbow Pride Auckland for approval prior to 1 February 2021. Rainbow Pride Auckland reserves the right to prevent the distribution of any material that has not been approved prior. Do not turn up on the day with pamphlets if you have not informed Rainbow Pride Auckland of your intention to do so.

Condoms. Condoms are only to be distributed with prior approval of Rainbow Pride Auckland and must only be handed to adults. If you intend to distribute condoms you must state this on your registration form as there are strict guidelines as to how this can be done.

Giving out food or drinks. The distribution of food and beverages during the parade is prohibited unless first approved by the parade event manager. Let us know in your parade application form if you're considering distributing food and/or beverages.



Walking Marshals

Each parade entry is required to provide walking marshals.

- **High-vis.** Marshals must wear a high-vis vest throughout the parade.
- **Training.** Marshals must attend a training session which will be advised at a later date.
- **Large groups.** Large groups are considered 100 participants or more

How many walking marshalls must you supply?

1 to 50 persons = 4 Walking Marshalls
50 to 75 persons = 6 Walking Marshalls
75 to 100 persons = 8 Walking Marshalls

For large groups consisting of 100 participants or more, please supply an additional 2 Walking Marshalls for every 25 additional participants.

Order of Parade

A number of factors will determine your placement within the parade, such as your entry theme, the type of entry, the size of the entry, and the number of participants.

If you have any preference on positioning, please advise on your entry form. The placement within the parade is at the sole discretion of the Event Manager.



Waste Management

Rainbow Pride Auckland takes its environmental responsibilities seriously. We need your help to achieve this.

- **Remove all rubbish.** Please remove all rubbish from the Set-Up Area before you commence onto the Parade Route. There are rubbish bins located in this area for this purpose.
- **Avoid a \$500 fine.** Leaving rubbish along the Parade Route is not permitted. A clean up fee of \$500 excl GST will be charged for any group who leaves rubbish behind.
- **No glitter.** Please do not throw non-biodegradable glitter, as it washes through the storm water system into the sea where it is detrimental to marine life.

Social Media

Connect with Rainbow Pride Auckland and stay up to date with news and information.

Website: rainbowpride.org.nz

Instagram: rainbowprideakl

Facebook: RainbowPrideAKL

Important Dates

Registrations close

Friday 5 March at 5pm

Contact Information

Event Manager

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