



# 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 a combination of light vehicle floats and walking groups. Participants and onlookers can expect a diverse and inclusive event filled with rainbow families, diversity groups, dancing, performance, plenty of music and key messaging from the community.

**The 2022 Auckland Rainbow Parade takes place on Ponsonby Road Saturday 19 February commencing at 7.00pm.**

## 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 5.00pm

## SET-UP TIME & LOCATION

All groups must be at their pre-assigned mustering area on Ponsonby Road between 5.30pm and 6.15pm.

## 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.



## 2022 REGISTRATION FEES

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

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.*

*Only one motorized vehicle is permitted per group excluding scooters, electric bikes etc*



# INFORMATION & RULES FOR PARADE ENTRANTS

## HEALTH & SAFETY

The 2022 Auckland Rainbow Parade will operate under the COVID-19 Protection Framework as mandated by the NZ Government.

Health and Safety is paramount for everyone participating and supporting the parade. Each participating business and/or group and their participants must adhere to all health and safety measures outlined and provided by the event manager and event crew on behalf of Rainbow Pride Auckland.

## SAFETY COMPLIANCE

All participants must listen to and comply with all directions given by the Parade Crew. In particular you must:

- Consider how many people can safely ride on your float
- Not board or dismount a moving vehicle
- Not throw items into the crowd

A warning will be given to your group should any of these directions not be adhered to, and a penalty of \$500 for each infraction may be levied. If infractions continue after the warning has been given, your entry may be removed from the Parade Route.

## 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



**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 2022. 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 event manager. Let us know in your parade application form if you're considering distributing food and/or beverages.

## DRIVER AND VEHICLE INFORMATION

- All drivers must possess a valid driver's license, class specific to the vehicle they are driving. Licenses will be checked at the training sessions and on the day of the Parade.
- Please comply with the NZ Road Code regulations. All vehicles must be insured, registered, road-worthy and in good operating condition.
- The Pack-down Area is designed for you to dismantle your vehicle and make it road-safe for removal. Plan for a driver to stay with the vehicle at all times in the set-up and pack-down Areas.
- Automatic vehicles are preferred but not mandatory. Manual vehicles are more prone to breakdowns due to excessive clutch use during the Parade.
- Ensure your vehicle has a First Aid kit and a tool kit.

## DRIVER AND VEHICLE SAFETY – FIRE EXTINGUISHERS!

All vehicles including cars must carry a certified fire extinguisher at all times.

## 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?

**Walkers (No Vehicle)**

- 1 to 10 persons = 0 Walking Marshalls
- 11 to 30 persons = 2 Walking Marshalls
- 31 to 100 persons = 8 Walking Marshalls

**Small Vehicle with Walkers (2 axles less than 3.5 meters apart, i.e. a car or small truck)**

- 0 to 5 persons marching plus vehicle = 2 Float Marshals
- 6 to 25 persons marching plus vehicle = 4 Float Marshals
- 26 to 50 persons marching plus vehicle = 6 Float Marshals
- 50+ = add another 2 Float Marshals per 25 persons

2 Float Marshals must remain on either side of the vehicle at all times

**Large Vehicle (2 axles more than 3.5 meters apart, i.e. a large truck or trailer)**

- 0 to 5 persons marching plus vehicle = 4 Float Marshals
- 6 to 25 persons marching plus vehicle = 6 Float Marshals
- 26 to 50 persons marching plus vehicle = 8 Float Marshals
- 50+ = add another 2 Float Marshals per 25 persons

4 Float Marshals must remain on either side of the vehicle at all times

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



## RIDER SAFETY

### Open Floats

All participants riding on open floats shall have appropriate hand rails or hand grips readily available to them. Any standing participants shall have stabilized body support, with either buckled safety belts or other means, to prevent falling from the unit. No person shall be wired or tied to the float. Secured safety rails, barriers, or ropes may be used to prevent a fall from the float. No unsecured riders may be located where they might fall beneath the float, its wheels, or between the tow vehicle and float (e.g. no seating on the rear edge of tow vehicle, or on the front edge of float). If present, children must be under adult supervision and seated at all times while in motion. Riders are to remain on the float once the Parade begins, and at all times when the float is in motion. Alcohol consumption or smoking on the float is prohibited.

### Cars

Whilst people can sit on top of the back seat of a vehicle, they must either be strapped into the vehicle or have adequate hand/foot grips to hold onto.

### Vehicle/Float Dimensions

To follow are the maximum dimensions for floats that are able to process along Ponsonby Road and access the pack-down and exit streets. Please contact the Event Manager if your float will be larger than these dimensions.

**Height:** 4 metres, including any banners, flags or persons (to clear traffic and pedestrian crossing lights and power lines)

**Length:** 12 metres

**Width:** 3 metres (including rails)

Street Clearance: 40cms above the ground (to clear traffic island edges)

**Hand Rails:** required for ALL floats on which participants will be standing or dancing (refer Rider Safety)

Additional safety precautions may be required for any structures where people are 3 metres or more above a hard service. Please contact the Event Manager in this instance.

### Visibility

- Wear matching coloured t-shirts, hats or headbands
- Play amplified music
- Display signs and/or flags (unbranded)
- Invite your friends and family along to support you



## 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.

## 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 the Parade and Rainbow Pride Auckland, keep up-to-date with the latest news and share some digital love.

**Use #RainbowParadeNZ, #RainbowPrideNZ**

Follow & Tag: @RainbowPrideAKL on Twitter, Facebook & Instagram

You can also purchase official merchandise and support our partner organisations by visiting:  
[www.rainbowpride.org.nz](http://www.rainbowpride.org.nz)

## IMPORTANT DATES

**Registrations close - Thursday 3 February at 5pm**

## CONTACT INFORMATION

### Event Manager

Shaughan Woodcock

shaughan@rainbowpride.org.nz

+ 64 21 744 138

### Brand & Marketing

Nathan Moss-Penman

nathan@rainbowpride.org.nz