



Auckland Pride Parade 2019

INFORMATION, GUIDELINES AND RULES

The Auckland Pride Parade is the showcase event of the Auckland Pride Festival and a firm crowd favourite on Tāmaki Makaurau's summer calendar.

The annual public event is a colourful and inclusive reflection of our great city, and the incredible cultural diversity within it – and brings together people from across Aotearoa New Zealand to celebrate our rainbow communities – which includes people identifying as gay, lesbian, bisexual, transgender, intersex, takatāpui, whakawāhine, tangata ira tāne, fa'afafine, fakaleiti, akava'ine, māhū, vaka sa lewa lewa, rae rae, fiafine, fakafine, palopa, kathoey, hijra, baklâ, genderfluid, genderqueer, pansexual, asexual, queer and questioning.

The 2019 Auckland Pride Parade will take place on Ponsonby Road on Saturday 16 February, commencing at 7.30pm.

Parade Concept/Kaupapa

The Rainbow Connection: Full Colour, Full Strength

E kore e taea e te whenu kotahi ki te raranga i te whāriki kia mōhio tātou ki a tātou. The tapestry of understanding cannot be woven by one strand alone.

We are living in a divided world. Communities have been split apart by increasing inequality, partisan politics and cultural debates. A lack of kindness and understanding, amplified in online echo chambers, has made us feel less safe. People have become polarised and isolated by the accelerated speed of change.

Auckland Pride 2019 is about connecting people with purpose. Stronger, safer communities are created when people join together around a shared vision – freedom, equality and dignity for all.

The 2019 Auckland Pride Parade is a place to cultivate our roots in activism and protest, to build bridges of knowledge between generations. A place of inclusivity where corporate and grassroots organisations work together to celebrate who we are. A place where we assemble the full and fabulous kaleidoscope of cultures, sexualities, and gender identities that make up Tāmaki Makaurau's super-diverse and multi-talented rainbow communities.

Queer and trans people join together! Our kōrero will not shy away from challenging or confronting issues, but will harness them to reclaim our identities and create our own futures.

Make your rainbow connection into a physical reality on Ponsonby Road! Acknowledge your whakapapa and represent it proudly. Connect your network! Show your support for a local rainbow community group.

Let the music play! Move your body in formation. Shout out! Put your common humanity on display. Join forces! March with the community that has fought for your rights. Link arms! Memorialise all those brave activists who led us out of the darkness. Celebrate your commitment to inclusivity, intersectionality and interconnectivity!

In these complex times, let tikanga be our guide. We are connected by more than divides us. Together we cannot be broken.

Eligibility – Who Can Enter

Aotearoa New Zealand's rainbow communities are complex and comprise many diverse groups and individuals. The Auckland Pride Parade's objective is to celebrate this diversity in an inclusive way, wherever possible, and to continue to raise and highlight issues relevant to the rainbow communities on a local and international level.

Applications from individuals, groups or organisations from within Aotearoa New Zealand's rainbow communities are welcomed. Your Parade entry must focus on a supportive message relating to the rainbow communities, and should be reflective of the Parade concept/kaupapa for 2019. *Think political, queer, bent, satirical, edgy and thought provoking!*

Applications from individuals, groups or organisations that are not a part of Aotearoa New Zealand's rainbow communities are also welcomed – provided you can demonstrate a strong connection with our rainbow communities. Your Parade entry must communicate a clear, supportive and positive message relating to the rainbow communities, and should also be reflective of the Parade concept/kaupapa for 2019.

The Auckland Pride Festival Board has entry criteria that apply to all organisations wishing to participate in the Auckland Pride Parade. To participate, organisations must meet or exceed the criteria. It's possible that some organisations may be asked to provide additional information to support their application, if the Board is unsure as to whether or not the criteria have been met.

Parade entries must not be discriminatory, homophobic, biphobic, transphobic, intersexphobic, racist, sexist, 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.

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

All Parade entries must provide details of their artistic concept and production values (i.e. how you are going to make your vision/message a reality). This information will be used to help develop your overall look and deliver the best possible viewing experience for the public.

We will offer advice and support to ensure your Parade entry reaches its creative potential. Where required, participants will be able to attend Parade Workshops to develop their creative ideas and network with other groups. Wherever possible, we will assist you to inspire, excite and challenge the audience!

Auckland Pride actively encourages partnerships between rainbow community groups and local businesses to support the production of outstanding Parade entries. If your group would like some assistance to connect with like-minded businesses, please contact the Parade Director at your earliest convenience.

2019 Registration Fees

Registration fees assist Auckland Pride to meet the costs of running a major scale Parade, to meet our social responsibilities, and to support Parade participation from rainbow community groups.

Parade registration fees are set according to the size and type of entry.

If you are having difficulty meeting the cost of registration, please contact the Parade Director:

parade@aucklandpride.org.nz

Category/Description	Base Fee (includes 1 vehicle)	Advertising / Product Sampling	Additional Vehicle
Cat 1 – Rainbow Community Group or Individual	\$200	\$150	\$300
Cat 2 – Charity / Government / Political / Student / Unions / Academic / Marching Bands / Entertainment	\$500	\$1,000	\$1,000
Cat 3 – LGBTIQ+ owned SME Businesses up to a maximum of 20 employees	\$750	\$1,000	\$1,000
Cat 4 – Non-LGBTIQ+ owned SME Businesses up to a maximum of 20 employees	\$1,500	\$1,500	\$2,000
Cat 5 – Commercial Enterprise	\$5,500 (Includes \$500 contribution towards a rainbow community group entry)	\$2,000	\$2,000

Prices include GST.

Please Note:

Parade entries will not be confirmed until full payment of any applicable registration or other fees has been made, and the Parade Director has approved your concept and messaging. Cancellation fees will apply.

A maximum number of 150 people is permitted per Parade entry, with an emphasis on participation from within the rainbow communities.

Parade entry descriptions must include information about your supportive message, as well as how your entry will reflect the concept/kaupapa for the 2019 Parade.

Vehicles requiring sound/lighting equipment and/or power should contact the Parade Director to access a special Auckland Pride rate that includes delivery to the Set-Up Area and collection from the Pack-Down Area on the day of the Parade.

Vehicles with trailers are permitted, but special conditions will apply. Please contact the Parade Director.

Information and Rules for Parade Entrants

Animals

Cats, dogs, or other domestic pets are permitted in the Parade. We recommend that you make prior arrangements with the SPCA and/or Auckland Council Dog Patrol. In accordance with Auckland Council regulations, you are responsible for cleaning up after your animals in the Set-Up Area, along the Parade Route, and in the Pack-Down Area.

Choreography/Performance Manoeuvres

Please attach a description of all choreography, manoeuvres, formations, or other exhibitions that may slow or stop the Parade during their execution. Your description should include the time required for each manoeuvre, and you will be asked to demonstrate it/them at the Parade Workshops. Any attempt to include an undisclosed manoeuvre on Parade day may result in the participants' removal and/or denial of future participation in the Auckland Pride Parade.

Conduct

Parade participants must demonstrate respect for the tone of the Parade and consideration for the audience, which will include family groups and children. The following artistic guidelines apply to ALL Parade participants in addition to Health & Safety and Logistical requirements:

- Sexy is encouraged – sexual acts are not permitted
- Provocative is encouraged – offensive is not acceptable
- Satire is encouraged – humiliation is not acceptable
- Interaction is encouraged – altercation is not acceptable
- Celebration is encouraged – illegal behavior is not permitted
- Floats and individuals must NOT present images or messages that promote or condone violence or hatred of any person or group
- Handing out food or beverages is strictly forbidden
- Genital displays are not permitted – but semi-nude is always fun!

Please contact the Parade Director to discuss further, if in any doubt.

Corporate Businesses, Franchises and Third-Party Sponsorship

Corporations or franchises must obtain written permission from the Parade Director in order to participate in the Parade.

No logos or trademarks from third party businesses or organisations are allowed without the express written permission of the Parade Director. Such permission, if granted, may include additional fees and conditions. Please contact us for more information.

NB: No sponsor signs are permitted without written permission from the Parade Director.

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. A discounted rate of \$10 excl. GST to hire – or \$35 excl. GST to purchase – a 1kg dry powder fire extinguisher is available via the Parade Director. Refer to Parade Registration Form for details.

Float Marshals

Each entry must supply its own team of Float Marshals who walk the Parade route with your float, acting as a safety escort. It is your responsibility to source these marshals and to ensure they are present on Parade day. Float Marshals are required to attend at least one mandatory training session. The training sessions will cover the Parade Set-Up Area, Parade Route, Pack-Down Area, as well as Health & Safety. Float marshals will be required to wear a high vis jacket at all times.

Float Marshal Safety Rules

- Ensure the safety of your float crew, other crews nearby, and the public
 - Always stay with your float
 - Float Marshals must be 100% alcohol and drug free
 - Do not throw anything into the crowd
 - Do not get on or off your float, or any associated vehicle, when it is moving
 - Float Marshals must walk the length of the Parade route
- You must have the correct number of trained Float Marshals on the day of the Parade. If you are refused entry on this basis, no refund will be provided.

How many Float Marshals do you require?

Examine the following tables to determine how many Float Marshals you require. If there are vehicles (e.g. trucks, cars, convertibles, floats), additional Float Marshals will be required.

Walkers (No Vehicle)

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

Small Vehicle with Walkers (2 axles less than 3.5 metres 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 metres 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

Examples:

A Parade entry with 20 people and a car must have a total of 4 trained Float Marshals: 2 for the car and 2 for the people.

A Parade entry with 26 people and a large truck (float) must have a total of 8 trained Float Marshals: 4 for the truck and 4 for the people.

Lighting and Sound

With the twilight start time of 7.30pm, you may wish to consider lighting as well as sound. If lighting your float is not possible, please advise the Parade Director that you will require a position towards the front of the Parade. If you need technical advice, or wish to book a lighting/sound package and generator, please contact the Parade Director. Special discounted packages are available through Auckland Pride.

Motorcycles

If you wish to ride with Dykes on Bikes, please contact the Parade Director.

Order of Parade

A number of factors will determine your placement within the Parade – such as your entry theme, the number of large trucks, the type of entry, the size of the entry, and the number of participants. With the 2019 Parade starting at 7.30pm, consideration will be given to those entries that wish to be placed towards the front of the Parade to take advantage of daylight. The Parade Director has the final say on the order of the Parade.

Parade Crew (provided by the Parade Director)

Stationary Marshals

Stationary Marshals are located at regular intervals along the entire Parade Route. Their primary roles are to mitigate injury and prevent the crowd from moving onto the Parade Route. Stationary Marshals are assisted by Security Officers as and when required.

Gap Marshals

Gap Marshals are stationed along the Parade Route, primarily on the traffic islands. Their role is to minimise gaps and ensure the flow of the Parade is maintained. They will provide instructions to your group to slow down, increase speed, or resume a safe pace – but at no point will you be asked to move at a pace that is faster than what you can safely manage. Your own Float Marshals will be responsible for assisting the Gap Marshals to get your group to comply with their directions.

Check-In Agents

Each Parade entry will be 'checked-in' by a Check-In Agent on their arrival at the Set-Up Area. Their role is to check you have registered and paid any applicable entry fees, that you have the required number of Float Marshals, and that your vehicle is approved to enter the Parade Route. Non-compliance with any of these requirements may jeopardize your participants from entering the Parade Route. No refunds will be provided.

Parade Route

The Parade will begin in the Set-Up Area on Ponsonby Road, between Three Lamps and Tole Street. The Parade will proceed south along Ponsonby Road to the Pack-Down Area in Hopetoun Street and on Ponsonby Road between Hopetoun Street and Karangahape Road.

Set-up commences from 5.00pm. You must be in your allocated position, ready to depart, no later than the time given to you. The Parade will commence promptly at 7.30pm.

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 stabilised 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.

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.

Other compliance considerations include:

- Please use paper streamers in place of traditional confetti – water soluble confetti is permitted, with the Parade Director's prior approval
- Unbranded balloons are FAB, as long as they are tied down and do not exceed the restricted height
- Bubbles are EXCELLENT
- Unbranded signs, banners and flags are great, as long as they do not exceed the restricted height
- Water guns are GREAT – be sure to fill them with water only, and have an available water supply
- Handing out food or beverages is strictly forbidden
- No throwing of condoms or any other material – hand out items to ensure generosity of your offer

Social Media

Auckland Pride would love to connect with you and your group online. Please stay up-to-date and connect at:

Website: www.aucklandpride.org.nz

Facebook: www.facebook.com/AucklandPride

Twitter: www.twitter.com/AucklandPride

Instagram: www.instagram.com/aucklandpride

Traffic Islands

The use of Traffic Islands for decor or construction of Parade entries is prohibited. Traffic Islands are for the use of Gap Marshals and emergency stations.

Training Schedule

For new entrants and second-time Parade participants – all Float Marshals and one group representative must attend a training session.

For groups who have participated in the last two consecutive Parades – at least two Float Marshals and one participant must attend a training session.

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 Parade Director 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 (there is a sharp turn into Hopetoun Road from Ponsonby Road)

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 Parade Director in this instance.

Visibility

- Be creative and engaging
- Large crowds of people wearing plain branded t-shirts are discouraged
- Play amplified music
- Display signs and/or flags (unbranded)
- Invite your friends and family along to support you

Waste Management

The Auckland Pride Parade takes its environmental responsibilities very seriously. We need your help to achieve this.

- 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.
- Residents' rubbish bins are not to be used.
- Leaving rubbish along the Parade Route is not permitted.
- If you have approved/permitted giveaways, please hand these to the crowd, rather than throwing them. Please note: there is a fee charged for any giveaways or handouts.

- Use paper streamers in place of traditional confetti, as it is easier to clean up.
- Please do not throw glitter, as it washes through the stormwater system into the sea.
- The Pack-Down Area is designed for you to dismantle your vehicle and make it road-safe for removal. Please remove all waste from the Pack-Down Area.
- Entrants will be charged for the removal of any waste left in the Set-Up or Pack-Down Areas, and along the Parade Route.

Key Dates & Times

Registrations Close

Friday 1 February 2019 (should Parade entries reach maximum capacity, registrations will close earlier)

Float Marshal Training

Mid January through to early February 2019

Parade Date

Saturday 16 February 2019

Set-up Time

5.00pm–6.30pm

Please note: set-up and road closures will be phased. Nearer to the event day, you will be advised exactly what time to arrive.

Parade

7.30pm–9.30pm

Pack-Down Time

Must be completed no later than 11.00pm (approximate). Walking groups will be dispersed into Hopetoun Street and Crummer Road. Parade vehicles, depending on the vehicle size, will be directed to the top of Ponsonby Road. Participants are then welcome to join the celebrations in Western Park or move on to the PROUD Party.

Note: All vehicles must be legally parked before the roads re-open to the public/traffic.