Now in its 72nd year, the Grand Central Floral Parade continues to prosper and delight visitors and residents each spring. An integral event of the Toowoomba Carnival of Flowers, the Parade is proudly sponsored by Grand Central. It features floral floats, colourful characters, entertainers, local and visiting bands and other visual elements - this vibrant street celebration is not to be missed!

This document is purposed to help you understand the parade entry process and provide support to participate in this iconic Toowoomba event!

Please make sure you read through this information thoroughly and share with any other participants or community group members so everyone can understand the requirements and regulations of applying for the Grand Central Floral Parade.

A number of changes have occurred for this year’s parade so it is imperative that everyone understands their role and adheres to these rules.
WHAT YOU NEED TO KNOW

WHO CAN ENTER

The Grand Central Floral Parade is fun and rewarding. Almost anyone can get involved including workplaces, social and community groups, local performers, artists and musical groups. Be part of it!

WHAT DO I NEED TO DO FIRST

Step 1: Read through this information booklet! Outlined are the entry requirements and how you can access the support available to have a high-quality entry showcasing your business, group or community.

Step 2: Have an appointment with the Creative Team; they will help you plan how your entry can best represent your brand, mission and purpose while fulfilling the parade theme.

Step 3: Fill in the entrant application form and return to Toowoomba Carnival of Flowers

Step 4: Toowoomba Carnival of Flowers will contact you to advise if your application has been accepted.

Step 5: Successful applicants will be provided with additional information regarding permits and regulations specific to your entry depending on what vehicles, structures etc will be included in your entry.

Step 6: The Creative Advisor will be in contact to assist with fulfilling the creative requirements.

Step 7: Purchase materials and resources and commence building your float.

HOW TO ENTER

Attend your appointment with the Creative Advisor then complete the application form, attached at the back of this document or download from www.tcof.com.au and submit to:

Toowoomba Carnival of Flowers
Email: info@tcof.com.au
Snail Mail: PO Box 3021, Toowoomba QLD 4350

Closing Date: Tuesday 1 June 2021, 2pm
No late submissions will be accepted.

All applications will be assessed and successful applicants notified by Monday 14 June 2021.
The Toowoomba Carnival of Flowers Parade Coordination Team’s decision is final, and no correspondence will be entered into.

KEY CONTACTS

Parade Creative Advisor
Shiny Happy Art
Anna Battle & Mary-Kate Thompson | Email: carnival@shinehappyyart.com

Contact regarding support for the design and creation aspects of your parade entrance.

Entrant Assistance
Toowoomba Regional Council
Kiera Bredhauer: Ph 4688 6661 | Email: info@tcof.com.au

Key contact for support with applications, questions and any queries of your participation in Parade.

Event Manager
Kate Scott, Coordinator – Events Toowoomba Regional Council
Ph 4688 6661 | Email: info@tcof.com.au

Coordinates event.
WHEN YOU GET THE OK TO COME AND PLAY

Once your application has been received and accepted, you will be contacted to confirm your participation in the parade. At this time, you will also be provided with further detailed information relating to parade day, marshalling times and locations.

PARADE PARTICIPANTS MEETING

A final & mandatory parade participants meeting will be held at **5:30pm on Wednesday, 15 September 2021.**

A nominated person from each entry must attend this meeting as important information will be distributed in relation to road closures, access and marshalling times and locations.

You’ll also receive useful tips to help ensure that your entry looks its best on parade day.

GETTING YOUR ENTRY TO THE FORM UP AREA

To move your unregistered vehicle, trailer or float to the parade form up area, you will need a day permit from Queensland Department of Main Roads and Transport.

TCOF will be applying for a bulk permit, and you will be required to provide TCOF with your unregistered vehicle details (e.g. VIN number), insurance and drivers licence details by **Friday 30 July 2021.**
HOW TOOWOOMBA REGIONAL COUNCIL CAN HELP?

FLOATS
Toowoomba Regional Council has a small number of floats and trailers allocated to prospective entrants at the discretion of the Toowoomba Carnival of Flowers Coordination Team.

For entrants who have not driven a self-propelled float before, it is recommended that the driver hold a truck (MR, LR or HR) licence.

To register your interest in one of these floats or trailers, please complete the Grand Central Floral Parade application form.

PREFERRED SUPPLIER CARD
To assist all parade entrants, the Preferred Supplier Program is generously supported by several of Toowoomba and regionally based suppliers offering discounts on materials used in the construction of parade entries. These businesses are getting into the community spirit as part of our Preferred Supplier Program.

Each entrant will receive a card that entitles them to discounts. Successful applicants will receive your Preferred Supplier Card.

PAPER FLOWERS
While the majority of floral float decoration is to be fresh, paper flowers provide a cost effective way to fill in the gaps. Paper flowers making workshops can be arranged by contacting the Creative Advisor via email on carnival@shinyhappyart.com.

POTTED FLOWERS
Toowoomba Regional Council is not able to provide Not-for-profit organisations with any potted colour in 2021 due to changes within operational areas that support this initiative. Please discuss alternative ‘floral’ interpretations with the Creative Advisors.

ADOPT-A-FLOAT PROGRAM
LOCAL BUSINESSES SUPPORTING LOCAL ORGANISATIONS
If you’re a community organisation needing help funding your entry or a business interested in entering the parade but lacking in time and human resources, here’s good news. When you register your interest in the Adopt-A-Float program you will be partnered in an “adoption” process. In return for adopting community floats, commercial businesses receive fantastic benefits. These include the opportunity to support the city’s most iconic event, signage on the adopted float and verbal acknowledgement at commentary points along the parade route. That’s exposure to more than 100,000 spectators!

For more information, or to register, contact Kiera Bredhauer on 4688 6661 or email your enquiry to info@tcof.com.au.
PROMOTING & MARKETING YOUR ENTRY

Toowoomba Carnival of Flowers encourages everyone to promote and market their entry in the Grand Central Floral Parade through social media such as Facebook or Instagram or in printed material.

Toowoomba Carnival of Flowers & the Grand Central Floral Parade are trademarked, and all entrants must ensure they use the correct wording when referencing the event. Please ensure the following terms / events are quoted as follows:

• “Toowoomba Carnival of Flowers”
• Grand Central Floral Parade
• @GrandCentralFloralParade
• #GrandCentralFloralParade
• #TCOF
• @toowoomba carnival of flowers (Facebook)
• @toowoombacarnivalflowers (Instagram)

For more information on the correct terminology or promoting your entry please contact Kiera Bredhauer on 4688 6661 or email your enquiry to info@tcof.com.au

WHEN THE PARADE IS OVER… IT’S NOT OVER!

PARADE FLORAL MARKET

Should you have fresh floral on your float that you would like to sell to the public, this can be done when the parade finishes at Queens Park, on the Godsall Street Oval until around 12noon.
The Grand Central Floral Parade 2021 theme is:

AN EMERGING LANDSCAPE

As our region emerges from COVID-19, we invite community groups, musicians and businesses to view and celebrate their resilience and unique identity and engage with this theme through ‘the Arts’ - for example, the lyrics of a song, the words of a poem, or the design of an artwork.

We encourage you to use art, poetry and music as sources of inspiration, with a vision as to what the future ‘landscape’ will look like for them and their organisation.

The theme was inspired by local poet, Bruce Dawe’s work, “In the New Landscape”. Dawe is considered by many to be one of the most influential Australian poets of all time. Dawe lived in Toowoomba for many years, teaching at Downlands College and lecturing at the DDIAE/USQ until his retirement.

The theme of ‘emerging’ also aligns with the Toowoomba Regional Council slogan, “Rich Traditions. Bold Ambitions.”

Continuity of the parade theme will be provided by a BUTTERFLY motif, as butterflies are a versatile metaphor representing spiritual rebirth, transformation, change, hope and life.

Butterflies also work very well in small, medium and large scale.

So, it’s all about telling YOUR story and envisioning YOUR landscape - and including a butterfly, or many butterflies!

COLOUR PALETTE FOR DESIGN

YELLOW: Happiness and warmth
BLUE: Credibility, trust and communication.
ORANGE: Playfulness and social interaction/comfort and warmth
PINK: Femininity and love
PURPLE: Symbolizes quality, luxury, and royalty/high end products
RED: Passion/power and excitement
GREEN: Nature, universality, and love

THE IMPORTANCE OF COLOUR

Research has shown colour has a huge impact on our decision making. It takes only 90 seconds for a consumer to make a decision about your product and 62%-90% of that decision is based on colours alone.
WHEN YOU ENTER YOU MUST
CHOOSE A CATEGORY

ENTRY CATEGORIES

• Corporate float entry - self-propelled vehicle/trailers
• Community float - self-propelled vehicle/trailer
• Visiting float - self-propelled vehicle/trailer
• Marching bands and walking groups
• Multicultural celebration - self-propelled vehicle/trailers and walking groups
• Creative visual entry - puppetry/ marionette/ costume character and visual delight bicycle

CORPORATE FLORAL FLOAT
A visual display on a self-propelled float or trailer towed by a decorated vehicle entered by any commercial business, decorated with 50% or more fresh floral and living matter. Corporate floats are limited to one sign for advertising and need to rely on visual communication of brand created in consultation with the Creative Advisor.

COMMUNITY FLORAL FLOAT
A visual display on a self-propelled float or trailer towed by a decorated vehicle entered by community-based clubs, associations or groups, decorated with 50% or more fresh floral and living matter. Evidence of group's Charitable Status or Incorporation must be included with application.

VISITING FLORAL FLOAT
A float entry from outside the immediate Toowoomba Regional Council area entered by other festivals, cities, councils or countries. An element of fresh floral theming must be added to the float.

MULTICULTURAL CELEBRATION
A visual display representing your culture and celebrating the diversity within Australia. This category must maximize the use of floral elements into costumes and props.

MARCHING OR WALKING GROUP
This category is open to all walking groups, marching groups. The quantity of walkers in a walking group is determined by fulfilling the theme and presentation of the group. The maximum amount of walkers is 50 people, and all must be in fully themed costume with floral elements. Marching and walking groups are permitted forward manoeuvres ONLY. A spacing of 15 meters between each group will be enforced. Failure to keep the fifteen (15) meter gap along the parade route will incur a two (2) year suspension from participating in the parade.

CREATIVE VISUAL ENTRY
Encompassing puppetry, marionettes, costumed characters and/or visually delightful bicycle entries, the criteria requirements are that it must be a fantastical floral delight. Unlimited creativity and expression of the theme is essential to this category.
JUDGING AND PRIZES

Preliminary judging inspections take place in the parade assembly area from 1:30pm. Final judging of your entry will take place while the parade is in progress. Parade winners will be announced on parade day at 5pm on the Toowoomba Regional Council float in Godsall Street Oval.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1ST PRIZE</th>
<th>2ND PRIZE</th>
<th>3RD PRIZE</th>
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<tbody>
<tr>
<td>2021 Grand Champion</td>
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<tr>
<td>Corporate Floral Float</td>
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<td>Community Floral Float</td>
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<td>Visiting Floral Float</td>
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<tr>
<td>Marching / Walking Group</td>
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<tr>
<td>Multicultural Celebration</td>
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<tr>
<td>Creative Visual Entry</td>
<td>$250</td>
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THE JUDGING CRITERIA

All entries in the categories of the Grand Central Floral Parade will be judged according to the following criteria (as applicable).

FLORAL FLOATS (SELF-PROPELLED AND TRAILER) ENTRIES

TECHNICAL EXECUTION

- Has the entry been well constructed and neatly presented?
- Are all flowerpots concealed?
- Is the front of the float well decorated?
- Are all towing devices decorated and concealed?
- Are the vehicle’s wheel arches concealed?
- Is all signage neatly and professionally presented?
- Does the entry comply with the Grand Central Floral Parade Conditions of Entry?
- Is the float skirted to give the appearance of ‘floating’ down the parade route?
- Are all props including trollies, prams, bikes etc decorated?

FLORAL CONTENT

- Does the entry meet the fresh floral/living matter coverage criteria?
- Has the entry tried to utilise different material e.g. seed, grasses, fruit, vegetables and other regional produce?
- Has the living matter been presented in an interesting and innovative way?

THEME & DESIGN

- Is the entry concept creative and/or innovative in design?
- Is the theme recognisable by the public?
- Does this entry relate back to the parade theme and/or is it relevant to the organisation presenting the entry?
- How well has this theme been interpreted and executed?
- Are the participants and driver (if visible) appropriately costumed to reflect this theme?
- Does the entry utilise good use of colour in their design?
ENTERTAINMENT VALUE
- Is the entry fun?
- Are the participants animated and showing that they are enjoying their parade experience?
- Are the participants using choreography and acting to present a professional performance?
- Are the participants engaging the audience to enhance their parade experience?

MARCHING AND WALKING ENTRIES

FLORAL CONTENT
- Does the entry meet the corresponding fresh floral entry criteria?
- Has the entry made an effort to utilise different material e.g. seed, grasses, fruit, vegetables and other regional produce?
- Has the living matter been presented in an interesting and innovative way?

ENTERTAINMENT VALUE
- Is the entry fun?
- Are the participants animated and showing that they are enjoying their parade experience?
- Are the participants using choreography and acting to present a professional performance?
- Are the participants engaging the interest of the audience to enhance their parade experience?

THEME & DESIGN
- Is the entry concept creative and/or innovative in design?
- Is the theme recognisable by the public?
- Does this entry relate back to the parade theme and/or is it relevant to the organisation presenting the entry?
- How well has this theme been interpreted and executed?
- Are the participants appropriately costumed to reflect this theme?
- Does the entry utilise good use of colour in their design?

OVERALL
- Is the entry fun and entertaining?
- Is the entry engaging the interest of the audience to enhance their parade experience?
- For individuals, is the costume well-presented and maintained?
- Has the entry acknowledged the floral theme?
- For costumed characters, is the character’s minder dressed to complement the theme of the character and the floral theme?
- Does the entry comply with the Grand Central Floral Parade Conditions of Entry?
Help is always on hand to assist you to develop your ideas into practical application. Creative Advisor appointments are compulsory to attend prior to submitting an application form. Follow up is available with the Creative Advisor via phone and email from now until parade day, Monday to Friday from 9am – 5pm.

If you don’t have the capacity to build a float but would like to be involved, there is an option to collaborate with community groups, please discuss this option with the Toowoomba Carnival of Flowers Coordination Team.

1. Devise a concept

Utilise a mind map to develop visual communication of your brand / organisation. Consider a concept that will translate well with the use of flowers and fulfills your theme and reflects your organisation.

Remember, you are entering a *floral parade*!

2. Develop your design

Creative Hub appointments are available on Thursday 6th May, Saturday 8th May, Monday 10th May, Thursday 13th May, Saturday 15th May and Monday 17th May. During your appointment your Mind Map will be developed into a sketch by the creative team. This sketch is part of the criteria needed for entry into the Grand Central Floral Parade. This, along with material and construction advice, will help you visualise your float and communicate your brand.

3. Choose your Float base:

*Potential Float Bases:*
- Truck • Trailer • Van • Golf Buggy • Tractor • Earthmoving Vehicle • Horse and Cart • Quad Bike • Car • Bus • Scooter

There are Council float bases available; however these are limited in number, and will be allocated within the Creative hub appointments.

*Self-Propelled Floats*

You can convert older vehicles (e.g. car, bus, ute) into self-propelled floats by cutting the vehicle down to the chassis and then securing MDF Board over the chassis to create the floor of your float. Before you consider cutting down a vehicle, please check that it has a chassis as some newer vehicles do not. Please utilise accredited or experienced engineering personnel for this.

*Towed Floats*

If you are creating a towed float (utilising a trailer), it is important that the tow vehicle is decorated in accordance with the float and includes floral elements. At a minimum, the tow vehicle must include a floral bonnet display.

*Decorated Vehicles*

Vehicles such as trucks, vans and utes can be the basis for your float entry. When designing your float, consider that the front of the vehicle will be very prominent and will need to be decorated. Also consider the skirting of your vehicle as this will create the illusion of a ‘float’ and will help to disguise often unsightly elements of the vehicle.

4. Put together a list of materials you require

Listed below are some of the materials used to make floats.

*Potential Float Materials:*
- Rio Mesh • Crepe Paper • Corrugated Iron • Wood • Lattice • Balloons • Netting • Streamers • Wheels • Fabric • Pipe • Wire • Fringing • Floral Sheeting • Pallets • Cardboard • Paint Paper • Fur • Foam • Chicken Wire • Flags • Rope • Astro-Turf • MDF Panels • Concrete

*Your float must be decorated with 50% or more floral matter!*
SAMPLE SHOPPING LIST

- Mesh Sheets
- Paint Brushes
- Rollers
- Paint Tray
- Weather Sealer
- Gyprock joint compound - creates weatherproof layer
- Acrylic Paints
- Sponges
- MDF Project Panels - 1200 x 600 x 3-12mm
- Brown Paper
- Chicken Mesh - wide detail 1800 x 12 x 50

- Chicken Mesh - fine detail 1800 x 13 x 50
- Wire
- Screws - self tapping
- Liquid Nails
- Expand Foam
- PVA Glue
- Nails
- Artificial Turf
- Masking Tape
- Galvanised Wire

No glass, ceramics or materials that can break into sharp or dangerous pieces are allowed on entries.

5. Ensure that your float meets the fresh floral criteria

The required 50-70% floral and greenery on your float can comprise of cut flowers, floral arrangements, potted flowers, seeds, fresh fruit, paper flowers and vegetables.

6. Getting Quotes

Get a quote on the specific materials you require. If you are a community group applying for funding, you will need to submit this with your application form in order to meet the funding criteria.

7. Float Assembly

Assemble your float team and get started!

- Assemble your float team and get started!
- Assign tasks to team members
- Create a schedule to work on the float - weekly/daily/which days
- Use a licensed builder for any construction work
- Ensure platforms/stages are sturdy and secure
- Use a licensed electrician for all lights/sound systems
### IMPORTANT DATES TO REMEMBER

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Central Floral Parade applications close</td>
<td>1st June 2021</td>
<td>2pm</td>
</tr>
<tr>
<td>Successful applicants notified</td>
<td>14th June 2021</td>
<td></td>
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<tr>
<td>Creative Advisor meetings</td>
<td>06 May 2021</td>
<td>9am - 11:30am &amp; 3pm - 7pm</td>
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<td></td>
<td>08 May 2021</td>
<td>12:30pm - 4pm</td>
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<td></td>
<td>10 May 2021</td>
<td>10am - 3pm</td>
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<tr>
<td></td>
<td>13 May 2021</td>
<td>9am - 2pm</td>
</tr>
<tr>
<td></td>
<td>15 May 2021</td>
<td>12pm - 3:30pm</td>
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<td></td>
<td>17 May 2021</td>
<td>11am - 5pm</td>
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<tr>
<td>Unregistered vehicle / trailer / float VIN details due to TCOF office</td>
<td>30th July 2021</td>
<td>4pm</td>
</tr>
<tr>
<td>Float and motorised apparatus driver’s licence details due to TCOF office</td>
<td>10th August 2021</td>
<td>4pm</td>
</tr>
<tr>
<td>Final and mandatory parade meeting at Community Venues, Level 3, Toowoomba City Library Building.</td>
<td>15th September 2021</td>
<td>5:30pm</td>
</tr>
</tbody>
</table>
LAUGH
PLAY
HOORAY