Parade Guidelines

The Bendigo Easter Festival Gala and Torchlight Parades will be guided by the following principles:

- **Local community priority** – Consideration will be given to local community groups, organisations and participants based within the City of Greater Bendigo. Applications from outside the municipality remain welcome and may be considered where they contribute positively to the overall parade experience and align with the objectives of the Bendigo Easter Festival
- **Festival heritage** – Parade entries should complement and respect the history, traditions and heritage of the Bendigo Easter Festival
- **Visual impact and entertainment value** – All entries must contribute to a visually engaging, entertaining and family-friendly parade that enhances the overall audience experience
- **Safety and compliance** – All participants must comply with Festival safety requirements, operational procedures and insurance obligations
- **Diversity and representation** – The parade will celebrate cultural diversity, community participation and creative expression, reflecting the breadth of our region
- **Managed capacity** – The number and size of parade entries will be managed each year to support participant safety, efficient parade operations and increased participation opportunities

Applications and entry

To be considered for participation in the parade:

- Submit a *Parade Expression of Interest* (EOI) before the closing date
- Submitting an EOI does not guarantee acceptance into the parade

Eligibility

Parade entry applications are open to:

- Festival sponsors
- Local community groups
- Incorporated groups
- Schools
- Not-for-profit organisations
- Businesses that apply in partnership with a local community group

How applications are assessed

Applications will be assessed against the *Bendigo Easter Festival Parade Principles and Parade Entry Assessment Matrix*:

- Local community participation and local connection
- Visual impact and entertainment value
- Alignment with Bendigo Easter Festival heritage and traditions
- Diversity and representation
- Quality of presentation and overall parade contribution
- Safety and compliance with festival requirements
- Successful applicants are required to complete the *Parade Float Registration* and *Vehicle and Passenger Safety Checklist*
- Only applicants who have been approved and have completed all required documentation will be permitted to participate in the parade

Sponsors

The following requirements apply to all Bendigo Easter Festival sponsors:

- Sponsors are welcome to apply to participate in the parade, provided they meet all parade eligibility and participation requirements
- All sponsors must submit an *Expression of Interest* (EOI) by the advertised closing date and will be assessed through the same application process as all other entrants
- Sponsorship of the Bendigo Easter Festival does not automatically guarantee participation in the parade. All applications will be assessed against the *Parade Guidelines* and selection criteria
- Sponsor entries must support the community, cultural and celebratory purpose of the Bendigo Easter Festival
- All sponsor entries must meet the same presentation, safety and quality standards expected of all parade participants

Not permitted

The following are not permitted in the parade:

- Applications submitted after the closing date
- No animals allowed (service dogs will be accepted)
- Real weapons of any kind
- Giving out, handing out or throwing promotional items, flyers, samples or giveaways to parade attendees
- Public speeches, preaching, or attempts to recruit people to groups
- Political messages, political campaigning, demonstrations, protests or protest-related content
- Collecting donations, fundraising or seeking financial contributions
- Commercial advertising, including promoting a business, product, service or brand
- Individual participants who do not have the required insurance coverage
- Nudity is not permitted

Any entry that includes a prohibited activity or item may be refused participation in, or removed from the parade.

Child safety

To keep children (under the age of 12 years) safe during the parade, the following requirements apply:

- Children must be supervised at all times. To support participant safety and wellbeing, parade entries that include children are required to provide a minimum of two responsible adults for every ten children participating
- All supervising adults must hold a current and valid Working with Children Check (WWCC)
- Children must not get on or off any vehicle or float while it is moving or while the parade is in progress
- Children must always be seated safely when travelling in a vehicle or on a float
- Children must not sit on an adult's lap while travelling in a vehicle
- Where seatbelts are fitted, all children and adults must always wear them correctly while the vehicle is moving

Participant welfare

To help keep all participants safe and comfortable during the parade:

- The parade route is approximately 1.5 kilometres long
- Children under 12 years of age and older participants are encouraged to ride on a vehicle or float rather than walk the route
- Wear suitable footwear
- Bring your own hat, sunscreen and drinking water
- Participants are responsible for staying hydrated and protecting themselves from weather conditions on the day

Safety requirements

All participants must follow these safety requirements:

- Follow all directions always given by Parade staff and marshals
- Comply with all applicable road rules and traffic laws
- Drivers must not use a mobile phone while driving, unless permitted by law
- All vehicle occupants must wear seatbelts and child restraints that comply with current road safety laws
- Helmets to be worn when using bicycles, scooters, motorcycles, skateboards, roller skates, rollerblades or similar devices
- Floats must have suitable barriers or guardrails to prevent people from falling
- All decorations, props, equipment and materials to be securely attached and must not create a safety risk
- All vehicles and floats are subject to a safety inspection before the parade and must pass inspection to participate
- Each entry is strongly encouraged to carry a first aid kit and a suitable fire extinguisher
- The number of approved parade entries may be limited each year to maintain participant safety and ensure a positive audience experience
- Any electrical equipment used as part of an entry must be tested and tagged by a qualified person and be safe for use

All participating groups must hold:

- Public Liability Insurance with a value appropriate to the level of risk and the nature of the activities being conducted
- Any required vehicle insurance for vehicles participating in the parade

Important: Proof of insurance may be requested by the event organiser at any time.

Drivers

The following requirements apply to all vehicles participating in the parade:

- Each vehicle must have a primary and secondary driver nominated and registered
- The secondary driver must always remain inside the vehicle during the parade and must be able to take over driving if required. The secondary driver must not ride on a float, trailer, ute tray, or any other part of the entry
- All drivers must:
  - Hold a current and valid driver's licence appropriate to the vehicle being driven
  - Be listed on the *Parade Float Registration Form*
  - Attend the final Parade briefing
  - Have a zero blood alcohol concentration (BAC) and be free from the effects of illegal drugs or any substance that may impair their ability to drive safely
  - Drivers and vehicles may be subject to safety inspections or compliance checks before and during the parade

Vehicles

All vehicles participating in the parade must meet the following requirements:

- Vehicle maximum dimensions:
  - 12.5 metres in length
  - 2.5 metres in width
  - 4.3 metres in height
- Semi-trailers and articulated vehicles are not permitted
- Trucks towing trailers are not permitted
- All vehicles must be registered, insured and roadworthy
- Any unregistered vehicle must have a current VicRoads permit and valid insurance before it can participate
- Private vehicles may require a safety inspection
- We encourage all vehicles to be decorated as part of a celebration of your entry
- Emergency service organisations participating in either parade, will be limited to one vehicle per organisation and not be assigned operational response while participating

To support a safe, efficient and enjoyable parade experience, the number of vehicles included within an entry will be managed by the festival.

Applications involving vehicles will be considered as part of the overall parade assessment process. Request to include multiple vehicles may be considered where they align with the *Bendigo Easter Festival Parade Principles* and can be accommodated within overall parade capacity. It is recommended no more than one vehicle and one trailer per entry.

Signage and music

All parade entries must comply with the following requirements:

- Each entry must provide and display its own sign identifying the participating group or organisation. The sign must be at least 60cm x 60cm and clearly visible to spectators and event officials
- Portable music is encouraged, provided it is appropriate for a family-friendly audience
- Music to be played at a reasonable volume and must not interfere with parade operations, safety announcements or nearby entries
- Speeches, preaching, recruitment activities or public address announcements are not permitted along the parade route

Media pass

To ensure the safety of participants and photographers, the following requirements apply:

- Only photographers holding a valid Bendigo Easter Festival Media Pass may photograph or film from within the parade route
- Photographers must always be clearly identifiable by wearing a high-visibility (hi-vis) vest and displaying their media pass when requested
- Photographers must comply with the conditions of their media pass and follow all directions issued by event staff and parade marshals
- Failure to comply with these requirements may result in the photographer being removed from the parade route or having their media pass revoked

Parade content and presentation

All parade entries must meet the following requirements:

- Must be suitable for a family-friendly audience and appropriate for people of all ages
- Each entry may include a maximum of 50 participants. The intent of this requirement is to manage the size of individual entries and create opportunities for a greater number and diversity of organisations to participate in the parade. Applications for groups exceeding this number may be considered at the discretion of the Parade Manager
- Creativity, community participation, cultural expression and celebration are encouraged

Organiser rights

By participating in the parade, you agree to the following:

- Participants may be photographed, filmed or included in livestream broadcasts during the event. These images and recordings may be used by the organisers for media, promotional, marketing and future event purposes
- Organisers reserve the right to curate the order of entries participating in the parade and cannot be altered
- Organisers reserve the right to refuse or remove any entry that does not comply with these conditions
- The organisers may change, postpone, shorten, or cancel the parade at any time if required due to weather, safety concerns, emergencies, or operational needs

Contact us

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