



The Rotary Club of Airlie Beach is once again partnering with the Whitsunday Reef Festival Committee to bring to you the **Whitsunday Reef Festival Street Parade 2018!** The parade is one of the highlights of the Reef Festival, providing lots of colour, fun and entertainment for all ages.

This event is a fantastic way to showcase and increase exposure for your business or community group so get working on your entry now! There are some great cash prizes to be won. Please join in and help make this year's parade bigger, better and more colourful than ever!

This year's theme is:

*** **THE REEF: IT'S MAGIC!** ***

Let's celebrate and promote the magic of the Reef!

There will be prizes for:

- Best business
- Best not-for-profit
- Best 'The Reef: It's Magic' theme
- Most unusual and wacky

**The Rotary Street Parade will be held on
Saturday 4 August 2018 starting at 4.00pm**

*Check-in and assembly will be from 3.00pm near the Whitsunday Sailing Club: exact **time** and **assembly location** for your entry will be advised just prior to parade day. The parade itself starts on The Esplanade, proceeds along the main street, turns around in the Broadwater Avenue car park, and returns along the main street to the starting point.*

You are encouraged to get as creative as you like with your entry (which may be a float or a 'walking' entry – or combination!). We're looking for lots of colour, creativity and smiling faces to bring our main street alive!

Entry is **FREE** for not-for-profit organisations. There will be a small charge of \$20 for entries from businesses except those which are sponsors of the Reef Festival. If your business would like to donate a higher amount, this would be greatly appreciated.

ENTRIES MUST BE RECEIVED BY MONDAY 30 JULY 2018

✳ To request a Street Parade entry form, email Merewyn Wright: merryjay17@bigpond.com

✳ To find out how your business can become a Reef Festival sponsor, email: secretary@whitsundayreeffestival.com.au

See over for more details about preparing for the parade and our safety requirements.

PREPARING FOR THE PARADE ~ IMPORTANT!

1. **Get your entry form in ON TIME (closing date 30 July):** arranging the order of entrants in the parade can only begin once all entries are received. Factors such as size and type of entry (e.g. walking entry, car, truck etc.) are taken into consideration and late entries delay this process, which means a delay in getting your parade sequence and other information back to you.
2. **Compere notes:** On the entry form, under the heading "description of entry", please write **what you would like the compere at centre stage to say** to promote your business / organisation and describe your entry as it passes: for example, **"XYZ company is the "go to" company for all your "xxx" needs, etc."** and describe how your entry suits the theme.
3. **Plan your entry round the theme:** Start thinking of ideas which will support the theme **"The Reef: It's magic!"**. Let's make this parade colourful, exciting!
4. **Get your team organised** and keep them in touch with all information as you receive it! This will ensure that everyone knows the rules and details about assembly time and place.
5. **Look out for an email soon after the closing date and before parade day** with details of assembly time, place, your sequence in the parade etc.
6. ***** Keep in mind our safety requirements** when **planning** your entry *******:

While we want everyone to have fun, we also want everyone, both those in the parade and those in the crowd, to be safe. Therefore we ask that you assist with implementing these safety requirements:

- * **No objects are to be thrown** at all during the parade, either by people in vehicles or walking participants – this of course includes lollies. We have vehicles in the parade and we want to minimise the risk of spectators and participants alike from moving in front of these vehicles and getting hurt. If you wish to distribute lollies, this may be done by walking along close to the crowd and handing lollies to the children.
- * If you are entering a vehicle in the parade (e.g. truck, bus, car/ute/4WD with trailer) we **require you to have two people walking along side / in front** (preferably wearing high-vis vests/shirts) to assist with safety of walking participants/spectators. This will be checked at the assembly point.

