



## Guidelines for Entry

The Credit Union Christmas Pageant is calling on the creativity of children 16 years or under to enter a world of fun, fantasy and fairytales, all with a Christmas-inspired theme as part of the annual Design A Mini Float Competition!

First introduced in 2007, the Design a Mini Float Competition is open to both individuals and school classes. A Mini Float is a small mobile set that is light enough to be pushed or pulled along the Pageant route. This competition often attracts over 400 entries.

Let your imaginations run wild and design this year's Mini Float, and go into the running to help delight hundreds of thousands of South Australians as part of the special magic that only the Pageant can bring.

### Prizes

Thanks to the Credit Unions, the winning entries will receive:

- First prize: \$500
- Second prize: \$250
- Third prize: \$100

In addition, the winning design will be built by the elves at Stardust Castle for debut in the 2018 Credit Union Christmas Pageant on 10 November!

**The child/children involved with the winning design will also:**

- Tour Stardust Castle where we build the floats to see and learn from the float building process.
- Enjoy a special morning tea at Stardust Castle when their Mini Float is revealed.
- Have access to a reserved space behind the blue honour line on Pageant day (for a maximum of 35 people).

Each entry will be viewed by a panel of judges appointed by the Pageant's creative director.

SATURDAY 10 NOVEMBER 2018



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## Credit Union Christmas Pageant History

People of all ages gather along Adelaide's streets each November to welcome the Credit Union Christmas Pageant.

It's the traditional start to the festive season, with more than 330,000 happy faces lining the 3.3-kilometre route to welcome Father Christmas.

Children across South Australia look forward to the Pageant, and the magical parade brings the spirit and joy of Christmas to Adelaide's city streets. The Pageant began in 1933 as the 'Children's Christmas Pageant 1933' and is regarded as one of the world's greatest street parades. It's a South Australian institution and an important part of the state's event history.

The concept behind the early Pageant design was to celebrate children's stories, current children's themes and Christmas. This simple philosophy has given pageants over the years a sense of traditional and contemporary balance.

Today, the Credit Union Christmas Pageant is owned and managed by the South Australian Tourism Commission on behalf of the South Australian Government. The naming rights sponsor is the Credit Union Pageant Company, comprising four leading credit unions: People's Choice Credit Union, Beyond Bank Australia, Credit Union SA and Police Credit Union.

## Design Guidelines and Specifications

### Theme: Christmas

Be inspired by fantasy, fairy tales and magic all with a look and feel for Christmas.

### What is a Mini Float?

A mini float is a small mobile set that is light enough to be pushed or pulled along the Pageant route. Check out the competition page on the Pageant website for examples. The images on this page are past winning mini float designs.

### How Does It Move?

While the team at Stardust Castle will build the winning entry based on the child's/children's design it is important to note that the mini float will be moved manually by Pageant characters, so it needs to be light and easily pushed or pulled.

### Mini Float Examples

Examples of floats and mini floats can be viewed at the Pageant website: [cupageant.com.au](http://cupageant.com.au)

Mini floats should not be designed with similar themes to the existing Pageant floats.

We recommend you watch the 2017 Credit Union Christmas Pageant for inspiration before you create your new design. 2017 Credit Union Christmas Pageant event DVDs are available for purchase by contacting 8244 6277.

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## Mini Float Selection Criteria

Entries in the 2018 Credit Union Christmas Pageant 'Design a Mini Float Competition' will be judged on:

- Originality
- *Artistic content:* What is your theme?
- *Presentation:* How are you going to present your design?
- *Character and Costume design:* What are the details of the characters that will be around and moving your mini float? What will your characters be wearing?

Designs may be submitted as a drawing, model or both.

### Inappropriate Designs

It is very important to remember that the Credit Union Christmas Pageant is a FREE community event that is non-commercial. This means your designs MUST NOT:

- Breach copyright themes (for example Disney).
- Use syndicated cartoons (for example, The Simpsons).
- Include copyrighted characters (for example, Mickey Mouse).
- Include film or theatre or musical production characters (for example, Frozen).
- Include any signage that may promote any organisation.

### Terms and Conditions

- Entries are limited to children aged 16 years or younger.
- Each entry will be viewed by a panel of judges, whose decision will be final.
- Transport is not provided for the visit to Stardust Castle, or to the designated viewing area on Pageant Day.
- Entries that breach any of the areas highlighted as inappropriate designs will be automatically disqualified.
- Entries received after Friday 13 July 2018 will be ineligible.
- All entrants into the competition should be aware that the child/children, schools and/or designs may be used by the South Australian Tourism Commission or the sponsoring credit unions for public relations or promotional/media purposes (including traditional media and social media).
- All intellectual rights in relation to the winning design become the property of the South Australian Tourism Commission (owners and managers of the event on behalf of the State Government of South Australia).

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