

# NEW ZEALAND FLAG CONSIDERATION PANEL

<b>DATE</b>	17 June 2015 (FCP Min Ref: 170615) 11am until 4:00pm
<b>VENUE</b>	Wellington – MOJ 19 Aitken St, level 3, meeting room 3:14
<b>PANEL ATTENDEES</b>	Professor John Burrows (Chair), Kate de Goldi (Deputy Chair), Nicky Bell, Peter Chin, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan, Rhys Jones, Stephen Jones and Rod Drury
<b>APOLOGIES</b>	Beatrice Faumuina and Julie Christie
<b>PRESENT</b>	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Ian Thompson (Senior Advisor), Suzanne Stephenson (Communications Specialist), Georgie Wiles

## AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
1.	11:00am	<b>Welcome from the Chair</b> (tea and coffee on arrival) <ul style="list-style-type: none"> <li>5 May Meeting notes and actions (for approval)</li> </ul>	Chair Prof John Burrows
2.	11.15am	<b>Flag suggestions update</b> (oral item) <ul style="list-style-type: none"> <li>Key themes</li> <li>Flag tool – Panel feedback</li> </ul>	Ian Thompson
3.	11.45am	<b>Design selection process</b> (Secretariat Report appendix 2) <ul style="list-style-type: none"> <li>Background and legal position well-known designs</li> <li>Preliminary list publication (up to 75 designs)</li> <li>Paris Convention for the protection of Industrial Property</li> </ul>	Ian Thompson
	12.30pm	<b>Lunch</b>	
4.	1.00pm	<b>Research Update</b> (oral item)	Martin Rodgers
5.	1.45pm	<b>Communication/Engagement update</b> (oral item) <ul style="list-style-type: none"> <li>Summary of coverage to date</li> <li>Preparation for next phases</li> <li>Message update</li> </ul>	Suzanne Stephenson
6.	2.30pm	<b>Flag Selection Advisory Group</b> (Secretariat Report appendix 3) <ul style="list-style-type: none"> <li>Update to the Minister</li> <li>Composition update</li> </ul>	Ian Thompson
7.	3.00pm	<b>Secretariat Report</b> <ul style="list-style-type: none"> <li>Reporting update</li> <li>Roadshow update (Secretariat Report appendix 4)</li> </ul>	Kylie Archer
8.	3.20pm	<b>Budget Update</b> (oral item)	Kylie Archer
9.	3.40pm	<b>General Business</b> <ul style="list-style-type: none"> <li>Correspondence – update (oral item)</li> <li>Conflict of Interest Register update</li> </ul>	All

**Next meeting: 23 July 2015, 11am – 4.00pm, (Auckland - Venue tbc)**

# NEW ZEALAND FLAG CONSIDERATION PANEL

<b>DATE</b>	5 May 2015 (FCP Min Ref: 150505) 1.00pm until 2:30pm
<b>VENUE</b>	Te Papa, Jellicoe St, Wellington
<b>PANEL ATTENDEES</b>	John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Rhys Jones, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan, Stephen Jones, Rod Drury, Julie Christie, Beatrice Faumuina
<b>PRESENT</b>	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Ian Thompson (Senior Advisor) and Robin Paratene (Senior Advisor) and Suzanne Stephenson (Comms Advisor)

## MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
4.	Welcome from the Chair Launch Review	<ul style="list-style-type: none"> <li>29 April Meeting notes and actions <b>approved</b></li> <li>Discussion regarding the launch activity.</li> <li>A significant number of media requests.</li> <li>Cross Party Group – Feedback following the meeting with John and Kate.</li> </ul>	
5.	Community Meeting, Hui and Roadshow update	<ul style="list-style-type: none"> <li>Roadshow timetable and programme discussion. It was <b>agreed</b> to add two extra workshops to the programme and the Hui were moved to Sunday afternoons.</li> </ul>	
6.	Risk Register	s9(2)(g)(i)	

		s9(2)(g)(i)	
7.	The Designers Institute Presentation	<ul style="list-style-type: none"> <li>• Arch MacDonnell a member of the Designers Institute provided an update regarding the 5 Universal Principals of Design.</li> <li>• The Panel <b>agreed</b> to work with the Institute to communicate this information to the public (ideally as video content).</li> </ul>	Deadline 15 June



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## New Zealand Flag Consideration Panel

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### Design selection process – 17 June update

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- Recommendations** It is recommended that the Flag Consideration Panel:
- 1 s9(2)(h)
  - 2 **Agree in principle** to publish the preliminary long-list of up to 75 designs  
**AGREE / DISAGREE / DISCUSS**
  - 3 **Note** the information provided regarding the Paris Convention for the Protection of Industrial Property
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**Kylie Archer**

Director, New Zealand Flag Consideration Project Secretariat

## Introduction

- 1 This report presents the Flag Consideration Panel (the Panel) with:
  - s9(2)(h)
  - Further comment on the option to publish a preliminary long-list of designs; and,
  - information regarding the Paris Convention for the Protection of Industrial Property and its applicability to the Flag Consideration Project.

s9(2)(h)

## Further comment – option to publish the preliminary long-list of designs

- 5 After the design suggestion process closes on 16 July 2015, the Panel will complete their final preliminary assessments before 22 July. Then the Secretariat will collate all Panel members' responses and compile a draft preliminary long-list of designs to be agreed at the Panel meeting of 23 July. This will be based on the highest percentage agreement for each of the designs, for example a flag would likely be included if 80% of the Panel selected 'Yes'. This preliminary long-list will also include all Panel members' 'favourite' designs (up to two designs per Panellist; a total of up to 24 designs).
- 6 Following approval by the Panel at the meeting on 23 July, the preliminary long-list will be provided to an Advisory Group to review and give comment on each design from a technical, not subjective perspective, specifically focusing on any potential issues.
- 7 As previously discussed, consideration could be given to publishing the preliminary long-list in late-July/early-August as a 'preliminary long list selected for additional due diligence'. It is the Secretariat's recommendation that the preliminary long-list should be a maximum of 75 designs but no less than 50 as there will be significant time pressures to get the appropriate checks done before designs can be published.

8 The benefit of publishing the preliminary long-list of designs are:

- s9(2)(h)
- the public would continue to be involved in the process and it would provide a large degree of immediate transparency;
- it may shift public focus away from less serious, unselected designs, enhancing the project's sense of gravitas;
- flag designers whose design makes it through to the preliminary long-list stage will better understand the importance of the need to meet all the necessary criteria required for final consideration;
- it increases the transparency of the Panel's selection process; and,
- it provides the Electoral Commission with the opportunity to test how potential 'referendum one' designs can be best depicted on voting papers, including colour testing.

9 However, publishing the preliminary long-list does carry an element of risk, namely:

- if a specific design that is publicly 'supported' is not included. This risk can be mitigated to some extent by identifying supported designs that are not included and clearly explaining why not. It is highly likely that there will be a reason for a supported design's exclusion;
- preliminary checks only will be able to be completed prior to publishing the designs. Checks at this stage would not include legal due-diligence (which comes later and would benefit from releasing the preliminary long-list). The Panel should note that the criminal checks would be for convictions, not charges<sup>1</sup>; and,
- the Panel could be put in a position where there is a need to defend decisions early in the overall process of selecting the four referendum designs.

10 Weighing the benefits against the risks, it is the Secretariat's recommendation that the preliminary long-list is published.

11 If the Panel decides to publish the preliminary long-list, the Responsible Minister will be briefed appropriately. The briefing would provide an overview of the preliminary long-list, Panel decisions to that point, and comment on any potential issues with publicising the designs.

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<sup>1</sup> Criminal checks through the Ministry of Justice will only bring up convictions. The Police provide a vetting service which checks for charges as well, however it is limited for organisations that provide care to children, older people and vulnerable members of society in New Zealand.

12 The likely timing for publicising the designs will be confirmed at a later date, however it is estimated to be around 5 August.

**The Paris Convention for the Protection of Industrial Property (the Convention)**

13 For the Panel’s information, AJ Park has also provided some comment regarding Article 6 the Convention and its applicability to the New Zealand flag and the Flag Consideration Project.

14 s9(2)(h)

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**Appendices**

Appendix 1 – Letter and report from AJ Park - withheld under s9(2)(h)

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## Briefing

**To** Hon Bill English  
Deputy Prime Minister

**From** John Burrows  
Chair, New Zealand Flag Consideration Panel

**Subject** Advisory Group to the NZ Flag Consideration Panel

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**Action sought** Note the composition of the Advisory Group  
Note the Terms of Reference for the Advisory Group

**Date** 18 June 2015

**Deadline** 23 June 2015

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### Advice regarding flag designs to the NZ Flag Consideration Panel

- 1 The NZ Flag Consideration Panel (the Panel)'s Terms of Reference states:  
"The Panel will also need to seek input from flag experts, design experts, tikanga Māori experts, and other experts as required, to ensure a range of suitable alternative designs are available, that any proposed designs are workable, and that there are no impediments to the choice of proposed designs."
- 2 The Panel has discussed options for receiving appropriate advice and agreed to form an Advisory Group of experts who will meet and provide collective advice to the Panel on a shortlist of designs.
- 3 In late July 2015, a preliminary long-list of 50-75 alternative flag designs will be provided to the Advisory Group to review each design from a technical, not subjective, perspective, specifically focusing on any potential issues.
- 4 The Advisory Group is subject to formal acceptance following a letter from Chairman John Burrows, however it is proposed that it will be made up of:

Redacted under s. 9(2)(a) of the OIA



Redacted under s. 9(2)(a) of the OIA

- 5 The Advisory Group will receive designs to review on 24 July 2015 and will meet in Wellington to discuss the designs between 1pm and 5pm, 29 July 2015.

Redacted under s. 9(2)(a) of the OIA

- 6 All Advisory Group representatives will be expected to sign standard confidentiality agreements and disclose any conflicts of interest. A Terms of Reference for Advisory Group members has been developed and is attached for noting as Appendix 1.

### Recommendations

- 7 I recommend that you:

- **Note** the composition of the Advisory Group

**NOTED**

- **Note** the Terms of Reference attached as Appendix 1

**NOTED**

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John Burrows  
Chair, New Zealand Flag Consideration Panel

Date:     /     / 2015

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Hon Bill English  
Deputy Prime Minister

Date:     /     / 2015

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**Appendix 1 – Flag Selection Advisory Group Terms of Reference**

## Appendix 1 – Flag Selection Advisory Group Terms of Reference

### Background

1. On 28 October 2014, Cabinet agreed to a process to consider the future of the New Zealand Flag. The Responsible Minister, Hon Bill English, appointed the New Zealand Flag Consideration Panel (the Panel) in February 2015 to deliver aspects of this process.
2. The role of the Panel is to design and lead the public engagement process on the New Zealand Flag, which will culminate in two binding postal referendums. The Panel is also responsible for selecting four alternative designs to be included in the first referendum.
3. The Panel wishes to seek input from design, tikanga Māori, and other experts as required, to ensure a range of suitable alternative designs are available, that any proposed designs are workable, and that there are no impediments to the choice of proposed designs.
4. The Panel is supported by a project secretariat (the Secretariat).

### Purpose of the Advisory Group

5. The purpose of the Advisory Group is to consider and provide advice on a shortlist of alternative flag designs, in order to inform the Panel's decision-making. While Advisory Group members provide advice to the Panel, they have no accountability for any decisions made regarding the four alternative flag designs to be voted on in the first referendum.

### Work required of the Advisory Group

6. On **24 July 2015**, the Secretariat will provide a preliminary long-list of alternative flag designs to members of the Advisory Group to review from a technical, not subjective, perspective. The Advisory Group will be asked to provide feedback on the designs, including noting any problems they identify with any design, and providing comment on any designs they feel are particularly strong.
7. Advisory Group members will meet to discuss the designs in Wellington **from 1.00pm to 5.00pm, 29 July 2015**. Three Panel members, Kate De Goldi (Deputy Chair), Lt Gen (Rtd) Rhys Jones and Nicky Bell will also attend this meeting as observers in order to provide context where required to Advisory Group members, and to report back to the full Panel at its next meeting.

### Fees and payments to Advisory Group members

8. While members of the Advisory Group are not Crown appointments, members of the Group will be paid a fee in accordance with the *Fees Framework for Members of Statutory and Other Bodies Appointed by the Crown* set out in Cabinet Office circular CO(12) 6 ([www.cabinetoffice.govt.nz](http://www.cabinetoffice.govt.nz)). It is expected that the time required for the Group members to perform their role will total a maximum of 2 days, including the meeting. The daily rate for all members of the group will be \$350 per day and so the maximum to be claimed in fees will be \$700. Further information on how to invoice for fees will be provided. Please note that a fee is not payable to a person who participates on the group in the normal course of their employment as a public servant.
9. Actual and reasonable travel costs will be reimbursed. The Secretariat supporting the Panel will book and pay for any domestic flights required for members of the Group to attend the meeting.

## Confidentiality and conflicts of interest

10. Advisory Group members will be asked to sign a confidentiality agreement.
11. Advisory Group members will be expected to declare any conflicts of interest and not comment on designs where a conflict or perceived conflict is identified. Designs will not include any personal information regarding the designer. The Secretariat will maintain a conflicts of interest register which will include a record of steps taken to deal with any conflicts or perceived conflicts of interest that arise.

## Composition of the Advisory Group

12. The Advisory Group members, and their areas of expertise, are<sup>1</sup>:  
Redacted under s. 9(2)(a) of the OIA

## Public identification of Advisory Group members

13. Members should note that their names cannot be withheld under the Official Information Act 1982. Therefore while the identity of Advisory Group members will not be promoted (without prior approval), this information will be disclosed if the Panel or Secretariat is asked specifically for this information.
14. The following information will be released publically by the Panel if asked generally about the Advisory Group:

*The purpose of the Advisory Group is to consider and provide advice on a shortlist of alternative flag designs, in order to inform the New Zealand Flag Consideration Panel's decision-making. While Advisory Group members provide advice to the Panel, decisions regarding the four alternative flag designs to be voted on in the first referendum are made by the Panel and not the Advisory Group.*

*Members of the Advisory Group were invited by the Panel Chairman having received advice and nominations from a number of organisations.*

*The Advisory Group is composed of:*

- *Three professional designers from varied backgrounds*
- *Two advisors from the visual arts community to include expertise in Pacific Island art*
- *A tikanga Māori advisor*
- *A New Zealand historian*
- *An advisor with expertise in heraldry and vexillology*
- *A Māori trademarks advisor with a background in art and design.*

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<sup>1</sup> Please note that the membership of the Advisory Group is subject to formal acceptance.

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3. The Panel wishes to seek input from design, tikanga Māori and other experts as required, to ensure a range of suitable alternative designs are available, that any proposed designs are workable and that there are no impediments to the choice of proposed designs.
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9. Actual and reasonable travel costs will be reimbursed. The Secretariat supporting the Panel will book and pay for any domestic flights required for members of the Advisory Group to attend the meeting.

### **Confidentiality and conflicts of interest**

10. Advisory Group members will be required to sign a confidentiality agreement.
11. Advisory Group members must declare any conflicts of interest and must not advise on flag designs where a conflict or perceived conflict is identified. Flag designs, as disclosed to the Advisory Group, will not include any personal information regarding the designer. The Secretariat will maintain a conflicts of interest register which will include a record of steps taken to deal with any conflicts of interest or perceived conflicts of interest that arise.

### **Composition of the Advisory Group**

12. The Advisory Group members, and their areas of expertise, are:
  - Phillip O'Shea, The New Zealand Herald of Arms Extraordinary (heraldry and vexillology)
  - Arch MacDonnell (design)
  - Matt Holmes (design)
  - Simon Morris (visual arts)
  - Jock Phillips (history)
  - Deidre Brown (Māori Trademarks and Maori and Pacific arts)
  - Mui Leng Goh (designer with an Asia-specific perspective)
  - Hemana Eruera (tikanga Māori)
  - Lindah Lepou (visual arts specific to the Pacific Islands)

### Public identification of Advisory Group members

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14. The following information will be released publically by the Panel if asked generally about the Advisory Group:

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*Members of the Advisory Group were invited by the Panel Chairman having received advice and nominations from a number of organisations.*

*The Advisory Group is composed of:*

- *Two professional designers*
- *Two advisors from the visual arts community, including expertise in Pacific Island art*
- *A tikanga Māori advisor*
- *A New Zealand historian*
- *An designer with an Asia-specific perspective*
- *An advisor with expertise in heraldry and vexillology*
- *A Māori trademarks advisor with a background in art and design.*

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## New Zealand Flag Consideration Panel

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### Secretariat Report: 17 June 2015 (as at 11 June 2015)

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**Summary** This report to the Flag Consideration Panel (the Panel) updates members on progress with the Project, and requests approval in principle to key aspects of the flag selection process.

**Recommendations** It is recommended that the **Flag Consideration Panel**:

- 1 **Note** the project update, attached as appendix 1 to this paper;
- 2 **Note** the flag suggestions update to be provided under item 2 of the agenda;
- 3 **Agree** the recommendations in the update on the flag selection process, under item 3 of the agenda (appendix 2 to this paper);  
**AGREE / DISAGREE / DISCUSS**
- 4 **Note** the research update to be provided under item 4 of the agenda;
- 5 **Note** communications and engagement update to be provided as item 5 in the agenda (included in the project update appendix 1 to this paper);
- 6 **Note** the update provided to the Responsible Minister on the role and composition of the advisory group, attached as appendix 3 to this paper;
- 7 **Note** the updated road show schedule attached as appendix 4 to this paper;
- 8 **Note** the budget update provided as item 8 of the agenda; and
- 9 **Note** the request for Panel members to provide an update on any conflicts of interest.

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### Purpose

- 1 The purpose of this paper is to:
  - a. provide Panel members with an update on the Project;
  - b. seek approval for a key aspect of the design selection process.



## Secretariat update

- 2 The project is meeting its milestones and is tracking to come in under budget. A budget update will be provided as item 8 of this meeting's agenda.
- 3 The Secretariat has been focussed on implementing the engagement plan, including the communications programme and road show/workshop/hui activity.
- 4 We have also been reviewing the next stages in the project plan, including finalising the process for the Panel to select the four alternative designs and considering actions that the Panel and Secretariat will be required to undertake in the next stages of project delivery.
- 5 Key activities include:

**a. Operational support:**

Daily flag design processing, social media moderation and responding to incoming correspondence has proved more time consuming than originally planned, so resources have been adjusted accordingly.

As at 10 June 2015, 3,307 flag designs have been published (with an additional 2,014 that don't meet the guidelines/terms and conditions and will not be published)

We expect a significant number of flag designs in the final weeks, so planning is underway to ensure enough people are trained and available complete processing on a timely basis.

**b. Communications and Marketing:**

The Secretariat has been working with the agency to deliver a new communications phase colloquially called "2.75" or "discuss plus" to address ongoing process confusion and other frequently asked questions from the public.

This initially involved summarising and reflecting back what people 'standfor' through the websites (i.e. the word cloud). Subsequently, the Panel responded to key questions and matters raised by the public since the launch, including advertorial content in all weekend papers. This activity has promoted a number of media stories and requests for interviews. The new content is being progressively published and promoted, including the new television commercial which went live on 2 June, the Process Video featuring Sir Brian which went live on 9 June (with 9,532 views since yesterday) and the other vox pop/myth-busting messages which will go live over the next week.

In the last two weeks the Secretariat has taken a more active role responding to social media posts and questions. Anecdotal feedback to this approach has been positive.

From a planning perspective, our current focus is on phase three (create and share) messages and media activities in the lead up to the 16 July deadline. With a wider focus on preparing materials for the next phases.

The communications and engagement report is part of the project update attached as appendix 1 to this paper. Highlights include (current 0 to 4.00pm 10 June 2015):

- 2.6m+ audience reached by editorial media this week (excludes paid advertising);

- Engagement online remains high with 545,898 online visits to date. 404,778 visits to [www.flag.govt.nz](http://www.flag.govt.nz) and 141,120 visits to [www.standfor.co.nz](http://www.standfor.co.nz).
- Total Facebook reach 217,899 content views, with 2,730 actively engaging (commenting, liking and sharing) in the week ending 10 July.

**c. Road show activities:**

The Roadshow is progressing around New Zealand and approximately 2,732 people have personally participated by way of the workshops and information stands in busy public locations so far.

Eight workshops and one hui have now been completed and while attendance at the workshops has been inconsistent, it has been pleasing to see strong numbers engaging at the information stand.

Napier	Workshop	Wed 10 Jun	32
New Plymouth	Workshop	Tue 9 Jun	8
Palmerton North	Workshop	Mon 8 Jun	40
Nelson	Workshop	Thu 4 Jun	45
Greymouth	Workshop	Tue 2 Jun	33
Christchurch	Workshop	Wed 27 May	13
Dunedin	Workshop	Mon 25 May	24
Invercargill	Workshop	Thu 21 May	52
Christchurch	Hui	Sun 17 May	10

Workshop attendees are encouraged to complete a feedback form and these clarify that the main reasons people attend are to get more information, and share their views on the flag or the project. People are telling us that they find the meetings interesting, informative, well-organised, as well as frustrating but respectful. Most of those attending say that they enjoyed the session with most agreeing that all participants were actively involved. In particular, people are enjoying the group discussions and the chance to hear the views of others at the meeting.

People have suggested that the some meetings should start later and so we have updated the timing of meetings in larger centres, including Auckland, to 6.00pm to 7.30pm. An updated schedule of activities is attached as appendix 4. If necessary due to weather, the information stands may be set up at an alternative venue indoors, in which case we will update the information on the websites.

Everyone is also keen to encourage more diverse communities to attend the workshops and so we have been working with the Ministry of Pacific Island Affairs and the Office of Ethnic Affairs to encourage broader participation, especially in the Auckland meetings. The Office will encourage participation in the 24 June session in the Fickling Convention Centre in Three Kings, and the Ministry will assist us by sending out invitations to the 25 June session at the Pacific Business Trust in Papatoetoe. We have also sent letters to all the multi-cultural councils across the country.

We are committed to continuing to ensure that people are aware of the workshops and are encouraged to attend. This includes:

- newspaper and radio advertising ahead of every event (including Māori media);
- postings and advertising through social media, targeting people in each centre;
- information and event listings on our websites and Facebook page;
- stories and tweets from us related to previous and upcoming events;
- a letter from the Chair being sent to local authorities; and
- emails being sent to clubs and groups in each locality.

In the radio and print advertising, we have asked people to get in touch with us, by email or 0800 number, if they have any translation or accessibility needs (including sign language translation).

**d. Stakeholder relations:**

Since the launch of the project, two electronic newsletters have been sent to key stakeholders. Stakeholders at a local level have also been directly contacted ahead of road show activities taking place in their area.

**e. Māori engagement:**

Professor John Burrows and Malcolm Mulholland and presented to the New Zealand Māori Council on 30 May and were well-received.

A pānui (newsletter) has been sent to Māori and iwi entities across the country promoting the engagement hui, the dates and venues for which have now been confirmed. Some groups are requesting additional opportunities to engage with the Panel. To be consistent, and keep the schedule manageable, these will be considered where they relate to a scheduled meeting of the group, rather than a new additional meeting specifically to discuss the project.

**f. Schools resource:**

A printed pull out resource was published in the 18 May 2015 edition of the Education Gazette: Tukutuku Korero. Panel members have been involved in activities at schools including Stephen Jones supporting road show activities at James Hargest College in Invercargill on 22 May and Kate de Goldi participating in activities at Ngaio School on 3 June.

**g. Community resource and information brochure:**

These have been produced in English, Māori, Mandarin and Samoan, and are all available at [flag.govt.nz](http://flag.govt.nz). The printed brochures, also available in these languages, have been very popular. As well as being distributed through the road show activities, they are available through libraries, citizen advice bureau and electoral enrolment teams. Consequently, we have printed an additional 15,000 copies of the English version.

### Flag design selection process

- 6 An update has been provided to the Responsible Minister on the role and composition of the advisory group. It is attached as appendix 3 to this paper for your information. This reflects decision made by the Panel at previous meetings, however it should be noted that minor amendments were made to the Terms of Reference.
- 7 A paper on the legal background for five well-known designs, and other legal aspects of the due diligence process, will be presented for discussion as item 6 at this meeting.

### Research and Evaluation

- 8 Clemenger BBDO continue to track levels of understanding and intention to participate in key aspects of the project. A summary of the results will be presented as item 4 at this meeting.

### Panel meeting schedule

- 9 The Panel meeting schedule remains unchanged and the next three Panel meetings will be particularly critical to the project:

<b>23 July (Auckland)</b>	Criteria agreed and preliminary list confirmed
<b>30 July (Wellington)</b>	Final 15 flag designs selected
<b>11 August (Wellington)</b>	Final 4 flag designs selected

Thank you for your continued support and assistance.

Kylie Archer

Director, New Zealand Flag Consideration Project

#### **Distribution:**

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Flag Consideration Panel Members

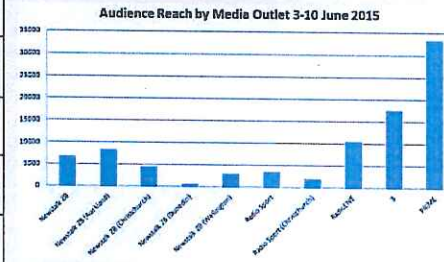
Michael Webster, Clerk of the Executive Council

Rachel Hayward, Deputy Secretary of Cabinet (Constitutional and Honours)

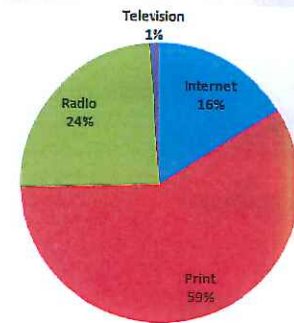
**Project headlines across media**

1	Cost of flag debate the 'price of democracy' (PM)
2	'True democracy' in action at (Nelson) meeting
3	New flag would help define us as a nation
4	Flag it – there are better uses for \$26m
5	Questions answered on possible flag change (by the Panel)

**Audience reach over 2.6m this week**



**Media type breakdown**



**'I stand for....' values**

	This wk (wk 5/no change)	Last wk (wk 4)
1	History	History
2	Equality	Equality
3	Freedom	Freedom
4	Future	Future
5	Heritage	Heritage
6	Family	Family
7	Respect	Respect
8	Kiwi	Kiwi
9	Commonwealth	Commonwealth
10	Peace	Peace

Ranked 1 = most tagged

**Media releases/links**

Flag Consideration Panel answers the six top questions Kiwis have put to them over the last four weeks

Plus regional releases for road show

**Upcoming media (proactive)**

Engagement programme to support road show in progress

**Social media influencers/conversations**

Of top 50 key words, 14% were actively engaging in discussions on values, 86% were challenging the process

Standfor.co.nz visits to website	Flag.govt.nz visits to website	History of the NZ Flag video views	Panel video views	Process video	Names on flagpole	Flag designs published (4pm)
8,938 this week*	23,516 this week*	629 this week	104 this week	5,370	981 this week	468 this week
141,120 total	404,778 total	118,070 total	69,724 total	New this week	12,140 total	3307 total

\*Note: actual analytics week for websites is 3-9 June



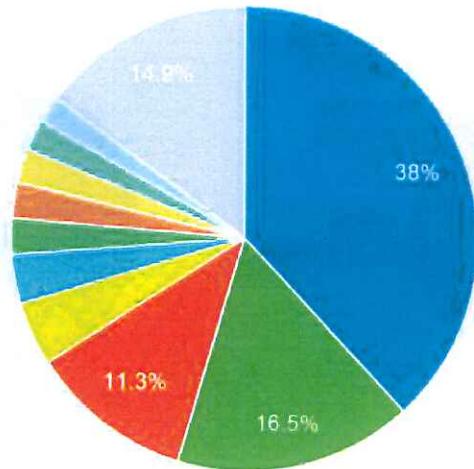
Online engagement

Standfor.co.nz			
Total visits to website this week	Visits by country	'Stand for' contributions (1107)	
8,938	NZ 92%	18-24yrs 9.7%	
	AU 1.6%	25-34yrs 10.1%	
	US 1.5%	35-44yrs 10.7%	
	UK 0.6%	45-54yrs 16.1%	
	Canada 0.2%	55-64yrs 16.1%	
		65+yrs 16.3%	

Flag.govt.nz			
Total visits to website this week	Visits by country	18% social referral	
23,516	NZ 64.7%		
	AU 6.7%		
	US 7.3%		
	UK 4.2%		
	Canada 1.8%		

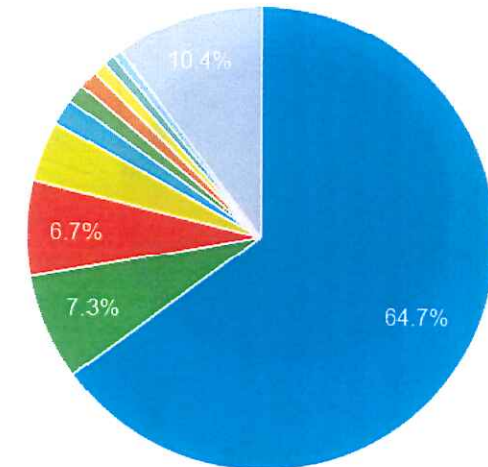
Number of 'Stand for' visits by city

1. Auckland
2. Wellington
3. Christchurch
4. Hamilton
5. Tauranga
6. Palmerston North
7. Napier
8. Nelson
9. Dunedin
10. (not set)



Number of Flag.govt.nz visits by country

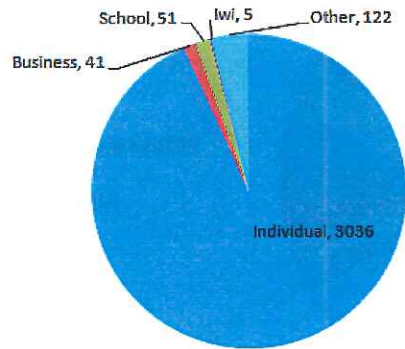
1. New Zealand
2. United States
3. Australia
4. United Kingdom
5. Canada
6. Germany
7. Hungary
8. Taiwan
9. France
10. Netherlands



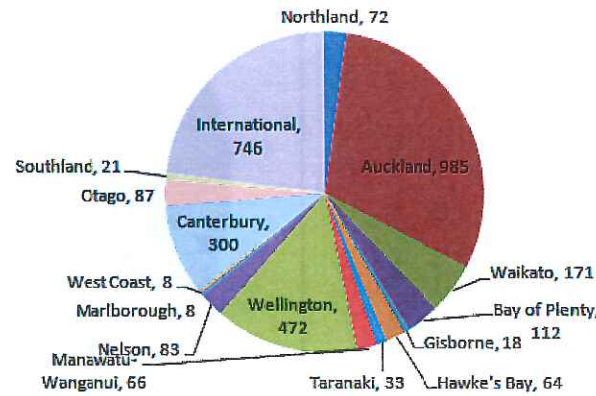
Total Facebook reach: 217,899 (people seeing the content) with 2,730 actively engaging (commenting, liking or sharing)  
 – up from previous week (70,619 +168.5% and 1,310 +92.7%)

Design suggestion summary (based on 3,255 designs published)

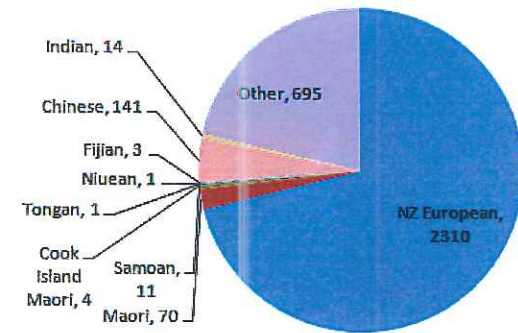
Type



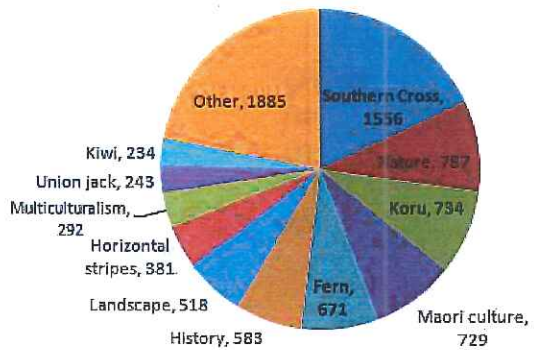
Region



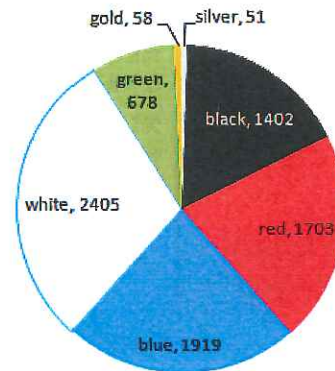
Ethnicity



Symbols/themes



Colours used







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5 June 2015

Media release

### Flag Consideration Panel answers the six top questions Kiwis have put to them over the last four weeks

Four weeks into the formal process for the New Zealand public to consider the national flag, the Flag Consideration Panel announced today the six most often asked questions from the public.

Flag Consideration Panel chair, Professor John Burrows, said this process was naturally drawing passionate responses as could be expected in this type of consideration process.

"The Panel's mandate is very clear. Our role is to facilitate discussion and recommend to the Government four alternatives that will be voted on in the first referendum.

We have received nearly 3,000 flag designs and the South Island section of the road show ended last night with a workshop in Nelson. Approximately 2,300 have personally visited by way of workshops and information stands in busy public locations so far and there has been an extremely high number of people, over 510,000, who have participated online," said Professor Burrows.

Professor Burrows noted those who like the current flag, those who want to see an 'updated' version (for example "put a kiwi, fern or the words 'NZ' on it"), as well as those who may like to consider a different design.

"This is the first time in history the public has had the opportunity to discuss options and have a say in the future of the New Zealand flag. Naturally, there are a number of questions that have been raised, and our role is to help answer these," said Professor Burrows.

**Question 1: Why don't they ask us if we even want to change the flag first? Or, save money by putting it with an election?**

"The Government has made that decision. It means you know what the alternative design is when you vote whether or not you want the flag to change. When referendums have been added to elections, it has cost at least as much as holding a separate postal referendum," said Professor Burrows.

**Question 2: Isn't thinking about alternative flags really disrespectful to our soldiers?**

Retired lieutenant general, Rhys Jones, who is the former chief of the New Zealand Defence Force, said he was respectful of this point of view and noted the current flag is our third flag which was adopted in 1902. Since then, some New Zealanders have questioned whether it should be replaced.



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"I can't think of a more appropriate time to consider such an important symbol of our nation as we commemorate Kiwis defending our freedoms and principles. Many people consider that the tragedy at Gallipoli started us thinking about what makes New Zealanders unique, and a country in our own right," said Mr Jones.

**Question 3: Why doesn't the Government just decide to change the flag?**

"By law, the flag could be changed by a majority of Parliament. But, the Government has decided any decision on the flag should be made by all New Zealanders. Whether the flag changes or not is up to eligible voters, and both referendums are binding, so the decision is final," said Professor Burrows.

**Question 4: What does this mean for our membership of the Commonwealth?**

Flag historian Malcolm Mulholland said many people wondered if this process meant New Zealand was "ditching" the Commonwealth to become an independent nation.

"Nothing about our constitution would change. If the flag changed we will still be part of the Commonwealth. Other countries within the Commonwealth have changed their flag over time; in fact we are one of five remaining independent countries who still have the Union Jack on our flag. It used to be 49.

A new flag will be adopted only if a majority of voters in the flag referendum vote in favour of a new flag. The change of flag will not affect the status of New Zealand as a constitutional monarchy with the Queen of New Zealand as our Head of State," reiterated Mr Mulholland.

**Question 5: Will the flag definitely change?**

Flag Consideration Panel member, Peter Chin, former Mayor of Dunedin said after this process, the flag may in fact stay the same.

"There is no presumption of change in this process. It depends entirely on how Kiwis vote in the second referendum next year. Even if it did change, people can still fly any flag they like. Legally, only government would have to fly the official flag on legislated days," said Mr Chin.

**Question 6: Why is the Panel asking us what we stand for?**

Professor Burrows reiterated that a flag should represent a nation's values.

"We want to know what Kiwis feel is special about New Zealand so we can make sure those values are represented. We'll use these as we consider four alternative flags for eligible voters to rank in the first referendum this year," said Professor Burrows.

Professor Burrows reminded people they can visit the online forum [www.standfor.co.nz](http://www.standfor.co.nz) or learn more from the road show team at information stands across the country. The full schedule and resource materials are online at [www.flag.govt.nz](http://www.flag.govt.nz), including a community resource kit that mirrors the workshop meetings so anyone can host their own discussion.

Word cloud evolution

Week 1



Week 2



Week 3



Week 4



Week 5



Week 6

# NEW ZEALAND FLAG CONSIDERATION PROJECT

## ROADSHOW SCHEDULE 2015

Note Road show dates and locations are subject to change. Van road show locations and times may change due to weather. For more information please go to [Flag.govt.nz](http://Flag.govt.nz), visit our Facebook page or dial 0800 36 76 56. **Updated 10 June 2015.**

DAY	DATE	VAN / INFORMATION STAND	TIME	PUBLIC WORKSHOP	TIME	ENGAGEMENT HUI	TIME
Saturday	16-May-15	<b>Christchurch</b> Northlands Mall, 55 Main North Road, Papanui	9:30am-6pm				
Sunday	17-May-15	<b>Christchurch Engagement Hui</b> The Function Lounge, Hagley Oval Pavilion, 63 Riccarton Ave, Christchurch Central.	1pm-4pm			<b>Christchurch, Te Waipounamu</b> The Function Lounge, Hagley Oval Pavilion, 63 Riccarton Ave, Christchurch Central.	1pm-4pm
Monday	18-May-15	<b>Ashburton</b> East St Chess Board (next to iSITE)	10am-2pm				
Tuesday	19-May-15	<b>Wanaka</b> The Waterfront, Ardmore St by iSITE,	10am-4pm				
Wednesday	20-May-15	<b>Queenstown</b>					
Thursday	21-May-15	<b>Invercargill</b>		<b>Invercargill</b> Victoria Room, Civic Theatre, 88 Tay Street Invercargill.	5:30pm-7pm		
Friday	22-May-15	<b>Invercargill</b> Invercargill Public Library James Hargest College, 288 Layard Street Invercargill Public Library	9am – 11am 12.30 – 3pm 4.30 – 6.30pm				
Saturday	23-May-15	<b>Bluff</b> Bluff Oyster Festival, Lee Street	From 10.30				
Sunday	24-May-15	<b>Dunedin</b> Wall St Mall, 211 George St	12pm – 4pm Now 2pm-4pm due to snow				
Monday	25-May-15	<b>Dunedin</b> Wall St Mall, 211 George St	9am – 3pm	<b>Dunedin</b> The Shanghai Room, Dunedin Centre, 1 Harrop St., Dunedin.	5:30pm-7pm		
Tuesday	26-May-15	<b>Timaru</b> Timaru Library, 56 Sophia St, Timaru	12pm – 4pm				
Wednesday	27-May-15	<b>Christchurch</b> Re:START Mall	10am – 3pm	<b>Christchurch</b> Christian Cullen Room, Level 1 of the Metropolitan Stand, 75 Jack Hinton Drive,	5:30pm-7pm		

DAY	DATE	VAN / INFORMATION STAND	TIME	PUBLIC WORKSHOP	TIME	ENGAGEMENT HUI	TIME
				Addington, Christchurch.			
Thursday	28-May-15	Christchurch CPIT - Christchurch Polytechnic – Rakaia Centre Atrium 130 Madras St	9am – 1.30pm				
Friday	29-May-15	Hokitika Westland Library, 20 Sewell St	9.30am – 4pm				
Saturday	30-May-15						
Sunday	31-May-15						
Monday	1-Jun-15	<b>Queen's Birthday</b>					
Tuesday	2-Jun-15	Greymouth Civic Centre, 12 Puketahi St (inside if wet)	10.30am – 3pm	Greymouth Thomas Edward Room at the Kingsgate Hotel on Mawhera Quay, Greymouth	6:00pm- 7:30pm		
Wednesday	3-Jun-15	Westport Municipal Chambers, Palmerston St (Inside building if wet)	11am – 3pm				
Thursday	4-Jun-15	Nelson Corner Trafalgar St and Selwyn Place	10am – 3.30pm	Nelson Tahuna Function Centre, 70 Beach Rd, Nelson	5.30pm-7pm		
Friday	5-Jun-15						
Saturday	6-Jun-15	Greytown Greytown Library 115 Main St	10am - 12pm				
		Masterton 181 Queen St, (next to Paper Plus)	2pm – 4pm				
Sunday	7-Jun-15	Palmerston North The Plaza 84 The Square	10am – 5pm				
Monday	8-Jun-15	Palmerston North Downtown on Broadway, Broadway Avenue	10am – 4pm	Palmerston North Seminar Room, Convention Centre, 354 Main St, Palmerston North.	5.30pm-7pm		
		Taupo 29 HeuHeu St, Taupo	10am – 3pm				
Tuesday	9-Jun-15	New Plymouth	12pm – 3.30pm	New Plymouth Ballroom, Quality Hotel,			

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DAY	DATE	VAN / INFORMATION STAND	TIME	PUBLIC WORKSHOP	TIME	ENGAGEMENT HUI	TIME
		Huatoki Plaza, Devon St West <b>Hastings</b> Heretaunga St Mall (Wet weather venue: Hastings Library) Flaxmere Library	11.30am- 2.00pm  3.30-5.00pm	corner of Courtney and Leach Streets, New Plymouth.	5.30pm-7pm		
<b>Wednesday</b>	10-Jun-15	<b>Wellington (Upper Hutt)</b> Upper Hutt Library 844 Fergusson Drive  <b>Napier</b> Corner Market and Emerson St	1pm – 5pm  9.30am – 3Thursdaypm	<b>Napier</b> The Ocean Suite, East Pier Hotel, 50 Nelson Quay, Napier	6.00pm- 7.30pm		
<b>Thursday</b>	11-Jun-15	<b>Wellington</b> Midland Park, Lambton Quay Indoor Central Library	10am – 3.30pm	<b>Wellington</b> Makāro Room, Wharewaka Function Centre, 15 Jervois Quay, Wellington Waterfront.	6.00pm- 7.30pm		
<b>Friday</b>	12-Jun-15	<b>Porirua</b> North City Mall 2 Titahi Bay Road, Porirua  <b>Gisborne</b> HB Williams Memorial Library, Peel St	10am – 6pm  9.30am – 5pm				
<b>Saturday</b>	13-Jun-15					<b>Rotorua</b> Papaiouru Marae, Mataiwhea St, Ohinemutu Rotorua.	1pm-5pm
<b>Sunday</b>	14-Jun-15					<b>Wellington / Poneke</b> Makāro Room, Wharewaka Function Centre, 15 Jervois Quay, Wellington Waterfront.	1pm-5pm
<b>Monday</b>	15-Jun-15	<b>Tauranga</b> Red Square, 36 Spring Street	10am – 4pm	<b>Tauranga</b> Baycourt Exhibition Space 38 Durham St., Tauranga	6.00pm- 7.30pm		
<b>Tuesday</b>	16-Jun-15	<b>Rotorua</b> The City Focus. Cnr Hinemoa and Tutanekai Streets, Rotorua (Wet weather venue: Rotorua Library, 1127 Haupapa St.)	10am – 3pm	<b>Rotorua</b> Mokoia Room, Millenium Hotel, corner of Eruera and Hinemaru Streets, Rotorua.	5.30pm-7pm		

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DAY	DATE	VAN / INFORMATION STAND	TIME	PUBLIC WORKSHOP	TIME	ENGAGEMENT HUI	TIME
Wednesday	17-Jun-15	<b>Hamilton</b> Centre Place Mall, 501 Victoria St	10am – 6pm				
Thursday	18-Jun-15	<b>Whanganui</b> Majestic Square Ridgway St	9am – 3pm	<b>Whanganui</b> Dickens Function Room, Kingsgate the Avenue, 379 Victoria Ave, Wanganui.	5.30pm-7pm		
		<b>Hamilton</b> Centre Place Mall, 501 Victoria St	10am-6pm	<b>Hamilton</b> Radio Sport Lounge at Waikato Stadium, 128 Seddon Rd, Whitiara	6pm-7.30pm		
Friday	19-Jun-15						
Saturday	20-Jun-15	<b>South Auckland</b> Otara Flea Market	6am – 12pm				
Sunday	21-Jun-15					<b>Hamilton / Waikato</b> Brooklyn 2 Room, Claudelands, Corner of Brooklyn Rd and Heaphy Terrace, Hamilton	1pm-5pm
Monday	22-Jun-15	<b>Auckland Northshore</b>		<b>Auckland Northshore</b> Pacific Room, The Spencer on Byron Hotel, Byron Ave, Takapuna Beach.	6pm-7.30pm		
Tuesday	23-Jun-15	<b>Auckland Central</b>		<b>Auckland Central</b> Event Centre Auckland War Memorial Museum The Auckland Domain, Parnell.	6pm-7.30pm		
Wednesday	24-Jun-15	<b>Auckland West</b>		<b>Auckland West</b> Lynfield Room, Fickling Convention Centre, 546 Mt Albert Road, Three Kings	6pm-7.30pm		
Thursday	25-Jun-15	<b>Auckland South</b>		<b>Auckland South</b> Pacific Business Trust, 733 Great South Road, Papatoetoe.	6pm-7.30pm		

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DAY	DATE	VAN / INFORMATION STAND	TIME	PUBLIC WORKSHOP	TIME	ENGAGEMENT HUI	TIME
Friday	26-Jun-15						
Saturday	27-Jun-15	Auckland					
Sunday	28-Jun-15					Auckland / Tamaki Makaurau Event Centre Auckland War Memorial Museum The Auckland Domain, Parnell.	1pm-5pm
Monday	29-Jun-15						
Tuesday	30-Jun-15	Dargaville		Gisborne Lawson Field Theatre, Vogel Street, Gisborne.	5.30pm-7pm		
Wednesday	1-Jul-15	Paihia Kerikeri					
Thursday	2-Jul-15	Whangarei		Whangarei Marina Room, Kingsgate Hotel, 9 Riverside Drive, Riverside	5.30pm-7pm		
Friday	3-Jul-15						
Saturday	4-Jul-15						
Sunday	5-Jul-15					Waitangi, Te Taitokerau The powhiri will begin at 9am at Te Whare Rūnanga (House of Assembly), the Waitangi Treaty Grounds  The hui will begin at 10am in Treaty Room 1, Copthorne Hotel & Resort, Tau Henare Drive, Bay of Islands.	9am-1pm

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