

## NEW ZEALAND FLAG CONSIDERATION PANEL

<b>DATE</b>	23 July 2015 (FCP Min Ref: 170615) 11am until 4:00pm
<b>VENUE</b>	Auckland – New Zealand Trade & Enterprise, Level 6, 139 Quay Street.
<b>PANEL ATTENDEES</b>	Professor John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Julie Christie Rod Drury, Beatrice Faumuina, Rhys Jones, Stephen Jones, Sir Brian Lochore, Malcolm Mulholland and Hana O'Regan
<b>APOLOGIES</b>	
<b>PRESENT</b>	Kylie Archer (Director), Jo Crawford (Executive Assistant), s9(2)(a) (Facilitator), Martin Rodgers (Project Manager) and Ian Thompson (Senior Advisor)

### PURPOSE

#### TO AGREE

- the overall selection framework and criteria
- the preliminary long-list for initial due diligence
- whether there is a need for design refinement and or commissioning services
- the approach to shortlisting the 15 designs
- updated risk register

### AGENDA

ITEM	TIME	TOPIC	PRESENTED / FACILITATED
1.	11:00am	<b>Welcome from the Chair</b> (tea and coffee on arrival) <ul style="list-style-type: none"> <li>• 17 June meeting notes and actions (for approval)</li> <li>• Conflict of Interest Register update</li> </ul>	Chair Prof John Burrows
2.	11.15am	<b>Flag selection process</b> (discussion) <ul style="list-style-type: none"> <li>• framework for selection</li> <li>• protocols for working together</li> </ul>	s9(2)(a) (Facilitator)
	12.30pm	<b>Lunch</b>	
3.	1.00pm	<b>Agree criteria</b> (discussion)	s9(2)(a)
4.	1.30pm	<b>Agree preliminary long-list</b> (discussion) <ul style="list-style-type: none"> <li>• introduction</li> <li>• intellectual property considerations (as necessary)</li> <li>• design refinement and commissioning (as necessary)</li> </ul>	Ian Thompson s9(2)(a)
5.	3.00pm	<b>Process for shortlisting to 15 preferred designs</b> (discussion)	s9(2)(a)
6.	3.30pm	<b>General Business</b> <ul style="list-style-type: none"> <li>• risk register</li> <li>• engagement &amp; communications</li> </ul>	Kylie Archer

**Next meeting:** 30 July 2015, 11am – 4.00pm, (Wellington – Dominion Museum, Taranaki Street)

# NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	17 June 2015 (FCP Min Ref: 150505) 11.00pm until 4.00pm
VENUE	MOJ 19 Aitken St, Wellington Level 3 room 3:14
PANEL ATTENDEES	John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Rod Drury, Rhys Jones, Stephen Jones, Sir Brian Lochore, Malcolm Mulholland and Hana O'Regan
PRESENT	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)
APOLOGIES	Julie Christie and Beatrice Faumuina

## MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
1.	Welcome from the Chair	<ul style="list-style-type: none"> <li>5 June Meeting notes and actions <b>approved</b>.</li> <li>The Chairman provided a roadshow and workshop update and commented on the 3,000 flag suggestions to date.</li> <li>The Panel <b>noted</b> the project update.</li> </ul>	
2.	Flag Suggestions update	<ul style="list-style-type: none"> <li>Ian Thompson provided an update regarding the statistics around designs received to date, including themes, colours and a regional breakdown. The report was <b>noted</b>.</li> <li>The Panel discussed the preliminary scoring tool and provided positive feedback.</li> </ul>	
3.	Design Selection Process	<ul style="list-style-type: none"> <li>A presentation and discussion regarding the s9(2)(h) The AJPark preliminary report was <b>noted</b>.</li> <li>The Panel <b>agreed in principle</b> to publish a preliminarily long list of up to 75 designs.</li> <li>The Paris Convention for the protection of Industrial Property was <b>noted</b>.</li> </ul>	

4.	Research Update	<ul style="list-style-type: none"> <li>• Martin Rodgers presented the latest campaign tracking results.</li> <li>• The Panel <b>noted</b> the research update.</li> </ul>	
5.	Communication/ Engagement update	<ul style="list-style-type: none"> <li>• Suzanne Stephenson provided a communications update, including a summary of coverage to date, a message update and preparation underway for the next stages.</li> <li>• The Panel <b>noted</b> the communications update.</li> </ul>	
6.	Flag Selection Advisory Group	<ul style="list-style-type: none"> <li>• Ian Thompson provide an update regarding the Advisory Group (secretariat report appendix 3)</li> <li>• The Panel <b>agreed</b> to the final terms of reference and composition of the advisory group, including the update to the Minister.</li> </ul>	
7.	Secretariat Report	<ul style="list-style-type: none"> <li>• The Secretariat Report was discussed and the recommendations were <b>noted</b>.</li> </ul>	
8.	Budget Update	<ul style="list-style-type: none"> <li>• The Panel <b>noted</b> the budget update provided. The Secretariat will continue to minimise costs wherever possible and work to bring the project in under budget.</li> </ul>	
9.	General Business	<ul style="list-style-type: none"> <li>• A correspondence update was provided and <b>noted</b>.</li> <li>• The Conflict of Interest Register was discussed and the Panel <b>noted</b> the request for Panel members to provide an update on any conflicts of interest.</li> </ul>	

Next meeting: 23 July 2015, 11am – 4.00pm, (Auckland –NZTE offices 139 Quay St)



## New Zealand Flag Consideration Panel

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Secretariat Report: 23 July 2015 (as at 17 July 2015)

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**Summary** This report to the Flag Consideration Panel (the Panel) provides information ahead of the process to select the four alternative designs to be included in the first referendum.

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

- 1 **Agree** the updated risk register attached as appendix 1 to this report;
- 2 **Note** the update on progress with the Flag Referendums Bill in this report;
- 3 **Note** the project update, attached as appendix 2 to this paper;
- 4 **Note** the research results attached as appendix 3 of this report;
- 5 **Note** update on communications and engagement activity in this report;
- 6 **Note** that a further report on the designs will be provided on 22 July 2015; and,
- 7 **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:
  - provide Panel members with an update on the Project; and,
  - provide information ahead of the process to select the four alternative designs to be included in the first referendum.

### Risk register

- 2 As previously agreed, the project risk register is to be updated at regular intervals and when necessary. The version attached as appendix 1 has been updated to reflect both the change in status of previously recorded risks and to add new risks associated with the next stages of the project.
- 3 In terms of changes in status, a number of risks have reduced due to an assessment of the engagement activity to date and the progress of the legislation. The risks associated with

legal and intellectual property issues with the designs suggested has increased due to the frequency with which elements covered by existing copyright arrangements have been used.

- 4 A number of risks associated with the selection phase of the project have been added. These relate to existing flag designs that have been suggested to the Panel, the advisory group and, the rational and communication around the Panel's selection process.
- 5 The Secretariat will continue to identify and mitigate risks as they arise.

### **Flag Referendums Bill**

- 6 The New Zealand Flag Referendums Bill was referred to the Justice and Electoral Committee on 12 March 2015. The closing date for submissions was 23 April 2015. The Committee received and considered 259 submissions from interested groups and individuals. It heard 27 submissions. It also received 15,970 form submissions.
- 7 The Committee released its report on 29 June 2015. In its report, the Committee does not recommend any changes relating to the timing or structure of the referendums. It does recommend amending the Bill to set a 'regulated period', to prohibit Members of Parliament from spending parliamentary funding on referendum advertising.
- 8 The report also included a minority view, expressed by the New Zealand Labour Party, strongly opposing the Bill. They object to the structure of the referendum and find it unacceptable that the Government's timetable for this referendum has forced officials to pre-empt the decision-making process of the committee.
- 9 It is anticipated that the Bill will have its second reading in the House within the next four weeks.

### **Project update**

- 10 The public engagement phase of the project concluded on 16 July 2015. At that point there had been:
  - 9,432 flag designs received and published (at 12.30pm, 17.7.15) with more to process;
  - over 850,000 online visits;
  - over 6,000 visits to workshops, hui and information stands;
  - over 1.18 million people reached by Facebook;
  - over 2 million page views of the alternative flag design gallery;
  - over 146,000 views of the New Zealand flag history video; and,
  - over 26,000 New Zealanders had shared what they 'stand for'.
- 11 A further breakdown of the reach of and participation in the Panel's engagement activities is attached as appendix 2 to this report.
- 12 It includes an updated 'word cloud' incorporating the views shared on the standfor site up until midnight on 16 July. This site, and the contributions made to it, will remain as a static record of the input received through it. However, people will no longer be able to make contributions to the site.

### **Research**

- 13 Following consultation with the Chair of the Panel, a piece of research was commissioned to assist the Panel to understand the input it has received through the engagement phase in more detail.

- 14 The survey:
- was undertaken with a representative sample of the population;
  - used the words and values shared through the 'standfor' website and the road show activities;
  - tested how strongly different segments of the population agree with the words / values shared;
  - clarified what people are thinking about if a word or value is important to them (e.g. when people say 'heritage' do they mean our British, Commonwealth or Māori heritage);
  - then, in relation to each value, asked what people associate with that value (i.e. what colour or symbol).
- 15 The survey results that may assist the Panel to finalise its selection criteria are summarised in appendix 3 of this report.

**Update on communications and engagement activities:**

- 16 The roadshow activities concluded with the final engagement hui at Waitangi on Sunday 5 July. We received strongly positive feedback on the workshops from the participants that completed the evaluation forms.
- 17 The table below provides a final breakdown of attendance at the roadshow workshops and engagement hui:

5 July	Waitangi	Engagement Hui	60
2 July	Whangarei	Workshop	45
30 June	Gisborne	Workshop	34
28 June	Central Auckland	Engagement Hui	30
25 June	Otahuhu	Workshop	34
24 June	Three Kings	Workshop	18
23 June	Central Auckland	Workshop	28
22 June	Takapuna	Workshop	16
21 June	Hamilton	Engagement Hui	28
18 June	Whanganui	Workshop	21
18 June	Hamilton	Workshop	28
16 June	Rotorua	Workshop	22
15 June	Tauranga	Workshop	40
14 June	Wellington	Engagement Hui	10
13 June	Rotorua	Engagement Hui	20
11 June	Wellington	Workshop	50
10 June	Napier	Workshop	30
9 June	New Plymouth	Workshop	8
8 June	Palmerston North	Workshop	40
4 June	Nelson	Workshop	45
2 June	Greymouth	Workshop	33
27 May	Christchurch	Workshop	13
25 May	Dunedin	Workshop	24
21 May	Invercargill	Workshop	52
17 May	Christchurch	Engagement Hui	10
Total 25 meetings (19 workshops, 6 Hui)			739 (av 29)

- 18 Much of the input received through the roadshow activities mirrored the views expressed through online channels. However, as Panel members would have observed, participants noted in their feedback that they left the meetings more informed about and open to other people's diverse views on the future of the flag. Given this, we will consider how opportunities for the sharing of views can be promoted by the Panel in the next stages of the project.
- 19 The status of the Flag of the United Tribes of New Zealand and the Tino Rangatiratanga Flag was raised in several of the hui and workshops.
- 20 Recent communications activity has focussed on reminding the public that the deadline for contributing to the standfor website and suggesting alternative flag designs is 11.59pm on 16 July. This included placement in the weekend magazines in the major newspapers on 11 and 12 July.
- 21 We are now updating the project's communications and engagement plans to incorporate the Panel's role in the next stage of the overall project. As stated in its terms of reference, the Panel "will continue in its public communications role in the lead-up to the first and second referendums, to help provide information to the public about the alternative flag designs. This will be separate from, and complementary to, the Electoral Commission's role in providing information to the public about how to vote in the referendum process, and encouraging participation".
- 22 Proposed activities include:
- Working with Panel members to inform people about progress with the selection of the four alternative flags during the process. It is proposed that this includes video interviews with groups of Panel members, which we are currently thinking would be recorded on 30 July in conjunction with the Panel's meeting.
  - Publicly releasing the long-list at 4.00pm on Monday 3 August 2015. This is envisaged to be a media release and would not require the Panel to present information in person. However, we would appreciate your support for any media activities around this announcement. This date is subject to change and will not be talked about publicly.
  - Publicly announcing the final four alternative designs at 10.00am on Tuesday 25 August 2015, with alternative dates being 1 and 8 September depending on the progress of legislation. Panel members are asked to be available to participate in this media event. This date is also subject to change and will not be released publicly.
  - Panel members undertaking speaking engagements within their local communities where they will inform people about the process and rationale for selecting the four designs, present the designs and prompt a discussion on how the designs align with what participants think is important to them about New Zealand. These will be co-ordinated through the Secretariat. We welcome your recommendations for groups to approach.
  - An initiative to gather and share publicly the views of people below the age of eligibility to vote. We are currently developing the idea of the Panel running a national video competition, which invites young people to act as 'journalists' and produce a video story on the diverse views of young people on the future of the New Zealand Flag. This would encourage the recording of balanced and well-researched stories. Representatives of the Panel would then assess and share the

best segments publicly. As well as this public recognition of their work, it is proposed that the young people involved with the best videos and / or their education institution receive an award or prize.

- Promoting updated versions of both the education and community resources so that communities can host their own discussions on the four designs and how they align with what participants think is important to them about New Zealand.
- Presenting the four designs physically at high traffic locations, markets and events in larger centres across the country. This would be supported with information on the four designs and the two referendums. It is proposed that this activity is undertaken by our events services contractor in the three weekends leading up to the postal referendum.

23 The Secretariat will update the communications and engagement plans with these and other activities for the Panel's approval at its 30 July meeting.

#### Flag design selection process

24 The Panel meeting schedule remains unchanged and the next three Panel meetings are focussed on selecting the four alternative designs to be included in the first referendum.

25 The schedule of activities in and around these meetings is as follows:

Date (2015)	What
17 July	Agenda & reports for 23 July meeting sent to Panel.
21 July	PANEL DEADLINE Panel members complete initial preliminary assessment of all published designs – using the flag assessment tool. Members also email the Secretariat with up to two 'favourites'.
22 July	Based on the above assessments, a preliminary long-list (50-75 designs) is sent to the Panel along with summary of all the design suggestions.
23 July	PANEL MEETING – in Auckland – to agree: <ul style="list-style-type: none"> <li>• the overall selection framework and criteria</li> <li>• the preliminary long-list</li> <li>• any need for design refinement and or commissioning services</li> <li>• the approach to shortlisting the designs to 15.</li> </ul>
23 – 29 July	Initial due diligence undertaken on remaining designs.
29 July	PANEL DEADLINE Panel members individually select 15 designs based on the framework & criteria agreed – using the same flag assessment tool as for long-list.
29 July	Advisory Group meeting attended by John Burrows, Kate de Goldi, Nicky Bell and Rhys Jones.
30 July	PANEL MEETING – in Wellington – to agree: <ul style="list-style-type: none"> <li>• preliminary long-list for release</li> <li>• the shortlist of 15 designs</li> <li>• the next steps with engagement and communications</li> <li>• the briefing to the Responsible Minister.</li> </ul>



30 July – 11 August	Due diligence undertaken on remaining designs. No further assessment of designs is required by the Panel during this period.
3 August	TBC - preliminary long-list publicly released (post Cabinet). Media release. Panel members not required to present in person.
11 August	PANEL MEETING – in Wellington – to agree: <ul style="list-style-type: none"> <li>• final four designs (+ two reserves)</li> <li>• the next steps with engagement and communications.</li> </ul>
11 - 19 August	Final due diligence.
20 August	Panel agrees final report to the Responsible Minister.
25 August (or 1 or 8 September)	TBC - four designs announced (post Cabinet and Executive Council). Media event. Panel members are asked to participate in this event.

26 If you have any questions around the above steps, do please get in touch.

**Next meeting**

27 The next meeting is being held in the Dominion Museum building in Wellington to enable you to experience the Great War Exhibition.

28 You will be sent an agenda for this meeting and supporting documents, including a draft briefing to the Minister, on 24 July. A Secretariat Report will not be provided.

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)

Media and public sentiment insights dashboard  
**Ten week summary: 5 May-17 July 2015**



**Flag Consideration Project**

Media	Average audience reach each week	Social media Influencers/conversations	info@flag.govt.nz queries
<b>1,616</b> news items  <b>170</b> media queries & associated Panel interviews  <b>14</b> media releases and associated publicity	<b>2.6m</b> (excluding paid advertising)	<b>850,000+</b> visits to websites  <b>1.18m+</b> reached by Facebook  <b>92</b> posts, <b>121</b> tweets  <b>2m+</b> page views of flag gallery  <b>26,000+</b> standfor contributions	<b>3,701</b>  <b>0800 36 76 56</b> queries  <b>350</b>  Video content views (all)  <b>518,498</b>

**Over 9,432 flags published today at 12.30pm (and still counting) – final may reach 10,000**

If laid end-to-end, 10,000 flags would almost cover the length of the North Island (or Picton to Invercargill)



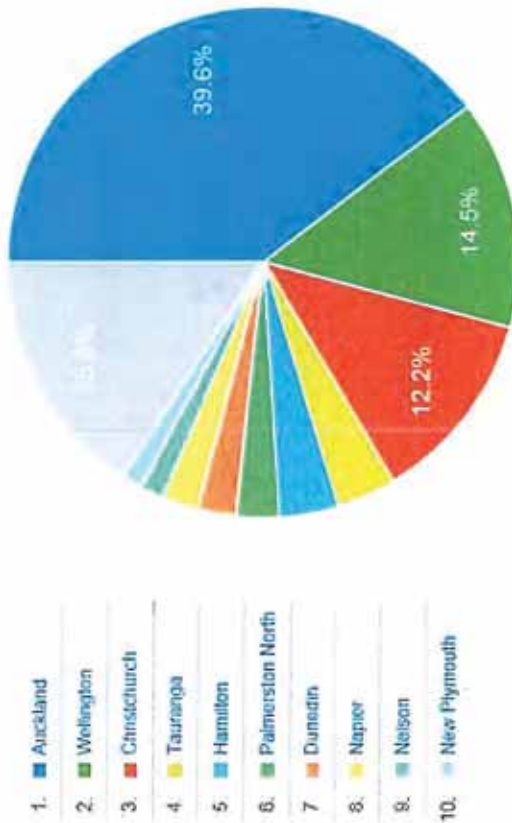
**6,000+** visits to workshops and info stands

s9(2)(a) photo of children holding flags

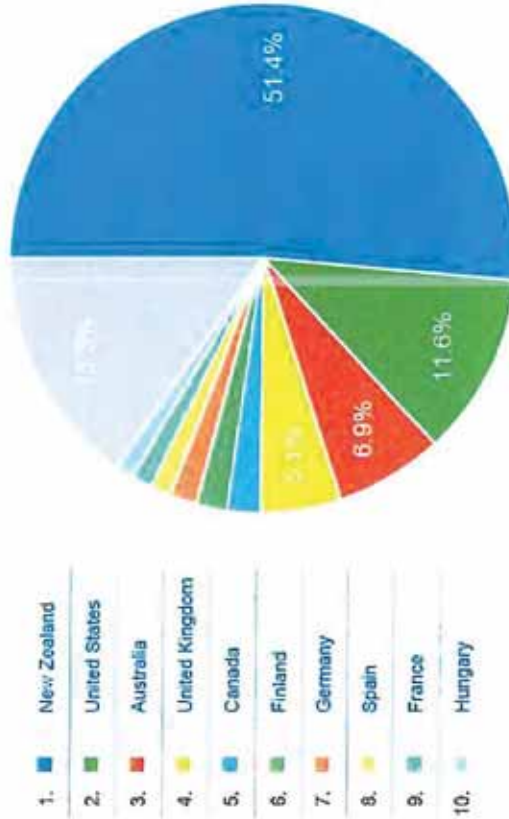
Online engagement – over 10 weeks:

Standfor.co.nz		Flag.govt.nz	
Total visits to website	Visits by country	Total visits to website	Visits by country
193,723	NZ 91%	658,267	NZ 51.4%
	AU 3%		AU 6.9%
	US 1.7%		US 11.6%
	UK 0.9%		UK 5.1%
	Canada 0.4%		Canada 2.1%
	65+ yrs		
	18-24yrs 8.7%		
	25-34yrs 18.9%		
	35-44yrs 21%		
	45-54yrs 15.8%		
	55-64yrs 18%		
	26,020 total contributions		

Number of 'Stand for' visits by city

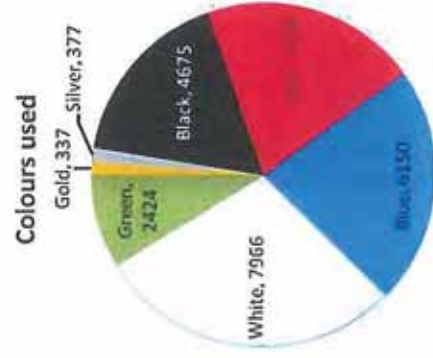
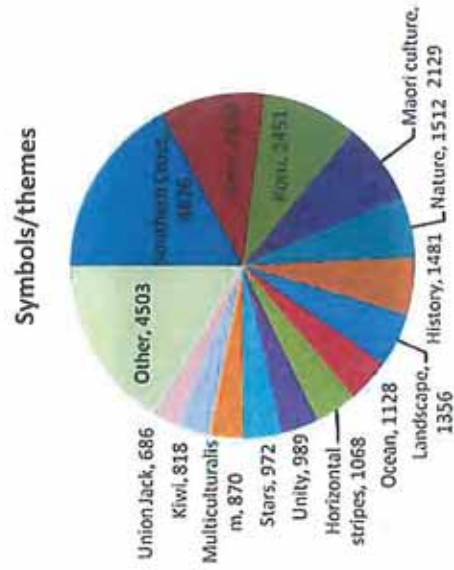
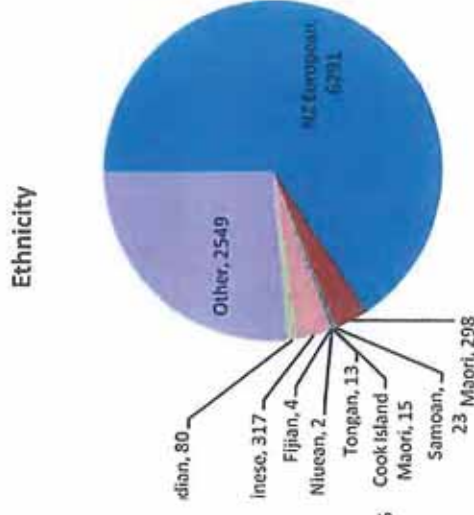
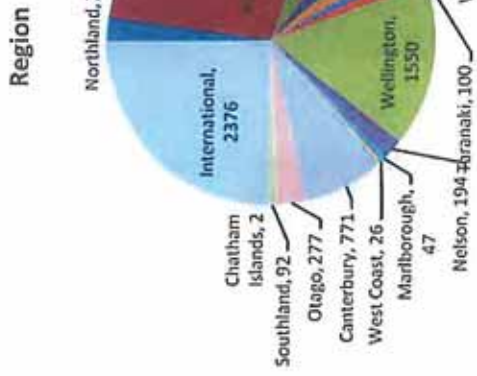
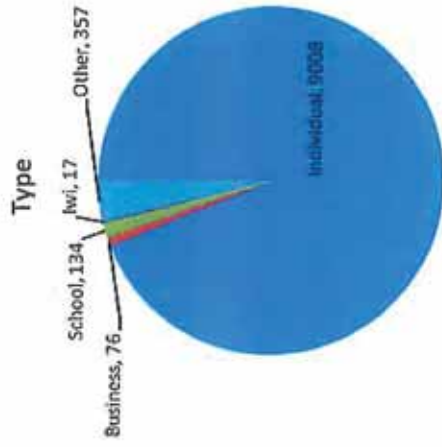


Number of Flag.govt.nz visits by country



Total Facebook reach: 1,187,919 (people seeing the content) with over 290,000 actively engaging (commenting, liking or sharing)

Design suggestion summary (based on 9,103 designs published as at 11.59pm 16 July)



## Word cloud evolution

Week 1



Week 2



Week 3



Week 4



Week 5



Week 6





Appendix 3 to Secretariat Report for Panel  
meeting on 23 July 2015



What do  
we stand  
for?

## FLAG VALUES SURVEY

Research Findings 14 July 2015



Clemenger commissioned Colmar Brunton to undertake research on different values linked to the New Zealand flag. This includes the relative importance of each value, their meaning, and any colours and symbols linked to the values.

The research comprised 1500 interviews with members of the Colmar Brunton online panel. The sample is nationally representative of New Zealanders aged 15+ with quotas set on age within gender, as well as ethnicity and region.

The fieldwork was conducted between 30 June and 7 July 2015.

The data has been weighted by age within gender within region, and by ethnicity in order to ensure it is nationally representative.

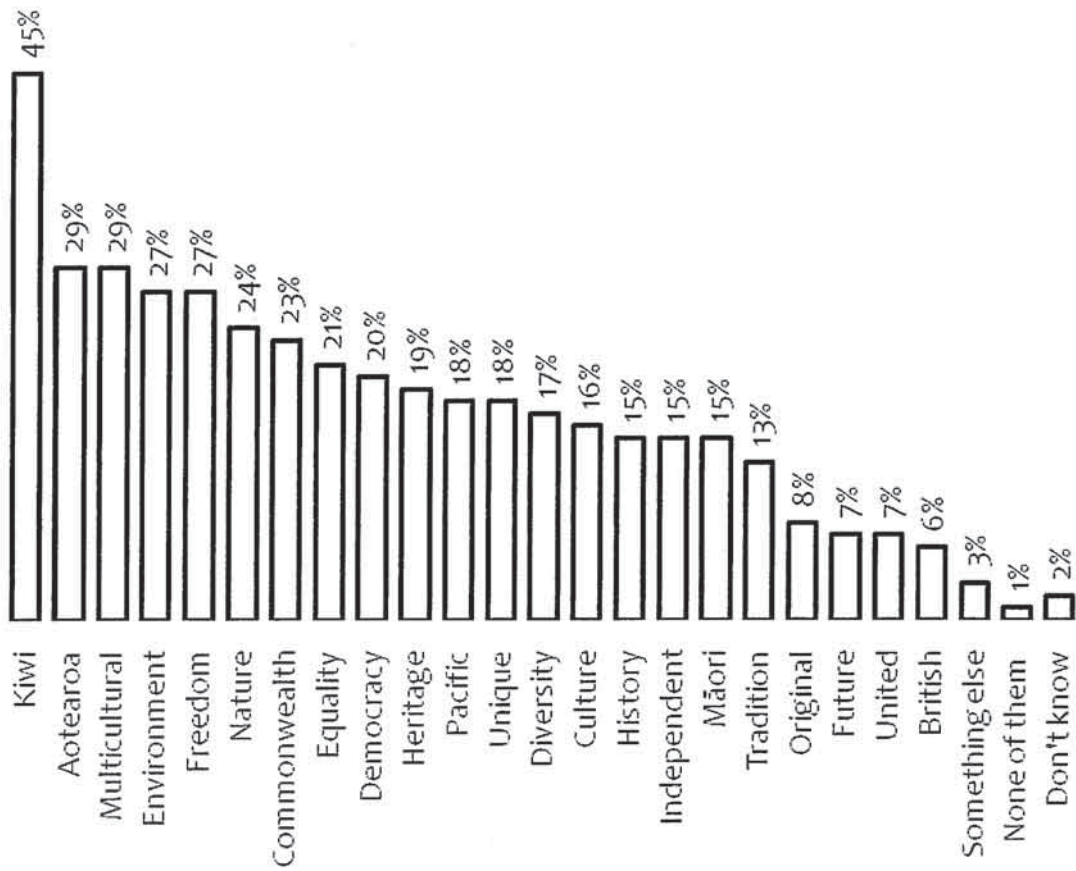
As with any survey sample, there is a margin of error which is determined by the number of interviews. The margin of error is plus or minus 2.5 percentage points either way on the full sample size of 1500 interviews.





**What do  
we stand  
for?**

**RELATIVE IMPORTANCE OF THE VALUES**



Base: All adults aged 15+ (1,500)

The survey findings suggest that some of the values suggested through the Panel's 'standfor' activities do not necessarily reflect what New Zealanders think we stand for. However, comparisons between the survey and consultation should be treated with some caution.

Survey respondents chose up to five values from a possible list of 22 values which describe what New Zealanders stand for. The list included leading values which emerged from the Panel's 'standfor' activities. Respondents were also able to specify their own value.

The chart opposite shows the survey responses, while the following slide compares the word clouds resulting from the survey and the final word cloud generated from the 'standfor' activities.

Q2

Which of the following words best describe what you think New Zealand stands for?

Survey



Base: All adults aged 15+ (1,500)

Standfor



Broadly speaking there is consensus across different demographic groups about what New Zealanders stand for. However there are a number of noticeable differences highlighted below.

#### Kiwi (45% overall):

- More likely to be mentioned by NZ Europeans (47%) and less likely to be mentioned by Asians (34%) and older people aged 60+ (35%)

#### Aotearoa (29% overall):

- More likely to be mentioned by Māori adults (42%) and less likely by NZ Europeans (27%) and those aged 60+ (22%)

#### Multicultural (29% overall):

- More likely to be mentioned by older people (36%), Pacific Islanders (48%) and Asians (44%). Less likely to be mentioned by NZ Europeans (27%)

#### Nature (24% overall):

- More likely to be mentioned by younger people aged 15-29 (31%) and 30-39 (36%) and less likely by those aged 60+ (16%)
- More likely to be mentioned by Asians (31%)

#### Commonwealth (23% overall):

- More likely to be mentioned by NZ Europeans (26%) and less likely by Māori (14%) and Asians (11%)

#### Democracy (20% overall):

- More likely to be mentioned by older people (32% aged 60+) and less likely by those aged 15-29 (12%) and 30-39 (11%)
- Less likely to be mentioned by Māori (13%) and Pacific Islanders (11%)

#### Heritage (19% overall):

- More likely to be mentioned by older people aged 60+ (26%) and less likely by 30-39 year olds (12%)
- More likely to be mentioned by NZ Europeans (21%) and less likely to be mentioned by Asians (5%)

#### Diversity (17% overall):

- More likely to be mentioned by Pacific Islanders (34%) and Asians (24%) and less likely by NZ Europeans (16%)

#### Māori (15% overall):

- More likely to be mentioned by Māori (32%) and Pacific Islanders (29%), and less likely to be mentioned by NZ Europeans (13%)

**Q2&3**

Which of the following words best describe what you think New Zealand stands for? Which of these words is most important to you?

If survey respondents selected more than one value they were asked to rank them. The following slide shows which value was the single most important to the respondents.

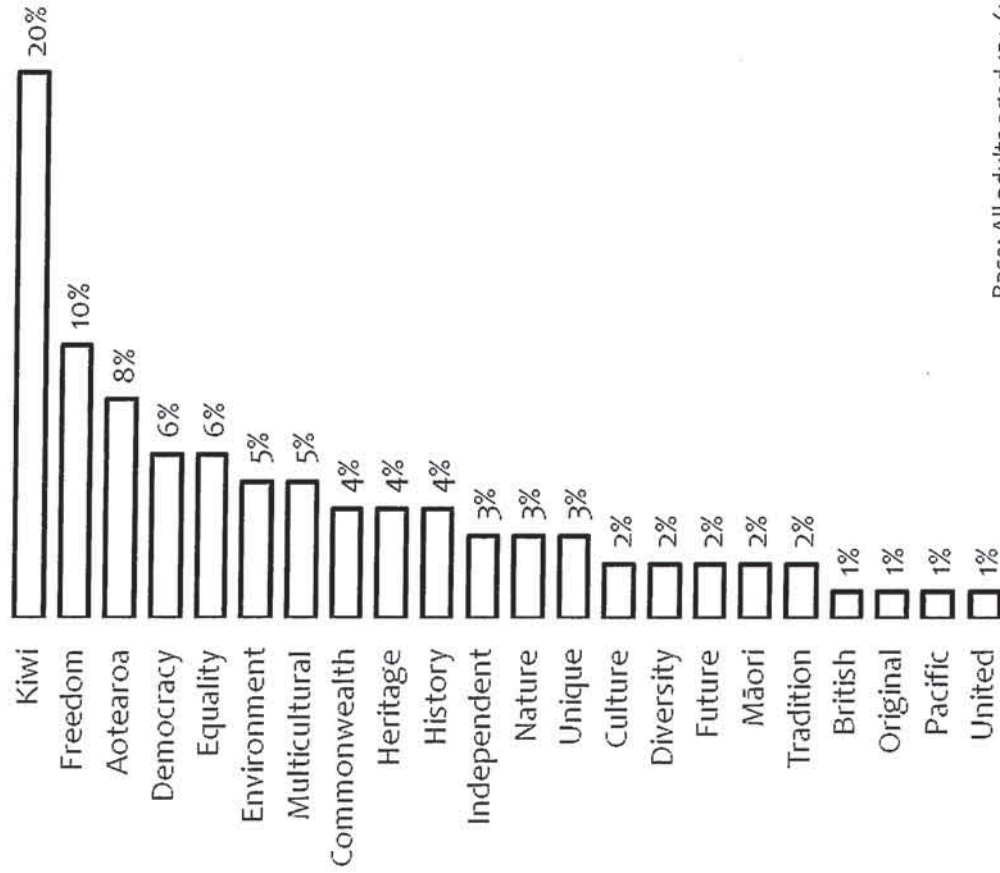
It can be seen that the leading three values are Kiwi (20%), Freedom (10%) and Aotearoa (8%).

Kiwi is of particular importance to those aged 40-59, with 25% selecting this as the single most important value. In contrast those aged 60+ are as likely to choose Freedom (14%) as Kiwi.

There are several differences by ethnicity:

- Multicultural is of particular importance to Asians; it tops the list with 16% selecting it (compared to 5% overall). It is also of particular importance to Pacific Islanders (11%). Asians are the only ethnicity for whom Kiwi doesn't top the list of possible values (10% select it).
- Māori are more likely to select Aotearoa than overall (15% compared to 8%), as well as Māori (10% compared to 2% overall).

When it comes to household income, those on high incomes (more than \$100,000) are more likely to choose Kiwi (24%) than those on low incomes (up to \$30,000) (12%).



Base: All adults aged 15+ (1,500)

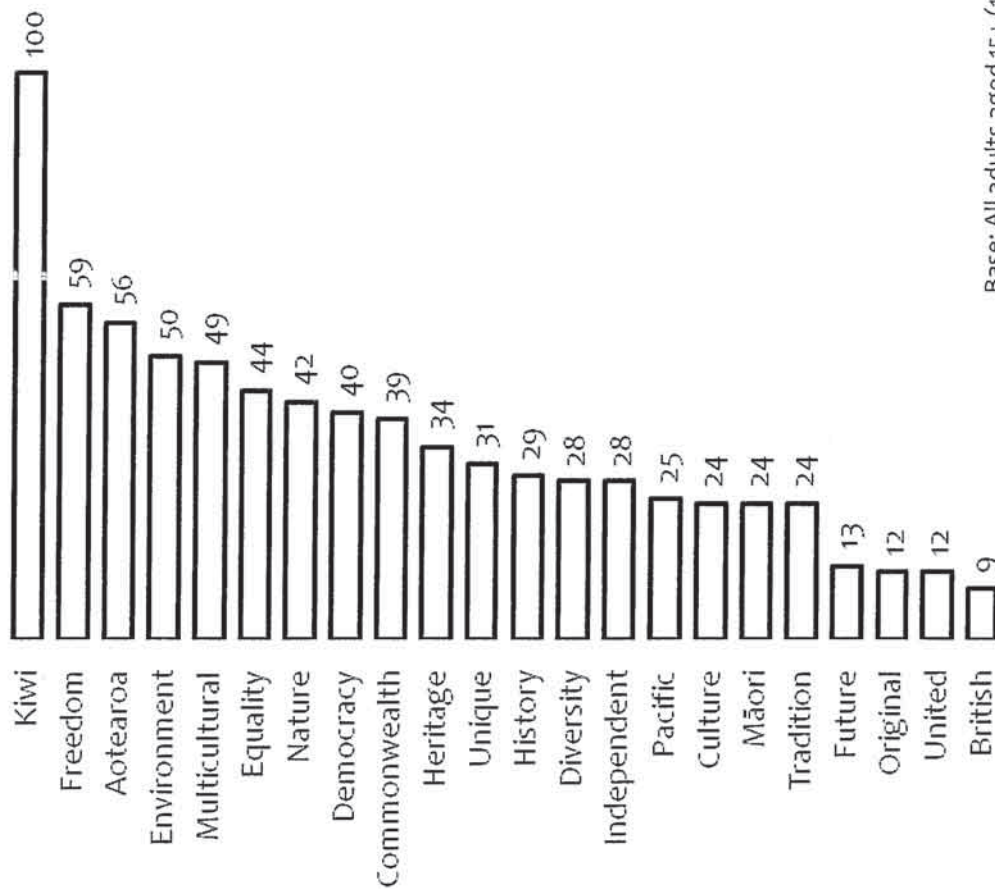
**Q2&3**

Which of the following words best describe what you think New Zealand stands for? Which of these words is most important to you? And which is second, third, fourth?

In order to best illustrate the difference between the relative importance of the values we have created an importance index score. Each value was given a score for every, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> place it received. These scores were summed and an index created by setting the highest total score (for Kiwi) as 100.

The three leading responses appear in the same order as the previous chart which shows the single most important value, with Kiwi achieving an index score of 100, followed by Freedom (59) and Aotearoa (56). Environment and Multicultural are pushed up the ranking taking 4<sup>th</sup> and 5<sup>th</sup> place with index scores of 50 and 49 respectively.

It is interesting to note that Commonwealth (39) is four times more important than British (9) which is the least important value from those tested.



Base: All adults aged 15+ (1,500)



What do  
we stand  
for?

WHAT EACH VALUE MEANS

The following slides show what each of the values means to New Zealanders.

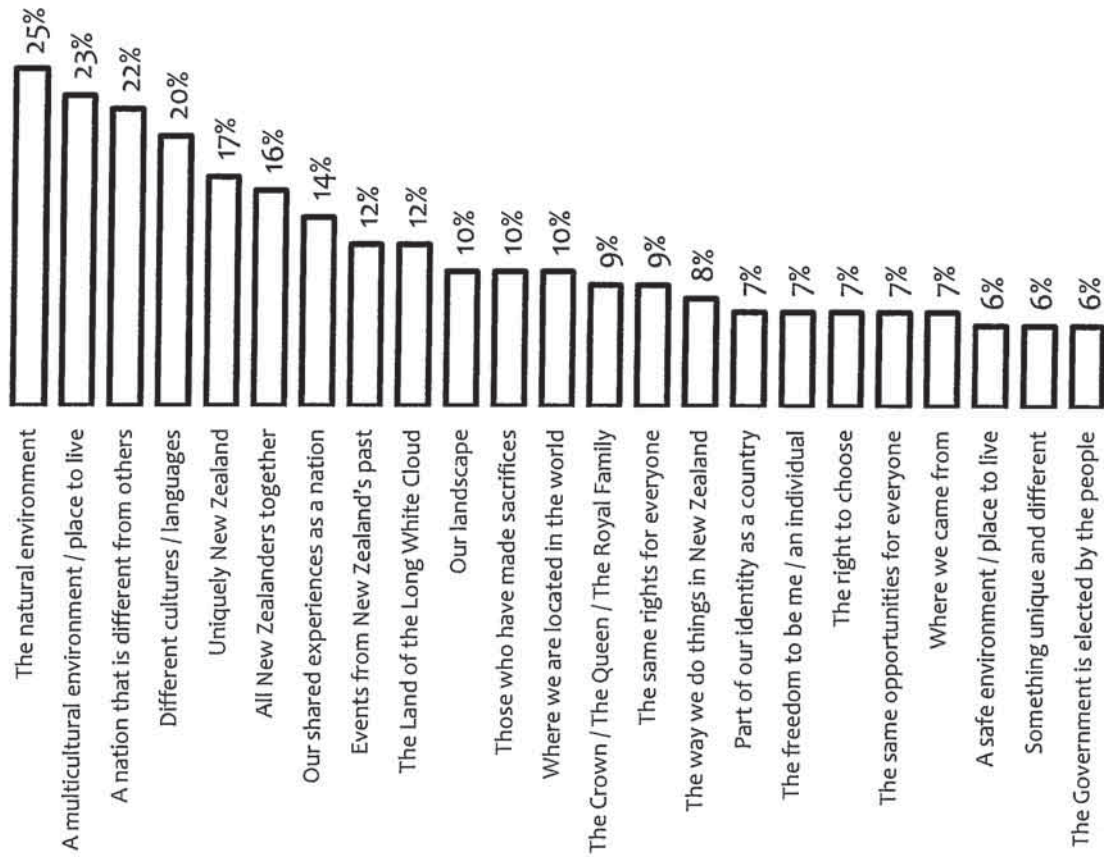
For each of the values that respondents selected as being of importance to them, they were asked what that words means to them when thinking about what New Zealanders stand for. They were only able to select **one** answer. The possible answers were drafted through feedback on the stands for website. Respondents were also able to select 'something else' as a response but very few respondents have done so; which indicates the meanings capture what they think of when thinking of each value.

In order to provide an overview of the key themes (or meanings) that have emerged across the values, we have shown the top themes (mentioned by more than 5% of the population) on the following slide. Where different questions had identical (or near identical) meanings these have been combined. If a respondent selected the same meaning at different questions they are only counted once.



**Q4**

Which of the following best describes what [x] means to you when thinking about what New Zealand stands for?



There is some variation in the themes by age and ethnicity.

Older New Zealanders (aged 60+) are more likely to choose 'a multicultural environment / place to live' (27%) and our shared experiences as a nation (23%) than overall, and less likely to choose the natural environment (18%).

In contrast New Zealanders in their 30s are more likely to choose 'the natural environment' (34%) and less likely to choose 'a multicultural environment / place to live' (16%) than overall. Those in their 40s place a greater emphasis on 'a nation that is different from others' than overall (28%).

Asian New Zealanders are the ethnicity that differ most in their selection of themes. They are more likely to select 'different cultures / languages' (35%) 'a multicultural environment / place to live' (34%), 'the natural environment' (33%) and 'the Land of the Long White Cloud' (16%) than overall. On the other hand, they are less likely to choose 'a nation that is different from others' (13%), 'uniquely New Zealand' (11%), 'our shared experiences as a nation' (6%) and 'those who have made sacrifices' (2%).

Pacific Islanders also place a higher emphasis on 'different cultures / languages' first (41%). Māori are the ethnicity most likely to select 'the Land of the Long White Cloud' (21%).



COLOURS AND SYMBOLS LINKED TO VALUES

# The colours and symbols linked to themes

#standfornz

The following slides show what colours and symbols New Zealanders associate with the leading themes (or meanings) from across the values. We have included the top nine themes which are mentioned by more than 10% of New Zealanders.

## Colours

The slides show which colours they associate with that particular theme from the following. Respondents could select more than one colour.

Red	Orange	Yellow	Green	Blue	Purple
Pink	Brown	Grey	Black	White	

They could also select something else, none of them, or don't know.

## Symbols

The slides also show which symbols they associate with that particular theme. They could select as many symbols as they like from the following:

Biculturalism	Coat of arms	Contemporary	Cross	Diversity	Family	Fern	Growth
History	Horizontal stripes	Independence	Kiwi	Kiwiana	Koru	Landscape	Māori culture
Mountains	Multiculturalism	Nature	NZ Map	Ocean	Peace	Southern Cross	Sport
Stars	Strength	Union Jack	Unity	Vertical stripes			

They could also select something else, none of them, or don't know. Each symbol that was selected by at least 10% of respondents (for any one theme) is shown on the slides. The icons included on the slides were not used in the survey; respondents chose their response(s) from a list of words.

Q5

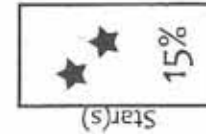
Which, if any, colours do you think of when thinking about the word X?

Q6

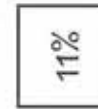
Which, if any, symbols or icons does the word X make you think of?

## The natural environment

### Symbols



### Colours



Q5

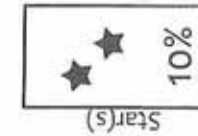
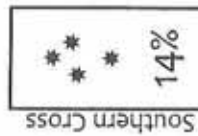
Which, if any, colours do you think of when thinking about the word X?

Q6

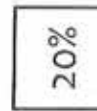
Which, if any, symbols or icons does the word X make you think of?

## A multicultural environment / place to live

### Symbols



### Colours



Q5  
Q6

Which, if any, colours do you think of when thinking about the word X?  
Which, if any, symbols or icons does the word X make you think of?

## A nation that is different from others

### Symbols



### Colours

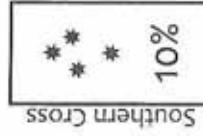
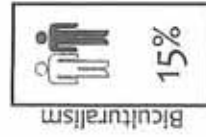


Q5  
Q6

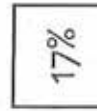
Which, if any, colours do you think of when thinking about the word X?  
Which, if any, symbols or icons does the word X make you think of?

## Different culture / languages

### Symbols



### Colours



Q5

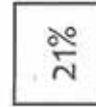
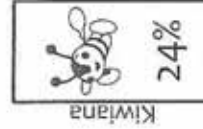
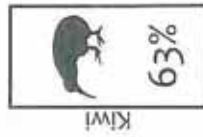
Which, if any, colours do you think of when thinking about the word X?

Q6

Which, if any, symbols or icons does the word X make you think of?

## Uniquely New Zealand

### Symbols





Q5

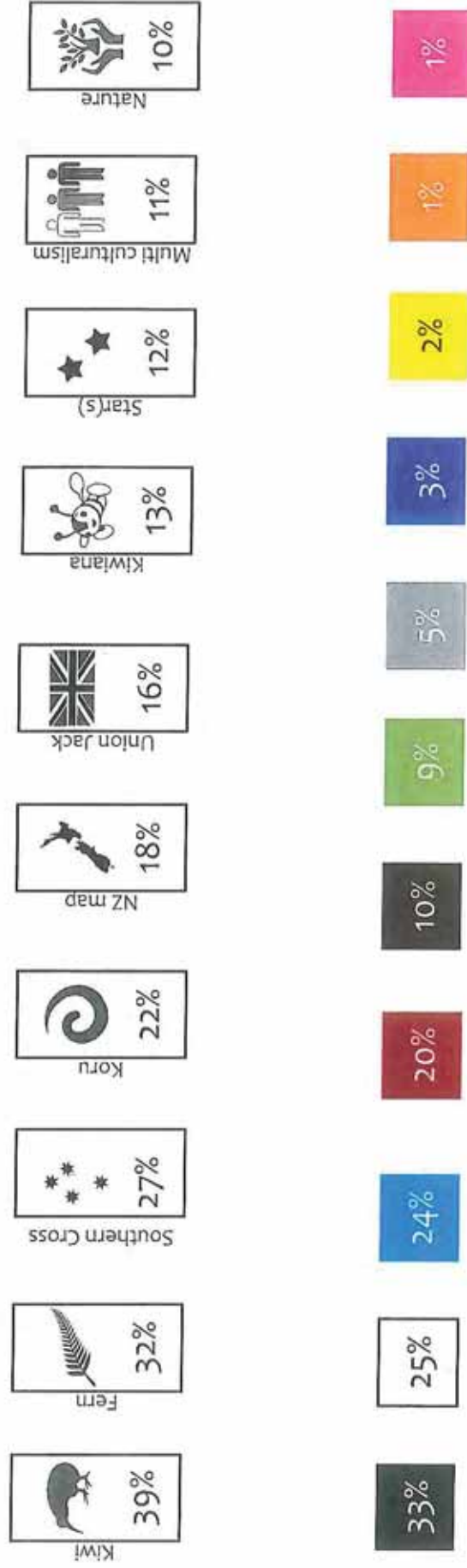
Which, if any, colours do you think of when thinking about the word X?

Q6

Which, if any, symbols or icons does the word X make you think of?

## All New Zealanders together

### Symbols

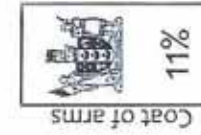
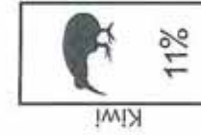


Q5  
Q6

Which, if any, colours do you think of when thinking about the word X?  
Which, if any, symbols or icons does the word X make you think of?

## Our shared experiences as a nation

### Symbols

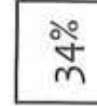
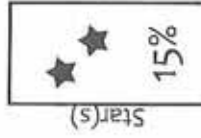


Q5  
Q6

Which, if any, colours do you think of when thinking about the word X?  
Which, if any, symbols or icons does the word X make you think of?

## Events from New Zealand's past

### Symbols

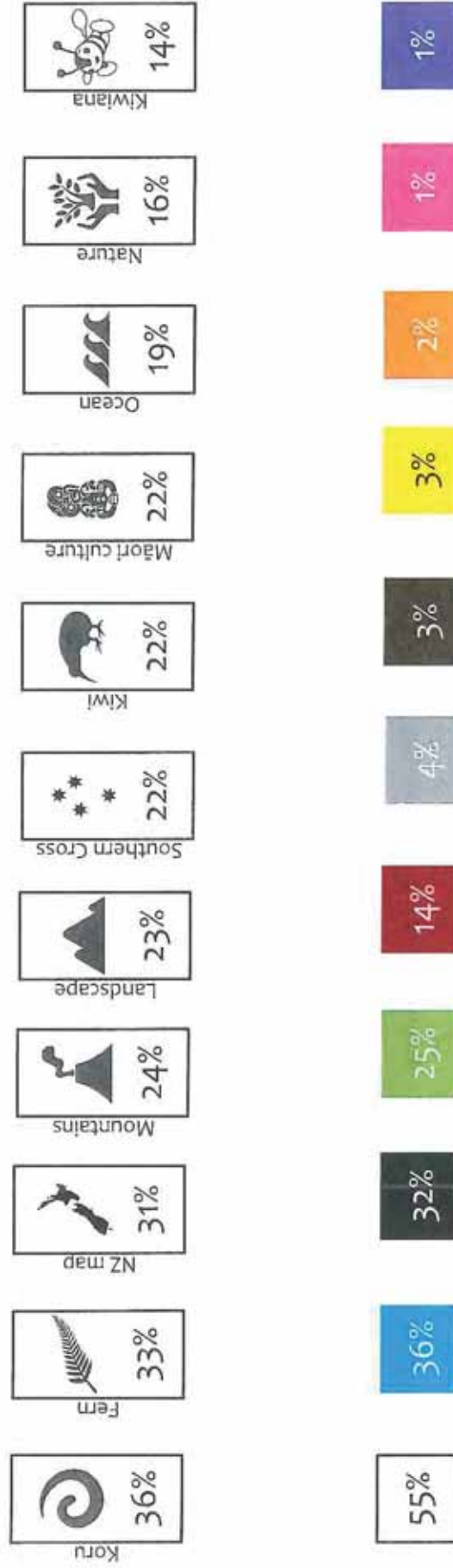


Q5  
Q6

Which, if any, colours do you think of when thinking about the word X?  
Which, if any, symbols or icons does the word X make you think of?

## The Land of the Long White Cloud

### Symbols





What do  
we stand  
for?

For further information please contact:

**Edward Langley**

Colmar Brunton, a Millward Brown Company  
Phone (04) 913 3007; E: [Edward.Langley@colmarbrunton.co.nz](mailto:Edward.Langley@colmarbrunton.co.nz)

16 July 2015

Dear Panel Members

Thank you for all your hard work and commitment to the project so far. In particular, thank you for your efforts in assessing all the flags suggested to us. This will provide us with a solid base to work with as we move to the next stage of our process.

As we all recognise, we have a big responsibility ahead in selecting the final four flags for inclusion in the first referendum. Fortunately, we have in place all the support we need to achieve a great outcome; a robust process, relevant information and access to high quality expert advice during our deliberations.

As you will see in the agenda for our next meeting on 23 July, we will begin the selection process with discussion on two important matters.

First, we will discuss the overarching framework we will use to select the four designs. It will be important for us to pull back from the detailed selection process we have been going through with the designs and have a wider discussion on what we are looking to achieve in our final selection. We need to collectively agree on the qualities we want the alternative flags to have and what we think they should say about us as a nation. In preparation for this discussion, can you please think about the views and input we have received from the public to date and:

**Identify one quality that you think the alternative flag designs should possess and communicate about us as a nation.**

This discussion will enable us to identify the critical criteria that we will use to select alternative designs.

Secondly, we will agree how we will work together during the selection process. We have worked as a group so well to date and this is sure to continue throughout this next stage. We do think it will be worth having a discussion upfront about any scenarios that could arise and agree how we will respond. We all have experience of working together on decision-making groups and it will be great to draw on this collective knowledge in this discussion.

We are really looking forward to working with you during this next stage. If you would like to discuss anything ahead of the selection process, do please contact us.

Regards

John Burrows (Chair) and Kate De Goldi (Deputy Chair)



## New Zealand Flag Consideration Panel

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### Report on Preliminary Design Selection: 22 July 2015

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#### Summary

This report to the Flag Consideration Panel (the Panel) provides a summary of the flag design suggestions that were received (and met the minimum standards) by the 16 July deadline, and the results of the initial selection process undertaken individually by members of the Panel.

#### Recommendations

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

- 1 **Note** the summary of the processes used to engage with the public;
- 2 **Note** the common themes in designs and suggestions from the public;
- 3 **Note** the common design elements in the flags suggested by the public;
- 4 **Note** the process the Panel has agreed to use to narrow down the selection of alternative designs;
- 5 **Note** the preliminary long-list of designs that resulted from the initial selection process undertaken individually by members of the Panel, attached as appendix 4 to this report;
- 6 **Note** the work the Panel will undertake to ensure the alternative designs meet accepted design standards and that there are no legal or other impediments to their use.

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#### Purpose

- 1 The purpose of this report is to support the Panel to narrow down its selection of alternative flag designs by providing:
  - a. a summary of the Panel's process to date; and,
  - b. a summary of the contributions received during the consultation phases.

#### Process used to engage with the public

- 2 The Panel undertook a range of activities to engage the public in the project. These included:
  - a. establishing official websites to inform people about the New Zealand Flag Consideration Project and provide ways for the public to participate, which attracted over 850,000 online visits;

- b. social media activities including a Twitter hash tag and a Facebook page, which reached 1.18 million people;
  - c. traditional media activities reached an average of 2.6 million people per week;
  - d. brochures in multiple languages, public notices, as well as online, television and radio advertising;
  - e. various video content was produced which was viewed a total of 518,498 times;
  - f. holding a national roadshow which consisted of 19 public workshops, six engagement hui and information stands, which engaged over 6,000 people in face to face conversations;
  - g. education and community resources enabling people to undertake their own discussions and activities relating to the project;
  - h. a dedicated Māori engagement strategy that included engagement hui as well as presentations to the NZ Māori Council and the Iwi Chairs Forum; and,
  - i. presentations to community groups and workshops activities within schools.
- 3 The reach of these activities is summarised in appendix 1 of this report.

#### **Common themes**

- 4 In the first stage of its public engagement, the Panel asked New Zealanders to share what they 'stand for', that is, what is special about New Zealand. 43,000 people participated in this stage through the standfor.co.nz website, by returning a postcard (which had been delivered to all New Zealand households) or through the roadshow activities. A graph summarising the common themes received through the 'stand for' activities is provided in appendix 2 of this report with the four most common being; freedom, equality, history and respect.
- 5 Towards the end of the public engagement period, the Panel commissioned a piece of research to test the themes it had received through the 'stand for' activities with a representative sample of the New Zealand population. This resulted in a different picture in terms of the relative importance of the themes with kiwi, aotearoa, multicultural and environment being the most important. A graph from this research is also included in appendix 2 of this report.
- 6 The above information is provided to assist the Panel to develop the evaluation criteria to be decided at its 23 July meeting.

#### **Common design elements**

- 7 The Panel provided information to assist people wanting to suggest alternative flag designs including a set of design guidelines and a video produced by the Designers Institute of New Zealand on the principles of good flag design (which was viewed over 36,000 times).
- 8 All designs suggested to the Panel were initially assessed by officials to ensure that they met the minimum design standards. A total of 10,293 suggested designs met these standards and were made available for the public to view through the website ([www.flag.govt.nz](http://www.flag.govt.nz)). To date, there have been over 2 million page views of the flag designs.
- 9 Officials also recorded the elements incorporated into each design and a summary is provided as appendix 3 to this report.
- a. The most common colours incorporated into the designs were white, blue, red, black, and green (in that order);



- b. The most common elements incorporated into the designs were the Southern Cross, fern and koru; and,
- c. The most common themes incorporated into the designs were Māori culture, nature and history.

#### **Preliminary long-list – summary**

- 10 Through the individual selection process, the Panel selected a total 466 designs. 32 of these designs were selected by two or more Panel members. The maximum number of Panel members to select a design was four. Panel members were also able to provide two 'favourite' designs for inclusion, which has resulted in a preliminary long list of 48 designs. The long-list summary is provided as appendix 4.
- 11 This leaves a significant 'tail' of 418 designs that have been selected by one Panel member only and are not listed as a 'favourite'. A summary of these designs is provided as appendix 5.

#### **Preliminary long-list – key considerations**

- 12 The Secretariat has reviewed the preliminary long-list and has identified some key areas for consideration in advance of and at the Panel meeting on 23 July. These are outlined below and will be presented in greater detail by the Secretariat at the meeting on 23 July.

s9(2)(ba)(i), s9(2)(g)(i)

#### **Intellectual property and cultural considerations**

- 14 There are a range of intellectual property issues that will need to be clarified. Most of these issues appear to be minor (for example the use and modification of particular ferns), while others may require more substantive investigation and or consultation (for example the Tino Rangatiratanga design).

s9(2)(ba)(i), s9(2)(g)(i)

### International designers

- 17 One of the designs (s9(2)(a) ) is listed as being from an international designer. The Secretariat also understands that s9(2)(a) is based in Australia. Panel members should note that the Secretariat may not be able to obtain criminal checks for these designers in the time available before the publication of the long-list.

### **Next steps**

- 18 Following the meeting on 23 July, Panel members will individually select their top 15 designs from the preliminary long-list, based on the criteria established at the meeting of 23 July. The selection will be done through the online assessment tool, as per the preliminary selection process. The deadline for completing this individual selection is **midnight on 28 July**.
- 19 The Panel will meet next on 30 July to:
- a. Finalise the preliminary long-list for publication on 3 August. Consideration will need to be given to the criminal conviction checks that have been received.
  - b. Agree the short-list of up-to 15 designs to be subjected to legal due diligence.
- 20 The Secretariat also recommends that consideration is given to whether the Panel would like to be specific about flag dimensions (for example flag dimensions of 2:3 or 1:2).
- 21 The preliminary long-list will also be provided to the advisory group on 24 July to review and provide feedback to the Panel. The advisory group will meet on 29 July to discuss the designs; Panel members Nicky Bell, Rhys Jones, and Kate De Goldi will attend this meeting, along with the Panel Chair John Burrows.
- 22 The Secretariat will contact each designer on 24 July to discuss their design/s and to complete a questionnaire (to be used after 30 July for legal due diligence on the short-listed designs). Designers will also be required to sign confidentiality agreements and consent to a criminal conviction check. The Ministry of Justice will commence criminal conviction checks from Monday 27 July.

Kylie Archer

Director, New Zealand Flag Consideration Project

Appendix 1 – Engagement reach summary

Appendix 2 – Common themes received through ‘stand for’ vs. research

Appendix 3 – Overall design summary

Appendix 4 – Preliminary long list

Appendix 5 – Designs selected by Panel members not in the long-list

**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)

Appendix 1 – Engagement reach summary

Media	Average audience reach each week	Social media Influencers/conversations	info@flag.govt.nz queries
<b>1,616</b> news items		<b>850,000+</b> visits to websites	<b>3,701</b>
<b>170</b> media queries & associated Panel interviews	<b>2.6m</b> (excluding paid advertising)	<b>1.18m+</b> reached by Facebook <b>92</b> posts, <b>121</b> tweets	<b>0800 36 76 56</b> queries
<b>14</b> media releases and associated publicity		<b>2m+</b> page views of flag gallery <b>43,000+</b> standfor contributions	<b>350</b>  <b>518,498</b> Video content views (all)

**10,000+ flags published (10,293 and still counting)**

If laid end-to-end, 10,000 flags almost cover the length of the North Island (or Picton to Invercargill)



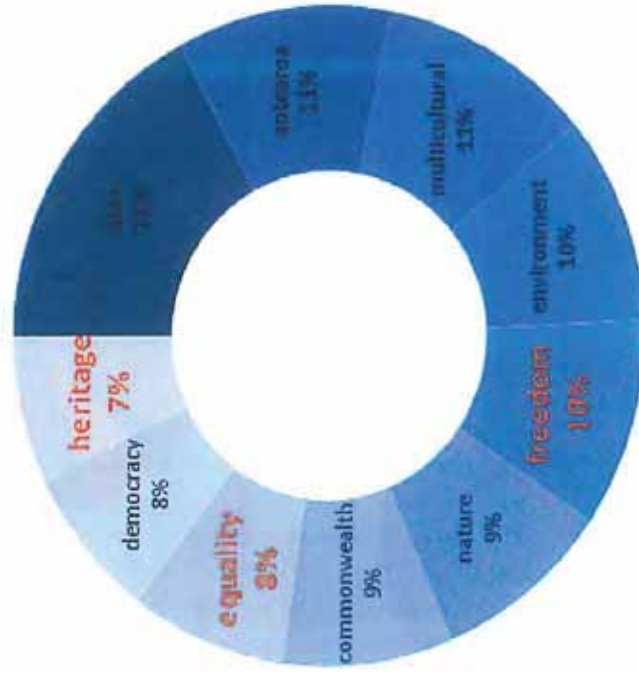
**6,000+** visits to workshops and info stands

s9(2)(a)

## Appendix 2 – Common themes received through 'stand for' vs. research

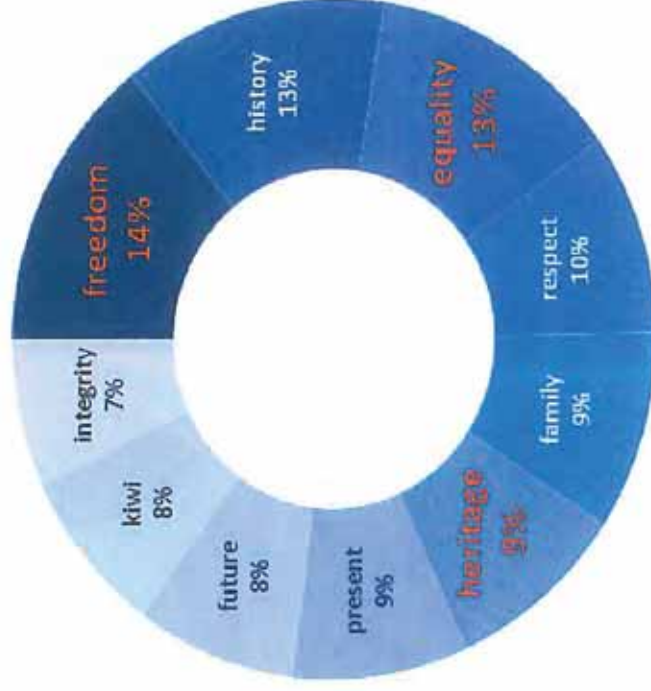
The graphs below show the top 10 values that were recorded from two different sources. The percentages relate to the predominance of the value within the top 10 list. Where a value occurs in both lists, the text is larger.

Stand for



43,000 people contributed to this source.

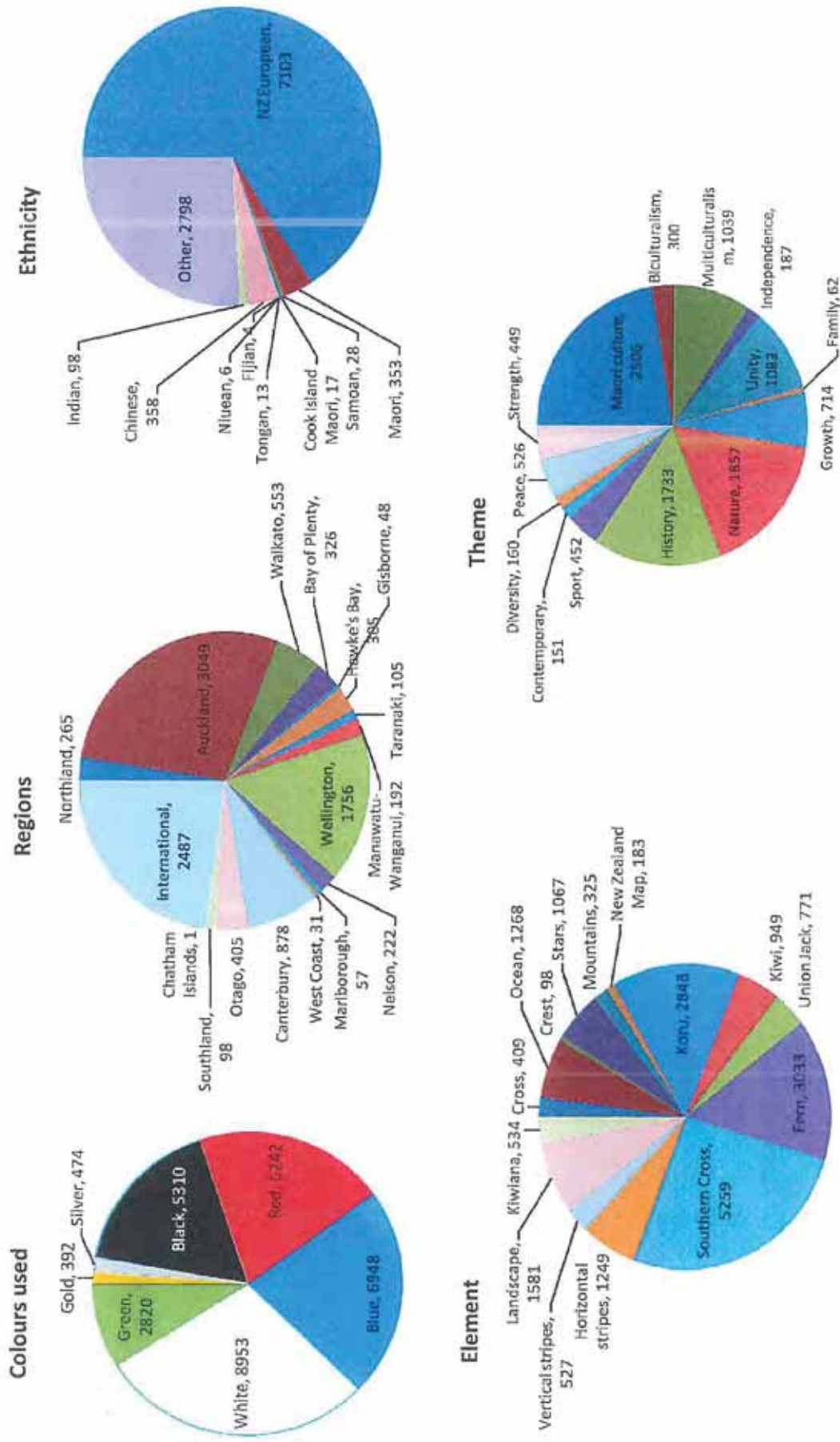
Research



From a representative sample of 1,500 people.

### Appendix 3 - Overall design summary

Please note that the numbers below include duplicates (ie where the same design was suggested by multiple people).



Appendices 4 and 5 redacted under s9(2)(ba)(i) and s9(2)(g)(i)





Risk Register redacted under s9(2)(g)(i)

