

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	31 March 2016, 8.30am until 1.00pm
VENUE	Wellington – MOJ 19 Aitken St, level 3, meeting room 3:14 (meet at reception level 3)
PANEL ATTENDEES	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
APOLOGIES	
PRESENT	Michael Webster, Rachel Hayward, Kylie Archer, Jo Crawford, Suzanne Stephenson, Martin Rodgers, Ian Thompson and Sam Buckler

AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
	8.15am	Tea and coffee on arrival	
1.	8.30am	Welcome from the Chair <ul style="list-style-type: none"> 15 December 2015 meeting notes and actions (for approval) Conflict of Interest Register update (if any) Referendum results (verbal update) 	Prof. John Burrows Chair
2.	8.45am	Project Debrief Information to support this session will be provided in your papers. Questions include: <ul style="list-style-type: none"> Which activities do you think were particularly effective and why? What else could the Panel have done to deliver on the Terms of Reference? Which activities would you recommend are not used, or done differently, in the future and why? What are 5 key things that you would want to share with Government or other entities after participating in this project? 	Panel members
3.	10.30am	Travel and visit to the Responsible Minister's Office	Panel members
4.	11.40am	General business & project wrap up <ul style="list-style-type: none"> Panel feedback on the Secretariat Budget update Te Pou Herenga Tangata (the post that binds the people together) Risk Management Plan Official Information Act & other requests Administration, public records & project wind-up Next steps following the referendum result 	Secretariat officials
	12.30pm	Light lunch	

Note: 30 March 2015 – 5.00pm Final results announced by Electoral Commission (Panel to gather/respond to media enquiries from the Justice Centre, followed by dinner)

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	15 December 2015 (FCP Min Ref: 150818) 11.00am until 4.00pm
VENUE	MOJ, 19 Aitken St, Level 3, Wellington 6011
PANEL ATTENDEES	Professor John Burrows (Chair), Kate De Goldi (Deputy Chair), Peter Chin, Julie Christie, Rod Drury, Stephen Jones and Malcolm Mulholland
PRESENT	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Ian Thompson (Senior Advisor) and Suzanne Stephenson (Communications)
APOLOGIES	Nicky Bell, Beatrice Faumuina, Rhys Jones, Sir Brian Lochore and Hana O'Regan

MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
1.	Welcome from the Chair	<ul style="list-style-type: none"> 20 November meeting notes and actions were approved Conflict of interest register was updated with no identified additional conflicts An update on the 1st Referendum process and results was given verbally at the meeting The Chairman reported on his meeting with the Responsible Minister 	
2.	Second referendum	<p><u>Objectives</u></p> <p>The Panel reviewed the previously circulated statement of their communications objectives in the lead up to the second referendum</p> <ul style="list-style-type: none"> The Panel discussed and agreed changes to the objectives Feedback was also given on the key messages <p><u>Proposed activities</u></p> <p>The Panel discussed activities they could pursue to achieve the agreed objectives. These included:</p> <ul style="list-style-type: none"> Updating the frequently asked questions for the Panel and website, which should be 	<ul style="list-style-type: none"> Revised objectives and key messages to be sent out to Panel members early 2016

		<p>short and concise</p> <ul style="list-style-type: none"> • Encouraging influencers from across communities to share their views • Targeting communications to communities with low participation in first referendum • Encouraging people to vote, emphasising that is it their democratic right to participate in this unique opportunity • Putting less effort into pursuing formal public debates, as these may occur through other entities • Putting less focus on opportunities involving comedians, as such activities may not be in keeping with the dignity of the flag and project • Investigating possible opportunity for Chairman, Deputy and Sir Brian to meet with the other political parties on the Cross Party Group in the New Year (end of Jan proposed) • Distributing flags to communities and encourage photos of flags flying • Looking for opportunities for Panel members to get out and speak to communities • Developing fun shareable digital tools <p><u>Information sharing</u></p> <p>The Chair's letter, a media snapshot and a series of researched flag facts were presented to and discussed by the Panel</p> <ul style="list-style-type: none"> • It was agreed that these be further developed and shared via the Panel's website and other activities • The Panel also discussed the idea of developing an 'infographic' summarising key information about the two flags and facts about them • It was agreed that the Chair, Deputy Chair and Panel member Rhys Jones and would review the content of Malcolm Mulholland's flag fact document • They also discussed 'ask me anything' type activities that would enable Panel members to address questions and clear up any misconceptions people may have 	<ul style="list-style-type: none"> • Secretariat to pursue activities including the development of an 'infographic'
3.	General business	<ul style="list-style-type: none"> • Updates were given on OIAs, Parliamentary Questions and archiving • Next Meeting – the Panel discussed a tentative meeting in February 	<ul style="list-style-type: none"> • Secretariat to confirm possible Feb meeting by late Jan 2016

Next Confirmed FCP meeting: 31 March 2015, 8.30am – 1pm, (Wellington – MOJ, 19 Aitken St, level 3)

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	31 March 2016 (FCP Min Ref: 160331) 8.30am – 1pm
VENUE	MOJ, 19 Aitken St, Level 3, Wellington 6011
PANEL ATTENDEES	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
PRESENT	Department of the Prime Minister and Cabinet: Michael Webster (Clerk of the Executive Council) and Rachel Hayward (Deputy Secretary of Cabinet) Secretariat: Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Ian Thompson (Senior Advisor), Samantha Buckler (Digital Content Co-ordinator) and Suzanne Stephenson (Communications)
APOLOGIES	

MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
1.	Welcome from the Chair	<ul style="list-style-type: none"> The 31 December 2015 meeting notes and actions were approved The conflict of interest register was updated with no identified additional conflicts A verbal update was given on the Referendum results The summary of communications activities in the lead up to the final referendum was noted 	
2.	Project Debrief	<ul style="list-style-type: none"> The Panel discussed the main lessons learned from performing the tasks in it terms of reference during from project The Panel agreed key messages that it would like included in its final report back to the Responsible Minister 	
3.	Visit to RM office	<ul style="list-style-type: none"> Panel members met with the Responsible Minister Hon Bill English in his office where he acknowledged for their contribution to the Project and presented them with certificates. 	
4.	General business/ Wrap up	<ul style="list-style-type: none"> The Panel provided feedback on the performance of the Secretariat to Michael Webster and Rachel Hayward The Panel noted the Budget update provided at the meeting Options for Te Pou Herenga Tangata (the post that binds the people together) were 	

		<p>discussed. The Panel agreed to no further action with regards to the pole.</p> <ul style="list-style-type: none">• The Panel noted the Risk Management Plan provided at the meeting• An update on OIA and other requests was presented at the meeting. The Panel noted the next steps to be undertaken following the referendum result• The Chair acknowledged the contribution of all the members of the Panel and the Secretariat to the project	
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New Zealand Flag Consideration Panel

Secretariat Report: 31 March 2016 (as at 22 March 2016)

Summary

This report to the Flag Consideration Panel (the Panel) provides information on activities in the lead up to, and to follow, the final flag referendum.

Recommendations

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

- 1 **Note** the summary of communications and marketing activities, related to the final referendum, attached as appendix 1 to this paper;
 - 2 **Note** the outline of the proposed report to the Responsible Minister, attached as appendix 2 to this paper, to be finalised following the meeting;
 - 3 **Note** the oral budget update provided under item 4 of the agenda;
 - 4 **Discuss and agree** a recommendation to the Responsible Minister, if required, regarding Te Pou Herenga Tangata under item 4 of the agenda;
 - 5 **Note** the updated Risk Register, attached as appendix 3 to this paper;
 - 6 **Note** the update on Official Information Act requests and the Treaty of Waitangi claim provided in this report;
 - 7 **Note** the steps to be taken following the meeting to finalise the project and provide ongoing access to information; and,
 - 8 **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 information:
 - about activities undertaken since the last meeting (15 December 2015) and in the lead-up to the final referendum; and,
 - about steps to be taken to finalise the project and provide future access to information.

Communication activity related to the final referendum

- 2 Appendix 1 to this paper provides a summary of the approach to, and activities undertaken in, performing the above role in the lead-up to the final referendum.
- 3 It is noted that the following activities were undertaken, along with others, to achieve the objectives agreed by the Panel for this phase of the project.

Enable people to get to know the flags:

- promoting videos on the stories behind the two flag options;
- developing and widely promoting the infographic;
- developing and widely distributing brochures profiling the two options;
- ensuring communities across the country could see the two flag options flying together in real-life situations; and,
- developing a video showing the flags flying across the nation in partnership with Fairfax for promotion through their channels.

Stimulate discussion within communities:

- profiling reasons people favour each of the two flag options through activities including;
 - the letter from the Chair;
 - the infographic,
 - the feature in Woman's Day with influencers and,
 - the half page features with local people's views in community newspapers nationwide.
- presenting balanced and factual information about the flags through activities including;
 - developing and promoting a 'snapshot' of news items and public comments,
 - finalising and promoting the flag facts document compiled by Panel member Malcolm Mulholland,
 - developing and promoting a quiz through the Panel's Facebook page,
 - developing flag facts for publishing in community newspapers nationwide and on stuff.co.nz,
 - an updated education resource for schools to conduct their own referendum.

Promote the significance of the opportunity and encourage everyone to vote:

- media releases and interviews with the Chair and other Panel members targeting communities that had low participation in the first referendum;
- briefing media partners to incorporate diverse people and views in the content pieces above;
- translating (where necessary) and promoting the above information to communities that had low participation in the first referendum; and,

- targeting activations (i.e. Flag Mates) and out of home activity (i.e. Adshels) to capture the attention of communities that had low participation in the first referendum.

4 On the Panel's behalf, the Secretariat developed, and the Chair of the Panel signed off, the content of the many of the above activities to ensure that they were balanced and factual.

5 Underlining the importance of this, it is noted that a number of complaints have been made through the Panel's info email address, its Facebook page, letters to the editor and to the Advertising Standards Authority (subsequently not upheld, as below) alleging that the Panel's activities have been biased in favour of the Silver Fern Flag.

Proposed report to the Responsible Minister

6 At its last meeting, the Panel agreed to discuss and record what has been learned from the project, which could be of future benefit to Government and other entities. The agenda for this meeting includes an opportunity for this discussion under item 2. A set of questions was sent to all Panel members to help you prepare for this session.

7 It is proposed that the Panel provides a final report to the Responsible Minister, which highlights matters that the Panel would like to bring to his attention, including what has been learned. An initial outline of this report is attached as appendix 2 to this report. It will be updated following your discussions at this meeting, for the Chair to approve and forward to the Minister.

8 As with other reports from the Panel to the Responsible Minister, we will seek the Minister's agreement for this document to be proactively released to the public.

Budget update

9 An oral update on the budget will be provided at the meeting under item 4 of the agenda.

10 These figures will be provisional, with expenditure against the budget due to be finalised at the end of May 2016.

11 Panel members will be provided with the final budget figures for their information before they are released publicly.

Te Pou Herenga Tangata (the post that binds the people together)

12 We have continued discussions with Te Papa about options for the proposed national flag pole, how people who engaged with Panel could have their names profiled, and other ways to publicly present the activities undertaken by the Panel.

13 An update on the options, and corresponding costs, will be presented at the meeting under item 4 of the agenda.

14 Depending on the option agreed to by the Panel, a recommendation to incur expenditure may need to be made to the Responsible Minister.

Risk Register

15 An updated version of the risk register for the project is attached as appendix 3 to this report.

16 The ratings for risks in the register have been updated, with most being significantly downgraded. Risks relating to stages of the project that have been completed have now been closed.

17 Any risks that continue after the project is closed will transfer to the DPMC's risk register.

Official Information Act (1982) (OIA) requests

- 18 One of the OIAs recently under consideration requested copies of all the flag designs with a status of 'rejected' (i.e. received but not published in the online gallery as they did not meeting the minimum standards in the guidelines). The Secretariat met with the requestor on 23 March 2016 to discuss and provide a hard copy the designs.
- 19 A response to a separate request, which included all Panel meeting papers since August and any public response to designs prepared by or presented to the Panel (excluding general correspondence), was recently sent following consultation with the Chairman. The Panel meeting papers included in this request have now also been published alongside the previous Panel meeting papers on the Department of the Prime Minister and Cabinet (DPMC) website.

Treaty of Waitangi Claim

- 20 In July 2015 a claim was filed, with an application for urgency, alleging that the Crown had breached the principles of the Treaty of Waitangi in its decision to review and possibly change the New Zealand flag. The application for urgency was dismissed by the Tribunal. The Secretariat has not heard anything further regarding the claim's progress. The DPMC will receive and address any further correspondence on the matter.

Advertising Standards Authority

- 21 The Panel has been asked to respond to two complaints received by the Authority. One related to an editorial piece providing local perspectives on the two flag options, versions of which the Panel placed in Fairfax community newspapers nationwide. The complaint alleged that the piece was not clearly identified as an advertisement. A response from the Panel was approved by the Chair. The complaint was not upheld by the Complaints Board. The complainant subsequently applied to appeal the decision, which was declined.
- 22 The second related to the infographic, which published in Fairfax community newspapers nationwide. It alleged that the current flag had been graphically altered to appear less attractive. A response from the Panel was approved by the Chair. The complaint was not upheld by the Complaints Board.

Archiving

- 23 The Secretariat is undertaking the following archiving initiatives to ensure the official record of the project endures. These include:
- archiving both the standfor.co.nz and flag.govt.nz websites through the National Digital Heritage Archive (NDHA);
 - providing a file to DPMC with all final marketing collateral;
 - migrating all email accounts and soft-copy files from the Ministry of Justice system to the DPMC system;
 - archiving three sets of physical materials (e.g. flags) with DPMC; and,
- 24 In terms of what is required of Panel members, copies of all meeting papers and minutes will be included in the above as the record of each meeting. If you have anything substantive in addition to these, please post or email these to the Secretariat. Otherwise, please dispose of your papers securely. Do get in touch if you would like any guidance around this requirement.

Implementation

- 25 The preliminary results will be announced at 8:30pm on Thursday 24 March, and the official results will be announced at 5:00pm on Wednesday 30 March. Unless it is very close (within a 1% margin), the winner of the referendum is unlikely to change between the preliminary and official results.
- 26 If the Silver Fern flag wins, it will not come into force immediately. The New Zealand Flag Referendums Act 2015 provides for the new flag to become the New Zealand Flag six months after the announcement of the official result of the final referendum (September 30), or at an earlier date set by Order in Council.
- 27 Government departments will be expected to fund the purchase of any new flags through existing baselines. DPMC will coordinate a government procurement process designed to ensure that agencies can get the best deal possible.
- 28 There will be costs of up to \$2.7 million across the public sector. These costs include replacing flags on government buildings and facilities and NZDF Uniforms.
- 29 The Coat of Arms does not need to change, so police uniforms, passports and other similar items will not need to change if the flag changes.
- 30 Existing driver licences carrying the current flag will remain valid and do not need to be replaced. New licences issued after the date the flag changes will carry the new flag. The cost of this falls within usual business parameters.
- 31 A number of other flags and ensigns, including the New Zealand Police and New Zealand Fire Service flags are based on the current New Zealand Flag. If it changes, these agencies may revisit their flags in future, but change will not be automatic.

Withheld under s9(2)(g)(i) of the OIA

Past referendum results

- 33 The following table provides turn out and other voting information from recent nationwide general elections and referendums.

Event	Type	Turnout (%)	Informal ballots (% of ballots received)
2014 General Election	Election	77.9	0.45
Do you support the Government selling up to 49% of Meridian Energy, Mighty River Power, Genesis Power, Solid Energy and Air New Zealand (2013)	Citizens Initiated Referendum	45.1	0.3
2011 General Election	Election	74.21	0.88

2011 Referendum on the Voting System (Part A - Keep MMP voting system?)	Referendum (as part of 2011 General Election)	73.5	2.77
2011 Referendum on the Voting System (Part B - If New Zealand were to change to another voting system, which voting system would you choose?)	Referendum (as part of 2011 General Election)	73.5	33.14
Should a smack as part of good parental correction be a criminal offence in New Zealand? (2009)	Citizens Initiated Referendum	56.09	0.62

Next steps for the Secretariat:

- 34 While the number of people employed as part of the Secretariat continues to reduce, it will continue to operate until the end of May 2016.
- 35 Tasks to be undertaken include:
- finalising the review of the project, based the Panel’s discussion and feedback from stakeholders, and submitting the report on lessons learned to the Responsible Minister;
 - participating in activities as required to implement the outcome of the final referendum;
 - following up on, and receiving back, the physical flags loaned to communities;
 - completing archiving and records management tasks;
 - closing down the Panel’s Facebook page and flag.govt.nz website (on 8 April 2016);
 - responding to post-referendum correspondence and then redirecting future queries to information@dpmc.govt.nz; and,
 - completing a comprehensive the handover of the project to the Department of the Prime Minister & Cabinet.

Withheld under s9(2)(b)(ii) and s9(2)(g)(i) of the OIA

Ongoing Panel responsibilities:

- 37 In terms of ongoing expectations of you as Panel members:
- you will no longer be expected to participate in media or public activities related to the Flag Consideration Project; and,
 - you are asked to continue to respect and maintain confidentiality around the decisions and actions of the Panel.

Conclusion

- 38 We are looking forward to hearing and recording your reflections on the project at the meeting.

Kylie Archer

Director, New Zealand Flag Consideration Project

Distribution:

Flag Consideration Panel Members

Michael Webster, Clerk of the Executive Council

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

NEW ZEALAND FLAG CONSIDERATION PANEL

Appendix 1: Summary of communications and marketing activities related to the final referendum

Background:

The Cabinet paper, 'Process to consider changing the New Zealand Flag' (28 October 2014, CAB (14) 451) from the Deputy Prime Minister includes the terms of reference for the New Zealand Flag Consideration Panel (the Panel). Under task 4, the terms note that 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".



Approach:




The Panel's specific objectives for its communications activity in the lead up to the final referendum were to:




- encourage people to vote by emphasising that this is a decision for the future and everyone's view is equal;
- enable people to get to know the stories behind the two flags and see them in real-life situations;
- stimulate informed discussions and decision-making by ensuring balanced and factual information is provided to the public; and,
- help people understand the unique significance of this world-first opportunity.


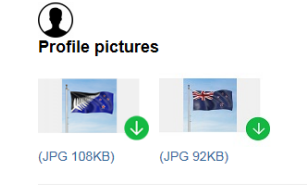
Summary:



The tables below summarise the communications activities, including digital activity, undertaken in the lead-up to the final referendum and the impact achieved (as at 17 March 2016).

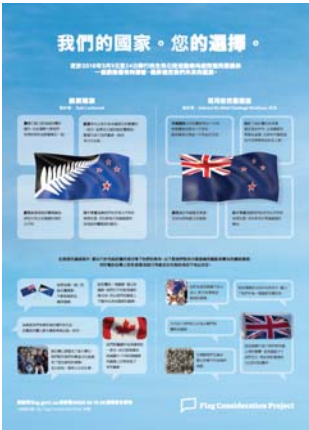

Activity	Components	Timing	Results (as at 17 March 2016)
<p>Information provided on the flags & designers:</p>  	<p>Dedicated pages on www.flag.govt.nz website</p> <p>DLE referendum brochure made available:</p> <ul style="list-style-type: none"> • in referendum voting packs • through NZ PostShops & Kiwibank outlets • through public libraries • online in Te Reo, NZ Sign Language & 24 other languages <p>Videos providing background on the two options</p> <ul style="list-style-type: none"> • <i>History of the NZ Flag</i> video • <i>Symbols in the two flag options</i> video <p>Letter from the Chair:</p> <ul style="list-style-type: none"> • posted on website <p>Infographic developed from the Chair's letter:</p> <ul style="list-style-type: none"> • posted on website • promoted through Facebook • placed (full page) in 55 Fairfax community newspapers nationwide • reproduced as an A2 poster <p>A5 information brochure with infographic distributed at targeted public events (ODI Cricket, Otago Markets, Lantern Festival, NRL 9s, Breakers Basketball and the Mangere Markets)</p>	<p>16 December 2015 to 24 March 2016</p> <p>21 January to 24 March 2016</p> <p>21 January to 24 March 2016</p> <p>22 January to 24 March 2016</p> <p>29 January to 24 March 2016</p> <p>3 to 20 February 2016</p>	<p>Dedicated pages:</p> <ul style="list-style-type: none"> • 219,000 unique page views on dedicated flag.govt.nz pages <p>DLE brochure distribution:</p> <ul style="list-style-type: none"> • 3.4 million in voter packs • 25,250 through NZ PostShops & Kiwibank • 16,400 through public libraries • 860 unique downloads on flag.govt.nz <p><i>History</i> video:</p> <ul style="list-style-type: none"> • 234,513 views • 248,010 people reached through Facebook <p><i>Symbols</i> video:</p> <ul style="list-style-type: none"> • 161,762 views • 298,599 people reached through Facebook <p>Letter from the Chair:</p> <ul style="list-style-type: none"> • 525 unique page views on flag.govt.nz <p>Infographic</p> <ul style="list-style-type: none"> • 26,000 unique page views on flag.govt.nz • 144,715 people reached through Facebook • 1,638,355 weekly readership of the Fairfax community newspapers • 140 A2 posters to tertiary student associations nationwide • 2,000 A5 brochures distributed through events


<p>Stakeholder newsletters</p> 	<p>Articles prepared & published in:</p> <ul style="list-style-type: none"> Panel's e-newsletter to stakeholders articles in stakeholder newsletters and LinkedIn groups 	<p>26 January to 24 to March 2016</p>	<ul style="list-style-type: none"> Panel newsletters to stakeholders: <ul style="list-style-type: none"> 26 January 2016 (38% open rate) 26 February 2016 (35% open rate) 17 March 2016 KEA newsletter 29 January 2016 <ul style="list-style-type: none"> opened by 13,000 members Flag story 2nd most clicked item 16,862 members in KEA LinkedIn group 								
<p>Media releases & interviews</p> 	<ul style="list-style-type: none"> <i>Panel urges New Zealanders to consider the two flag options from all perspectives</i> <i>It's time to decide. Final flag referendum starts in 1 week</i> <i>Do you know your flag facts? Referendum starts today</i> 	<p>22 January 2016</p> <p>25 February 2016</p> <p>3 March 2016</p>	<ul style="list-style-type: none"> Number of items published/aired: <table data-bbox="1556 678 1859 869"> <tr> <td>Jan:</td> <td>480</td> </tr> <tr> <td>Feb:</td> <td>1,342</td> </tr> <tr> <td>Mar (1-15):</td> <td><u>1,349</u></td> </tr> <tr> <td>Total for period</td> <td>3,171</td> </tr> </table> 	Jan:	480	Feb:	1,342	Mar (1-15):	<u>1,349</u>	Total for period	3,171
Jan:	480										
Feb:	1,342										
Mar (1-15):	<u>1,349</u>										
Total for period	3,171										
<p>Media Snapshot</p> <p>Snapshot</p> 	<p>Compilation of articles, news items and public comments:</p> <ul style="list-style-type: none"> posted on website promoted to media 	<p>22 December to 24 March 2016</p>	<ul style="list-style-type: none"> 2,200 unique page views on flag.govt.nz Positive anecdotal feedback received 								

<p>Sets of flags (offered to communities free of charge to fly from public places)</p> 	<p>Offer made through</p> <ul style="list-style-type: none"> • a nationwide media release • newsletter to stakeholders • a direct approach to the Mayors / Chairs of all local authorities • emails to those flying flags for the first referendum 	<p>16 December 2015 to 24 March 2016</p>	<ul style="list-style-type: none"> • sets distributed to over 360 locations nationwide • being flown in all main centres & from the Far North to Invercargill • 8,800 unique page views of flags flying on flag.govt.nz • 283,275 people reached through Facebook
<p>Large flags</p> 	<p>Flags flown on</p> <ul style="list-style-type: none"> • Auckland Harbour Bridge (with support from NZTA) • Auckland International Airport flagpole • Wellington construction site 	<p>22 January to 24 March 2016</p>	

<p>Car flags (sets with both options)</p> 	<p>Distributed to</p> <ul style="list-style-type: none"> • NZ Post courier vehicle drivers • Media outlets 	<p>28 January to 24 March 2016</p>	<p>Number distributed</p> <ul style="list-style-type: none"> • Approximately 1,900 to Courier Post, Pace, and Rural Delivery drivers nationwide • 120 to media outlets
<p>Online tools (for individuals to show their support for their choice of flag)</p> 	<p>Ways provided:</p> <ul style="list-style-type: none"> • downloadable images to use as wallpaper on desktop or mobile devices • social media profile pictures • PicBadges for Twitter or Facebook profiles 	<p>16 December 2015 to 24 March 2016</p>	<ul style="list-style-type: none"> • 5,600 downloads of custom profiles etc.
<p>Resources to support well-informed discussion & participation within communities</p>	<ul style="list-style-type: none"> • Updated 'education resource' available at http://www.education.govt.nz/ministry-of-education/events-and-awards/the-new-zealand-flag-consideration-project/ • Printed copies distributed to schools for the Electoral Commission's 'Kids Voting' project 	<p>21 January to 24 March 2016</p>	<ul style="list-style-type: none"> • A copy sent to more than 700 schools with over 140,000 students participating in the Kids Voting project on the final referendum. • 2,293 unique page views & 568 unique downloads since 21 January 2016 • 10,023 unique page views & 1,154 unique downloads since May 2015

<p>The 2 flag designs profiled with the messages</p> <p><i>'It's Time to Decide'</i></p> 	<p>Presented through:</p> <ul style="list-style-type: none"> • 65 bus shelters / Adshels in Auckland & Wellington • 5 static billboards in Wellington & Christchurch • 1 digital billboard at Auckland Airport 	<p>21 February to 12 March 2016</p> <p>31 January to 27 February 2016</p>	<ul style="list-style-type: none"> • 119,553 daily traffic visuals across 6 billboards nationwide
<p>Flag Facts (compiled by Malcolm Mulholland)</p> 	<p>Activities:</p> <ul style="list-style-type: none"> • Facebook Quiz created from the facts • 10 facts from Panel's document highlighted in Fairfax's 55 community newspapers nationwide plus in the TV Guide, with link to Panel's website • 5 facts profile (one per day) on stuff.co.nz • Full set of flag facts published and promoted as an e-book on Panel's website • Flag facts & e-book promoted through Facebook 	<p>21 February to 24 March 2016</p>	<ul style="list-style-type: none"> • 16,900 people undertook the Panel's quiz through Facebook • 1,638,355 weekly readership of the Fairfax community newspapers • 413,000 weekly readership of the TV Guide • 6.5 million impressions of flag facts on stuff.co.nz over five days • More than 1,320 reads of the e-book • 740,368 people reached through Facebook

<p>Partnership activities (to communicate key messages to priority audiences)</p>  	<p>Fairfax Media Group:</p> <ul style="list-style-type: none"> 24 hours of the Flag video: developed by editorial teams featuring the two flag options in different contexts & featured on stuff.co.nz 55 community newspaper features: developed by editorial teams featuring 15 sets of local people expressing their views on each flag option plus a 'vote' message <p>Niche Media:</p> <ul style="list-style-type: none"> Infographic placed in 2 Indian, 2 Chinese (translated) & 2 Pacific (translated) publications Infographic explained in Mandarin on Radio Chines & in Hindi on Radio Tarana Infographic profiled on 1 Chinese (translated) & 2 Indian website <p>Pacific Media Network:</p> <ul style="list-style-type: none"> 3 radio interviews with Panel members on: <ul style="list-style-type: none"> Nui FM Radio 531pi <p>Bauer Media:</p> <ul style="list-style-type: none"> 2 page feature in Woman's Day with two influencers speaking in favour of each option 	<p>17 February to 24 March 2016</p> <p>15 to 19 February 2016</p> <p>19 February to 1 March 2016</p> <p>23 to 26 February 2016</p> <p>15 to 28 February 2016</p> <p>17 to 24 February 2016</p> <p>29 February 2016</p>	<ul style="list-style-type: none"> 42,096 views of video (16,385 on Stuff desktop & mobile plus 25,711 on Facebook) 1,638,355 total weekly readership of the Fairfax community newspapers 75,000 readership of <i>Indian Weekender</i> 75,000 readership of <i>Indian Newslink</i> 50,000 readership of <i>Chinese Herald</i> 50,000 readership of <i>Mandarin Pages</i> 25,000 readership of <i>Samoa Times</i> 20,000 readership of <i>Kakalu 'O' Tonga</i> 100,000 listenership on <i>Radio Chines</i> 155,000 listenership on <i>Radio Tarana</i> 30,000 daily page impressions on Skikiwi (Simplified Chinese) 50,000 monthly page impressions on <i>Indian Weekender</i> (English) 50,000 monthly page impressions on <i>Indian Newslink</i> (English) Pacific Media Network listenership figures not measured 633,000 weekly readership for <i>Woman's Day</i> 66,734 followers on <i>Woman's Day</i> Facebook page 9,000+ instagram followers for <i>Woman's Day</i>
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Broadcast advertising	<ul style="list-style-type: none"> • 15 & 30 second television advertisements across the major television channels including Māori TV 	9 February to 19 March 2016	<ul style="list-style-type: none"> • 154,792 views through Panel's Facebook page and YouTube channel • 453,840 people reached through Facebook
Electronic signs	Profiled on: <ul style="list-style-type: none"> • the NZX ticker in Wellington • the NZX ticker in Auckland 	29 February to 22 March 2016	



Report

To **Hon. Bill English**
Deputy Prime Minister

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

Subject **Report to the Responsible Minister at the conclusion of the New Zealand Flag Consideration Project**

Action sought **Note** the activities undertaken by the Panel in performing its communication role in the lead-up to the two referendums
Note the summary of what the Panel has learned from their role in designing and leading the public engagement process over the New Zealand Flag

Date 7 April 2016

Deadline Not applicable

Introduction

1 Having completed its role, the New Zealand Flag Consideration Panel would like to share what it has learned from designing and leading the public engagement process, that may be of future benefit to Government and other entities.

Activities undertaken in the lead up to the two referendums

2 The Panel's terms of reference required it to 'assist with ongoing communication to help provide information about the different options' in the lead-up to two referendums (CAB (14) 541).

3 In performing this role, the Panel undertook a range of activities, including:

- updating its website with information about the flag options and the stories behind them, which attracted over 219,000 online visits (between the two referendums, as at 22 March 2016) and 1.76 million online visits over the course of the whole project;
- ongoing social media activities including a Facebook page and a Twitter profile, which reached over 1.1 million people (between the two referendums, as at 22 March 2016) and over 2.71 million people during the course of the whole project;
- traditional media activities (excluding paid advertising), which were estimated to be reaching an average of 2.6 million people per week;
- video content pieces on its website and Facebook page, which were viewed over 676,000 times (between the two referendums, as at 22 March 2016) and 1.75 million times over the course of the whole project;
- providing information in multiple languages and in accessible formats;
- education and community resources enabling people to undertake their own discussions and activities relating to the project;
- the production of a resource highlighting key facts about the history of the New Zealand Flag and the discussions on its future;

- diverse nationwide advertising activities through television, press, magazine, radio and other channels, with a particular focus on communities who historically have lower rates of voter turnout; and,
- a range of other activities focussed on ensuring the public was well-informed about the flag options and people's diverse views on the future of the flag.

What the Panel has learned from the Project

4 The Panel recognises that this is a unique project and feels privileged to have been invited to design and lead the public engagement process. The Panel wishes to take this opportunity to share what it has learned that may be of future benefit to Government and other entities.

5 To inform its views, the Panel:

- evaluated its activities during the course of the project where possible;
- sought feedback from stakeholders during and at the conclusion of the project; and,
- collectively discussed what was learned at the project's conclusion.

6 Taking the above into account, the Panel would like to share the following with you as the Minister responsible for the project:

- ;
- ;
- ;
- ; and,
- .

7 The Panel Secretariat has collated information that provides further information on the above and other lessons learned for sharing with other entities as appropriate.

8 Finally, the Panel members wish to thank you as the Responsible Minister for providing them with the opportunity to be part of this project of national and historic significance.

9 I recommend that you:

- **Note** the activities undertaken by the Panel in performing its communication role in the lead-up to the two referendums

NOTE

- **Note** the summary of what the Panel has learned from their role in designing and leading the public engagement process over the New Zealand Flag

NOTE

Professor John Burrows
Chair, New Zealand Flag Consideration Panel

Date: 07 / 04 / 2016

Hon. Bill English
Deputy Prime Minister

Date: / / 2016

Distribution:

Michael Webster, Clerk of the Executive Council

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

DRAFT

Appendix 3: updated Risk Register – not released