

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	30 July 2015 (FCP Min Ref: 230715) 11am until 4:00pm	
VENUE	Wellington – Dominion Museum in the Pukeahu National War Memorial Park, Taranaki Street. The entrance to the Board room is via the western side entrance, which is on the right-hand side as you face the front steps of the old Museum building.	
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	Kylie Archer (Director), Jo Crawford, s9(2)(a) Stephenson (item 5) and Ian Thompson	Martin Rodgers, Suzanne

PURPOSE

TO AGREE

- the final preliminary long-list of designs for public release
- the shortlist of approx. 15 designs for further due diligence
- updated Engagement and Communications Plans
- the briefing to the Responsible Minister

AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
1.	11:00am	Welcome from the Chair (tea and coffee on arrival) <ul style="list-style-type: none"> • 23 July meeting notes and actions (for approval) • Conflict of Interest Register update 	Prof. John Burrows Chair
2.	11.10am	Report back from Advisory Group (oral item)	Kate De Goldi Deputy Chair
3.	11.30pm	Report back on actions since last meeting (oral items) <ul style="list-style-type: none"> • initial due diligence of preliminary long-list • finalise preliminary long-list and messages for public release 	Ian Thompson Kate De Goldi
4.	12.00pm	Shortlisting approx. 15 designs (discussion)	s9(2)(a)
	1.00pm	Lunch and Tour of Exhibition	
5.	2.00pm	Shortlisting approx. 15 designs (continued)	s9(2)(a)
6.	3.00pm	Engagement and Communications Plan update (oral item)	Suzanne Stephenson Martin Rodgers
7.	3.20pm	<ul style="list-style-type: none"> • Risk Register update (approval) • Briefing to Responsible Minister (oral) 	Kylie Archer

Next meeting: 11 August 2015, 11am – 4.00pm, (Wellington - MOJ 19 Aitken St)

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	23 July 2015 (FCP Min Ref: 150723) 11.00am until 4.00pm
VENUE	New Zealand Trade and Enterprise, Level 6, 139 Quay St Auckland
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	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Ian Thompson (Senior Advisor)

MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
1.	Welcome from the Chair	<ul style="list-style-type: none"> • 17 June meeting notes and actions were approved. • The Panel members noted the request to provide an update on any conflicts of interest. • The Panel noted the update on the project in the Secretariat report and commented that receiving over 10,000 design suggestions was a great result. • The Panel noted that the Crown had received a request for an urgent hearing on a Waitangi Tribunal claim related to the project. 	
2.	Flag Selection process	<ul style="list-style-type: none"> • The Panel noted the results of the Panel's engagement and research. • s9(2)(a) took Panel members through a process to agree an initial set of criteria for its selection process, taking into account the input it had received from the public through the first phase of its engagement process. 	
3.	Agree Criteria	<ul style="list-style-type: none"> • The Panel agreed an initial set of criteria including that the designs should: <ol style="list-style-type: none"> a. adhere to the principles of good flag design; 	

		<ul style="list-style-type: none"> b. be unmistakably from Aotearoa New Zealand; and, c. be inclusive, in that all New Zealanders should be able to see themselves within it. 	
4.	Agree Preliminary Long List	<ul style="list-style-type: none"> • Ian Thompson presented some considerations for the Panel to take into account as part of its selection process. • The Panel reviewed a list of designs that combined those selected after the Panel members individually undertook an initial review of all the designs suggested (that met the minimum standards). • Collectively, the Panel agreed on a preliminary long-list of designs for the Secretariat to undertake due diligence on ahead of its next meeting. 	
5.	Shortlisting to 15 preferred designs	<ul style="list-style-type: none"> • The Panel did not elect to refine a specific design or begin the process of commissioning new designs at this point. • The Panel agreed to narrow down the list of designs further at its next meeting on 30 July. 	
6.	General Business	<ul style="list-style-type: none"> • An updated version of the Risk Register for the project was tabled. Panel members were asked to review this for confirmation at the next meeting. 	

Next meeting: 30 July 2015, 11am – 4pm, (Wellington – Dominion Museum in the Pukeahu National War Memorial park, Taranaki St)



New Zealand Flag Consideration Project

Design selection announcements

MarComms Plan (Draft)

Note: Dates to be confirmed



Contents

1. Executive summary	3
2. Introduction	
Goal/purpose.....	4
Background.....	4
Situation analysis.....	4
Key timings for Panel (overview).....	5
3. Preliminary long list announcement	
Run sheet.....	6
Media release.....	7
4. Four alternatives announcement	
Run sheet.....	9
Media release.....	11
5. Frequently asked questions (FAQs)	13
6. Notification to media/commentators	17
7. Notification to stakeholders	19



Executive summary

The Flag Consideration Panel will soon make two announcements in relation to its flag design selection; a preliminary long list of between 50-75 designs, and the four alternatives that eligible voters will rank in the first referendum later this year.

Dates are subject to change (and legislation):

1. Preliminary long list

4pm, Monday 3 August (post-Cabinet)

This announcement will be via a media release to all outlets.

2. Four alternatives

10am Tuesday 25 August (post-Cab & Executive Council)

This announcement will be via a media conference in Wellington (with media release to all outlets timed in conjunction) with the Panel and designers of the four alternative flags.

Given the significant nature of the announcement, key stakeholders of the project could also be invited, where relevant, to hear the 'news' as it is delivered and have the opportunity to engage and discuss the decision directly with the Panel and designers. The venue for this announcement is still being explored - provisionally, it will be Te Papa (as per launch).



Introduction

Goal/purpose

To communicate the Panel's selection of alternative flags in two parts; starting with a preliminary long list and concluding with the four alternative flag designs. In doing so, the public is stepped through the selection process journey, consistent with the Panel's commitment to transparency.

Background

The Panel will make their selection from the 10,293 flag designs published in the flag gallery; 'published' meaning that those designs met the terms and conditions and guidelines.

In publishing a long list, the public has an opportunity be involved in the process and come forward with any concerns over particular designs, especially regarding intellectual property issues. Flag designers whose design makes it through to the preliminary stage will also better understand the importance of the need to meet all the necessary criteria required for final consideration.

Situation analysis

In communicating the design selection decisions, it will be important the public understands the government appointed the Panel to select the alternative designs and their decision is final. The Panel will reiterate that it has explored flag designs that first and foremost reflect New Zealand's identity, as shared in the values and themes that New Zealanders expressed throughout this process. The designs need to 'say it all', and be something that unites Kiwis at times of celebration and commemoration.

The Panel have reviewed potential alternative flags based on a number of other factors, including design, practicality and technical considerations to ensure designs are workable and that there are no impediments for moving them forward in the process.

The Panel also has the option to create or modify designs at their discretion, as per their Terms of Reference. In some cases this may be necessary due to a variety of issues, for example intellectual property or copyright issues. The Panel may wish to refine a design so it follows flag designs principles and if this was the case, would work with the author (suggestor or designer) to do so.

The Panel will not provide an opportunity for public 'voting' on the long list consistent with its mandate and for it to remain neutral, open minded and make its decisions free of external preference, personal feelings or biases.



Key timings for Panel – overview

Project	DPMC Flag Consideration Project
Event date (1)	Mon 3 Aug (4pm)*: Preliminary long list
Event date (2)	Tue 25 Aug (10am)*: Four alternatives
Event	Flag Consideration Project design selection announcements

1. Key timings for Panel – Mon 3 Aug 2015 (Long list)

4pm	Media release (all)	Chair, Deputy Chair
4-7pm	John & Kate available for interviews	

2. Key timings for Panel – Tues 25 Aug 2015 (Four)

9-10am	Run through	Panel (all) Four flag designers
10am-11.30am	Media conference (and key stakeholders)	
11.30am-3pm	Keep available for subsequent interviews	

Key contacts

All queries (including media): Suzanne Stephenson	021 805 115 suzanne.stephenson@flag.govt.nz
Kaumātua: Bill Kaua	
Interpreter (NZ Sign language): TBC	
Venue set up/AV: TBC	
Photography: TBC	
Camera (high res): <ul style="list-style-type: none"> • <i>Camera (TBC)</i> • <i>Sound (TBC)</i> 	
Venue booking/contact: TBC	

Key requirements for launch event

Pull up banners (stats infographic & public from road shows)	Secretariat
Speech, PPT & Videos (9 x 12 ratio)	Secretariat
Web content updated (letter from Panel, PDFs, videos etc)	Secretariat
Media packs with electronic files (50 with USB, 10 without, plus drop box option)	Secretariat
Staging, audio visual (projector/screens etc)	Secretariat

*Dates/times subject to confirmation, not for release



Run Sheet - long list announcement

Monday 3 August 2015		
TBC	Cabinet (oral item)	Responsible Minister
4pm	Media release (all)	Suzanne Stephenson
4.05pm	Email to long-listed designers (and those no longer being considered)	Ian Thompson
4.05pm	Web content updated – letter from Panel, PDFs and long list loaded to www.flag.govt.nz	Georgie Wiles
4-7pm	Chair and Deputy chair available for interviews	Professor Burrows Kate De Goldi Suzanne Stephenson
Tuesday 4 August 2015		
6-8.30am	Hold for potential breakfast interviews post-announcement	Professor Burrows Kate De Goldi Suzanne Stephenson



Draft media release

Its official – long list of {xx} potential flag designs announced

s9(2)(g)(i)



s9(2)(g)(i)



Run Sheet - Four designs announcement

Friday 21 August 2015		
11am	Advice to key media that major announcement will be made next Tuesday (25 th) in Wellington in order for them to dedicate crew/travel arrangements	Suzanne Stephenson
12pm	Flag designers invited to Wellington for Secretariat's content filming (embargo agreement). Dependent on locations, team may travel to designers to film in own homes/studios	Suzanne Stephenson
Evening/am next day	Travel (refer above)	TBC
Saturday 22 August 2015		
TBC	Photography and record interviews with flag designers	Suzanne Stephenson George Wiles
Sunday 23-Monday 24 August 2015		
TBC	High-res photographs and video edits completed	Suzanne Stephenson George Wiles
Monday 24 August 2015		
TBC	Cabinet and Executive Council (oral item) Embargoed release 10am next day	Responsible Minister
Tuesday 25 August 2015		
8-9am	Event/AV set up at venue	TBC
	Photography set up at venue	TBC
	Camera/sound set up at venue	TBC
9-9.15am	NZSL interpreter arrives/briefing	TBC
9.15-9.45am	Run through at venue with Panel and four flag designers	Panel (all) Four flag designers Kylie Archer Suzanne Stephenson
9.45-10am	Media will start to arrive/set up	Media
	Key stakeholders arrive	Stakeholders
10-10.15am	Whakataukī (leading with an appropriate proverb which highlights that the following presentation is based on our journey and discussions with the nation)	Bill Kaula
10.15-11.30am	Media conference (Suzanne will MC) Elements will include: <ul style="list-style-type: none"> • Chair's speech (PPT) • 'Reveal' – Four flags (& designers) • Intro of designers of flags 	Panel (all) Four flag designers Kylie Archer Suzanne Stephenson



	While media interviews take place (10.30-11.30am): <ul style="list-style-type: none"> • Pre-recorded interviews with flag designers play on loop 	
10.30am	Media release issued (all)	Suzanne Stephenson Samantha (Sam) Buckler
10.30am	Web content updated - four designs and pre-recorded interview videos go-live on www.flag.govt.nz	Georgie Wiles Ian Thompson
10.30am	Email to unsuccessful designers	Ian Thompson
11.30am	Close	
11.30am-3pm	Keep available for subsequent interviews	Panel (all) Four flag designers Suzanne Stephenson
Wednesday 26 August 2015		
6.15-8.30am	Hold for potential breakfast interviews post-announcement	Professor Burrows Kate De Goldi Suzanne Stephenson



Draft media release

NZ names four alternative flags for referendum ranking

s9(2)(g)(i)



s9(2)(g)(i)



FAQs

Flag consideration selection process

s9(2)(g)(i)



s9(2)(g)(i)



s9(2)(g)(i)



s9(2)(g)(i)

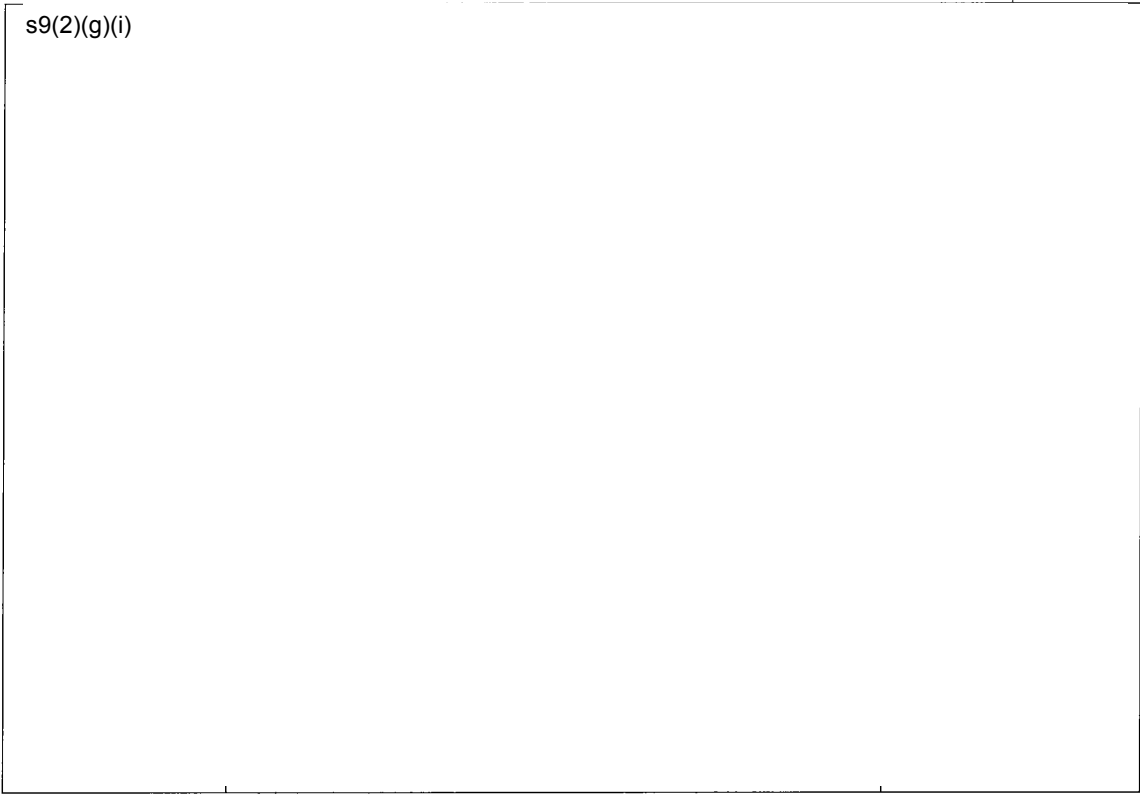


Notification to media/commentators

Note: in addition to main newsdesk/newsrooms & press gallery
s9(2)(g)(i)



s9(2)(g)(i)





Notification to stakeholders

Note: short notice (and Wellington location) will affect attendance

s9(2)(g)(i)



s9(2)(g)(i)



New Zealand Flag Consideration Panel

Proposed engagement approach following the announcement of the four designs

Introduction

This report to the Flag Consideration Panel (**the Panel**) outlines the proposed approach to engaging with the public after the four alternative flag designs have been publicly announced.

Recommendations

It is recommended that the Flag Consideration Panel:

- | | |
|--|----------------------------|
| 1. Agree the overall approach to engaging with the public after the four designs have been publicly announced | AGREE / DISAGREE / DISCUSS |
| 2. Agree to participate as members of the Panel in the activities as outlined in this paper | AGREE / DISAGREE / DISCUSS |
-

Kylie Archer

Director, New Zealand Flag Consideration Panel Secretariat

The purpose

1. The purpose of this paper is to outline the proposed approach to engaging with the public after the four alternative flag designs have been publicly announced.
2. The approach has been developed as a way for the Panel to 'hand the decision-making back' to the public following its process to select the four designs.

Background

3. On 28 October 2014, Cabinet agreed a process to consider the future of the New Zealand flag, which included establishing the New Zealand Flag Consideration Panel. The Terms of Reference for the Panel included the following task:
 - 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. The two groups will need to work closely together to ensure that public communications are co-ordinated

Objectives of the engagement programme

4. Given the above, the key objectives proposed for this engagement phase are to:
 - build on the Panel's relationships with stakeholders;
 - enable people who are too young to vote to express their views ahead of the referendums;
 - continue to promote informed and respectful discussions within communities;
 - continue to support education and community groups to undertake their own activities, with and without the direct involvement of Panel members;
 - inform and educate a large range of people, in particular those people who have a low awareness, or who may not actively seek out information;
 - proactively present the four alternative flag designs leading up to the first referendum, including, where appropriate, flying the four flags; and,
 - perform a limited role, which compliments that of the Electoral Commission, in informing voters and addressing matters related to the referendums.

Overall engagement approach

5. The proposed engagement approach will consist of the following five activities:
 - a) Panel engagements (8 September to 20 November)
 - b) Resources and collateral materials (8 September to 20 November)
 - c) Mobile activation stands (6 to 20 November)
 - d) Self-led community group discussions / schools
 - e) A young people's video project
6. The remainder of this report provides further detail on the above activities.

Panel engagements

7. It is not proposed that the Panel arrange and host its own meetings during this phase.
8. Rather, panel members will be invited to suggest significant community groups and events that they wish to engage with. The Secretariat will then approach the groups to see whether they wish to host a presentation from a Panel member. Support will be provided to assist members including developing and coordinating all engagement materials and communication.
9. A range of community groups, including Māori and Pasifika, New Zealand business groups, churches, ethnic communities and youth groups should be targeted considered.
10. We do not anticipate that the Panel members will require the support of Secretariat staff at these events, but in some cases a Secretariat support person could be made available if required.

Resources and collateral materials

11. The Secretariat will continue to use Clemenger BBDO to update collateral. Collateral will be made available to the public through Panel engagements, mobile activation information stands, advertising channels and online.
12. It is proposed that the Panel produces an updated pamphlet for phase. This is partly in response to the positive reception that the initial pamphlet received. The updated version will be incorporate some useful feedback provided by our event contractors Verve.
13. As with the initial pamphlet, the next version will be distributed to Citizens Advice Bureaux, Libraries and other key public locations.

Mobile activation stands

14. It is proposed to have mobile activations in targeted high volume public locations across the country, such as: University and Polytechnic campuses, shopping malls, weekend markets, transport hubs and at major events.
15. People who visit the activations stands will be able to find out about and see the four alternative flags and find out how they can participate in the first referendum.
16. The Secretariat is also considering flying the four alternative flags at secure high profile locations.

Self-led community group discussions

17. The Community Resource kit and the Schools Education Resource kit are currently being updated to highlight the key messages beyond 16 July, and will be made available to the public.
18. Community groups, including workplace groups, churches or ethnic community groups, will be encouraged to hold discussions in ways of their own choosing. The Panel may target the promotion of this option based on the preferences of particular communities.

A young people's video project

19. It is proposed Schools will be invited to create and submit a 3-minute 'news video clip that reports the diverse views of their peers on the flag project.
20. The reporters will be asked to report in a balanced way the diverse views and opinions, values and identity that they found out about through their research.
21. There will be a number of age group categories. A reward or prize for the best clip is being considered.