

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	15 December 2015, 11.00am until 4.00pm
VENUE	Wellington – MOJ 19 Aitken St, level 4, meeting room 4:7 (meet at reception level 3)
PANEL ATTENDEES	Professor John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Julie Christie, Rod Drury, Stephen Jones, Sir Brian Lochore and Malcolm Mulholland
APOLOGIES	Beatrice Faumuina, Rhys Jones and Hana O'Regan
PRESENT	Kylie Archer, Jo Crawford, Suzanne Stephenson, Martin Rodgers (Ian Thompson & Georgie Wiles to join as required)

PURPOSE

- To agree the objectives, key messages and tactics related to the second referendum

AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
	10.45am	Tea and coffee on arrival	
1.	11.00am	Welcome from the Chair <ul style="list-style-type: none"> • 20 November meeting notes and actions (for approval) • Conflict of Interest Register update • Referendum update (verbal) • Update following meeting with the Responsible Minister (verbal) 	Prof. John Burrows Chair
2.	11.45am	Second Referendum Discuss & agree: <ul style="list-style-type: none"> • Panel objectives • Panel key messages • Other considerations or concerns 	Panel Members (JB Chair)
	1.00pm	Light lunch	
3.	1.30pm	Second Referendum (continued) Discuss & agree: <ul style="list-style-type: none"> • Proposed activities (including draft 'Message from the Chair', Media Snapshot & Flag Facts from Malcolm Mulholland) • Panel's role in each activity • Other opportunities to meet objectives / address concerns 	Panel Members (JB Chair)
4.	3.00pm	General business <ul style="list-style-type: none"> • OIAs and Parliamentary Questions • Approach to archiving/lessons learnt • Te Pou Herenga Tangata (the post that binds the people together) • Next meeting 	Prof. John Burrows Secretariat members

Next meeting: to be confirmed

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	20 November 2015 (FCP Min Ref: 150818) 9:00am until 12:00pm
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, Rhys Jones, Sir Brian Lochore, Malcolm Mulholland and Hana O'Regan
PRESENT	Kylie Archer, Jo Crawford, Martin Rodgers, Ian Thompson, Suzanne Stephenson, Samantha Buckler and Georgie Wiles
APOLOGIES	Nicky Bell, Beatrice Faumuina and Stephen Jones

MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
1.	Welcome from the Chair	<ul style="list-style-type: none"> 18 August meeting notes and actions were approved. No additional conflicts of interest were declared. An update on the referendum was provided to, and discussed by, the Panel. 	
2.	Review of communications and marketing activities related to the first referendum	<ul style="list-style-type: none"> The Secretariat presented the approach to, and learnings from, the communications activity undertaken in the lead-up to the first referendum. A summary of the information presented is attached as appendix 1 to these notes. Members of the Secretariat responded to questions from Panel members. 	
3.	Proposed activities in the lead up to the second referendum	<ul style="list-style-type: none"> The objectives for communications and marketing activities in the lead up to the second referendum were presented. The Panel discussed the overall approach to communications activity. 	
4.	Budget update	<ul style="list-style-type: none"> The Panel noted the budget update provided at the meeting. 	
5.	General business	<ul style="list-style-type: none"> The Panel noted the updates provided by the Secretariat. 	

New Zealand Flag Consideration Panel

Summary of proposed communications and marketing activities in the lead-up to the second referendum (3 March to 24 March 2016)

SPEECHES

- A presentation and supporting information will be developed for Panel members to use for public presentations and speeches.
- Members of the Secretariat will be available to assist Panel members participate in these opportunities as necessary.

ADVERTISING

- A 'Message from the Chair' will be placed in major weekend newspapers in early January 2016.
- The referendum brochure will be distributed through public libraries and NZ Post / Kiwibank branches nationwide.
- High profile billboard and Adshel locations will be used in this phase.
- In the lead-up to the referendum itself 15 and 30 second television advertisements will be played. These will be an evolution of the commercial used in the lead-up to the first referendum.

PUBLIC DEBATE & DISCUSSION

- Through the Panel's advertising agency, media entities with national reach have been invited to present concepts for high impact activities, which achieve the Panel's objectives and attract participation.
- At the recommendation of the agency, the following entities were approached: *s 9(2)(b)(ii) and s 9(2)(g)(i)*. They all accepted the invitation and are presenting their concepts on Monday 14 December 2015.

MEDIA

- A programme of proactive media activity, with a wide range of media outlets, will be undertaken to support the Panel's objectives. This activity will draw on the Panel's 'flag facts' to encourage balanced coverage.
- A resource to list and provide access to media stories and other related content on the project is being compiled. Its working title is 'Snapshot'. This will be promoted and made available in a user friendly format through the website.
- It's expected that international media interest in the project will increase.

DIGITAL

- A video segment on the history of the symbols in the two flags will be developed.
- Another digital piece summarising the public's engagement with the project to date will be developed.
- We will promote factual and balanced discussion by actively sharing the Panel's 'flag facts'.
- Relevant segments from the Flag Summit will be presented to ensure factual information and a balance of views is provided to the public.
- A flag quiz focussed on the two flags will be developed for use through social media.
- We will encourage people to provide and share pictures of the two flags flying in communities.
- We will continue to build familiarity with the two flags via in-situ images and other user-generated content.

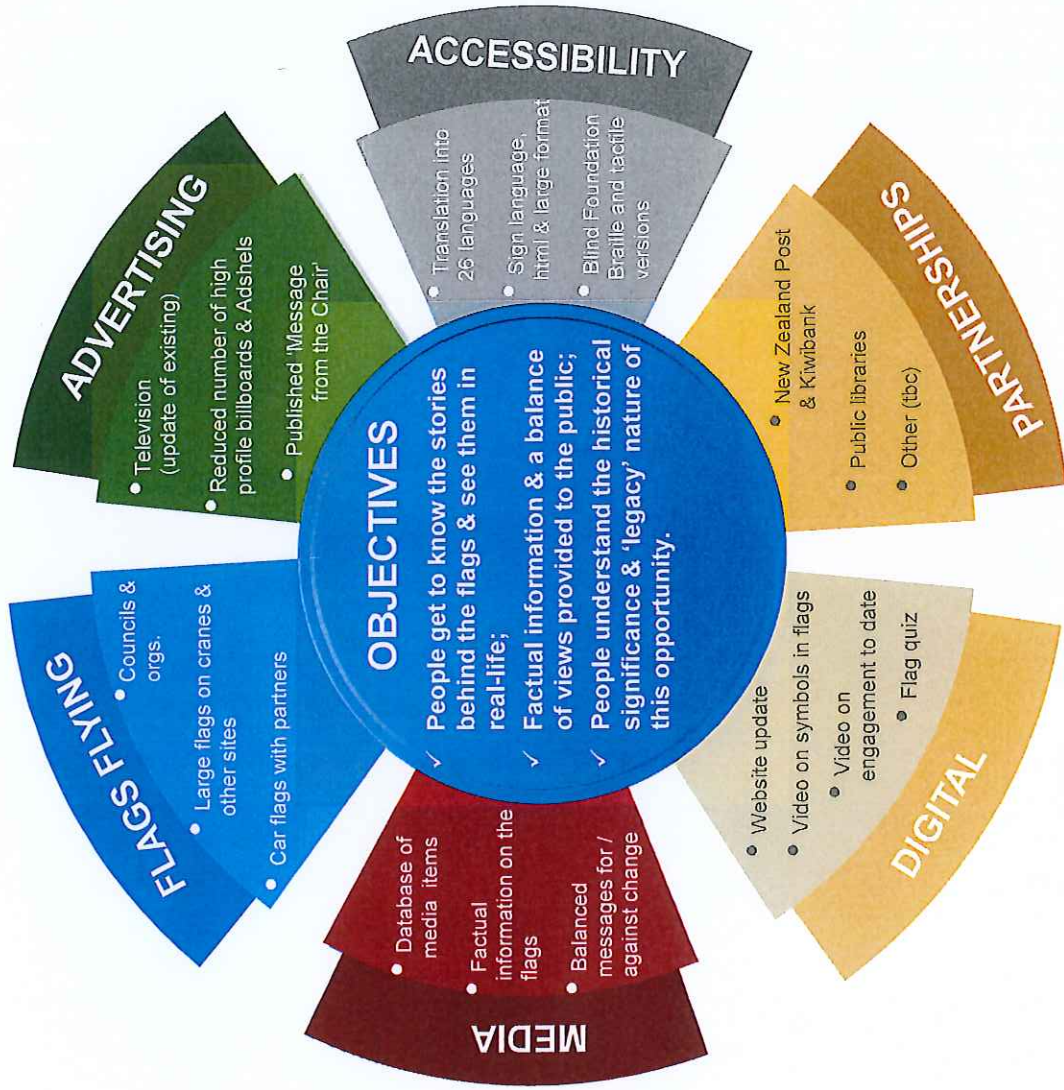
FLAGS

- Invitations sent to those already flying the five alternatives plus all local authorities (again) with approximately 30 sets already requested. The locations will be listed on the website.
- Crane companies have been approached about flying large flags in central locations.
- Approaches have been made about flying them on the Auckland Harbour Bridge and at the entrance to Auckland Airport.
- A corporate partner is also being sought to fly car flags on vehicles across the country e.g. NZ Post couriers and rural delivery operators.

ACCESSIBILITY / WEBSITE

- The flag.govt.nz website will be updated to focus attention on the newer resources and most relevant information for this phase.
- The referendum brochure profiling the two flags will be available in 26 languages (including NZ Sign Language) on the website, and in large font format.
- The Blind Foundation will again provide information to sight impaired voters in their preferred format (e.g. Braille, e-text) and plan to produce tactile versions of the flags designs which will be available at their regional locations.

PHASE SIX (15 Dec. 2015 to 24 Mar. 2016)





New Zealand Flag Consideration Panel

Secretariat Report: 15 December 2015 (as at 9 December 2015)

Summary This report to the Flag Consideration Panel (the Panel) provides information on activities related to the two flag referendums.

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

- 1 **Note** the request for Panel members to provide an update on any conflicts of interest, as requested under item 1 of the agenda;
- 2 **Agree** the objectives for the communications and marketing activities in the lead up to the second referendum, as summarised in this paper and discussed under item 2 of the agenda;
AGREE / DISAGREE / DISCUSS
- 3 **Agree** the key messages for use in the lead up to the second referendum, as summarised in this paper and discussed under item 2 of the agenda;
AGREE / DISAGREE / DISCUSS
- 4 **Agree** the proposed activities as summarised in appendix 1 to this report and discussed under item 3 of the agenda;
AGREE / DISAGREE / DISCUSS
- 5 **Note** the update on activities, as summarised in this report, and presented under item 4 of the meeting agenda.

Purpose

- 1 The purpose of this paper is to:
 - provide Panel members with an update on the Project; and,
 - provide information relating to the Panel's communications role in the lead up to the two referendums.

Update on activities related to the first referendum

- 2 The Secretariat has undertaken additional activities below as a follow-up to the Panel's discussion at the last meeting:

- Reviewed the titles and descriptions of the flags and provided them for consideration by the designers.
 - Posted user generated content, including in-situ flags and other activity to bring the flags to life. However, consistent with experiences to date, not many people have picked up on these opportunities to show and share their support for the individual flag options.
- 3 In addition, the Secretariat has continued to send out sets of flags and flag bunting. 62 sets of flags have now been distributed with the Secretariat receiving very positive feedback regarding flying flags in communities and people have said that seeing the flags informed their decisions for the first referendum.
- 4 Over 290 media queries have now been received about the project and 11,043 news items generated. 13.5% of the queries have been from international media, generating coverage in Australia, Belgium, Brazil, Canada, France, Ireland, Japan, Middle East, Netherlands, Scotland, Spain, Sweden, UK, and the USA. Anecdotally, many have expressed interest in the democratic and historical nature of the opportunity for New Zealanders to consider their flag.

Objectives for communication activity related to the second referendum

- 5 Following discussions at the last meeting, it is proposed that the specific objectives for the Panel’s activities in the next phase of the project are to:
- enable people to get to know the stories behind the two flags and see them in real-life situations;
 - support informed discussions and decision-making about the future of New Zealand’s flag by ensuring factual information and a balance of views is provided to the public;
 - help people understand the historical significance and ‘legacy’ nature of this opportunity to determine the future of our flag.

Key messages for communication activity related to the second referendum

- 6 In keeping with the proposed objectives above, the following key messages are suggested for the Panel’s consideration:

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s9(2)(g)(i)

• s9(2)(g)(i)

Proposed activities to deliver the Panel's communication objectives in the lead-up to the second referendum

- 7 In the papers for item 3 of the agenda, a summary of the activities proposed in the lead-up to the second referendum is provided.
- 8 In addition to this, draft versions of some content is provided for review. This includes two versions of the 'Message from the Chair'; the longer one being the draft from the Chair and the second one being an abbreviated version for potential publication. A draft version of the 'Snapshot' (selection of relevant media and other content) is also provided. Malcolm will share draft versions of his 'flag facts' at the meeting.
- 9 Consistent with the Panel's terms of reference and approach to date, it is proposed that its communications activities continue to be:
 - fair and balanced;
 - undertaken with no presumption of change;
 - consistent with the Crown's Treaty obligations;
 - accessible and inclusive; and,
 - consistent with the Panel's approved Engagement Strategy.
- 10 In proposing activities specifically for this stage of the project, the following considerations have been taken into account:
 - Correspondence to the Panel has shown that the public expects the Panel to present the two flags, and information about them, in a fair and balanced way.
 - We recommend that the Panel avoid activities that act as a proxy for the referendum (e.g. pick up your favourite tattoo with the size of the number remaining indicating people's preferences), as they may be interpreted as a prediction of the actual referendum result.
 - It is also recommended that the Panel avoid activities that may lead people to believe that they have cast an official vote by virtue of participating in the activity (e.g. text us which flag you are voting for and why).

Official Information Act (OIA) requests

- 11 There are currently two active OIAs under consideration:
 - One requesting copies of all of the flag designs received but not published in the online gallery. The response is due in March 2016 and the Secretariat will consult with the Panel as this material is compiled.
 - One requesting costs related to Panel activities. The response to this request is due on 22 December 2016 and will provide the budget and the relevant Cabinet Paper, as well as some further background information.
- 12 In addition, the Department of the Prime Minister and Cabinet (DPMC) has received an Ombudsman enquiry regarding DPMC's response to s9(2)(a) initial OIA request. DPMC will provide a report to the Ombudsman in early January for consideration, in

consultation with the Secretariat and the Chairman. The Secretariat has reviewed the complaint and s 9(2)(g)(i)

Parliamentary Questions

- 13 In the period since the last Panel meeting, the Responsible Minister Hon. Bill English received four questions for written answer from Rt. Hon. Winston Peters regarding the Flag Consideration Project, specifically the 24-Hour Flag Summit. The questions centred around whether the Summit was considered an advertisement, and whether the referendum advertising rules had been followed by the Panel. The responses stated that the Summit was 'editorial content' and therefore exempt from referendum advertising rules.

Approach to archiving and lessons learned

- 14 We are progressing plans to record and archive information related to the project. This is focussed in three areas:
- archiving administrative documents, in keeping with legislative requirements, and ensuring that any future OIA requests can be readily responded to;
 - compiling documents to ensure there is a comprehensive and appropriate record of the process undertaken by the Panel for public reference; and,
 - undertaking case studies on different aspects of the process in order to record and share lessons learned through the project.

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

- 15 We have been in discussions with Te Papa about accommodating the proposed national flag pole, on which people who contributed to the Panel's engagement activities could have their names listed. We have explored a number of options, which will enable the Panel to follow through with this concept, while also ensuring the costs of doing so are prudent and reasonable.
- 16 Currently, there are two options being explored.

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s 9(2)(f)(iv)

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The meeting agenda provides for a discussion on the pou and these options

17

s 9(2)(f)(iv)

Next meeting

- 18 The next meeting is currently scheduled for 31 March 2016 from 1.00pm to 4.00pm in Wellington. This coincides with the official result of the second referendum being announced.

- 19 It has been suggested that another Panel meeting might be valuable in mid-February 2016 to assess and respond to developments at that stage of the process. The Chair would like feedback on this proposal 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 PROJECT

Revised objectives and key messages in the lead-up to the second referendum.

Updated DRAFT dated 17 December 2015

Objectives for communication activity related to the second referendum

- 1 Encourage people to vote by emphasising that this is a decision for the future and everyone's view is equal;
- 2 Enable people to get to know the stories behind the two flags and see them in real-life situations;
- 3 Stimulate informed discussions and decision-making by ensuring balanced and factual information is provided to the public;
- 4 Help people understand the unique significance of this world-first opportunity.

Key messages for communication activity related to the second referendum

- 1 Everyone's view is equal. You have a democratic right to make this unique decision.
- 2 New Zealanders have been having discussions for years about changing the flag. Let's not put the decision off any longer.
- 3 The current New Zealand flag was chosen for you. Now it's your chance to choose our flag.
- 4 New Zealand has changed and will keep changing. Which flag do we want to carry into the future?
- 5 A national flag should have meaning for everyone living in New Zealand, both now and into the future. Get to know the flags, discuss them with others, then choose the one that has meaning for you.

Appendix 1:

Summary of communications activity undertaken in the lead-up to the first referendum

WEBSITE

- Website has seen **healthy weekly visits** of approx 50,000 on average and up to 230,000 in high profile weeks of the project.
- **Top five countries** visiting our site are: NZ, Australia, USA, UK and Netherlands.
- Average length of time on site: **1 min 35 secs**.
- Mobile access to flag.govt.nz pages has increased throughout the project. Nearly half of users between Sep – Nov accessed the site via mobile: **Desktop: 38.67%, Tablet: 13.05% Mobile: 48.28%**.

CORRESPONDENCE

- Queries come through the info@flag.govt.nz address, the govt.nz website and the 0800 number.
- At peak times the Secretariat will receive 100 queries a day and about 20 queries on an average day.

ACCESSIBILITY

- Govt.nz team at Department of Internal Affairs provided excellent advice and worked closely with us to ensure the **website and information was accessible**.
- Everything on the flag.govt.nz site in HTML, which means that those with visual impairments can read all content using their screen readers.
- Referendum brochure on the 5 designs is available in **27 languages (including NZ Sign Language)** on our website, and in large font format.
- We also worked closely with the Electoral Commission and the Blind Foundation to provide information to sight impaired voters in their preferred format (e.g. **Braille**, e-text). The Foundation also produced **tactile versions** of the flags designs which are available at regional Blind Foundation locations.

DIGITAL

- Over **1,270,000** people reached by the posts on-line.
- Of these, **9% actively engaged** with the contents by liking the posts, commenting on or sharing them. Typically this would be 2 to 4%.
- **Increasing engagement from 18-24 yr olds** as the project has progressed.

- Compared to the start of the project, there are now **more balanced conversations** and healthier debate on the Facebook page and other social media forums.

MEDIA

- In 6.5 months, **11,043 news items** have been generated about the project. 43% of those (4,724) were generated between 1 September and 15 November 2015.
- We have received a total of **273 media queries**, 76 of them between 1 September and 15 November 2015.
- Of the media queries received to date, many have been from **international media** with coverage in publications and from broadcasters in Australia, Belgium, Brazil, Canada, France, Ireland, Japan, Middle East, Netherlands, Scotland, Spain, Sweden, UK, and the USA.
- Anecdotally, many have expressed interest in the democratic and historical nature of the opportunity for New Zealanders to consider their flag.

FLAGS & BUNTING

- Over 40 sets of the five flags **distributed nationwide** to local authorities and community organisations.
- Generated **significant media coverage** including stories through regional media.
- Bunting distributed nationwide, including NZ Post, libraries, schools and other high profile locations.



PARTNERSHIPS

- The A5 information booklet was also distributed through public libraries and **NZ Post and Kiwibank** branches nationwide.
- As well as the above partnerships, New Zealand Media & Entertainment (NZME) approached the Panel with a number of proposals.
- The **24 Hour Flag Summit** built on the community workshops held earlier in the process by creating an environment for the considered and respectful airing of different views related to the project. It was entirely produced by NZME through an external provider.
- The Summit generated a number of social media postings on Newstalk ZB and stories on nzherald.co.nz. This was editorial content that the Panel had no influence over, but which aligned with the Panel's objective and had a wide reach and impact.

- **Temporary tattoos** (containing all 5 designs) were distributed through NZME radio stations nationwide, both as part of giveaway prize packs and through street activations in 12 urban centres. NZME hosts shared images of them wearing the tattoos on a range of social media channels.
- **Flynn's day of silence** was an activity on The Hits Auckland drive time show where, because of his disinterest in voting in the referendum, his co-host Stacey took away his ability to make decisions for a day. Listeners then suggested what he should wear, how he should travel to work and what he would eat for a day. They could then rank 5 options for each, with Flynn having to follow through with the options voted for and this was videoed and posted online. Panel member Hana O'Regan was interviewed on the show later that day.
- Another activity involved a double-page feature in the Bite magazine (**Bite of the Flags**) which is an insert in The NZ Herald that also has its own website. Along with the official descriptions of the five alternative designs, a guest chef created five dishes with recipes that are inspired by the designs. This provided an alternative way for people to get to know and interpret the designs.
- NZME also interviewed **international visitors** at Auckland International Airport about the five alternative designs. These were edited together into short segments that were subsequently placed as paid content on the herald.co.nz website. The Panel also shared a segment that featured all five designs on-line through our Facebook page.

ADVERTISING

- **Double-page spreads** in magazines: *Kia Ora* - Air NZ in-flight magazine (x2), *Next*, *Mindfood*, *Metro*, *Australian Women's Weekly* (NZ edition).
- Over 1 million copies of the **A5 information brochure** were distributed through major daily newspapers and also through a household mail drop to smaller centres.
- **Billboards and Adshels** were used nationwide to profile the designs, emphasise the need to rank them and also to encourage people to 'Be part of history'. These were located in high traffic locations, including the main airports.
- In the lead up to the referendum itself 15 and 30 second **television advertisements** were shown over 1,000 times.
- In response to the positive feedback on how the flags looked flying, the advert showed flags in a typical Kiwi location, which had relevance to diverse communities.

NZ FLAG CONSIDERATION PROJECT

Electorates with the lowest voter turnout in the first referendum

(based on the preliminary results released on 11 December 2015)

National turnout = 48.16%

Electorate	Turnout (%)
Auckland Central	43.24
Botany	42.14
Kelston	37.4
Mangere	24.02
Manukau East	25.01
Manurewa	28.51
Maungakiekie	40.35
Mt Roskill	40.33
New Lynn	40.75
Te Atatu	40.92
Hauraki-Waikato	24.9
Ikaroa-Rawhiti	27.51
Tamati Makaurau	23.38
Te Tai Hauauru	28.51
Te Tai Tokerau	28.8
Te Tai Tonga	29.93
Waiariki	26.21

The following 4 pages have been withheld under s9(2)(g)(i)

Message from the Chair – Confidential draft for discussion

Our nation. Your choice

Kiwis will make history with final decision on nation's flag in March 2016

In March 2016, eligible voters will make history with the final decision on our nation's flag, one of our most important symbols of national identity.

We are deservedly proud of our country and throughout this project thousands of New Zealanders shared what they believe makes our country special. We are proud of our heritage and history. We see ourselves as an inclusive, fair and progressive society. We feel connected to the natural environment and are rightly proud of our international achievements. As a Panel, we often heard the phrase, "New Zealand punches above its weight".

The decision ahead is which flag do you think best represents these shared beliefs and values?

59(2)(g)(i)

New Zealanders have been having discussions for years about changing the flag and now we have the opportunity to make a decision. It may or may not result in change, but it is unlikely that the decision will be revisited for many years.

We encourage you to consider the stories behind the two flags and people's diverse views around this decision. Then take part in this fully democratic opportunity to have your say. The decision is yours.

59(2)(g)(i)

Status Quo	Flag Change
<p>New Zealanders told us that:</p> <ul style="list-style-type: none">• People have a passionate attachment to the current flag. They have known it for a long time, and to them it represents the country of which they are very proud.• People speak of 'our beautiful flag' and believe its represents our history, heritage and tradition; fearing that	<p>New Zealanders told us that:</p> <ul style="list-style-type: none">• New Zealand is no longer a British colony. We are a proud independent country with a diverse population and we need a flag which demonstrates our distinctive character - a flag which truly represents us, and which tells the world who we are

would be lost if the flag is changed. It doesn't matter that most other Commonwealth countries have changed their flag, the fact that we have not changed reflects the stability of our country, and we should be proud of that.

- The Union Jack is a visual acknowledgement of our country's British heritage. People say that Britain gave us democracy, respect for the law, and a fair judicial system, all of which have contributed to this being a great place to live and the envy of many others in the world.
- Our flag is a powerful symbol of the country for which soldiers fought, and in far too many instances, died.

s9(2)(g)(i)

s9(2)(g)(i)

- The current flag is too similar to Australia's and would like a flag that reflects New Zealand's distinct identity and which is instantly recognisable around the world.
- Some believe that soldiers didn't fight for a flag they fought for their country, and the freedom of future generations.
- We'll still be part of the Commonwealth if we change our flag. Of 49 Commonwealth countries only four flags still include the Union Jack (Australia, Tuvalu, New Zealand and Fiji is in the process change). "Why should we, as an independent country, have another country's flag on our flag?" some have said.

New Zealand's flag – you decide

Before you make your decision between the alternative flag and the current flag, I encourage you to consider the above perspectives, and others that people are sharing. To make this easier, a snapshot has been compiled from some of the thousands of articles, news items and public comments about this decision.

Visit www.flag.govt.nz for 'Snapshot', which includes links to a selection of articles and comments from journalists, the public and the Flag Consideration Panel.

s9(2)(g)(i)

Regards

**Emeritus Professor John Burrows ONZM, QC
Chair, New Zealand Flag Consideration Panel**

Message from the Chair (831 words, excluding headline, sub-heads): 10 December 2015

SNAPSHOT (A selection of relevant media and other content)

Our nation. Your choice

Kiwis will make history with final decision on our nation's flag in March 2016

In March 2016, eligible voters will make history with a final decision on our nation's flag.

Before you make your decision between the alternative flag and the current flag, the Flag Consideration Panel encourage you to consider what others have shared. To make this easier, this 'Snapshot' has been compiled from some of the thousands of articles, news items and public comments. It is a summarised selection that covers a wide range of views that offer you a balanced perspective.

Click each theme for more information.

Message from the Chair, Flag Consideration Panel

[+](#)

Identity

[+](#)

Status Quo

[+](#)

Flag change

[+](#)

Process

[+](#)

Alternative flag designs

[+](#)

Voting

+

Budget

+

Flags flying

+

DRAFT

Identity

“Are we perpetual adolescents hanging on to Mum’s apron strings? Or are we going to say, right, now is the time to declare ourselves to the world?” is one of the questions posed in the NZ Listener’s article [‘A symbol solution’](#) back in February 2014.

In March 2015, the Guardian (UK) stated that, “Flags are more than pretty patchworks. Flags are symbols of identity.

While in July 2015, Phil Mercer of the BBC examined “how a country’s cultural identity can be represented by a single design”.

Read more about flags and identify from others in the selection here:

6 Feb 2014	A symbol solution NZ Listener: Sally Blundell
14 Feb 2014	The fern’s turn? New Zealanders debate replacing national flag The Wall Street Journal Europe: Rebecca Howard
12 Mar 2014	New Zealand’s flag represents a country that no longer exists The Guardian (UK): Morgan Godfery
20 Oct 2014	Should New Zealand change its flag? The Wireless: Megan Whelan
21 Jun 2015	Flagging it TVNZ: Sunday
1 Jul 2015	Is it Australia? Jack Tame experiments with the NZ flag in Times Square TVNZ: Seven Sharp
14 Jul 2015	What do our flags say about us? BBC Culture: Phil Mercer
11 Aug 2015	The fate of the flag: the design thinking behind NZ’s biggest rebrand Idealog: Holly Bagge
2 Sep 2015	Flag change a chance to mark identity NZ Herald: Fran O’Sullivan
4 Sep 2015	New Zealand flags a fresh change Canberra Herald: Crispin Hull
15 Sep 2015	Embrace the flag as our change in identity Stuff.co.nz: Reader report Hami Waru
22 Sep 2015	New Zealand’s flag and precarious nationalism Al Jazeera News: Phoebe Fletcher
2015	New Zealand flag debate Project Gutenberg
1 Oct 2015	Keep calm and carry on NZ Listener

28 Oct 2015	<u>New Zealand Debates Replacing Union Jack Flag, but With What?</u> New York Times: Michelle Innis
10 Nov 2015	<u>Flag Summit: NZ could learn from Canada</u> NZ Herald: Paul Lewis
27 Nov 2015	<u>People share the pros and cons as NZ prepares for a national flag vote</u> Nippon Television Japan (NTV): Nikki Matsunaga
30 Nov 2015	<u>History is being made and you are part of it. It is time to celebrate a great step forward for democracy</u> Dominion Post: (Opinion) James Chappell
2 Dec 2015	<u>Flag debate overheated to the point of paranoia</u> Manawatu Standard: Karl du Fresne

Status Quo

Many people have a passionate attachment to the current flag - to them it represents the country of which they are very proud. They have expressed many reasons why they believe it would be disloyal to change it and the RSA expressed this view in interviews such as this one on [Radio New Zealand](#) on 1 July 2015.

On 2 September 2015, Michael O'Sullivan told the Timaru Herald that "He had one friend who wanted to see the Union Jack taken off the flag, but O'Sullivan said it was important to have it on because it showed the links with the brother cultures."

Read more from others who support keeping the current flag in the selection here:

1 Jul 2015	RSA say change of flag debate disrespectful RNZ News
25 Aug 2015	Tiny town's united show of support for current NZ flag TV One News
2 Sep 2015	Timaru man makes his own flag pole to fly the current New Zealand flag The Timaru Herald: Natasha Thyne
10 Oct 2015	National identity more than a brand RenewNZ: (Blog) Ewen McQueen
19 Oct 2015	New Zealand's favourite flag revealed, and it's a stand out winner RadiolIVE
9 Nov 2015	The Flag Summit: RSA want to keep current flag NZ Herald: Paul Lewis
19 Nov 2015	RSA encourages Kiwis to vote on flag NZ Herald
25 Nov 2015	"I've got my flag," says staunch supporter Hawkes Bay Today: Roger Moroney

Flag change

Many people have shared their support for flag change and a move to a distinctive flag. "Why should we, as an independent country, have another country's flag on our flag?," some have said such as in this article from a [Stuff.co.nz reader](#) in November 2014.

Supporters of change share many reasons why they support a new flag, including that our current flag is too similar to Australia. Sometimes at events where the two flags are on display it is hard to tell which is which - stories are legion of the wrong flag being hoisted behind our representative, or Australia's, at international events.

Read more from others who support changing the flag in the selection here:

12 Feb 2011	Time to fly a new flag NZ Listener
11 May 2015	NZ needs new identity, says artist NZ Herald: Martin Johnston
10 Aug 2015	Change the NZ Flag Welcomes Top 40 Flag Designs Change the NZ Flag: Lewis Holden
31 Aug 2015	Richie McCaw favours silver fern flag TV3: Patrick Gower
17 Oct 2015	Sir Peter Snell welcomes flag change TV3: Hamish Clark
17 Nov 2015	Bolger hopes NZ mature enough to change flag NZ Herald: Audrey Young
18 Nov 2015	Eight reasons to change the flag Stuff.co.nz: Reader report Jamie Banks
29 Nov 2015	Time for a change says former PM Jenny Shipley Stuff.co.nz: Ellen Read

Process

This is a world-first for New Zealanders to decide the future of the New Zealand flag. It's the very first time New Zealanders have had an opportunity to choose which flag best represents them now, and in the future, as individuals and as a nation.

The Flag Consideration Panel was appointed in February 2015 following nominations by a Cross Party Group of MPs. The Panel is independent of government and completely neutral with respect to whether the flag changes or not.

Our flag is a symbol of national identity. By law, the flag could be changed by a majority of Parliament, however the Government decided any decision on the flag should be made by all New Zealanders. Whether the flag changes or not is up to eligible voters, and both referendums are binding, so the decision is final.

Read more about the process:

5 May 2015	<u>Kiwis urged to have their say on which flag should represent New Zealand</u> Flag Consideration Panel
7 May 2015	<u>No room for political spite in flag process</u> NZ Herald: Claire Trevett
10 May 2015	<u>Top 10 things that make us Kiwi</u> Flag Consideration Panel
6 Jun 2015	<u>Panel answers six top questions asked</u> Flag Consideration Panel
10 Aug 2015	<u>Panel announces long list of 40 potential flag designs</u> Flag Consideration Panel
1 Sep 2015	<u>Panel names alternative flags for referendum ranking</u> Flag Consideration Panel
2 Sep 2015	<u>Kiwis go mad with conspiracy theories about NZ flag</u> TVNZ: ONE News
27 Nov 2015	<u>The best, weirdest, most interesting flag changes through history</u> Stuff.co.nz

Alternative flag designs

The alternative designs incorporate the fern, the Southern Cross, our landscape and the koru, with colour combinations reflective of our heritage and contemporary culture. The fern is an iconic symbol of New Zealand, used in many different contexts and is a strong part of our heritage and history. The Koru is also distinctive and instantly recognisable, symbolising new growth and rejuvenation. The abstract landscape design communicates the uniqueness of our country's land, light and position.

The alternative flag designs are presented in voting paper order which was determined by the Electoral Commission via random draw as required by the legislation. See more here:

1 Sep 2015	The flags, in the designers' words Radio New Zealand
15 Aug 2015	Would you stand and wave this flag? NZ Herald: Isaac Davison
Nov 2015	The five alternatives information brochure (downloadable and available in multiple translations) Flag Consideration Panel
Silver Fern (Black, White and Blue) by Kyle Lockwood	
1 Sep 2015	Meet the designer Kyle Lockwood
20 Nov 2015	'Silver Fern' flag designer Kyle Lockwood: I would be 'honoured' to win Stuff.co.nz: Tim Young
Red Peak by Aaron Dustin	
23 Sep 2015	A comprehensive history of Red Peak Stuff.co.nz
21 Nov 2015	Red Peak: A flag for all New Zealanders Stuff.co.nz: Reader report Philip McKibbin
Koru by Andrew Fyfe	
1 Sep 2015	Meet the designer Andrew Fyfe
17 Sep 2015	Koru flag designer calls for unity with new flag Stuff.co.nz: Caitlin Slater
Silver Fern (Black & White) by Alofi Kanter	
1 Sep 2015	Meet the designer Alofi Kanter
13 Nov 2015	The black and white silver fern flag an obvious choice Stuff.co.nz: Reader report Ashley Church
Silver Fern (Red, White and Blue) by Kyle Lockwood	

26 Aug 2015	<u>Kyle Lockwood flag design for past and future</u> Stuff.co.nz Reader report: Tom Brian
1 Sep 2015	<u>Meet the designer</u> Kyle Lockwood

DRAFT

Voting

New Zealand is considered by many a great place to live because it is a democracy. As Stuff.co.nz, said in their November 2015 [article](#), this is “a rare opportunity for people to have a say on a foundational piece of nationhood”.

Whether the flag changes or not is a very personal decision; it comes down to which flag you believe represents you.

The Herald editorial on 30 November 2015, states that, “New Zealanders have never previously been invited to choose their national flag, and the chance might not come again in a lifetime”.

Read more from others in the selection here:

1 Oct 2015	Flag fallacies: What not to believe Radio NZ: Megan Whelan
13 Nov 2015	Q+A: How the flag voting process works Stuff.co.nz: Henry Cooke
20 Nov 2015	Now for first say on flag NZ Herald: Kurt Bayer
23 Nov 2015	Editorial: Forget the process problems, vote on the flag The Dominion Post
25 Nov 2015	New Zealand votes on new flag Al Jazeera News: Carly Flynn
26 Nov 2015	Odds heavily favour current flag, now let's find best contender The Gisborne Herald: John Jones
30 Nov 2015	Vote on flag design really does matter NZ Herald
2015	Voting in the first referendum Electoral Commission

Budget

As Stuff.co.nz [commented](#) on 20 November 2015, some people have expressed concerns about the cost to consider our flag which “accounts for about 0.0029 per cent of the \$88.9 billion in Government spending”.

“While \$26 million dollars might seem like a lot of money to spend on changing (or not changing) a national emblem, in the context of the annual expenditure of the New Zealand Government it is a miniscule amount,” they said.

The estimated cost is \$25.7m over two years (or around \$5.60 for each New Zealander) and much of this is in holding the two referendums.

29 Oct 2014	Process to consider changing the New Zealand Flag Cabinet paper: Office of the Deputy Prime Minister
17 Nov 2015	Flag referendum: Where does the \$26 million go? Stuff.co.nz

Flags flying in communities

In the lead up to the first referendum, the Flag Consideration Panel made flags available at no cost to communities to fly, so the public could see them in real life. In the second postal referendum which will be held between 3-24 March 2016, eligible voters will choose between the current flag and the preferred alternative and the Panel will make both flags available.

The Flag Consideration Panel request that the flags supplied are flown, rather than any other versions of the current New Zealand flag that exist, as it is important that the flags are of the same quality and dimensions. They are available at no cost to communities who have the ability to fly them together in publicly visible locations and ideally the two flags will be flown on two separate flag poles that can be seen if standing in one place.

To request the flags, email info@flag.govt.nz, with a contact name and details (including telephone number and email address). Please include photos of the flag poles on which the flags will fly and information on the location of the poles in relation to each other. e.g. a map or sketch showing the location of each flag pole.

9 Oct 2015	Five Alternatives in Communities Photo Gallery Flag Consideration Panel
12 Oct 2015	One flag to rule them all - new flag options hoisted above Wellington Town Hall TV One News
17 Nov 2015	New Zealand flag options fly ahead of vote to ditch Union Jack ABC Online: Kim Griggs