

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	26 March 2015 (FCP Min Ref: 190315) 11am until 4:00pm
VENUE	WinterGarden Pavilion – Nikau Room, Kiosk Rd, Auckland Domain
PANEL ATTENDEES	Emeritus Professor John Burrows (Chair), Kate de Goldi (Deputy Chair), Nicky Bell, Peter Chin, Julie Christie, Beatrice Faumuina, Stephen Jones, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan (dialling in)
APOLOGIES	Rod Drury, Lt Gen (Rtd) Rhys Jones
PRESENT	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager) and Robin Paratene (Senior Advisor)

AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
1.	11:00am	Welcome from the Chair (tea and coffee on arrival) <ul style="list-style-type: none"> • 19 March Meeting notes and actions (for approval) <ul style="list-style-type: none"> - Flag Design Guidelines (final version to note) * - Engagement Strategy (Assignment Group guidelines and phases) final version to note * 	Chair Prof John Burrows
2.	11.20am	Design Selection Process * <ul style="list-style-type: none"> • Discussion and agreement in principle 	Kylie Archer
	12.20pm	LUNCH	
3.	12.50pm	New Zealand Icons and Symbols	Malcolm Mulholland
4.	1.20pm	NZ Story - Background and NZ Way Fern.	TBC
5.	1.50pm	Engagement Strategy * <ul style="list-style-type: none"> • Discussion and agreement in principle, including next steps 	Secretariat
6.	3.20pm	General Business <ul style="list-style-type: none"> • Project Plan Timeline (update for noting) * • Marketing and design procurement verbal update (Panel to agree next steps) • Administration 	Secretariat

* Please note that due to the short lead time there will be no Secretariat Report provided for the 26 March meeting and an asterisk signals that the relevant paper will be provided in advance of the meeting.

Next meeting: 15 April 2015 (Christchurch – CPIT Council Room - Christchurch Polytechnic Institute of Technology). Agenda items for consideration include:

- Flag Selection Process – External advice/focus group recommendations (for discussion and approval)
- Electoral Commission/Ministry of Justice – verbal update
- Marketing and design - procurement update and brand approval
- Flag Design Terms and Conditions (update for approval)
- Correspondence register (update to note)
- Budget update (to note)

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	19 March 2015 (FCP Min Ref: 190315) 11am until 4:00pm
VENUE	Justice House, 19 Aitken St, Wellington
PANEL ATTENDEES	Emeritus Professor John Burrows (Chair), Kate de Goldi (Deputy Chair), Nicky Bell, Peter Chin, Julie Christie, Rod Drury, Lt Gen (Rtd) Rhys Jones, Stephen Jones, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan (dialled in for items 1, 2 and 3)
APOLOGIES	Beatrice Faumuina
PRESENT	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Suzanne Stephenson (Communications), Georgie Wiles (Digital) and Ian Thompson (Senior Advisor). Michael Webster and Rachel Hayward joined the meeting 2pm – 4pm. <i>(Assignment Group (Martin Yeoman, Managing Director, Kim Thorp, Creative Partner, Kathryn Robinson, Planning Director attended for item 2)</i>

Meeting Notes and Actions

Item	Topic	Decisions/ Notes	Deadline
1.	Welcome from the Chair	Prof. John Burrows 3 March 2015 - meeting notes and actions approved .	
2.	Engagement Strategy Workshop	Assignment Group – presentation and discussion. <ul style="list-style-type: none"> Feedback provided regarding the draft engagement strategy handout. Panel agreed to delegate the final stage document development to Professor Burrows and Nicky Bell. The final material will be provided to the marketing and design agencies pitching for the contract and used as a foundation for the report to the Minister. Discussion regarding digital and other tools required to support each stage of the process. Secretariat to provide the draft report to the Minister for Panel consideration at the next meeting. This will include the draft wider engagement plan, digital engagement, schools programme and key messages at each phase. 	20 March 2015 24 March 2015
3.	Draft MarComms Plan	Draft MarComms Plan <ul style="list-style-type: none"> Paper discussed and approved, subject to redevelopment of appendix 2 (Great things about NZ) with assistance from the NZ Story team. NZ Story Director to be invited to present at next week's meeting. 	Suzanne Stephenson & Georgie Wiles 24 March 2015

		<ul style="list-style-type: none"> • It was agreed that a digital engagement plan will be provided for consideration at next week's meeting. • It was agreed that the Secretariat will draft a Panel specific communications guide and contingency plan for consideration at the 15 April Panel meeting. 	<p>24 March 2015</p> <p>8 April 2015</p>
4.	History of the NZ Flags and background to the debate surrounding change	<p>Malcolm Mulholland provided a comprehensive presentation on the History of New Zealand Flags.</p> <ul style="list-style-type: none"> • It was agreed that MM will provide a similar presentation regarding NZ icons and symbols for next week's meeting. The Panel also agreed to invite relevant guests help inform their decision making throughout the meeting schedule. 	26 March 2015 and ongoing
5.	Draft Flag Design Selection Process	<p>The Secretariat presented a preliminary straw-man for discussion regarding the design selection process.</p> <ul style="list-style-type: none"> • Following discussion it was agreed that the Secretariat should re-work the potential process for further discussion at next week's meeting. • It was agreed that the Secretariat will explore options for an assessment tool to support this process. An update will be provided to the Panel on 15 April. • The Flag Design Guidelines were discussed and approved with minor amends. • The terms and conditions were discussed and will be reconsidered by the Panel at the 15 April meeting. JC to provide feedback to the Secretariat. 	<p>24 March 2015</p> <p>8 April 2015</p> <p>24 March 2015</p>
6.	Stakeholder Plan and Risk Register	<p>Draft Stakeholder Plan</p> <ul style="list-style-type: none"> • Paper discussed and approved with minor amends. <p>Draft Risk Register</p> <ul style="list-style-type: none"> • Paper discussed and approved with minor amends. 	
7.	General Business	<ul style="list-style-type: none"> • Correspondence Register (copy provided for Panel consideration) 	

NEW ZEALAND FLAG CONSIDERATION PANEL

Flag Design Guidelines

These guidelines have been developed for people who would like to suggest flag designs to the Flag Consideration Panel (the Panel). The Panel has been appointed by the Government to help people get involved in discussions about the future of our flag. They'll also choose a shortlist of alternative flag designs for people to rank in the first referendum.

These guidelines may be updated before the closing date for people to suggest alternative designs for the New Zealand Flag (16 July 2015). You can view the most recent guidelines at www.flag.govt.nz.

The basics:

Here is a set of common principles to use when developing a flag design. These have been developed to ensure that flag designs stand out from a distance and can be reproduced well in different formats and sizes. While the use of these principles is optional, it is likely they will be taken into account when the flag designs are shortlisted.

1. The design should be simple, uncluttered and balanced.
2. It is recommended that you do not use words, photos or complex objects on your flag as these can make a flag hard to reproduce and the detail will not be visible on a small version of the flag.
3. It should be designed to be flown, and viewed from either side.
4. It should look as "timeless" as possible. Avoid using features in the design that will cause the flag to become dated or obsolete. Imagine the flag in a historic setting and in a very modern setting to check whether it would work in both.
5. In terms of colour, using fewer colours will keep the design simple and bold.
6. Contrast is important - use light colours on dark, and vice-versa. So a white cross on red is a good contrast, but a blue cross on red would be a poor contrast. This is a very useful guideline, especially for choosing the colour of any symbols and their background.
7. If the use of non-contrasting colours is unavoidable, make use of outline colours, for instance, like the stars in the current New Zealand Flag.
8. A good flag should also work well in greyscale (black and white, or monochrome).
9. Any animals or birds would traditionally face the flagpole, so that the animal faces in the same direction as the flag bearer.
10. Flags that incorporate the image of a person will not be accepted.

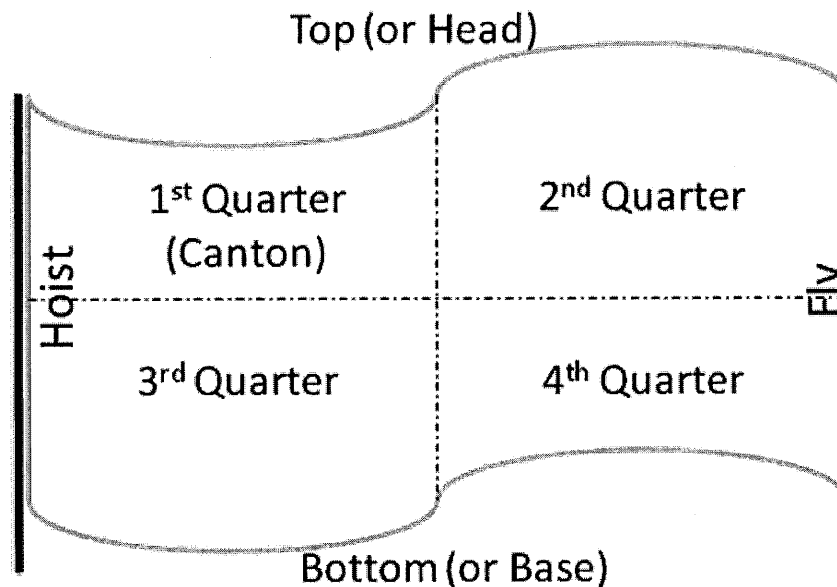
11. The top left hand corner of the flag is typically the place of honour in a flag. This reflects the fact that the opposite end of the flag wears out first, and is the section that is least visible when the flag is not fully unfurled.

Shapes and parts of a flag:

While flags can be other shapes (e.g. a triangle), national flags representing countries normally come in one of two rectangular shapes:

- The Golden Rectangle – where the ratio of the short side to the long side is approximately 1 : 1.618.
- The ratio of 1:2 – where the long side is two times the length of the short side. This is the shape of the current New Zealand Flag.

There are also defined parts of a flag which are useful to know if you wish to describe your flag design:



Internationally accepted principles to guide the design of flags have been developed over time in response to practical issues as well as historical and cultural conventions. *Vexillography* is the art and practice of designing flags. In particular, this practice responds to practical issues around reproducing the design on cloth and making sure the design stands out from a distance and from many angles.

The minimum standards:

These are some standards that we expect all flag designs to meet:

- **Intellectual property** – Do not suggest a design under your name that you know is a copy of an existing, or someone else's, design. Also, do not include symbols, trade marks, or elements in your design that are copied from someone else or that are the intellectual or cultural property of another person or entity without explaining who they belong to. Please remember that even if a particular design or symbol is on the internet, it does not mean you can copy it for your own design.

If you wish to recommend an existing design for consideration by the Panel, please suggest the design with clear information about who has developed the design and, if possible, how they can be contacted.

If your design is shortlisted for the first referendum, or elected as the contender for the second referendum, or elected as New Zealand's new flag, then you and any author or owner of the design, or any part of it, will need to sign a form agreeing to transfer ownership of any intellectual property rights in the design to the Crown.

- **Offensive or divisive designs** – Flags should be a symbol of pride and unify the community they represent. For this reason, flags that are offensive to an individual or community, or that are divisive, will not be shortlisted for the referendum process.

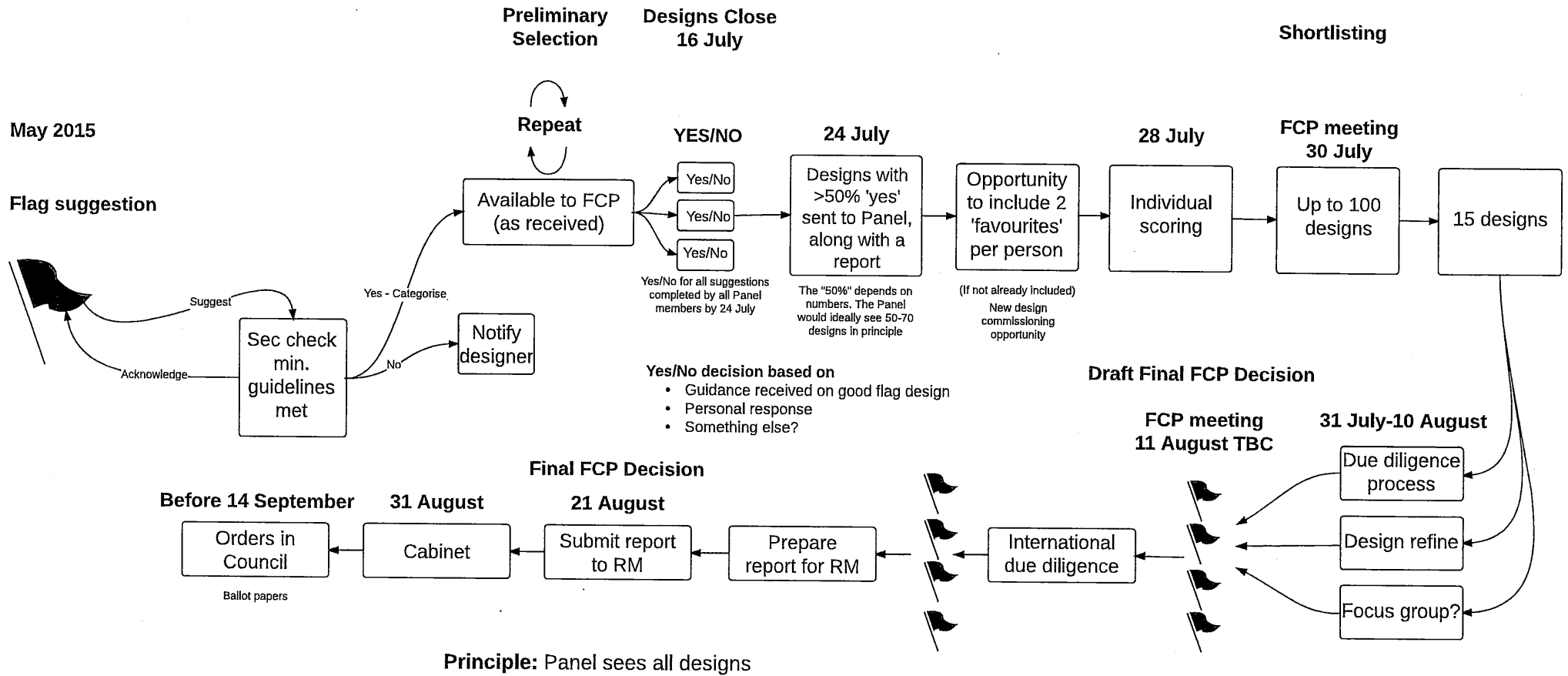
The Panel reserves the right to not publicly display, or consider for the referendum, any suggested design that does not meet these minimum standards.

Suggesting a design

The Panel's preference is that designs are suggested as visual images (ideally a JPEG). When you suggest a design, you will be asked to recommend a title and description for your design, as well as some information about you (including personal contact information). You must also include a brief explanation of the colours and any symbolism incorporated into your design.

Note that before you can suggest a design, you will be asked to agree to some standard terms and conditions regarding intellectual property and trademarks. You can find those terms and conditions here: [*insert link*].

DRAFT Flag Design Selection Process



s9(2)(g)(i)

Meeting Dates

- Move 6 August meeting to 11 August to allow time for due diligence etc

Next steps

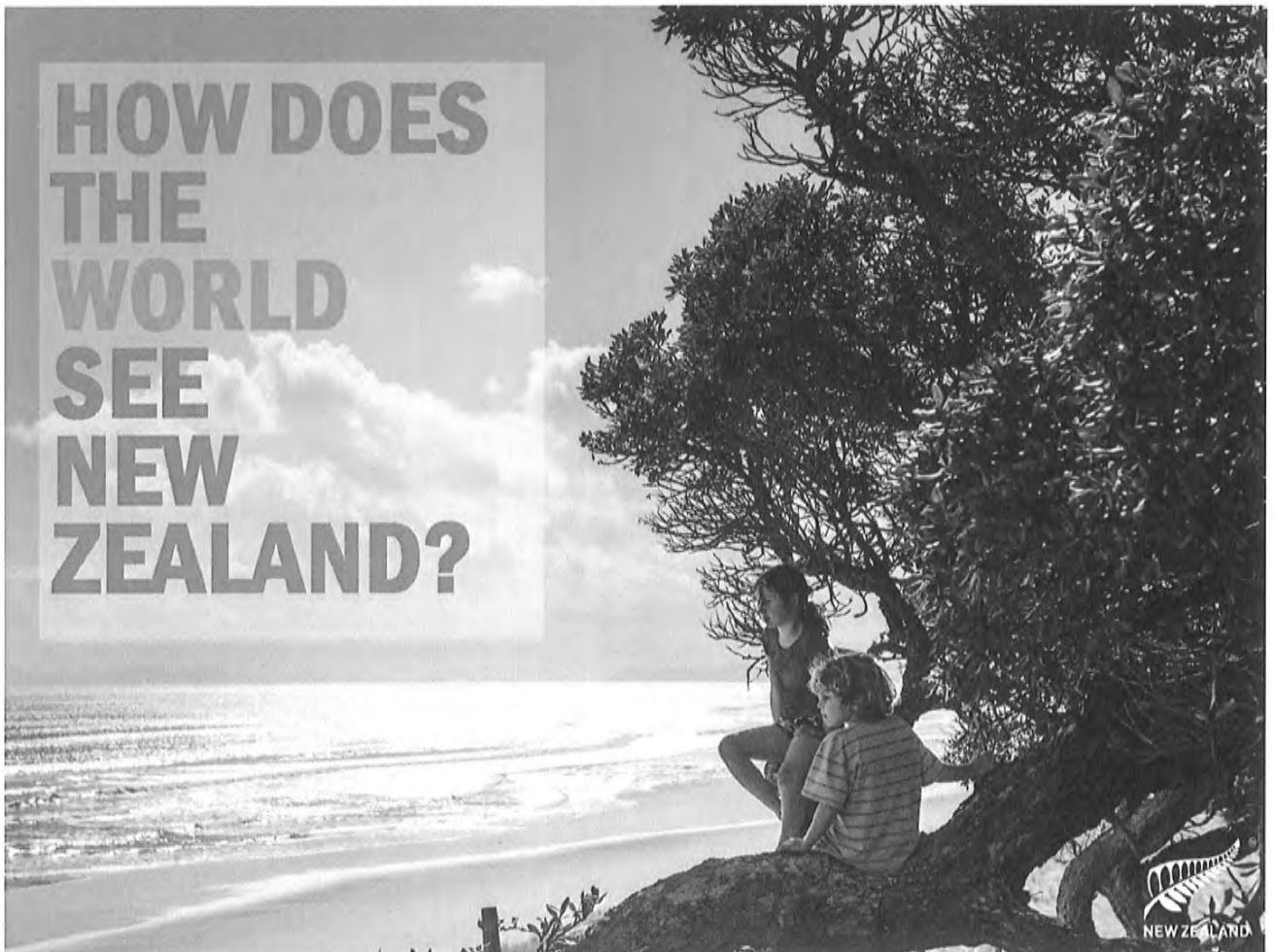
- Legal check
- Formal process document drafted for discussion and approval on 15 April. Document will include proposed 'Focus Group' structure
- Update RM
- Secretariat to brief design screening tool providers

OUR NEW ZEALAND STORY

nzstory.govt.nz



HOW DOES
THE
WORLD
SEE
NEW
ZEALAND?



A STRONG RANKING, WELL LIKED & RESPECTED YET UNEVEN & INCOMPLETE



Ranked low for:

- Vibrant city spaces
- Technology & innovation
- Cultural heritage
- Contemporary culture

GfK Anholt Nation Brand Index 2013



**100%
PURE
NEW ZEALAND**





How New Zealand ranks

1ST IN THE WORLD FOR GOVT BUDGET
TRANSPARENCY
New Zealand ranked 1st place for accountability around the world for government budget transparency.
Source: International Budget Partnership, Open Budget Survey 2010

1st Corruption Perceptions Index

3RD OF 162 NATIONS MEASURED FOR
PEACEFULNESS
Peacefulness is measured by a panel of peace experts on factors such as violence, crime, military spend and wars.
Source: Institute for Economics and Peace, Global Peace Index 2009

2nd Ease of Doing Business

3rd Prosperity Index

5th Index of Economic Freedom

7th Human Development Index

18th Global Innovation Index

21st Highest GDP Per Capita in the World

55th Largest Economy in the World

NEW ZEALAND
FOREIGN AFFAIRS & TRADE

37%

of Auckland's population was born overseas.

180

different ethnicities live in Auckland.



A COUNTRY OF EQUAL RIGHTS & TRANSPARENCY

2013
**LEGALISED
GAY MARRIAGE**

IST
**TRANSGENDER
POLITICIAN**

Georgina Boyer became the world's 1st openly transgender member of parliament, 1999

IST=
**LEAST CORRUPT
PUBLIC SECTOR**

1st equal of 126 countries for least perceived public sector corruption, Transparency Intl. NZ, 2013

IST
**GOVERNMENT
BUDGET
TRANSPARENCY**

1st in the world in the Open Budget Survey 2010, International Budget Partnership

IST
**HUMAN
FREEDOM**

1st in the world for freedom & security, Fraser Institute Worldwide, 2015

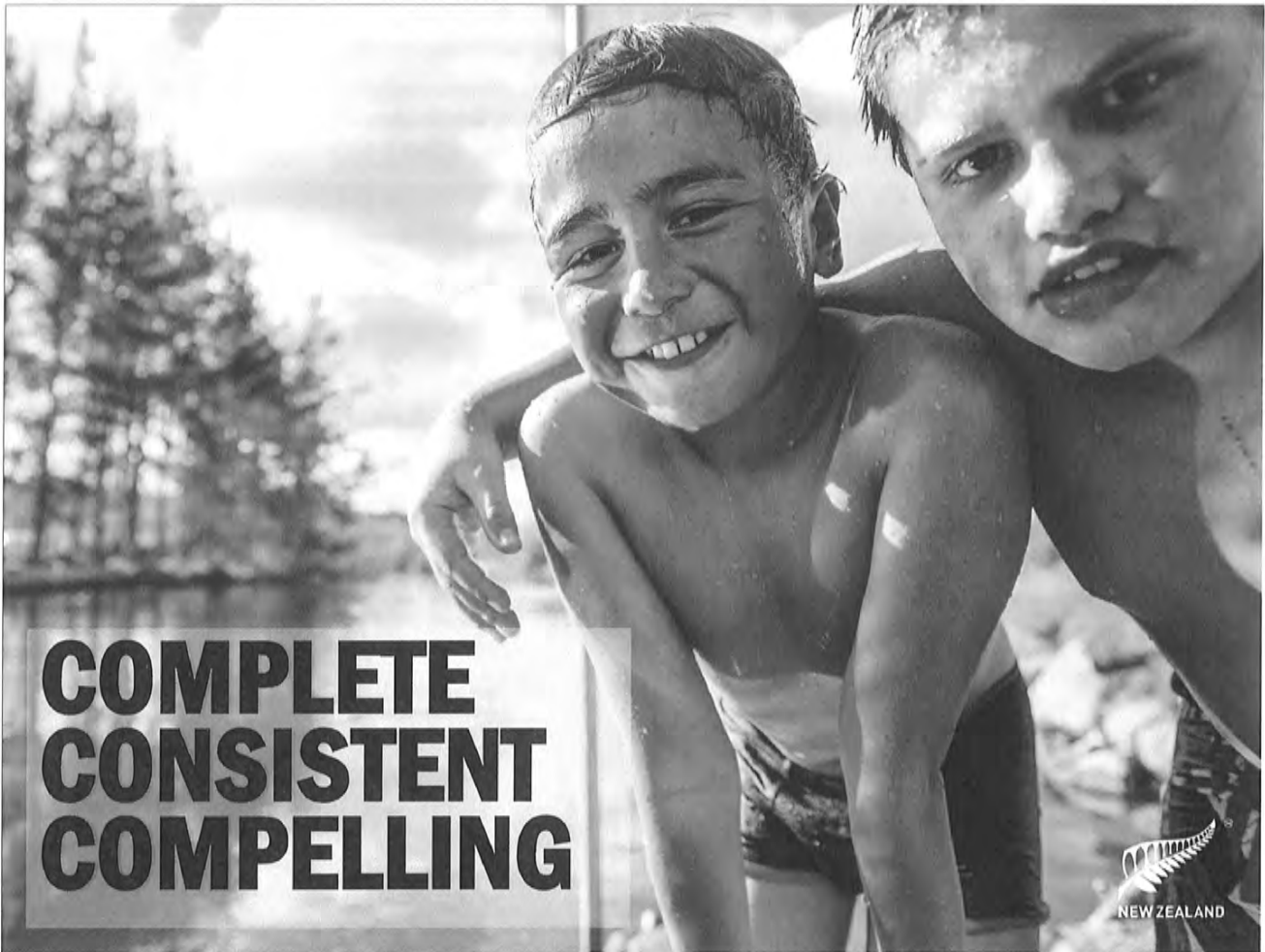
3RD
**ECONOMICS AND
WORLD PEACE**

3rd of 167 nations for peacefulness, Economics & Global Peace Index, 2012

IST
**COUNTRY TO
GIVE WOMEN THE
RIGHT TO VOTE**

1st in the world to grant women the vote, 1893





**COMPLETE
CONSISTENT
COMPELLING**



ACROSS ALL SECTORS

 **NEW ZEALAND**

KIA ORA
WELCOME TO NEW ZEALAND

HOLIDAY WITH US **DO BUSINESS WITH US** **STUDY WITH US** **LIVE & WORK WITH US**

Creating a broader story beyond our natural beauty

- A reference group of **200 private** and public sector representatives
 - TNS research to **test offshore perceptions** and craft messages
 - **Business led**
-

AUTHENTIC

“We didn’t have the money
so we had to think.”

**ERNEST LORD
RUTHERFORD**

1908 Nobel Laureate for Chemistry
and father of Nuclear Physics

“Well, we
knocked the
bastard off!”

Sir Edmund Hillary





INTEGRITY



KAITIAKI
CARE OF PEOPLE AND PLACE



RESOURCEFULNESS



OPEN SPACES



OPEN HEARTS



OPEN MINDS

USE FREE BUSINESS TOOLKIT @ NZSTORY.GOVT.NZ

The image shows a collage of digital assets from the NZ Story Business Toolkit. The main element is a screenshot of the website's homepage, which features a large banner with the text "THE NEW ZEALAND STORY BUSINESS TOOLKIT" and a sub-headline "Helping you to promote your New Zealand export business to the world." Below the banner are navigation buttons for "Learn more" and "Login/Register".

Surrounding the main screenshot are several smaller images representing content from the toolkit:

- An "INFOGRAPHICS" page with a search bar and a list of categories including "Agriculture", "Manufacturing", "Retail", "Tourism", "Technology", and "Transportation".
- A "77% NEW ZEALAND'S RENEWABLE ELECTRICITY" infographic with a lightning bolt icon.
- A "SEAFOOD EXPO 2014" banner featuring a man in a suit.
- Three smaller "SEAFOOD EXPO 2014" posters.
- A "NEW ZEALAND" logo with a fern leaf.

At the bottom right of the collage is the "NEW ZEALAND" logo with a fern leaf.

THE NEW ZEALAND STORY

"The New Zealand Story" represents the video at
<https://www.youtube.com/user/TheNewZealandStory>






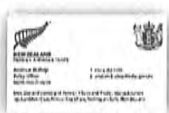



TRAIL MARKER



NEW ZEALAND
TIBE/2015/GUEST OF HONOUR

**open hearts
open minds
open books**

open/♥️💡📖/🌿

Master New Zealand Fern 					
Govt. Agencies	Brand Partner Programme (to be developed)	Fernmark Licence Programme (revised 2015)	Registered quality marks beyond minimum standards		
Recognised symbol for NZ	High profile events, companies or people	All sectors	Primary Sector	Education Sector	Tourism Sector
					
		<p>Sophistication & Security Authenticity & Traceability Integration with global supply chain systems</p>			





systema

Products Recipes News Where to buy

KLIP IT. Rectangular
A system of stackable, versatile, easy to use containers to make life easier.

Click for Systema videos

It's a remarkable achievement. To build a product line from your garage in New Zealand to a point 30 years later where it is exported to 62 countries around the world and counts as customers in the industry. Managing Director Brecken Lindsey is proud of his success and that of his team at the state of the art 200,000 sq foot factory in New Zealand. Taking the simple premise that customers would want a well made, beautifully designed, food safe storage container that would be stackable, the Sistema range was born.

Made in New Zealand BPA free © Sistema Plastics 2019

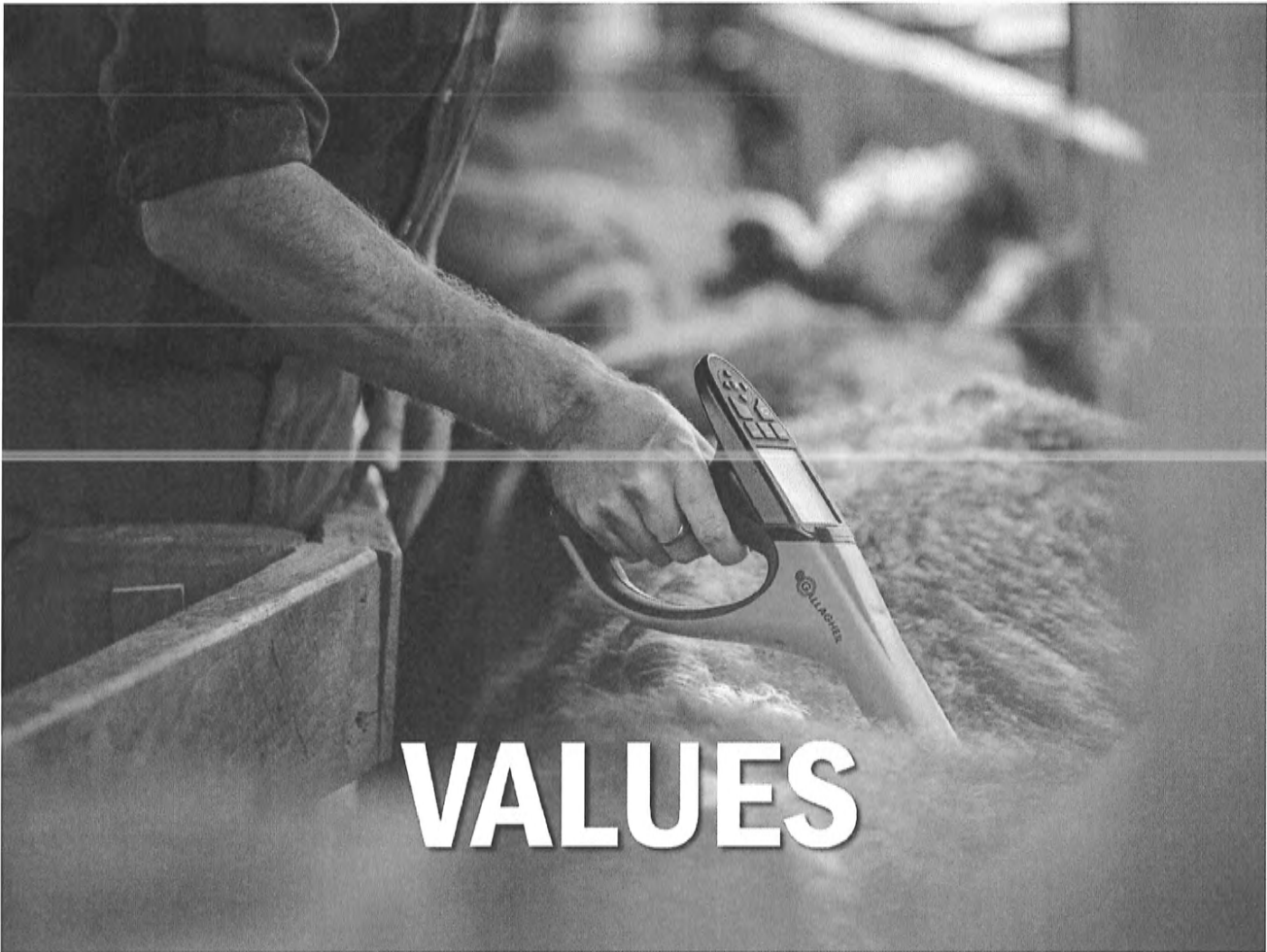




PROTECTION



REPUTATION



VALUES

**THANK
YOU.**

NZSTORY.GOV.T.NZ



This is a draft report for discussion at the 26 March meeting of the FCP.

This is to be agreed for sending to the Minister by 7 April 2015.

New Zealand Flag Consideration Panel

Report to Responsible Minister on the proposed public engagement process for the Flag Consideration Project

Summary

This report from the Flag Consideration Panel (FCP) outlines its proposed public engagement process for the Minister's approval.

Recommendations

It is recommended that the Deputy Prime Minister as the **Responsible Minister for the Flag Consideration Project**:

- 1 **Note** the update from the Flag Consideration Panel;
- 2 **Note** that, in developing its process, the Flag Consideration Panel has taken into account the guiding principles agreed by Cabinet;
- 3 **Note** that the engagement process will be formally launched on Monday 4 May 2015;
- 4 **Agree** the proposed public engagement process as outlined in this report.

AGREE / DISAGREE / DISCUSS

- 5 **Agree** to publicly release the final version of this report through the Panel's and the Department of Prime Minister's websites.

AGREE / DISAGREE / DISCUSS

Update from the Flag Consideration Panel

- 1 Thank you for coming to speak at the Panel's first meeting on 3 March. I am pleased to let you know that the members are clearly demonstrating their commitment to the project and making significant contributions based on their skills and diverse perspectives. At this stage, members have agreed to meet 14 times over the course of the project (seven times in each financial year). Members have been willing to quickly prioritise these meetings within their busy schedules. As I am sure you intended, the members bring with them diverse experience and a wide range of skills. They are sharing these with each other in a forthright and respectful way. Consequently, we are able to quickly reach consensus on key issues and provide clear direction to the Secretariat.

- 2 The Panel has big ambitions in terms of the reach and impact of its engagement. Coupled with this, the process to receive alternative flag designs and select four to be included in the first referendum, involves a number of considerations and challenges. The Secretariat continues to provide excellent support, well considered advice and practical options for how we might undertake these and the other tasks in our terms of reference.
- 3 Based on the above, and on behalf of the Flag Consideration Panel, I recommend the following engagement process for your approval.

Overall approach to engagement

- 4 The Minister will recall that the following principles were agreed in Cabinet paper CAB (14) 451 to guide the overall process to consider changing the New Zealand Flag. The process should be:
 - *independent*: the process is as apolitical as possible, with multi-party support and public input into decision-making;
 - *inclusive*: all perspectives are invited and considered from within New Zealand's diverse communities, including Māori as tangata whenua;
 - *enduring*: the outcome (whether change or status quo) is upheld and not revisited for a significant period;
 - *well-informed*: the public has access to information to enable it to make decisions;
 - *practical*: the process is workable, cost-effective, and implementation is possible;
 - *community-driven*: designs and suggestions come from the community;
 - *dignified*: the process upholds the importance of the flag as a symbol of our nationhood;
 - *legitimate*: all legislative and other requirements are followed; and
 - *consistent* with the Crown's Treaty obligations.
- 5 These have provided clear guidance to the Panel in developing its proposed approach to engaging key stakeholders and the wider public in this project. The Panel has taken these and developed the following 'approach' to its communication and engagement.
- 6 Overall, the engagement will have a clear sense of 'gravitas' as this is an unprecedented and significant opportunity for all New Zealanders. It's the first time in New Zealand's history that together we get to decide on a flag for our country. The first phases of engagement will therefore focus discussion on key questions concerning the 'purpose of a flag' and 'what it can say about our collective identity', rather than how the flag should 'look'.
- 7 We also want to reduce the focus on whether the flag 'changes or doesn't change' in these initial phases. Rather, we will remind people that flags do change. A number of countries have changed their flags in recent times, including Commonwealth countries, without changing their constitutional arrangements. The New Zealand Flag has also changed twice before. The first phases of the engagement are an opportunity for New Zealand to discuss its unique identity. Then, in the latter stages, people will be able to decide for themselves which flag, including the current flag, best communicates this collective identity.
- 8 There is a need to increase people's awareness and understanding that the decisions will be made by the people of New Zealand, not the Government and not by the Flag Consideration

Panel. Consequently, people need to know that this process is taking place and how they can participate. This is their opportunity to have their say. Once it's decided, it's decided. The outcome is binding. To achieve this, we will work closely with opinion formers and key stakeholders; ensuring the facts are clear and there is an open dialogue.

- 9 Throughout the process, we will recognise and celebrate the diversity of New Zealand's communities. This means engaging in ways that suit different people; from face to face meetings, community meetings to digital engagement. We will also provide communities with resources to host their own discussions on the key questions and support schools to undertake activities that mimic the national process, including flag design and referendum activities.
- 10 By providing the proposed range of activities, the engagement process will provide all New Zealanders with the opportunity to:
- explore their own views on the flag in a safe, familiar environment,
 - share these with others in a respectful way,
 - consider the diversity of people's perspectives on our flag; and,
 - arrive at a well-informed view, which they confidently express through the two referendums.

Phases of engagement

- 11 The Panel has divided its engagement process into six key phases. The title of the phases denotes what we are wanting 'members of the public to do'. These are:
- a. *Understand:* Key stakeholders and opinion formers will be provided with clear information about the role of the Panel, the engagement process and how people can participate. This phase will improve people's perception of the process and encourage their participation. Information will also be provided on the history of flags in general and the New Zealand flag in particular.
 - b. *Discuss:* This will begin with a public and media launch of the engagement process on 4 May 2015. People will be informed about a diverse range of opportunities to participate in face to face and or online discussions about the 'purpose of the flag' and what they think it 'should say about us as a country'. Panel members will participate in these discussions and will respond to invitations where they can. The results of these discussions will then be shared more widely, which will encourage other people to participate and increase the understanding of people's diverse views, thereby increasing the legitimacy of the project overall. The Panel will also conduct a road show, which will enable it to have a mobile, visible presence at events and public spaces across the country during the engagement period.
 - c. *Create and share:* People will be provided with guidance around what makes a good flag design and the conditions they need to agree to when suggesting a design to the Panel. They will be strongly encouraged to consider people's diverse views on the flag, as expressed in the discussions above, so that their design reflects what New Zealanders are looking for in an alternative design. To facilitate the above, it is proposed to hold, and potentially broadcast, up to three events in the main

metropolitan centres where the considered views of different communities can be shared and deliberated.

- d. *Select*: People will be provided with information about the four alternative designs and encouraged to consider the diverse views of New Zealanders when expressing their preferences on the designs in the first referendums. The Panel will also work alongside the Electoral Commission to encourage participation in the first referendum.
 - e. *Consider*: People will be provided with information about both the current and the preferred alternative flag designs. The flags may be publicly presented together so that people can consider their final preference ahead of the second binding referendum.
 - f. *Decide*: This phase follows the results of the second referendum and will see the Panel complete its evaluation of the engagement process and acknowledge those that have contributed to it.
- 12 Additional detail on each phase of the engagement process is provided in appendix 1. This includes the key actions, roles to be played by the Panel members and how the Responsible Minister could participate in each phase. The timing of the proposed activities for the overall engagement programme is set out in appendix 2 and the digital engagement is summarised in appendix 3.
- 13 These phases are intended to broadly take place in sequence, although it is recognised that people will engage with each phase at a different time and so some actions will continue across several phases and overlap. The Panel will implement a research and evaluation plan to test the effectiveness of its actions and people's progress through the different phases. This monitoring will be undertaken at points throughout the engagement process so that the Panel can quickly respond if any action is not having the desired impact, or a particular target audience is not being reached.

Design selection process

- 14 The Panel has already considered and discussed the process it will use to receive and assess alternative flag design suggestions. This has included the development of design guidelines as well as a set of terms and conditions, which people suggesting designs will need to agree to.
- 15 The Panel is also finalising the process it will use to assess the design suggestions and identify the final four alternative designs that it will recommend to you for inclusion in the first referendum. This will include seeking appropriate advice and design services to ensure the recommended designs are workable and that there are no impediments to their potential future use as the New Zealand Flag.
- 16 The Minister will note from the above that the Panel proposes to undertake the engagement approaches suggested in section 8 of its terms of reference. This includes supporting and encouraging people to suggest alternative flag designs. However, the Panel does not propose to run this process as a 'competition' as such, for the following reasons:

- A ‘competition’, which involves individual’s campaigning for their designs and a ‘popular vote’, would not be in keeping with the significance and gravitas of the decision to be made.
 - The selection of viable alternative flag designs will involve a number of considerations that individual designers and the public are unlikely to take into consideration during a competition. It is therefore preferable for the Panel to be able to make its selection, taking all these considerations into account, without having to justify why popular designs were not selected.
 - The public will have a chance to vote on the final four alternative designs in the first referendum.
- 17 It is recognised that young people below the voting age will not have a direct role in choosing the alternative, or the final, design through the referendum process. They will be able to hold and participate in discussions, as well as creating and suggesting alternative flag designs throughout the engagement period. The Panel is also considering ways in which they can express and share their views ahead of the referendums.
- 18 As one approach, the Panel is developing a resource for schools, which will enable them to run a flag discussion, design and selection process that mimics that taking place nationally, including tools to help them conduct two referendums. As well as enabling young people to have their own say in the process, this should also flow through to increased awareness of the national process within the wider school community.

Risks

- 19 The Panel has kept itself informed of the progression of the New Zealand Flag Referendums Bill. It is aware of the tight timeframes for it to progress through all the stages before it is passed in the House. The Panel recognises that some people will not understand the difference between Parliament’s process for submissions on the Bill and the Panel’s process for receiving alternative flag designs. This has been clarified on The New Zealand Parliament website but we believe that people may still suggest designs to the Select Committee as part of the consultation process on the Bill.
- 20 The Panel has made excellent progress on the project in the short time since it was established. The Panel would also like to acknowledge the assistance of government officials in responding to requests for input and assistance. However, the Panel does note the challenges ahead in terms of securing the level of stakeholder involvement and the extensive outputs required from contractors within the timeframes set for the project.

Conclusion

- 21 The Panel is excited by the potential of this project to engage diverse New Zealanders in a shared discussion about how the New Zealand Flag can reflect our national identity. Following your approval, it will take the necessary steps to implement this proposed engagement process.
- 22 I am available to provide further information or respond to any questions you may have.
- 23 The Panel looks forward to receiving your feedback and ultimate approval for its process.

Professor John Burrows

Chair, New Zealand Flag Consideration Panel

Distribution:

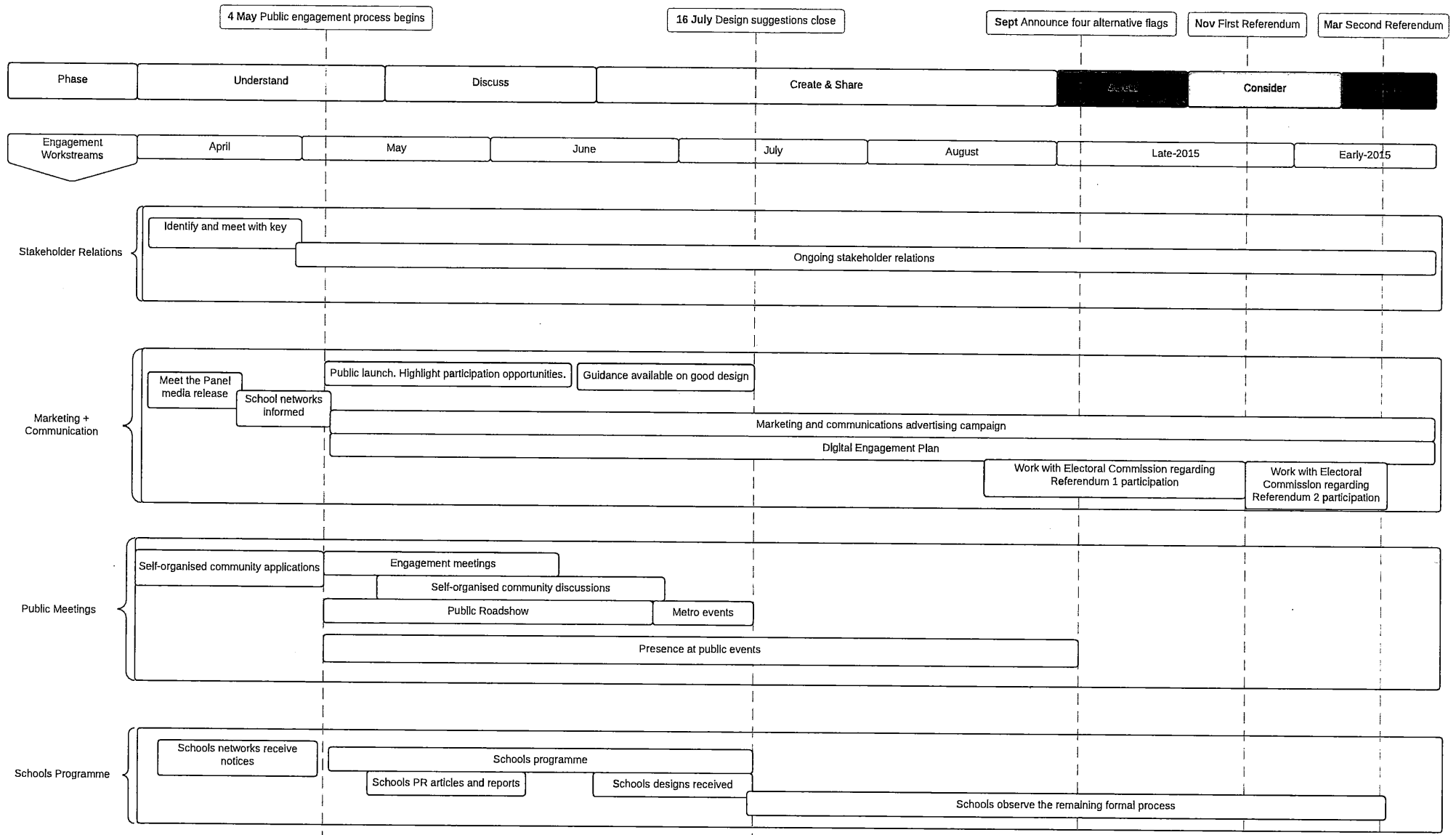
Andrew Kibblewhite, Chief Executive, Department of Prime Minister and Cabinet

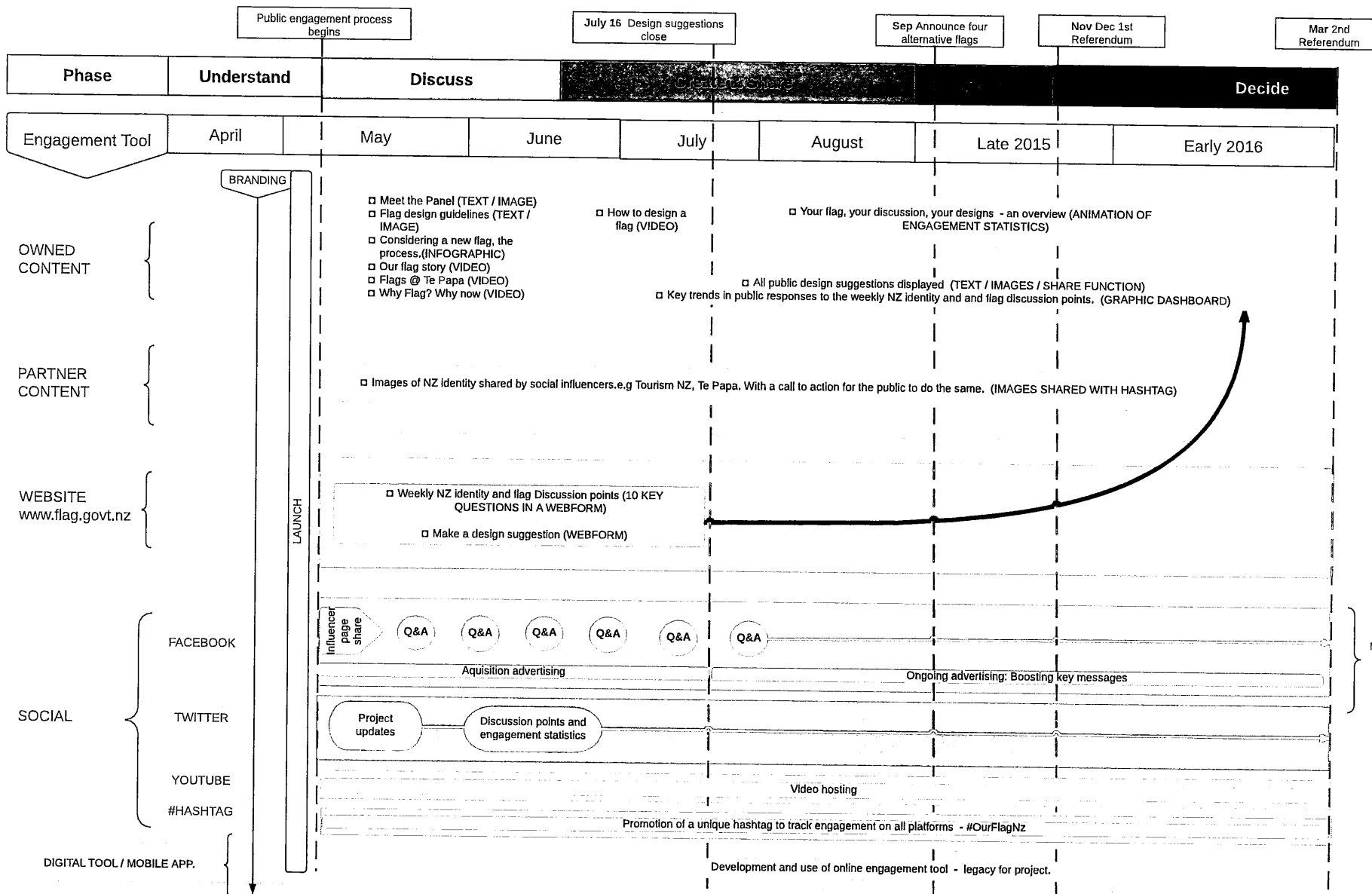
Michael Webster, Clerk of the Executive Council

Appendix 1: Engagement Summary

PHASE	UNDERSTAND	DISCUSS	CREATE AND SHARE	SELECT	CONSIDER	DECIDE
Timing	March, April, May 2015	May, June, July 2015	June, July, August 2015	Sept, Oct, Nov, Dec 2015	Dec 2015, Jan, Feb, March 2016	March 2016
Key messages	<ul style="list-style-type: none"> Meet the Panel that will guide the process This is the first time the NZ public will have a say in the design of the NZ flag You can vote to keep our flag or change it (you decide) This decision is to be made by the people, not Government or the Panel 	<ul style="list-style-type: none"> This is our country, our flag; it unites us Discuss these key questions: <i>What is the purpose of our flag?</i> <i>What should it say about us/our country/our identity?</i> Here's how you can get involved (process, timelines) 	<ul style="list-style-type: none"> Here's how you can create a flag (guidelines) Anyone can suggest a design (terms & conditions) Here's how & where to share it with others (website, how to upload etc) 	<ul style="list-style-type: none"> This is the first time NZers have had a chance to choose their national flag. Take this opportunity to have a say, even if you think you'll vote to keep the current flag in the next referendum. You can vote for one of the alternatives, or rank them all 	<ul style="list-style-type: none"> Here's the alternative you'll be considering against the current flag in the next referendum Take the time to think about it carefully as this may be the flag that you (your children, and even children's children) will have for generations to come 	<ul style="list-style-type: none"> Think carefully about which flag, the current design or the alternative, best represents our country & our identity You are voting to keep our flag or change it – the choice is yours Once it's decided, it's decided. The outcome is binding
Key actions	<ul style="list-style-type: none"> interim web presence on www.govt.nz meetings with key agencies frequently asked questions media releases & responses early conversations with all communities including iwi and Māori leaders design guidelines & terms / conditions 	<ul style="list-style-type: none"> full website hosted on Common Web Platform with flag.govt.nz url information pamphlet public / media launch marketing and communications campaign school resource in English & Māori resources for groups to organise own discussions invite all New Zealanders, including Māori, to participate in discussions a 'travelling presence at events & public spaces 	<ul style="list-style-type: none"> guidance available on good design responses to key questions shared online & at meetings design suggestions shared online a 'travelling 'road show' presence at events & public spaces large scale public meetings to discuss purpose of flag & diverse views on what it should say marketing and communications campaign 	<ul style="list-style-type: none"> communication about the four alternative designs & why chosen information sheet in stakeholder and voting packs 	<ul style="list-style-type: none"> alternative flag design, with supporting information, available for use at events, in publications & online marketing and communications campaign 	<ul style="list-style-type: none"> information sheet in stakeholder and voting packs marketing and communications campaign
Monitoring for key messages	<ul style="list-style-type: none"> mainstream / social media monitoring vox-pop interviews 	<ul style="list-style-type: none"> mainstream / social media monitoring website monitoring questions in omnibus survey vox-pop interviews evaluate key activities 	<ul style="list-style-type: none"> mainstream / social media monitoring website monitoring questions in omnibus survey vox-pop interviews 	<ul style="list-style-type: none"> mainstream / social media monitoring website monitoring questions in omnibus survey 	<ul style="list-style-type: none"> mainstream / social media monitoring vox-pop interviews 	<ul style="list-style-type: none"> post-project survey process evaluation of project
Role of Panel members	<ul style="list-style-type: none"> available for questions & comment meet with stakeholders 	<ul style="list-style-type: none"> profile on website encourage participation in discussion participate in launch events participate in meetings / key events 	<ul style="list-style-type: none"> direct all designs through the Secretariat process share what heard through meetings encourage participation 	<ul style="list-style-type: none"> recommend four alternative designs based on guidelines & what the public think it should say talk about the four alternative designs & why chosen encourage people to vote 	<ul style="list-style-type: none"> share what heard through meetings talk about the alternative design talk about the current flag, its history & what people have said about it encourage people to vote 	<ul style="list-style-type: none"> thank people for their participation encourage & receive feedback on the process
Role of Responsible Minister	<ul style="list-style-type: none"> clarify with key stakeholders the role of the Panel & the process approve the engagement process 	<ul style="list-style-type: none"> encourage participation in discussion 	<ul style="list-style-type: none"> direct all designs through the Secretariat process 	<ul style="list-style-type: none"> confirm four alternative designs as part of the ballot paper encourage participation in the 1st referendum 	<ul style="list-style-type: none"> communication around the result of 1st referendum encourage participation in the 2nd referendum 	<ul style="list-style-type: none"> communication around the result of 2nd referendum acknowledge participation & contributions

ENGAGEMENT PROCESS OVERVIEW





Digital Engagement Plan

DRAFT NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE

Now

Workstream	Tasks	Progress	Jan-15				Feb-15				Mar-15				Apr-15				May-15				
			5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25
Flag Consideration Panel Establishment	Nominations (CPG)	●			Final																		
	Appointments	●							Final														
	Acceptances	●									Final												
	Induction	●									Final												
	Process for FCP papers	●							Investigate			Final											
	Meetings	●										3		19	26			15			29	5	
Marketing and Communications	MarComms Strategy (Including Digital Media)	●									Draft	Approve							Review				
	Social media	●									Prelim. Approve	Set up	Review	Approve						Review			
	Public announcements	●																			Launch		
	Marketing services procurement	●							Plan		RFP	Meet	Approve				Review				Final		
	Website development	●							Interim			Brief	Approve				Review	Test		Final			
Engagement - Stage 1	Stakeholder management plan	●									Draft		Approve										
	Engagement strategy	●									Discuss	Draft	Approve	Final									
	Risk management plan	●									Draft		Approve										
	Meet key project stakeholders	●						Meet		Meet		Meet		Meet		Meet		Meet		Update			
	Initial community engagement	●								Meet	Meet	Meet				Meet		Meet		Update			
Engagement - Stage 2	FCP media opportunities	○														Draft	Approve	Final					
	Suggested designs	○																			Open		
	Advertising	○													Plan	Test	Approve	Confirm			Launch		
Engagement - Stage 3	Hui	○							Cost	Approve	Plan						Review			Launch		Begin	
	Self-organised discussions	○							Cost	Approve	Plan						Review			Launch	Begin		
	School focused activities	●								Approve	Plan						Review			Launch	Begin		
	Deliberation at regional / national level	○										Approve	Plan	Cost			Final						
	Nationwide roadshow	○										Approve	Plan	Cost			Final						
Suggested designs	Suggested designs	○					Open														Launch		
	Guidelines + terms & conditions	●								Draft		Test	Approve		Publish						Promote		
	Criteria for FCP assessment	●																					
	Due diligence process	●									Develop						Review				Final		
Reporting	To Responsible Minister	●			Update				Update				Update		Report	Approve	Update					Update	
	To FCP	○											Update					Update		Update		Update	
	To Clerk of Executive Council	○			Update				Update				Update				Update					Update	
Research and evaluation	Impact research	○			As required						Plan	Cost	Approve		Procure				Implement				
	Evaluation of activities	○									Plan	Cost	Approve		Procure						Implement		
	Process evaluation	●									Plan	Cost	Approve		Procure								

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Progress Key

Not started	○	◐	◑	◒	◓	●	Complete
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Colour key

On track	On watch	Delayed
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DRAFT NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE

Workstream	Tasks	Progress	Jun-15					Jul-15				Aug-15				Sep-15				Oct-15			
			1	8	15	22	29	6	13	20	27	3	10	17	24	7	14	21	28	5	12	19	26
Flag Consideration Panel Establishment	Nominations (CPG)	●																					
	Appointments	●																					
	Acceptances	●																					
	Induction	●																					
	Process for FCP papers	●																					
	Meetings	●			17					23	30			11 TBC			17						
Marketing and Communications	MarComms Strategy (including Digital Media)	●			Review											Review							
	Social media	●			Review											Review							
	Public announcements	●					Update				Close												
	Marketing services procurement	●																					
	Website development	●																					
Engagement - Stage 1	Stakeholder management plan	●																					
	Engagement strategy	●																					
	Risk management plan	●																					
	Meet key project stakeholders	●	Update					Update			Update			Update			Update			Update			
	Initial community engagement	●	Update					Update			Update			Update			Update			Update			
Engagement - Stage 2	FCP media opportunities	○																					
	Suggested designs	○							Close														
	Advertising	○			Review											Review							
Engagement - Stage 3	Hul	○																					
	Self-organised discussions	○																					
	School focused activities	○																					
	Deliberation at regional / national level	○				Begin						Finish											
	Nationwide roadshow	○				Begin						Finish											
Suggested designs	Suggested designs	○							Close														
	Guidelines + terms & conditions	●																					
	Criteria for FCP assessment	●	Draft		Review	Test				Final	Shortlist												
	Due diligence process	●									Implement												
Reporting	To Responsible Minister	●			Update				Update				Update	Report			Update			Update			
	To FCP	○	Update		Update		Update		Update		Update			Update			Update			Update			
	To Clerk of Executive Council	○			Update				Update				Update			Update			Update				
Research and evaluation	Impact research	○																					
	Evaluation of activities	○																					
	Process evaluation	●	Implement																				

Version 1.1 - 26 March 2015

Progress Key

Not started	○	◐	◑	◒	◓	●	Complete
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Colour key

On track	On watch	Delayed
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DRAFT NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE

Workstream	Tasks	Progress	Nov-15					Dec-15				Jan-16				Feb-16				Mar-16				
			2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28
Flag Consideration Panel Establishment	Nominations (CPG)	●																						
	Appointments	●																						
	Acceptances	●																						
	Induction	●																						
	Process for FCP papers	●																						
	Meetings	●			20				15															31
Marketing and Communications	MarComms Strategy (including Digital Media)	●			Review																			
	Social media	●			Review																			
	Public announcements	●	Update						Result								Update							Result
	Marketing services procurement	●																						
	Website development	●																						
Engagement - Stage 1	Stakeholder management plan	●																						
	Engagement strategy	●																						
	Risk management plan	●																						
	Meet key project stakeholders	●	Update						Update				Update				Update				Update			
	Initial community engagement	●	Update						Update				Update				Update				Update			
Engagement - Stage 2	FCP media opportunities	○																						
	Suggested designs	○																						
	Advertising	○			Review																			
Engagement - Stage 3	Hui	○																						
	Self-organised discussions	○																						
	School focused activities	○																						
	Deliberation at regional / national level	○																						
Suggested designs	Nationwide roadshow	○																						
	Suggested designs	○																						
	Guidelines + terms & conditions	●																						
	Criteria for FCP assessment	●																						
Reporting	Due diligence process	●																						
	To Responsible Minister	●			Update				Update				Update				Update				Update			Final
	To FCP	○				Update					Update			Update				Update				Update		Final
Research and evaluation	To Clerk of Executive Council	○			Update				Update				Update				Update				Update			Final
	Impact research	○																						
	Evaluation of activities	○								Draft														Final
	Process evaluation	●								Draft														Final

Version 1.1 - 26 March 2015

Progress Key

Not started	○	◐	◑	◒	◓	●	Complete
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Colour key

On track	On watch	Delayed
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