

## NEW ZEALAND FLAG CONSIDERATION PANEL

<b>DATE</b>	19 March 2015 (FCP Min Ref: 190315) 11am until 4:00pm
<b>VENUE</b>	Justice House, 19 Aitken St, Wellington (meet at level 3 reception)
<b>PANEL ATTENDEES</b>	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 (dialing in)
<b>APOLOGIES</b>	Beatrice Faumuina
<b>PRESENT</b>	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Suzanne Stephenson (Communications), Georgie Wiles (Digital) and Ian Thompson (Senior Advisor).  <i>(Assignment Group (Martin Yeoman, Managing Director, Kim Thorp, Creative Partner, Kathryn Robinson, Planning Director in attendance for item 2)</i>

## AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
1.	11:00am	Welcome from the Chair (tea and coffee on arrival) <ul style="list-style-type: none"> <li>3 March Meeting notes and actions</li> </ul>	Chair Prof John Burrows
2.	11.15am	Engagement Strategy Workshop	Assignment Group
	1.15pm	<b>LUNCH</b>	
3.	1:40pm	Draft MarComms Plan (paper provided)	Suzanne Stephenson & Georgie Wiles
4.	2.10pm	History of the NZ Flags and background to the debate surrounding change	Malcolm Mulholland
5.	2.30pm	Draft Flag Design Selection Process <ul style="list-style-type: none"> <li>Presentation of proposed process and discussion</li> <li>Guidelines for discussion and approval (paper provided)</li> </ul>	Secretariat
6.	3.10pm	Stakeholder Plan and Risk Register (papers provided for discussion and approval)	Secretariat – Ian Thompson
7.	3.40pm	General Business <ul style="list-style-type: none"> <li>Correspondence Register</li> </ul>	

**DINNER 6.30pm, Osteria del Toro, 60 Tory Street, Wellington**

**Next meeting: 26 March 2015 (Auckland). Agenda items for consideration include:**

- Panel Advisory Services - draft approach
- Research Services – draft approach
- Snapshot video interviews with Panel Members for digital content

## NEW ZEALAND FLAG CONSIDERATION PANEL

<b>DATE</b>	3 March 2015, 11am until 4:00pm, (FCP Min Ref: 030315)
<b>VENUE</b>	Ministry of Justice, Justice House, 19 Aitken St, Wellington
<b>PANEL ATTENDEES</b>	Emeritus Professor John Burrows (Chair), Nicky Bell, Peter Chin, Julie Christie, Rod Drury (until 12.30pm), Beatrice Faumuina, Lt Gen (Rtd) Rhys Jones, Stephen Jones, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan (teleconference 11-12.30 and 3pm – 4pm)
<b>APOLOGIES</b>	Kate de Goldi (Deputy Chair), Rod Drury for early departure
<b>PRESENT</b>	Michael Webster (Secretary of the Cabinet/Clerk of the Executive Council), Rachel Hayward (Deputy Secretary), Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager) and Robin Paratene (Senior Advisor). <i>Assignment Group (Martin Yeoman, Managing Director and Kim Thorp, Creative Partner in attendance for item 3 only as detailed in the Project Plan)</i>

### MEETING NOTES & ACTIONS

Item	Topic	Decisions/Notes	Deadline
1.	Mihi Whakataua/Karakia/Introductions	n/a	
2.	Introduction from the Chair	Welcome messages from the Chair, Emeritus Professor John Burrows.	
3.	Public Engagement – preliminary thinking and discussion	<p>Kylie Archer, Martin Rodgers and Robin Paratene presented preliminary thinking regarding the approach to public engagement as detailed in the handout.</p> <ul style="list-style-type: none"> <li>• General discussion and questions</li> <li>• It has been <b>agreed</b> that given the tight timeframes Assignment Group will facilitate a workshop for the Panel on 19 March to develop the strategic approach to the engagement plan. This material will support the engagement and marketing procurement process. The brief will include the development of a single-minded message and JC suggested "You will decide" should be fundamental to the development of this idea.</li> <li>• The Chair provided a printout of the following link as an addition to the background information provided in the induction materials. <a href="http://en.wikipedia.org/wiki/Flags_of_the_British_Empire">http://en.wikipedia.org/wiki/Flags_of_the_British_Empire</a></li> </ul>	

		<p><b>ACTIONS</b></p> <ul style="list-style-type: none"> <li>• It was <b>agreed</b> that the draft flag design guidelines will be provided to the Panel for consideration at the next meeting. These will support public flag suggestion process.</li> <li>• It was <b>agreed</b> that the draft engagement plan will be updated to include an discussion phase with media key influencers (including talkback hosts) and this will be actioned with some urgency.</li> <li>• It was <b>agreed</b> that the website and other communication channels need to include a comprehensive approach to current/previous flag history, along with relevant background material. Ideally this information will be brought to life and include stories of the people behind the flags. MM offered to assist in this area and Secretariat will follow up with Malcolm.</li> <li>• RD suggested the inclusion of a fifth flag or “wildcard” supported by a social media approach. KA and MR to follow up with Rod.</li> <li>• RD discussed the budget. Additional budget material was provided and discussed later in the meeting (attached). It was <b>agreed</b> that the Secretariat will follow up with absent Panel members.</li> <li>• SJ suggested that engagement activity which targets a youth audience needs to be fun and supported by an online tool kit. It was <b>agreed</b> that this will be included in the draft engagement plan to be presented to Panel members at the 26 March meeting.</li> </ul>	<p>19 March 2015</p> <p>asap</p> <p>ongoing</p> <p>19 March 2015</p> <p>19 March 2015</p> <p>19 March 2015</p>
4.	Deputy Prime Minister	Welcome comments from the Responsible Minister, Hon Bill English.	
5.	Photos – group and individual shots	n/a	
6.	Meeting papers for discussion, questions and approval:	<p><b>NOTES AND APPROVALS</b></p> <ul style="list-style-type: none"> <li>• The papers were taken as <b>read</b>.</li> <li>• The Secretariat Report is <b>noted</b>.</li> <li>• The Preliminary Project Plan (version 1.0) is <b>noted</b>, along with the need for more detail in the appropriate areas at the appropriate time.</li> <li>• The Induction Pack provided to each Flag Consideration Panel member is <b>noted</b>.</li> <li>• The Meetings Guidelines in section 3.1 of the Induction Pack are <b>agreed</b> with an update required on page 9, section 44.6 to clarify media expectations.</li> <li>• The process for the New Zealand Flag Referendums Bill in section 1.7 of the</li> </ul>	

		<p>Induction Pack is <b>noted</b>.</p> <ul style="list-style-type: none"> <li>• Following discussion, the meeting dates detailed in section 3 of the Secretariat Report have been <b>agreed</b>.</li> <li>• A budget summary was provided and <b>noted</b>.</li> <li>• Apologies from HO on 19 March and 15 Dec and SJ on 20 November are <b>noted</b>.</li> </ul> <p><b>ACTIONS</b></p> <ul style="list-style-type: none"> <li>• It was <b>agreed</b> that the Secretariat will provide a suggested response for Panel members to use when sent any flag design suggestions on a direct basis.</li> <li>• It was <b>agreed</b> that the Secretariat will provide the Panel with key messages and frequently asked questions to assist with media enquiries and ensure consistent messages.</li> <li>• It was <b>agreed</b> that the Secretariat will progress specific actions to progress priority aspects of the engagement plan. Including: <ul style="list-style-type: none"> <li>a. an education resource;</li> <li>b. a community resource;</li> <li>c. establishment of social media accounts; and</li> <li>d. set up meetings with key stakeholder groups, for Flag Consideration Panel Members to attend where possible, including the RSA, Ministry of Defence and KEA.</li> </ul> </li> <li>• It was <b>agreed</b> that Panel members will use their networks to support communications objectives and notify the Secretariat of any key stakeholder meetings and any follow up required.</li> <li>• It was <b>agreed</b> that Panel members to notify the Secretariat of any previously undisclosed conflict of interest.</li> </ul>	<p>Complete.</p> <p>ASAP</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
7.	General Business	<p><b>ACTIONS</b></p> <ul style="list-style-type: none"> <li>• It was agreed that Panel members will indicate a preference for a post meeting dinner on 19 March (Wellington) or 26 March (Auckland).</li> </ul>	

**Next meeting: 19 March 2015. Agenda items for consideration include:**

- Engagement Strategy Workshop (with Assignment Group)
- Draft Flag Design Guidelines
- Draft MarComms Plan (including social)

- Draft Stakeholder Plan
- Draft Risk Register

**Potential Conflict of Interest Register (as at 3 March 2015):**

- Nicky Bell – CEO Saatchi & Saatchi New Zealand
- Julie Christie – Board member and Acting Manager of T.V. and Radio Strategy, Mediaworks



## New Zealand Flag Consideration Panel

Secretariat Report: 19 March 2015

### Summary

This second report to the Flag Consideration Panel (FCP) updates members on progress with the Project, and requests approval for key aspects of the overall Project Plan.

### Recommendations

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

- 1 **Note** the Secretariat update in section 2 of this paper, including the approach to developing the Project's website;
- 2 **Note** the updated 'frequently asked questions' attached as appendix 1 that members can use in their communication about the Project;
- 3 **Agree** the Marketing and Communications Strategy attached as appendix 2 to this paper;  
**AGREE / DISAGREE / DISCUSS**
- 4 **Agree** the Flag Design Guidelines attached as appendix 3 to this paper, and that, once finalised, they can be released before the engagement launch date;  
**AGREE / DISAGREE / DISCUSS**
- 5 **Agree** the Flag Design Terms and Conditions attached as appendix 4 to this paper;  
**AGREE / DISAGREE / DISCUSS**
- 6 **Agree** the Stakeholder Plan attached as appendix 5 to this paper;  
**AGREE / DISAGREE / DISCUSS**
- 7 **Note** the request in section 6 for input into and participation in the early stages of the stakeholder plan;
- 8 **Agree** the Risk Register attached as appendix 6 to this paper;  
**AGREE / DISAGREE / DISCUSS**
- 9 **Note** that the Project Plan will be updated to incorporate the agreed versions of the Marketing and Communications Strategy, the Stakeholder Plan, and the Risk Register.

## Purpose

- 1 The purpose of this paper is to:
  - a. Provide FCP members with an update on the Project;
  - b. Seek approval for three key components of the overall Project Plan, which will be updated and approved as the Project progresses;
  - c. Seek approval for a set of guidelines and a set of terms and conditions to inform people about how they should suggest alternative flag designs to the FCP. It is proposed that these are released ahead of the public engagement launch date.

## Secretariat update

- 2 Good overall progress is being made on the Project, with key components on track to meet milestones and the budget tracking as presented at the last meeting. Key areas of progress include:
  - a. Website:

As mentioned at the last meeting, it is proposed that the full Project website will be hosted on the government's common web platform (i.e. [www.govt.nz](http://www.govt.nz)). This is where our interim page [www.flag.govt.nz](http://www.flag.govt.nz) is being hosted currently. This is the preferred pathway for new government websites. It also has a number of advantages in terms of cost, procurement, accessibility, development time, security and the accreditation requirements for government sites. We have been making good progress with the development of the full site and associated digital communications tools with the Department of Internal Affairs (who host [www.govt.nz](http://www.govt.nz)) and Central Agency Support Services (the Department of Prime Minister & Cabinet's IT support group).
  - b. Marketing services:

Six advertising and design agencies have been invited to participate in the procurement process for these services. These have been selected on the basis of their ability to deliver the full range of services required within the time constraints of the Project. An evaluation panel will assess their responses to a series of questions and tasks we have posed them. This panel will then recommend a preferred agency to the FCP in the week beginning 30 March.
  - c. Schools Resource:

The concept for this resource has been tested with a Wellington school principal, who endorsed it and offered staff time to assist with its development. It has also been confirmed that the resource would align with the New Zealand Curriculum in the areas of social sciences, arts, technology and civic education. We are awaiting formal quotes from three providers to develop materials and assist with implementing of this aspect of the Project.
  - d. Media:

We have been responding to media enquiries and parliamentary questions about the FCP and the Project budget. This included providing panel members with advice ahead of interviews. We are also finalising arrangements for media monitoring services for both traditional media and online / social channels.

e. Meeting papers:

The Secretariat is looking to use Diligent Boardbooks to help the FCP access and manage meeting papers on mobile devices in a secure way. We will provide you with an update on this service at the meeting.

### Updating the Flag Consideration Project Plan

- 3 At its 3 March meeting, the FCP noted the preliminary Project Plan, and that it would be updated with more detail in the appropriate areas. At this meeting, three further components of the Plan are presented in draft form for discussion and agreement by the FCP. These are:
- a. A draft Marketing and Communications Plan (attached as appendix 2): This incorporates an overall strategy and focus for communications including digital communications. It is noted that this aspect will be updated where necessary following the strategy session the FCP is undertaking at this meeting. It also contains tactics that are proposed to be employed at each stage of the engagement process.
  - b. A draft Stakeholder Plan (attached as appendix 5): This identifies key stakeholders associated with the Project and proposes ways to engage them positively in the FCP's processes.
  - c. A draft Risk Register (attached as appendix 6): This identifies key risks to the Project and how it is proposed that they are mitigated.
- 4 When agreed, actions from the above will be incorporated into the overall timeline in the Project Plan.

### Early engagement

- 5 As agreed at the last meeting, the Secretariat is to progress some early engagement stages of the stakeholder plan. To date the Secretariat has:
- begun to arrange meetings with significant stakeholders such as the RSA and Te Papa;
  - finalised a letter to be sent to key stakeholders by the Chair informing them about the Project;
  - identified Māori and iwi organisations, including Post Settlement Governance Entities, Runanga, Mandated Iwi Groups, Māori Urban Authorities and the New Zealand Māori Council, that should receive the letter from the Chair and an invitation to partner with us to engage with their members;
  - identified the following key dates for meetings with national organisations that the FCP would like to engage early in the Project;
    - 26 March 2015 from 9.30 am in Auckland (to coincide with the FCP's meeting);
    - 30 March 2015 from 11.00am in Christchurch;
    - 31 March 2015 at 11.00 am and 1.00 pm in Wellington; and,
    - 7 April 2015 at 2.00 pm in Wellington.



- developed a list of national membership / representative organisations (attached as appendix 7) to invite to the above meetings so that they can receive information and provide feedback on our approach to engagement; and,
- arranged for FCP members to present on the Project at the next meeting of the Iwi Chairs Forum on Friday 8 May 2015 at Whangaehu Marae in Whanganui.

6 FCP members are asked to:

- inform the Secretariat of any other national membership / representative organisations that should be invited to the stakeholder meetings, or be met with individually;
- let the Secretariat know if they are willing and able to participate, with the Chair, in any of the above meetings.

If members could provide their responses to the above requests, to Jo Crawford, by 12 noon on Wednesday 18 March 2015, that would be appreciated so that we can get invitations out to the groups.

### **Process to select alternative flag designs**

7 At this meeting the Secretariat will present its current thinking about this process for discussion with the FCP. Following this, a more detailed process will be developed for consideration at a subsequent meeting.

8 A set of guidelines, to inform people about the process to suggest alternative flag designs, is attached as appendix 3 for discussion and the FCP's agreement. These have been developed with input from a number of sources including the Ministry for Culture & Heritage and the New Zealand Herald of Arms. Their purpose is to provide people with:

- information about how to suggest designs, including the information that needs to accompany their design; and,
- guidance on what makes a good flag design.

9 In addition to this, a set of terms and conditions that people suggesting designs would need to agree to, have been developed with external legal advisors. These are attached as appendix 4 for the FCP's discussion and agreement.

Kylie Archer

Director, New Zealand Flag Consideration Project

#### **Distribution:**

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Flag Consideration Panel Members

Michael Webster, Clerk of the Executive Council

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

# NZ FLAG CONSIDERATION PROJECT

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## Frequently Asked Questions

### WHAT?

#### **What's happening with our flag?**

In 2015 and early 2016, New Zealanders will consider options for our flag's future, with a formal opportunity for Kiwis to vote to keep the existing flag or change it.

#### **Will the flag definitely change?**

No. New Zealanders have a range of views regarding the flag and the independent process will be respectful and transparent with no assumption of change.

#### **How do I have a say in the process?**

A group of New Zealanders, the Flag Consideration Panel, will provide opportunities for all New Zealanders to participate in discussions and suggest their designs and ideas. This process will occur from May to July 2015. After that, the Panel will report back to the Government with a shortlist to go forward for voting.

The first referendum will be held in November/December 2015, using the preferential voting system. Voters will be asked to rank the alternative designs. The design receiving the most support will go forward to the second referendum in March 2016, where voters will choose between that design and the current flag.

#### **What if I don't want the flag to change?**

You get that choice in the second referendum where you choose between the current flag and the preferred alternative.

### WHY?

#### **Why does New Zealand need to consider a new flag?**

The current flag was adopted in 1902 and since the 1960s New Zealanders have been debating whether it should be replaced. Suggestions for alternative flag designs have been put forward from time to time, but until now there has never been an official public debate.

#### **Why doesn't Government just change the flag?**

By law, the flag can be changed by a simple majority of Parliament. However, the Government's view is that decisions on the flag should be made by all New Zealanders eligible to vote.

### WHEN/HOW?

#### **When can I send in my design idea?**

From approximately May until mid July 2015 anyone can suggest a design. A set of guidelines will be available to help people develop their designs. The Flag Consideration Panel will narrow this down to a shortlist of alternative designs that reflect the views of the public.

#### **How will Māori communities be consulted?**

The Flag Consideration Panel will include members who will bring a Māori perspective and will take advice on how Māori communities can best be consulted as a key part of the public engagement process. The public engagement process will be launched in May 2015.

#### **How will New Zealanders overseas participate in the referendum?**

Eligible New Zealanders who are either enrolled at an overseas postal address, or who provide a temporary one will be sent referendum voting papers. Once they have received their voting papers, these can be completed and either posted back or uploaded using the overseas voting paper upload facility ([elections.org.nz](http://elections.org.nz)).

## TIMELINE

- Late 2014 Cross-Party MPs' Group nominations for the Flag Consideration Panel
- Feb 2015 Flag Consideration Panel appointed
- Mid 2015 Public engagement process (incl flag suggestions approx. May - July)
- Late 2015 1st referendum (public to choose a preferred alternative design)
- Early 2016 2nd referendum (public to choose between current flag and preferred design)

## WHO?

### **Who can vote in the referendums?**

People who are enrolled prior to the start of the voting period will be able to vote in the binding postal referendums.

### **Who is the Responsible Minister?**

The Responsible Minister is the Deputy Prime Minister, Hon Bill English.

### **Who's on the Cross Party MPs' Group (CPG) and what do they do?**

The CPG made nominations for the Flag Consideration Panel and has been involved in the development of the draft New Zealand Flag Referendums Bill, making recommendations to the Responsible Minister as necessary. The Cross Party Group includes these Members of Parliament:

Jonathan Young (Chair)	National
Hon Trevor Mallard	Labour
Dr Kennedy Graham	Green
Marama Fox	Māori
David Seymour	ACT
Hon Peter Dunne	United Future

New Zealand First opted not to take part.

### **Who will be on the Flag Consideration Panel (FCP) and what do they do?**

The role of the FCP is to design and lead the public engagement process regarding the New Zealand Flag, and to select a shortlist of designs. A key feature of the group is that it is independent and non-partisan. The members of the Panel are:

Prof John Burrows (Chair), ONZM, QC  
Nicky Bell  
Peter Chin, CNZM  
Julie Christie, ONZM  
Rod Drury  
Beatrice Faumuina, ONZM  
Kate de Goldi (Deputy Chair)  
Lt Gen (Rtd) Rhys Jones, CNZM  
Stephen Jones  
Sir Brian Lochore, ONZ, KNZM, OBE  
Malcolm Mulholland  
Hana O'Regan

## **BUDGET**

### **How much will the process cost?**

The estimated cost is \$25.7m over two years. Two thirds of the budget is for two postal referendums (\$17.3m) and public consultation (\$6.7m). To have a process which is legitimate, and for the outcome to endure, it is important to do it properly. Our current flag has served us for over a century, and it is possible that a new flag would serve us for another century or longer.

### **If there is a new flag, Government organisations will have to use it. What will that cost?**

It has been estimated that it will cost up to \$2.66m to replace flags on government buildings and facilities and Defence Force uniforms over time if the flag is changed. Other costs, including changing flags on government ships and on drivers' licences, are not specified at this time, but again these will happen over time.

### **How much will be the Flag Consideration Panel be paid?**

In keeping with the Cabinet Fees Framework, Panel members will receive \$640 per day and the Chair will receive \$850 per day.

## **GENERAL**

### **Why don't we combine the referendums with a local government or general election?**

Combining the referendums with other elections could be confusing for voters. Also, previous referendums held with parliamentary elections have cost at least as much as running a stand-alone postal referendum, so after careful consideration a decision was made to proceed with the two referendum process.

### **Why don't we just do one referendum?**

It is considered that a dual referendum process is more likely to lead to a legitimate and enduring result.

### **Why not vote first on whether we should change the flag?**

The two referendum process will mean that New Zealanders will know what the alternative flag would look like before they decide whether to keep the current flag.

### **If we get a new flag, what happens to the current one?**

If New Zealanders choose a new flag, the current flag has historical status and will not become unlawful. Government departments that currently fly the flag will be expected to start flying the new flag when that flag becomes official, but other New Zealanders will be free to change over as and when they wish.

### **If the flag changes, when will it happen?**

The legislation setting up the referendums will specify when the change of flag would happen, if there is a vote to change the flag. It is likely that the change would take place within six months of the second referendum.

### **What about the current national Māori (Tino Rangatiratanga) Flag?**

In 2009, the Government recognised the Tino Rangatiratanga Flag as the preferred national Māori flag, and noted that it will complement the New Zealand Flag. A change to the New Zealand Flag would not affect the status of the national Māori flag.

### **Hasn't the Prime Minister already announced his views regarding the flag?**

The Prime Minister has indicated his views regarding the flag, and he acknowledges New Zealanders have a range of views. All eligible New Zealanders will have one vote in each referendum.

### **Will this process impact New Zealand's Anzac commemorations?**

No. The centenary of the Gallipoli landing on 25 April 2015 will be observed under the current flag.

**What impact will this have on New Zealand's relationship with the United Kingdom and membership of the Commonwealth?**

None. This is a debate about our flag only; it's not a discussion about a republic or membership of the Commonwealth.

**The 'Process to Consider Changing the New Zealand Flag' Cabinet paper (28 October 2014) talks about a single vote in the first referendum. Why has this changed?**

Following recommendations by the New Zealand Flag Cross-Party MPs' Group (the CPG) a decision was made to use preferential voting in the first referendum. It was also agreed that four alternative flag designs will be included in the first referendum and that the second referendum will be held in March 2016.

**What will happen after the second referendum?**

The legislation that enables the flag referendums will include mechanisms that make any decision binding. That means New Zealanders can be sure that if the alternative design receives the largest number of votes in the second referendum, it will become the new national flag; if the current flag receives the largest number of votes, it will remain the New Zealand Flag. If a new flag is chosen, the referendum legislation will determine when the new flag will become official.

**What about other symbols of state (eg New Zealand Coat of Arms)? If the New Zealand Flag changes, will these other symbols also need to change?**

The current New Zealand Flag is only one design element of the New Zealand Coat of Arms. If the flag changes, the Coat of Arms will not become invalid or obsolete so government departments which use the Coat of Arms on their stationery and websites (etc) will continue to do so even if there is a change of flag.

The same is true for other items which incorporate the New Zealand Coat of Arms, such as the Seal of New Zealand. A number of other flags and ensigns, including the New Zealand Police and New Zealand Fire Service flags are based on the current New Zealand Flag. If it changes, these agencies may revisit their flags in future, but change will not be automatic.

**Has the flag changed before?**

Yes, it has changed twice and so we've had three flags. In 1834, the first flag – now known as the Flag of the United Tribes of New Zealand – was chosen by Māori at Waitangi to represent New Zealand. Following the signing of the Treaty of Waitangi in 1840, the Union Flag ('Union Jack') became New Zealand's official flag. The New Zealand Ensign was officially adopted in 1902.

For more information on the New Zealand Flag and its history, see

- <http://www.mch.govt.nz/nz-identity-heritage/flags> and
- <http://www.nzhistory.net.nz/politics/flags-of-new-zealand>.

**Why can't I vote online?**

New Zealand legislation does not currently allow online voting in parliamentary elections or referendums. Developing a secure and tested online voting system within a reasonably short period of time would incur high cost and be administratively difficult.

**What is the New Zealand Flag Referendums Bill?**

The Bill will establish the processes for the two referendums which enable New Zealanders to choose and outline the legislative provisions should a new flag be chosen.

**Can I make submissions on the New Zealand Flag Referendums Bill?**

Yes, the Bill will go through a Select Committee process. The Committee will call for submissions and this is likely to be from late March 2015.

### **What are the project's guiding principles?**

The following principles will guide the overall process:

- *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.

Assignment:

# **New Zealand Flag Consideration Project Draft Engagement Strategy**

19 MARCH, 2015

## Our approach

- Listening to the initial FCP conversation
- Follow up session with the DPMC team

Together, the creation of a hypothesis to be used as a basis for discussion with the panel;

1. Engagement guidelines
2. An overall engagement proposition
3. Identification of the engagement phasing

Outcome from 19 March meeting: An agreed approach to the engagement strategy.



## Draft engagement guidelines

1. Gravitas – this is a once in a life time opportunity – together we are deciding on a flag for future generations.
2. Lift the conversation from how the flag looks to what it can say about our country
3. Use the collective terms – ours, we, us. Our decision. We decide. This decision is to be made by the people, not the Government, not the FCP.
4. Awareness & understanding – people need to know that this process is taking place and understand the process. This is their opportunity to have their say. Once it's decided, it's decided. The outcome is binding.

## Draft engagement guidelines

5. Engage in ways that suit the public – from face to face, to digital
6. Keep it simple and create a safe environment where people are able to have their say and participate. People don't vote because they're apathetic, but because they're not confident.
7. Remove focus on the Yes / No (change / don't change) decision initially
8. Recognise and celebrate the diversity of New Zealand's communities
9. Work closely with opinion formers – ensuring the facts are clear and there is an open dialogue

## Draft engagement proposition

The engagement process will run for close to a year. During that period there will be a number of distinct phases where the public will be asked to think about a variety of issues and vote in two referendums.

It does however need an overarching theme or proposition that is consistent from the outset to the final decision.

This should set the overall tone and direction for the entire engagement process. Specifically, it should present the process with the required tone of gravitas and make it clear that is in fact up to the people of New Zealand to own and decide.

A suggested set of words to achieve this is;

Our flag. Our choice.

**Engagement Proposition: Our flag. Our choice.**

**1. Understand**

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A clear outline of the process. Ensure key influencers have the correct facts;

- FCP
- Media
- Opinion formers

**2. Awareness & Discussion**

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First & foremost people need to be aware that a referendum is taking place.

- Then encourage a wide and diverse conversation focused around;
1. What's the purpose of a flag?
  2. What do we want our flag to say about us?

**3. Create & Share**

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Seek suggestions from a wide array of contributors.

Encourage designs to be based on listening to the public's view of – 'what do we want our flag to say about us?

Share and socialise the suggested designs allowing further discussion to be created – and in turn shared.

**4. Select**

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Awareness & understanding that a referendum is taking place. This is an opportunity to explore options. Not about a decision of new versus old.

Of the four designs put forward by the FCP rank your alternatives in order of preference.

**5. Consider**

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Time to live with the idea of an alternative flag.

**6. Decide**

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Yes / No.

# Thank you

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# **New Zealand Flag Consideration Project**

## **MarComms Plan**

(Draft) 11 March 2015



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<b>Communication action plans (separate to this document)</b>	
• Engaging the nation – encouraging conversation & designs (including 5 May launch)	
• Announcement of four alternatives (lead up to 1 <sup>st</sup> referendum)	
• Preliminary result of 1 <sup>st</sup> referendum (post official count 12pm 15.2.15)	
• Preliminary result of 2 <sup>nd</sup> referendum (post official count 12pm 30.3.16)	



## 1. Executive summary

Our flag is one of the most important symbols of our national identity. The Government is giving New Zealanders the opportunity to reconsider the design of the flag. Cabinet has agreed a flag referendum process that will be undertaken carefully, respectfully and with no presumption in favour of change.

Every political party represented in Parliament (seven parties) was invited to nominate an MP to join a cross-party group. That group has since nominated candidates for a Flag Consideration Panel which will lead the public engagement process between May and July 2015. This will include public discussions and a way for people to suggest alternative flag designs.

There will be two binding postal referendums. The first, to be held late 2015, will invite the public to rank a preferred design from a range put forward by the Flag Consideration Panel. The second referendum, to be held in 2016, will be a choice between the preferred alternative design and the current flag.

If the public vote to change the New Zealand flag (and it may not), the change would take effect on a date to be set by Order in Council, or six months after the result of the second referendum is declared, whichever is earlier.

### Timeline

Late 2014	Cross-Party MPs Group (CPG) nominate New Zealanders for the Flag Consideration Panel (FCP)
Feb 2015	Flag Consideration Panel appointed
Mid 2015	Public engagement process (approx. May-July)
Late 2015	1st referendum (public to rank an alternative design)
Early 2016	2nd referendum (public to choose between current flag and alternative design)

### Flag Consideration Cross-Party MPs Group (CPG)

Rt Hon Bill English, Responsible Minister:

Name	Party
Jonathan Young (Chair)	National
Hon Trevor Mallard	Labour
Dr Kennedy Graham	Green
Opted not to take part	NZ First
Marama Fox	Māori
David Seymour	ACT
Hon Peter Dunne	United Future





## 2. Introduction

### Goal/purpose

To communicate to New Zealanders that the future of their flag is being considered. The purpose is to inform the public of the process; that they have an opportunity to participate in discussions and suggest alternative designs, and the details of the two-stage referendum process which culminates in a vote for the existing flag or a new design.

### Background

The New Zealand flag has changed twice and the current flag design was adopted in 1902. Since the 1960s New Zealanders have been debating whether it should be replaced – designs have been put forward from time to time but there has never been an official public debate.

By law, the flag can be changed by a simple majority of Parliament, however Cabinet has decided that a flag that unites New Zealanders should be selected by all New Zealanders, hence the referendum process. The estimated cost of this process is \$25.7m over two years, equating to approx. \$5.60 for every New Zealander. Most of the cost is in holding two postal referendums (\$17.3m) and public consultation (\$6.7m).

While only people who are eligible to vote in a general election and are enrolled to vote will be able to vote in the postal referendums, it is important to communicate that New Zealanders of all ages will be able to participate in discussions and suggest alternative flag design ideas. The Flag Consideration Panel will narrow these down to a shortlist of designs<sup>1</sup> which voters will rank in the 1<sup>st</sup> referendum. The second referendum will be to vote between the existing flag and the alternative design determined by the 1<sup>st</sup> referendum.

If New Zealanders vote to change the design, no private individual or organisation would be required by law to use the new flag. There would be legislation amendments required if the public votes for a flag change, specifically:

- From the date on which the change takes effect, the new flag would become the official New Zealand Flag.
- The change of flag would occur through amendments to the Flags, Emblems, and Names Protection Act 1981 (FENPA).
- An amendment to FENPA would specifically recognise the historical significance of the former New Zealand Flag and declare the right of any individual or group (other than

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<sup>1</sup> It will be important to communicate how the FCP will manage the selection process from potentially thousands of designs to four and what criteria they will be using to do this.



government) to use the former New Zealand Flag, except where there is a specific legal requirement to use a particular flag – e.g., on New Zealand-registered ships.

- An amendment to FENPA would allow the Minister for Arts, Culture and Heritage to prescribe rules for the use of the former flag (or other historical flags) on Government property, and to issue guidance about the use of the former flag (or other historical flags) by individuals and groups outside Government. The Minister already has these powers in relation to the New Zealand Flag. Any rules or guidance about use of the former flag or other flags could not undermine the status of the New Zealand Flag as the national flag however.
- There will be special transitional arrangements for provisions relating to the New Zealand Flag in the Ship Registration Act and in driver licensing rules.

### Situation analysis

Many New Zealanders have questioned whether the flag encapsulates our true identity, independence and spirit for nearly six decades (since the 60s). The Government's aim for the flag design consideration is to 'do it once and do it right', allowing full public participation as there is unlikely to be another chance to look at the flag again for a long time. The onus is on Government to ensure the process followed is thorough.

The decision to put this to referendum has raised questions from the general public and commentators about the \$25.7m cost when there may be no change at all. There have been concerns expressed that New Zealand has other issues – and the money would be better placed to benefit New Zealanders such as hungry kids or those on hospital waiting lists et al (e.g. this could fund 1,168 hip replacements at estimated \$22k each).

There are also those who worry that changing the flag design disrespects our past (particularly the servicemen and women who fought for our country and their families under this flag) or our international allegiances. These opinions will remain throughout.

In communicating this process, it will be important the public understands whatever the design of our flag we will always be anchored by our past as we build on our present and forge our future. It is equally important to understand that choosing to change the flag would have no impact at all on New Zealand's relationship with the United Kingdom and membership of the Commonwealth.

*The \$25.7m cost for the New Zealand public to participate and contribute ideas equates to approx. \$5.60 for every New Zealander (based on total population of 4,560,430 as at 19 January 2015 8pm). In an overall context this is a relatively modest investment for what is the most important symbol of our identity.*



### 3. Engagement focus

#### Guiding principles

##### Overall process and guiding principles

**Independent:** the process is apolitical, with multi-party support and public decision-making;

**Inclusive:** all perspectives are invited and considered from New Zealand's diverse communities, including Māori as tangata whenua;

**Enduring:** the outcome (whether status quo or change) 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:** upholds the importance of the flag as a symbol of our nationhood;

**Legitimate:** all legislative and other requirements are followed; and it is

**Consistent:** with the Crown's Treaty obligations.

#### Stakeholders (refer separate document)

#### Target audiences

<b>Internal</b> Flag Consideration project team (Secretariat)	<b>Purpose</b> <ul style="list-style-type: none"> <li>To get endorsement from stakeholder participants for the MarComms plan</li> <li>To support the FCP when appointed</li> </ul>
AoG staff (who are also voters)	To help inform, educate and promote public participation in process
Government call centres	To help inform and educate the process
<b>External</b> Flag Consideration Panel	<b>Purpose</b> To understand their roles and responsibilities to the Responsible Minister and New Zealand public
New Zealand public and our diverse communities, including Māori as tangata whenua, and Pasifika	<ul style="list-style-type: none"> <li>To inform them of the debate and how they can take part in deciding the New Zealand Flag they believe best promotes</li> </ul>



our country

- To ensure all perspectives are invited and considered

Community organisations (such as the RSA)	To inform and educate the process
Media (primarily consumer/political) & int'l	To inform, educate and promote the process

**Risks & mitigation (refer separate document)**

## 4. Communication strategy

### Objectives & measures

Objectives	Measures
Develop a clear communications plan and action plans for the New Zealand Flag Consideration programme of work	<ul style="list-style-type: none"> <li>• Public awareness {measure TBC}</li> <li>• Feedback from stakeholders</li> <li>• {51}% Positive/neutral media (acknowledging polarised views and communications will inform but not influence the outcome of the two referendums)</li> </ul>

### Communication principles

#### We will:

**Whakamāramatanga:** provide people with the information they need to participate in a meaningful way;

**Whakawhānaungatanga:** seek out and facilitate opportunities for people to share their thoughts, designs and ideas;

**Whakamana i te tāngata/empower the people:** inform and be informed by others, paying respectful attention of their views; and communicate to people how their designs and ideas will be evaluated by the Panel;

**Manaakitanga:** care for others and ensure they feel welcome and included in the process.

#### We will succeed when:

- New Zealanders have had a wide range of opportunities to engage and learn about and participate in the NZ Flag consideration process;



- New Zealanders of all ages, ethnicity and community have suggested their designs and ideas;
- Based on above, the Flag Consideration Panel has considered these views and designs and respectfully narrowed the designs to a shortlist that reflects the public's views and concerns.

## Key messages

## HAVE YOUR SAY

### What?

*We're providing a formal opportunity for kiwis to **vote to keep our flag or change it. New Zealanders (not politicians) will choose***

## OUR IDENTITY IS IMPORTANT

### Why?

*Since the 60s, New Zealanders have been debating the flag. There have been competitions, there have been ideas. **The flag is our identity; it's a chance to show our uniqueness, our independent spirit and what it means to be a kiwi***

## YOUR DESIGN IDEAS 1ST, THEN 2 REFERENDUMS

### When/how?

*From May to July **anyone can participate in a discussion or suggest an alternative flag design. A Panel made up of New Zealanders from all walks of life, age and experience will narrow the designs down to a shortlist of alternatives that reflect the views of the public***

*In the **1<sup>st</sup> referendum voters will rank these alternatives. In the 2<sup>nd</sup>, voters will choose between the current flag design and the preferred alternative***

## COST IS LOW IN CONTEXT (\$5.60 FOR EVERY NZer)

### Cost?

*Most of the cost is in the two referendums. Overall it will be \$25.7m, approx. **\$5.60 for every New Zealander (based on pop. of just over 4.5m 19.1.15). In an overall context, this is a relatively modest investment for the most important symbol of our identity***



**Frequently asked questions (refer FAQ master doc)**

**Tools and tactics**

In supporting this project, it is important that we are transparent about the process at all times, and that this is a decision that will be made by electors, not the Government.

The Government has provided the formal conduit for New Zealanders to choose its flag and while it believes a new flag design could better represent New Zealand in a modern-day (and future) context, it has no vested interest in the outcome; for or against. As binding referendums, Government will be compelled to enact the public's decision.

The task of the Flag Consideration Panel (FCP) is to ensure anyone can participate in a discussion about the flag and our identity; that they can suggest an alternative design and eligible electors understand how and when they can vote. It is also critical that the public understand the Panel itself is diverse, has wide experience and can be trusted as a "safe pair of hands" to lead the process and recommend a shortlist of alternative designs that take their views into account.

The engagement timetable (May – July) provides a communications count down as an 'umbrella' to engage communities, neighbourhoods and kiwis young and old in the process with a clear deadline providing the 'call to action'.

While the Panel is recently appointed and still forming its views of the process, there will undoubtedly be a road show and online element for encouraging conversation and suggesting designs on a nationwide basis.

Communication phasing (Refer appendix 1 for full detail)

March	April	May	June	July	August	Late 2015	Early 2016
	Find out more						
		Suggestions accepted		Have your say Suggest a design			
					Find out what others think		
						Select	
							Decide

In helping the public 'find out more', media and community influencers play a key role. The Panel will provide them with a wide range of interview opportunities across different groups and media, helping prompt audiences to think about New Zealand's identity as a whole.



While each member of the Panel will be the public's experts in everything related to the flag consideration process, there is merit in an approach where each member prompts specific aspects of New Zealand's identity, and in doing so, broaden the discussion. Once the Panel has agreed this approach and provided feedback to incorporate their extensive networks, a schedule will be developed, along with key messages and FAQs to support these discussions.

Engagement	Audience	Discussion prompt (refer appendix 2)	Influencers/media
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### **Digital approach**

Digital communications and particularly social media offer an opportunity to broaden the reach of engagement and give New Zealanders tools to actively engage in all communication phases as well as a conversation about alternative flag designs in their own online communities.

The public website and social media presence will need to be neutral, independent and transparent on the topic of the future flag, but proactive in promoting broad engagement in the process of considering a new flag. This approach will make use of relationships with key influencers to reach online audiences. (Further detail included in Appendix 1)

### **Digital content**

Visual digital content will play a role in engaging New Zealanders in discussion as well as explaining a complex process of considering a potential new flag.





### Social media tone:

Informal **transparent** human fair **inclusive** multicultural  
informative respectful responsive open **consistent**

### Timing

The start of the public engagement process (to have discussions and seek alternative flag design suggestions) is to commence in May 2015.

The two-stage referendum process will conclude in early 2016. If electors vote to change the New Zealand flag (and it may not), the change would take effect on a date to be set by Order in Council, or six months after the result of the second referendum is declared, whichever is earlier.

*Implementation of a new flag has the potential to impact 2016 ANZAC day (25 April) commemorations, and preparations for the New Zealand general election (the last day this can be held is 18 November 2017).*

### Timeline

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Late 2014	Cross-Party MPs Group (CPG) nominate New Zealanders for the Flag Consideration Panel (FCP)
26 Feb 2015	Flag Consideration Panel appointed
Mid 2015	Public engagement process (including flag suggestions approx. May-July)
21 Aug 2015	FCP provide shortlist to Responsible Minister
15 Sep 2015	Public announcement of four alternative designs (after Cabinet approval, approx. 14 September)
20 Nov-11 Dec	1 <sup>st</sup> referendum (public to choose a preferred alternative design) Official result 15 December
21 Jan 2016	Application for an inquiry ends (20 working days)
3 Mar-24 Mar	2 <sup>nd</sup> referendum (to choose between current flag and alternative design) Official result 30 March 2016
29 Apr 2016	Application for an inquiry ends (20 working days)

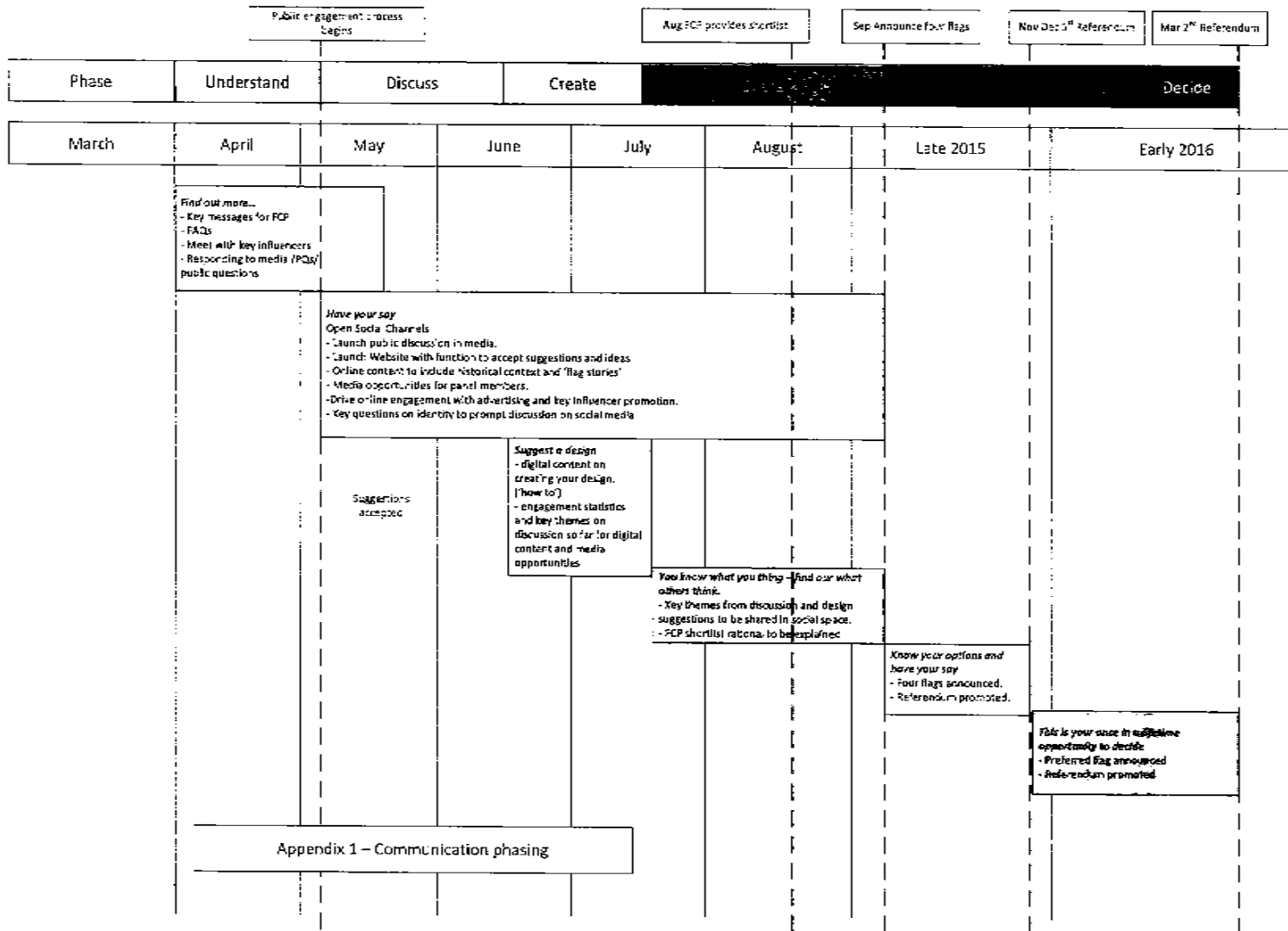
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FCP Panel meeting dates			PR/comms activities may coincide where possible
Tue	Mar 3, 2015	Wellington	FCP Chair/preliminary announcement RM to announce Cabinet approves draft Bill (9 <sup>th</sup> )
Thu	Mar 19, 2015	Wellington	
Thu	Mar 26, 2015	Auckland	1 <sup>st</sup> announcement from FCP/progress Note: submissions on Bill 19 Mar-17 Apr
Wed	Apr 15, 2015	Christchurch	Note: ANZAC Day Gallipoli commemorations 25th
Wed	Apr 29, 2015	Wellington	
Tue	May 5, 2015	Auckland	Launch of engagement process
Wed	Jun 17, 2015	Wellington	Midpoint – call to action, interesting stats or observations from the Panel from process to date
Wed	Jul 23, 2015	Auckland	
Tues	Jul 30, 2015	Wellington	
Thu	Aug 6, 2015	Wellington	Note: Third reading of Bill 20 Aug TBC
Thu	Sep 17, 2015	Wellington	Announcement of shortlist - four alternative designs selected (on 15 September)
Fri	Nov 20, 2015	Christchurch	1 <sup>st</sup> referendum underway (20 Nov-11 Dec) 1 <sup>st</sup> referendum preliminary result announcement
Tue	Dec 15, 2015	Wellington	(late 2015) – 12pm 15 Dec
			Application for inquiry ends 21 Jan, Official result
			2 <sup>nd</sup> referendum underway (3 Mar-24 Mar)
Thu	Mar 31, 2016	Wellington	2 <sup>nd</sup> referendum preliminary result announcement (early 2016) – 12pm 30 Mar
			Application for inquiry ends 29 Apr, Official result



### 5. Appendix 1 – Communication phasing





## 6. Appendix 2 – Draft discussion prompts for identity conversations

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# Presentation to FCP

19<sup>th</sup> March 2015

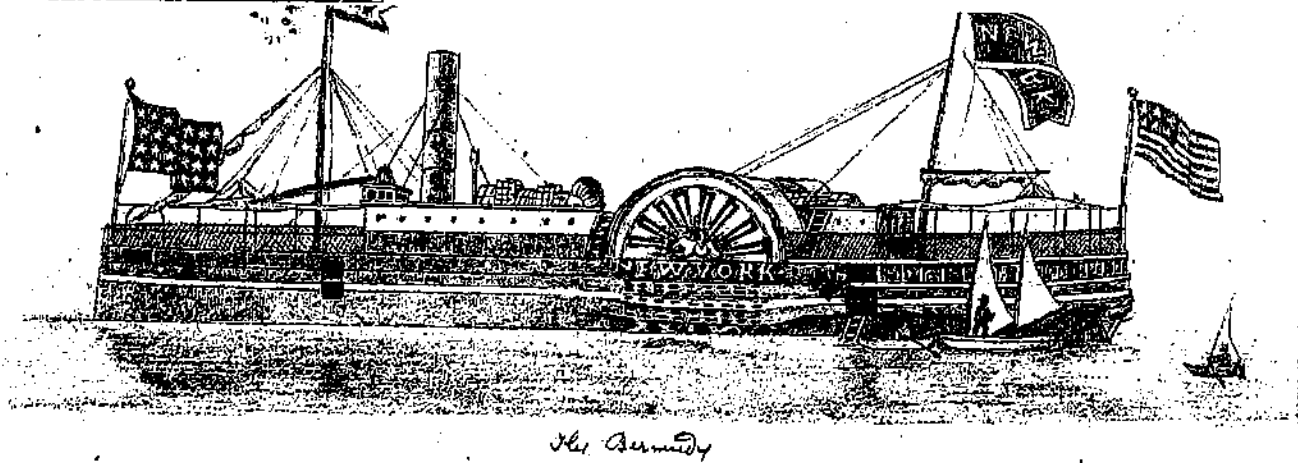
# What is Vexillology?

The study of flags

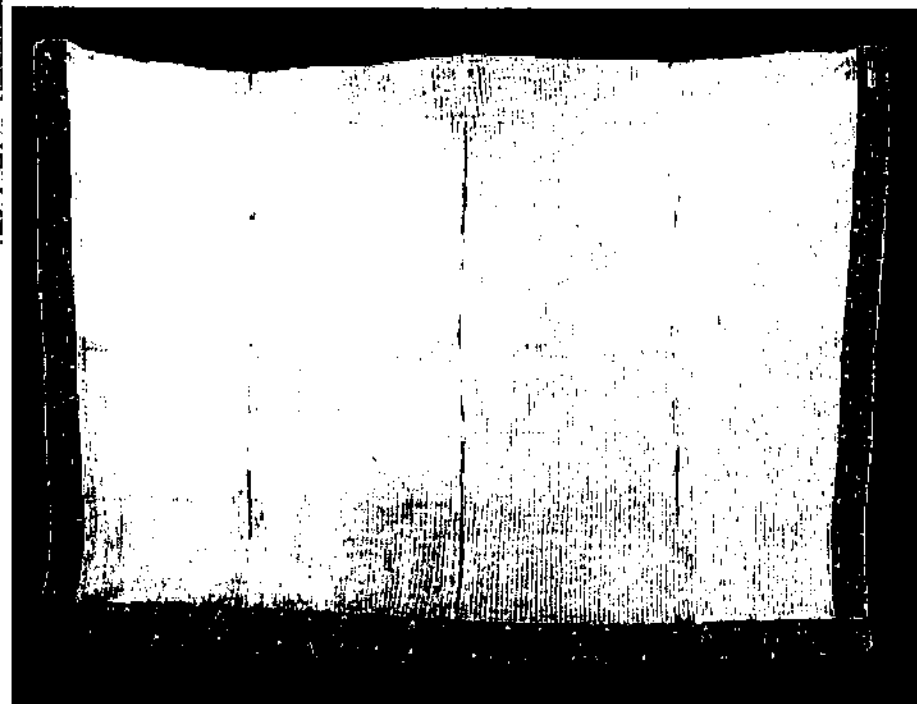
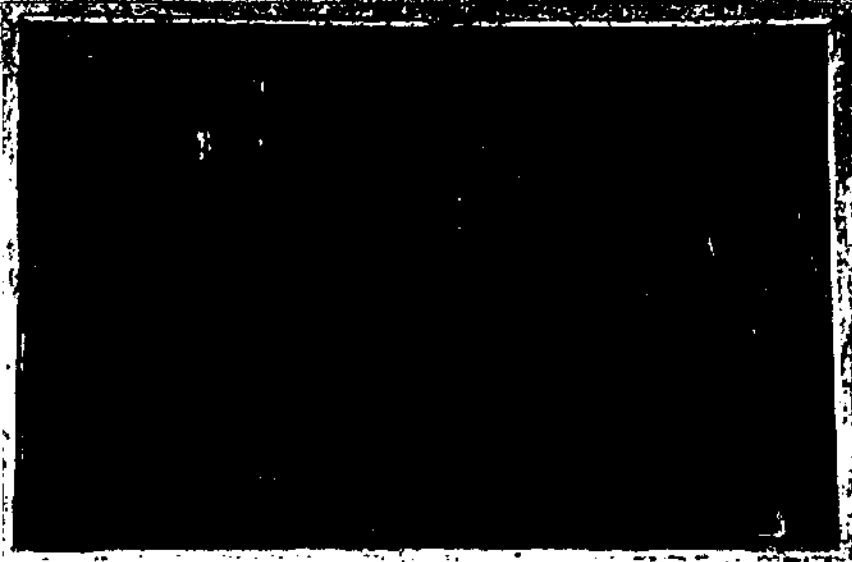
Comes from the Latin, *Vexillum*



# Flags as Identity Markers

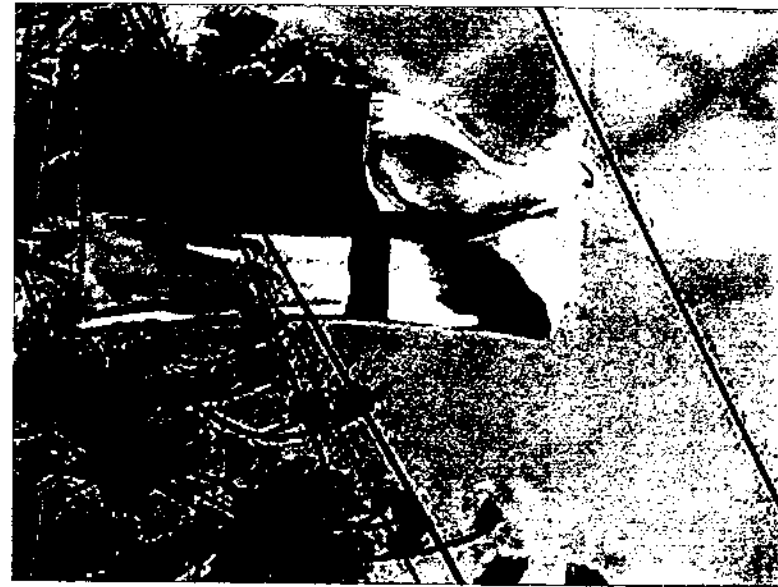


# 1830: Sir George Murray

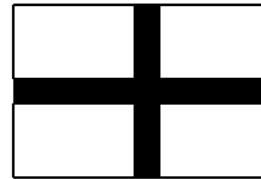
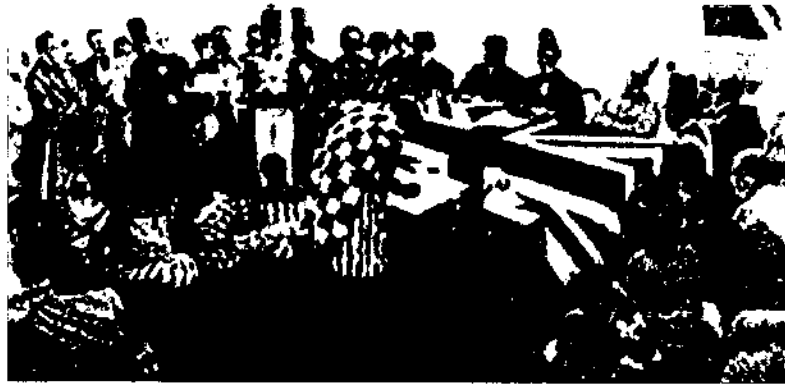




# 1834: Flag of United Tribes of New Zealand



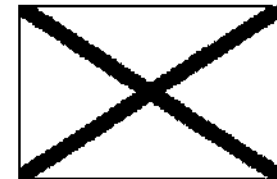
# 1840: Treaty of Waitangi



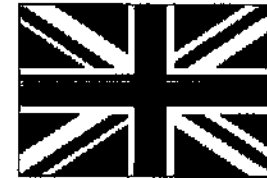
Cross of St. George (England)



Cross of St. Andrew (Scotland)



Cross of St. Patrick (Ireland)

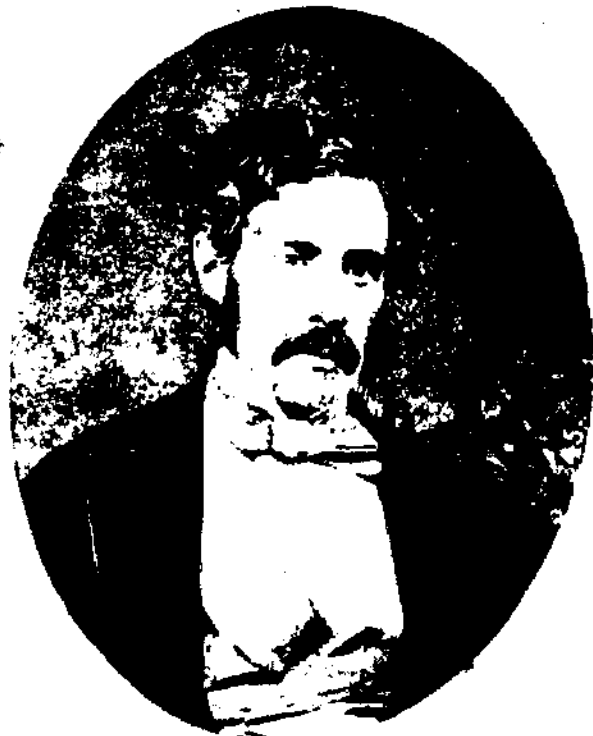


Union Jack (since 1801)

# 1865: Imperial Colonial Naval Defence Act



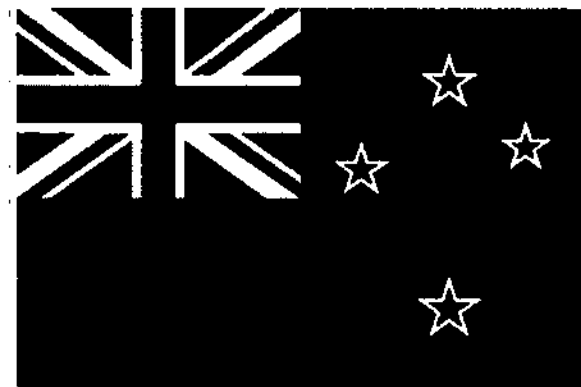
# 1867: Temporary Badge



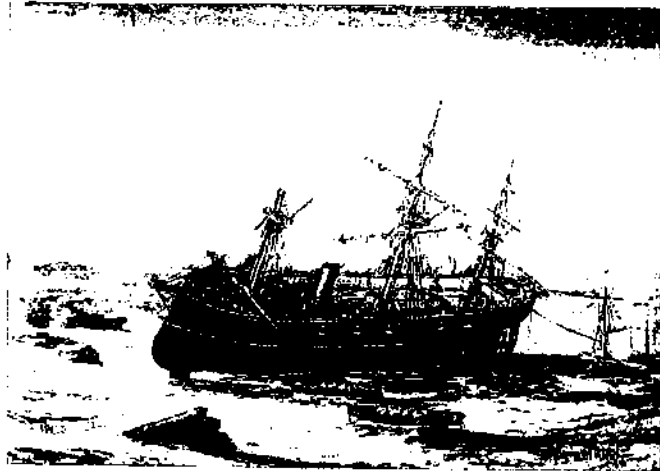
# Southern Cross is not unique



# 1869: Permanent Badge



# Alice in Wonderland: The Lobster Quadrille



*“Will you walk a little faster? “Will you, won’t you, will you, won’t you, magnify the star?”*

# New Zealand Flag Colours



Body of water, ties to the British Empire, loyalty, truth

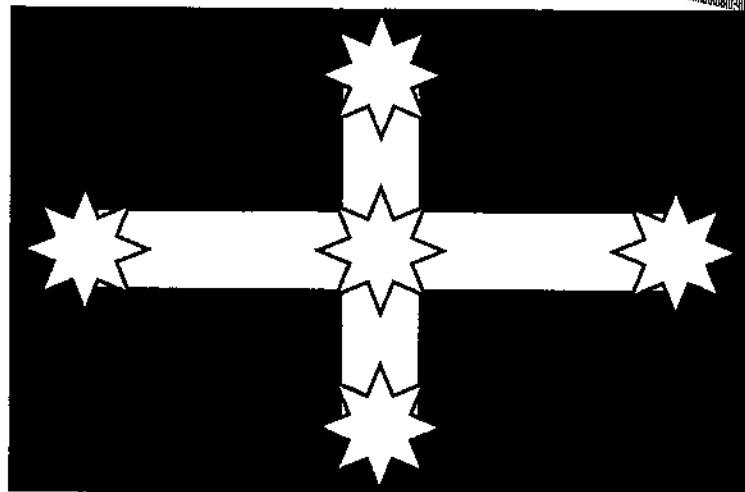
Peace or purity



Blood spilt for independence, bravery, valour

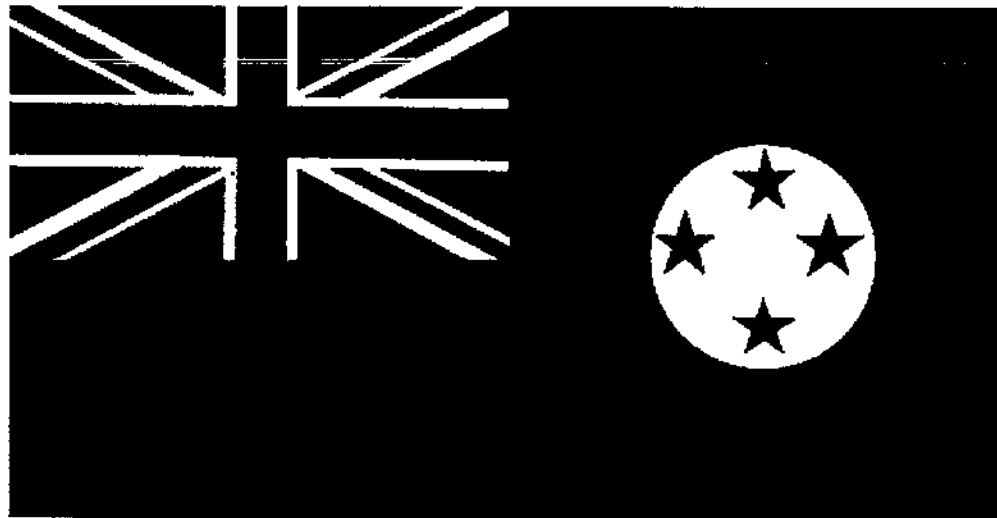


# Southern Cross in Australia



1897-1901

# 1899-1902: Boer War



# Debate in the House

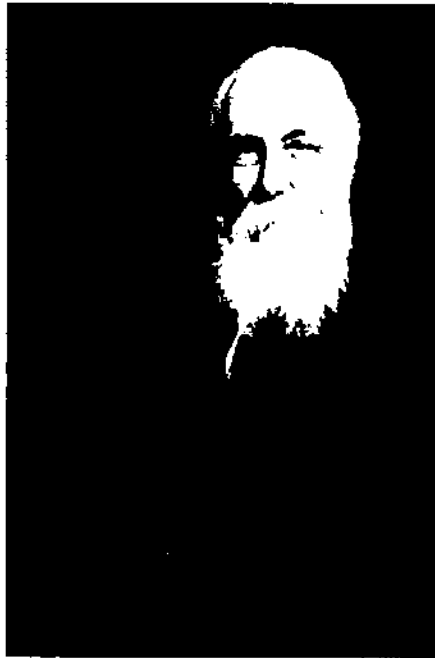
Seddon: *“It [the NZ Flag] creates a feeling of patriotism which has been somewhat defective... see how the flag of the Americans – the stars and stripes – is almost worshipped”*

*“We are now on the dawn of a new era, a new century, a new life...”*

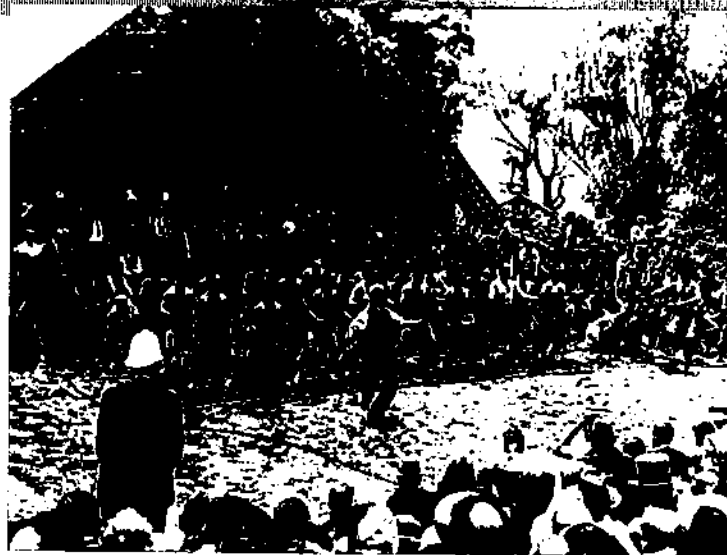
Monk: *“My ideal for a flag is not for signalling purposes but the emblem that is closely identified with the best aspirations of the people, appealing to their imagination as the enduring witness of their vicissitudes, the inseparable comrade of their national being...”*

# 1900-1902: New Zealand Ensign Act

*Seddon "... Ours was a self-governing colony, and we had our rights as a free people. It was not for the Imperial authorities to say what our language should be".*



# 1920's/1940 Centenary: Questioning our Flag



# World War Two: First Suggestions of Change



# 1973: Britain and the EEC

Of the 54 member nations of the Commonwealth, 45 have removed the Union Jack and 35 of those countries made their decision between 1957 and 1979.

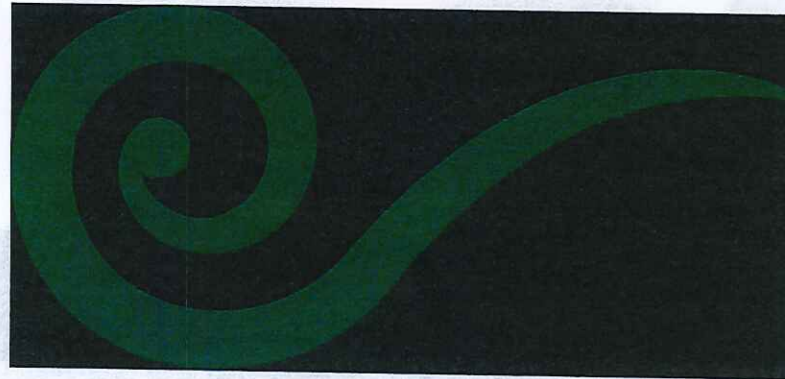


# 1970's: Political Calls for Change





# Suggested Flags



# 1990's/2000's: Recent Attempts for Change

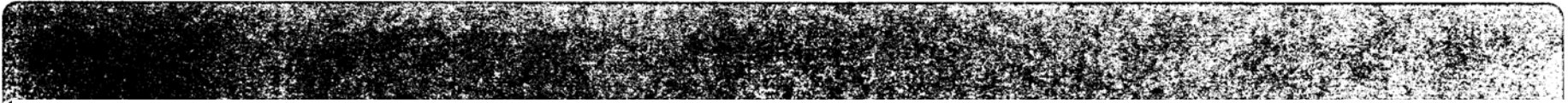


# 2009: Maori View

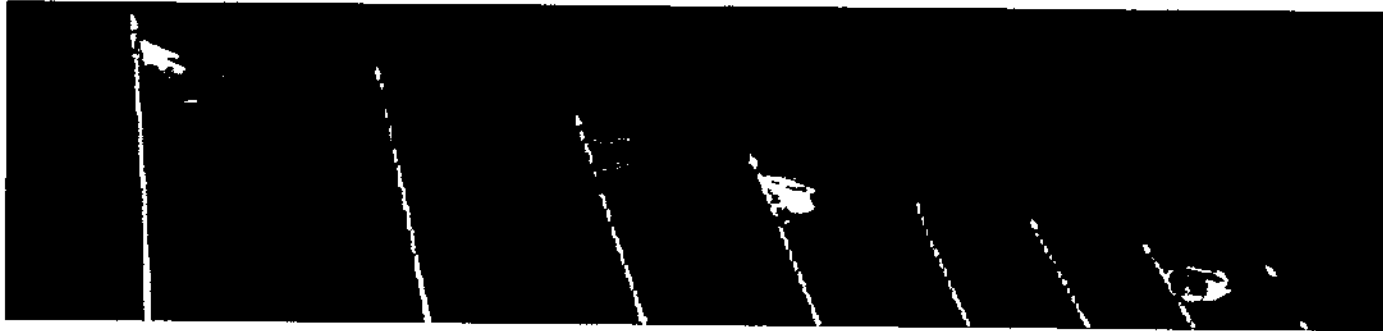


Hoko tells the flagstaff at Kororarua (Page 101)





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# NZ FLAG CONSIDERATION PROJECT

Proposed design selection approach

For discussion  
19 March 2015

DEPARTMENT  
*of the* PRIME MINISTER  
*and* CABINET



# NZ FLAG CONSIDERATION PROJECT

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## For discussion: Proposed design selection approach

### Under 2,000 designs

- **Design guidelines agreed and published**
  - To inform the designs that are suggested
- **Evaluation criteria agreed by Panel**
  - To inform the evaluation of the suggested designs (discussed in more detail in later slide)
- **Initial checks**
  - Secretariat categorises designs leading up to, and directly after the close-off date, by theme (e.g. fern, kiwi, Southern Cross, koru, nature, cultural)
  - Secretariat notes exact duplicates



# NZ FLAG CONSIDERATION PROJECT

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- **Allocation of design suggestions**

- **Key principle:** all designs are made available to Panel electronically
- Designs allocated to four groups of three Panel members (up to 500 designs per group)
- Panel meets **23 July**
  - Presentation from Secretariat on initial themes and trends
  - Time for Panel members to trial individual scoring process and ask questions
  - **Panel decision:** additional design commissioning go/no-go

- **Scoring**

- Individual Panel members score their up to 500 designs based on the evaluation criteria
- Panel members then meet or teleconference with their group of three to recommend the top 15 designs in their allocation – the group notifies the Secretariat
- The preliminary top 60 designs go to the next Panel meeting





# NZ FLAG CONSIDERATION PROJECT

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- **Panel meeting 30 July**

- Each group presents their 15 designs and rationale for consideration
- The 60 designs are on displayed on the walls
- Panel members narrow the list to up to **15** following further ranking and discussion
- Generic feedback agreed for non short-listed designs
- Panel may choose to refine a design (e.g. different colour palette)
- **Consider** the opportunity to recommend to RM that the Panel would like to publish the design shortlist (up to 15 designs)

- **Due diligence on top 15 designs – 31 July to 5 August**

- Legal provider
- Marketing provider for any design refinement
- ‘Focus Group’ to review and provide comment on each design from a technical, not subjective perspective, specifically focusing on any potential issues
  - Possible group make-up: Design, Arts, Herald of Arms Extraordinary, Cultural advisor, MCH
  - Two panel members present to observe, provide comment as required, and report back to the Panel

DEPARTMENT  
*of the* PRIME MINISTER  
*and* CABINET



# NZ FLAG CONSIDERATION PROJECT

- **Panel meeting 6 August**
  - Consider legal and focus group advice (as reported back by the Panel members)
  - Agree the four recommended designs with two alternatives
  - Agree feedback for all 15 designs
- **Further international due diligence 7 – 14 August**
  - Four recommended designs plus two alternatives
- **Report to Minister before 21 August**
  - Designs to Cabinet 31 August
  - Ballot papers finalised by Order in Council before 14 September



# NZ FLAG CONSIDERATION PROJECT

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## Proposed design selection approach – Over 2,000 designs

### Two approaches for discussion

#### **Option 1:** designs are allocated to Panel members **as each 2,000 received**

- Pros: more designs for Panel to consider, all designs receive scores, consistent with 'Independent' principle
- Cons: more designs for Panel to consider, possibly incredibly time-consuming with limited ability to plan for workload (note 500 designs would take over eight hours to score at 1 minute per design).

#### **Option 2:** more **rigorous screening process applied**, based on the guidelines, clustered and prioritised by theme, before designs are allocated to the Panel

- Panel still presented with 2,000 designs to score (500 each)
- Pros: less time-consuming, consistent with 'Practical' principle
- Cons: Panel will not have the opportunity to score all designs

**Key principle:** all designs are made available to the Panel electronically



# NZ FLAG CONSIDERATION PROJECT

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## For discussion – proposed high-level evaluation criteria

- **Three criteria in total**

- **One** tied back to the design guidelines, e.g.
  - *The design reflects the key principles for good flag design as laid out in the Flag Design Guidelines*
- **Two** based on the public engagement process – could be couched in a way that they can be set ahead of the engagement and detail added later, e.g.
  - *The design communicates what New Zealanders think reflects our national identity*
  - *The design communicates what New Zealanders think is important for a New Zealand Flag*
- If agreed, these high-level criteria would all need to be included in the design guidelines

- **Scoring**

1	2	3	4	5	6
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Very poor

Poor

Average

Good

Very good

Outstanding

- Maximum possible score = 18

DEPARTMENT  
of the PRIME MINISTER  
and CABINET



# NZ FLAG CONSIDERATION PROJECT

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## Decisions required today

- **Agree** preliminary design selection approach for development into a formal process document for consideration on 15 April
- **Agree** high-level evaluation criteria (as detailed on previous page)
- **Agree** next steps below

## Next steps

- **Formal process** document drafted based on your feedback for Panel approval on 15 April
- **Detailed evaluation criteria** finalised based on public engagement for Panel approval via email 17 July
- **Legal provider** for due diligence process selected and Panel updated
- **Focus group** concept scoped further and provided to Panel for discussion and approval



# NEW ZEALAND FLAG CONSIDERATION PANEL

## Flag Design Terms and Conditions

These terms and conditions (**Terms and Conditions**) govern the process by which flag designs may be suggested to the Flag Consideration Panel (**Panel**).

Any person (**you, your**) suggesting a flag design to the Panel agrees to comply with these Terms and Conditions.

If you are an individual under the age of 18 when you suggest your design then your parent or legal guardian must read these Terms and Conditions and consent to you suggesting a flag design to the Panel under these Terms and Conditions.

The Panel has been set up to consider flag designs in a process run by the Crown acting by and through the Department of Prime Minister and Cabinet (the **Crown**). These Terms and Conditions form a contract between you and the Crown.

These Terms and Conditions may be updated by the Crown before the closing date for people to suggest alternative designs for the New Zealand Flag. You can view the most recent Terms and Conditions at [www.flag.govt.nz](http://www.flag.govt.nz).

### Suggesting a flag design:

1. You may suggest designs for the New Zealand flag (**Flag Designs**) to the Panel from 12.01am on [*insert date*] until 11.59pm on [**XX**] July 2015 (**Suggestion Period**).
2. You agree that any Flag Design you suggest, including any element of that Flag Design, may ultimately be used as the New Zealand flag.
3. All Flag Designs must be suggested in accordance with the Flag Design Guidelines found at [www.flag.govt.nz](http://www.flag.govt.nz) (**Guidelines**).
4. You confirm that each Flag Design you suggest, including each element of each Flag Design, is:
  - a. an original work made by you and no one else, except to the extent you disclose otherwise under clause 12;
  - b. not copied; and
  - c. not illegal, offensive or derogatory.

### Consideration by the Panel:

5. Flag Designs suggested during the Suggestion Period will be considered in accordance with these Terms and Conditions. The Panel and the Crown each reserve the right to consider other flag designs suggested before or after the Suggestion Period.
6. The Panel may, in its sole discretion, choose not to consider any Flag Design if it considers you have breached these Terms and Conditions in any way, or if the Flag Design itself does not comply with these Terms and Conditions or the Guidelines.

7. The Panel's decision to shortlist any Flag Designs, including for consideration by Cabinet, will be made at its discretion and no correspondence will be entered into.
8. You agree to provide the Panel or the Crown with any information about your Flag Design that the Panel or the Crown requests. This includes completing any questionnaire and/or declaration so the Panel has a full understanding of the how your Flag Design was developed.

Use and publication of Flag Designs and names:

9. You grant the Crown an irrevocable, royalty-free, worldwide, perpetual, sub-licensable licence to use, copy, modify, adapt and/or publish your Flag Design for any purposes the Panel or the Crown sees fit in relation to the selection of a new flag for New Zealand. Without limitation, the Crown may:
  - a. provide your Flag Design to third parties to verify whether it complies with these Terms and Conditions and is otherwise suitable for use as the New Zealand flag;
  - b. publish your Flag Design on websites including [www.fflag.govt.nz](http://www.fflag.govt.nz);
  - c. provide your Flag Design to media including print, television and internet media for publication; and
  - d. publish your Flag Design in the course of:
    - i. selecting a shortlist of preferred designs to be considered in the first referendum (**Shortlisted Designs**);
    - ii. setting up, promoting and conducting a referendum to select the preferred Shortlisted Design; and
    - iii. setting up, promoting and conducting a second referendum to choose between the preferred Shortlisted Design and the current New Zealand flag.
10. You agree that the Crown may use, disclose and publish:
  - a. your name;
  - b. the name of any other author involved in developing your Flag Design; and
  - c. any other information you provide in relation to your Flag Design other than personal contact details,

for the purpose of the Flag Consideration Project, including during the course of considering and short-listing flag designs, conducting the referenda, using the New Zealand flag if your Flag Design is chosen and as otherwise required by law.

Intellectual property and moral rights:

11. You warrant that:
  - a. except to the extent you have disclosed details of other authors under clause 12, you are the owner of the copyright, and all other intellectual property rights, in your Flag Design, including each element of your Flag Design; and

- b. the use and publication of your Flag Design, including each element of your Flag Design, in the process of selecting a new flag for New Zealand, or as the new flag of New Zealand, will not infringe the rights, including intellectual property rights, of any person.
- 12. If your Flag Design, or any element of your Flag Design, was designed by any other person or organisation, then you:
  - a. must disclose that fully when you suggest your Flag Design to the Panel and you must include full details of all authors involved in the development of your Flag Design; and
  - b. confirm you have all rights necessary to suggest your Flag Design to the Panel in accordance with these Terms and Conditions, including granting the licence in clause 9.
- 13. Moral rights are personal rights that individual authors have in copyright works they produce. They include rights to have their designs attributed to them. The Crown will acknowledge the authors of your Flag Design appropriately, but at the Crown's sole discretion, during the course of the Flag Consideration Project.
- 14. While the Crown will acknowledge authors as described in clause 13, by suggesting a Flag Design you hereby waive all of your moral rights arising from your Flag Design throughout the world, to the extent that you may lawfully do so, and you agree not to assert any of your moral rights, and to provide all consents required by the Crown, in relation to the use and publication of your Flag Design:
  - a. as part of the Flag Consideration Project; and
  - b. as the new New Zealand Flag, if it is ultimately selected.
- 15. If your Flag Design is chosen as a Shortlisted Design, then you:
  - a. hereby assign to the Crown all of your rights, title and interest in and to your Flag Design, including all copyright and other intellectual property rights in all works that feature in the Flag Design, and in the Flag Design as a whole, as may exist anywhere in the world;
  - b. agree to sign a written assignment of all of your rights, title and interest in and to your Flag Design to the Crown, and a waiver of all associated moral rights, in the form required by the Crown; and
  - c. will ensure any other author of your Flag Design, or any element of your Flag Design, signs an agreement as described in clause 15(b).
- 16. If you, or any author of any part of your Flag Design, are individuals under the age of 18 when you suggest your Flag Design, then the Crown may require that your or that author's parent or legal guardian also sign the form referred to in clause 15(b).
- 17. If your Flag Design is chosen as a Shortlisted Design but is not ultimately chosen to be the next New Zealand flag, then you may request that the Crown re-assigns the rights transferred under clause 15 so that you regain ownership of all rights you had before you suggested your Flag Design.



General:

18. Copyright can only be assigned in writing, signed by the assignor. By suggesting your Flag Design and accepting these Terms and Conditions, you agree that the assignment of copyright under clause 15(a) is in writing and is signed by you as the assignor.
19. The Crown reserves the right to vary or cancel the Flag Consideration Project at any time.
20. These Terms and Conditions are governed by New Zealand law.

# 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](http://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.

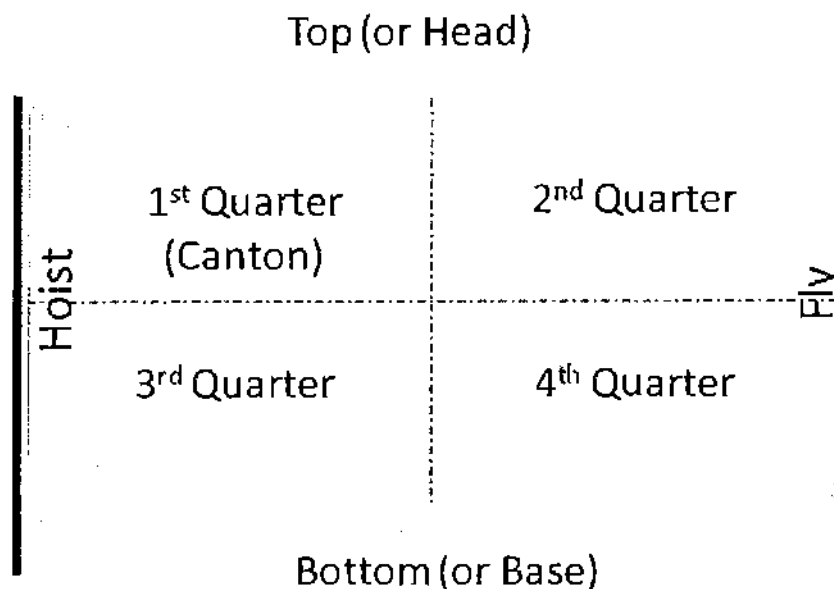
11. The top left hand corner of the flag is typically the place of honour in a flag. This reflects the fact that the opposite end of the flag wears out first, and is the section that is least visible when the flag is not fully unfurled.

#### 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 will accept designs in any format, either visual depictions or written descriptions. When you suggest a design, you will be asked to suggest a title and description for your design, as well as some information about you (including personal contact information). It would be helpful if you could include a brief explanation of 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*].



# New Zealand Flag Consideration Project

## Stakeholder Plan

Version 0.1 (Final Draft)



## Document information

### NZ Flag Consideration project

Document prepared by

### Stakeholder Plan

Ian Thompson, FCP Secretariat

## Revision history

Version	Date	Author	Description of changes
0.1	13.03.15	Ian Thompson	Final draft presented to Panel

## Background

Our flag is one of the most important symbols of our national identity. The Government is giving New Zealanders the opportunity to reconsider the design of the flag. Cabinet has agreed a flag referendum process that will be undertaken carefully, respectfully and with no presumption in favour of change.

The New Zealand Flag Consideration Panel (FCP) is responsible for designing and leading the public engagement process, and for selecting a shortlist of designs. The New Zealand Flag Consideration Project Secretariat (the Secretariat) is responsible for supporting the FCP and achieving the desired objectives.

How the FCP and Secretariat engage with stakeholders will be one of the keys to success for the project. The FCP and Secretariat will therefore give due consideration to all major stakeholders. The steps the project will follow to manage its stakeholders are:

1. Identify stakeholders
2. Analyse influence and desired engagement
3. Develop action plan
4. Implement actions
5. Monitor and update actions as necessary.

The rest of this document outlines each of these steps.



## 1 – Identify stakeholders

Stakeholder category						
Project	Political	Participant	Key Influencer	Govt. Agency	Public	External Provider
Flag Consideration Panel (FCP)	Prime Minister	Local Government NZ	RSA	Officials' Committee	NZ public	Herald of Arms Extraordinary
Flag Consideration Project Secretariat	Responsible Minister (RM)	Schools NZ	Media <ul style="list-style-type: none"> <li>• TV hosts</li> <li>• Radio hosts</li> <li>• Journalists</li> <li>• Ethnic media</li> </ul>	Ministry for Culture and Heritage	Business NZ	Event Finder
DPMC	Associated Ministers	Iwi	Well-known New Zealanders	Ministry of Justice	Ethnic Peoples' Advisory Board	Website development provider
				Electoral Commission	Kiwi Expats Abroad (KEA)	Marketing service provider
	Cross-party MPs group (CPG)	Community organisations	Bloggers	Te Puni Kokiri	Monarchy NZ	Blind Foundation
				All of government staff	Off shore participants	Heritage NZ
				Defence	Flag suppliers	Air NZ
				Archives	FernMark	Te Papa
						Tourism NZ
						Trademe
		NZ Post				
		NZ on Air				



## 2 – Analyse influence and desired engagement

To get an idea of where our stakeholders sit relative to the project, it is useful to map them by analysing their influence and engagement with the process. Mapping in this way will inform the stakeholder actions required.

### Influence measure

- **High.** The stakeholder could have the power to make the project succeed or to prevent it from succeeding altogether. The project might be completed even without an active contribution from the stakeholder, but this could have a serious impact on the quality, time and cost.
- **Medium.** Although the stakeholder can contribute to the project, this contribution is not essential.

### Desired engagement measure

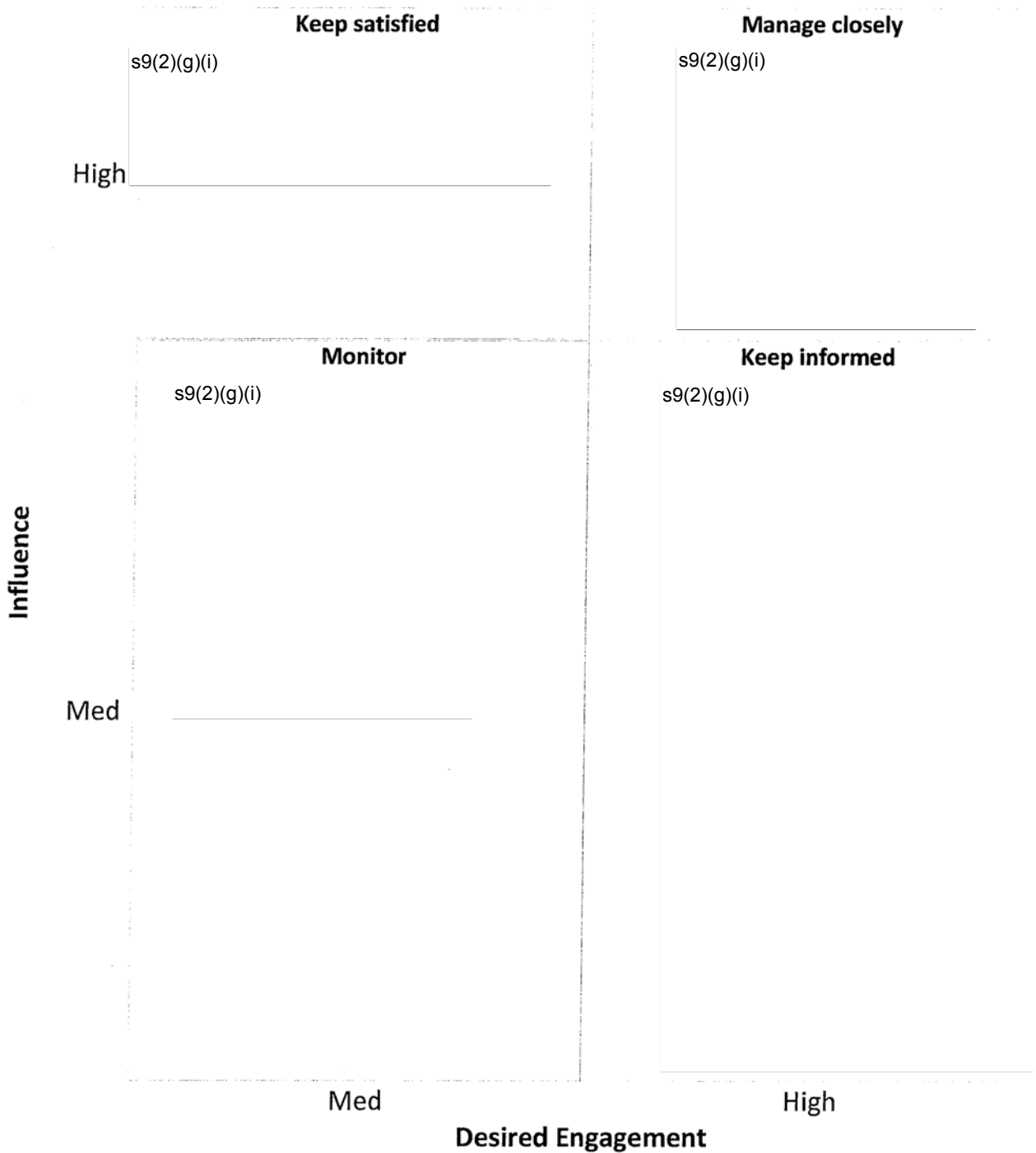
- **High.** The stakeholder should be well informed, sees value in what is being done, understands their contribution and is willing to provide it
- **Medium.** The stakeholder may be informed about the project though they may not be actively involved in any capacity, or may be indifferent about the project objectives and outcomes.

The stakeholder map based on these measures follows on the next page





Stakeholder Map – New Zealand Flag Consideration Project



NB: External providers are not included in this stakeholder map as they have formal contractual arrangements. The Secretariat has also not been included.



### 3 – Develop action plan

Based on the positioning of stakeholders on the Stakeholder Map, appropriate actions are listed below. External providers are not included in this plan.

\* Indicates a member of the Secretariat

#### Stakeholder Management Plan

Stakeholder	Map Position	Primary R'ship	Actions
<b>Project</b> s9(2)(g)(i)			
<b>Political</b> s9(2)(g)(i)			
<b>Government agency</b>			



Stakeholder	Map Position	Primary R'ship	Actions
s9(2)(g)(i)			
<b>Participant</b> s9(2)(g)(i)			



Stakeholder	Map Position	Primary R'ship	Actions
s9(2)(g)(i)			
<b>Public</b>			
s9(2)(g)(i)			



Stakeholder	Map Position	Primary R'ship	Actions
s9(2)(g)(i)			
<b>Key influencers</b> s9(2)(g)(i)			



#### **4 – Implement actions**

This step simply puts the planned activities above into action, and may include:

- Communicating with stakeholders and keeping them informed of matters that are likely to be of interest to them;
- Obtaining information from stakeholders that will be relevant to the project;
- Managing the expectations of stakeholders;
- Involving stakeholders in all key decisions about the project where appropriate

#### **5 – Monitor and update actions as necessary**

The Secretariat will periodically re-assess relationships with stakeholders to determine what further action (if any) is required to keep them engaged with the project.

This will require a review of steps 1 to 4 to determine whether there are any new stakeholders, where they are positioned in terms of influence and desired engagement, and any actions that need to be taken. A similar review of existing stakeholders will also be conducted.

The Secretariat will update the FCP in the event of any material changes.

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

## Correspondence summary

Who	When	Subject	Status	Comment	Closed/ Open
s9(2)(g)(i)	20/02/2015	Flag suggestion process requested	Responded to 25/02/15	Standard Response	Closed
	24/02/2015	Flag suggestion process requested	Responded to 27/02/15	Standard Response	Closed
	25/02/2015	Flag suggestion process requested	Responded to 25/02/15	Standard Response	Closed
	26/02/2015	Flag suggestion process requested	Responded to 26/02/15	Standard Response	Closed
	26/02/2015	Panel Member Formal Complaint and Formal Objection	Sent to IT 27/02/15	Response instructing redirect to MW. Correspondent to put complaint in writing	Open
	27/02/2015	Flag suggestion process requested	Responded to 27/02/15	Standard Response	Closed
	27/02/2015	Flag suggestion process requested	Responded to 02/03/15	Standard Response	Closed
	28/02/2015	Address request to send correspondence to Peter Chin	Responded to 02/03/15	Flag team address provided	Closed
	28/02/2015	Wanted to get an overview of the process	Responded to 02/03/15	IT responded to with general info and role of the Panel. MR and RP met with him to discuss	Closed
	2/03/2015	Flag suggestion process requested	Responded to on 03/03/15	Standard Response	Closed
	3/03/2015	Flag suggestion process requested	Responded to 06/03/15	Standard Response	Closed
	4/03/2015	Request for ongoing updates	Sent to SS on 06/03/15 for response	SS has sent response	Closed
	4/03/2015	Alternative design suggestion	Responded to on 06/03/15	Standard Response	Closed
	5/03/2015	Flag suggestion process requested	Responded to on 06/03/15	Standard Response	Closed
	9/03/2015	Budget for "winning" alternative design?	Responded to on 13/03/15	Response from IT/KA	Closed
	9/03/2015	Flag suggestion process requested	Responded to on 09/03/15	Standard Response	Closed
	9/03/2015	Alternative design suggestion	Responded to on 13/03/15	Standard Response	Closed
	9/03/2015	Request for guidelines	Responded to on 09/03/15	Standard Response	Closed



Who	When	Subject	Status	Comment	Closed/ Open
s9(2)(g)(i)	9/03/2015	Flag suggestion process requested	Responded to on 09/03/15	Standard Response	Closed
	11/03/2015	Flag suggestion process requested	Responded to on 11/03/15	Standard Response	Closed
	2/03/15	Flag suggestion process requested	Responded to on 11/03/15	Standard Response	Closed
	11/03/15	Alternative design suggestion	Responded to on 13/03/15	Standard Response	Closed
	11/03/15	Alternative design suggestion	Responded to on 13/03/15	Standard Response	Closed
	13/03/15	Flag suggestion process requested	Responded to on 13/03/15	Standard Response	Closed
	13/03/15	Flag suggestion process requested	Responded to on 13/03/15	Standard Response	Closed
	14/03/15	Flag suggestion process requested	Responded to on 16/03/15	Standard Response	Closed
	2/03/15	Flag suggestion process requested	Responded to on 16/03/15	Standard Response	Closed
	1/03/15	Flag suggestion process requested	Responded to on 16/03/15	Standard Response	Closed
	13/03/15	Taxpayers Expenditure	Responded to on 16/03/15	Response from IT transferring to DPM	Closed
	13/03/15	Flag suggestion process requested	Responded to on 16/03/15	Standard Response	Closed
	16/03/15	Flag suggestion process requested	Responded to on 16/03/15	Standard Response	Closed
	3/03/15	Alternative design suggestion	Responded to on 16/03/15	Standard Response	Closed
	12/03/15	Public consultation process	RP to meet in person 18/03/15	Discussion/Meeting with RP	Open
	12/03/15	Indicating opposition to process	Responded to on 17/03/15	IT/KA 'noting' response	Closed
	10/03/15	Flag suggestion process requested	Responded to on 17/03/15	Standard Response	Closed
	15/03/15	Flag suggestion process requested	Responded to on 17/03/15	Standard Response	Closed
	17/03/15	Alternative design suggestion	Responded to on 18/03/15	Standard Response	Closed

## Public Stakeholder Positions

Who?	Position summary	Full article
The Designers Institute	Re-states their preference for the design community to be represented on the FCP.  They are seeking professional design involvement in the process in an advisory capacity.	<a href="http://createsend.com/t/r-A345946BC4DE2F5A2540EF23F30FEDED">http://createsend.com/t/r-A345946BC4DE2F5A2540EF23F30FEDED</a>
Te Ata Tino Toa	No position on the process itself.  Once the process has concluded, they want NZ to have a 'two-flag' policy where the preferred Maori flag is flown alongside the NZ Flag at all times.	<a href="http://www.scoop.co.nz/stories/PO1502/S00297/te-ata-tino-toa-position-on-new-flag-panel.htm">http://www.scoop.co.nz/stories/PO1502/S00297/te-ata-tino-toa-position-on-new-flag-panel.htm</a>
Northland elder Patu Hohepa	States a preference for NZ to return to the United Tribes flag.	<a href="http://www.maoritelevision.com/news/regional/northland-elder-says-new-zealand-should-return-its-original-flag">http://www.maoritelevision.com/news/regional/northland-elder-says-new-zealand-should-return-its-original-flag</a>
NZ First	Their opinion is that the project could take focus away from other significant issues.	<a href="http://www.waateanews.com/waateanews?story_id=ODk3MQ==">http://www.waateanews.com/waateanews?story_id=ODk3MQ==</a>
Australian journalist Ray Martin	Supportive of the debate.	<a href="http://www.3news.co.nz/world/praise-for-nz-flag-debate-on-aus-day-2015012614">http://www.3news.co.nz/world/praise-for-nz-flag-debate-on-aus-day-2015012614</a>
Sir Colin Meads	Supportive of a change of flag.	<a href="http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&amp;objectid=11355448">http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&amp;objectid=11355448</a>
Hollie Smith (singer)	Feels the debate is not a priority when compared to needs of youth in NZ.	<a href="http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&amp;objectid=11355448">http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&amp;objectid=11355448</a>
Labour Party	Opposed to the Bill and referendum structure. In particular they feel that the first question should be "Do you want to change the flag?"	<a href="http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&amp;objectid=11415798">http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&amp;objectid=11415798</a>
RSA	Opposed to the timing of the project.	<a href="http://tvnz.co.nz/national-news/flag-change-progress-near-anzac-centenary-disrespectful-rsa-6249909">http://tvnz.co.nz/national-news/flag-change-progress-near-anzac-centenary-disrespectful-rsa-6249909</a>
Duncan Garner	Discussed opposition to changing the flag.	RadioLIVE
Mark Sainsbury	Opposed to the timing of the project, though in favour of change in principle.	RadioLIVE

Who?	Position summary	Full article
Hilary Barry	Feels the debate is not a priority, though in favour of change in principle.	RadioLIVE