

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	20 November 2015 (FCP Min Ref: 180815) 9.00am until 12.00 noon (optional light lunch to follow)
VENUE	Wellington – MOJ 19 Aitken St, level 3, meeting room 3:14
PANEL ATTENDEES	Professor John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Julie Christie, Rod Drury, Rhys Jones, Sir Brian Lochore, Malcolm Mulholland and Hana O'Regan
APOLOGIES	Stephen Jones and Beatrice Faumuina
PRESENT	Kylie Archer, Jo Crawford, Georgie Wiles, Suzanne Stephenson, Sam Buckler, Martin Rodgers and Ian Thompson

PURPOSE

TO AGREE

- to review communications and marketing activities related to the first referendum
- to discuss proposed communications and marketing activities for the lead up to the second referendum

AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
	8.45am	Tea and coffee on arrival	
1.	9.00am	Welcome from the Chair <ul style="list-style-type: none"> • 18 August meeting notes and actions (for approval) • Conflict of Interest Register update 	Prof. John Burrows Chair
2.	9.15am	Review communications and marketing activities related to the first referendum	Secretariat officials
3.	10.15am	Discuss proposed communications and marketing activities for the lead up to the second referendum <ul style="list-style-type: none"> • Discuss & agree overall 2nd referendum objectives • Questions for discussion, including: <ul style="list-style-type: none"> - Which activities worked particularly well? - How can we build on what has worked to date? - Which potential partnership opportunities should be considered? 	Secretariat officials
4.	11.15am	Budget update	Kylie Archer
5.	11.30am	General business <ul style="list-style-type: none"> • Project Plan • Official Information Act requests • Referendum Update • Secretariat - resource update • Archiving/Lessons Learnt approach 	Prof. John Burrows
	12.00pm	Light lunch (optional)	

Next meeting: 15 December 2015, 1pm – 4.00pm, (Wellington - MOJ 19 Aitken St)

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	18 August 2015 (FCP Min Ref: 150818) 1.30pm until 4.30pm
VENUE	MOJ, 19 Aitken St, Level 3, Wellington 6011
PANEL ATTENDEES	Professor John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Julie Christie, Rod Drury, Beatrice Faumuina, Rhys Jones, Stephen Jones, Sir Brian Lochoe and Malcolm Mulholland
PRESENT	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager) and Ian Thompson (Senior Advisor)
APOLOGIES	Hana O'Regan

MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
1.	Welcome from the Chair	<ul style="list-style-type: none"> • 11 August meeting notes and actions were approved • The Chair reported on his meeting with the Responsible Minister. • Panel members declared the following potential conflicts of interest: <p style="margin-left: 20px;">Rod Drury</p> <ul style="list-style-type: none"> - Aaron Dustin and Pax Zwanikken are current or previous staff at Xero • The Panel noted these conflicts of interest as minor and agreed to manage them appropriately as required 	
2.	Focus on today's session	<ul style="list-style-type: none"> • The Panel confirmed the approach it would take to selecting the four alternative designs 	
3.	Prioritise the outcomes sought	<ul style="list-style-type: none"> • The Panel reviewed the criteria it would use to select the four alternative designs 	
4.	Report back on due diligence and design	<ul style="list-style-type: none"> • An update was given on intellectual property matters related to long listed designs 	

	refinement	<ul style="list-style-type: none"> The Panel noted that the final report from the Panel's legal advisors is due on Thursday the 21 August The Panel noted a minor refinement to a design (requested at the previous FCP meeting). The Secretariat noted that the designer was happy with the modification should the Panel wish to recommend it to the Responsible Minister. 	
5.	Select the provisional four designs and reserves	<ul style="list-style-type: none"> The Panel deliberated extensively and agreed the four alternative four designs to be recommended to the Responsible Minister for inclusion in the first referendum. 	

Next FCP meeting: 20 November 2015, 1pm – 4pm, (Wellington – MOJ, 19 Aitken St, level 3)



New Zealand Flag Consideration Panel

Secretariat Report: 20 November 2015 (as at 11 November 2015)

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

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

1 **Note** the summary of communications and marketing activities, related to the first referendum, attached as appendix 1 to this paper;

2 **Note** the steps taken to ensure the Panel's activities are accessible to diverse communities, as summarised in appendix 2 to this paper;

3 **Agree** the objectives for the communications and marketing activities in the lead up to the second referendum, as summarised in this paper and discussed under item 3 of the agenda;

AGREE / DISAGREE / DISCUSS

4 **Agree** the updated Project Plan, attached as appendix 3, noting that it will be further updated as necessary to reflect decisions from the meeting;

AGREE / DISAGREE / DISCUSS

5 **Note** the budget update provided under item 4 of the agenda;

6 **Note** the update on Official Information Act requests provided in this report;

7 **Note** the information provided on the first referendum provided in this report and in appendix 4; and,

8 **Note** the request for Panel members to provide an update on any conflicts of interest.

Purpose

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

Background:

- 2 Under task 4 of its terms of reference, the Panel “will continue in its public communications role in the lead-up to the first and second referendums, to help provide information to the public about the alternative flag designs”.

Communication activity related to the first referendum

- 3 Appendix 1 to this paper provides a summary of the approach to, and activities undertaken in, performing the above role in the lead-up to the first referendum.
- 4 It is noted that significant media coverage was generated across the country as a result of these activities, in particular the flying of flags within communities.
- 5 A presentation showing examples, and the impact, of the Panel’s activities will be given at the meeting.

Accessibility

- 6 Appendix 2 provides a summary of other steps taken to ensure the Panel’s current and previous communications and activities are accessible to diverse communities.
- 7 As part of these, the Secretariat and the Electoral Commission have been working with the Blind Foundation to ensure the referendums are fully accessible to those with sight impairments. From 10 November the Blind Foundation’s members (just under 8,000 people eligible to vote) will receive:
 - a cover letter from the Electoral Commission, the Blind Foundation, and the Panel;
 - large font versions of the FCP/Electoral Commission brochures;
 - the same information in the individual’s preferred format (e.g. braille or e-text); and,
 - a DVD which explains how telephone voting will work, with the video also on the Electoral Commission’s website and their YouTube channel.

Communication activity in the lead up to the second referendum

- 8 Consistent with the Panel’s terms of reference and approach to date, it is proposed that its communications activities continue to be:
 - undertaken with no presumption of change;
 - consistent with the Crown’s Treaty obligations
 - fair and balanced;
 - accessible and inclusive; and,
 - consistent with the Panel’s approved Engagement Strategy.
- 9 It is proposed that, in the lead-up to the second referendum, the specific objectives of the Panel’s activities are to:
 - provide opportunities for people to get to know the stories behind the two flags and see them in real-life situations;
 - help people recognise the importance of national flags and the opportunity to have a say in the future of our flag; and,
 - encourage open and informed discussions about the future of our flag.

- 10 Discussion, and agreement, on the above objectives is sought under item 3 of the agenda.
- 11 We have also been in discussions with Te Papa about accommodating the proposed national flag pole, on which people who contributed to the Panel's engagement activities could have their names listed. We have explored a number of options, which will enable the Panel to follow through with this concept, while also ensuring the costs of doing so are prudent and reasonable. Currently, the preferred proposal is to use an existing structure within the grounds of Te Papa. While the original concept was to etch the names into the pole, the concept now under development would see the names presented in a more contemporary way. We will report back to the Panel with progress on this option at the meeting.

s9(2)(f)(iv)

Project Plan

- 12 Appendix 4 contains an update to the Panel's Project Plan.
- 13 It has been updated to reflect key milestones in the legislative process around the project and additional communications and engagement activities.
- 14 Please note that this will be updated further to reflect any decisions made at this meeting.

Budget update

- 15 In consultation with the Chair, it was agreed that, as a result of the decision to expand the number of flag options in the first referendum to five, the Panel would need to undertake additional and more extensive communications activity in the lead up to the first referendum. Due to the nature of this expenditure, we needed to seek approval from the Responsible Minister. Approval was given for additional expenditure of s9(2)(b)(ii) on promotions and publicity in the lead up to the first referendum.
- 16 Please note that this approval was for spending from the existing overall budgets and not a request for new funding.

17 s9(2)(g)(i)

Official Information Act (1982) (OIA) requests

- 18 The Secretariat (through DPMC) has responded to a number of OIA requests in the past month. Many of these have been regarding the design selection process along with any associated documents and correspondence. In light of these requests, the Secretariat proactively published, on the DPMC website, all of the Panel's meeting papers to date. We have also sent the relevant correspondence directly to those that requested it.
- 19 Another OIA request of note asked for designs that were 'rejected' by the Secretariat during moderation. It will take considerable time to go through the images, and consultation will be required. As a result, the Secretariat provided a partial answer (the total number of designs with a status of 'rejected') and extended the time limit to respond to the request for the images until 31 March 2016.

Legal due diligence - Red Peak

- 20 AJ Park completed its checks and s9(2)(h)

- 21 Some companies have identified similarities with their organisation logos (for example US company Peak Engineering, the British Hang Gliding Association, and Lower Hutt company Arrow Uniforms). AJ Park's advice is that

59(2)(h)

- 22 It is also noted that the designer (Aaron Dustin) has signed across the rights to the design to the Crown, as per the four other referendum designs.

Referendums

- 23 The following table provides key dates and information related to the first referendum:

Friday 20 November 2015	First referendum opens
Friday 27 November 2015	Estimated final date for voting papers to be received by all enrolled electors. Any enrolled person who has not received voting papers can request replacement via www.elections.org.nz or 0800 36 76 56
Friday 11 December 2015 7.00pm	Referendum closes All voting papers postmarked or date stamped on or before 11 December will be counted as long as they are received by noon on 15 December
Friday 11 December 2015 8.30pm (target time)	Preliminary result announced by Electoral Commission via media release and published on election websites
Tuesday 15 December 2015 5.00pm (target time)	Official result announced by Electoral Commission

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

Event	Type	Turnout (%)	Informal ballots (% of ballots received)
2014 General Election	Election	77.9	0.45
Do you support the Government selling up to 49% of Meridian Energy, Mighty River Power, Genesis Power, Solid Energy and Air New Zealand (2013)	Citizens Initiated Referendum	45.1	0.3
2011 General Election	Election	74.21	0.88
2011 Referendum on the Voting System (Part A - Keep MMP voting system?)	Referendum (as part of 2011 General Election)	73.5	2.77
2011 Referendum on the Voting System (Part B - If New Zealand were to change to another voting system, which voting system	Referendum (as part of 2011 General Election)	73.5	33.14



would you choose?)			
Should a smack as part of good parental correction be a criminal offence in New Zealand? (2009)	Citizens Initiated Referendum	56.09	0.62

- 25 A summary of the voting and counting processes for the first referendum is provided in appendix 4 to this report.

Next meeting

- 26 The next meeting is being held in Wellington from 1.00pm to 4.00pm on 15 December 2015.

Kylie Archer

Director, New Zealand Flag Consideration Project

Distribution:

Flag Consideration Panel Members

Michael Webster, Clerk of the Executive Council

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

NEW ZEALAND FLAG CONSIDERATION PANEL

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

Background:

The Cabinet paper, 'Process to consider changing the New Zealand Flag' (28 October 2014, CAB (14) 451) from the Deputy Prime Minister includes the terms of reference for the New Zealand Flag Consideration Panel (the Panel). Under task 4, the terms note that the Panel "will continue in its public communications role in the lead-up to the first and second referendums, to help provide information to the public about the alternative flag designs".

Approach:

Consistent with its approach to date, the Panel's communications are to be:

- undertaken with no presumption of change;
- consistent with the Crown's Treaty obligations
- fair and balanced;
- accessible and inclusive; and,
- consistent with the Panel's approved Engagement Strategy.

The Panel's specific objectives for its communications activity in the lead up to the first referendum was to promote well-informed discussion and decision-making by:

- helping people get to know the alternative flag designs;
- highlighting the uniqueness of the public's role in the process and the historical nature of the opportunity to participate;
- informing the public about the referendum process; in particular to highlight to voters that they need to 'rank' the alternative designs in order of preference.

Summary:

The tables below summarise the communications activities, including digital activity, undertaken in the lead-up to the first referendum and the impact achieved (as at 11 November 2015).

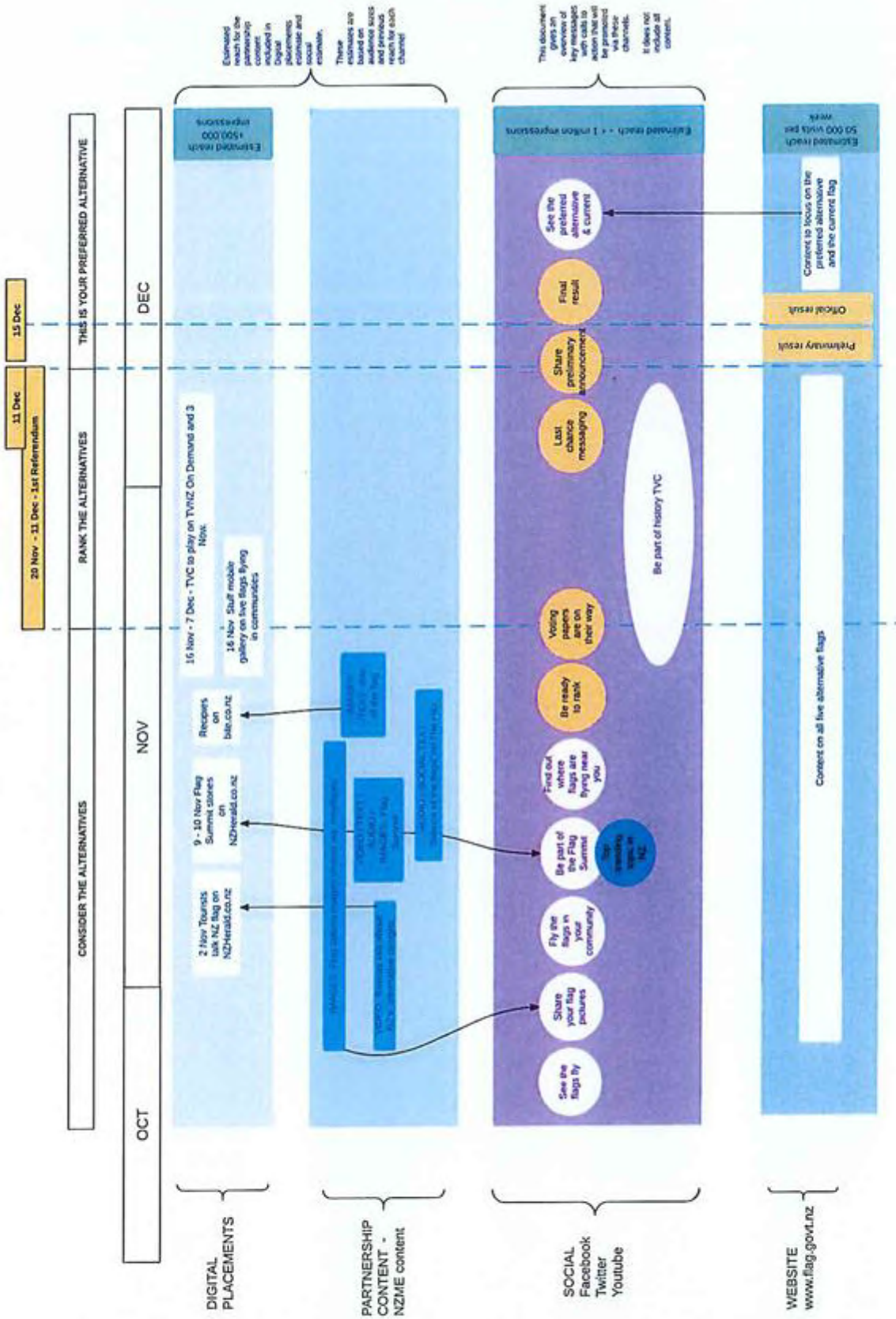
Activity	Components	Timing	Results
<p>Information provided on the flags & designers:</p>	<p>Dedicated pages on www.flag.govt.nz website</p> <ul style="list-style-type: none"> descriptions available in Te Reo, NZ Sign Language & 24 other languages on-line <p>DLE referendum brochure made available:</p> <ul style="list-style-type: none"> in referendum voting packs stakeholder packs online in Te Reo, NZ Sign Language & 24 other languages <p>A5 information brochure distributed through</p> <ul style="list-style-type: none"> major daily newspapers a mail drop to smaller / rural communities NZ PostShops & Kiwibank outlets public libraries 	<p>1 September to 11 December 2015</p>	<p>Dedicated pages:</p> <ul style="list-style-type: none"> 494,576 sessions on dedicated flag.govt.nz pages 411,301 unique users <p>DLE brochure:</p> <ul style="list-style-type: none"> 3.4 million in voter packs 30,000 sent in stakeholder packs (3,000) <p>A5 brochure:</p> <ul style="list-style-type: none"> 542,913 in major daily newspapers 446,556 in mail drop to smaller communities 37,000 to NZ PostShops & Kiwibank outlets 16,400 to public libraries
<p>Stakeholder newsletters</p>	<p>Articles prepared & published in:</p> <ul style="list-style-type: none"> Panel's e-newsletter to stakeholders articles in stakeholder newsletters 	<p>1 September to 11 December 2015</p>	<p>Stakeholder newsletters:</p> <ul style="list-style-type: none"> 1 September 2015 (61% open rate) 20 October 2015 (45% open rate) 6 November 2015 <p>20 October KEA newsletter: lead article</p>
<p>Presentations to community groups by Panel members</p>	<p>Offer sent out through stakeholder newsletters</p>	<p>24 September to 11 December 2015</p>	<ul style="list-style-type: none"> University of the Third Age (Christchurch), 24 September Lower North Island Youth Conference (Levin), 29 September Wellington North Rotary Lunch (Wellington), 29 October Wairarapa Rotarians (Masterton), 12 November

<p>Media releases & interviews</p>	<ul style="list-style-type: none"> • <i>Referendum flag sets available for communities to fly</i> • <i>Referendum in 3 weeks – be ready to be part of history</i> • <i>Why it is important to have your say and rank the alternative flags</i> 	<p>9 October 2015</p> <p>30 October 2015</p> <p>24 November 2015 (TBC)</p>	<ul style="list-style-type: none"> • Release picked up across national and regional media (including Newstalk ZB, RNZ, Dominion Post, NZ Herald, TV3, Southland Times etc) • Panel & designer interviews with international media including New York Times, ABC Online (Australia), Kyodo News/NHK/J-WAVE & Nippon TV (Japan) • 776 items in total • Release picked up across national and regional media (including RNZ, OTD, Fairfax etc) • Panel and designer interviews across NZME initiatives (Flag Summit/Newstalk ZB and iHeartRadio, The Hits ' Silence of the Flags') • Panel and designer interviews with ABC Online (AU), RNZ, TVNZ <i>Breakfast</i>, Nippon TV (Bangkok bureau) • 357 (part) items • Preparation for feature story coverage by NZ Herald, Stuff, RNZ, Al Jazeera News and TV3 <i>The Nation</i>
<p>Sets of flags offered to communities free of charge to fly from public places</p>	<p>Offer made through</p> <ul style="list-style-type: none"> • a nationwide media release • newsletter to stakeholders • a direct approach to the Mayors / Chairs of all local authorities 	<p>12 October to 11 December 2015</p>	<ul style="list-style-type: none"> • 54 sets distributed (to date) • being flown in all main centres & from the Far North to Invercargill

<p>Lengths of bunting featuring the 5 alternative designs with the message</p> <p><i>'How will you rank these flags?'</i></p>	<p>5 metre lengths distributed to</p> <ul style="list-style-type: none"> NZ PostShops & Kiwibank outlets public libraries other individuals & entities on request 	<p>21 October to 11 December 2015</p>	<p>Number of lengths distributed</p> <ul style="list-style-type: none"> 410 to PostShops & Kiwibank outlets 520 to public libraries 257 to other individuals & entities (to date)
<p>Ways for individuals to profile their preferred alternative flag</p>	<p>Ways provided:</p> <ul style="list-style-type: none"> temporary flag tattoos downloadable images to use as wallpaper on desktop or mobile devices social media profile pictures PicBadges for Twitter or Facebook profiles 	<p>26 October to 11 December 2015</p>	<ul style="list-style-type: none"> 10,000 sets of temporary flag tattoos distributed through media partner 1,800+ downloads of custom profiles etc (to date)
<p>Resources to support well-informed discussion & participation within communities</p>	<ul style="list-style-type: none"> Updated 'education resource' available at http://www.education.govt.nz/ministry-of-education/events-and-awards/the-new-zealand-flag-consideration-project/ Updated 'community resource' available at https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/resources/ 	<p>29 October to 11 December 2015</p>	
<p>The 5 alternative flag designs profiled with the messages</p> <p><i>'Be part of history' & 'Rank these alternative flags ...'</i></p>	<p>Presented through:</p> <ul style="list-style-type: none"> bus shelters / Adshels static billboards digital billboards airport baggage claim sites Facebook Twitter Digital placement on national websites 	<p>1 to 28 November 2015</p>	<ul style="list-style-type: none"> 350 bus shelters / Adshels 40 billboards nationally including <ul style="list-style-type: none"> 3 airport billboards (2 digital) 2 baggage claim sites 1,164,987 social impressions on Facebook 38,760 social impressions on Twitter 1,644,480 impressions (MetService, Stuff, NZ Herald & Yahoo)

Partnership activities to communicate key messages	<p>Partnership activities:</p> <ul style="list-style-type: none"> • 24 hour discussion on <i>iHeart Radio</i>, simulcast on <i>Newstalk ZB</i> (8pm to 5am) & editorial on NZHerald.co.nz • Discussion on <i>The Hits Drive Show</i> about the importance of having your say • Feature in <i>Bite</i> (supplement in NZ Herald) profiling each of the 5 designs, with recipes included on bite.co.nz • Feature in <i>Travel</i> (supplement in NZ Herald) sharing views of visitors to NZ on the 5 designs, also carried on NZHerald.co.nz <i>Life & Style</i> section 	<p>9 & 10 November 2015</p> <p>10 to 12 November 2015</p> <p>16 November 2015</p> <p>17 November 2015</p>	<ul style="list-style-type: none"> • 82,100 daily audience on <i>Newstalk ZB</i>[^] • 8,862 individual streams on iHeart Radio channel • 9 videos published on NZ Herald and/or Newstalk ZB websites • 7 NZHerald.co.nz news stories (206,000 daily audience) • 38 NZ Herald & 67 Newstalk ZB social posts • 4 full-page ads & 1 print story in NZ Herald • 101,500 daily audience on <i>The Hits Drive Show</i>[^] • 95,078 audience on <i>The Hits</i> Facebook page • 213,000 weekly audience for <i>Bite</i> • 32,700 weekly audience for bite.co.nz • 282,000 weekly audience for <i>Travel</i> • 248,700 weekly audience for <i>Life & Style</i> <p>([^] = 52-2015 TNS radio survey)</p>
Broadcast advertising	<ul style="list-style-type: none"> • 15 & 30 second television advertisements across the major television channels including Māori TV 	<p>14 November to 11 December 2015</p>	
Electronic signs	<p>Profiled on:</p> <ul style="list-style-type: none"> • the NZX ticker in Wellington • the NZX ticker in Auckland 	<p>16 November until 9 December 2015</p>	

Digital Engagement overview - Referendum One



NEW ZEALAND FLAG CONSIDERATION PANEL

Appendix 2: Summary of steps taken to ensure the panel's activities are accessible to diverse communities (up till referendum 1)

Updated 11 November 2015

General comment - everything is in plain English where appropriate

Activity	Actions to enable accessibility	Reference
Standfor.co.nz	Privacy statement and Terms of use available in HTML so that they can be read or translated by electronic readers	www.standfor.co.nz
flag.govt.nz	Designed with accessibility in mind - plain English Information generally presented in HTML (so that they can be read or translated by electronic readers)	www.flag.govt.nz
Design guidelines	Available in HTML (so that they can be read or translated by electronic readers)	https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/resources/
Terms and conditions for flag suggestions	Available in HTML (so that they can be read or translated by electronic readers)	
Information brochure	Available in Te Reo, Samoan and Mandarin (PDFs). Also available in EasyRead (on request), and on the Telephone Information System at Blind Foundation	
Community resource	Available in Te Reo, Samoan, and Mandarin (PDFs)	
Schools resource	Website includes all information in HTML (English and Te Reo) Resource available as English and Te Reo PDFs	http://www.education.govt.nz/ministry-of-education/events-and-awards/the-new-zealand-flag-consideration-project/
Panel and History video	Transcript provided on govt.nz Maori translation provided on govt.nz Captioning embedded on Youtube	https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/nz-flag-history
Design video	Transcript provided on govt.nz Captioning embedded on Youtube	https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/what-makes-a-good-flag-design/

TVCS	Closed captioning	https://www.youtube.com/channel/UC14VX9ACj2r7vsQRMZoGQHw
Face-to-face meetings	All communications (radio, print) regarding public meetings has the following text: "If you would like to request any language interpretation support or have accessibility needs, please let us know in advance at info@flag.govt.nz or 0800 36 76 56."	
Five referendum designs	HTML descriptions (so that they can be read or translated by electronic readers) Audio descriptions Official descriptions of the five alternative designs available in 25 languages	https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/the-five-alternatives/ https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/the-five-alternatives-translated/
Information & brochure for voting	HTML descriptions (so that they can be read or translated by electronic readers) Audio descriptions Available online in 25 languages The Blind Foundation's members (just under 8,000 people eligible to vote) received: a cover letter from the Electoral Commission, the Blind Foundation, and the Panel; large font versions of the FCP/Electoral Commission brochures; a DVD which explains how telephone voting will work, with the video also on the Electoral Commission's website and their YouTube channel.	https://www.govt.nz/browse/engaging-with-government/the-nz-flag-your-chance-to-decide/elections-pack-brochure

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Appendix 4: Summary of the voting and counting processes for the first referendum

Information sourced from:

<http://www.elections.org.nz/events/referendums-new-zealand-flag-0/voting-first-referendum/how-preferential-voting-works>

How Preferential Voting Works:

On your voting paper, you will be asked to rank the different flag options – 1, 2, 3, 4, 5 – in the order you prefer them.

You write a "1" in the box of the flag option you prefer most. Then you can put a "2" in the box of the option you prefer next, and so on.

You can rank as many or as few flag options as you wish, but you shouldn't skip a number or use the same number more than once.

If one flag option gets fifty percent or more of all the first preference votes (that is votes marked "1"), it will be selected on the first count.

If no flag option gets fifty percent or more of the first preference votes, the flag with the fewest number "1" votes is dropped and its votes go to the flag each voter ranked next.

This continues until one flag gets fifty percent or more of the valid votes cast in the first flag referendum. The most preferred flag in the first referendum will go to a second referendum in early 2016, when voters will choose between it and the current flag.

This system of voting is called Preferential Voting (PV) and is used for elections to the House of Representatives in Australia and to elect some mayors in New Zealand, including in Wellington and Dunedin.

Voting Paper for the 1st Referendum on the New Zealand Flag

QUESTION:

If the New Zealand flag changes, which flag would you prefer?

Rank flags using the instructions above.

					
WRITE NUMBER(S) HERE →	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="4"/>	<input type="text" value="1"/>	<input type="text" value="5"/>

Examples of how PV works:

Here are three simple examples of how PV works. In each example there are 100 valid votes and a flag option needs fifty percent or more of the votes to be selected.

Example 1:

The Aubergine flag (with 53 votes marked "1") gets more than half of the 1st preference votes and is selected.

Flag option	1 st count	
Aubergine	53	Selected
Corn	8	
Carrot	20	
Tomato	14	
Broccoli	5	
Total	100 votes	

Example 2:

The Aubergine flag (with 45 votes marked "1") leads after the first vote count but does not have fifty percent or more of the 1st preference votes. So the flag with the fewest votes marked "1" – the Tomato flag – is dropped and its 11 votes go to the flag options marked "2" by these 11 voters. Aubergine gets seven of Tomato's 2nd preference votes for a total of 52 votes and is selected as the alternative flag option for the second referendum.

Flag option	1 st count	2 nd count	
Aubergine	45	45+7=52	Selected
Corn	19	19+2=21	
Carrot	12	12+1=13	
Tomato	11	Eliminated	
Broccoli	13	13+1=14	
Total	100 votes	100 votes	

Example 3:

The Aubergine flag (with 40 votes marked "1") leads after the first vote count but does not have fifty percent or more of the 1st preference votes. So the flag with the fewest votes marked "1" – the Tomato flag – is dropped and its five votes go to the flag options marked "2" by these voters. Aubergine gets two of Tomato's 2nd preference votes for a total of 42 votes, Corn gets one for a total of 39 votes, Carrot gets one for a total of eleven votes, and Broccoli also get one for a total of eight votes.

There is still no flag option with fifty percent or more of the votes. So the flag with the fewest votes – Broccoli – is dropped and its eight votes go to the flag options each voter

ranked next. Aubergine receives two of Broccoli's next preference votes for a total of 44, Corn gets four of these votes for a total of 43 votes and Carrot gets two for a total of 13 votes.

There is still no flag option with fifty percent or more of the votes. So the flag with the fewest votes – Carrot – is dropped and its 13 votes go to the flag options each voter ranked next. The Corn flag receives nine of these votes, enough to overtake Aubergine and be selected with 52 votes.

Flag option	1 st count	2 nd count	3 rd count	4 th count	
Aubergine	40	40+2=42	42+2=44	44+4=48	
Corn	38	38+1=39	39+4=43	43+9=52	Selected
Carrot	10	10+1=11	11+2=13	Eliminated	
Tomato	5	Eliminated			
Broccoli	7	7+1=8	Eliminated		
Total	100 votes	100 votes	100 votes	100 votes	

These examples show some basic features of PV

1. A flag option must get fifty percent or more of the valid votes to be selected, which may come from a mix of votes marked "1", "2", and so on.
2. The flag option with the most votes marked "1" may be overtaken by another flag in the second, third or fourth counts.
3. If a voter's first choice is eliminated they can still have a say through their second, third or fourth preferences.

Flag Consideration Project

Project Plan

PROJECT PLAN

Secretariat for the New Zealand Flag Project

VERSION: 3.0.

REVISION DATE: 12 November 2015

Approval of the Project Plan indicates an understanding of the purpose and content described in this document. By approving this document, each individual agrees work should be executed on this project and necessary resources should be committed as described.

Approver Name	Title	How approved	Date
Kylie Archer	Director, NZ Flag Consideration Project Secretariat	In person	25 February 2015
John Burrows	Chair, Flag Consideration Panel	At Flag Consideration Panel meeting	15 March 2015
Kylie Archer	Director, NZ Flag Consideration Project Secretariat	In person	22 April 2015
John Burrows	Chair, Flag Consideration Panel	At Flag Consideration Panel meeting	29 April 2015
Kylie Archer	Director, NZ Flag Consideration Project Secretariat	In person	12 November 2015
John Burrows	Chair, Flag Consideration Panel	At Flag Consideration Panel meeting	20 November 2015 (tbc)

Author: Martin Rodgers, Project Manager, NZ Flag Project Secretariat

Revision History

This project plan is a living document. It will be subject to review and change throughout the life of the project. It is proposed that updated versions of the plan will be submitted to the Director and the Flag Consideration Panel for agreement when necessary.

The table below will be used to identify significant changes to the plan and when they are made.

Version	Date	Name	Description
2.0	22 April 2015	Martin Rodgers	Updated to include additional components and dates following key decisions by the Flag Consideration Panel
3.0	12 November 2015	Martin Rodgers	Updated to include the Panel's communication role in the lead-up to the first and second referendums, as well as the New Zealand Flag Referendums Amendment Bill

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1.0 Introduction

1.1 Background Information

In October 2014, Cabinet agreed details of the process for New Zealanders to consider changing the New Zealand Flag. It noted that as a modern, independent nation, the time has come to consider changing the design of the New Zealand Flag.

It agreed a binding two-stage postal referendum process.

- In the first referendum, voters will rank their preferred designs from four alternative flags
- In the second referendum voters will be able to vote to either keep the current flag or vote for the design chosen in the first referendum.

For more information see CAB (14) 451.

1.2 Key Participants

The Responsible Minister is

- the Deputy Prime Minister, Hon. Bill English

Ministers with the Power to Act are

- the Responsible Minister, Hon. Bill English
- the Leader of the House, Hon. Gerry Brownlee
- the Minister for Arts, Culture and Heritage, Hon. Maggie Barry
- the Minister of Justice, Hon. Amy Adams.

The Cross Party Group (CPG)

The role of the CPG is to:

- nominate the Flag Consideration Panel
- review the draft New Zealand Flag Referendum Bill .

The members are:

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

The New Zealand First Party chose not to participate in the Group.

Flag Consideration Panel (FCP)

The role of the FCP is:

1. Design and lead the public engagement process, taking into account the guiding principles agreed by Cabinet, and with the support of the Secretariat.
2. Seek input from flag experts, design experts, tikanga Māori experts, and other experts as required, to ensure a range of suitable alternative designs are available.
3. Report back to Responsible Minister/s in time for Cabinet to approve the alternative flag designs to be voted on in the first referendum.
4. Continue a public communications role in the lead-up to the first and second referendums, to help provide information to the public about the alternative flag designs

The members 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

Secretariat for the Flag Consideration Project

The Secretariat is small DPMC team based at Justice to support the Flag Consideration Panel.

The Director of the Secretariat is Kylie Archer

The Secretariat reports to Michael Webster, Clerk of the Executive Council within the Department of Prime Minister and Cabinet.

1.3 Guiding Principles

The Cabinet also decided that the following principles should guide the overall process to consider changing the New Zealand Flag.

- 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.

1.4 Project Objectives

The overall objectives of the project are to:

- inform the public about the process of considering a new NZ Flag;
- promote participation in a discussion about the future of the NZ Flag;
- encourage the development of viable alternative flag designs;
- consider people's input when selecting four alternative flag designs;
- promote participation in the referendums;
- respond to misconceptions, confusion and people's input throughout the process.

2.0 Project Delivery

2.1 Work streams

Flag Consideration Panel establishment and support:

This includes the process to identify and nominate preferred candidates and then approach and confirm members. Once confirmed the members are to be notified, announced and inducted.

Marketing and Communications:

This includes the drafting and implementation of a Marketing & Communications Strategy, which will evolve and be updated as the project progresses. It also includes the procurement and management of providers to deliver components of the overall Engagement & Marketing Plan.

Engagement stage 1 - Whakaoho i te Tāngata, Preparing the ground:

This phase involves early conversations with key stakeholder groups to seek input on appropriate engagement processes for particular groups and communities. It also involves collating information from previous discussions on the future of the New Zealand Flag to inform the next stage of the engagement process.

Engagement stage 2 – Whakamārama, Understanding:

This stage includes activities to launch the public engagement process, including the advertising, promoting the project's website and the process for people to submit designs. It will focus on raising the profile of the engagement process and encouraging participation.

Engagement stage 3 – Wānanga, Thinking together:

The focus of this stage is for New Zealanders to have a deeper conversation about the New Zealand Flag, both face-to-face and online, and share their views with others. For iwi and Māori, local iwi organisations will be invited to host formal engagement hui enabling iwi and Māori to engage face-to-face with Panel members and share their knowledge, values and aspirations regarding the New Zealand Flag. We also propose to run a roadshow across the country which will enable people to get more information about the project and provide input. The FCP will host a series of meetings where a cross-section of New Zealanders will come together to share their views and reflect on those of other people in their communities. As well as informing people's own flag designs, it is intended that these discussions will inform the development of the FCP's criteria for shortlisting the alternative flag designs.

Selection of alternative flag designs:

This work stream will inform the development of designs by members of the public. It will also support the FCP to arrive at a shortlist of alternative flag designs for recommendation to the Responsible Minister.

This work stream includes the development of:

- the overall flag selection process, which was agreed at the Panel meeting on 15 April 2015);
- guidelines to inform the development of designs by members of the public, which were agreed at the Panel meeting on 15 April 2015;
- terms & conditions that people will need to agree to when suggesting their designs (to be finalised);
- criteria that the FCP will use to assess and shortlist suggested designs (to be finalised);
- the process to ensure there are no legal or other barriers to their use of the designs submitted (to be finalised); and,
- the process for managing the suggested designs after the selection process is completed (to be finalised).

Communications role in the lead-up to the first and second referendums

Its Terms of Reference require the Panel to continue in its public communications role in the lead-up to the first and second referendums, to help provide information to the public about the alternative flag designs. This will be separate from, and complementary to, the Electoral Commission's role in providing information to the public about how to vote in the referendum process, and encouraging participation.

The Panel's approach to this role is to be:

- undertaken with no presumption of change;
- consistent with the Crown's Treaty obligations
- fair and balanced;
- accessible and inclusive; and,
- consistent with the Panel's approved Engagement Strategy.

The Panel's specific objectives in performing this role ahead of the first referendum are to:

- help people get to know the alternative flag designs;
- highlight the uniqueness of the public's role in the process and the historical nature of the opportunity to participate;
- promote well-informed discussion and decision-making;
- encourage people to form their own personal views on the options; and,

-
- inform the public about the referendum process; in particular to highlight to voters that they need to 'rank' the alternative designs in order of preference.

In the lead-up to the second referendum, the objectives (to be confirmed) are to:

- provide opportunities for people to get to know the stories behind the two flags and see them in real-life situations;
- help people recognise the importance of national flags and the opportunity to have a say in the future of our flag; and;
- encourage open and informed discussions about the future of our flag.

2.2 Roles & Responsibilities

The roles and responsibilities for the members of the Secretariat are:

Director of the Secretariat, Kylie Archer

- Relationship management
- FCP liaison
- Project oversight
- Budget management

Executive Assistant, Jo Crawford

- FCP support
- Meeting management & minutes
- Secretariat support
- Project monitoring

Project Manager, Martin Rodgers

- Project management
- Resource planning
- Engagement planning & implementation

Senior Advisor, Robin Paratene

- FCP induction & support
- Relationship management
- Engagement planning
- Engagement implementation

Senior Advisor, Ian Thompson

- Stakeholder relations
- Risk management
- Legal and IP assurance
- Reporting and correspondence

Communications Advisor, Suzanne Stephenson

- MarComms strategy & planning
- Communications delivery
- Media management and training
- Media monitoring

Senior Digital Media Advisor, Georgie Wiles

- Digital strategy & planning
- Provider liaison
- Digital content planning
- Digital implementation

Digital Content Co-ordinator, Sam Buckler

- Digital implementation
- Digital responsiveness
- Digital monitoring

2.3 Key dates

Key dates for the New Zealand Flag Project. Please note that the dates are subject to legislative and parliamentary processes.

Milestone Description	Planned Date
First reading of New Zealand Flag Referendums Bill	12 March 2015
Responsible Minister approves FCP Engagement Plan	13 April 2015
Submissions on New Zealand Flag Referendums Bill close	23 April 2015
FCP public engagement begins	5 May 2015
Oral hearings on New Zealand Flag Referendums Bill finish	by 28 May 2015
Deadline for alternative flag designs	16 July 2015
Select Committee Reports back to the House on the New Zealand Flag Referendums Bill	29 June 2015
Third Reading of New Zealand Flag Referendums Bill	13 August 2015
FCP reports to Responsible Minister and recommends alternative flag designs	21 August 2015
New Zealand Flag Referendums Bill enacted	14 August 2015
Cabinet approves designs and ballot paper	31 August 2015
All readings of New Zealand Flag Referendums Amendment Bill	23 September 2015
New Zealand Flag Referendums Amendment Bill enacted	24 September 2015
First postal referendum opens	20 November 2015
First postal referendum closes and provisional results	11 December 2015

Second postal referendum opens	3 March 2016
Second postal referendum closes and provisional results	24 March 2016

Please note that the FCP and Secretariat are not responsible for all the work streams associated with the above key dates.

- The Ministry of Justice is responsible for the process around the New Zealand Flag Referendums Bill.
- The Electoral Commission is responsible for running the two postal referendums. The Panel has a communications role in this work stream.

2.4 Work streams Schedule

Appendix A outlines the proposed schedule of key milestones for tasks under each work stream.

2.5 Procurement of External Work Packages

This project will involve the procurement of external work packages for some work streams including the following:

- Flag Consideration Panel establishment and support:
 - Secure, online provider to enable soft-copy papers to Panel members*
- Marketing and Communications:
 - Marketing services*
 - Advertising services*
 - Media monitoring*
- Engagement (all stages):
 - Engagement Strategy*
 - Resource development i.e. education resource*
 - Translation services*
 - Co-ordination of public meetings*
- Design suggestion process:
 - IP/copyright terms and conditions*
 - Due diligence process*

-
- Flag design categorisation/sorting/publishing*

 - Research and evaluation:
 - Campaign monitoring*

 - Communications role in the lead-up to the first and second referendum
 - Resource development i.e. education resource*
 - Marketing services*
 - Advertising services*

** = completed as of 12 November 2015*

The procurement timeframes for this project are very tight due to the milestone dates pre-established by Cabinet. It **has been agreed** that officials from the Secretariat are responsible for undertaking the early stages of each procurement process and then present recommendations to the FCP **and / or** Chair for approval. As an example, in procuring marketing services, the Secretariat would develop the brief, identify potential suppliers and run the selection process, with input from external specialists. The Secretariat would then report back to the FCP on the process and recommend a supplier(s). Subsequently, the FCP would receive updates on the outputs produced by the supplier and then have the opportunity to approve the final designs, collateral etc.

Such sign off points have been incorporated into the project timeline attached.

3.0 Project Controls

3.1 Risk Management

A Risk Register has been developed to 'identify, analyse, respond and mitigate risk'. The project risks are to be continually monitored and managed throughout the course of the project. The register was **updated and** agreed at the Panel meeting on **23 July** 2015.

3.2 Stakeholder Plan

A plan to identify and manage stakeholders to ensure the success of this project was agreed at the Panel meeting on **26 March** 2015.

3.3 Marketing and Communications Plan

A Marketing and Communications Plan, including a digital strategy, was agreed at the Panel meeting on **11 August** 2015.

3.4 Engagement Strategy

The overall approach to engagement was agreed at the Panel meeting on 26 March 2015. The proposed Engagement Plan was then presented to the Deputy Prime Minister, which he approved on 13 April 2015. **The Panel subsequently agreed an updated engagement strategy on 11 August 2015.**

3.5 Reporting

The Director will provide a Secretariat Report to each meeting of the Panel, covering both financial and non-financial information as appropriate. This will be copied to the Clerk of the Executive Council

With the support of the Secretariat, the Chair of the Flag Consideration Panel will use these reports as the basis on which to provide regular updates to the Deputy Prime Minister as the Responsible Minister.

4.0 Financials

4.1 Funding Sources

The estimated cost is \$25.7m over two years. This cost is being provided by the Government and is to be allocated to the following agencies:

- The Department of Prime Minister & Cabinet to support the Flag Consideration Process
- The Ministry of Justice for Policy Advice and to progress related legislation
- The Electoral Commission to run the referendums
- The Minsity for Art, Culture & Heritage for Policy Advice.

Most of the cost is in holding two postal referendums (\$17.3m) and public consultation (\$6.7m).

4.2 Budget

A preliminary Project Budget was presented to the Panel meeting on 3 March 2015. Budget updates have been provided to subsequent meetings.

5.0 Research and Evaluation

5.1 Research and Evaluation Plan

The purpose of the research and evaluation plan is threefold:

- a. to assess the effectiveness of the engagement process in terms of;
 - i. how well it meets the guiding principles agreed by Cabinet; and,
 - ii. how well it achieves the aims of the engagement strategy agreed by the Panel.
- b. to inform the report to the Responsible Minister as detailed in sections 13 to 15 of the Panel's terms of reference;
- c. to provide a report to the Panel on the delivery and effectiveness of the process.

The Panel agreed the Plan at its meeting on 29 April 2015.

Appendix A – Workstreams breakdown and key dates

DRAFT

CONFIDENTIAL - NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE - VERSION 3.0 - 11 NOVEMBER 2015

Workstream	Tasks	Progress	Jan-15				Feb-15				Mar-15					Apr-15				May-15			
			5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25
Flag Consideration Panel Establishment	Nominations (CPG)	●			Final																		
	Appointments	●						Final															
	Acceptances	●							Final														
	Induction	●							Final														
	Process for FCP papers	●							Investigate												Final		
	Meetings	●								3		19	26				15		29	5			
Marketing and Communications	MarComms Strategy (including Digital Media)	●								Draft	Approve									Update			
	Social media planning	●								Prelim. Approve	Set up	Approve								Update	Launch		
	Public announcements	●							Panel											Launch	Update	Roadshow	
	Marketing services procurement	●							Plan	RFP			Select	Approve			Final						
	Website development	●							Interim			Brief	Approve				Review	Test	Final				
Engagement - Stage 1	Stakeholder management plan	●								Draft		Approve									N/letter		
	Engagement strategy / plan	●								Discuss	Draft	Approve	Final	Report to RS		RS Approve							
	Risk management plan	●								Draft		Approve							Update				
	Initial stakeholder engagement	●							Meet	Meet	Meet	Meet	Meet		Meet			Update					
Engagement - Stage 2	FCP media opportunities	●															Draft	Approve	Final				
	Pole device	●																					
	Collateral development	●														Approve	Develop	Initial		Final			
	Advertising	●														Draft	Confirm	Develop	Launch				
Engagement - Stage 3	Māori engagement	●									Approve	Plan							Final	Iwi Forum/Launch	Māori Council & Chch		
	Self-organised discussions	●								Approve	Plan								Resource	Launch			
	School focused activities	●								Approve	Plan					Promote		Resouce	Launch				
	Regional workshops roadshow	●									Approve	Plan						Final	Launch		Begin		
Suggested designs	Suggested designs	●																		Open			
	Selection process	●										Draft	Review				Agree						
	Guidelines + terms & conditions	●							Draft			Review	Review				Review		Agree	Promote			
	Criteria for FCP assessment	●																			Initial		
	Due diligence process	●								Develop			Develop				Review		Agree				
Communications - First referendum	Information on alternative designs	●																					
	Profiling the flags	●																					
	Resources for communities	●																					
	Media partnership activities	●																					
	Advertising	●																					
Reporting	To Responsible Minister	●												Report									
	To FCP	●								Update		Update	Update										
	To Clerk of Executive Council	●								Update		Update	Update										
	Media & social monitoring	●								Plan	Cost			Procure									

Progress Key

Not started Complete

Colour key

On track On watch Delayed

CONFIDENTIAL - NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE - VERSION 3.0 - 11 NOVEMBER 2015

Workstream	Tasks	Progress	Jun-15					Jul-15				Aug-15				Sep-15				Oct-15			
			1	8	15	22	29	6	13	20	27	3	10	17	24	7	14	21	28	5	12	19	26
Flag Consideration Panel Establishment	Nominations (CPG)	●																					
	Appointments	●																					
	Acceptances	●																					
	Induction	●																					
	Process for FCP papers	●																					
	Meetings	●			17					23	30			11			17						
Marketing and Communications	MarComms Strategy (including Digital Media)	●			Update											Update							
	Social media planning	●			Update											Update							
	Public announcements	●	Update				Update	Update	Close					Four flags					Fly flags		3 weeks to go		
	Marketing services procurement	●																			NZME		
	Website development	●							Update						Update								
Engagement - Stage 1	Stakeholder management plan	●	N/letter				N/letter							N/letter		N/letter					N/letter		
	Engagement strategy / plan	●																					
	Risk management plan	●																					
	Initial stakeholder engagement	●																					
Engagement - Stage 2	FCP media opportunities	●																					
	Pole device	●													Install								
	Collateral development	●																					
	Advertising	●			Review											Review							
Engagement - Stage 3	Māori engagement	●		Wgtn	Kingi tanga	Wai tangi																	
	Self-organised discussions	●																					
	School focused activities	●																					
	Regional workshops roadshow	●						End															
Suggested designs	Suggested designs	●					Promote		Close														
	Selection process	●								Top 75	To 15												
	Guidelines + terms & conditions	●																					
	Criteria for FCP assessment	●							Draft	Final													
	Due diligence process	●									Implement												
Communications - First referendum	Information on alternative designs	●												Website	Mags						NZPost		
	Profiling the flags	●																Flags		Tattoos	Bunting		
	Resources for communities	●																		Social skins	Edu		
	Media partnership activities	●																					
	Advertising	●																					
Reporting	To Responsible Minister	●												Report									
	To FCP	●			Update				Update	Update			Update										
	To Clerk of Executive Council	●			Update				Update	Update			Update										
	Media & social monitoring	●																					

Progress Key

Not started Complete

Colour key

On track On watch Delayed

CONFIDENTIAL - NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE - VERSION 3.0 - 11 NOVEMBER 2015



Workstream	Tasks	Progress	Nov-15		Dec-15				Jan-16				Feb-16				Mar-16						
			2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21
Flag Consideration Panel Establishment	Nominations (CPG)	●																					
	Appointments	●																					
	Acceptances	●																					
	Induction	●																					
	Process for FCP papers	●																					
	Meetings	●			20				15														
Marketing and Communications	MarComms Strategy (including Digital Media)	●			Update																		
	Social media planning	●			Update																		
	Public announcements	●				Have your say			Result								Update						Result
	Marketing services procurement	●																					
	Website development	●						Update	Update														
Engagement - Stage 1	Stakeholder management plan	●	N/letter						N/letter												N/letter		
	Engagement strategy / plan	●																					
	Risk management plan	●																					
	Initial stakeholder engagement	●																					
Engagement - Stage 2	FCP media opportunities	●																					
	Pole device	●			Update																		
	Collateral development	●																					
	Advertising	●			Review																		
Engagement - Stage 3	Māori engagement	●																					
	Self-organised discussions	●																					
	School focused activities	●																					
	Regional workshops roadshow	●																					
Suggested designs	Suggested designs	●																					
	Selection process	●																					
	Guidelines + terms & conditions	●																					
	Criteria for FCP assessment	●																					
	Due diligence process	●																					
Communications - First referendum	Information on alternative designs	●	Insert		DLE																		
	Profiling the flags	●	Billboard																				
	Resources for communities	●	Comm																				
	Media partnership activities	●		Summit & Hits	Bite & Travel																		
	Advertising	●		TVC	Tickers																		
Reporting	To Responsible Minister	●																					
	To FCP	●			Update				Update					Update									
	To Clerk of Executive Council	●			Update				Update					Update									
	Media & social monitoring	●																					

Progress Key

Not started Complete

Colour key

On track On watch Delayed

Be part of history



Rank these alternative flags in the first binding referendum 20 Nov - 11 Dec 2015

flag.govt.nz

Authorised by the Flag Consideration Panel



Flag Consideration Project

Overall Strategy

Engagement Proposition: Our flag. Our choice.

1. Understand	2. Awareness & Discussion	3. Create & Share	4. Select	5. Consider	6. Decide
<p>A clear outline of the process. Ensure key influencers have the correct facts;</p> <ul style="list-style-type: none"> • FCP • Media • Opinion formers 	<p>First & foremost people need to be aware that a referendum is taking place.</p> <p>Then encourage a wide and diverse conversation focused around;</p> <ol style="list-style-type: none"> 1. What's the purpose of a flag? 2. What do we want our flag to say about us? 	<p>Seek suggestions from a wide array of contributors.</p> <p>Encourage designs to be based on listening to the public's view of - 'what do we want our flag to say about us?'</p> <p>Share and socialise the suggested designs allowing further discussion to be created - and in turn shared.</p>	<p>Awareness & understanding that a referendum is taking place. This is an opportunity to explore options. Not about a decision of new versus old.</p> <p>Of the four designs put forward by the FCP rank your alternatives in order of preference.</p>	<p>Time to live with the idea of an alternative flag.</p>	<p>Yes / No.</p>



Flag Consideration Project

Objectives: Both Referendum

Communications activities will continue to be:

- undertaken with no presumption of change;
- consistent with Treaty obligations;
- fair & balanced;
- accessible & inclusive; and,
- consistent with approved Strategy.

 **Flag Consideration Project**

Objectives: First Referendum

To promote well-informed discussion & decision-making by:

- helping people get to know flag designs;
- highlighting historical opportunity; and,
- informing public about referendum process.

 **Flag Consideration Project**


Research

Colmar Brunton tracking survey for Clemenger BBDO

Sources of awareness (all waves)

	TV News / prog	W/paper magazine article	News websites	Radio news / prog	TV advert	Facebook	N/paper Magazine advert	Info leaflet
Intension to vote (< 60% 'very likely')								
Asian 37%	1	2	3=	3=	1	3	2	
15-29 yrs 52%	1	3	2		1=	1=	3=	3=
Canbury 53%	1	2	3=	3=	1	2	3	
Auckland 55%	1	2	3		1=	1=	3	
Female 55%	1	2		3	1	2	3	
30-39 yrs 57%	1		2	3	2	1		3

Intension to vote (13 – 20 August 2015)

 **Flag Consideration Project**

Progression of Activities

Activity (below)	1 - 14 Sept.	15 - 28 Sept.	29 Sept. – 12 Oct.	13 - 26 Oct.	27 Oct. – 9 Nov.	10 – 23 Nov.	24 Nov. – 7 Dec.
TVC						TVC – 30 seconds	TVC – 15 seconds
NZME partnership					Tats the Flag / Visitor vox / Flag Summit	The Hits / Bite & Travel magazines	
Be part of history / Rank					Adshels / billboards	Adshels / billboards	Billboards
Insert / A5 brochure				NZ Post / Kiwibank	Libraries / Newspapers / Press	Mall drop (< centres)	
Flags flying / bunting			Councils / On request	Proactive approaches			
Magazine adverts		Kia ora, Metro	Mindfood, The Listener	North & South	Kia ora, Aus Women's Weekly		
Social / Newsletters	Newsletter / Social	Social	KEA Newsletter	Newsletter / Social	Newsletter / Social	Social	Social
Website / digital	Announce 4 alternatives	Update with 5 th option					

 **Flag Consideration Project**

Website

Be part of history
Get ready to rank these five alternative flags

How to help (go with government) The NZ flag - your chosen emblem

The NZ flag — your chance to decide
This is the home of the Flag Consideration Project. During this year and early 2016, New Zealanders will consider options for our flag's future.

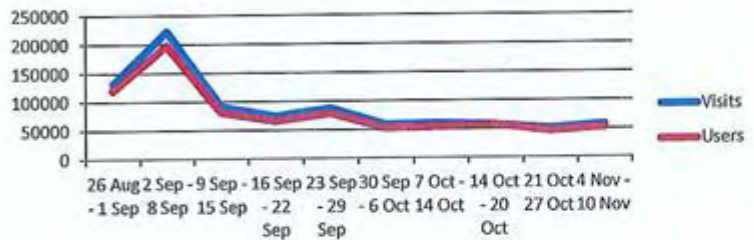
The alternative designs

How do the alternative flag designs look? You can see them in the gallery below. You can also see the original designs and their descriptions in the gallery below.

Alternative flag designs **Be ready to vote** **What the flag flying**

The flag designs will be shown to you in the gallery below. You can also see the original designs and their descriptions in the gallery below.

What do you think? Share your thoughts on the alternative flag designs. You can also see the original designs and their descriptions in the gallery below.



The five alternatives



Here are the five flag designs that eligible voters will rank in the first binding postal referendum this year, between 20 November and 11 December.

Following the extensive public engagement programme, 10,282 alternative designs were suggested and four were selected by the Flag Consideration Panel. Following this process, Parliament extended the number of alternatives to five, adding a fifth option for ranking in the first postal referendum.

Learn more about these designs, see them in context and meet the people who designed them.

Download the five alternatives and their official descriptions (PDF 104KB)

This document will be available in 20 other languages by mid-October.

See a list of translations for the alternative flags and their official descriptions.

Desktop

Flag designs

Designs on a sky background

Mobile

Profile photos

Flag Consideration Project

Digital Promotion

Placement	Impressions	Clicks
Metservice Takeover	433,939	6,005
Stuff Mobile Native	109,097	5,715
NZ Herald Native	317,498	948
Yahoo Native Stream Ads	723,946	4,412
Facebook Reach Block	1,164,987	56,106
Twitter	38,760	969



NZ communities fly alternative flags



More than 100 communities across New Zealand have taken the opportunity to fly one of the five alternative flag designs in the first binding postal referendum. The flag designs are: Silver fern (black, white and blue) by Kyle Lockwood; Red Peak by Aaron Quinlan; Kawa by Andrea Tyle; Silver fern (black & white) by Adolf Kasser; Silver fern (black, white and blue) by Kyle Lockwood.

Flag Consideration Project

Correspondence



Sent: Mon 16/11/2015 12:30 p.m.
To: flag@nz

Hi, NZ Flag Consideration Project Secretariat Team,

this in my eyes is a spin operation „par excellence“, because if 68% don't want a new flag in the first place (which are the latest numbers), why spent all the money?!

Alfred

From: user.feedback@govt.nz [mailto:user.feedback@govt.nz]
Sent: Tuesday, 29 September 2015 10:21 a.m.
To: Govt.nz
Subject: Something went wrong with www.govt.nz

From: user.feedback@govt.nz [mailto:user.feedback@govt.nz]
Sent: Monday, 2 November 2015 8:15 p.m.
To: Govt.nz
Subject: Something went wrong with www.govt.nz

Date: Nov 12 2015 11:17AM

Date: 29/09/2015 10:20am

Date: 02/11/2015 8:15pm

What were you doing:

What went wrong: Give us the existing flag as a choice. Let those of us who are proud of what we have show our support. You are trying to subvert the process by forcing people to become accustomed to a change option.

What were you doing:

What went wrong: Can you add the Red Peak to the New Zealand flag referendum

Name:

Name:

Telephone: 211336

First Name


Last Name

Contact Number

Email Address

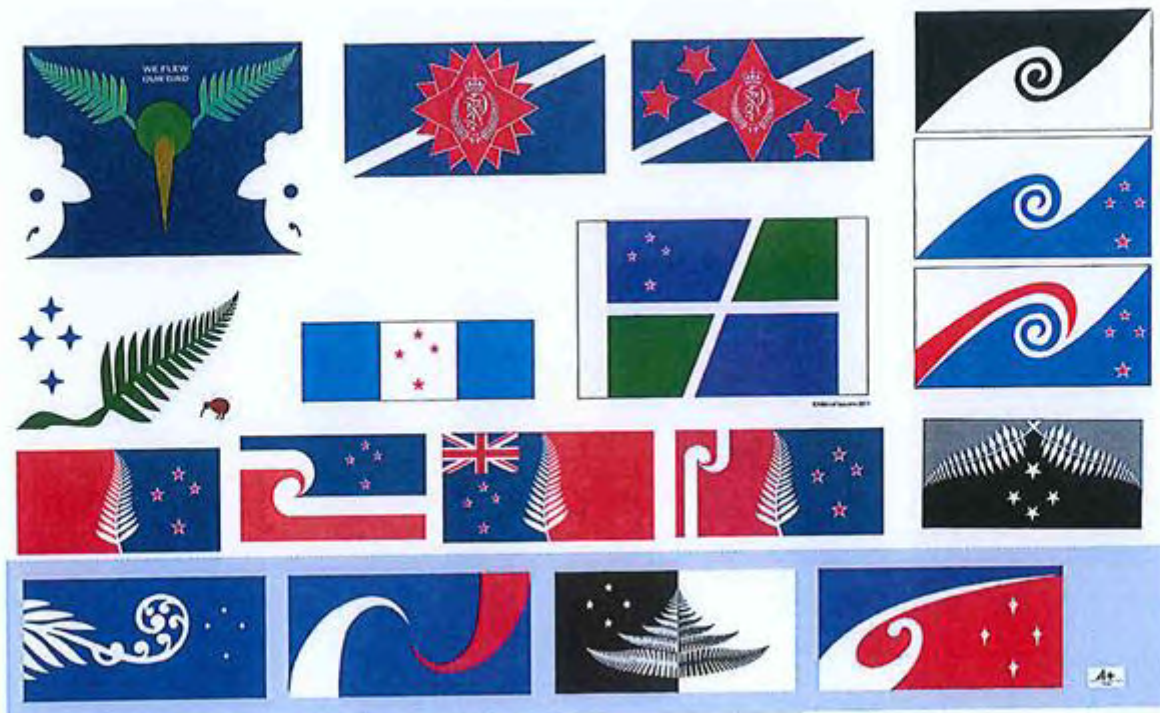
Nature of Enquiry:

Caller wants to have a discussion as why there are two separate referendums being held instead of one, he believes that it would have been better if the NZ flag was put along the line of

 **Flag Consideration Project**

Snippet of Late Entry Designs

(received after 16 July)



 **Flag Consideration Project**

Accessibility

Download the information brochure in English (PDF 1.3 MB)
 Download the information brochure in Māori (PDF 779 kb)
 Download the information brochure in large format (PDF 1.5 MB)
 For a more accessible video experience, request the YouTube
 HTML5 video player [↗](#)



> See the full transcript in English

Voda NZ 3G 4:00 PM
www.govt.nz

Silver Fern (Red, White and Blue)

Designed by Kyle Lockwood

[Official description for this design](#)

The dominant feature of this flag is a white fern frond that sweeps up diagonally from the bottom left corner to the right of the top centre. The left side of the fern is sitting on a red background. To the right of the fern there are four stars in the formation of

 **Flag Consideration Project**

Accessibility



- Voters with a visual impairment**
 8,000 New Zealanders receive
- a cover letter from the Electoral Commission, the Blind Foundation, and the Panel
 - large font versions of the FCP/Electoral Commission brochures;
 - a DVD which explains how telephone voting will work
 - Information in their preferred format (Braille, e-text, large font)



 **Flag Consideration Project**

Social Snapshot: Then

Stand for NZ
Facebook

Are you ready to tell us what YOU stand for? All New Zealanders have an exciting decision to make that may or may not result in change. Referendums is a unique opportunity that gives us a chance to think about what New Zealand means to us.

Find out more at <http://bit.ly/1QWVuf7>



So what do we say to the family/wahanau of those who fought and died under our flag!
Like · Reply · Message · 5 · July 19 at 6:26pm

It will be nice to have a flag that the rest of the world recognize as the NEW ZEALAND flag !!! and NOT the Australian flag !!
Like · Reply · Message · 2 · July 16 at 8:04pm

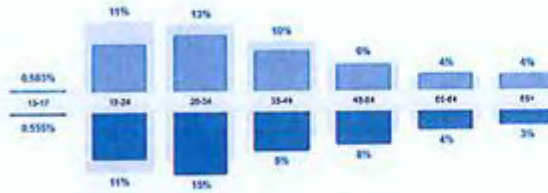
KOF -Keep Our Flag
Like · Reply · Message · July 19 at 11:31pm

How about we give money to something more important? Like poverty, the environment,homeless? No,we will spend it on something that doesn't need to be changed 😊
Like · Reply · 17 · July 17 at 5:54pm

Who is engaging with us on Facebook?
(Likes, Comments, Shares)

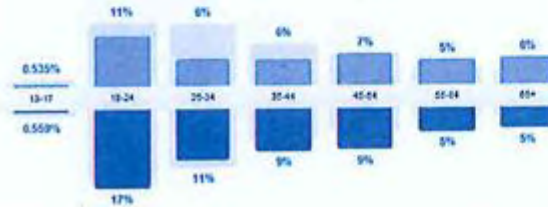
May 20, 2015

Women
48% People Engaged 57% Your Fans
Men
51% People Engaged 43% Your Fans



November 18, 2015

Women
41% People Engaged 52% Your Fans
Men
58% People Engaged 47% Your Fans



Social Snapshot: Post Announcement

Stand for NZ
Facebook

The four alternative flag designs that eligible voters will rank in the best binding referendum this year have been announced by the Flag Consideration Panel. Find out more here <http://bit.ly/1QWVuf7>



The Four Alternatives Unveiled
Learn more about the four alternative flag designs that eligible voters will rank in the best binding referendum later this year.

Wendy White Keep the flag change the prime minister
Like · Reply · Message · 1,472 · September 2 at 2:14am

leave the bloody flag alone
Like · Reply · Message · 13 · November 10 at 5:57pm

"Change of flag" referendum should have come first, before voting for a new flag. This is a total waste of resources. I don't believe we should change the flag. If Maori and other's representation is an issue, there are lots of ways to address first.
Like · Reply · Message · 1 · November 10 at 5:38am

Why are they not flying the current flag #nochange
Like · Reply · Message · 14 · October 28 at 6:59pm

I rank the five X X X X and will write "Keep New Zealand's current flag" on my referendum paper 😊
Like · Reply · Message · 5 · 5 hrs

Stand for NZ
Facebook

Get to know the five alternative flag designs that you'll rank in the first binding referendum between 20 November and 11 December this year. We know you love to support and celebrate - here's how the alternatives look when they are being waved in a crowd. To view more visit <http://bit.ly/1Vf80g7>




Like · Reply · Message · 3 · November 9 at 6:26pm

REFERENDUM OVER: "SUNDAY VOTING"
FOR THOSE THAT WANT TO KEEP OUR CURRENT FLAG - On your voting paper
Place a cross in each of the five boxes
Write in full "keep our current flag"
PAGE NOTE: INFORMAL VOTES ARE COUNTED
*Do not write or draw over the opposing flags or you will not cast a valid vote



Campaign Overview	Reach	Post Engagement	Percentage of Engagement
1st September - 17 November	1,274,667	117,474	9%

Social Snapshot: Now



[User] Love the sight of the (hopefully) the new flags flying, desperately need a New Flag after watching the AB's against Oz and seeing our two flags together embarrassing not a good look!
Like Reply Message 4 November 2 at 10:57am

[User] I want NZ to have our own unique flag and own unique identity. I've been part of a flag change group for at least four years...I'm very glad it's finally on the cards 😊
Like Reply Message 8 November 6 at 8:16pm

Shirley Downward Great idea to see the alternative flags flying as they would in real life I would be very disappointed in those choosing to void their vote. How lucky we have been to have this opportunity to make this decision rather than it being imposed. We have collectively had an opportunity to submit a design, to now rank the contenders and a final vote. We had no such choice over the current flag.
Like Reply Message 3 November 2 at 10:57am

[User] Yes. And it's time to even things out around here with a pic of the best option - great from a design perspective and also distinctly New Zealand



Like Reply Message 4 15 hrs

[User] Swelled and ready



Like Reply Message 3 22 hrs

[User] Oh damn...now I'm HUNGRY, & want a new flag! 😊
Like Reply Message 4 November 16 at 3:40pm

[User] If you dont make a genuine vote, dont moan about the results... its this one.

Dayne Horne People seem so caught up in the hate on John key side of this argument they are missing this opportunity for what it is, a chance for our country to really identify with our flag, the old one obviously doesn't do this for people or we would see it much more than we do, we see more silver fern flags at sporting events than our flag so why not put it on the flag and have one symbol of our country?

Media

4,724 news items
1 Sep-15 Nov (43% of total 11,043)

Indicative headlines since September:

1	"Four new flags - and four million opinions"
2	"Flag panel not far away from public choice"
3	"Flag change - conspiracy theories"
4	"Red Peak - the people speak"
5	"Current flag still favourite"

Average audience reach each week

2.6m
(media, excluding paid advertising)

3/18 media releases and associated publicity

- Four alternatives announced 1 Sep
- Flag sets available 9 Oct
- Referendum reminder 30 Oct

Media coverage
1 Sep-15 Nov 2015
No. of items by medium



Media query themes (and associated Panel interviews)

Flag Consideration Project
Media Queries 1 Sep-15 Nov 2015 (76/273)



Flag Consideration Project
Total Media Queries 5 May-15 Nov 2015 (273)



Flying the Flags

Local authorities



Wellington Town Hall



Pukerua Park, New Plymouth




Guyton Street, Whanganui



Viceroy Hotel, Napier



Events Centre, Queenstown

 **Flag Consideration Project**

Flying the Flags

Community Requests



Waiterenui Angus, Raukawa, Hastings



Hokitika Lions Club



Whakatane Golf Club



Bluewater Bar & Grill, Wellington



Te Marua Golf Club



Tui Oaks Motel, Taupo

 **Flag Consideration Project**

Flying the Flags / Bunting

Location of Flags



Frank Kitts Park Wellington



Bunting



Wairakei Resort & Chateau Tongariro



Flag Consideration Project

Print, Radio, Activation Partnership



"ANY CONVERSATION ABOUT CIVICS AND WHAT IT MEANS TO BE A NEW ZEALANDER IS VERY HEALTHY."
-JACKIE CLARKE

FLAG SUMMIT Listen now on HeartRadio.co.nz #ourflagnz



#ourflagnz

"LET'S MAKE HISTORY... BY BEING THE COUNTRY THAT PEACEFULLY CHOOSES WHICH FLAG REPRESENTS US BEST."
-KERRE MCIVOR

FLAG SUMMIT Listen now on HeartRadio 2B
LIVE 24 HOUR DEBATE - BE PART OF HISTORY!

#ourflagnz

"I DON'T THINK YOU CAN PUT A DOLLAR AMOUNT ON WHO WE ARE AND WHAT WE WANT TO REPRESENT US."
-DIETRICH SOAKAI

FLAG SUMMIT Listen now on HeartRadio.co.nz
LIVE 24 HOUR DEBATE - BE PART OF HISTORY!

Freedom to change flag important, says chairman

The nation and for its people, including the freedom of choice to select a new flag.

That was the message of the chairman of the Flag Consideration Committee, Sir John Key, in his opening address to the 24-hour Flag Summit.

Key said the nation has a right to choose a flag that represents the country and its people. He said the nation has a right to choose a flag that represents the country and its people.

Key said the nation has a right to choose a flag that represents the country and its people. He said the nation has a right to choose a flag that represents the country and its people.

nzherald.com

Home | National | Opinions | Business | Technology | World | Sport | Entertainment | Life & Style

The Flag Summit: 'Nobody fights for the flag'

By Paul Lewis
2014-07-24 10:30 AM NZST

The Flag Summit

Flag Consideration Project

Print, Radio, Activation Partnership



Flag Consideration Project

Print, Radio, Activation Partnership



5 bites of the flag

In foodie circles a new New Zealand flag requires a meal that reflects all that it represents. Warren Davis matches each flag to what might be set to become our new national dish.

For more on the alternative flags go to flag.govt.nz

Silver Fern Black, White and Blue!

Designed by Rob Coulson

1. Toasted corn cobs with a flag wrap and an avocado, as well as a fresh green sauce. The corn represents the silver fern, the avocado the white and blue, and the fresh green sauce the green fern fronds.

Red Peak

Designed by Steve Smith

1. Toasted corn cobs with a flag wrap and an avocado, as well as a fresh green sauce. The corn represents the silver fern, the avocado the white and blue, and the fresh green sauce the green fern fronds.

Koru

Designed by Andrew King

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Flag Consideration Project

Print



The Panel was guided by thousands of New Zealanders in selecting alternative designs. The Panel agreed a potential new flag should: be **unmistakably from New Zealand** and celebrate us as a progressive, inclusive nation, connected to its environment; be a **'great flag'** which means that it has enduring quality and will work well in all situations from celebration to commemoration; and be **inclusive**, in that all New Zealanders should be able to see themselves within it.



What is uniquely kiwi to you?
An **identifies us as a nation?**



All for changing our flag

The booklet "Be part of History" arrived in the mail today, sent by the Flag Consideration Panel. It is concise, informative and clear, showing each flag in five different situations.
Personally I am all for changing our flag as the current one really doesn't say NZ 2016 and beyond to me. I lived my early life under the Union Jack and am more than happy to let it go! I understand some groups, like the FSA, wanting to keep the status quo but did they not fight for a future, free, democratic New Zealand? I encourage my fellow citizens to forget what the politics behind the referendum may have been. Forget the cost, which in the grand scheme of government spending is a pittance. Changing the flag does not change any laws, agreements or treaties. The flag is simply what we stand by with pride on many occasions, from state events to royal visits to sporting events. This is a rare chance of a life time, so let's go for it!
DIKEDA BEINSTEIN



Flag Consideration Project


Out of Home



Flag Consideration Project

Television Commercial



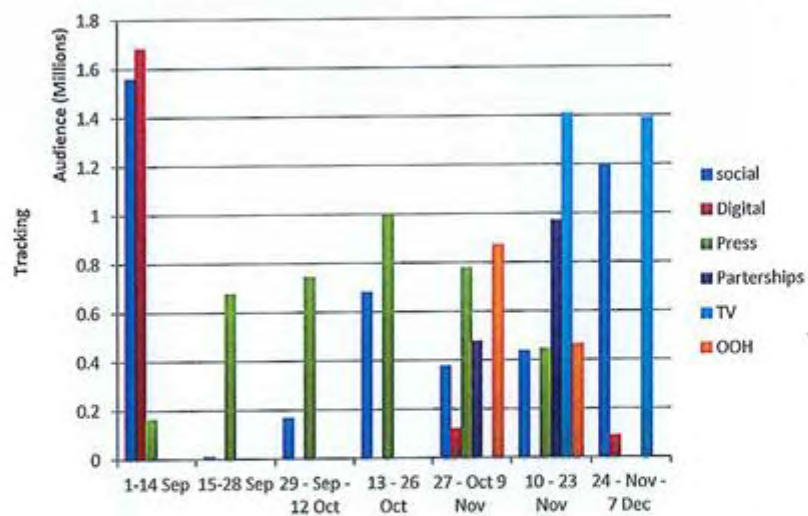
 **Flag Consideration Project**

Tracking

Tracking includes:

- Social reach
- Impressions on digital placements
- Audience for print
- Audience for NZME products
- Latest Nielsen data on TV reach
- And an estimation of billboard and adshel audience.


** These numbers are approximate – and include forecast numbers for Nov/ Dec.*



 **Flag Consideration Project**

Final Thoughts



 **Flag Consideration Project**

Objectives: Second Referendum

To encourage people to:

- get to know stories behind the two flags & see them in real-life situations;
- recognise importance of national flags & opportunity to have a say in the future of our flag; and,
- have open & informed discussions.

 **Flag Consideration Project**

Discussion

Questions for discussion:

- Which activities do you think worked particularly well?
- How can we build on what has worked to date?
- Which potential partnership opportunities should be considered?


Referendum Update

20 November 2015

 Flag Consideration Project

Timings

Date	Stage
Friday 20 Nov. 2015	First referendum opens
Friday 27 Nov. 2015	Estimated final date for voting papers to be received
Friday 11 Dec. 2015	Referendum closes (7.00pm)
Friday 11 Dec. 2015	Preliminary result announced by Electoral Commission 8.30pm (target time)
Tuesday 15 Dec. 2015	Official result announced by Electoral Commission 5.00pm (target time)

 Flag Consideration Project

Past Results


Event	Turnout (%)	Informal ballots (% of ballots received)
2014 General Election	77.9	0.45
Citizens Initiated Referendum (2013) Sale of state assets	45.1	0.3
2011 General Election	74.21	0.88
2011 Referendum on the Voting System Part A - Keep MMP voting system?	73.5	2.77
2011 Referendum on the Voting System Part B - If NZ were to change, which voting system would you choose?	73.5	33.14
Citizens Initiated Referendum Smacking / parental correction (2009)	56.09	0.62

 Flag Consideration Project

UMR Online Omnibus Survey (1 to 15 October 2015)

Single transferable vote result

Regardless of your opinion on whether or not you want to change the flag, we would like you to rank the remaining 5 flag designs from 1 to 5 with 1 being your favourite and 5 being your least favourite. – Based on the rankings given the single transferable vote method was applied to calculate a winning flag.

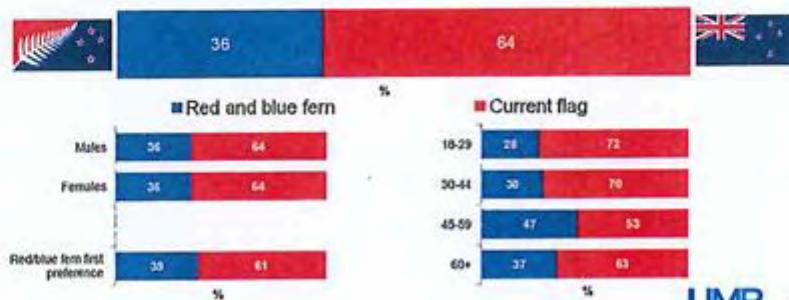
	Round one	Round two	Round three	Round four
	36.4%	37%	39.1%	51.8%
	32.9%	33.9%	37.7%	48.2%
	18.1%	21%	23.2%	
	6.6%	8.2%		
	6%			

UMR 7

UMR Online Omnibus Survey (1 to 15 October 2015)

Red and blue fern vs current flag – demographics

Now comparing the design below to the current flag, which would you like to be the New Zealand flag?



Second Referendum Order



Option A

Most preferred flag design from first referendum

Option B



The placement of flag design determined by lot pursuant to Section 24 of the New Zealand Flag Referendum Act 2003 on 18 November 2015.

Robert Proles 16/11/15

Robert Proles
Returning Officer

Witnessed by lot in my presence:

Judge John Walker 16/11/15

Judge John Walker
District Court Judge

Flag Consideration Project

BUDGET UPDATE

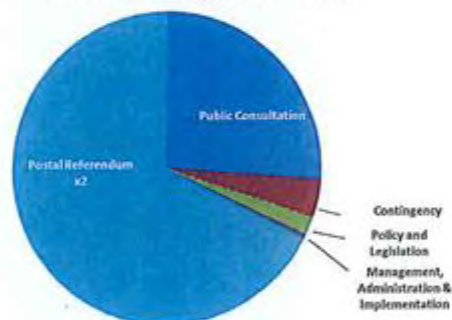
PROJECT BUDGET - RECAP

The total budget for the wider project is \$25.724 million

Agencies responsible for delivery of specific aspects of the project include - the Ministry of Justice, Electoral Commission, Ministry of Culture and Heritage and the Department of Prime Minister and Cabinet.

Almost two thirds of the overall budget (\$17.39 million) will support the Electoral Commission's delivery of the two referendums. The budget for the Flag Consideration Panel is \$9.480 million.

New Zealand Flag Project Budget



stuff.co.nz 17 November 2015

Flag Referendum: What else could we get for \$26 million?

Public consultation costs



Source: Flag Consideration Project

The 2015 Budget sets out \$68.8 billion in Government spending for the coming financial year. The entire election 24 flag referendum will account for about 0.05% percent of the budget.
So what else does \$26 million get the taxpayer? Here are a few examples of similar expenses in the 2015/16 Budget:

- *\$8.8 million for development of Central City anchor projects for the Christchurch rebuild
- *\$27 million for the Crown's contribution to regional geospatial management
- *\$27.8 million for policy advice to the Ministry of Primary Industries.

Flag referendum: Where the \$26M goes



Referendum vs total government spending



● Government expenditure 2015/16 ● Flag referendum cost

GENERAL

- The FCP budget is \$9.480 million,


59(2)(g)(i)

CONTINGENCY

- A project contingency of \$1.000 million sits within the FCP budget.
- It is intended for use in exceptional circumstances by any of the key agency partners.
- A formal approval process is in place for any contingency use.
- No contingency spend has been approved to date so it is projected at \$1.000 million under budget.

YEAR END & SELECT COMMITTEE REPORTING

- The Secretariat will continue to support regular forecasting, month end processes and work to ensure accurate financial reporting to support any proactive releases and Select Committee reporting next year.

 Flag Consideration Project

Item	2014/2015 (EST) BUDGET	2015/2016 (EST) BUDGET	2022/23 BUDGET
Public Consultation Process Flag Consideration Panel - Governance	233	233	466
Public Consultation Process Website	644	132	776
Public Consultation Process Public events and meetings	104	104	208
Public Consultation Process Secretariat	665	613	1,278
Public Consultation Process Communications and Engagement	2,740	1,261	4,001
1 st Referendum - Public education campaign	0	1,500	1,500
2 nd Referendum - Public education campaign	0	250	250
Project contingency	500	500	1,000
TOTAL PCP Budget	4,886	4,593	9,479

59(2)(g)(i)