

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	29 April 2015 (FCP Min Ref: 290415) 11am until 4:00pm
VENUE	Wellington – Justice House, 19 Aitken St, Level 3, Room 3:14
PANEL ATTENDEES	Emeritus Professor John Burrows (Chair), Kate de Goldi (Deputy Chair), Nicky Bell, Peter Chin, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan, Rhys Jones, Stephen Jones
APOLOGIES	Rod Drury, Beatrice Faumuina, Julie Christie
PRESENT	Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Ian Thompson (Senior Advisor) and Robin Paratene (Senior Advisor), Suzanne Stephenson (Comms Advisor), Georgie Wiles (Senior Digital Media Advisor)

AGENDA

ITEM	TIME	TOPIC	PRESENTED BY
1.	11:00am	Welcome from the Chair (tea and coffee on arrival) <ul style="list-style-type: none"> 15 April Meeting notes and actions (for approval) 	Chair Prof John Burrows
2.	11.15am	Ministry of Justice <ul style="list-style-type: none"> Oral update - New Zealand Flag Referendums Bill 	Gina Smith, Policy Manager s9(2)(a) Policy Advisor
3.	11.45pm	Launch briefing and key message update	Suzanne Stephenson
4.	12.45pm	LUNCH and Panel introduction video recording (draft script to be provided Monday 27 April)	Georgie Wiles
5.	1.45pm	Presentation from the Herald of Arms	Phillip O'Shea, NZ Herald of Arms Extraordinaire
6.	2.00pm	Flag selection process update	Ian Thompson
7.	2.30pm	Research and Evaluation	Martin Rodgers
8.	3.00pm	Project Plan	Martin Rodgers
9.	3.15pm	General Business <ul style="list-style-type: none"> Secretariat Report (to note) Budget update (to note) Media Monitoring Summary (to note) Update Correspondence register (to note) 	Secretariat

Next meeting: 10am – 2.30pm, 5 May 2015 (Wellington – Te Papa) - Media Launch & short FCP meeting

NEW ZEALAND FLAG CONSIDERATION PANEL

DATE	15 April 2015 (FCP Min Ref: 150415) 11am until 4:00pm
VENUE	Commodore Airport Hotel, Christchurch
PANEL ATTENDEES	John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Julie Christie, Rhys Jones, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan
APOLOGIES	Rod Drury, Beartrice Faumuina, Stephen Jones
PRESENT	Kylie Archer (Director), Jo Crawford (Executive Assistant), Robin Paratene (Senior Advisor) and Ian Thompson (Senior Advisor)

MEETING NOTES AND ACTIONS

ITEM	TOPIC	DECISIONS & NOTES	DEADLINES
1.	Welcome from the Chair	<ul style="list-style-type: none"> • 26 March Meeting notes and actions approved. • The Chairman provided an update from his meeting with Minister English on Monday 13 April 2015. • NZ Story Video – played at meeting 	
2.	Marketing and Design	<ul style="list-style-type: none"> • Following the marketing and design preliminary brand and campaign presentation by Clemenger BBDO the proposed approach was approved in principal. • Secretariat to ensure that bilingual campaign elements and media placement are considered as part of the wider programme. • An update regarding the media launch and key messages will be provided at the next meeting. 	29 April 2015
4.	Engagement Strategy	<ul style="list-style-type: none"> • The Panel noted that a resource to support communities to undertake their own discussions is 	

		<p>being developed.</p> <ul style="list-style-type: none"> • The Panel agreed in principle to the approach to the community meetings and road show, with further details regarding Panel participation to be provided next week. • The Panel agreed to engage with Māori, iwi and hapu in a manner consistent with the Crown's Treaty of Waitangi obligations. • The Panel agreed to engage professional facilitators and cultural advisors for the community workshops and Māori engagement hui. • The Panel noted the development of information packs to support panel activity. 	23 April 2015
5 and 6	Flag Selection Process and Flag Design Terms and Conditions	<ul style="list-style-type: none"> • The Panel discussed the Flag Design Terms and Conditions and these were agreed in principle, with the exception of clauses 8 and 11. The Secretariat will provide further options for these clauses at the next meeting. • The Panel agreed the flag design selection process as outlined. • The Panel agreed that the Yes/No decision in the Preliminary Selection phase will be based on guidance received regarding flag designs. • The Panel agreed that evaluation criteria will be developed during the public engagement phases, to be finalised on 23 July. • The Panel agreed that the shortlist of 15 designs will not be published during the design selection process. • The Panel discussed the composition of the Advisory Group. The Secretariat will provide an update at the next meeting. • The Panel agreed that a professional facilitator will be appointed to guide the Flag Consideration Panel meeting on 11 August. • The Panel nominated Nicky Bell, Rhys Jones and Kate De Goldi to attend the Advisory Group session on a day between 22-30 July. • The Panel noted that an assessment tool is being developed. • The Panel noted the final Flag Design Guidelines with minor amendments. • The Panel noted a future decision to be made on 23 July regarding the opportunity to publish the top 75 designs. 	<p>29 April 2015</p> <p>29 April 2015</p> <p>23 July 2015</p>
7.	Summary of positions	Presentation from Malcolm Mulholland	

8.	<p>General Business</p>	<ul style="list-style-type: none"> • The Panel noted the Secretariat Report. • The Panel agreed to move the 5 May meeting from Auckland to Wellington (since confirmed 10am until 2.30pm). • The Panel noted the budget update. • The Panel noted the correspondence register. 	
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Update on New Zealand Flag Referendums Bill for Flag Consideration Panel

What does the New Zealand Flag Referendums Bill do?

The Bill establishes the process for two postal referendums on the New Zealand flag. It provides for:

- the conduct of the referendums, including the voting papers and process
- rules for voters and promoters of flag designs
- legislative amendments to implement and transition to a new flag if there is a vote to change the flag.

More detail on the content of the Bill was provided in the induction pack, which included a 3-page overview of the Bill.

Timeline

The Bill was introduced to Parliament on 9 March 2015 and is going through the parliamentary process required for a bill to become law. A 1-page overview of this process was provided in the induction pack.

The Bill is currently being considered by the Justice and Electoral Committee. The table below shows the key steps that the Bill has gone through or is scheduled to go through:

Milestone for the New Zealand Flag Referendums Bill	Date
First reading and referred to Justice and Electoral Committee	12 March 2015
Public submissions on Bill closed	23 April 2015
Justice and Electoral Committee briefed by officials from Ministry of Justice and Ministry for Culture and Heritage on the Bill and start to hear oral submissions	30 April 2015
Justice and Electoral Committee report back to Parliament on the Bill (changes to the Bill may be made by majority of the Committee)	By 29 July 2015
Bill is enacted and becomes law (the Committee of the Whole House stage provides opportunity for changes to the Bill to be made)	By 25 August 2015
Cabinet agrees to alternative flag designs to be inserted into the first referendum voting paper	By 14 September 2015
First referendum	20 November – 11 December 2015
Second referendum	3-24 March 2016

Relationship between Bill process and Panel's process

Over the next few months there is a chance that the Justice and Electoral Committee or Parliament could amend the Bill. Any amendment to the Bill could impact on the Panel's process, particularly if it relates to the number of alternative flag designs in the referendum process or the overall referendum structure. The Secretariat will be kept informed of any potential changes that may impact on the Panel's work.

New Zealand Flag Consideration Panel

Flag Selection Process Update – 29 April 2015

Recommendations

It is recommended that the Flag Consideration Panel:

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|---|--|----------------------------|
| 1 | Agree the composition of the Advisory Group and Terms of Reference (attached as Appendix 1) as outlined in this document | AGREE / DISAGREE / DISCUSS |
| 2 | Agree that representatives of the Designers Institute and visual arts community provide guidance to inform the 'Yes/No' decisions | AGREE / DISAGREE / DISCUSS |
| 3 | Note that Clauses 8 and 11 of the Flag Design Terms and Conditions are being reworded and options will be presented in the 29 April Panel meeting | NOTED |
| 4 | Agree the legal due diligence plan outlined in this document | AGREE / DISAGREE / DISCUSS |
| 5 | Note the previous design selection process paper (minus its associated appendices), attached as Appendix 2, where the following decisions were made decisions made on 15 April: <ul style="list-style-type: none">• Agreed the overall design selection process• Agreed the Yes/No decision be based on guidance received regarding flag designs• Agreed evaluation criteria are developed during the public engagement phases and finalised on 23 July• Agreed the shortlist of up to 15 designs are not published during the design selection process• Agreed that a professional facilitator is appointed to guide the Panel meeting on 11 August• Nominated Nicky Bell, Rhys Jones, and Kate De Goldi to attend the Advisory Group session on a day between 22-30 July | NOTED |

Kylie Archer

Director, New Zealand Flag Consideration Project Secretariat

Introduction

- 1 This report presents updates on the design selection process for approval by the New Zealand Flag Consideration Panel (FCP). The updates are based on comments received from the FCP at its meeting of 15 April.
- 2 The FCP provided specific feedback regarding the Advisory Group components of the process and the Flag Design Terms and Conditions. Both these aspects have been reworked in light of this feedback. The Advisory Group component is presented below, and options for Clauses 8 and 11 of the Flag Design Terms and Conditions will be presented at the 29 April meeting.
- 3 The design selection process document presented to the FCP on 15 April also noted that the legal due diligence process would be presented in further detail for the FCP and its meeting of 29 April; this process is now included below for approval.

Advisory Group Composition

- 4 In late July 2015, the shortlist of approximately 75 designs will be provided to an 'Advisory Group' to review and give comment on each design from a technical, not subjective perspective, specifically focusing on any potential issues.
- 5 After receiving feedback from the FCP, it is recommended the Advisory Group is composed of:
 - The New Zealand Herald of Arms Extraordinary
 - One or two representatives nominated by the Designer's Institute
 - An design expert who lives and works outside New Zealand
 - One or two representatives from the visual arts community
 - Jock Phillips (noted New Zealand historian, Senior Editor at Te Ara)
 - Cultural advisors, likely from the Māori Trademark Advisory Committee, Te Puni Kokiri, the Ministry of Pacific Island Affairs, Te Papa, and the Asia New Zealand Foundation.
- 6 All Advisory Group representatives will be expected to sign standard confidentiality agreements and disclose any conflicts of interest. Note that the organisations and individuals mentioned above have not yet been formally approached and therefore their involvement is to be confirmed.

Terms of reference

- 7 A draft Terms of Reference for Advisory Group members has been developed and is attached for approval as Appendix 1.

Guidance for 'Yes/No' decisions

- 8 It was agreed at the FCP meeting of 15 April that the Preliminary Selection stage will be conducted on an individual 'Yes/No' basis and that these 'Yes/No' decisions will be based on *Guidance received regarding flag design*.

- 9 It was also agreed that this guidance be based on the flag design induction materials, the flag design guidelines, and advice received in person from the New Zealand Herald of Arms Extraordinary at the FCP meeting of 29 April
- 10 Additionally, it is recommended that the FCP receives guidance from up to two representatives each from the Designer's Institute and from the visual arts community. This advice will be in the form of a presentation at the FCP meeting of 5 May as well as a brief written summary (less than a page). The basis for presentations/written summaries will be:
- *From your perspective, what makes a good flag design? Outline up to five keys for effective flag design. Examples should be clear and easy to put into practice*
 - *From your perspective what makes a poor flag design? Examples should be clear and easy to put into practice*
 - *Are there any other meaningful factors that you believe the FCP should take into account when considering designs?*

Flag Design Terms and Conditions

- 11 At its meeting of 15 April the FCP discussed possible wording around criminal checks to be included in the design Terms and Conditions (rewording clauses 8 and 11). s9(2)(h)
- 12 These options, along with the external legal advice, will be provided to the FCP at its meeting of 29 April.

Legal due diligence process

- 13 One of the responsibilities of the FCP is to present a shortlist of designs to the Deputy Prime Minister. The designs are to be approved by Cabinet and then inserted as the alternative flag designs in the first referendum of the Flag Consideration Project.
- 14 It is imperative that the designs go through a rigorous external legal due diligence process so that the designs presented to the Deputy Prime Minister are free from any legal impediments (CAB Min (14) 34/1).
- 15 There are potentially significant risks, particularly around copyright, with the flag designs that will be suggested for the New Zealand Flag Consideration Project. The due diligence process in this document will attempt to mitigate these risks as much as possible.
- 16 Ultimately, however, no due diligence process that is developed will be perfect because we do not have access to perfect information. Many images protected by copyright are simply not published anywhere and for those that are published, there is no central database to search for those images.

17 It is therefore our responsibility to ensure that the process put in place is as robust as possible and minimises the inherent risks. The Secretariat has enlisted the services of intellectual property Lawyers AJ Park who have provided input and advice on the following legal due diligence process.

Detailed legal due diligence process

s9(2)(h)

Initial legal due diligence

s9(2)(h)

s9(2)(h)

Further legal due diligence

s9(2)(h)

Risks and issues in the legal due diligence process

s9(2)(h)

¹ IPONZ has not yet been approached regarding the searches; their participation is therefore to be confirmed.

s9(2)(h)

Consultation

30 The legal due diligence process was developed in consultation with AJ Park.

Appendices

Appendix 1 – Draft Advisory Group Terms of Reference

Appendix 2 – Previous design selection process paper

Appendix 1 – Draft Advisory Group Terms of Reference

Background

1. On 28 October 2014, Cabinet agreed to a process to consider changing the New Zealand Flag. The Responsible Minister appointed the Flag Consideration Panel in February to be the 'face' of this process.
2. The role of the Panel is to design and lead the public engagement process over the New Zealand Flag which will culminate in a binding postal referendum. They are also responsible for recommending the four alternative designs to be included in the first referendum.
3. The Panel will seek input from design experts, tikanga Māori experts, and other experts as required, to ensure a range of suitable alternative designs are available, that any proposed designs are workable, and that there are no impediments to the choice of proposed designs.

Role of the Advisory Group

4. On **22 July 2015**, the Secretariat will provide approximately 75 designs to members of the Advisory Group to review from a technical, not subjective perspective, specifically focusing on any problematic designs. The Advisory Group will also provide advice on any alternative designs they feel are particularly strong.
5. A meeting time will be agreed on a day between **22 and 30 July 2015** in which all Advisory Group members will meet to discuss each of the 75 designs. Three Panel members will also attend this meeting as observers in order to provide context where required to Advisory Group members, and to report back to the wider Panel at their meeting of 31 July 2015.

Expectations of Advisory Group members

6. Membership on the Advisory Group is voluntary and unpaid.
7. All Advisory Group members will be expected to keep all information confidential and will be asked to sign a standard confidentiality agreement. Advisory Group members will also be expected to declare any conflicts of interest.

Composition of the Advisory Group

8. The Advisory Group will be composed of:
 - A facilitator
 - The New Zealand Herald of Arms Extraordinary
 - One or two representatives nominated by the Designer's Institute
 - An design expert who lives and works outside New Zealand
 - One or two representatives from the visual arts community
 - Jock Phillips (noted New Zealand historian, Senior Editor at Te Ara)
 - Cultural advisors, likely from the Māori Trademark Advisory Committee, Te Puni Kokiri, the Ministry of Pacific Island Affairs, Te Papa, and the Asia New Zealand Foundation.

Appendix 2 – Previous design selection process paper

New Zealand Flag Consideration Panel

Proposed process for selecting flag designs

Recommendations

It is recommended that the Flag Consideration Panel:

6	Agree the Flag Design Terms and Conditions attached as Appendix 2	AGREE / DISAGREE / DISCUSS
7	Agree the flag design selection process outlined in this report	AGREE / DISAGREE / DISCUSS
8	Agree the Yes/No decision in the Preliminary Selection phase will be based on guidance received regarding flag designs	AGREE / DISAGREE / DISCUSS
9	Agree that two evaluation criteria are developed during the public engagement phases, to be finalised on 23 July	AGREE / DISAGREE / DISCUSS
10	Agree that the shortlist of 15 designs are not published during the design selection process	AGREE / DISAGREE / DISCUSS
11	Agree the composition of the Expert Group	AGREE / DISAGREE / DISCUSS
12	Agree that a professional facilitator is appointed to guide the Flag Consideration Panel meeting on 11 August	AGREE / DISAGREE / DISCUSS
13	Nominate two Panel members to attend the Expert Group session on a day between 22-30 July	NOMINATE
14	Note an assessment tool is being developed	AGREE / DISAGREE / DISCUSS
15	Note the final Flag Design Guidelines attached as Appendix 3	NOTED
16	Note a future decision to be made on 23 July regarding publishing the top 75 designs	NOTED

Kylie Archer

Director, New Zealand Flag Consideration Project Secretariat

Introduction

- 31 This report presents the design selection process for approval by the New Zealand Flag Consideration Panel (FCP). The process is based on previous discussions and includes seeking appropriate advice to ensure the recommended designs are workable and that there are no impediments to their potential future use as the New Zealand Flag.
- 32 The FCP has previously considered and discussed the process for receiving alternative flag design suggestions. This has included the development of design guidelines as well as a set of terms and conditions which people suggesting designs will need to agree to. The guidelines were agreed with minor changes at the FCP meeting of 26 March and are provided for noting as Appendix 2. The terms and conditions received more substantive changes on 26 March and are therefore provided as Appendix 3 for FCP discussion and approval.

Design selection process

- 33 The design selection process will occur during the *Understand, Discuss, and Create and Share* engagement phases and can be separated into four stages:
- *Preliminary Selection*
The aim of this stage is to take all the initial alternative flag suggestions, review them appropriately to refine the list to a manageable number (approximately 75), noting there are significant time constraints.
 - *Short-listing*
The aim of this stage is to take the results of the Preliminary Selection and refine the list to the 15 best designs to proceed to the next stage, taking into account advice from an Expert Group.
 - *Draft Final FCP Decision*
The aim of this stage is to review the 15 best designs and select four, taking into account legal due diligence advice.
 - *Final FCP Decision*
The aim of this stage is to submit a report to the Responsible Minister confirming the four alternative designs for inclusion in the first referendum, taking into account further international legal due diligence.
- 34 The rest of this report discusses each of these stages in detail. The basic principle of the design selection process is that **every FCP member sees every design** that meets the minimum standards in the Flag Design Guidelines.
- 35 A flow diagram showing the overall design selection process has been included as Appendix 1.
- 36 Legal advice on the design selection process is being sought, the result of which will be reported back to the FCP at its meeting of 15 April.

A. Preliminary Selection

- 37 Alternative flags will be suggested online and in hard copy from 4 May 2015. Anyone wishing to suggest a design will have been encouraged to read the Flag Design Guidelines and will be required to agree to the terms and conditions. Hard copy design suggestions will be uploaded to the website by the Flag Consideration Panel Secretariat (the Secretariat).
- 38 All suggestions will receive an automatic acknowledgement and will then be reviewed against the minimum standards outlined in the Flag Design Guidelines by the Secretariat.
- 39 Designers whose flags meet the minimum standards will receive an email from the Secretariat informing them that their design will be considered by the FCP. Note that as long as the minimum standards have been met, a design that includes a known copyrighted symbol will not be excluded from consideration (as per the Flag Design Guidelines).
- 40 Designers whose flags do not meet the minimum standards will be notified by the Secretariat that their design will not be considered by the FCP.
- 41 Designs for consideration will then be provided to the FCP for Preliminary Selection. Therefore the Preliminary Selection stage could begin as early as 5 May and will run until just after design suggestions close on 16 July.
- 42 An **assessment tool** is being developed for FCP use. Some key assumptions about the tool are:
- The tool will be fast and easy to use
 - It will be in a secure environment
 - At any time FCP members will have the ability to go back to designs they have previously assessed
 - FCP members will have the ability to update their assessments
 - The Secretariat will be able to easily compile and report on results
- 43 The Preliminary Selection stage will be conducted on an individual 'Yes/No' basis. What these 'Yes/No' decisions are based on is vital to the integrity of the overall process. After careful consideration it is recommended that the FCP base their 'Yes/No' decisions on ***Guidance received regarding flag design***. The guidance received will be informed by:
- a. **Flag design induction materials**
 - b. **Flag Design Guidelines** (to be published in early May)
 - c. Advice received in person from the **New Zealand Herald of Arms Extraordinary** at the FCP meeting of 29 April
 - d. Advice received in person and a brief statement (less than a page) from the **Designers Institute** at the FCP meeting of 5 May

s9(2)(g)(i)

- 44 Note that the organisations mentioned and individuals mentioned above have not yet been formally approached and therefore their involvement is to be confirmed.
- 45 FCP members will have the opportunity to highlight up to two 'favourite' designs to automatically go through to the Short-listing stage, regardless of other FCP members' assessments.
- 46 The Preliminary Selection stage will need to be concluded by 22 July.

B. Short-listing

- 47 The Secretariat will collate all FCP members' 'Yes/No' responses and highlight the top 75 designs to be included for further assessment. This will be based on the highest percentage agreement for each of the designs, for example a flag would likely be included if 80% of the FCP selected 'Yes'. The list of 75 will include all FCP members' 'favourite' designs (up to 24 designs).
- 48 The Secretariat will provide the top 75 to the FCP by 22 July, along with a report which will include:
- A summary of the Preliminary Selection stage
 - Overall trends in the suggestions
 - A summary of any notable public response to particular designs
 - Draft evaluation criteria

Expert Group

- 49 The top 75 designs will also be provided by the Secretariat to an 'Expert Group' to review and give comment on each design from a technical, not subjective perspective, specifically focusing on any potential issues. The Expert group should operate in an advisory capacity only; it is up to the FCP to decide whether or not to accept their advice.
- 50 The Expert Group membership should be voluntary and is recommended to include:
- A facilitator
 - The New Zealand Herald of Arms Extraordinary
 - A representative from the Designer's Institute
 - s9(2)(g)(i)
 - Jock Phillips (noted New Zealand historian, Senior Editor at Te Ara)
 - Cultural advisors, likely from Te Puni Kokiri, the Ministry of Pacific Island Affairs, Te papa, and the Asia New Zealand Foundation
- 51 All Expert Group representatives will be expected to sign standard confidentiality agreements and disclose any conflicts of interest. Note that the organisations and

individuals mentioned above have not yet been formally approached and therefore their involvement is to be confirmed.

- 52 A terms of reference will be developed for the Expert Group and will be provided to the FCP for approval ahead of their meeting on 29 April.
- 53 It is recommended that two FCP members attend the Expert group session to observe, provide comment as required, and report back to the wider FCP. The Expert Group session will occur on a day between 22 and 30 July.

FCP meeting 23 July

- 54 The FCP will **meet on 23 July** (possibly via teleconference) to review the report and to agree the two evaluation criteria which will be used to score the top 75 designs. The evaluation criteria will be informed by feedback collected during the public engagement process.
- 55 FCP members will also have the opportunity at this point to commission new designs (as per the FCP Terms of Reference).
- 56 At the meeting, consideration could be given to **publicising the 75 designs**. The benefit of this is that it continues to involve the public in the process and provides a large degree of immediate transparency. It also gives the public the opportunity to raise any issues with particular designs (for example any issues over intellectual property) which could aid the upcoming legal due diligence process.
- 57 However, publicising the 75 designs does carry an element of risk, particularly if a specific design that is publicly 'supported' is not included. This risk can be mitigated to a good extent by identifying supported designs that are not included and clearly explaining why not. It is highly likely that there will be an excellent reason for a supported design's exclusion.
- 58 Given this risk it is recommended that, if the FCP does want to publicise the top 75, the Responsible Minister is briefed on the decision on a 'no-surprises' basis. The briefing would provide an overview of the top 75 designs, FCP decisions to that point, and comment on any potential issues. The briefing would be provided to the Responsible Minister on 31 July.
- 59 It is recommended that the decisions around publicising the 75 designs are made at the FCP meeting of 23 July when more information is available (for example when the designs are known, and after the FCP has engaged with the public).
- 60 The likely timing for publicising the designs would need to be confirmed at a later date, however it is estimated to be around 5 August.

Scoring and short-listing

- 61 Between 24 and 29 July, FCP members will individually **score** the 75 designs based on the two criteria agreed during the 23 July meeting.
- 62 The **FCP will then meet again on 30 July** where the 75 designs will be reviewed and a short-list of 15 selected. The 75 designs will be presented in the meeting with their collated individual scores by the Secretariat. FCP members will discuss the merits of

all designs, taking into account any feedback from the panellists present at the Expert Group session, and the top 15 will be agreed.

63 The FCP may also take the opportunity to refine any of the designs as appropriate. Design refinements at this stage are limited to:

- Colour changes
- Upgrading the quality of any hand-drawn designs
- Minor shape or placement adjustments
- Merging two or more designs to form one design

C. Draft Final FCP Decision

Initial legal due diligence

64 Following the Short-listing stage, the top 15 designs will be sent to AJ Park (intellectual property lawyers) for initial legal due diligence between 31 July and 10 August.

65 AJ Park will provide a full due diligence plan for FCP review by 29 May, however it is expected that their process will include:

s9(2)(h)

66 AJ Park will provide a report to the FCP with relevant legal comment for each of the 15 designs by 10 August.

67 The FCP may wish to consider publicising the top 15 designs **on 31 July** to further aid the due diligence process; upon seeing the short-listed designs any person with a legal issue (for example regarding intellectual property) could come forward. Another benefit of publicising the top 15 designs is that it promotes transparency and keeps the public engaged in the project.

68 However, there are significant risks with publishing the top 15 designs. This may result in individuals campaigning for his or her design and advocating through a popular vote, which would not be in keeping with the gravitas of the decision to be made. Furthermore, the selection of the final four alternative designs will involve

further considerations and due diligence of these 15 designs. It is preferable for the Panel to be able to make its selection, taking all these considerations into account, without having to subsequently justify why popular designs from the 15 were not subsequently selected. The Panel will explain the rationale behind its selection of the final four, and why others were not selected, in a generic sense. However, having to explain why it did not select 12 individual designs, to a level of detail that satisfies the designers involved, could pose a significant distraction and disruption to the Panel's activities in the lead up to the referendum.

- 69 Based on the risks involved it is recommended that the short-listed designs **are not** made public at this stage of the process. It should be noted that the FCP will give consideration to publicising the top 75 designs at their meeting on 23 July, and that consideration will be given to publically releasing the top 15 designs at a later stage.

Design refine

- 70 If the FCP requests, the contracted marketing provider for the project will standardise any hand drawn designs between 31 July and 10 August. As previously mentioned, refinement is limited to:
- Colour changes
 - Upgrading the quality of any hand-drawn designs so the FCP can compare apples with apples
 - Minor shape or placement adjustments
 - Merging two or more designs to form one design

FCP meeting 11 August

- 71 The final step in the Draft Final FCP Decision stage is the FCP meeting on 11 August to decide on the **final six designs**²(the four draft final designs, plus two back-ups). The FCP will be provided the 15 designs, and the due diligence report from AJ Park. The FCP will discuss the merits of the designs and make their decision regarding the final six designs.
- 72 It is recommended that a **professional facilitator** be appointed to guide this important FCP discussion.

D. Final FCP Decision

- 73 The six designs will then go through a final legal due diligence check which will likely consist of:

s9(2)(h)

² Six designs (the top four designs, plus two back-ups) will be selected at this stage to go through the final legal due diligence check. While it is unlikely that there will be any issues with the top four designs, the Secretariat considers it prudent that the two back-ups are included.

s9(2)(h)

- 74 The final legal due diligence check will be conducted between 12 and 17 August, at which stage a report will be provided to the FCP.
- 75 The FCP will take the results of the international legal due diligence and finalise their decision on the top four designs to go through to the first referendum. The FCP will prepare a report to the Responsible Minister to be submitted on 21 August.

After the design selection process

- 76 The Responsible Minister will draft a Cabinet Paper based on the FCP's report which he will take direct to Cabinet on 31 August. Following the Cabinet process, the four chosen designs will go through Orders in Council before 14 September.

Appendices

Appendix 1 – Design Selection Process Flow Diagram

Appendix 2 – Flag Design Terms and Conditions

Appendix 3 – Flag Design Guidelines

New Zealand Flag Consideration Panel

Proposed Research and Evaluation Plan

Recommendations

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

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|---|----------------------------|
| 1. Agree the purposes of the Research and Evaluation Plan as listed in paragraph 1 of this paper | AGREE / DISAGREE / DISCUSS |
| 2. Agree the overall Research and Evaluation Plan as described in this paper. | AGREE / DISAGREE / DISCUSS |
| 3. Agree to undertake an evaluation exercise at the conclusion of the engagement process. | AGREE / DISAGREE / DISCUSS |
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Kylie Archer

Director, New Zealand Flag Consideration Project Secretariat

Introduction

1. The purpose of this 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 Cabinet¹; 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.
2. Consequently, the plan will both evaluate the project's 'effectiveness' and the 'process' undertaken.

¹ Section 4: CAB Min (14) 34/1 (amended)

3. The plan includes evaluation activities throughout the engagement process so that the Panel can adjust the nature and focus of its engagement activities as the project progresses (i.e. make changes to an activity based on feedback from participants or refocus its activities where participation from a particular population group is low).
4. The purpose of the plan is not to assess the degree to which the public's views on the future of the New Zealand Flag have 'changed' as this is not the purpose of the engagement process.
5. The Flag Consideration Project is an exercise in 'public participation'. In terms of the frequently cited International Association of Public Participation engagement spectrum², the project's engagement process includes all aspects of the spectrum namely; inform, consult, involve, collaborate and empower. In this respect it is a unique project as most government-led engagement processes do not incorporate the 'empower' stage, where the final decision is placed in the hands of the public. In this project, this stage is provided for by the binding nature of the public referendums and it will be important to clearly communicate this aspect of the process.
6. The Panel's overall engagement strategy has a focus on 'public deliberation' to achieve a number of the Cabinet's guiding principles. Consequently, this plan has been informed by the research paper *Evaluation of a Deliberative Conference*³ (Rowe, Marsh & Frewer, 2004, 88-121).

Research framework

7. The guiding principles agreed by Cabinet have been translated into a series of research criteria as detailed in table 1 below.

² http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum_vertical.pdf

³ Science, technology, & Human Values, Vol. 29 No. 1, Winter 2004 88-121 (Sage Publications).

Downloadable from

http://www.researchgate.net/publication/40127317_Evaluation_of_a_Deliberative_Conference

Table 1: Cabinet's guiding principles for the process & the corresponding research criteria.

Guiding principle:	Research criteria
Independent:	1. The process is viewed as being conducted in an independent (unbiased) way.
Inclusive, Community-driven and Consistent:	2. Participants in the process come from New Zealand's diverse communities, including Māori as tangata whenua.
Enduring and Legitimate:	3. People can see who is providing input and how it is being used as part of the engagement process.
Well-informed:	4. Members of the public have access to information that enables them to understand and participate in the process.
Practical:	5. The process is viewed as workable.
Dignified:	6. The process is viewed as being consistent with the importance of the flag.

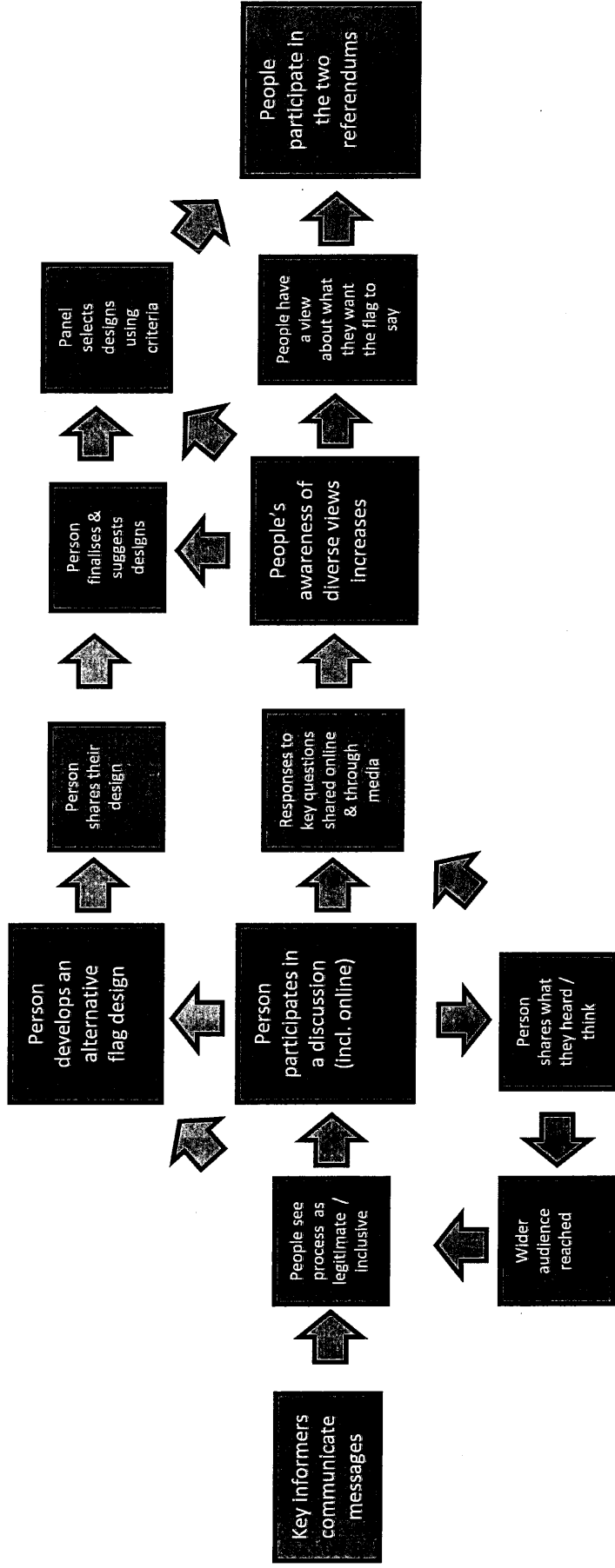
8. It is noted that the Panel's overall engagement strategy aims to ensure the public is 'well-informed' in terms of:

- a. the history of flags and in particular the New Zealand Flag;
- b. the engagement process and how they can participate; and,
- c. other people's diverse views on the future of the flag.

9. In terms of the 'enduring' principle, it is noted that a true assessment of whether the outcome of the process is enduring can only be made in the months and years after the process, and so won't be able to be assessed through the proposed research tools. However, Rowe et al. do identify a number of criteria that can be used to assess whether the results of an engagement process are 'accepted' by the public and or participants. These include representativeness, independence, influence and transparency (of the process and how decisions are made). These criteria are covered in the table above.

10. The intervention logic for the project can be summarised in diagram 1 below. This has been derived from the stages of engagement as detailed in the Panel's overall engagement strategy and will be used to develop the specific questions to be used in the various tools.

Diagram 1: The intervention logic behind the Panel's overall engagement strategy



Research tools and timing

11. The plan proposes that a number of tools are used to assess whether the engagement process fulfills the above research criteria. These will be employed throughout and after the engagement process, as set out below.

Table 2: Research tools and the relevance of the information to the criteria

Method	Information collected (at what stage of the process)	Related criteria
Website analytics (both flag.govt.nz & standfor.co.nz)	<ul style="list-style-type: none"> - how many people are visiting sites - what parts of the site they are visiting and what actions they are taking - where users are having problems with or leaving the site <i>(throughout the process)</i>	2, 4, 5
Data (both websites)	<ul style="list-style-type: none"> - who is submitting 'what they stand for' (individual / group, name, age, region, email address) - who is suggesting flag designs (name, age, region, ethnicity, email address) - through which channels people are participating - key themes in the 'stand for' messages and their frequency <i>(throughout the process)</i>	2, 3, 4, 5, 6
Social listening	<ul style="list-style-type: none"> - who is commenting - key themes and frequency of the comments <i>(throughout the process)</i>	1, 2, 3, 4, 5, 6
Media monitoring	<ul style="list-style-type: none"> - what is being said and who is commenting - key themes and the frequency of the views expressed <i>(throughout the process)</i>	1, 2, 3, 4, 5, 6
Surveying to track campaign	<ul style="list-style-type: none"> - awareness of messaging (by age, region, ethnicity) - understanding of the process (by age, region, ethnicity) - likelihood to participate in future stages of the project <i>(throughout the process)</i>	1, 2, 3, 4, 5, 6
Evaluation of workshops, community resource & other activities	<ul style="list-style-type: none"> - demographic of participants - awareness of messaging and understanding of the process - whether the activity met their needs / expectations - likelihood to participate in future stages of the project - ways to improve activity <i>(after activity undertaken)</i>	1, 2, 3, 4, 5, 6
Post-project debrief with stakeholders, participants & Panel members	<ul style="list-style-type: none"> - perception of the process as fair & independent - perception that the project was run in a way consistent with the Crown's Treaty obligations - perception that the process and decision-making was transparent - perception that the project was well conceived and implemented - perception that the process was consistent with the importance of the flag <i>(after project completed)</i>	1, 3, 5, 6

Flag Consideration Project

Project Plan

PROJECT PLAN

Secretariat for the New Zealand Flag Project

VERSION: 2.0.

REVISION DATE: 22 April 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	

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

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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 hosts 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).

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 July 2015
Third Reading of New Zealand Flag Referendums Bill	by 20 August 2015
FCP reports to Responsible Minister and recommends alternative flag designs	21 August 2015
New Zealand Flag Referendums Bill enacted	by 25 August 2015
Cabinet approves designs and ballot paper	By 14 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	22 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

The procurement timeframes for this project are very tight due to the milestone dates pre-established by Cabinet. It is therefore proposed that officials from the Secretariat are responsible for undertaking the early stages of each procurement process and then present recommendations to the FCP 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 initial register was agreed at the Panel meeting on 19 March 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 19 March 2015.

3.3 Marketing and Communications Plan

A Marketing and Communications Plan, including a digital strategy, was agreed at the Panel meeting on 19 March 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.

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 Ministry 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 Plan is to be presented to the Panel meeting on 29 April 2015.

Appendix A – Workstreams breakdown and key dates

NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE - VERSION 2.0 - 22 APRIL 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	●																					
Meetings	●								Investigate														
Marketing and Communications	MarComms Strategy (Including Digital Media)	●																					
	Social media planning	●																					
	Public announcements	●																					
	Marketing services procurement	●																					
	Website development	●																					
Engagement - Stage 1	Stakeholder management plan	●																					
	Engagement strategy / plan	●																					
	Risk management plan	●																					
	Initial stakeholder engagement	●																					
Engagement - Stage 2	FCP media opportunities	●																					
	Pole device	●																					
	Collateral development	●																					
	Advertising	●																					
Engagement - Stage 3	Māori engagement	●																					
	Self-organised discussions	●																					
	School focused activities	●																					
	Regional workshops roadshow	●																					
	Metro events	●																					
Suggested designs	Suggested designs	●																					
	Selection process	●																					
	Guidelines + terms & conditions	●																					
	Criteria for FCP assessment	●																					
	Due diligence process	●																					
Reporting	To Responsible Minister	●																					
	To FCP	●																					
	To Clerk of Executive Council	●																					
Research and evaluation	Media & social monitoring	●																					
	Campaign monitoring	●																					
	Evaluation of activities	●																					
	Process evaluation	●																					

Progress Key

Not started	○	◐	◑	◒	◓	●	Complete
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Colour key

On track	On watch	Delayed
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NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE - VERSION 2.0 - 22 APRIL 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		Close						Update								
	Marketing services procurement	●																					
	Website development	●																					
Engagement - Stage 1	Stakeholder management plan	●	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	●	Consent												Install								
	Collateral development	●																					
	Advertising	●			Review										Review								
Engagement - Stage 3	Māori engagement	●		Wgtn	Kingl tanga	Wai tangl																	
	Self-organised discussions	●																					
	School focused activities	●																					
	Regional workshops roadshow	●						End															
	Metro events	●	Plan		Approve																		
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												
Reporting	To Responsible Minister	●												Report									
	To FCP	●			Update					Update	Update		Update			Update				Update			
	To Clerk of Executive Council	●			Update					Update	Update		Update			Update				Update			
Research and evaluation	Media & social monitoring	●																					
	Campaign monitoring	●																					
	Evaluation of activities	●																					
	Process evaluation	●																					

Progress Key

Not started	○	◐	◑	◒	◓	●	Complete
-------------	---	---	---	---	---	---	----------

Colour key

On track	On watch	Delayed
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NZ FLAG CONSIDERATION PROJECT PLAN TIMELINE - VERSION 2.0 - 22 APRIL 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														31
Marketing and Communications	MarComms Strategy (including Digital Media)	●			Update																		
	Social media planning	●			Update																		
	Public announcements	●	Update						Result									Update					Result
	Marketing services procurement	●																					
	Website development	●																					
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	●																					
	Collateral development	●																					
	Advertising	●			Review																		
Engagement - Stage 3	Māori engagement	●																					
	Self-organised discussions	●																					
	School focused activities	●																					
	Regional workshops roadshow	●																					
	Metro events	○																					
Suggested designs	Suggested designs	●																					
	Selection process	●																					
	Guidelines + terms & conditions	●																					
	Criteria for FCP assessment	●																					
	Due diligence process	●																					
Reporting	To Responsible Minister	●																					
	To Clerk of Executive Council	●			Update				Update				Update			Update			Update			Update	Final
Research and evaluation	Media & social monitoring	●																					
	Campaign monitoring	●																					
	Evaluation of activities	●							Draft														Final
	Process evaluation	●							Draft														Final

Progress Key

Not started	○	◐	◑	◒	◓	●	Complete
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Colour key

On track	On watch	Delayed
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New Zealand Flag Consideration Panel

Secretariat Report: 29 April 2015

Summary

This report to the Flag Consideration Panel (Panel) 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** that the Chair met with the Deputy Prime Minister on 13 April to discuss the report on the proposed public engagement process, and that the Minister approved the process;
- 2 **Note** the Secretariat update in section 2 of this paper, including that Verve has been selected as the provider of event services to the Panel;
- 3 **Note** the approach to the media launch of the public engagement process on 5 May 2015, as presented in item 3 of the agenda;
- 4 **Agree** the recommendations in the update on the flag selection process, under item 6 of the agenda, for inclusion in the Project Plan.

AGREE / DISAGREE / DISCUSS

- 5 **Agree** the recommendations in relation to the research and evaluation plan under item 7 of the agenda;

AGREE / DISAGREE / DISCUSS

- 6 **Note** the updated project plan and timeline under item 8 of the agenda.

Purpose

- 1 The purpose of this paper is to:
 - a. provide Panel members with an update on the Project;
 - b. seek approval for the final components, and an updated version, of the Project Plan.

Secretariat update

2 The Secretariat has been focussed on implementing the engagement plan and making arrangements for the launch on 5 May 2015. This has included completing a competitive process to select a provider of event services. The event agency Verve was subsequently engaged. Other key areas of progress include:

a. Stakeholder relations:

A report is being sent to the Deputy Prime Minister with speaking points for him to share at the Caucus meeting on 28 April 2015. The report also contains information for the Deputy Prime Minister to provide to the Prime Minister for his post-Cabinet stand-up on 4 May 2015. An update is also being prepared for the Cross-Party Group members, and the Leader of New Zealand First, to share with their caucus colleagues. The above will inform all Members of Parliament about the engagement process and the opportunities for their constituencies to get involved.

Within the next week, all those who attended one of the early stakeholder meetings will receive an email update on progress with the project. Where we are able to, we will respond to the specific offers made by stakeholder groups.

The Panel's first electronic newsletter is being prepared and will be sent to all stakeholder groups in the week of the public launch. It will also inform people about the opportunities to participate in the engagement process.

b. The Media Launch:

The media launch has been confirmed as taking place at Te Papa in Wellington from 11.00 am on Tuesday 5 May 2015. This will be focussed on informing the media about the engagement process and how people can get involved. Panel members will receive a full briefing on the launch, and their role within it, at this meeting.

c. Advertising and design services:

The Secretariat has been working to implement the different components of the 'stand for' campaign as presented at the last meeting. All components are on track to be delivered by their due date and within the overall budget allocated for engagement. The location of the flag pole will be finalised once logistical considerations have been resolved.

d. Website:

The Secretariat has finalised arrangements with the Department of Internal Affairs and Clemenger BBDO to ensure flag.govt.nz and standfor.co.nz provide an integrated user experience in terms of the different functions they perform.

The written and visual content for the two websites is to be finalised by 24 April 2015. The video segment on the history of the New Zealand flag is also due to be completed by this date. Video segments involving individual Panel members will be filmed during this meeting.

Content planning for the digital component of the media strategy is underway.

- e. Schools resource:

This is on track to be completed, and available in English and Māori, on the Ministry of Education website from 4 May 2015. A printed pull out resource will also be included in the 2 June 2015 edition of the Education Gazette: Tukutuku Korero.
- f. Community resource and information brochure:

These are on track to be made available in English, Māori and Mandarin on our website by 5 May 2015. These have been chosen because they are the most highly used languages in New Zealand.
- g. Road show activities:

A total of 18 workshops and four public hui are scheduled to take place across New Zealand from 21 May to 9 July 2015. Two activation vans will travel from Invercargill to Waitangi promoting opportunities to participate in the 'standfor' campaign and the public discussions. The schedule for these activities is being circulated to Panel members for you to identify which activities you can participate in. We are looking to confirm your participation by 29 April 2015 so that travel arrangements can be made.

Flag design selection process

- 3 Following the Panel's discussion and feedback on the proposed process at the meeting on 15 April, the items below are included in this meeting's agenda for discussion and final approval:
 - a. a revised set of terms and conditions;
 - b. the composition of the advisory group;
 - c. the legal due diligence process.

Research and Evaluation Plan

- 4 This is the final component of the overall project plan to be presented to the Panel for its consideration and approval. Once approved, it will be integrated into the project plan.
- 5 It has been developed to ensure that the engagement process is undertaken in ways consistent with the project's guiding principles and achieves its overall aims.

Kylie Archer

Director, New Zealand Flag Consideration Project

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