

NEW ZEALAND FLAG CONSIDERATION PANEL

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|------------------------|---|
| DATE | 5 May 2015 (FCP Min Ref: 050515) 11am until 4:00pm |
| VENUE | Wellington – Te Papa, Jellicoe St |
| PANEL ATTENDEES | Emeritus Professor John Burrows (Chair), Kate de Goldi (Deputy Chair), Nicky Bell, Peter Chin, Beatrice Faumuina, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan, Rhys Jones, Stephen Jones, Rod Drury, Julie Christie |
| APOLOGIES | |
| PRESENT | Kylie Archer (Director), Jo Crawford (Executive Assistant), Martin Rodgers (Project Manager), Ian Thompson (Senior Advisor), Robin Paratene (Senior Advisor) |

AGENDA

| ITEM | TIME | TOPIC | PRESENTED BY |
|------|---------|--|-------------------------|
| 1. | 10:00am | Event Briefing (Icon Meeting Room) | Chair Prof John Burrows |
| 2. | 11.00am | LAUNCH (please see run sheet) | |
| 3. | 12.30pm | Light Lunch | |
| | | FCP MEETING (Room TBC) | |
| 4. | 1.00pm | <ul style="list-style-type: none"> Launch review 29 April meeting notes and actions approved | Secretariat |
| 5. | 1.15pm | Community Meeting, Hui and Roadshow update | Robin Paratene |
| 6. | 1.45pm | Risk register | Ian Thompson |
| 7. | 2.00pm | The Designers Institute presentation | Details TBC |
| | 2.30pm | Finish | |

Please note all papers for this meeting will be presented for consideration on 5 May 2015 and as nothing will be provided in advance of the meeting.

Next meeting: 11am – 4.00pm, 17 June 2015 (Wellington – MOJ)

NEW ZEALAND FLAG CONSIDERATION PANEL

| | |
|------------------------|---|
| DATE | 29 April 2015 (FCP Min Ref: 150429) 11am until 4:00pm |
| VENUE | MOJ 19 Aitken St Wellington |
| PANEL ATTENDEES | John Burrows (Chair), Kate De Goldi (Deputy Chair), Nicky Bell, Peter Chin, Rhys Jones, Sir Brian Lochore, Malcolm Mulholland, Hana O'Regan, Stephen Jones |
| APOLOGIES | Rod Drury, Beartrice 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) |

MEETING NOTES AND ACTIONS

| ITEM | TOPIC | DECISIONS & NOTES | DEADLINES |
|------|------------------------|--|-----------|
| 1. | Welcome from the Chair | <ul style="list-style-type: none"> 15 April Meeting notes and actions approved. It was noted 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. It was noted that the Secretariat has selected Verve as the provider of event services to the Panel following the procurement process. | |
| 2. | Ministry of Justice | <ul style="list-style-type: none"> Oral update – New Zealand Flag Referendum Bill Presented by Gina Smith – Policy Officer – Policy Advisor | |
| 3. | Launch Briefing | <ul style="list-style-type: none"> Media launch event and key messages update by Suzanne Stephenson The approach to the media launch of the public engagement process on 5 May 2015, as | |

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| | | presented was noted . | |
| 5. | Herald of Arms | <ul style="list-style-type: none"> • Presentation by Phillip O’Shea, NZ Herald of Arms Extraordinaire | |
| 6. | Flag Selection process update | <ul style="list-style-type: none"> • Paper provided by Ian Thompson • The recommendations in the update on the flag selection process, under item 6 of the agenda were agreed. | |
| 7. | Research and Evaluation | <ul style="list-style-type: none"> • Paper provided by Martin Rodgers • The recommendations in relation to the research and evaluation plan under item 7 of the agenda were agreed. | |
| 8. | Project Plan | <ul style="list-style-type: none"> • Paper provided by Martin Rodgers • The updated project plan and timeline was noted. | |
| 9. | General Business | <ul style="list-style-type: none"> • The Panel noted and agreed the Secretariat Report as detailed above. • The Panel noted the budget update. • The Panel noted the media monitoring summary. | |

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

Five Universal Principles of Design.

Design aids for the
NZ Flag Consideration Panel

05.05.15

01.

Principle of Simplicity.

01. **Principle of Simplicity.**

Given a choice between functionally equivalent designs, the simplest design should be selected.

01. **Principle of Simplicity.**

“Nature operates in the shortest way possible” — Aristotle

“Everything should be made as simple as possible, but not simpler” — Isaac Newton



Japan



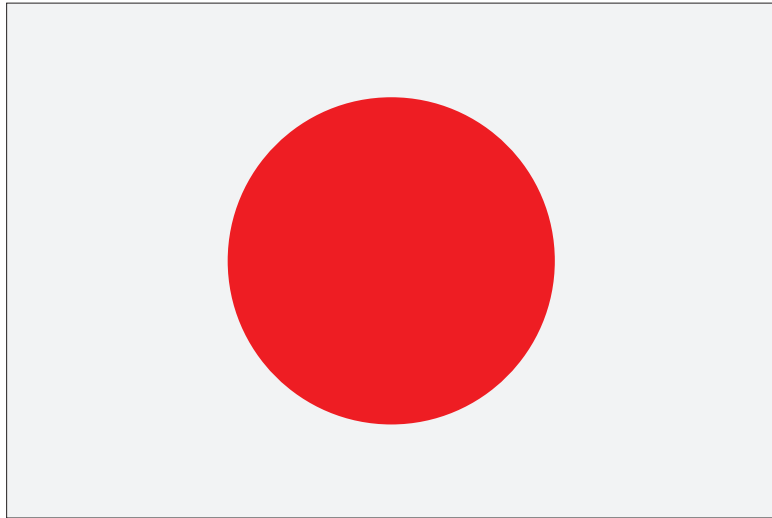
Japan



Japan



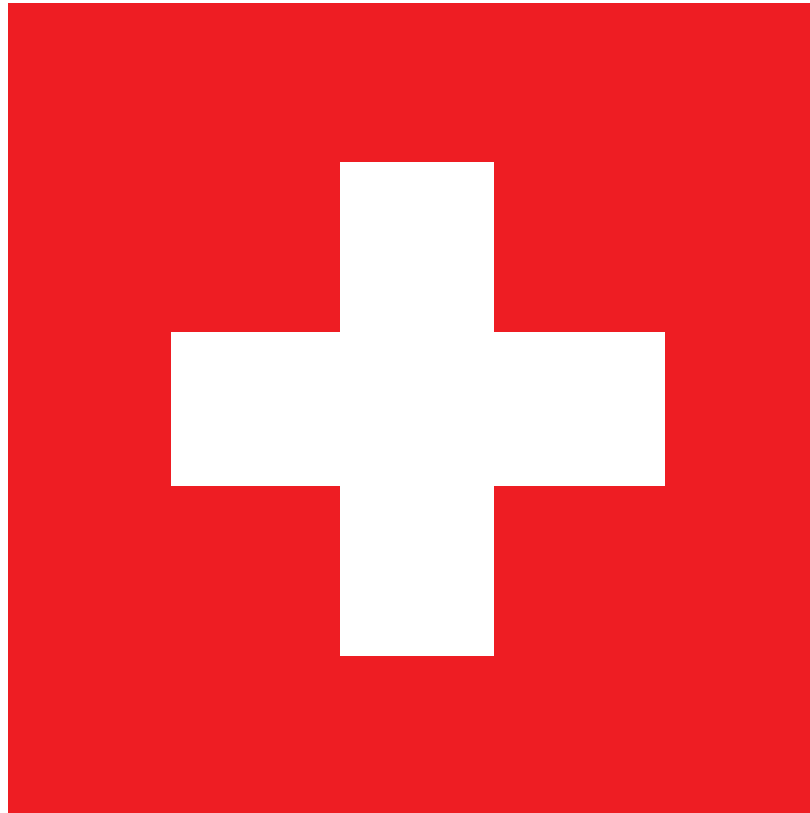
Bangladesh



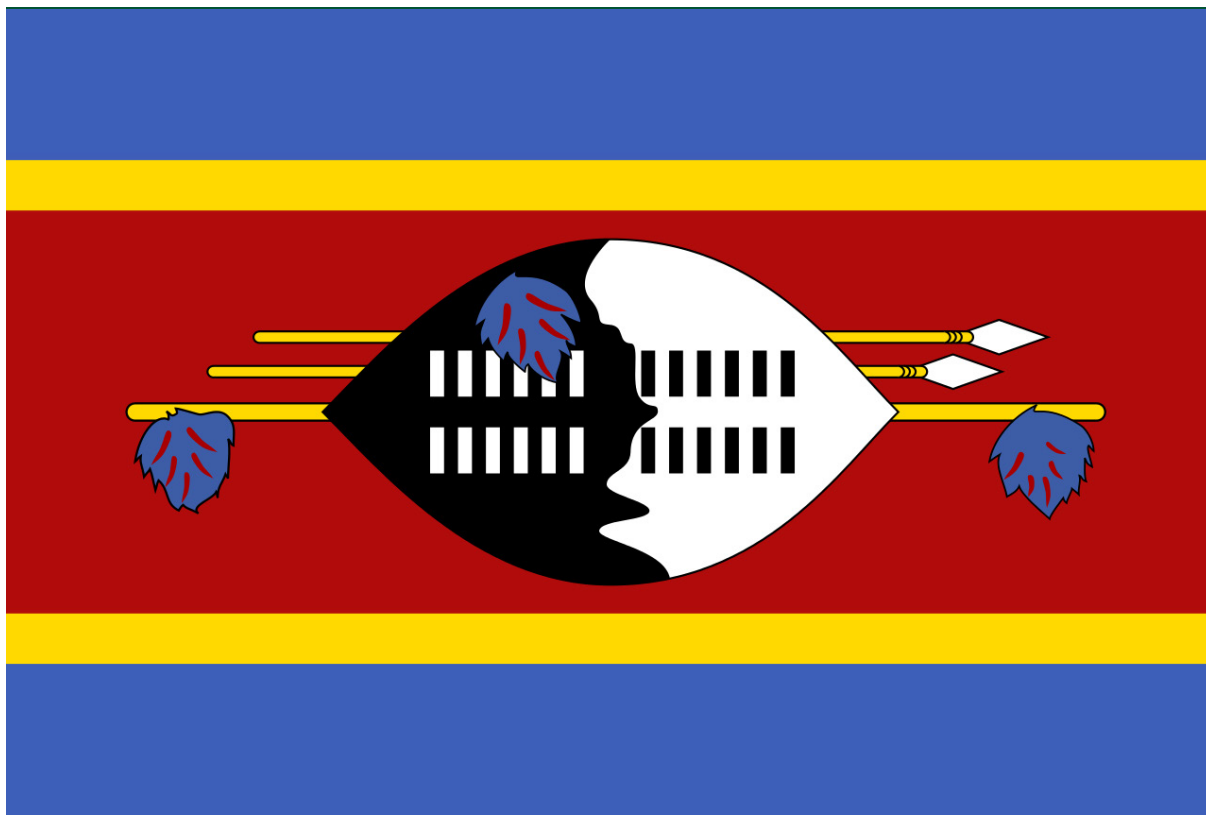
Japan



Bangladesh



Switzerland



Swaziland



Mexico



Afghanistan



Andorra



Bolivia



Mexico



Peru



Cambodia



Ecuador



Haiti



Moldova



Spain



Croatia



Egypt



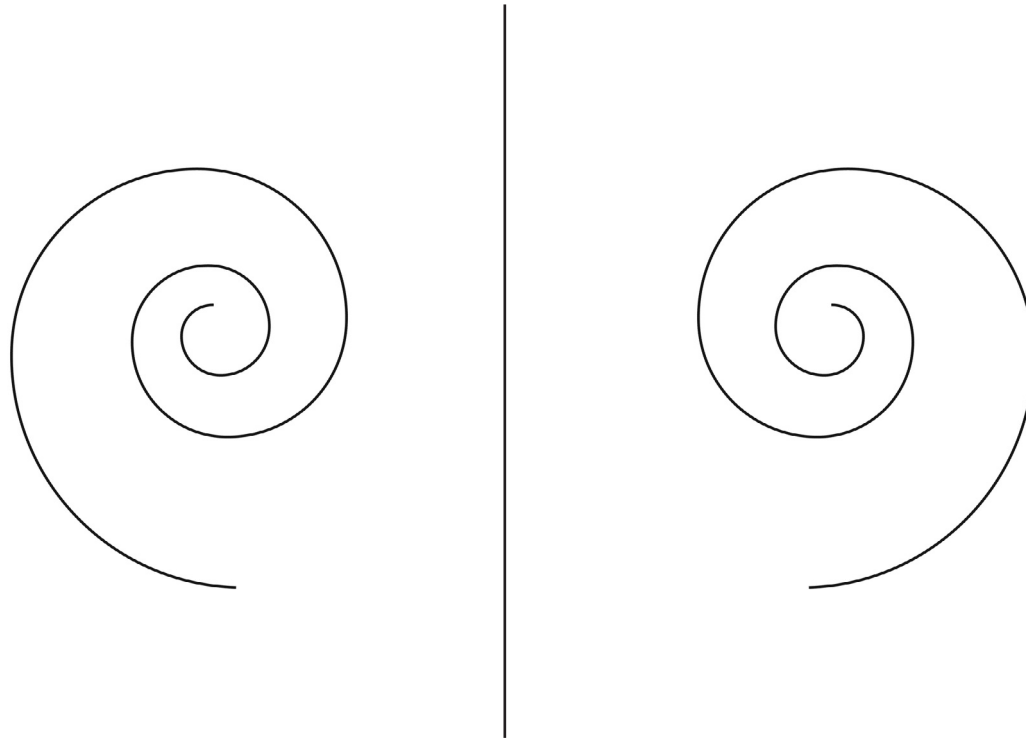
02.
Symmetry.

02. **Symmetry.**

Symmetry is the most basic and enduring aspect of beauty. It conveys balance, harmony and stability.

Simple symmetrical forms are used when recognition and recall are important.

Symmetry — reflection

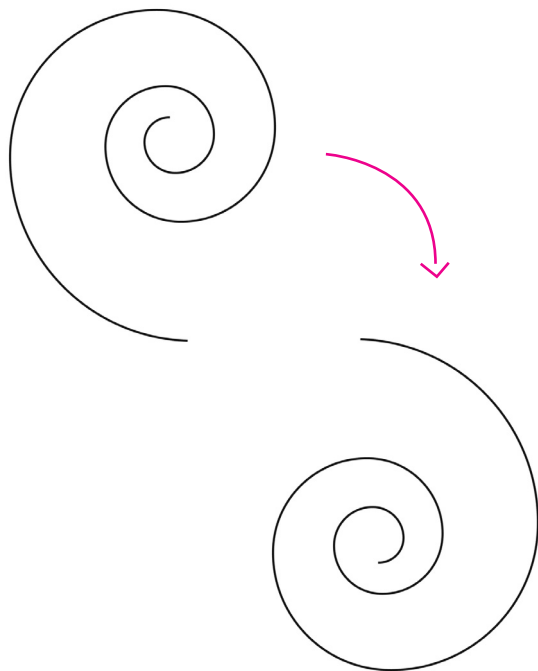


Mirror line



Canada — reflection

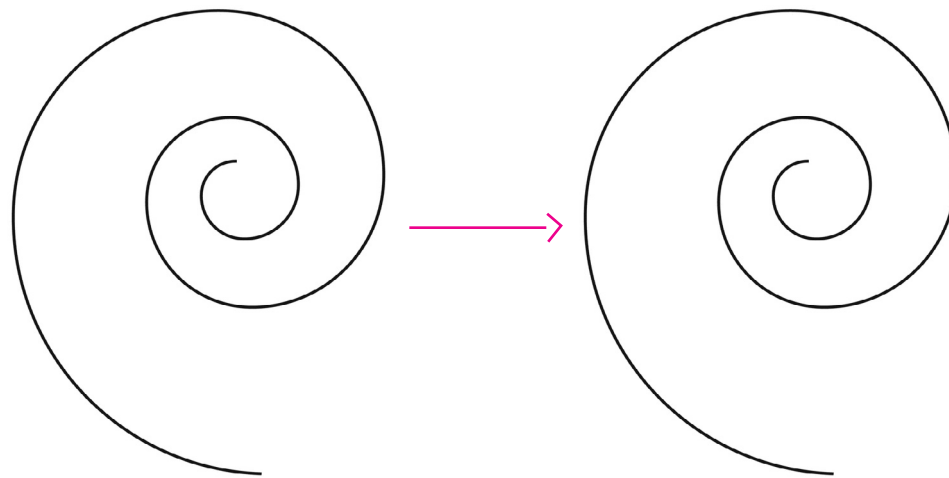
Symmetry — rotation





Panama - rotation

Symmetry — translation





Syria -translation

03.

The Rule of Thirds.

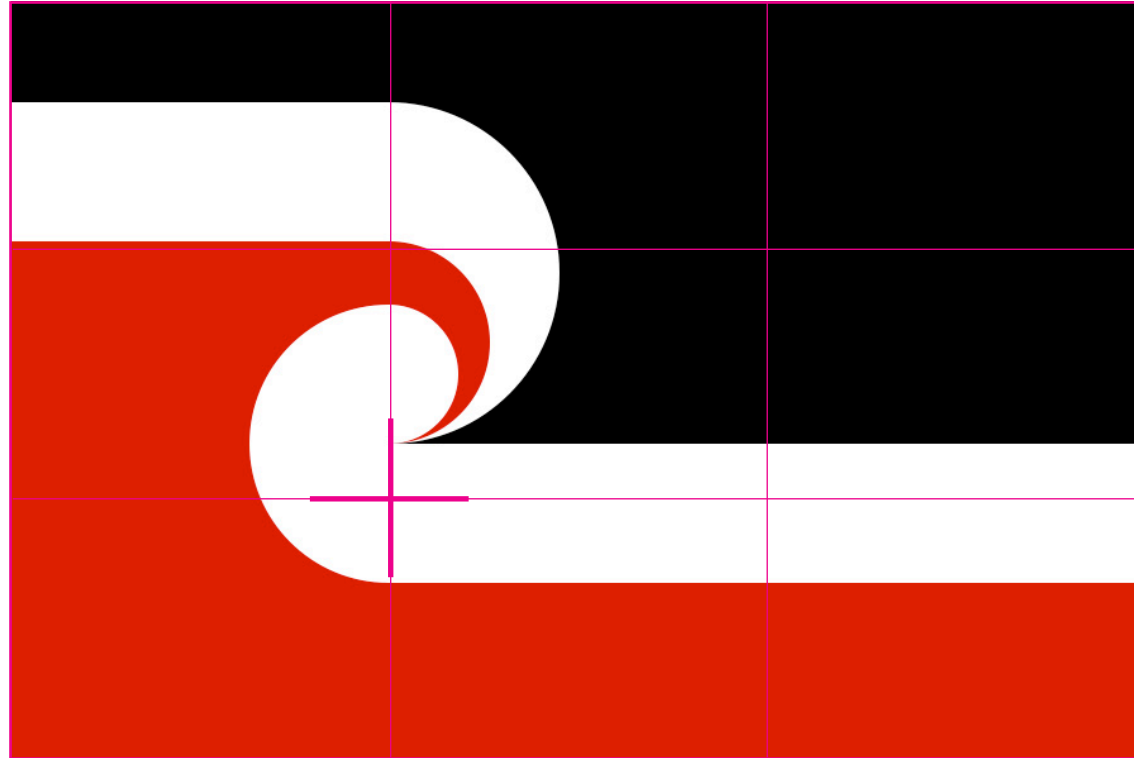
03.

The Rule of Thirds.

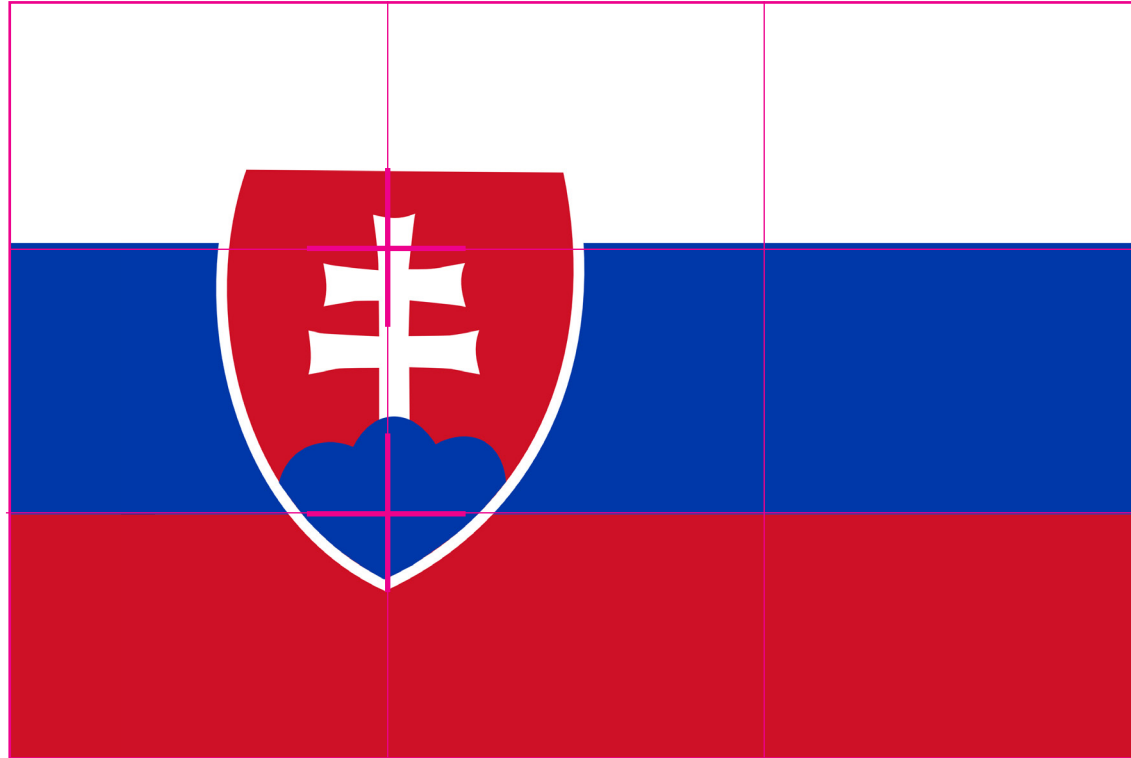
A technique of composition in which a medium is divided into thirds, creating aesthetic positions for the primary elements of design.

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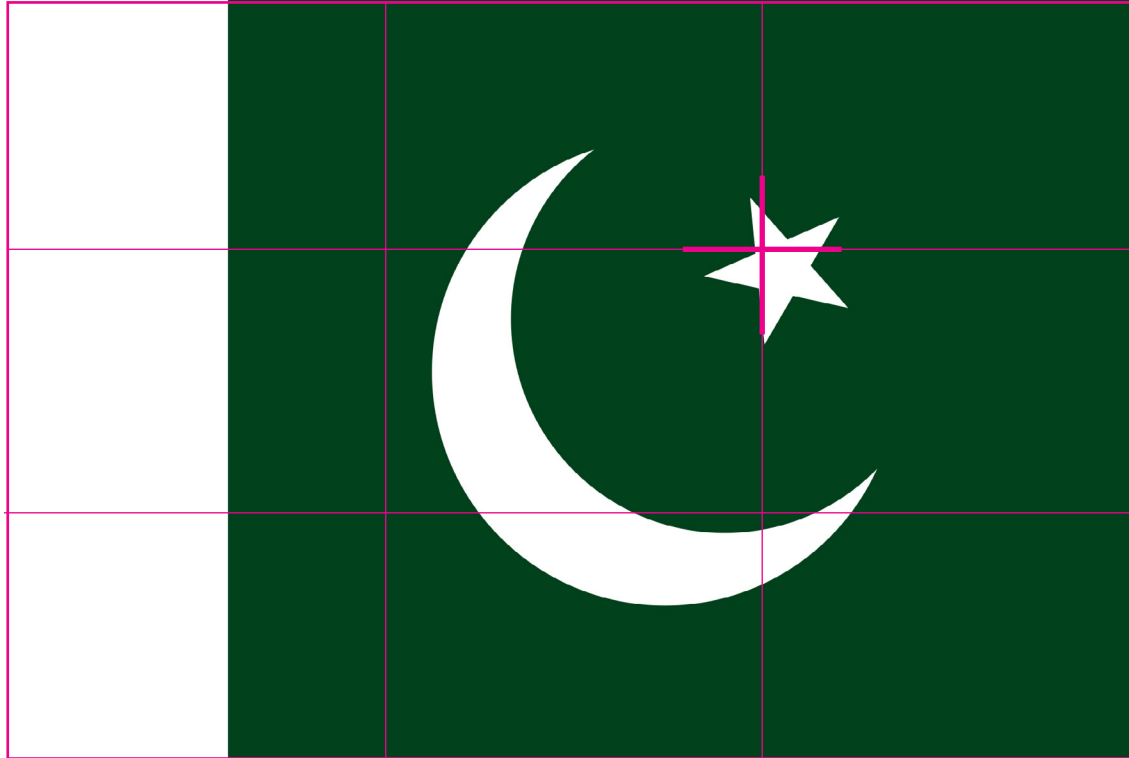




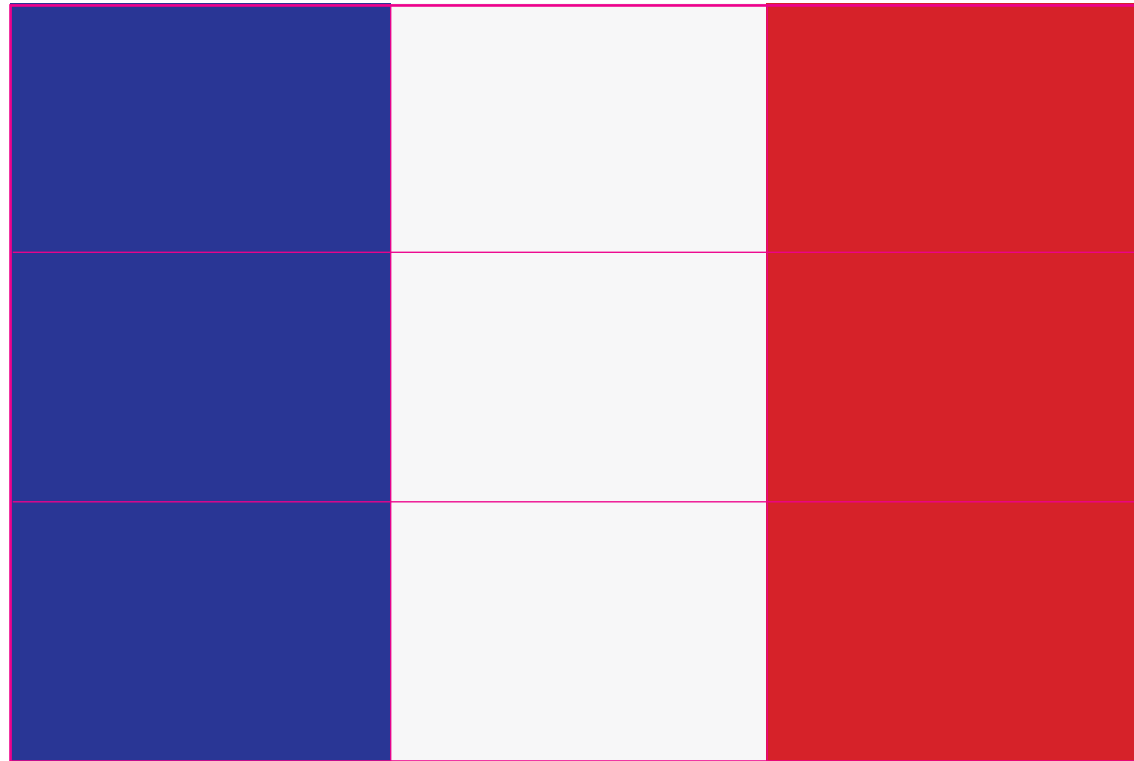
Maori Flag



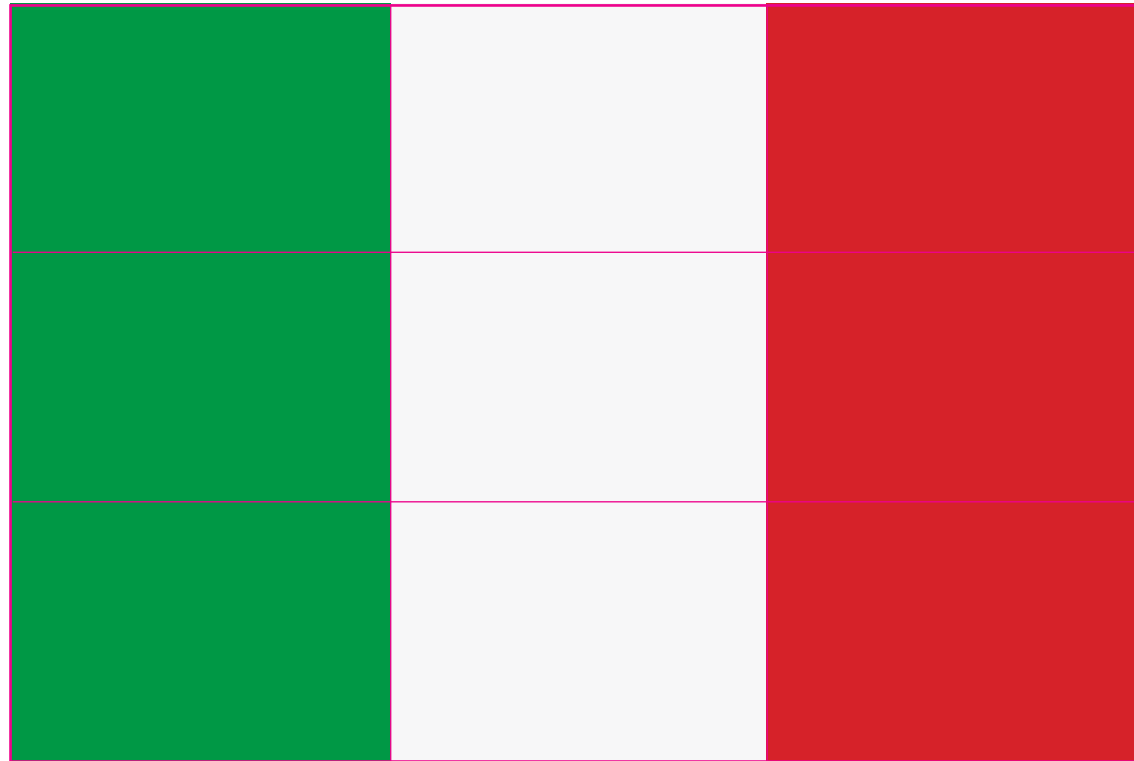
Slovakia



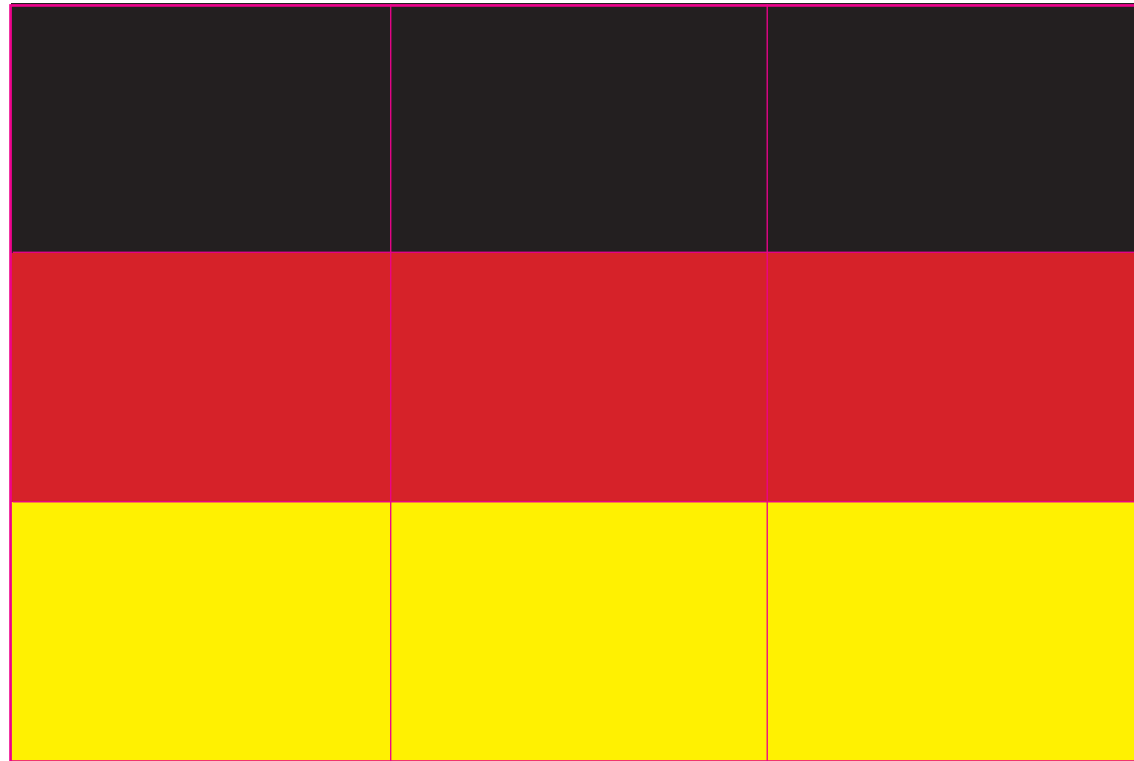
Pakistan



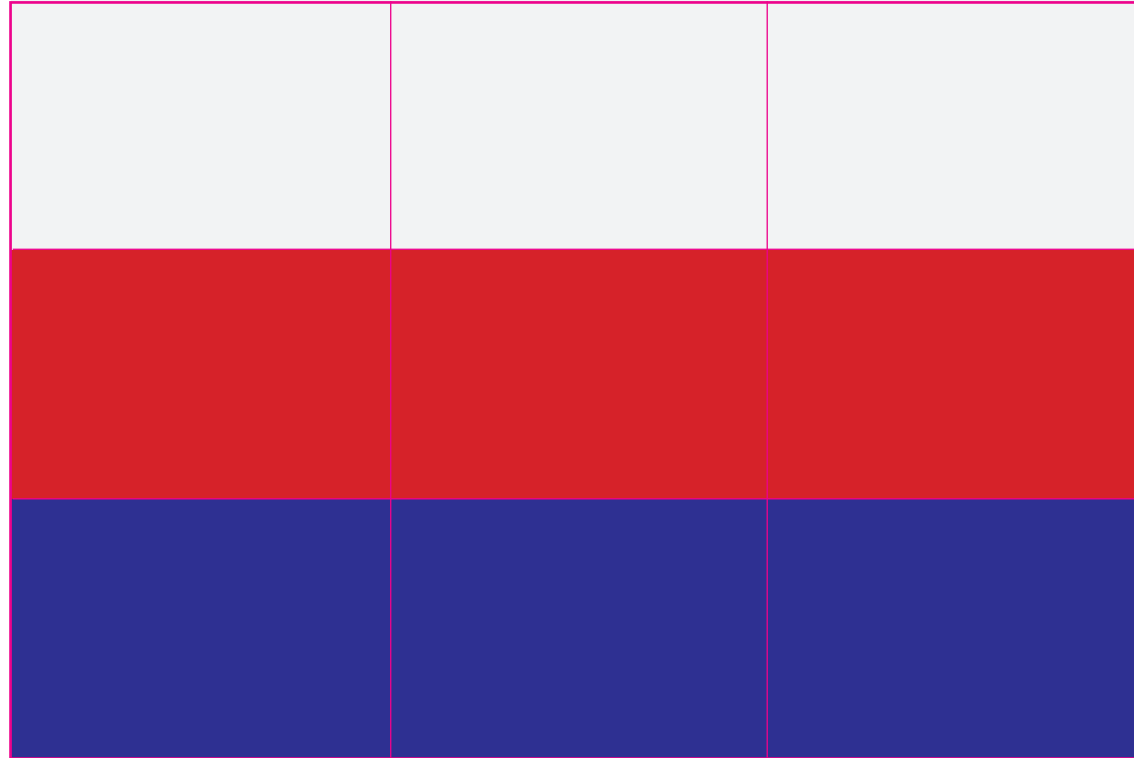
France



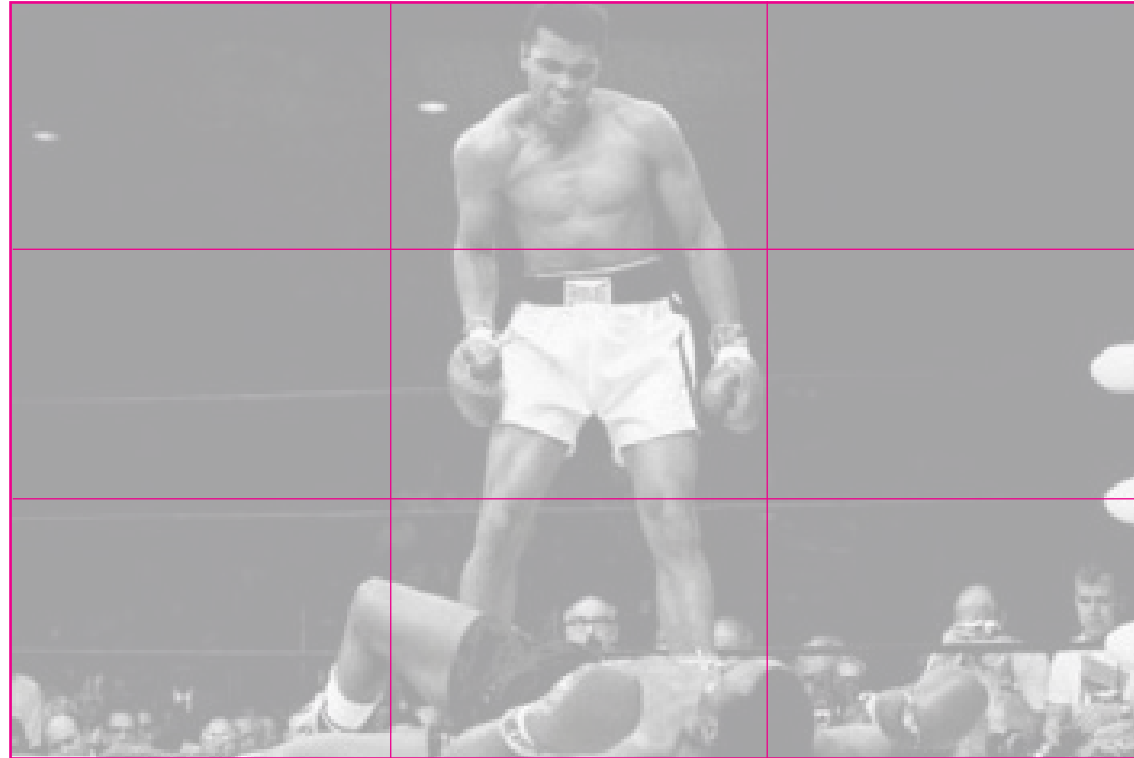
Italy

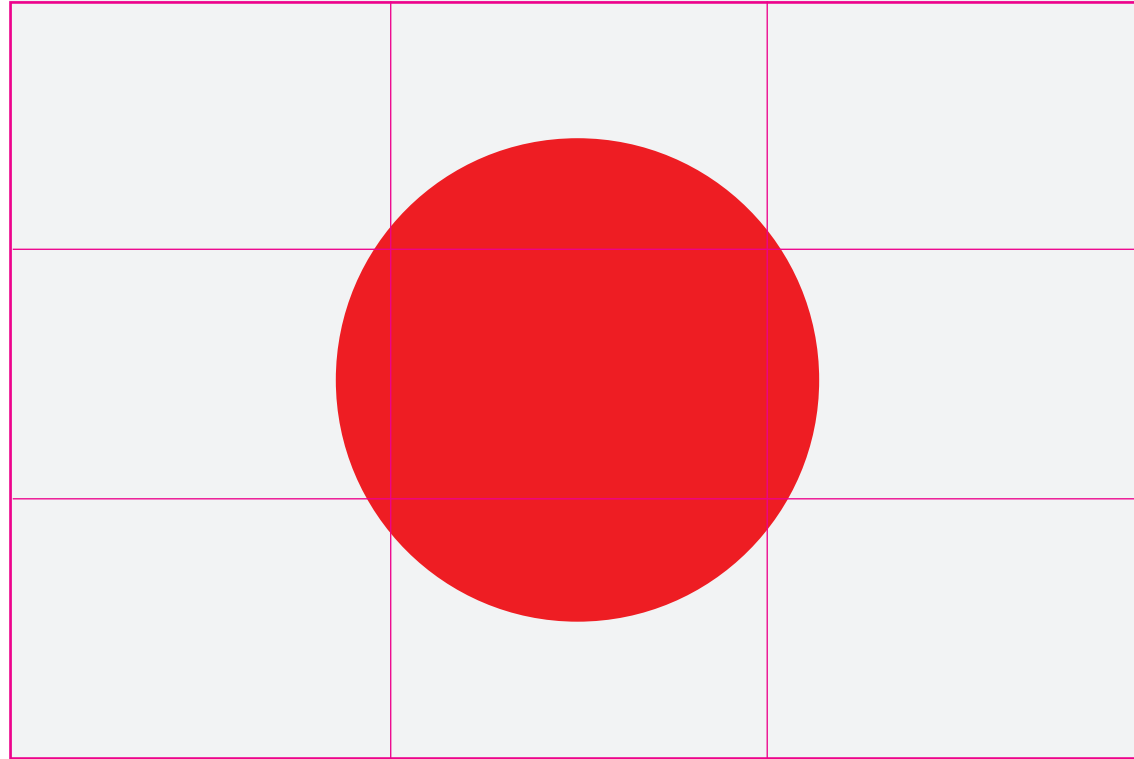


Germany



Russia





Russia



Vietnam

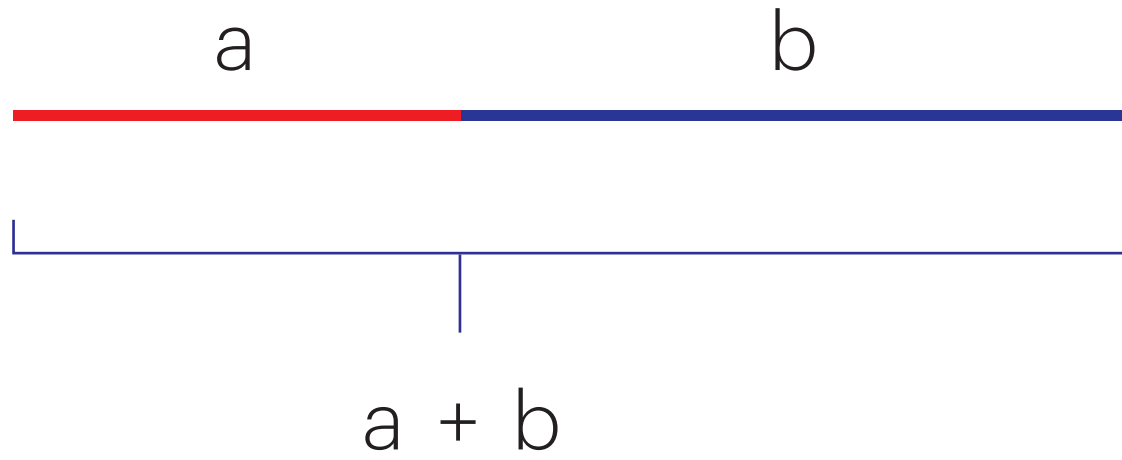
04.

The Golden Ratio.

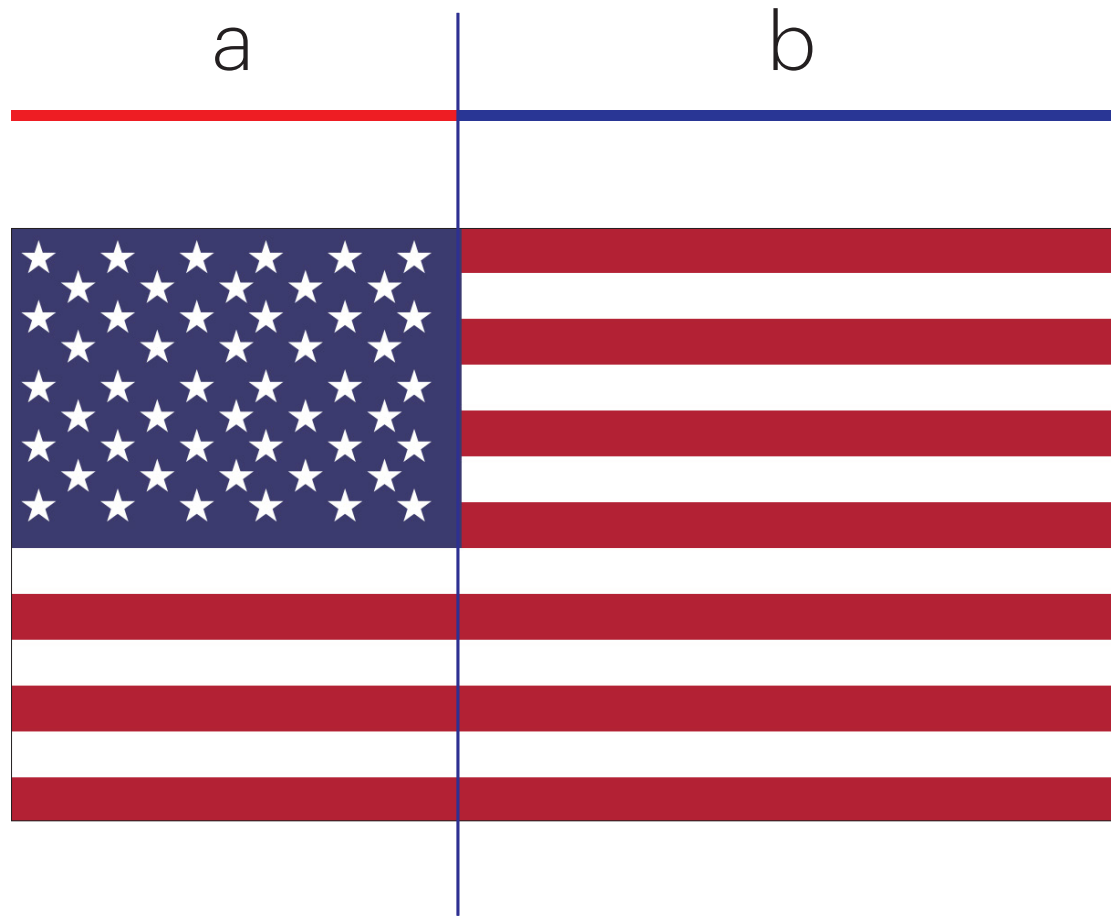
04. **The Golden Ratio.**

We find the golden ratio when we divide a line into two parts so that: the longer part divided by the smaller part is also equal to the whole length divided by the longer part.

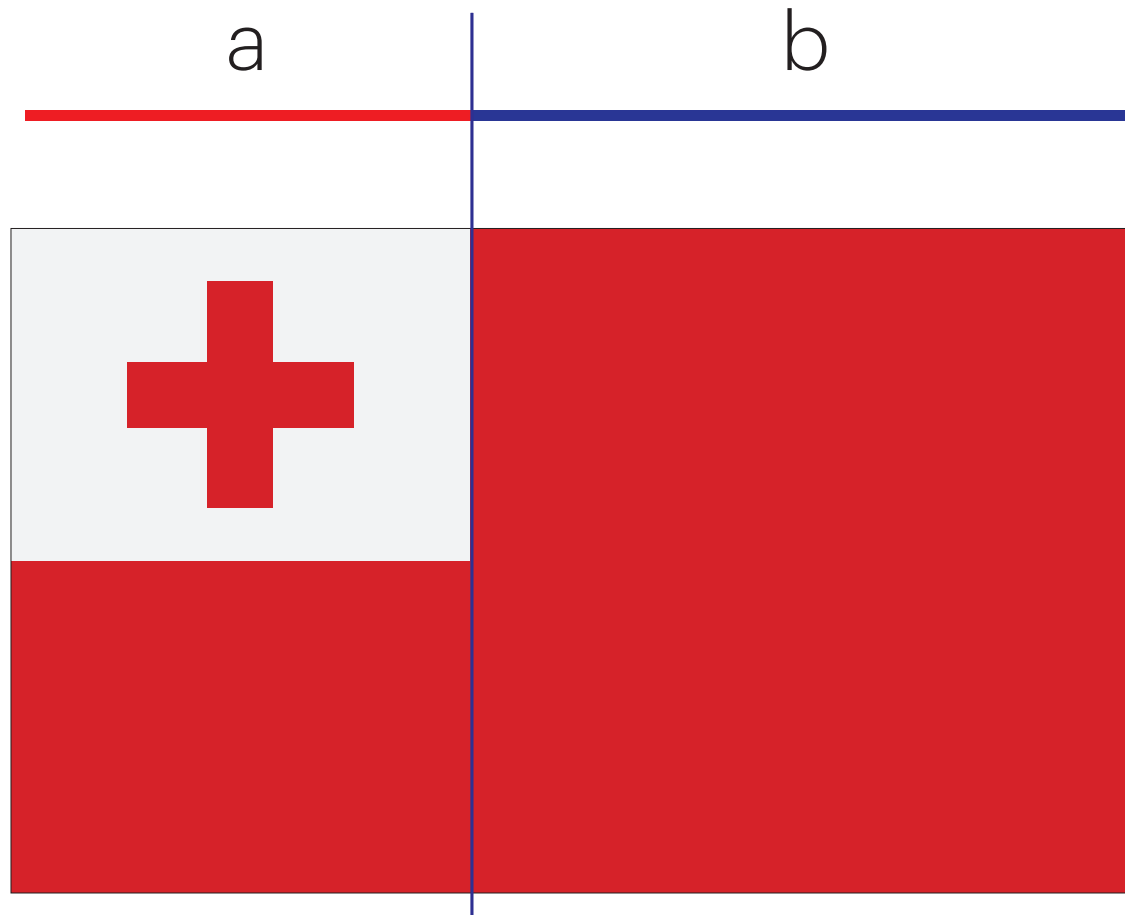
Also known as the 'divine section' or 'golden cut.'



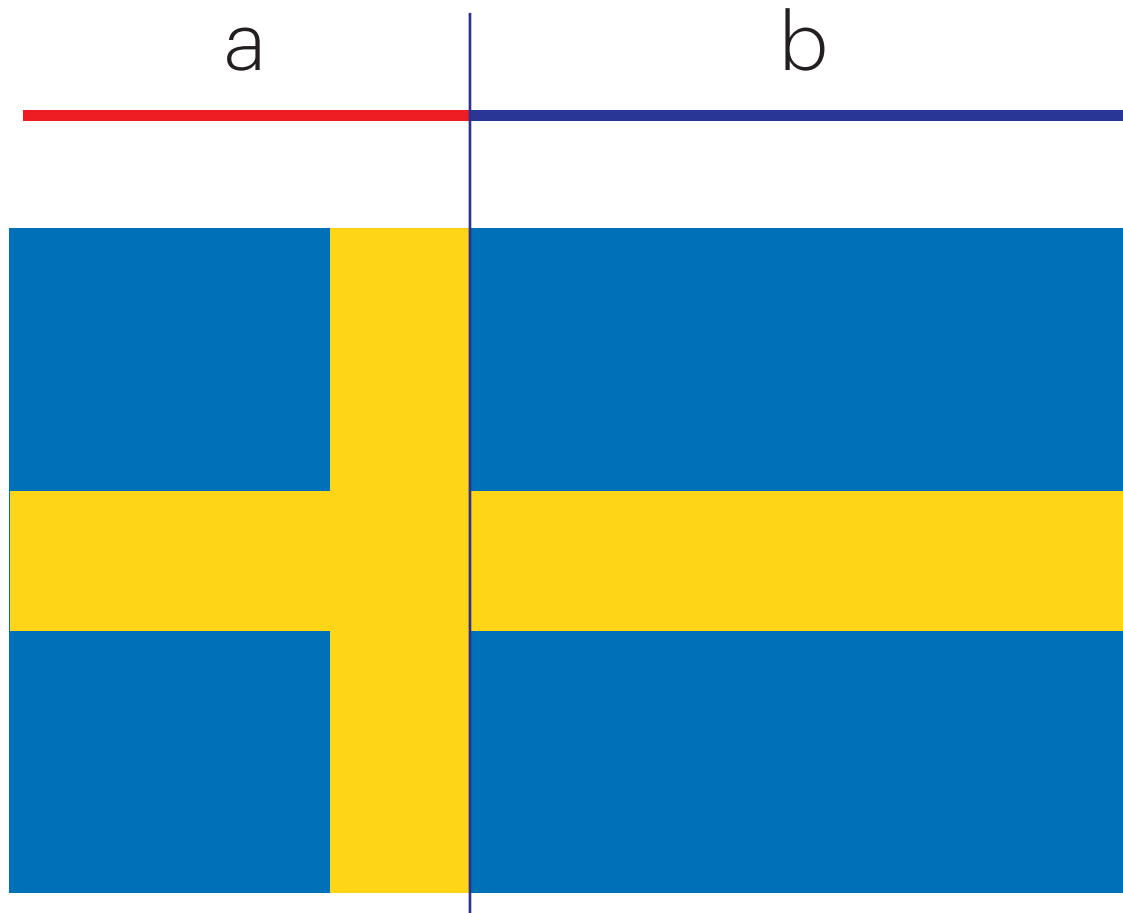
$$\frac{b}{a} = \frac{a + b}{a} = 1.618$$



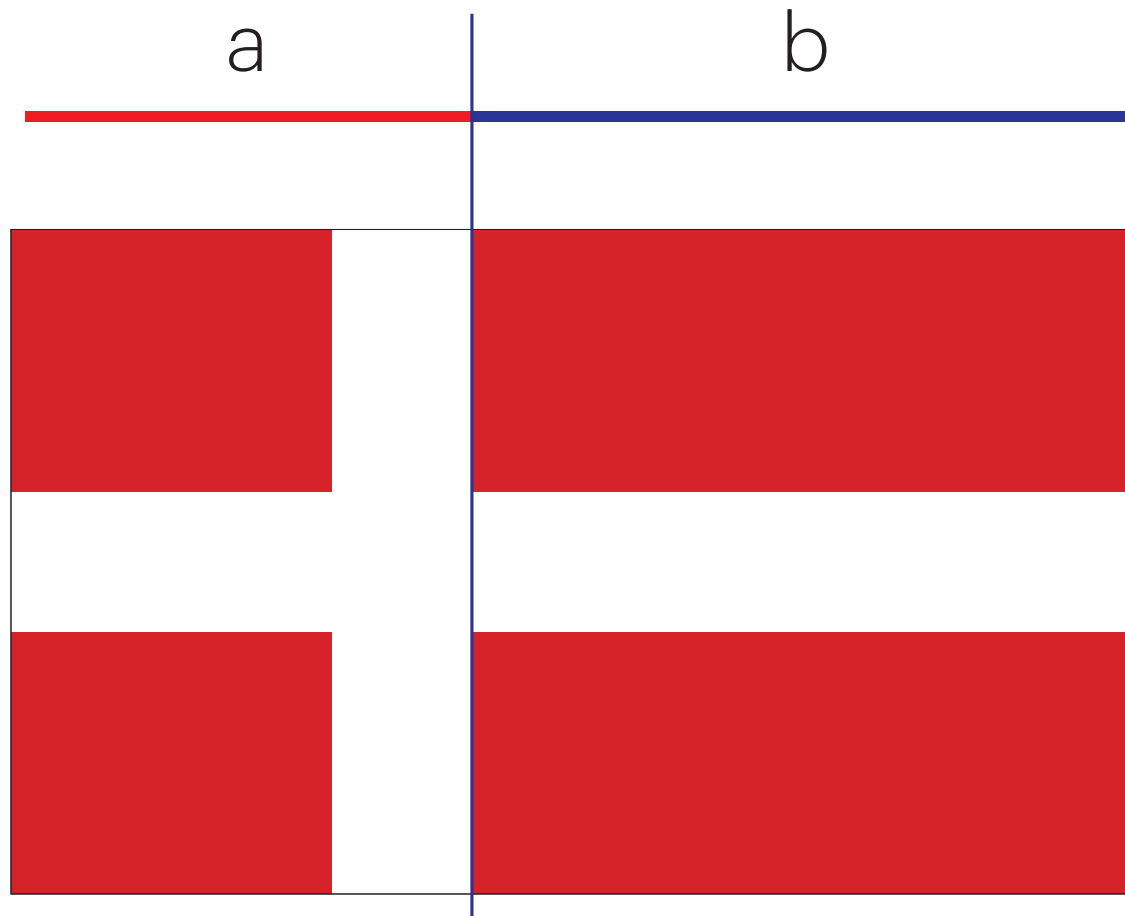
USA



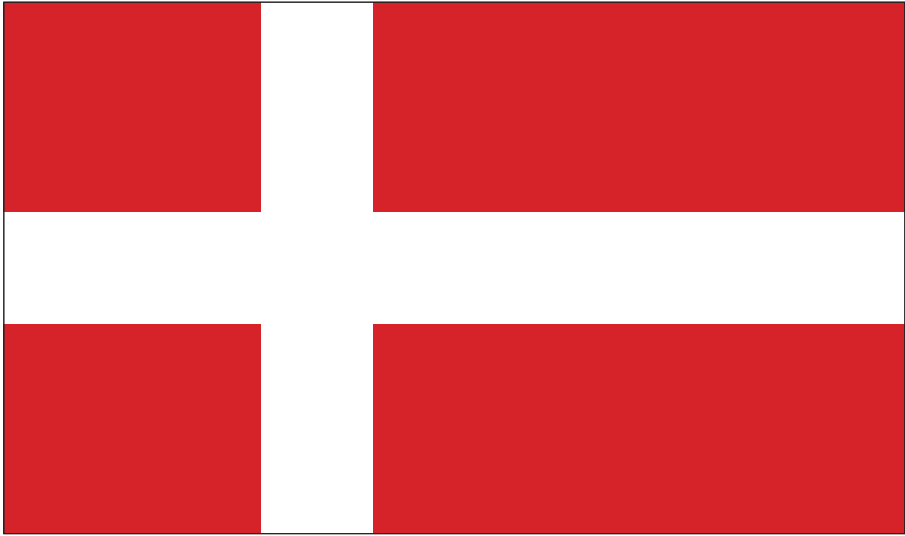
Kingdom of Tonga



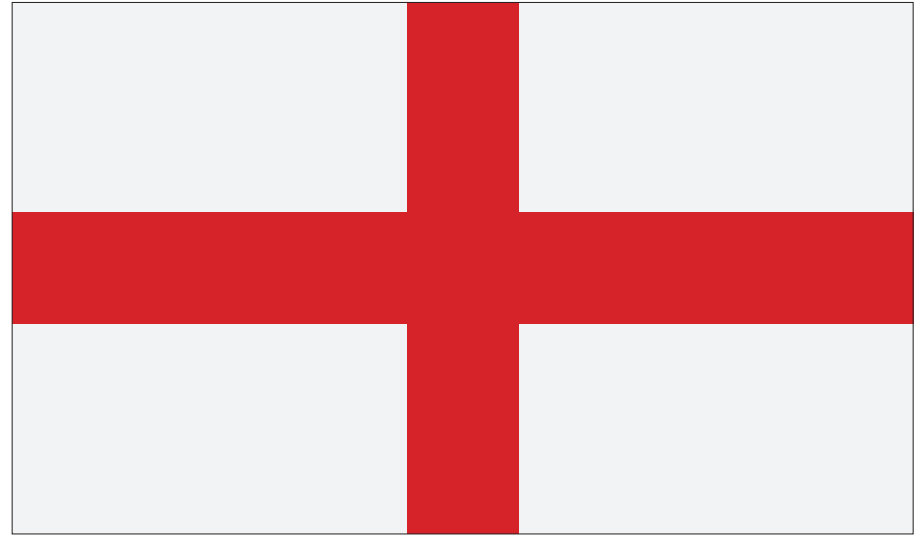
Finland



Denmark



Denmark



Denmark

05.

Propositional Density.

05. **Propositional Density.**

The relationship between the elements of a design and the meaning they convey.



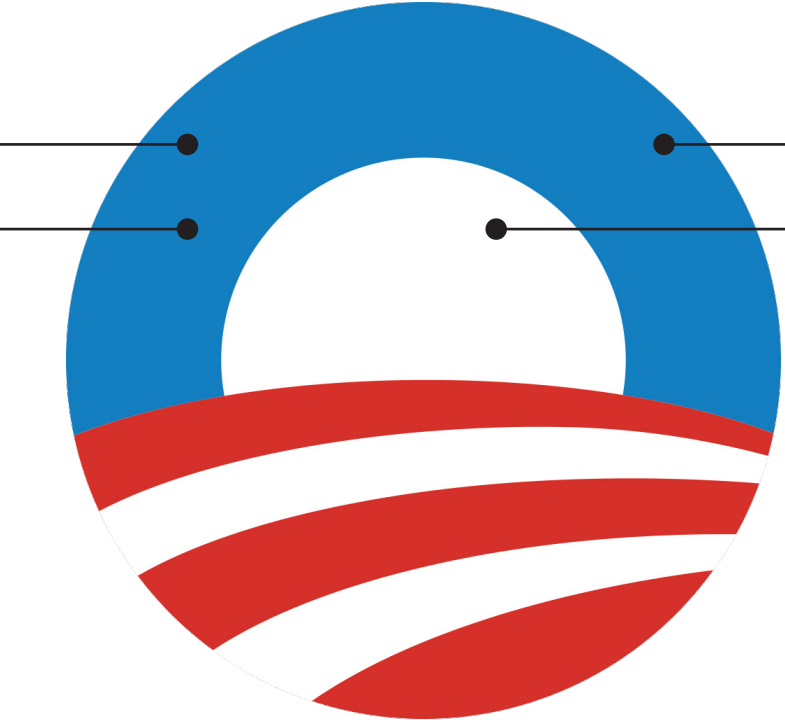
The Circle represents stability



The blue represents sky

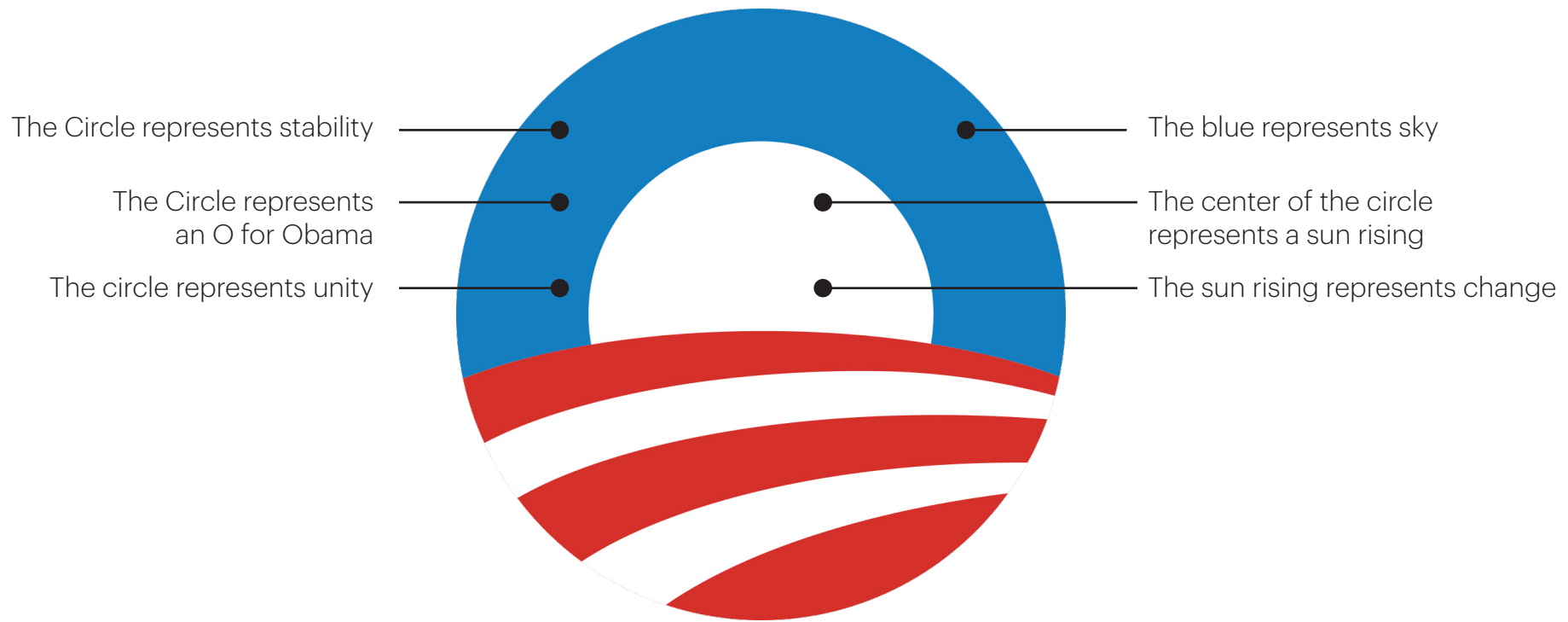
The Circle represents stability

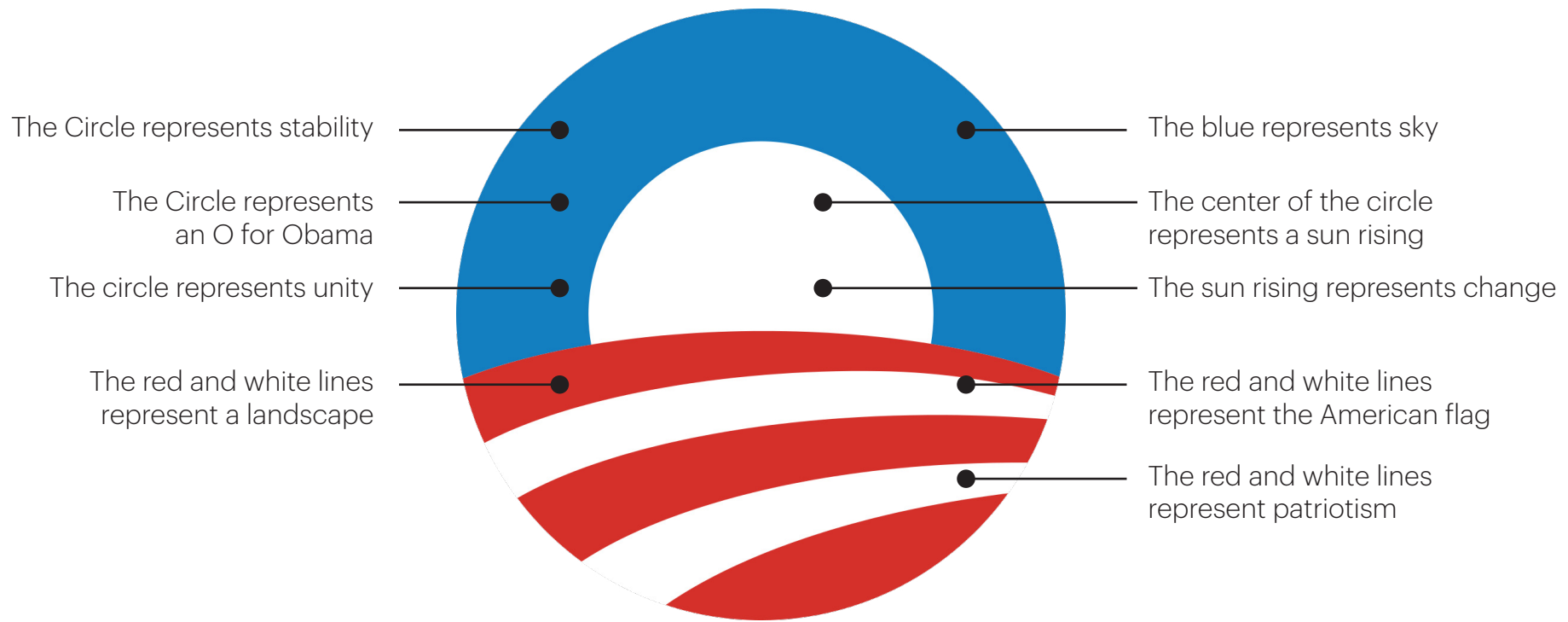
The Circle represents
an O for Obama



The blue represents sky

The center of the circle
represents a sun rising







Antigua



Antigua



Kiribati