



In reviewing flag designs, the Flag Consideration Panel was guided by the thousands of Kiwis who shared what was special to them about New Zealand. This provided the Panel, and flag designers, with invaluable direction as to how New Zealanders see themselves and their country and how those values might best be expressed in a potential new flag.

**Over 10,000 alternative flag designs were suggested, and in selecting designs the Panel agreed a flag should:**

Unmistakably be from New Zealand and celebrate us as a progressive, inclusive nation that is connected to its environment, and has a sense of its past and a vision for its future;

Be a 'great' flag, which means that it adheres to the principles of good flag design, and has an enduring quality which will not become outdated, and will work well in all situations from celebration to commemoration;

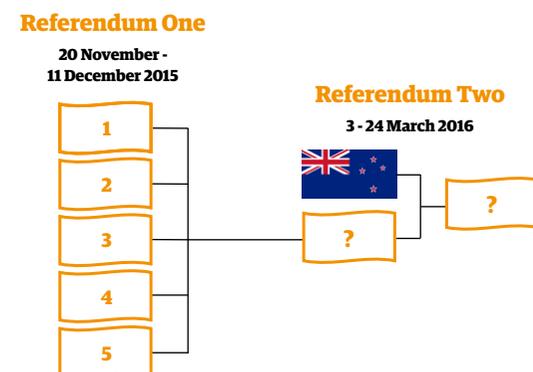
Be inclusive, in that all New Zealanders should be able to see themselves within it; and

Not have any impediments to use as a potential New Zealand flag.

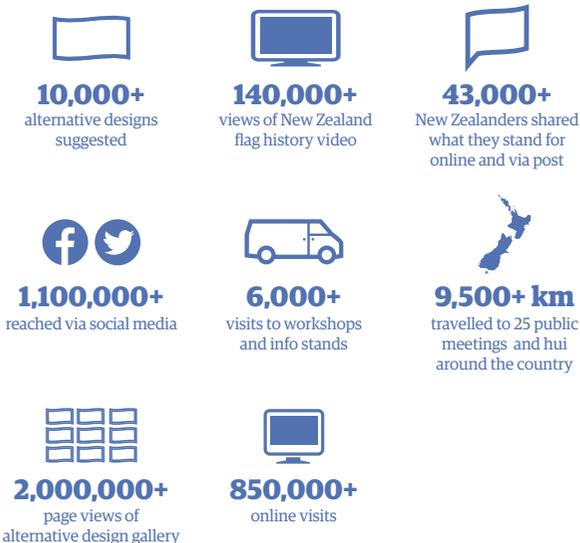
## What happens next?

Now you have the opportunity to be part of history and rank the alternative flags in this binding postal referendum.

In a second binding referendum next year, you'll choose between the preferred alternative design and the current flag.



## How New Zealanders engaged.



Guided by the extensive public engagement programme the Panel selected four alternative designs.

Following this process, Parliament extended the number of alternatives to five, adding a fifth option for ranking in the first postal referendum.

# Get to know the five flags before you rank them.

This information is available in Te Reo, Sign Language and 24 additional languages at [flag.govt.nz](http://flag.govt.nz)

**For further details call 0800 36 76 56 or visit [flag.govt.nz](http://flag.govt.nz)**

Authorised by the Flag Consideration Panel



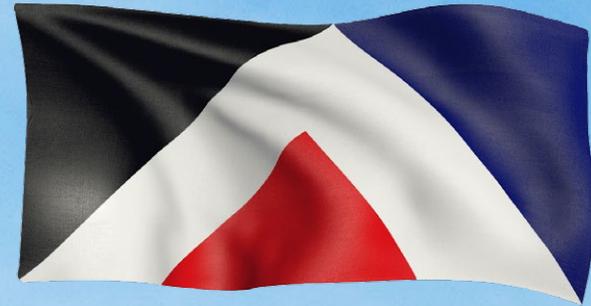


### Silver Fern (Black, White and Blue)

Designed by Kyle Lockwood

"I thought a lot about how a flag would look on a podium, as well as flowing in the breeze. We are surrounded by sky and water and the blue represents that. The colour black reflects our past as well as our achievements, representing the pride and strength of all New Zealanders."

For more information on this design go to [flag.govt.nz](http://flag.govt.nz)



### Red Peak

Designed by Aaron Dustin

"I created this flag to represent New Zealand's unique land, light and position. Inspired by Māori tāniko weaving patterns, the shapes and colours suggest a landscape of alpine ranges, red earth, and black sky. The design references Rangi and Papa in Māori mythology and the red triangle with a white stripe references elements of our existing flags."

For more information on this design go to [flag.govt.nz](http://flag.govt.nz)



### Koru

Designed by Andrew Fyfe

"I wanted to represent not just this generation, but my children's generation and their children's generation. In Māori kōwhaiwhai patterns, the koru is based on a fern frond unfurling and represents new life, growth and peace. For these reasons the koru has crossed cultures and become part of New Zealand's visual language."

For more information on this design go to [flag.govt.nz](http://flag.govt.nz)



### Silver Fern (Black and White)

Designed by Alofi Kanter

"I wanted something that is distinctive and uniquely New Zealand. To me, the silver fern has been our identifying symbol for over 100 years - black and white is a unique and strong colour palette. I believe our flag should reference where we have come from, acknowledging that the past informs our present and future and it's important to find that balance."

For more information on this design go to [flag.govt.nz](http://flag.govt.nz)



### Silver Fern (Red, White and Blue)

Designed by Kyle Lockwood

"I've incorporated our proud heritage and history into this design which looks good now, and will endure a hundred years more. The Southern Cross represents New Zealand's location and the stars symbolise the islands of New Zealand. The silver fern represents the multiple cultures of New Zealand joining together as one and growing upwards and onwards into the future."

For more information on this design go to [flag.govt.nz](http://flag.govt.nz)

