

**What do we
stand for?**

Flag Consideration Project

flag.govt.nz

New Zealand's flag. Our chance to decide

This is the first time in history that all New Zealanders will have a say in the design of the New Zealand Flag. You'll have the chance to share what you stand for as a New Zealander, hear what others have to say and suggest a flag that makes you proud to be a Kiwi. It's a unique opportunity that may or may not result in change. Either way, you'll be part of an important moment in New Zealand's history when you make your decisions in the upcoming flag referendums.



Our flag's history

Our current flag is derived from the maritime British Blue Ensign. The stars of the Southern Cross were added and, similar to other Commonwealth countries at the time, the Union Jack placed in the first quarter to recognise New Zealand as a British colony. Changing our flag would not affect our relationship with the United Kingdom or the Commonwealth. You can find more about our flag's history at flag.govt.nz

How did the current flag eventuate?

While our current flag is officially our third, New Zealand's history includes many different flags.



1834

The first flag - now known as the Flag of the United Tribes of New Zealand - was chosen by 25 Māori chiefs from the Far North at Waitangi.

Cross within a white disc. The version with the white disc had been introduced to comply with British signalling laws.



1840

Following the signing of the Treaty of Waitangi, the Union Flag (Union Jack) became New Zealand's official flag.

1900

Premier Richard Seddon introduced legislation into the House of Representatives to make the New Zealand Blue Ensign with the Southern Cross stars New Zealand's flag.



1865

The British Parliament's Colonial Naval Defence Act required that ships flying the maritime British Blue Ensign identify which colony they represented. The 'NZ' badge was added to the bottom right corner of the British Blue Ensign for government-owned ships.



1902

This flag was legally adopted and named the New Zealand Ensign.



1869

The Southern Cross replaced the letters 'NZ' as a permanent badge on the British Blue Ensign creating the New Zealand Blue Ensign, which is our current flag.



2009

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



1899-1902

During New Zealand's participation in the South African War, flags flew throughout the country and many people were unsure whether to use the Union Jack, the New Zealand Blue Ensign, or a version of the New Zealand Blue Ensign with the Southern

Other flags used in New Zealand include:

- Queen Elizabeth II's personal New Zealand flag, which is flown when she is present
- The Governor General's flag
- Official flags used on ships and aircraft.



Get involved

Before our country decides which flag we'll stand for, the Flag Consideration Project wants to know what New Zealanders stand for. Between 5 May and 16 July 2015 you can:

Share what you stand for online at standfor.co.nz

How you describe what you stand for will help identify key themes and inform designs and decisions.

Get your school involved

The School Resource Kit provides tools to replicate the flag consideration process in your school. You can download the kit at education.govt.nz/nzflag



Etch your name in history

When you share what you stand for you can also have your name included on our nation's flagpole, and when New Zealand decides its flag, it will fly there.

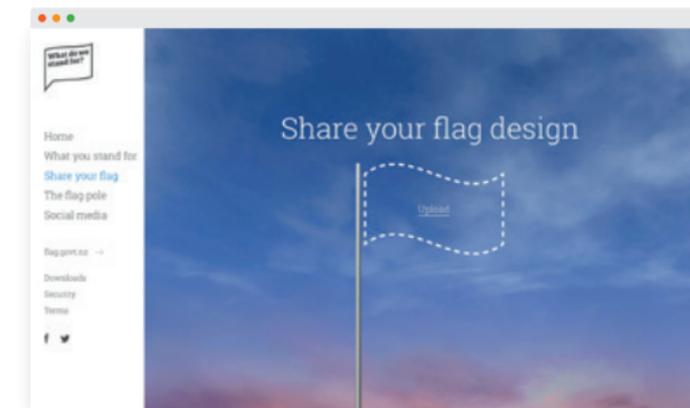
Hold or be part of a discussion in your community

A Community Resource Kit is available to help you hold a discussion with your whānau, workmates or members of a community you are part of. You can download the kit from flag.govt.nz. Once you've held your discussion, you can share the results online at standfor.co.nz



Head to the national road show

The Flag Consideration Panel are travelling the country to encourage all New Zealanders to share what they stand for at public workshops and hui. Find out more about the Panel and the road show at flag.govt.nz



Share a design suggestion

You can see what people stand for and suggest a flag design that reflects what's important to New Zealanders. Flag suggestions will be accepted until 16 July 2015 and should comply with the Flag Design Guidelines on flag.govt.nz

Be ready to vote

All New Zealanders enrolled to vote will be asked to take part in two referendums.

Referendum One

20 November - 11 December 2015*

You'll be asked to rank the four flag alternatives selected by the Panel. Rather than picking one favourite, you'll be ranking the flag options from your most preferred to your least preferred.

Referendum Two

3 - 24 March 2016*

You'll be asked to choose between the current New Zealand Flag and the preferred alternative design selected in the first referendum. The results of both referendums are binding. This means the flag with the most votes in the second referendum will be the official flag of New Zealand. There will be full instructions in your voting pack for both referendums, so you'll get all the information you need to help you complete your voting papers.



To take part you must be correctly enrolled before voting starts.

You are eligible to enrol and vote in the referendums if you:

- will be 18 years or older when voting begins, and
- are a New Zealand citizen or permanent resident, and
- have lived in New Zealand for more than one year continuously at some time in your life

These will be postal referendums, so your voting papers will be sent in the mail. Enrol, check or update your details now to make sure that you are correctly enrolled and your papers will go to the right address. You can enrol, check and update your details at elections.org.nz or by calling 0800 36 76 56.

* Referendum dates are subject to the legislation.

Discuss

5 May 2015

New Zealanders are asked what they stand for.
Flag Design Guidelines are made available.



Create & Share

until 16 July 2015

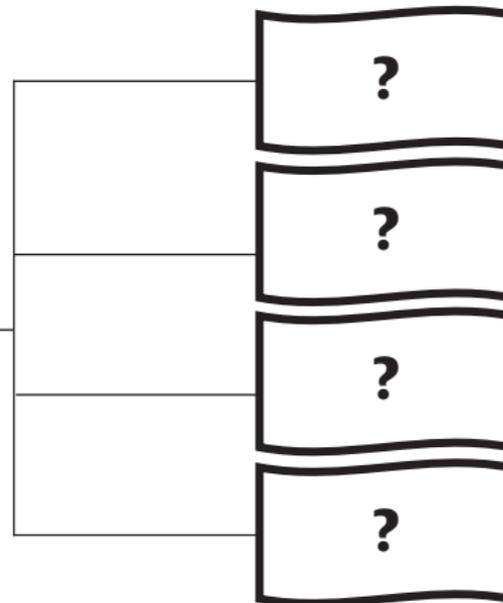
Suggest and share a flag design
until 16 July when suggestions close.



Select

September 2015

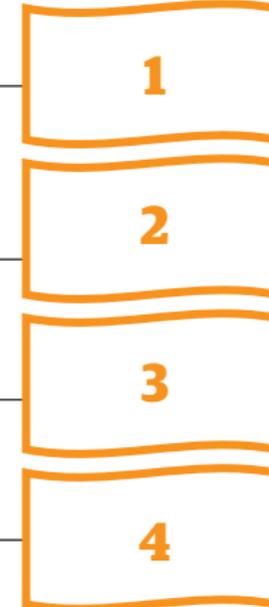
A shortlist of four alternative
designs is selected by the Panel.



Referendum One

November-December 2015*

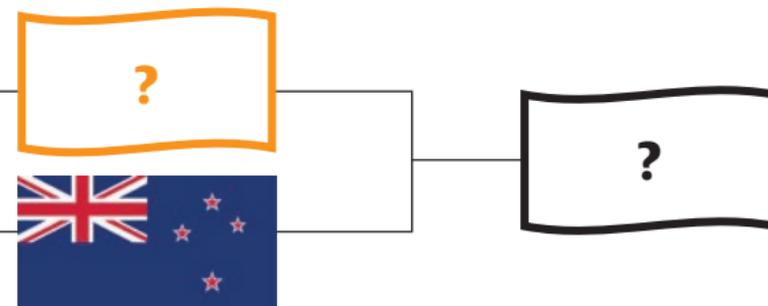
The first postal referendum
determines the preferred alternative.



Referendum Two

March 2016*

The second postal referendum is held to decide
between the current flag and the preferred alternative.



Meet the panel

A Flag Consideration Panel of 12 New Zealanders with different backgrounds, ages and experience has been appointed to help facilitate the flag conversation. They will listen to what New Zealanders feel is most important in their flag and consider the flag designs suggested by New Zealand to inform the shortlist of four alternative flags.

The Panel was appointed in February 2015 following nominations by a Cross Party Group of MPs. The Panel is responsible for ensuring the principles articulated by Cabinet; that this process will be:

**independent, inclusive, enduring,
well-informed, practical,
community-driven, dignified,
legitimate, consistent with the
Crown's Treaty obligations.**

Chair:

Emeritus Professor John Burrows, ONZM, QC

Respected law lecturer, author, former member of the Law Commission, co-Chair of the Panel that reviewed the New Zealand Constitution in 2012, Christchurch.

Panel Members:

Nicky Bell

Chief Executive Officer of Saatchi & Saatchi New Zealand, board director, Auckland.

Peter Chin, CNZM

Former Mayor of Dunedin, director and trustee, Dunedin.

Julie Christie, ONZM

Director of Julie Christie Inc, board member, Auckland.

Rod Drury

CEO of Xero, technology entrepreneur, Havelock North.

Beatrice Faumuina,

ONZM, Olympian, Commonwealth gold medallist, ASB Head of Talent & People Strategy, board member and trustee, Waitakere.

Kate de Goldi

Deputy Chair, writer and reviewer, Wellington.

Lt Gen (Rtd) Rhys Jones,

CNZM, Former Chief of NZ Defence Force, Wellington.

Stephen Jones

Invercargill City Youth Councillor, Invercargill.

Sir Brian Lochore,

ONZ, KNZM, OBE. Former All Black, coach and administrator, Masterton.

Malcolm Mulholland

Academic, flag historian, Palmerston North.

Hana O'Regan

Academic, Māori studies and Te Reo Māori, Christchurch.

Talking about change

The current flag was legally adopted in 1902. At times New Zealanders have talked about change. Designs have been put forward but there has never been an official public discussion about the future of our flag.

By law, our flag can be changed by a simple majority of Parliament, however Government has decided that a flag that unites New Zealanders should be selected by all New Zealanders. A legitimate process that gives everyone the chance to have their say is important, so after careful consideration the decision was made to have two referendums. The two referendums ensure that New Zealanders know what the alternative flag looks like before they decide on their preferred flag.

The estimated cost is \$25.7m over two years, or around \$5.60 for each New Zealander. Most of the cost is in holding two postal referendums (\$17.3m) and public consultation (\$6.7m).

There are arguments for and against changing the flag. Taking the time to consider what you think is important in our flag and seeing flag designs that are a possible alternative means you'll be ready to make a decision when it's time to vote.

If New Zealand decides on a new flag

Whatever New Zealand decides in the second referendum, our current flag will remain an important symbol of our history.

If New Zealand votes for a new flag, within 6 months of the change it will be flown on days of national commemoration and on government buildings as detailed in the Flags, Emblems and Names Protection Act 1981. Outside of these rules, New Zealanders will continue to fly the flag of their choice (including current or previous flags).

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

Other symbols of our nationhood like the New Zealand Coat of Arms will continue to be valid and used as they are, even if they include the current New Zealand Flag in their design.