

16 July 2015

Professor John Burrows  
The Flag Consideration Project  
PO Box 10245  
The Terrace  
Wellington 6143

Dear John,

**Submission to the Flag Consideration Panel**

I was pleased to see that you are in this role and speaking at the first *Civics and Media Project* workshop on 2 September 2015. The Institute is running the third workshop for this project with the Royal Society on Thursday, 19 November. You and the rest of the Panel would be most welcome to attend this workshop in Wellington.

Please accept this letter and attachment as the McGuinness Institute's submission to the Flag Consideration Panel. The Institute has not engaged in the flag debate as we were concerned that a successful outcome would, in reality, require a deeper conversation.

A discussion on the flag was always at risk of being about the design and how that design was perceived globally rather than what the design meant to New Zealanders in terms of driving our values and behaviour going forward. However, we do recognise that the flag debate might provide a useful mechanism for starting a deeper discussion and for that reason we consider the current flag initiative to be an idea worth pursuing.

In 2011 the Institute undertook a workshop that might be of interest. It was called *StrategyNZ: Mapping Our Future*, and during the workshop we asked the 100 participants to create a coat of arms, among other outputs. The coat of arms output was chosen as opposed to a flag because we considered that it would prove more significant and informative by illustrating the types of products, services and values that could drive our country forward. I have attached a copy of the final workshop output booklet for your information.

If you would like to discuss this submission in more detail, please do not hesitate to contact me. I will be out of the country until 4 October 2015 but will be available for contact via email.

Kind regards,



Wendy McGuinness  
Chief Executive

P.S. If you have not yet read it, you may be interested to have a look at *Flags of New Zealand* by Allan Sutherland. It provides an interesting history of New Zealand's flags and their significance to its people. A copy is in our library.

## About the McGuinness Institute

The McGuinness Institute is a non-partisan think tank working towards a sustainable future, contributing strategic foresight through evidence-based research and policy analysis.

*Project 2058* is the Institute's flagship project, which includes a research programme that aims to explore New Zealand's long-term future. In preparing this submission the Institute draws largely on the McGuinness Institute's overarching project, *Project 2058*, and in particular our work on *Project Civics* and *Project StrategyNZ*:

### Project Civics

- July 2013: *Submission: Ensuring New Zealand's Constitution is Fit for Purpose: Submission to the Constitutional Advisory Panel*
- August 2012: *Workshop: EmpowerNZ: Building a constitution for the 21st century*
- June 2012: *Working Paper 2012/01: The State of the Constitutional Review*
- February 2013: *Report 14: EmpowerNZ: Drafting a constitution for the 21st century*
- November 2011: *Working Paper 2011/09: The State of the Constitutional Review*
- July 2010: *Report 8: Effective Maori Representation in Parliament - Working towards a National Sustainable Development Strategy*

### Project StrategyNZ

- July 2015: *StrategyNZ: Mapping Our Future* booklet
- June 2011: *Report 13: StrategyNZ: Mapping our Future Strategy Map*
- May 2011: *Working Paper 2011/13: What strategic uncertainties keep New Zealanders awake at night?*