

Trend Task: Flag Change?

Approach: One to one
 Focus: Changing images of cultural identity
 Resources: New Zealand flag, picture

Year: 4 & 8

Questions / instructions:

Hand student a New Zealand flag.

Here is a New Zealand flag. It is a symbol of our country.



1. What does this flag tell us about New Zealand?

Union Jack: shows connection to UK
Southern Cross shows New Zealand's position in Southern Hemisphere: mentioned Southern Cross and Southern Hemisphere
 mentioned Southern Cross only

Colours:
 mentioned connection to Pacific Ocean
 mentioned connection to UK

Show student picture.

[see page 54 for resource information]

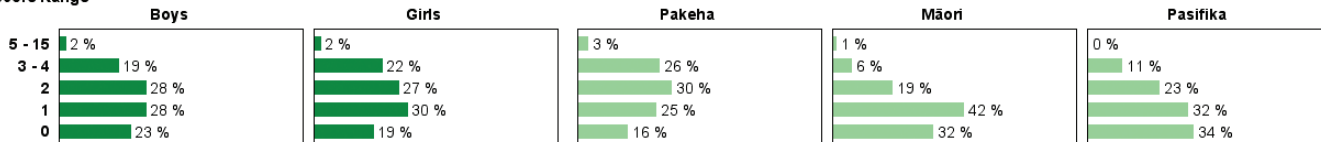
Here is a picture of some New Zealanders who want to change our flag. They are holding different flag designs.

	% response 2009 ('05)			% response 2009 ('05)	
	year 4	year 8		year 4	year 8
2. What could be some good reasons for wanting to change our flag – making it different?					
flag doesn't reflect New Zealand/ New Zealand culture	13 (10)	27 (30)			
similar to other flags (e.g. Australia); causes confusion overseas	15 (24)	37 (49)			
boring, old, need to change for change's sake	26 (30)	17 (32)			
doesn't need to show connection to UK any longer	2 (3)	13 (17)			
doesn't reflect the bicultural (Māori) nature of New Zealand's society/history	2 (2)	8 (5)			
doesn't reflect the multicultural nature of New Zealand's society/history	1 (2)	1 (1)			
doesn't capture the importance of/ association with sports in New Zealand	19 (19)	22 (12)			
3. What could be some good reasons for not changing our flag – keeping it the same?					
tradition/has been like that for long time/ historic reasons (e.g. famous people have carried it - Sir Edmund Hillary, Olympians)	20 (20)	49 (48)			
good representation of New Zealand	6 (5)	8 (14)			
soldiers in wars fought under this flag	0 (0)	2 (6)			
l/people like it; it's attractive/good	17 (20)	9 (11)			
would cause confusion if it changed	12 (13)	19 (15)			
cost/effort	5 (4)	6 (4)			
Total Score:					
	7-15	0 (0)	4 (3)		
	5-6	2 (2)	15 (23)		
	3-4	21 (24)	40 (45)		
	2	27 (28)	21 (13)		
	1	29 (31)	14 (13)		
	0	21 (15)	6 (3)		

Subgroup Analyses:

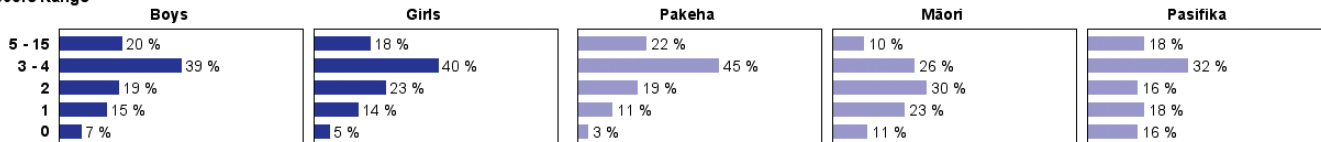
Year 4

Score Range



Year 8

Score Range



Commentary:

About half of year 8 students understood that the New Zealand flag shows a connection with the UK (although this declined from 56% in 2005 to 42% in 2009), and about a quarter understood the stars to represent New Zealand's position in the southern hemisphere (again, a decline from 33% in 2005 to 24% in 2009). Reasons for making a change to the New Zealand flag most commonly related to its similarity to other flags, needing a change and it no longer representing New Zealand or New Zealand culture. Interestingly, at year 8 there is a general decline in the proportion of students who give these reasons, but an increase in the proportion who believe the flag doesn't represent the importance of sport in New Zealand. About half of year 8 and 20% of year 4 students identified tradition as being a reason for not changing the flag – a similar pattern to 2005.