

“Advancing Always variant 5”, an alternative New Zealand national flag design  
 (with suggested adaptations of the design to the other major flags and ensigns of the nation)



**Army**



**Navy ships**



**Air Force**



**RSA**



**Government ships**



**Civil & merchant ships**



**Civil aviation**



**Yacht Squadron**



**Police Service**



**Fire & Emergency**



**Customs Service**



**NZ Olympic Committee**



**Tokelau**



**Niue**



**Cook Islands**



**Ross Dependency**



**Auckland**



**Wellington**



**Christchurch**



**United Nations**



See this flag waving. See it in all wind conditions. See many more alternative New Zealand flag designs at [newzealand.flagoptions.com](http://newzealand.flagoptions.com)

Facing the fly rather than the hoist, the kiwi in this flag design may flout a stodgy heraldic tradition, but flags do not wave in the direction from which a wind comes, but in that towards which a wind progresses. Our kiwi is therefore 'looking to the future', in accordance with both the New Zealand motto of 'Onward' and the Auckland motto of 'Advance'. The kiwi is joined by two other major New Zealand symbols, the silver fern and the Southern Cross, and the design also sports all of New Zealand's de facto national colours, along with the additional verdant symbolism of green. Separating the hoist and fly areas of the design is a bold, four-colour, Māori tukutuku 'stair-step' pattern, an intrinsic symbol of aspiration and progress. Moreover the number of its 'steps' in any given direction number sixteen, numerically representing all of New Zealand's official regions. This symbolic and inclusive flag design owes much of its inspiration to [Taylor Annabell's 2016 master's thesis](#), recommended reading for all Kiwis.