

“Advancing Always variant 7”, 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



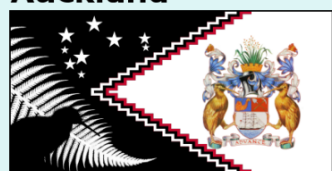
Cook Islands



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

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 three other major New Zealand symbols, the silver fern, the Southern Cross, and the Pleiades, known in New Zealand as Matariki. The design also sports all of New Zealand's de facto national colours. Separating the hoist and fly areas of the design is a bold, three-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.