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StrategyNZ

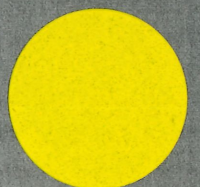
Mapping our Future

Workbook

Exploring visions,
foresight, strategies
and their execution



MCGUINNESS INSTITUTE





The New Zealand Coat of Arms

Text adapted from Hartemink, 2010 & Ministry for Culture and Heritage, 2010.

New Zealand's Coat of Arms, our first Strategy Map?

Momentum gathered in 1906 for New Zealand to adopt our own Coat of Arms, rather than continuing to use the British one which we had been using since 1840. Having our own Arms seemed especially symbolic as we moved to become a Dominion in 1907. Initial plans to develop our Coat of Arms were thwarted by a fire which destroyed Parliament in 1907, but the competition for the design was successfully relaunched the following year. A series of iconic symbols were incorporated into competition submissions, illustrating the important nature of the Coat of Arms as an emblem for New Zealand. These included sheep, cows, moa, stars, ships, British soldiers and Māori warriors.

Three entries were sent to Britain to be judged, and the winning entry, submitted by James McDonald, became official in 1911 and is now referred to as the 1911 Arms. During the 1940s it was found that multiple versions of the Coat of Arms were in use, and a committee was established to oversee a standardisation of the image. The slightly changed image was approved by Queen Elizabeth II in 1956, and remains the Coat of Arms for New Zealand today in 2011. The shield uses symbols to represent the Southern Cross, New Zealand's farming, agricultural and mining industries, and the significance of our sea-trade. The shield is flanked by a Māori chief with a taiaha and a European woman holding the New Zealand ensign; St Edward's crown floats above, representing our current Queen's coronation. The woman is believed by some to be Zealandia, a personification of New Zealand and daughter of the British equivalent, Britannia.

Could this be considered our first attempt at a strategy map?

Whilst a similar strategy is not required today, the path to our Coat of Arms has messages which continue to resonate. The use of Arms is emblematic of the government's authority and reserved for government use only. Privileged usage



includes documents such as passports, and parliamentary acts, and approval must be gained to reprint the image. These characteristics connect the initial creation of the Arms to a wider vision for New Zealand. A vision for a country which is young and independent yet rooted in an older tradition. A country with a unique personality and a distinctly New Zealand identity, both of which are reflected in the choices made and the trust placed in the authority of the government. It also shows that we have attempted to reach consensus before with regard to representation of New Zealand, and that we can do it again: New Zealanders are good at having this identity represented on a global stage.

Most significantly, we see what can be achieved for a country when a group of people put their heads together and seek to help positively shape the direction for New Zealand, and envision New Zealand as it moves into the future. Like a strategy map, this evidences the staying power and significance that such a tool can have, and the importance of working to create these tools.