

Brethren All,

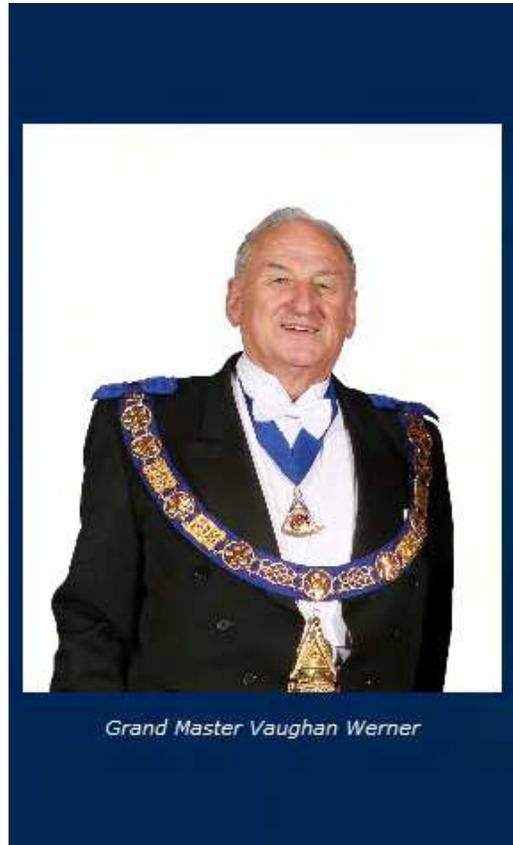
The past fortnight has not only reinforced my love of Freemasonry, but has exceeded my expectations in serving you as your Grand Master.

During a time when this nation has been turned upside down by unavoidable and devastating forces, when uncertain times have created hardship for many Australians, it is through Freemasonry we unite. With compassion, endurance and persistence, without conflict, consequence or demur, we rise to overcome challenges for all communities, for all man kind, far and wide. We stand proud.

For the monies you have personally pledged or raised within your Lodge, for the time you may have offered, for the distance you may have travelled to flood affected areas, for the comfort you gave to a friend, Brethren, please join with me in the spirit of Freemasonry and be proud.

Yours in Freemasonry,

Vaughan Werner  
Grand Master



## The value of forming strategic alliances within Freemasonry



Above: RWBro. Frank Fordyce, PGJW proudly points out one of four Freemasons Victoria's logos on the new Sunshine Coach at the media presentation as part of Freemasons Victoria's sponsorship of Variety's Newstart program in Bendigo.

According to business expert Larry Dotson, the definition of a strategic alliance is *'when two or more businesses join together for a set period of time. The businesses, usually, are not in direct competition, but have similar products or services that are directed toward the same target audience'*.

Businesses and organisations generally form an alliance for several reasons, some of which include: offering customers a larger variety of products and services, increasing a business' sales force, aim for same target markets, strengthen advertising and marketing campaigns, key messages reach larger target audiences, (and in some cases for less money), creates credibility and trust and increases the number of "strategic thinking" people working for the same objective and market outcomes.

By applying some of the above-mentioned alliance principles to Freemasons Victoria, our Lodge and District strategic alliances will ultimately strengthen and sustain our key message that 'Our Principles Make a Difference' within local community-based businesses and organisations, and, if properly managed, the chain of target marketing will effectively reach young men in the community.

Some of the strategic alliances and sponsorships currently established with Freemasons Victoria worth mentioning are:

- Variety
- Operation Newstart
- Cystic Fibrosis Victoria
- Adelaide University (GIRTH Program)
- Think Pink Foundation
- Cancer Council of Australia
- 20/20 Corporate Cricket (Melbourne)
- Acclaim Opera
- Melbourne Youth Music
- Royal South Street Society Eisteddfod
- SES

Recently Virgin Blue entered talks to expand its international network in Asia armed with a new alliance – Ian Thorpe.

The sponsorship move was part of repositioning and rebranding of the airline aimed at securing a bigger share of the corporate market that appropriately matched Thorpe's determination to succeed that complemented Virgin's rebranding strategy for the region.

Chief executive John Borghetti of Virgin Blue commented that, "the sponsorship arrangement with Olympian Ian Thorpe would benefit the airline's Asian aspirations because of his popularity within the region."

Thorpe announced his comeback to a packed press conference in front of a Virgin Blue backdrop, immediately raising the profile of the airline carrier as it was televised on news broadcasts around the world including China, London and the USA.

**We might not have Ian Thorpe in front of our banner, but the recently launched Guide to Promoting Your Lodge – 'Sponsorships' section, will surely encourage you to start making a strategic splash in your community.**

Sponsorships can help you promote your Lodge to your target audience and can be a source of new members, however, you need to make your Lodge's sponsorships and strategic alliances work for you.

If you are going to sponsor an event or team, make sure your Lodge receives 'bang for buck'. This means:

- Inclusion of our current logo on apparel, marketing collateral and programs.
- Physical signage at the event.
- Opportunity for a guest speaker to make a brief speech or cheque presentation.
- Exposure in the recipient's magazine/newsletter.
- Ask their performers/director to be your guest speaker.
- Continue the relationship: say you sponsor the local cricket team, make sure they receive the FV magazine, include them in your next fundraiser or community project.

**Some examples of sponsorships:**

- Sponsor the local football team and place your logo on their jumpers.
- Sponsor a local SES or Youth Vehicle.
- Sponsor a round of local cricket: the Freemasons Victoria Cup
- Sponsor an award at a nearby TAFE or University: the Freemasons Citizenship Award.
- Provide educational scholarships to a local school.
- Sponsor a lap-top program for underprivileged children.
- Sponsor a local choir or young orchestra.
- Sponsor a wing at the local hospital.
- Sponsor a new playground at the local park.
- Sponsor wheelchairs for a disability centre.

Your complete guide to promoting your Lodge will be available soon. For more information email: [way@freemasonsvic.net.au](mailto:way@freemasonsvic.net.au)

## Freemasons provide the key to student's new start in Bendigo



Left to Right: WBro. Colin Adams, RWBro. Ernie Bell PDGM, President of the Board of Benevolence RWBro. Frank Fordyce, PJDM, Deputy Grand Master RWBro. Bob Jones, Right WBro. Bob Layton PDGM and Right WBro. Brian Kinross PJGW.

Central Victorian secondary students can now take part in an eight-week course aimed at introducing them to community and volunteer work and re-engaging them in their education following Freemasons Victoria \$40,000 contribution to the program.

Operation Newstart Central Victoria is supported by Variety, Freemasons Victoria, Victoria Police and the Department of Education and Early Childhood Development. It offers “disengaged” students an opportunity to participate in education, recreational and vocational experiences. The program will launch in Bendigo at the start of next term, after successfully being run in Melbourne since 1997 and in Shepparton since 2008.

To help the program get started, Freemasons Victoria recently handed over the keys to the Variety Club Sunshine Coach, which the program leaders will use to transport students to and from activities that will be held across the state during the school term.

WRBro. Bob Jones, Freemasons Victoria Deputy Grand Master is proud of Freemasons Victoria’s partnership in assisting police and other community members to work with at-risk young people to re-engage and become interested in school again.

“I was honoured to officially hand over the keys to the much needed Coach for the regional program. This partnership program is integral to the future of students, families and the community alike. Our support will ensure students will be introduced to TAFE, VCAL or VET or undertake apprenticeships or full-time employment. It’s a wonderful program to be involved in and we plan to be involved in similar programs in Geelong and Sale,” Bob said.

## Freemasons lend a helping hand in Carisbrook



A small army of Freemasons joined Carisbrook and district tradesman to assist with repairing damaged homes following the recent devastating floods.

The Task Force crew, which included WRBro. Ian McMurtrie and Glen Clement from Melbourne helped Carisbrook Brother Hayden Stewart repair his home after water left his possessions under 60cm of filthy water.

The Prison Officer and his family were overwhelmed with the support they received from the Victorian Masonic community and wish to thank everyone who pitched in. Local Mason Ray Jessup offered his farm accommodation for special kids *Gwen Rose* free of charge to the volunteers and Gwen Jessup and Sue Mercieca made sure the crew was well fed.

Electrician WMBro. Mark Edmonson of the Maryborough Lodge assisted neighbouring Carisbrook residents to regain power to their homes with his apprentice son and inner guard Bro. Scott Edmonson, whilst members of the Carisbrook Lodge helped in the clean-up with the Task Force.

“We worked on the electrical side, checking installation and powering up what we could be powered up. They needed hot water so I got it going,” Mark commented to a reporter from *The Mercury Carisbrook* newspaper.

The Grand Master has established under the Chairmanship of RWBro. Bob Jones Deputy Grand Master a Disaster Relief Committee to Co-ordinate Freemasons Victoria’s response to the devastating floods in Country Victoria.

Currently the District Co-ordinators in each district are still investigating the impacts of the Floods and ensuring that Brethren and their families who are impacted are receiving the appropriate support and financial assistance.

If you are aware of any other Brethren or their families who are in need of any assistance as a result of the floods please contact your District Co-ordinator immediately so that we can ensure that the appropriate support may be provided.

Donations to the Freemasons Victoria Disaster Recovery Appeal can be made by cheque payable to "Freemasons Victoria-Disaster Recovery Appeal" or by Direct Electronic Transfer into BSB 083-817, account number 866472578 (NAB – United Grand Lodge of Victoria).

The Freemasons Victoria Task Force is now in Bridgewater joining forces with Blazeaid to undertake fence rebuilding on flood affected properties.

### **Grand Master announces Charity Concert at Dallas Brooks Centre on ABC radio with Macca**



Popular ABC National Radio Presenter 'Macca' coming to Dallas Brooks Centre

To assist with boosting the on-going fund raising efforts for both Queensland and Victorian Freemasons Victoria's Flood Relief Appeals, Freemasons Victoria's Grand Master, Vaughan Werner, hatched a 'live on-air' plan with Ian 'Macca' McNamara to hold a fund-raising concert at the Dallas Brooks Centre.

During the Sunday morning radio interview about Freemasons Victoria's benevolence, commitment and passion for community welfare and care, including the two flood appeals, the like-minded pair made an impromptu decision to encourage all Australians to dig a little deeper into their pockets by enjoying an evening of live music and performances hosted by Macca - with all profits going towards Freemasons Victoria's Flood Relief Appeals.

Currently our Grand Master and Macca are scheduling a concert not to be missed, reminiscent of the popular 'Drought Relief Fund-Raising Concert' in 1992, also hosted by Macca and Freemasons Victoria at the Dallas Brooks Centre.

To listen to The Grand Master's Podcast interview with Macca on facebook, simply click here [....LINK](#)

## Successful Grand Masters' Open Night at Irymple



Freemasons Victoria Grand Master, presents Mildura boy Ethan Scarman with a laptop computer to assist with his studies at the Grand Masters' Open Night at Irymple.

MORE than 140 Freemasons and guests attended the Grand Masters' Open Night at Irymple Masonic Centre on Saturday 29 January. It was a memorable event, with Freemasons from Sunraysia and the Riverland welcoming our Grand Master MWBro. Vaughan Werner, along with the Grand Master of South Australia and the Northern Territory, MWBro. Ray Clark.

Accompanying the Grand Masters were their respective Deputy Grand Masters and Grand Secretaries, along with a large contingent of senior Freemasons from Melbourne and Adelaide.

The Grand Masters were led into the Lodge Room by an impressively outfitted party of Ceremonial Officers. An address on the history, practice and symbolism of Freemasonry followed, delivered by RWBro. Mervyn Hallam.

Both Grand Masters spoke of their own experiences as Freemasons, and the enjoyment they have derived from membership, encouraging non-Freemasons present to consider embarking on a Masonic journey of their own.

And it wouldn't be a Masonic occasion without charity. Local 8-year-old Ethan Scarman, who suffers from Cystic Fibrosis, was presented with a laptop computer to assist with his home schooling. A charitable donation was also made to Mildura's Geoffrey Jones, also a Freemason, on behalf of his grandson Archer Bennett, 18 months, who suffers from Chronic Myeloid Leukaemia requiring constant medical attention.

The Mildura Lodge also received their Certificate of Accreditation, concluding a successful evening for Freemasonry in the Sunraysia District.

## Royal Freemasons Open Charity Golf Day – Celebrating 15 years



Image: Courtesy Portarlington Golf Club

The Portarlington Golf Club Inc is proud to be hosting the Royal Freemasons Open Charity Golf Day. Now in its 15th consecutive year, this popular event has raised over \$100,000 for Royal Freemasons (formally The Royal Freemasons Homes of Victoria).

Come along and enjoy a fun-filled 18-hole day at this picturesque course that boasts some of Victoria's most stunning fairways and designer greens.

**Where:** Portarlington Golf Club, 130 Hood Road, Portarlington

**When:** Monday 2 May 2011

**Time:** 9.30am Assembly for 10.00am Shotgun Start

**Events:** Men's and Ladies 18 Hole Stableford Events plus Teams Event

**Cost:** \$25.00 per player - includes complimentary golf ball & afternoon tea

Enter by download form [www.portarlingtongolf.com.au](http://www.portarlingtongolf.com.au) or call Tournament Secretary Joy Mc Gregor on 52 592 936

<b>Further information:</b>	Frank Humphreys	52 573 067
	Keith Smith	52 593 594
	Alan Lindsay	52 531 426

**Book Early...Don't Miss Out & Tee You There!**

## A No.1 Installation of WBro. Troy Dedman



WBro. Troy Dedman and RWBro. Barry Reaper PDGM, GSec celebrate the evening

On Saturday 12 February the Waverley Masonic Centre Lodge Room welcomed RWBro. Barry Reaper, PDGM GSec to install Brother Troy Dedman as Master of the oldest Lodge in the constitution of Victoria, the Lodge of Australia Felix No.1.

Over 140 people including Freemasons in dinner suits, Grand Lodge Officers in Tails and crisp starched whites, wives and partners and non-members dressed in their Saturday finest, and to learn more about Freemasonry from RWBro. Mervyn Hallam, PGDM in his last official outing as Grand Superintendent of Education.

Following the recent announcement of a Victoria Flood Relief Campaign by our MW Grand Master, Vaughan Werner, Lodge of Australia Felix organised a special effort 'Silent Auction' and 'Raffle' which raised an impressive \$1,600 dollars on the night.

The occasion was also the culmination of activities marking the 21<sup>st</sup> Triennial Reunion of the Number one Lodges throughout Australia and New Zealand (Australasia). Delegates from South Australia, Queensland and Western Australia were welcomed, chauffeured, and feasted over a three day period.

When interviewed by *Engage!* our interstate visitors expressed that they were 'in awe of the precision and magnificence of the ceremonial and ritual of our Grand Ceremonial Team, and commended the excellence of the organisation and hospitality of the Members of Australia Felix'.

Delegates from Queensland accepted the challenge to host the next Australasian reunion in 2014 that began in 1945. This first discussion took place at the 125<sup>th</sup> Anniversary celebrations of the Lodge Antiquity No.1 NSW and the inaugural reunion officially held in 1949 in Queensland.

Members of the Australia Felix Lodge have been very active over the last three years in the build up to this event. Initiatives including attendance by a contingent of over 20 members and wives/partners and the Triennial Reunion in that was held in Sydney in 2008. A similar sized contingent hosted was by North Australia Lodge No 1 in Queensland in July 2009, and an even larger contingent made an official visit to the number one Lodge in New Zealand - the Ara Taimau Lodge.

**Garibaldi Lodge No. 890 Charity Poker Night...It's on again!**



Image: gamblingpokersite.com

Come and support Mission Australia by making this event a 'Full House' and 'Chip-in' for a good cause. All Brethren, family and friends are welcome to enjoy an 'Ace' night with a guaranteed Prize Pool of \$1,000.

**Charity:** Mission Australia  
**Date:** Saturday 19 March 2011  
**Time:** 7.00pm for 7.30pm start  
**Venue:** Essendon Masonic Hall, 838-840 Mount Alexander Road, Essendon. (Melways 28F2)  
**Cost:** \$50 buy-in (one additional re-buy @ \$20)  
**Organisers:** WPP

Food and beverages available at discounted prices. All proceeds donated to Mission Australia.

*'Shuffle' your diaries as limited seats apply.*

**RSVP:** by 9 March to Renato Trentin MP 0459 803 103 or [rtrentin@pacom.com.au](mailto:rtrentin@pacom.com.au)

All 'Jokers' aside...this event is not to be missed.

## All aboard for the 'Coach Trip Spectacular'



Image of Tambo River – mRadar.com

**Help raise much needed funds for the Bairnsdale Hospital & Ensay Bush Nursing Centre! Join an entertaining coach tour along the Tambo River including a BBQ lunch with Ensay Wines, stop-off at Tongio Olive Farm & enjoy a Filipino cultural dance performance. Hosted by Bairnsdale Lodges. All welcome!**

**Event:** Spectacular guided coach tour along the Tambo River to Ensay including a spectacular Filipino Cultural dance exhibition

**When:** Saturday 12 March 2011

**Times:** Coach departs Bairnsdale Masonic Temple, 9 Francis Street, at 9.00 am sharp  
Depart Ensay at 4.00pm to arrive back at the Masonic Centre at 6.00 pm

**Cost:** \$35 per person (\$25 if self you drive to Ensay) including food and soft drink.  
Wine available for purchase. BYO beer.

**Bookings:** Contact Stan Collins on 0418 614 642. Bookings close Saturday 5 March