

## *Engage!*

Issue 2. 10 August

### Welcome

After such a favourable response following the inaugural edition of *Engage!*, I am pleased to report that the number of Brethren with email addresses registered on our system has more than tripled. It is our aim to have 85% of our membership registered for email by 30 June 2011 and to that end I encourage members who do not receive an original copy of *Engage!* to register their email address with Tony Morris at [morris@freemasonsvic.net.au](mailto:morris@freemasonsvic.net.au)

As Freemasonry in Victoria moves through a period of change, communication becomes increasingly important. We must consistently and comprehensively communicate to the membership and equally provide mechanisms to receive communication. Similarly, Lodges and their members must have open conversations about Freemasonry within their communities and provide ways for the public to communicate with them. In order to pull ourselves out of centuries of perceived secrecy, we need to start speaking openly and confidently about Freemasonry at home, at work and in social settings. By now, your Lodge will have received an Empowerment Pack containing resources to help you do this. I urge you to utilise these materials to begin the social dialogue necessary to ensure Freemasonry becomes increasingly recognised as a relevant organisation to current and future generations.

### Fish Might Fly

*Written by the editor*

At some stage during your career, you've probably come across the story of the Pike Place Fish Market, a real-life business case study often used by corporates and academia to demonstrate the principles of exemplary employee and customer engagement. During the 1990s, the story of Seattle's flying fish market resonated across the globe and has since found its place in popular culture as the benchmark for how to create a buzzing, positive workplace.

Now simply referred to as *Fish!*, the parable has become a theoretical business model that explains what can be created when a group of people are aligned and living a powerful vision.

Pike Place owner John Yokohama transformed his fish market into a workplace where employees and customers alike are so engaged that the buzz is infectious. The Seattle market was just any other fish market until Yokohama and his staff discovered four important ingredients that made the business world renowned:

#### **1. Attitude**

There is always a choice about the *way* you do your work, even if there is not a choice about the work itself. Yokohama's approach is that staff can choose the attitude they bring to work each and every day. By choosing to be positive and happy, the workers at the fish market turned their business into an attraction instead of just a fish store. Staff toss fish over the counter chanting 'Holy Mackerel', they invite customers to 'catch a flying fish' and chase each other around with giant octopi. Crowds gather to laugh at the regular theatrics and staff love holding court with the customers.

You may ask how this applies to Freemasonry? Imagine if we could make our Lodges famous (even on a local level) rather than ordinary? We have the opportunity to design harmonious, dynamic and functional Lodges by simply choosing our attitude. What will make your Lodge so vibrant that newer members *want* to invite their friends along?

## **2. Play**

With this principle, Yokohama does not advise that we play at the expense of our business. Instead, there is a positive way to enjoy work and spread that feeling around. In the fish market, the workers throw the fish, catch them, and yell where it is going, such as, "Three salmon to New York City!" and off the fish go, flying across the market. Yokohama recommends 'not to get uptight and to let things flow'. In Freemasonry, perhaps the same principle applies? Whilst we should strive for excellence in our ceremonial work, let's make our Lodges enjoyable places to be where people can just be themselves.

## **3. Make Their Day**

*"The playful way we do our work allows us to find creative ways to engage our customers,"* say the fish market personnel. The key word is 'engage'. Try to find ways to engage your Lodge members, potential members and your local community in Freemasonry – make their day.

*"Focusing your attention on ways to make another person's day provides a constant flow of positive feelings."*

If our Lodges are positive places, people will naturally gravitate to us, and bring others with them.

## **4. Be Present**

Be present and fully engaged in your work. Make your members wonder if they would ever want to be any where else. Be present and focus on your work and each other.

Watch fish fly at Pike Place by clicking here:

[http://www.youtube.com/watch?v=TbtsfyrEF\\_c&feature=related](http://www.youtube.com/watch?v=TbtsfyrEF_c&feature=related)

## **Membership Update For July**

For the month of July there were 33 new initiates across the state with an average age of 39. They were initiated in these Districts: Northern (6), Western (6), Bayside (4), Maroondah (3), Central Highlands (3), SE Mornington (2), Central (2), Loddon (2), North West (1), North East (1), Gippsland East (1), Bellarine Otway (1) and Monash Gully (1). Grand Lodge referred 21 of these new candidates. In addition, there were 32 new propositions for the period of July across the state.

The Lodges with the highest number of new initiates for the past six months (February to July) were: Middle Park and Bendigo City (each with 5 new initiates) and Williamstown, Footscray Wyndham, Golden Fleece, Tradition and Baxter (each with four new initiates).

For the period of January to July 2010, the Districts with the highest number of new initiates are: Northern (28), Central (27), Western (21), SE Mornington (18) and Bayside (15).

As you will be aware, our membership target is: by 2013, membership decline will have halted and the average age of our membership will have decreased. Our current membership is 13,294 and the average age of our membership is 68. Our target is 13,710 total members and 65 average age by 2013.

Your Lodge target: recruit 1 new member for every 10 members in your Lodge.

## Empowerment Packs – What to do now?

Say it loud and proud! Lodges should have received from their District Co-ordinator a pack of resources designed to empower them to recruit new members. Inside your Empowerment Pack is a set of guidelines for using and making the most of the pack. We are keen to hear about your success stories and help you achieve your recruitment target.

As the Membership Strategy DVD spans over one hour, it is suggested you pass it around the membership of your Lodge or copy the DVD so each member can view it in their own time.

If you need further assistance, please contact Lena Condos at: [condos@freemasonsvic.net.au](mailto:condos@freemasonsvic.net.au)

## GIRTH

### Networking and GIRTH

Victorian *GIRTH* Co-ordinator Merv Dyer recently presented the *GIRTH, Get Involved Reach Top Health* program to over 100 enthusiastic business and residential networkers at St Kilda Road's premier monthly networking event – Club 3004.

Both Merv and Freemasons Victoria were well received by members with many requesting follow-up information on the GIRTH program. Merv happily signed up five of the club members on the night to take part in the GIRTH program.

During the course of the evening, Merv also undertook the challenge of the counting the blood sugar levels of members for diabetes including Melbourne City Council's Deputy Lord Mayor Cr. Susan Riley.

“Attending Club 3004 was not only an excellent platform to present GIRTH to potential program participants; it was also a great environment to answer many queries about Freemasonry. Our new flagship Freemason Victoria's promotional banner stood proud and raised powerful awareness of our organisation.”

GIRTH - Register Now...Yes, YOU!

It's time to get your health...and your life back! The GIRTH program will officially commence at venues around Melbourne and Geelong on 18 August. Registrations are dramatically down and without volunteers to participate, this program will fail.

We need the support of all Lodges to encourage all Freemasons and their friends/families to Get Involved, Reach Top Health. The 12-week men's healthy lifestyle program is FREE and open to all Victorian men 18 years and over.

What can all Freemasons around Victoria do for GIRTH? Get Involved, spread the word and sign up for a healthy lifestyle. Be an active Lodge!

Details of information sessions:

<b>Coordinator</b>	<b>Suburb</b>	<b>Address of Venue</b>	<b>Date</b>	<b>Time</b>
Don Matthews	<b>Sandringham</b>	23 Abbott Street	Wednesday 18 August	7:30pm
Geoff Cook	<b>Ferntree Gully East</b>	111 Station Street	Wednesday 25 August	7:30pm
Ken Drew	<b>Melbourne</b>	300 Albert Street	Monday 23 August	7:30pm
Bob Spittle	<b>Oak Park</b>	21 Station Street	Friday 20 August	7:30pm
Merv Dyer	<b>Ringwood</b>	24 Warrandyte Road	Saturday 28 August	1:00pm
Merv Dyer	<b>Preston</b>	382 Bell Street	Sunday 22 August	10:00am
Rodger Marsden	<b>Belmont</b>	25 Regent Street	Wednesday 1 September	7:30pm

**Register by calling 9411 0111, 9874 3197 or email [menshealth@freemasonsvic.net.au](mailto:menshealth@freemasonsvic.net.au)**

## Royal South Street Eisteddfod

Freemasons Victoria bands together to support young musicians

Continuing a long legacy of community giving, Freemasons Victoria has committed \$18,000 over three years to support the Royal South Street annual Eisteddfod in Ballarat. Our sponsorship is for the Freemasons Victoria Festival of Bands.

*"We are honoured to support the endeavours of music students and our three year financial commitment to competitions such as The Royal South Street Eisteddfod will help sustain the musical discipline within Victoria's education curriculum. Music is an important element in the practice of Freemasonry and we wish Eltham High School great success for the competition,"* said Grand Master Vaughan Werner.

## Vietnam Veteran's Memorial Lodge Long Tan Service

Members and friends of Freemasons Victoria are invited to attend the annual remembrance service of the Vietnam Veteran's Memorial Lodge, dedicated to the diggers killed during the Battle of Long Tan. The moving service, which takes the form of a Vacant Chair, will be followed by an address by guest speaker Rt Wor Bro. Donald Paterson, former Company Commander D Company (7RAR) in Vietnam. Donald served two tours of duty in 1963 and 1967-68.

The Vietnam Veterans Memorial Lodge was consecrated in 1999 as a living memorial to those who lost their lives in Vietnam and those who have since died as a result of their war service. All

Foundation members were Vietnam Veterans, but now anyone wishing to become a member does not have to be a veteran.

Members and guests are welcome to attend the service.

21 August, 7:30pm

Ivalda Masonic Centre

42 Salisbury Avenue, Ivanhoe

RSVP: Wor Bro. Roger Dikes: 0434 381 177 / 9580 2739

Supper provided. Cost \$15.00.

## Young Member's Profile

Bro. Justin Stark

### *What is your line of work?*

I am a Consultant at Hewlett Packard specialising in Multi-Supplier Integration (Supply Chain across multiple suppliers) and Program Management. In previous roles, I have managed Engineering teams, Program Offices and Business Offices.

### *How did you find out about Freemasonry?*

I was introduced to Freemasonry a number of times but I cannot recall the precise order. I do remember who I had most of my discussions with: Chris Packham with whom I worked at HP, John Baragwanath and a resident at a Carnsworth (an aged care facility my wife managed). All were very passionate about Freemasonry. In the end, I made enquiries through Grand Lodge and that is how my journey started.

### *Why did you decide to join?*

I was involved in Bridge Administration (Past Treasurer of the Australian Bridge Federation) and a State Representative on the National Management Committee. I had a poor experience and was looking for a group that had the same morals and ethical bent as I did. As I looked more into Freemasonry (my library before I joined was 20 books, now it's 50+) I felt that the organisation met my expectations as to how a group of like-minded individuals should work together towards a common goal.

### *How do you introduce Freemasonry to people during conversation?*

It depends on the group, but in general, by letting people know that Freemasons are people who I immediately trust to be honest, true to their word and working towards common beliefs. You do not have to like every Freemasons you meet, but you do know that their behaviours should match your expectations.

### *Do you find rehearsing lines for ceremonies off-putting or time consuming?*

I have been very lucky in my Masonic life as I have had very good mentors and friends in the Lodges I am involved in. This means that I have had a good start in learning what I needed to for each step through office. As my mentors have been pro-active, I have had a gradual, rather than an all-in approach to learning ritual.

*What would you like to tell other young people considering joining?*

There is much more to Freemasonry than the work that happens behind the Tyled doors of a Lodge Room.

*What benefits do you derive from Freemasonry?*

Most importantly, I have made many good friends that I would not have met in my normal business or friendship group that I value very dearly.

## Masonic Advancement Program (MAP) Update

*By Bill Stevenson*

The Grand Lodge Education Committee has the responsibility of overseeing the rollout of the Masonic Advancement Program through each of the Districts in Victoria.

The purpose of the MAP is to educate new and existing Brethren in the history and allegory behind the ritual used by the Craft in Victoria in each Degree.

The MAP consists of a demonstration of the Degree being presented along with explanations of the allegory showing “why we do the things we do” at Lodge. Presenters also are asked to explain to attendees the structure of Grand Lodge to give them a clear understanding of how Lodges interact with Grand Lodge and how Grand Lodge can be of assistance to them.

The Grand Lodge Education Committee has also developed a number of resources to support the program at the MAP nights which include a DVD presentation of the 3 Degrees (MAP 3 is in course of completion) and handouts for the new members attending.

In the 18 months since introduction of the MAP Program there have been 460 new Brethren initiated; 344 initiates have attended a MAP 1, 147 Fellow Crafts have attended a MAP 2 and 37 Master Masons have attended a MAP 3.

The Grand Superintendent of Education has outlined the MAP process in recent Grand Lodge Bulletins and feedback from experienced members that have attended the MAP Presentations indicates that the majority of those members have learned something from their attendance.

If you have not attended a MAP Presentation I would strongly urge you to consider attending one in your District (or a nearby District if that is more suitable).

MAP Dates are listed on the GL Website ( [www.freemasonsvic.net.au](http://www.freemasonsvic.net.au) ) in the Members Login section and are updated regularly.

## History in the Making

*By member Vic Wren*

In March 2010, history was made in Freemasonry in Victoria. RW Bro. Vaughan Ellsworth Werner, DGM, former Assistant Commissioner for Crime in the Victoria Police Force, was installed in the chair as Grand Master.

The only other Police Member of Victoria to attain such a high profile in Freemasonry in Victoria was Former Chief Commissioner Frederick Charles Standish, who was appointed Provincial Grand Master of Freemasonry in the Colony of Victoria under the English Constitution on 12 June 1861. He died on the 19 March 1883, therefore he was never Grand Master of the United Grand Lodge.

Since its inception 120 years ago, there has not been a member of the Victoria Police Force as a Grand Master. MW Bro. Vaughan will be the first policeman to reach this exalted position having passed through the various ranks within the Police Service from being a Junior Police Cadet to Assistant Commissioner and likewise progressing through all the various ranks within Freemasonry to that of Grand Master.

MW Bro. Werner is a member of the Unanimity Association and a stalwart in the Unanimity Police Grand Officer Installation Team. He is a Life Member of this Association and is fondly regarded by all.

The Unanimity Association was formed in 1946 and has had a Grand Officer Team function since 1960. The Association itself has contributed many thousands of dollars to charities over the years and has in ceremonial aspects trained many members for Grand Teams. Currently MW Bro. Werner is one such officer. This team has averaged over the past twelve years ten installations per annum. They also carry out degree work when requested. So rightly, we are very proud that MW Bro. Vaughan Werner has created history in this Jurisdiction.

## Board Electoral College

Here is your chance to be actively involved in Freemasonry! Committed members are urged to nominate for election to the Board Electoral College. Demonstrate your commitment and make a positive contribution to the future governance of Freemasonry by joining the College that elects members to the Board of General Purposes and Board of Benevolence. Nomination forms are available from the Secretariat. Forms are to be lodged by 31 August.

## Volunteer Needed For New Member Enquiries Area

Grand Lodge is receiving over 50 membership enquiries every month. Jim Puohotaua is currently handling and following-up these enquiries. As the first interface we have with a potential member, our new member enquiries area is a vital part of our organisation. We are looking for a volunteer who can help answer enquiries and undertake basic administration tasks in the Grand Lodge office. If you are interested, please email Jim Puotohaua at [puohotaua@freemasonsvic.net.au](mailto:puohotaua@freemasonsvic.net.au)

**Your Lodge Profile on [freemasonsvic.net.au](http://freemasonsvic.net.au)**

Only a handful of Lodges have submitted information for the development of a Lodge profile on the Freemasons Victoria website. Developing a Lodge Profile is a free opportunity for your Lodge to increase its online visibility via the Freemasons Victoria website. It gives your Lodge a web presence consistent with the organisation's branding and will increase your recruitment opportunities.

View Hearts of Oak Lodge's profile (<http://www.freemasonsvic.net.au/Lodge/681.aspx>) as an example of the type of information you should submit. You can submit information for three web pages: an introduction/history/information page, a calendar of events page and a contact page.

Submit information and photos to: [richardson@freemasonsvic.net.au](mailto:richardson@freemasonsvic.net.au) and improve your Lodge's online presence.

### **Find us on Facebook**

Freemasons Victoria is now on Facebook. Join us by visiting:

<http://www.facebook.com/#!/pages/Freemasons-Victoria/116970862587?ref=ts> It's another way to stay in touch.

### **Staying Connected**

Remember to register your email address with Tony Morris at [morris@freemasonsvic.net.au](mailto:morris@freemasonsvic.net.au) if you wish to be on the distribution list for *Engage!*

### **Help launch the CBD project**

Have you heard about the CBD project? The brainchild of VWBro. David Gibbs, PGIWkgs, Freemasons Victoria is driving this new initiative which will facilitate quarterly luncheons for Freemasons who work or live in the CBD. Luncheons will take place at central venues such as the RACV Club and feature entertainment and guest speakers. The CBD project presents an excellent opportunity for CBD members to network and stay in touch with current Masonic issues and who knows, maybe a daylight Lodge will be born out of this project.

Freemasons Victoria needs the help of District Co-ordinators and Lodge Secretaries to identify members who work or live in the CBD. This is the first step in getting the CBD project off the ground. Please email contact details of CBD members to Lena Condos:

[condos@freemasonsvic.net.au](mailto:condos@freemasonsvic.net.au) and support this initiative.

### **Tyler needed**

A Tyler is needed at the Elrona Lodge No384, which meets at the Greensborough District Masonic Centre on the third Tuesday of every month. Any inquires can be forwarded to V W Bro K. J. Leckie, PGIW, Secretary, for submission.

Please email [kenleckie6@bigpond.com](mailto:kenleckie6@bigpond.com) if you are interested.

## **Lodge of Research Courses**

The Lodge of Research is a Lodge specifically dedicated to researching matters of Masonic history and symbolism. They meet on a monthly basis where a member will present a paper of interest to the Lodge. Most papers are printed annually in their Book of Transactions.

The Victorian Lodge of Research have two courses open to members:

The Certificate of Masonic Studies: <http://www.lodgeofresearch.com/certificate.html>

The Diploma Course: <http://www.lodgeofresearch.com/diploma.html>

The Master of the Lodge of Research is WBro. Jean-Michel David [jmd@lodgeofresearch.com](mailto:jmd@lodgeofresearch.com) or [jmdavid@labyrinth.net.au](mailto:jmdavid@labyrinth.net.au). Should you be interested in the courses on offer, please contact Jean-Michel.