

Engage!

Welcome to our fourth edition of *Engage!* Our fortnightly e-newsletter continues to grow by keeping our Masonic family informed about our events and issues relating to Freemasonry. I am pleased to announce that our distribution has significantly increased over the past eight weeks with an additional 869 subscribers. We now have a total of 2169 subscribers in all our Victorian Districts.

Freemasons Victoria's social media Facebook site has also been a hub of activity with regular wall postings to keep 'friends' and 'fans' informed on Freemasonry news and events. In the month of August, our Facebook site had increased to 423 monthly 'active users' with 2,910 people 'liking' or 'commenting' on our 'wall' postings. Please keep our publicity department informed on Lodge events, announcements and news you wish to post on 'Facebook'.

Email: Mark Richardson at richardson@freemasonsvic.net.au

Please enjoy this Issue of Engage! and discover the how Freemasonry has continued to be actively involved in the community and recognised as a relevant and strong organisation.

Yours fraternally

Vaughan Werner, Grand Master

Bairnsdale Lodge 'Open Night' Engages Community



Banner promotes Bairnsdale Lodge Open Night

An 'Open Day', 'Open Night' or 'Expo' remains a popular and effective marketing tool employed by major corporations and businesses around the world. The rise of this simple, cost effective communication program in the corporate sector is believed by many strategists to have piggy-backed from the direct marketing success enjoyed for years by schools and universities.

Thanks, in part, to the media, community members have become savvier in regards to their expectations of Open Days; "Will I be able to buy food?" "What 'freebies' will I receive?" and "Will there be some sort of entertainment provided, especially for the kids?"

Despite the questions, corporate companies and now many not-for-profit organisations continue to open their doors and facilities for everyone to come and see their products and services, whilst catering to the growing list of 'Open Day' expectations.

According to Justin Tamsett, Australian author of *'Network's Manual for Success'*, some of the following key initiatives need to be addressed to ensure the success of 'community outreach' programs such as an 'Open Day' are:

- Move with the times
- Know your target market
- Develop an informative and entertaining program
- Provide educational and promotional material
- Develop material to give to prospects
- Tie 'Open Day' in with a community charitable mission or event
- Have people assigned to greet and take care of guests
- Collect guests details and follow up
- Have fun
- Invite the media

By creating a 'community outreach' program with key program initiatives, community members will realise that your 'Open Day' is a 'hub' of activity with a wealth of information that will create elevation for organisations within the community to acquire and retain members.

In June, 'Open Night' at the Bairnsdale Lodge proved to be a success and was well supported with over 100 members and community members attending.

Those attending had expressed an interest in becoming involved in Freemasonry. Guests enjoyed an interesting and informative presentation by RWBro. Mervyn Hallam, PDGM, GSuptEd that was followed by registration and light refreshments.

Some of the beautiful, intriguing and historical features of its furnishings were revealed to an attentive audience, being a place very few non-freemasons in the community had previously seen.

Merv's presentation covered the history of Freemasonry and went on to explain the various offices of a Lodge, ceremonial work concerned with each degree or level of advancement within the Lodge and the pride in being sure of a warm and welcome assistance when visiting a Lodge anywhere in the world.

The evening concluded with a buffet supper and an opportunity to meet and formally discuss the many other aspects of Freemasonry with members.

The Bairnsdale Lodge 'Open Night' represented Union Lodge of North Gippsland No62, Mitchell River Lodge No 742 and Bairnsdale Daylight Lodge No 877. Other local Masonic orders involved include Mark, Holy Royal Arch Chapter, Order of the Secret Monitor, Royal Ark Mariner and Rose Croix.

Bairnsdale Lodge Secretary, WBro. Graham Barnett said their 'Open Night' was planned with the audience and potential new members in mind. "We publicised our Open Night in advance, developed promotional material such as a colourful banner, flyers and even created an 'Open Night' enquiry hotline. Our members engaged with the community in the lead up to the event and we received excellent local media coverage. The district received 8 quality membership enquiries as a result."

Membership Update – August 2010

For the month of August there were 28 new initiates across the state with an average age of 4.3. They were initiated in these Districts: South West (1), Loddon (3), Central Highlands (2), North East (4), Bellarine Otway (1), Central (2), Bayside (4), Monash (3), Maroondah (2), Northern (2), Western (4). Grand Lodge referred 3 of these new candidates. In addition, there were 45 new propositions for the period of July across the state of which 25 were referred to Districts by Grand Lodge.

The Lodges with the highest number of new initiates (January to August) were: Bendigo City (7 new initiates), Williamstown (6), and Middle Park (5) and Footscray Wyndham, Golden Fleece, Tradition and Baxter and Baxter (each with four new initiates).

The Districts with the highest number of new initiates (January to August) are: Central (32), Western (31), Northern (24), SE Mornington (23), Bayside (19) and North East (18).

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 13,260 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.

Jumping for \$10,000

The Alkira Centre in Box Hill is hoping 10 brave people will join Lesley Dines, (wife of the District Coordinator of the Maroondah District 115, Graham Dines) and “Jump” on the 10th of the 10th to raise \$10,000 for more than 150 people living with an intellectual disability. The jump will be part of the Alkira Family Fun Day.

Alkira formed in 1954 by a small but courageous group of parents and has grown on the strength of their commitment to providing much needed goods and services.

Proceeds raised from the “Jump” will go towards items such as three-wheeled bicycles, visual art supplies, cooking ingredients, musical instruments, sporting goods and educational software.

Lesley will Tandem Sky Dive from Lilydale Airfield, Yering.

For more information and “Jump” times or to make tax deductible donation visit:

www.alkira.org.au

Students pull together for a good cause



Freemasons Victoria Task Force State Co-ordinator Ian McMurtrie, Wattleview Primary Schhol Level 4 School Captain Tina Waldron and Level 4 Teacher Talia Chris make every Ring Pull count for Heartkids.

Freemasons Victoria Task Force State Co-ordinator Ian McMurtrie and Task Force Member Merv Dyer recently visited Wattleview Primary School in Ferntree Gully to present 12 year old School Captain Tina Waldron with a 'Certificate of Appreciation' for collecting 32,476 (9.5kg) Ring-Pulls.

The Ring Pull Collection program is an ongoing project with each kilogram of ring pulls being sold for scrap metal to raise funds for selected causes. Currently the Task Force has received over 100kg in collected Ring-Pulls.

Tina suggested her became involved in the Freemasons Victoria program as part of their Level 4 class study on the benefits of developing a sustainable environment by reducing, reusing and recycling particular materials.

According to Tina, the ring pulls seemed like an easy object to collect, recycle and make a difference to the environment and other people's lives. "It makes me feel good that I am helping my class learn about how little things can make a big difference," Tina said.

Level 4 teacher Talia Chris believes the Ring Pull Collection project had so many benefits that the school announced a 'Ring-Pull Competition' that inspired local sporting clubs, families and friends to join in the effort. "It's amazing the amount of ring pulls we managed to collect in ten short weeks and we are proud that our students were committed and passionate about the environment and giving back to the community."

Ian believes the Ring Pull program is a great way to create a positive difference to children living with congenital heart defects and promote Freemasonry to the wider community. "Heartkids is a great organisation and will be thrilled by the efforts of everyone involved. The presentation at assembly provided a wonderful opportunity to present Freemasons, the importance of charity work within the community and recycling."

Engaging in Living Art

By WBro. Damien Hudson WM



Community members take part in 'Living Art' program at Collingwood Masonic Centre

The Collingwood Masonic Centre at 141 Gipps Street was utilised late in August to facilitate a community activity while also promoting Freemasonry.

Local Neighbourhood Houses came together and shared the Gipps Street for four days to run "Living Art" - a program open to the community to create art works which will later be put on display.

The activities at Gipps Street were only made possible with the support of Freemasons. The investment was small, but the return was great giving locals, some from the local government high rise flats with an opportunity for art education and social interaction.

Freemasonry was able to practice the highly valued virtues - charity and benevolence, while also creating goodwill and gaining exposure in the wider community by providing the building for the project. This support was acknowledged in the promotional material that included Freemasons Victoria logo.

Congratulations to the auspicing bodies including Yarra Council, Belgrave Ave and Collingwood Neighbourhood Houses and the Committee of Management of Collingwood Masonic Centre.

www.lodgedevotion.net



Young Member Profile

...WBro. Justin Stark, Member of Evolution

What is your line of business?

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

How did you find out about Freemasonry?

I had been introduced to Freemasonry on a number of occasions and recall having discussions with Chris Packham, John Baragwanath and a resident at a Carnsworth (A Low Care Aged Care Facility my wife managed). Everyone was passionate about Freemasonry. In the end, I made enquiries through Grand Lodge and that is how my Freemason 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. At one particular point I was experiencing some tough times and was looking for a group with whom I could spend time with who shared the same morals and ethical bent. As I looked more into Freemasonry (my library before I joined was 20 books, it is now 50+) I felt Freemasonry 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 a group of people whom I immediately trust, are honest and true to their word and work towards common beliefs.

How do you prepare for ceremonial rehearsals?

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 helping me learn what is required for each step. 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 any 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 circle of friends. I value fellow Brethren dearly.

All District Call Out to Young Freemasons around Victoria - We would like to feature you in the next Issue of *Engage!* Please contact Mark Richardson

E: richardson@freemasonsvic.net.au



VMMA riders in pursuit of a good cause

The Victorian Masonic Motorcycle Association Inc. will conduct an 8 day charity fundraising ride around Victoria from 30 October to 6 November 2010. Named the 2010 'Breathless' Ride, it will encompass 3000 kilometres throughout Victoria in support of Cystic Fibrosis Victoria; an organisation which receives no government or business funding to support its members suffering from this debilitating disease.

The 'Breathless' ride will start from the Melbourne Arts Centre forecourt in St Kilda Road. The Grand Master has been invited to attend the start of the ride in addition to other Special Guests. CFV have confirmed there will be media coverage of the departure along with daily media updates informing the local communities of our progress, inviting them to become involved by meeting with us as we travel through their community and to join with us for a fun night of fundraising games and trivia at each overnight stop.

Freemasons Victoria - Board of Benevolence is supporting the "Breathless" 8 Day Awareness & Fundraiser Ride with a Dollar for Dollar Donation up to \$25,000

A key element to the success of this event is the involvement of both Freemasons and the General Public; this involvement has been forthcoming with offers of support that have enabled eight venues to be secured at no expense along with local promotion of the event.

VMMA encourages all Freemasons to support "Breathless" and be part of Freemasons charitable roar in each district. Posters are available to distribute throughout your community in the lead-up to the event. For official posters, please email Mark Richardson Email: richardson@freemasonsvic.net.au

Saturday 30th October 2010

Ride Melbourne Arts Centre to Sale.
Trivia - Games Venue Sale and District Greyhound Race Club

Sunday 31st October 2010

Ride Sale to Myrtleford.
Trivia - Games Venue Myrtleford Savoy Club

Monday 1st November 2010

Ride Myrtleford to Albury.
Trivia - Games Venue Albury Commercial Club

Tuesday 2nd November 2010

Ride Albury to Cohuna.
Trivia - Games Venue Cohuna Hotel

Wednesday 3rd November 2010

Ride Cohuna to Ararat.
Trivia - Games Venue Ararat RSL

Thursday 4th November 2010

Ride Ararat to Bendigo.
Trivia - Games Venue Bendigo RSL

Friday 5th November 2010

Ride Bendigo to Sebastopol.
Trivia - Games Venue Sebastopol Bowling Club

Saturday 6th Nov 2010

Ride Sebastopol to Queenscliff.
Monster Auction Venue Queenscliff Lawn Bowls Club

For more information: www.vmma.net.au

Freemasons Victoria presence well noted at Royal South Street Eisteddfod's Band Festival



Grand Master Vaughan Werner presenting Eltham High School

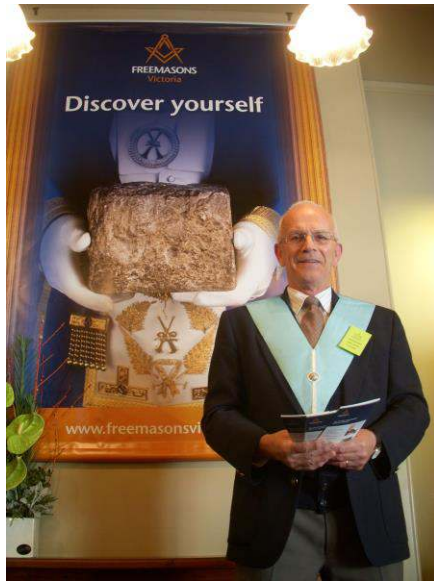
Grand Master Vaughan Werner, Grand Secretary Barry Reaper, President of the Board of Benevolence VWBro. Frank Fordyce, and District Co-ordinator of Central Highlands VWBro. David Pratt and RWBro. Robert Gilmour Orr, PDGM recently enjoyed the 'Freemasons Victoria Festival of Bands' in Ballarat that finished in spectacular fashion as part of the 119th Royal South Street Competition.

The Yamaha Senior Concert Bands section was hotly contested amongst twelve schools. Blackburn High School won the evening with 98 points out of 100, Christian College Geelong Senior Wind Symphony came second and Eltham high School Symphonic Band finished in third place.

The Festival of bands was held at Her Majesty's Theatre in Ballarat, encouraged over 3,500 Secondary School aged students to compete in Stage Bands, Concert Bands and Ensembles. The standard of the music presented each year is very high and this year was no exception.

Blackburn High School were awarded an amazing six first places across the Festival. Over 1500 people attended during the five day Festival.

Freemasons Task Force members also volunteered in the lead up to the finals to engage with the Ballarat community, promoting Freemasons Victoria, handing out brochures and encouraging young performers competing in the Eisteddfod. Many students and their supporters were familiar with Freemasonry through either their father's or grandfather's being members.



Senior Warden of Sturt-Bunningyong United, Bro. Ken Jenkin was on hand to distributing “Freemasonry in the Community” brochures.

Official results and photographs from the Freemasons Victoria Festival of Bands can be found at the Royal South Street website www.royalsouthstreet.com.au.

The competition continues daily and concludes on 31 October.

Were you initiated after June 2008?

If you were initiated after June 2008, you are invited to attend this special event for new members and their guests. The evening will feature a range of entertainment, an address by the Grand Master and a surprise guest speaker. Get to know your fellow Masons. Tickets \$25, includes cocktail food and beverages.

Friday 29 October, 7:30pm for 8:00pm

Dallas Brooks Centre

Bookings and more information: **Mark Richardson** – 9421 0128 or richardson@freemasons.vic.net.au

Triple 'Family' Initiation - Broadford



Around 70 Freemasons attended a well conducted ceremony by members of Broadford Masonic Lodge to witness a Triple 1st Degree Initiation of three family members, Marco Garbellotto (50 years), son of Marco, Aaron Garbellotto (27 years) and Paul Tedesco (28 years), son in law of Marco.

The ceremony was led by WBro. John McKenzie WM. and WBro. Ake Ackerfeldt – Master of Ceremonies. RWBro. Robert Jones, Deputy Grand Master and VWBro. David Robert George, GSuptMem played an active role in the ceremony of Initiation.

Freemasons raise \$1400



Combined Lodge Masonic church service, St Peter's by the lake, Paynesville.

Over 70 Freemasons, their families and friends from around East Gippsland gathered at St Peter's by the lake, Paynesville, for an annual combined Lodge Masonic church service on Sunday August 29.

WBro. Archdeacon Ted Gibson, who recently installed as worshipful master of Bairnsdale Daylight Lodge, conducted a traditional service as officiating priest.

The service used prayers from the 1662 Common Prayer Book and called for Freemasons to talk more extensively about the craft among the community at large.

As this was one of the few occasions during the year where lodges as far afield as Bairnsdale, Maffra, Lakes Entrance, Orbost, Omeo, Sale and Warragul came together, it provided an opportunity to raise a substantial sum for a worthwhile charity.

The retiring offertory this year raised over \$1400, which is earmarked to go towards a dialysis chair for the new oncology unit at the Bairnsdale Hospital. Last year a similar amount was raised for Annie's Cottage.

It is also interesting to note that the first recorded donation made the Union Lodge of North Gippsland to local causes was in 1908 10 guineas (equal to four weeks pay in a day) was also donated to the Bairnsdale Hospital.

Mitchell River Installation – Open Investitures



RWBro. Robert Jones, Deputy Grand Master and the newly installed Master of the Mitchell River Lodge WBro. Garry McClelland are joined by the Master's family.

On Saturday 14 August 2010, RWBro. Robert Jones, Deputy Grand Master, accompanied by members of the 2010 – 2011 Ceremonial Team conducted an Open Investiture Installation at Mitchell River Lodge No.742 in Bairnsdale.

During the Installation of Bro. Garry McClelland, VWBro. Wes Turnbull PGDC, Grand Superintendent of Communication enlightened the non Freemason community members on many aspects of Freemasonry, prompting two gentlemen to apply for membership.

Ninety-five people attended the Lodge Room Open Investitures, a ceremony not previously conducted at Mitchell River Lodge.

RWBro. Robert Jones, Deputy Grand Master proudly presented a 65 year jewel to RWBro. Leslie Frederick Cousins PJGW whilst in Bairnsdale. At a spritely age of 94 years, Leslie was very appreciative in having received his commemorative from the Deputy Grand Master. To keep an active mind, RWBro. Leslie recites the 1st Degree Tracing Board once a day, every day.



WBro. Leslie Frederick Cousins PJGW & RWBro. Robert Jones, Deputy Grand Master

'MASONS in the CBD' Quarterly Luncheon

Members and guests event. Freemasons and their guests who work or live in the CBD are invited to attend this first quarterly luncheon featuring entertainment and guest speaker. Bookings essential.

When: Tuesday 16 November 2010

Where: TBC

Time: 12:00pm – 2:00pm

For information and bookings, please contact Donna De La Rue on 9411 0103 at the Grand Lodge Secretary's Office.