

Welcome to *Engage!*

As the year draws to a close that has been filled with diverse Masonic activity, I am pleased to present you with our second last Issue of *Engage!* for 2010.

Over the past eighteen weeks, *Engage!* has provided a fortnightly 'snapshot' and regular updates of Freemasons' good work within our communities that continuously brings about positive change and significant changes to individuals, families and organisations around Victoria.

I am humbled by the reports I continuously receive from our Grand Superintendents in the areas of buildings, education, membership and communications that is reflected in attracting new members, whilst halting the decline in our membership. The good work undertaken by Brethren in all 17 Districts has directly attributed to these pleasing results, that, in most part, been recorded and distributed fortnightly in *Engage!* E-Newsletter.

By opening the topic of Freemasonry within our communities, we have opened the doors for our partners, relatives friends and work colleagues to understand the fundamental principles of Freemasonry and why we love being Freemasons.

I look forward to presenting you with our special 'Festive Season' of *Engage!* that will ensure you will be anticipating the arrival of your very first, 'new look' Issue of *Engage!* in February 2011.

Yours in Freemasonry,

MWBro. Vaughan Werner
Grand Master

PS. Please ensure to keep sending your District and Lodge news, information and electronic images to Mark Richardson in our Publicity & Communications Department:

richardson@freemasonsvic.net.au

What's in a name?

By Lena way

My husband Ben works for one of the most successful companies in the world. Its brand is the most ubiquitous in history and has stood the test of time since 1883. Each day, people in 200 countries around the world consume over 28 billion litres of the product. You guessed it, Coca Cola.

So how has this product, that began as a pharmaceutical syrup, withstood the competition and stayed on top for over 125 years?

Coke's first President, Asa Candler, instituted many of the marketing tactics that are practiced by multinationals today. To gain new customers, he printed coupons offering free taste tests of the drink. To build brand recognition, he gave clocks, calendars and scales featuring the Coca-Cola logo to pharmacists who stocked the product. In the 1890s, he hired the company's first celebrity endorser, music hall performer Hilda Clark. During the era of mass-market television advertising, Coke was at the forefront of 30 second ads, using popular music of the time to produce catchy jingles like *"I want to buy the world a Coke..."*

But these marketing tactics are just a part of reason the brand has stayed ahead of the competition. Coke has remained relevant by adapting and modifying not only through time, but in the different regions it is sold. You can find cool watermelon Coke in China, bitter herbal soda in Italy, zingy ginger soda in South Africa and beer flavoured Coke in Japan. (Yes, my tongue curled at the thought too). In addition, Coke has the greatest reach of any product on earth. Its distribution system is so vast that you can buy it in the back streets of Cambodia, the outskirts of Zimbabwe and even along the Kokoda Track!

Despite its powerhouse status, Coke knows it needs to continue to evolve and be at the forefront of consumer trends. As Coke marketing executive Chris Lowe explains, "You can never betray the core values of the brand, but you can work to make those values fresh and relevant. If you can't speak to the people in these times, then you become an old icon."

One of Coca Cola's more recent strategies is in the area of corporate social responsibility, realising that they may be known for the shape of their bottle, but they should be known for shaping the world and acting as "agents of global transformation." As part of this strategy, Coke has established foundations which give national and community grants to the underprivileged. They have also undertaken initiatives like using pink lids on bottles of Mount Franklin water, donating 10% of sales to Breast Cancer Research.

I sometimes view Ben's role at Coke with envy. Having only ever worked in non-profits and government, I've never had access to the employee benefits and high level training afforded to Coke staff. Imagine the career advancement opportunities that will fall at Ben's size 13 feet? At a recent Coca Cola family day, Ben's boss was telling me that Coke is ranked fifth in the world for corporate social responsibility initiatives. He started talking about the pink lids and how in the Australian market, it "adds value to the brand and fosters goodwill amongst target consumers."

Upon asking what I do for a crust, I said, "I work for an organisation that 'adds value to the community and fosters goodwill across the world.'" We spent the next twenty minutes talking about the organisation I proudly work for that embraces charity as one of its core principles, not as an adjunct to its marketing efforts.

So what can Freemasons Victoria learn from the Coke story? The three drivers of success that I can identify are:

- Tell your story – Coke carefully develops and executes marketing that resonate with the target consumer.
- Relevance – For 125 years, Coke has evolved and modified its offering to remain current.
- Goodwill – Coke added charitable giving to their marketing suite to buy goodwill amongst consumers. Freemasonry lives and breaths charitable giving. Freemasons embody the essence of charitable giving BUT we need to bring the public into this conversation.
- Be everywhere – Coke has one of the widest distribution chains in the world. With its 13,256 strong diverse membership, Freemasonry has the opportunity to spread its tentacles into nearly every aspect of society. "Let's drink to that!"

Freemason (in waiting) - Barish Kelecioglu, 36

Occupation: Owner, Debt Collection Agency, Melbourne



Having recently attended the inaugural 'Freemasons in the CBD Luncheon' in November, Barish promptly visited Grand Lodge to submit an application to become a Freemason. In the lead-up to his Initiation, *Engage!* met with Barish on his 36th to learn more about his colourful life and discover why he wanted to become a Freemason.

Where were you born?

I was born in Ankara in Turkey. My parents initially arrived in Melbourne in 1975 and returned to Turkey in 1979. I was raised by my relatives until my parents returned to Turkey to bring my two sisters and myself to start a new life Melbourne.

Where did you attend school?

I attended Brunswick Primary School and Upfield High School. I then went to Deakin University and initially studied teaching before transferring to undertake an Arts degree in 'Interpreting and Translating'. My first job was a contracted Turkish translator for various government agencies.

How did you become involved in debt collection?

My job as a translator somehow led to a career as an Account Manager for a Melbourne Debt Collection agency. After working for two further agencies, I started to see ways I could improve and provide a new personalised service to clients, so I decided to go out on my own. I wanted to ensure clients could have their money rightfully returned to them with a positive approach.

What do you enjoy doing outside of work?

I regularly work out at the gym, read historical books and my favourite thing to do is to relax and enjoy the company of friends and family.

When did you first come to learn about Freemasonry?

My father introduced me to Freemasonry twenty years ago whilst watching a documentary on television. I started asking him questions and he gave me an overview of the history of Freemasonry in Turkey. I was reintroduced around a year ago through my business partner Brad Matheson who is a Master Mason. He gave me the true insight into Freemasonry that refuelled my desire to learn more.

I understand you're a Muslim, how do you think your religious background will contribute to your Masonic journey?

I believe growing up as a Muslim has prepared me for my Masonic journey ahead. I can definitely attribute my greater understanding of diversity, universal Brotherhood of man, charity, self development and being the person I am today to being of the Muslim faith.

How were you introduced to Freemasons Victoria?

I was fortunate to be invited to the CBD Luncheon at Morgans 401 through a friend who works at Freemasons Victoria.

What were your first impressions of the organisation and the members you met?

I found that everyone was extremely courteous and many people made an effort to introduce themselves which made me feel comfortable and welcome. I felt I was among a group of people who were smiling and treated me like an equal although I'm not a Freemason. I was even given a Freemason tie by Jim Puhataua to take home after the event. I was extremely touched by his warming gesture and believed this was a turning point in my decision to become a Freemason.

Why do you want to become a Freemason?

From what I had come to understand, Freemasonry was a Fraternity of principled, good men. Some organisations use the term quite loosely but from what I understood from my business partner, Brad, and from what I saw at the CBD luncheon, I felt there was a sense that Freemasons live by the term 'Brotherhood' in its true essence. I wanted to be a part of an organisation that transcends all cultures, nationalities, religious beliefs and economic backgrounds. I want to live my life with the principles that Freemasonry offers with a Brotherhood of good men beside me.

How does your family feel about you becoming a Freemason?

My father thinks it's great, particularly because he introduced me to Freemasonry and explained its historical significance to me twenty years ago. As long as I am happy, I have the support from my entire family. We are all looking forward to my Initiation.

How did you find your first informal introduction 'coffee' experience with Jim Puohotaua?

Jim was great! When Jim told me his story on why he became a Freemason I drew many parallels to my life and where I would hope my Masonic journey will eventually take me. Jim's knowledge astounded me and he could provide an answer to every naive question I threw at him. Coffee with Jim made me want to sign up there and then. He was inspirational and 'real'.

How do you feel your formal interview went? Did it meet your expectations?

Yes it did. I met with David Helman in a Lodge which really made me feel relaxed and in some way a part of Freemasons. Everything I asked of David was not only explained but he provided demonstrations of the meaning behind some of Lodge symbols and furnishings which provided great insight along away.

While you wait for your Initiation, what are you thinking about, in terms of entering the Craft?

I have decided not to read or research any information on the First Degree. I don't want to demystify any elements of my Initiation. As I was advised, I want to enter with an open mind and enjoy the experience as Masonic knowledge slowly reveals itself to me. My journey can only ever be my journey that I will never read about in any book or find on any website.

What are your expectations of Freemasons Victoria?

I am looking forward to the journey ahead, developing and meeting like-minded people who I hope will guide me to reach my full potential as a Freemason. I hope that I will find a patient mentor. Long-term, I hope someday I can proudly walk out in the community and when people see the good work I do with my Brothers, they won't ask if I am Freemason, they will ask how they can become a Freemason. I guess that idealism will come to fruition

down the track. For now I'm just happy my journey a Freemason has begun now I've submitted my application forms.

Freemasons Victoria sponsors Junior School Breakfast Club



Brethren from Lodge of Good Companions No.647 became aware of the breakfast program operating at the Mt Waverley College - Junior Campus. The 'Breakfast Club' was established to meet the needs of year 7 and 8 students who are not afforded the privilege of being able to eat breakfast each morning.

The Breakfast Club program provides students free of charge with a healthy and nutritious breakfast to ensure they receive the best start to the day to increase energy and focus. Each breakfast includes breads and spreads, fruit, yoghurt, fresh juice, milk and milo. The program also includes games and activities aimed at encouraging new friendships among students and teachers.

The Lodge of Good Companion's sponsorship of the program will ensure the continuation of the program in 2011. MWBro. Vaughan Werner, Grand Master, RWBro. Bon Jackson, PSGW and RWBro. Alan Ambrose PSGW recently visited the College and presented a cheque to Junior School Captains and Youth Worker and program organiser, Ms Jamie Mackay during morning assembly.

GIRTH – Men’s Health debrief at Grand Lodge



The Victorian Men’s Health District Co-ordinators team recently held a debriefing session with Professor Vanessa Glennon and GIRTH Co-ordinator Doreen Salon from the University of Adelaide to discuss the results of the recently conducted successful pilot study in Victoria.

Over 170 men from Melbourne and Geelong took part in the 10-week GIRTH: Get Involved, Reach Top Health program designed to assist men to reduce their girth circumference, lose weight, change lifestyles and improve their overall quality of life.

GIRTH participants voted the program to be an outstanding success and the results will now form the basis for a national GIRTH program that will be launch in 2011. Read more about the success of the GIRTH program in the upcoming Freemasonry Victoria magazine Issue 125 – Summer 2010/2011.

Scottish District Annual Communication in Malaysia



At the request of MWBro. Vaughan Werner, Grand Master, a delegation of the Scottish District attended The District Grand Lodge of the Middle East (DGLME) Communication in Port Dickson, Malaysia. The delegation included, RWBro. Keith Thornton, RWBro. Barry Brooks, WBro. Kim Lai, WBro. Chris Dzanovski, WBro. Stuart Thompson, WBro. Andrew White WM of Canterbury Lodge and WBro. Gordon Stewart and his wife Pamela.

DGLME functions were held at Thistle Port Dickson Resort that commenced with a Fellowship beach party. The Annual Convocation of the DG Royal Arch Chapter was also held on the Saturday.

At the Annual Communication, the delegation was formally received with greetings extended to the RWDG Master, Bro. Dr.Daljit Singh Nagreh that was followed by a formal banquet. The Communication was deemed a success as RWDG Master, Bro. Dr.Daljit Singh Nagreh expressed his appreciation for the support from the UGLV and looks forward to the continuation of developing relations between the Masonic regions.

RWBro. Keith Thornton presented original Aboriginal artwork to the RWDG Master on behalf of the entire UGLV.

Do you love singing Christmas Carols?



Photo by: suzyrice.com

The Victorian Freemasons Choir invites Brethren to join in the spirit of Christmas and sing Christmas Carols at the Royal Freemasons in Moubray Street Prahran on 20 December, 2010. The choir will perform for an hour and will assemble at 4.15pm – 4.30 pm for a 5.00pm start. This is the last opportunity to join in rehearsals. For more information, please call the Victorian Freemasons Choir Secretary Bro. Len Richardson on **(03) 9807-9595**.

Grand Lodge Secretariat closure

Grand Secretary RWBro. Barry Reaper, PDGM would like to advise that Freemasons Victoria Grand Secretariat office will be closed from Thursday 23rd December 2010 until reopening on Tuesday 4th January 2011.

On behalf of Grand Master MWBro. Vaughan E Werner and the Grand Secretariat we wish Brethren and their families Seasons Greetings and Best Wishes for the coming year.

Update on the whereabouts of Freemasons 'Actin' the Goat!



In *Engage!* Issue 7 we proudly introduced Freemasons Victoria's newest member - 'Actin the Goat' (the raffle goat released in the care of Freemasons to help raise funds for charitable organisations). Our grass-roots reporter was on hand at the pub for the Cobram Lodge No. 282 Oncology fundraiser and pleased to report that after a few drinks 'Actin' remained on all four legs...just! 'Actin' was also seen at the Cobram Show having a bucking good time. Where will he turn up next? Go Actin...go you good thing go!

Have you registered for XPED11?

Registrations Close 15 December

XPED11 Information & Training Day

Saturday 19 February 2011

An Information Day for all Victorian Freemasons

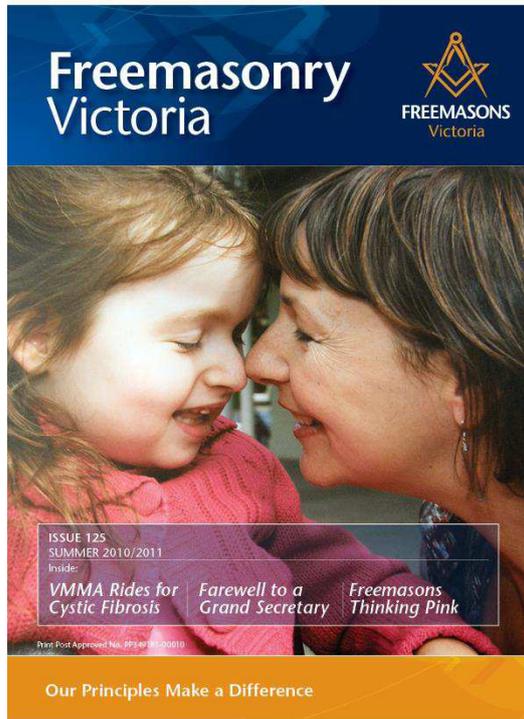
Commencing at 9:00am and concluding by 4:30pm.

- 🕒 Membership recruitment and retention workshop
- 🕒 Ceremonial and Ritual workshops
- 🕒 Managing the media
- 🕒 Navigating our website workshop
- 🕒 Understanding our new membership computer system
- 🕒 Education: Masonic Advancement Program (MAPS), Speakers Panel, Personal Skills and Planning Training
- 🕒 Lodge Renewal Program and Accreditation update session



For more information email: education-admin@freemasonsvic.net.au

Freemasonry Victoria Magazine – Summer Issue delivered for the holidays



Freemasonry Victoria is currently in print and will be delivered for some great holiday reading. The beautiful front cover celebrates a special moment between Michelle and Erin Kidd (wife and daughter of Bro. Mal Kidd – Lodge of Honour No.799) captured at Very Special Kids when Victorian Masonic Motorcycle Association (VMMA) donated \$1,200 to Very Special Kids at a recent tour of the facility. Erin has a condition known as Cerebral Atrophy.

Be on the lookout for your exciting copy celebrating Freemasonry in Victoria.

New Zealand 2010 Grand Installation



Members of Freemasons Victoria's 'Grand Tour' team watched a Maori canoe arrive to a traditional village.

Representatives of Freemasons Victoria's Grand Ceremonial Team, their wives and partners recently travelled to New Zealand to witness the Installation of the new Freemasons New Zealand Grand Master MWBro. Selwyn Cooper.

Following the Grand Installation festivities, Freemasons Victoria's 'Grand Tour' continued to enjoy five days exploring New Zealand's' amazing North Islands staying at the Bay of Islands and Rotorua.

The plaintiff drone of a conche shell horn welcomed our Grand Tour team into a traditional Maori village and foreshadowed a spectacular display of Maori culture including a traditional feast with food cooked below ground known as a hangi, Poi dancing performed by Maori women, the fearsome Maori haka made famous by the All Blacks Rugby team and both male and female performers uniting to present a series of Maori action songs where their hands and bodies told the story of their cultural heritage.

Join the Grand Secretary for an Operatic evening at Freemasons Victoria's Acclaim Charity Concert



It is our pleasure to announce Freemasons Victoria's sponsorship of the 2010 Acclaim Opera Charity Concert. We are privileged to sponsor this wonderful event and all Brethren, partners and family members are encouraged to join Grand Secretary, RWBro. Barry Reaper, PDGM for an evening to celebrate and welcome some of Australia's most talented Opera singers to the Dallas Brooks Centre.

Please ensure you book your tickets soon so you don't miss out.

When: Thursday 16 December

Where: Dallas Brooks Centre

Time: 7:30pm

Bookings: Adults \$28.00 Concession \$18.00

M-T-x The C.U.B. Malthouse Call 03 9685 5111 or visit www.m-tix.com.au

Masonic Unique Vehicles Group Victoria



Do you own a unique vehicle twenty-five years or older? If so, you are invited to join this newly formed enthusiastic group to share the love of classic vehicles and enjoy outings to promote Freemasonry and raise funds for Masonic programs.

Currently the group membership stands at 27 Brethren and family members with 57 classic vehicles ranging from a Veteran 1915 Model T Ford Touring Car, Vintage 1924 Buick Tourer, Aston Martin, E-type Jaguar, BSA motorcycle and several classic trucks. Many members have multiple vehicles, with some coming from as far afield as Mitta Mitta, Kyabram and Lakes Entrance.

The Masonic Unique Vehicles Group Patron is MWBro. John Evans PGM.

Membership is open to all Freemasons and their families. Annual membership is \$20.00 per family. For more information and membership enquiries, please call Marg and Lyle Dtez on 9878 6231 or email marlyd@three.com.au

Kalparrin Early Intervention Centre Greensborough receives support from local Freemasons



Kalparrin Early Intervention Centre is a specialist Centre located in Greensborough which provides essential support services to young children with disabilities and special needs.

Recently, MWBro. Vaughan Werner, Grand Master, presented to Ms Kerry Smithies, General Manager of the Kalparrin Centre, six specialist therapeutic tricycles designed to assist disadvantaged children with special needs to achieve freedom, independence and support. These very special tricycles are produced by Body Cycles Hackham in South Australia.

Support for the Kalparrin Centre was initiated by Freemasons 2007 Northern Districts Masters Group following an information night held at the Elrona Lodge No. 384, which meets at the Greensborough Masonic Centre.

The 2007 Northern Districts Masters Group of Freemasons which had raised \$1,000 from social gatherings then approached the Freemasons Public Charitable Foundation seeking additional \$5,000 to purchase the tricycles.

The formal presentation concluded with the Grand Master, together with wife Bev Werner and Freemasons from the Northern District, officially handing-over the tricycles to the Centre's Board of Management, staff members, parents and children.