

Make sure you check Freemasons Victoria's new website at freemasonsvic.net.au

FREEMASONS VICTORIA NEWSLETTER



FEATURE NEWS

An organisation of
good men, supporting
each other, their families
and the community.



Message from MWBro. Don Reynolds Grand Master

My dear Brethren
Happy New Year! Mya and I wish you health and happiness in
2017!

This is a year for strengthening and growing Freemasons
Victoria and to this end you are encouraged to continue to
actively participate in contributing to the development of our
[2017-2025 Strategic Plan](#).

Your contribution is sought by our President below, and I
specifically invite you to attend the planned district meetings in
the coming weeks.

These forums will enable you to engage with our Board of
General Purposes members and senior staff and to discuss
the details in the draft plan. Please check your district's dates
[here](#).





Message from RWBro. Richard L. Elkington President of the Board of General Purposes

Dear Brethren

Today I share some chilling facts with which we must come to terms.

The average age of a Freemason in Victoria is 67 and we have only 88 members under the age of 25. With so many members above 67, there are many of our membership who will no longer be with us by the end of our 2025 strategic plan.

Unless we focus our recruitment on men aged between 21 and 39, we risk becoming irrelevant. Therefore we need to understand the incentive for men in this age bracket to join Freemasonry and we must also understand how to retain our valued existing members while we focus on growth. It clearly is critical to present programs and development that will engage and excite our members.

Of course, Freemasonry adheres to a number of values and principles focused on brotherly love, relief and truth. What should differentiate us from other fraternal organisations is the compassion shown by members towards each other, their families and the community.

To accomplish this degree of compassion we need an organisation capable of supporting our endeavours whilst remaining agile, accountable and aligned.

Over the next 7 weeks we will continue to present each of our identified key priorities, ways to become involved and our approach to tackling our challenges.

We would appreciate your feedback and ideas on how we might improve the plan. Please submit your ideas to Jane Sydenham-Clarke [here](#) and as feedback comes in it will be anonymously published for your review [here](#).

This week we focus on the strategic objective '**To Build the Brand for Today's Man**'. Please refer to page 8 of the [Strategic Plan](#).

Message from Jane Sydenham-Clarke Chief Executive Officer

Marketing and Communications Coordinator

I am pleased to advise of the appointment of Jess Machell to the Marketing and Communications Coordinator's role. Jess is your go to point for matters relating to website, Engage, Journal, signage and any marketing or communications operational matters and can be contacted [here](#). Please join me in welcoming Jess to the team.

We are now a week into our new look Freemasons Victoria and I am pleased to advise that feedback has been positive and encouraging in these early stages.

If you haven't already had an opportunity to review the [Freemasons Victoria website](#) I encourage you to do so. Particularly I recommend the [Community Gallery](#) and [In Memoriam](#). Enjoy!

Work is underway to further resolve teething issues in the public site and to bring a new members' intranet to you at the earliest possible time.



Media Highlights

Media Release

1 January 2017

Freemasons Targets \$2 Million to Building Local Community Capacity

[Read more here.](#)

BUILDING A PERSONAL LEGACY
THROUGH A JOURNEY OF GROWTH

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