



FREEMASONS VICTORIA JOURNAL
AUTUMN 2017

FMV

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TODAY'S MAN



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their families and the community.

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FREEMASONS VICTORIA
FMV QUARTERLY JOURNAL
Q1 AUTUMN 2017: #149

The official magazine of the
United Grand Lodge of Victoria
(Freemasons Victoria)

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FMV Magazine is distributed
by mail direct to the homes
of members and by email, and
is published by Square One
Publications Ltd
(ACN 005 631 470).

W.A. Tope Building
Coppin Centre,
45 Moubay Street
Melbourne VIC 3004

PUBLISHER

FMV Magazine is distributed
by mail direct to the homes of
members and by email each
quarter and is published online
at issuu.com/freemasonsvic by
Freemasons Victoria.

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Front Cover

FMV is an organisation for Today's Man in
all his diversity, from all backgrounds, all
ages and life stages.

Today's Man has an open and enquiring
mind; respects experience; seeks wisdom;
has the courage of his convictions; is a
force for change.

Freemasons Victoria is an organisation
of good men, supporting each other, their
families and the community.

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Our Thanks

To the BrandHook team whose research and reports are referenced
throughout this Journal, our sincere thanks for your expertise, insights and
professionalism.

BrandHook: Brand & Customer Experience Consultancy
Who is Today's Man? 2016
Member and Non-Member Evaluation 2016

An Organisation for Today's Man

FROM THE EDITOR

Over the summer we've given FMV a facelift and this issue is the first featuring our new look and logo. The subtle changes to our "brand" are reflective of substantial changes in our understanding of who we are. It's no secret that our member numbers have been declining and no surprise that this is a trend we all want to reverse.

With our members, we have asked and answered difficult questions about FMV's relevance to modern life. Armed with this information and supported by member-

feedback, we have embarked on a critical journey that will challenge many of our own and our community's preconceptions about Freemasonry.

We have confirmed that our principles remain clear, relevant and aspirational for good men in our community; we know that we are an organisation fit to serve and support "Today's Man". We have confidence that FMV can fill a recognised void in the life experiences of many of our fellows, and become a trusted and sought-after "Third Place" where good men gather, lead, share and give back.

In the pages that follow we explore what it means to be "Today's Man" and how the transformation of FMV to a recognised "Third Place" can not only facilitate our organisational growth, but contribute to the health and well-being of generations of good men.

Our challenge – to ourselves, to our Lodges and to each of our members – is to be the change we want to see. The new FMV is unapologetically Future-focused, Modern and Visible and most importantly an organisation of good men supporting each other, their families and the community.

Be part of a lasting legacy Royal Freemasons needs your support

A Donation or Bequest in your Will makes a big difference to the lives of older Victorians in our care.



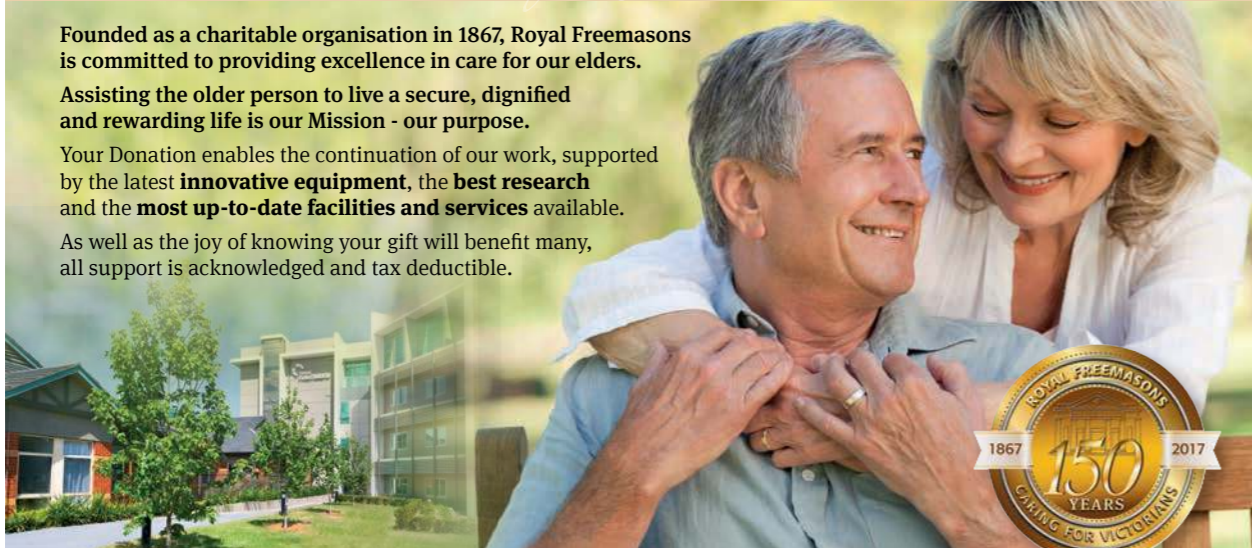
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Members Challenge Us

FREEMASONS VICTORIA

"I want the future Freemason to be a better version of myself, someone I look up to and is not scared of change or shaking things up."

"I have a deep amount of respect for my uncle and a couple of other gentlemen that I knew in the community that are and were Freemasons. That sort of really coloured my view of the organisation as somewhere where good values and morals were still held in high regard."

Over the past 3 months, working with our research partner Brandhook, and with the generous and extensive input of our members, we have gained much intelligence about the challenges faced by Freemasons Victoria today, and the opportunities for our future. Current members tell us that to grow a healthy and relevant organization we should focus our efforts on attracting future members who are in their 30s-40s; but they are very clear that in doing so we must also engage our members and potential members of all ages in the journey.

We have been told that our desired future members are intelligent, well-spoken and relaxed, someone you want to have a chat with, forthright and open to discuss change, less secretive and importantly open to saying "I am a Freemason".

One member explains: "I want the future Freemason to be a better version of myself, someone I look up to and is not scared of change or shaking things up."

Our research says that newer members know that there needs to be change and they want to embrace it, but they are scared of rocking the boat, or upsetting older, higher ranking members.

Mirroring the findings from the literature younger members found concepts around mentoring, technology (particularly a mobile APP), public Souths and more integration with families and community most appealing.

One of the questions in our extensive survey asked members to rate their willingness to recommend membership of Freemasons Victoria to a friend or family member; this rating is then recorded as a Net Promoter Score, or NPS, and can be compared with similar assessments made by


companies all over the world. Our members recorded a very high Net Promoter Score, highlighting the strength of their commitment and the value of their experience of Freemasonry. Members have told us unequivocally that they are willing to recommend membership of Freemasons Victoria to others in their networks.

The reality is very different and again members have helped us to understand that they are hampered in their efforts to encourage membership growth as they lack the tools to consistently communicate the benefits of Freemasonry.

We know that our members are our greatest advocates and we have come a long way with them now widely and proudly wearing the Square and Compasses on their lapel and explaining Freemasons Victoria as an organisation of good men supporting each other, their families and the community.

We have the challenge to go further, to be able to explain in more detail what it means to be a Freemason. A strong message from our members is that we need transparency and visibility. Over the next weeks and months we will create the tools, the evidence and the opportunities that our members seek to promote Freemasons Victoria to other good men. That journey begins here, in the words of one of our current members:-

"A typical Freemason is somebody who wants to know the answers behind things. He's not content with just being told that this is the way things are. He's a man that likes to question all of his being, his place and where he sees himself in the future. He's a man that's interested in developing himself and becoming the best person that he can be. He is also a man that holds morals and virtues in high regard."



We all need to ask ourselves the question: "How will I attract new members and then retain them lifelong in the joys of Freemasonry?"

Our research also tells us that when the modern man, is familiar with our values and understands the benefits he may gain by being a member, his interest will be sparked.

Today's Man is interested in meeting a wide range of people and being part of a global network. He is attracted to the potential of learning and career development and he is interested in opportunities to give back to the community.

As one non-Freemason stated in the research, "Their values are actually the same as my values, so I definitely would want to know more."

Today the benefits and outcomes of being a Freemason are not adequately understood. Our research highlights that the perceived secrecy around being a Freemason is to our detriment in the wider community. From a potential member's point of view, that secrecy "dials up negativity" in the way non-members think about Freemasonry.

At the moment, Freemasonry is not viewed as inclusive within the community, so men don't find it relevant to them. But we have learnt that while the image

of Freemasons Victoria is not resonating with the modern male, our values certainly are. As one informant said:

"I have a deep amount of respect for my uncle and a couple of other gentleman that I knew in the community that are and were Freemasons. That sort of really coloured my view of the organisation as somewhere where good values and morals were still held in high regard."

Overwhelmingly the study demonstrates that Freemasons agree that personal character is important and passing on knowledge gives them a sense of purpose. However the research has highlighted a significant disconnect between younger and older members' attitudes and we need to find ways to respond to these views.

Newer members are finding it difficult to manage work, family and Lodge commitments and fear that they will not gain the full masonic experience. As one explained:

"I really only have time to attend the Lodge meeting and can't go to rehearsal or join other orders. Sometimes I feel I'm missing out on everything that's on offer."

While we have learnt it is important for all Freemasons Victoria members to have integrity and pass on a legacy, we must come to terms with the fact that younger members are finding it increasingly difficult to juggle home and work. We need to consider how we can tailor involvement to ensure our younger members can gain the full masonic experience.

Older members in the study noted family and friends connected to Freemasonry as the main driver for signing up, but in contrast, younger members were more likely to have joined for friendship and personal development.

As we plan our future, as an organization and as each of our 254 Lodges statewide, we must come to terms with these key considerations and conflicts.

Our members have challenged us to look closely at our relevance, transparency and inclusiveness. The collective challenge for everyone involved in delivering the Freemasons Victoria experience is to consider how these learnings and others in this Journal and the wider research paper, can inform our plans for the future.



Wise Words from our Membership on the Future

RWBRO. RICHARD ELKINGTON
PRESIDENT OF THE BOARD OF GENERAL PURPOSES

We have learnt so much from the literature, our previous studies, research from interstate and overseas and most importantly from our members who have created a strong sample of 837 respondents to our survey. More than 80% of these report they attend Lodge meetings and Souths monthly or more often.

The common theme young and old, is that Lodge meetings and The South need to change in order to appeal to potential new members, particularly younger men.

Reproduced here are direct quotes and advice from our members worth considering as we plan our future: I know it might come as a shock to 30+ year members like myself but we need to listen to what is being said!

Work/Family Friendly Times

"For those of us still in employment, the days of getting home at midnight are long gone - even in regional areas the model needs to be changed and some Lodges could consider reflecting the UK approach of meeting at say 6pm followed by dinner."

Casual Approach As Opposed To Formal

"Less rigid ceremonial requirements. Far less time wasting, allow Charges to be read instead of relying on them being recalled from memory. Perhaps less formal dress as young men leave work late and have no time to change so stay home!"

More Education On Ritual

"More lectures and explanations about various aspects of Freemasonry, and less importance placed on the Ritual itself. Whilst the Ritual is written in beautiful English, it is not written in everyday language and often not understood by initiates."

Modernise The Ceremony

"The music and the singing needs to be updated. Old songs and old organs are stuck in the 20th century. Use digital music and more theatre. Update the words at Lodge to more modern English."

Our members have been similarly forthright with their attitudes to the South:

Encourage Members To Mix Despite Their Rank

"A greater focus on encouraging members to mix and meet rather than sit in segregated groups at our functions and especially dispense

with the Masters Table ("The Last Supper Table") in the South at our Lodges."

Family Friendly South Will Encourage Members To Stay

"Involvement of family members in the South. Welcome new partners in the South, unfortunately this is often not the case, so the partner never comes back."

Add An Educational Element

"Hold more educational talks, discussions, and interactive lectures, and encourage research and learning, rather than an intent focus on perfect ritual. Have more focus on the South and guest speakers."

Improve Experience

"Have a quieter South with more conversation, and finish at about 8:30pm. The quality of some Lodge dinners / south is extremely bad / health risk. Less time in South hearing the same old toasts and responses."

We are being challenged to modernise our Lodge meetings to suit Today's Man and this is a key for us moving forward.

With Lodge meetings and Souths the main point of contact, improving the experience here will have a flow on effect in attracting and retaining our members.

Visit our new website at www.freemasonsvic.net.au

Watch our new video for Freemasonry in Victoria at <https://www.freemasonsvic.net.au>

Join our online community on Facebook, Twitter and LinkedIn.



MAKING GOOD MEN BETTER

The Third Place



JANE SYDENHAM-CLARKE
CHIEF EXECUTIVE OFFICER,
FREEMASONS VICTORIA

Social connections naturally happen at home and at work, however for optimum health and well-being they also need to occur in a "Third Place".

By the time men are into their 40s many have work and home... no Third Place. And then by retirement they are left with only home. They need to have an established "Third Place" earlier on in life. But they don't realise it at this stage.

These words are lifted directly from the FMV Brandhook Research Report which we commissioned in late 2016. They are not fanciful, but supported by robust, independent data. And intuitively they have the ring of truth about them for men of today.

From the research we see that men in their 20s are looking for a place to build their personal brand – to show to their future employer and partner that they are a good

man. Men in their 30s and 40s are needing support with navigating the complex journey across their career and family landscape where gender roles are blurred and responsibilities intense. Men later in life are seeking opportunities to give back, to mentor and share the skills they have acquired.

Let's imagine for a moment that – throughout each of these life phases - providing that "Third Place" was a role that FMV assumed for itself, both as an opportunity and also as a responsibility. What kind of contribution could we make to the lives of good men seeking their "Third Place"? And in turn, what kind of contribution could a new, potentially young cohort of Freemasons make to our community over their lifetimes?

Social, personal and community connectedness are important throughout all the stages of life. The concept of a Third Place challenges us to create space for young men, to be open to their

needs and aspirations, to genuinely welcome them to our fraternity and to redefine Freemasonry through their eyes.

We've coined a phrase for the best men of Freemasonry and you'll hear it and see it repeated within FMV's ranks – "Today's Man".

We know that Today's Man is not defined by his age but by his attitude. Amongst our current membership, there are men of 100+ who reflect the values and attitudes of Today's Man; men who hold our central concepts of trust, honour and integrity dear, and who also have the courage and the curiosity to embrace change, to welcome new ways of thinking and new ways of being good men.

For them and for the many men who know nothing of Freemasonry, we want to redefine FMV to be Future-focused, Modern and Visible. We want to be recognised as an aspirational and accessible Third Place for Today's Man.

FOUR THOUGHT STARTERS

AWARENESS

Women need to understand the importance of social connections throughout the men's life stages.

Women are in a state of change as much as men. Women rely on men to share responsibilities and so they can benefit from careers. They may be losing sight of what is happening emotionally to the men in their life by enforcing change.

THIRD PLACE

Social connections naturally happen at home and at work, however for optimum health and well-being they also need to occur in a 'Third Place'.

By the time men are into their 40s many have work and home...no Third Place. And then by retirement they are left with only home. They need to have an established 'Third Place' earlier on in life. But they don't realise it at this stage.

AFFILIATION

Men find it easier to make connections when they feel an affiliation with a group, understand its purpose and the outcome it will deliver to them.

The way to build affinity is via clear communication of intent and purpose. Groups like SES, CFA that have been a part of the community throughout their entire life are not threatening to be part of.

CONFIDENCE

When they feel isolated, men lack confidence to make and seek out important new connections.

When joining groups, men need initiatives to remove the fear and apprehension of being part of something new – especially in middle years.

Inventing the Future of FMV



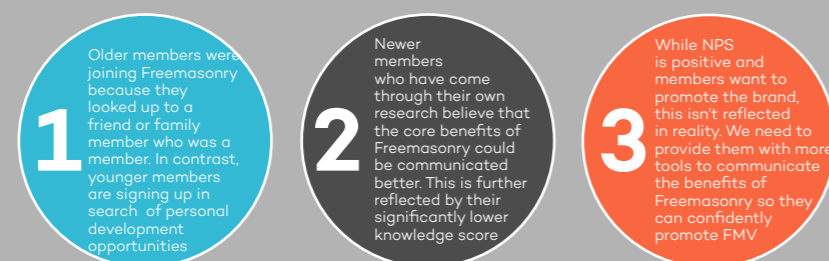
Freemasonry feels disconnected from modern life

The current perception by the modern man is that Freemasonry is disconnected from the modern world, therefore it's not for them.

Key take outs from non-member group is the need for transparency and visibility



Key take outs for members' connection to Freemasonry



Key take outs for member experience



Sources:

BrandHook: 2016. Who is Today's Man?

BrandHook: 2016. FMV Member and Non-Member Evaluation

CASEY VOLDERS

INTERN FREEMASONS VICTORIA

Over the past year and in response to declining membership numbers, Freemasons Victoria has undertaken major reviews of key aspects of the organisation and begun to recognise the significant challenges to which we must respond if we want Freemasonry to thrive.

One of those challenges is identifying how Freemasons Victoria - our "brand" - can be relevant in today's society and to "Today's Man". So we set out to answer these questions:-

- Who is Today's Man?
- How can we get him to engage with Freemasons Victoria?
- What can we offer him?
- What can he bring to Freemasonry?

To answer these questions we engaged a respected, local brand and customer experience consultant, Brandhook, to look at all aspects of our brand experience from the perspective of our existing members and potential members.

Three Phases of Research

- 1. Literature Review.** Brandhook presented an initial brief on 'Today's Man' to Freemasons Victoria staff in November 2016. This research encompassed traditional and contemporary ideas of the male identity and their roles in society, past and present. They worked with a few key members to align these insights of 'Today's Man' with Freemasons Victoria's vision by conducting a series of member interviews.
- 2. Focus Groups.** In the next phase of this extensive research Brandhook lead two face-to-face discussion groups, one with eight current Blue Lounge members, and one with eight non-members - these were men who were identified as meeting some key criteria that showed they could be

open to joining an organisation like Freemasons Victoria.

- 3. Member Survey.** An online survey was conducted with our existing member base, with an excellent 837 respondents.

The interviews, focus groups and survey findings formed the basis of a further presentation to Freemasons Victoria in January 2017.

Referencing both hard data and the responses to open ended questions, the comprehensive report revealed many insights into the FMV brand. The purpose of this presentation was to help us to understand what our current brand means to both members and non-members, and devise strategies on how we can improve our communications and brand awareness with both groups.

In order to develop and implement strategies to put us on the path to membership growth, it is essential that Freemasons Victoria understands how our brand is perceived in the community and how it is actually experienced by members. This research was initiated to understand what makes our members tick, to reveal who "Today's Man" actually is, and to identify what we can offer that will attract him to Freemasonry.

While engaging with research about men of all ages we found that 'Today's Man' has changed significantly from the past. It is because of this change that Freemasons Victoria must adapt how we present and communicate our brand.

We found that many men unfamiliar with Freemasonry had an idea of what the organisation was that was inconsistent with the reality of Freemasons Victoria. For our brand to continue to succeed we need to have an image projected to the community that connects with the authentic FMV experience.

The research also revealed that we can do more to improve our current members' experience. Their feedback will help us to implement further measures to encourage

members to remain with the Craft.

Finding a New Balance

Importantly, the research findings confirmed that we need to strike a balance when positioning Freemasons Victoria as a contemporary brand; we must improve the member experience, retain current Masons and attract new ones, whilst respecting and preserving the rich history and traditions of our organisation.

The United Grand Lodge of England (UGLE) is an example for Freemasons Victoria to look towards. Their brand has attributes that are contemporary but remain rooted in history and tradition. UGLE's website is open and modern and their social media channels are established, easy to find and relevant to members. One-to-many communication is moving swiftly to online platforms and digital devices; this is where FMV must go to attract new members and improve the experiences of our current members.

If we can successfully address the issues that have been raised and consolidated by this research head on we will enable Freemasons Victoria to continue sharing and creating its' rich history. Stemming the loss of members, improving the membership experience and having a strong focus on future brethren will keep this organisation moving forward and flourishing into the 21st Century and beyond.

Key Learnings:

- Non-members aren't aware of or engaging with Freemasonry.
- To halt the decline in membership numbers we need to engage new members with an authentic brand that appeals to them.
- To retain members we need to improve the member experience.
- The brand of FMV needs to change while retaining the history and tradition of Freemasonry.

JOIN OUR
ONLINE
COMMUNITY

Find us on
Facebook, Twitter
and LinkedIn.

Visit our new website at www.freemasonsvic.net.au

Watch our new video for Freemasonry in Victoria at https://www.youtube.com/watch?v=NG_dG8I5UmU (1:41)

Join our online community on Facebook, Twitter and LinkedIn.

MAKING GOOD MEN BETTER

Connecting with Today's Man

12

Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek.

Barack Obama

CASEY VOLDERS

INTERN FREEMASONS VICTORIA

What are the key social and personal needs of Today's Man?

Freemasons Victoria's brand research has identified some core concepts that will help us to address the feedback that we have received about how our brand connects with non-members and how we can improve our current member experience of Freemasonry.

What is "Social Connectedness"?

A man's social connectedness changes throughout his life. Critical connections are made through family, school, sport and the workplace. Over time however, the strength of many of these connections fades and work and family – the two most common places for men to experience social connection - become more prominent and consuming aspects of life.

It is important for us to retain social connections throughout our lives as they help our general well-being, and create a network of support around us. Beyond Blue's research shows that there

is a strong relationship between a man's social support and his mental health, which is why it is particularly important for men to have a "Third Place", somewhere independent of work and family life, where social connections are made and support and interest are present.

Successful social groups or "Third Places" are easily approachable and remove the fear and apprehension of being a part of something new. Confidence is key in attracting and retaining participants so they feel self-assured and able to seek out new and important connections.

It is also important for partners and other relatives to understand the importance for men to have and make their own social connections.

Connecting with Freemasonry

Men find it easier to make these connections when they feel an affiliation with the group or an understanding of its purpose. The SES, CFA and Rotary are examples of respected organisations that have a clear and fulfilling purpose in the community, and enjoy strong and growing support.

Through our research journey,

we have learnt that Freemasons Victoria doesn't have this widespread community visibility of its purpose. This is not to say that we don't have one, but it isn't currently communicated to the community.

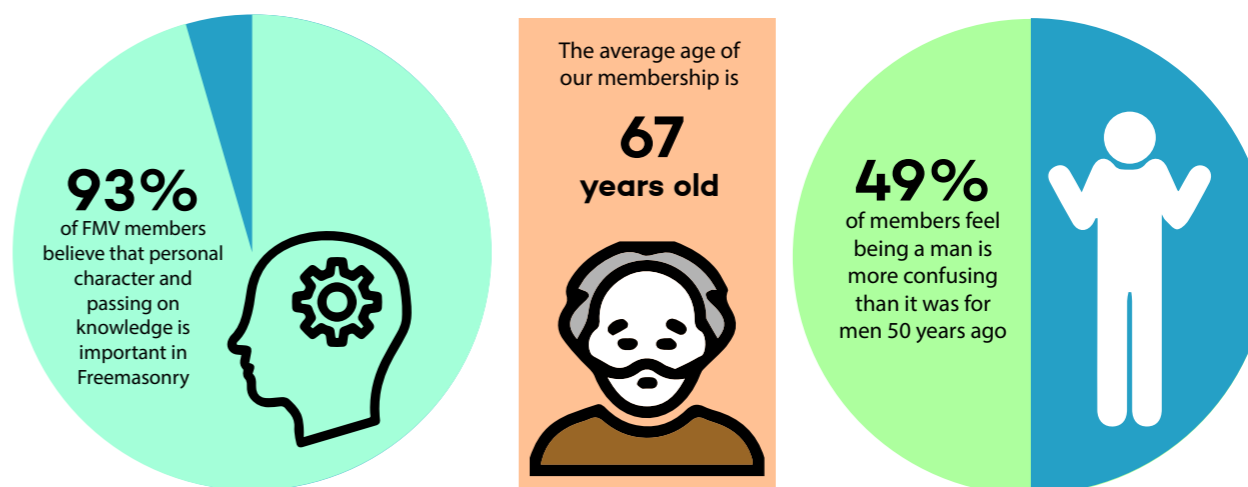
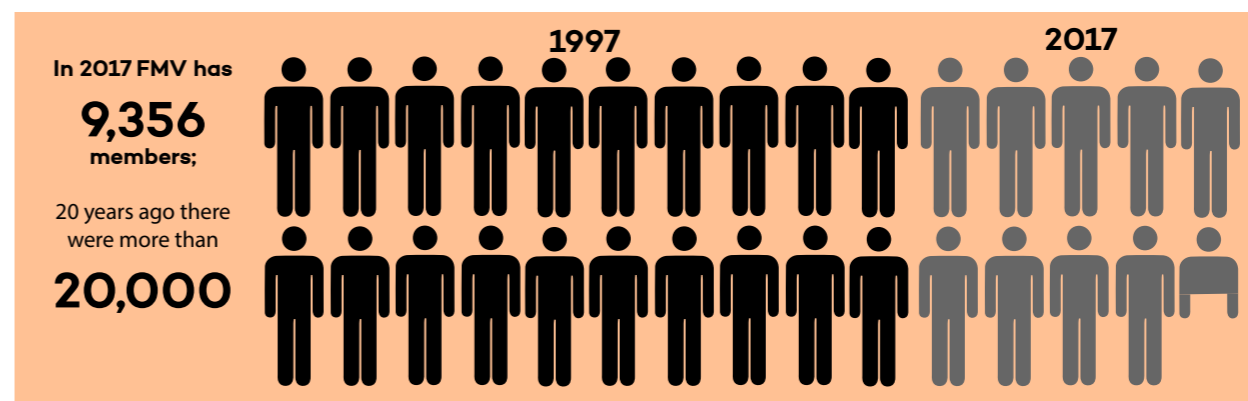
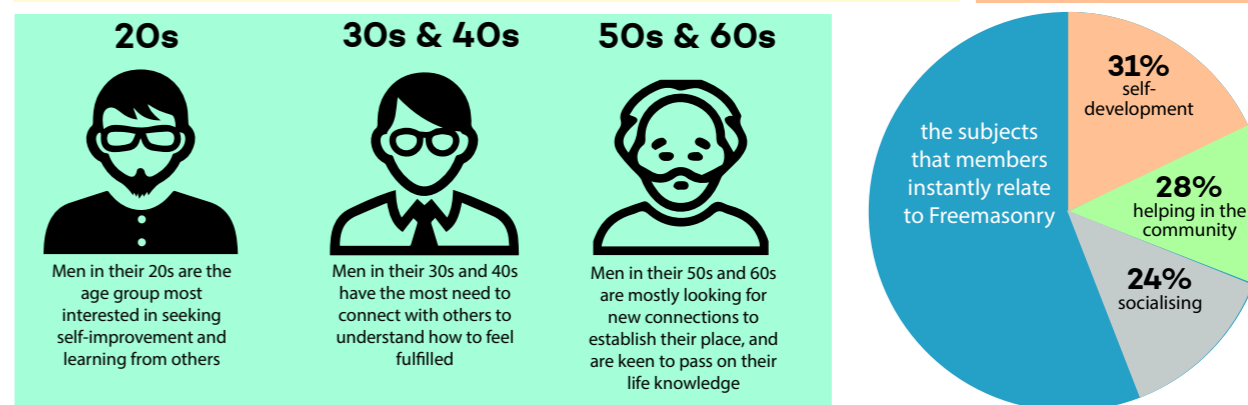
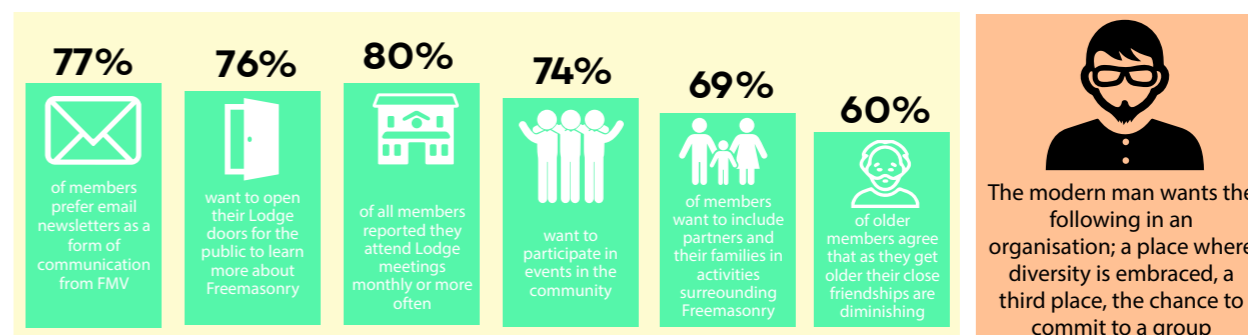
Connecting with the Community

Freemasonry has enriched the lives of countless men. If it remains our charter and our intent to continue to offer good men opportunities to support each other, their families and their communities, then as a group we need to embrace some crucial changes to the way Freemasons Victoria is perceived in the wider community.

The research tells us that we need to lift the veil of secrecy and be a visible and tangible presence in our community. New digital and marketing initiatives will help us to achieve this end, but ultimately the most significant change we can make is to change the way our members represent freemasonry in the community. Collectively we must begin to share all the good and positive projects and experiences with the public, open our doors and open the minds of Today's Man to the potential of a life in Freemasonry.

Join our online community on Facebook, Twitter and LinkedIn.

FMV in Numbers



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Who is Today's Man?

SINEAD BLAKE
INTERN FREEMASONS VICTORIA

Historically, the traditional 'Australian Man' could be defined by stereotypes associated with masculinity such as; the Breadwinner, the Protector, the Manly Man. However Today's Man is many other things; the Stay-At-Home Dad, the Two Dads, the Single Dad, the Married Dad, and the Family Man, (to name a few).

Over time we have seen many shifts in family dynamics, the economic landscape, and the increase of women in the work place and public life. The Shriver report: (2016) states that 64 percent of men today have a spouse working outside of the home. These changes all add to the image and the reality of what it means to be a man in Australia today.

So, just WHO is Today's Man?

Three in five of today's men say being successful at home is more important than financial achievement. He believes it is important to be a good husband, and father. He acknowledges the role that women now have in the workplace and he isn't focused on being the family's 'provider'; he is also very comfortable having a partner in the workforce as well as being out-earned by them.

However, statistics show that 44 percent of men would truly feel comfortable taking twelve weeks of paid paternity leave if an employer offered it to them and 24 percent would feel comfortable being a stay-at-home dad.

Studies further suggest that

The world of Today's Man and how he operates is different



Largely driven by the movement of women to gain gender equality, the world that Today's Man operates in is vastly different.

- 64% Have a spouse working outside the home
- 34% Do more housework than their spouse
- 31% Earn less than their spouse
- 24% Take on more parenting responsibilities than their spouse

^The Shriver Report: An insight into the 21st Century Man (2016)

BRANDHOOK

Today's Man is far more willing to be emotionally expressive with 22 percent of men stating that they believe showing emotion is a sign of weakness. A large majority of today's men (68 percent) say that having a solid personal character and sense of integrity are the most important determinants of being a strong man in today's society.

Within this data lies a fundamental conflict for Today's Man who is striving to be both a provider and a partner. He is willing to embrace change, but requires support to do so.

Against this landscape of swift and significant social change sits the sobering rise of suicide. Almost 80 percent of all suicides in Australia are men, and for men in their early-middle years (30-40 years) in Australia in 2016, suicide is their number one killer.

The challenge is in understanding why Today's Man

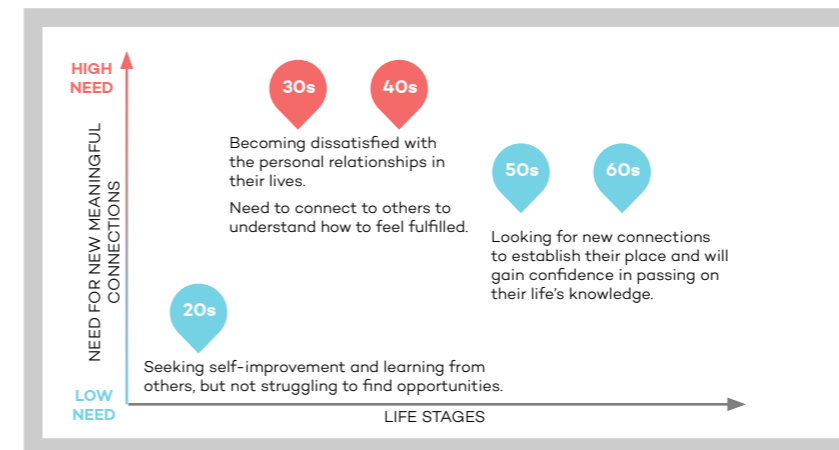
is suffering and learning how to engage him.

Our own recent research showed us that there is an obvious battle present for Today's Man in trying to balance work and family life. Today's Man seeks a sense of purpose. He wants to be recognised as a hard-working provider as well as a dedicated father, and partner.

Through the complexity of trying to balance career and family life, there is an underlying sense of confusion, worry and fragility amongst many men today. They do not have a clear cut definition of who they are and this is causing internal conflict. Moreover, men are finding that they have far less time to themselves and are busy trying to fit work, family and friends into their day-to-day lives.

From the perspective of an organisation that supports all men, and practices the key principles of brotherly love, relief and truth, Today's Man would wreak the benefits of being a part of Freemasons Victoria (FMV). Past and recent studies have demonstrated the importance of social connectedness with regards to preventing, and eliminating depression among men aged 30-65.

However, information gathered from the FMV Brandhook Research Report points out that Today's Man tends not to seek help when facing emotional difficulties. He would prefer to solve the problems on his own, without bothering others. What this suggests is a lack of awareness and understanding



surrounding support groups, and/or these men feel that these services will not benefit them or their situation.

Research indicates that men in their 20s are predominantly focused on building their personal brand – they are career driven but also want to be a successful partner. They want their future employer and partner to recognise them as a good man. They are looking for new experiences and stimulating challenges. Men in their 30s and 40s are looking for support and direction in balancing the role of a provider, compassionate partner and an active dad in today's fast-changing environment. Men later in life have a strong desire to give back to the community through mentoring and sharing the skills and experience they have gained in their lifetime.

While these men may be at different stages in their life and they may have different goals, aspirations and interests, they do all share the need for a Third Place and they all represent Today's Man. They want to make a difference, whether it is personal, to help others or both. Today's Man embraces change, he wants to be recognised as a good person and he makes a conscious effort to better himself in his everyday life.

Through relevant, recent and in-depth research we have gained a greater understanding of Today's Man, and who he is. We are clear on what it is he is looking for and what his needs are. Today's Man wants to build his personal brand, to be a good man, he is in need of a Third Place, he is looking for meaningful relationships, he is career driven, he is confused and worried about the future, he is transparent, he is more willing to express himself and he embraces change and diversity.

What we know about Freemasonry today is that it is an open and relevant organisation that offers a Third Place for men, it provides a support network, it is enjoyable, it need not be time consuming, it is important, it expands your network, it is educational, it teaches important life principles, it offers self-development, it is diverse, it is relevant and it is new. It is for Today's Man.

With changing times comes the opportunity for a changing culture within Freemasons Victoria. Already an organisation that is rich in history, ceremony and ritual, our future lies – with Today's Man – in becoming relevant, progressive and innovative.

FMV – Future-focused, Modern and Visible. The challenge now is - how do we demonstrate who FMV is to Today's Man, and how do we engage him?

Sources:

BrandHook: 2016. Who is Today's Man?

BrandHook: 2016. FMV Member and Non-Member Evaluation

To sum up being a man today

Peter is a 41 year old writer who was born in a small Greek village, grew up in Australia and for most of his adult life was based in Canberra. He now lives in London and is a regular contributor to The Guardian.

"When I was young, my dad repainted the kitchen and replaced our Cortina's carburetor while Mum made me toast for breakfast and washed my grass-stained clothes. Today, I'm more likely to look up a recipe by a celebrity chef and prepare a delicious family dinner while my wife fixes the lawnmower and unblocks a drain. And yet, I'm expected to have the skills for both.

Dad dropped me off at football tryouts once, twice and then stopped, preferring instead to return to his regular Saturday afternoons at the betting shop. Today, I'm expected to drive my son to multiple sporting events, stay, cheer (positively), and likely even coach. Dad was the sole breadwinner; today, my wife makes more than me. Dad smoked high-tar cigarettes and drank whiskey. I eat quinoa and drink green tea. Relatively speaking, Dad had it easy. He knew what to do, the roles were clear.

Being a modern man is confusing, challenging, and everyone has an opinion, least of all your better half, who let's face it – is the opinion you should probably listen to most of all. That's probably what being a modern man is. Understanding how women think, being emotional yet strong, a listener, a gentleman, a chef, a mechanic, and ultimately a role model to the next generation of men coming through. They'll likely have to do everything that modern men now do times 10, so we better prepare them well. Because no doubt the day will come when my son looks back at how easy his old man had things."

Peter Papathanasiou
The Guardian, May 2016



In the recent past, the roles of men and women were largely traditional. Men worked in male dominated workplaces and provided for his family. Women stayed home to nurture the family and raise the children.

In 1966, Australians in the workforce aged 18 years and over*: Women 34% and Men 84%

Sociologist Robert Brannon released the 'Blue Print for Masculinity' (1976) that included four pillars:

No Sissy Stuff – men are to avoid being feminine, show no weaknesses and hid intimate aspects of their lives.

The Big Wheel – men must gain and retain respect and power and are expected to seek success in all they do.

The Sturdy Oak – men are to be "the strong, silent type" by projecting an air of confidence and remaining calm no matter what.

Give 'em Hell – men are to be tough, adventurous, never give up and live life on the edge.

To understand today, we need to revisit yesterday

Building Our Third Place for Today's Man

SINEAD BLAKE
INTERN FREEMASONS VICTORIA

Whether he is 18 or 118 the inclusion and retention of new and current members at FMV is imperative to our future. Our commitment is to ensure that all members enjoy an authentic and valued member experience.

FMV is keenly focused on engaging Today's Man; to do so we need to be transparent and visible in the community. Our goal is to be an aspirational organisation - we are already confident that our values match those of Today's Man - and to offer him the opportunity to experience the benefits of a life in Freemasonry.

In order to engage Today's Man, we need to make changes within Lodge and the overall culture of FMV. This is the clear message from our members, of all ages.

We have an ageing membership with a significant generation gap that must concern us. As our members retire from the craft, our numbers dwindle.

So, how do we attract today's young men? And retain today's young members?

We recognise that over time, and largely due to changes in gender roles and work/home life balance, there has been a significant shift in the amount of discretionary time men have outside work and home. Men are finding it difficult to leave work in time to make Lodge, as well as be at home to look after, and spend quality time with, the family.

If we want to engage Today's Man, we need to be aware of the

amount of time he has, and we need to bend to accommodate this. We need to become a more flexible organisation.

This might mean that the length of ceremonies needs to be reduced - without removing the necessary and special elements of the ritual. This carries on for 'The South' - long speeches, and formal proceedings can be decreased to encourage men to stay engaged and enjoy the experience wholly. We need to understand that Lodge is for all generations and focus on the way a Lodge looks and feels.

Today's Man wants to improve himself and build his own personal brand in his social, work and family life. The support of a mentor or role model - an experienced member that can assist in this self-development process - could prove to be an essential way of ensuring the engagement and retention of Today's Man in Freemasonry.

Today's Man wants to make a difference.

Today's Man is also unsure of what Freemasonry actually is. We need to be visible and more open about Freemasonry, and what it means to be a Freemason today. We need to preserve our history, rich in ceremony and ritual, whilst embracing the reality that our future lies in becoming relevant, progressive and innovative.

We need to change the way we speak about Freemasonry, and allow others to recognise it for an organisation that does wonderful and sustained work in the community.

Research confirms the importance of social connectedness

for preventing and eliminating depression among men aged 30-65. We know from our own studies that men find it easier to make connections when they feel an affiliation with a group, understand its purpose and the outcome it will deliver to them. We need to build affinity via clear communication of intent and purpose.

Today's Man is virtually connected. We need to increase our use of social media platforms to communicate with prospective, new and current members, open up dialogue, engagement, awareness and belonging outside of Lodge and demonstrate that FMV is a relevant and modern organisation.

For a healthy future, FMV needs to embrace location and time flexibility; new, enthusiastic members who bring diversity; lifetime friendships; new ways of connecting; improved self-development opportunities; and new experiences.

FMV is and must strive to be a relevant and changing organisation that offers an authentic Third Place for all good men, in an environment that welcomes diversity, and offers support and friendship.

How are we making FMV more relevant?

- Digital touch points
- Diversity
- Transparency
- Career development
- Personal development
- Friendship
- Giving back
- Making a difference
- Inclusion



More Alike Than We Think

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N TORRES
INTERN FREEMASONS VICTORIA

Freemasons Victoria invited members of all ages to share their aspirations and experiences of Freemasonry. We learnt that members, young and old, have more in common than they might realise. Here's a snapshot of what members have to say about Freemasons Victoria.

Integrity and Knowledge is key to Freemasons

Older Members

Agree that integrity, personal character and passing on knowledge are traits of masons.

Younger Members

Seek personal development through learning from others. "I wanted to learn about myself and who I could be, Freemasons seemed to offer that and that's why I joined."

Focus group participant

All Members

Seek to pass on knowledge to achieve a sense of purpose.

Members want change

Older Members

Are concerned about poor Lodge work, internal Lodge politics and the cost of membership. "More lectures and explanations about various aspects of

Freemasonry, and less importance placed on the Ritual itself. Whilst the Ritual is written in beautiful English, it is not everyday language and often not understood by initiates."

Younger Members

Are concerned about Lodge meetings being old fashioned and too time-consuming.

All Members

Agree that they want change, that all events can be improved, but they don't want to cause offence or "rock the boat"

Members want to be more visible in the community

Older Members

Have a strong desire to attract younger members who are dynamic and forward thinking.

Younger Members

Think FMV is not doing a good job of communicating with its members or to the public. They want to feel proud of their association with Freemasonry and share on social media. "I have a contact list of 800 on LinkedIn and only 2 people say in their profile they are Freemasons, I know there are at least 50 other Freemasons who I'm connected with. There should be a Freemasons LinkedIn group, we should be proud of who we are."

All Members

Feel FMV needs to be more visible in the community in order to obtain new members. Agree Lodge doors should be open for the community to learn more about Freemasonry

Knowledge of Freemasonry

Older Members

Feel familiar with most of the aspects of Freemasonry.

Younger Members

Feel there are still aspects they need to learn.

All Members

Recalled that Freemasons focus on self-development, helping the community and socialising.

Moving forward

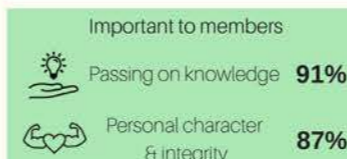
Members young and old feel that each of them is FMV's best and biggest ambassador, but are concerned that they haven't been provided with the appropriate tools to talk about freemasonry in the public domain.

It is clear all members want change and they want to embrace it, this attitude and working together are key elements for FMV and its members to be able to adapt into today's society and attract Today's Man.



What do FMV Members have to say?

Attitudes of Today's Man



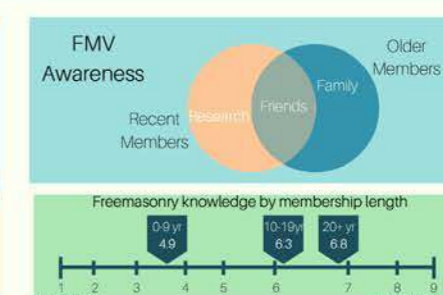
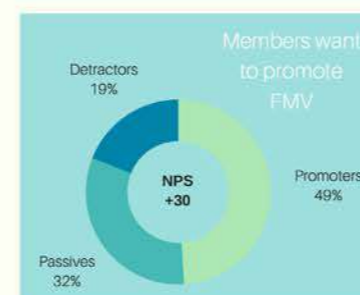
Younger members have trouble finding time. Work and home life take a lot of their time.



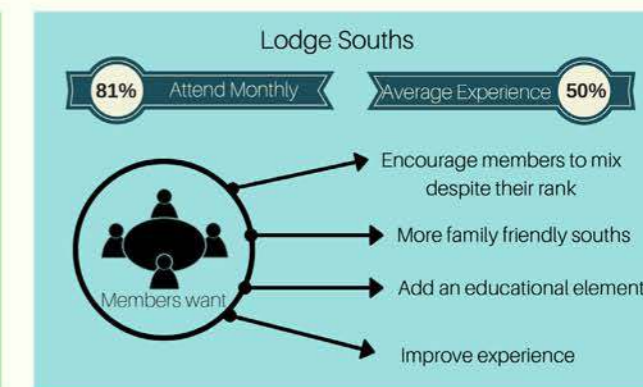
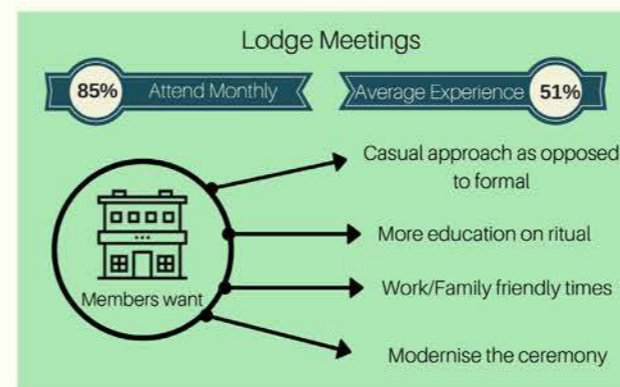
Members want an informal place to interact



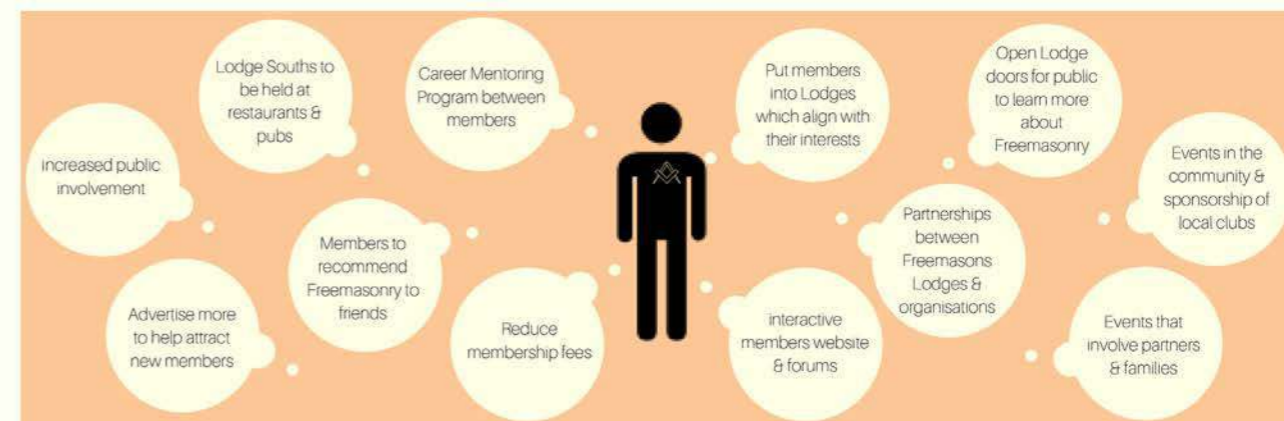
Members Connection to Freemasonry



The Member Experience



Member Suggestions For Improvement



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FMV Moving Forward – embracing change together

N TORRES
INTERN FREEMASONS VICTORIA

Armed with the deep research, analysis and learnings provided to FMV through the 2016/2017 BrandHook research, and coupled with our member-driven Strategic Plan 2017-2025, we have a remarkable opportunity to create a development roadmap for a new-look FMV, that embodies the most contemporary assets of our acronym – Future-focused, Modern, Visible.

Here we align the research findings with the objectives of our Strategic Plan, summarise the findings and focus on the opportunities - and the challenges - that we must address together in order to create a robust future for Freemasons Victoria.

“There are two questions that we have to ask ourselves. The first is ‘Where am I going?’ and the second is ‘Who will go with me?’”

Howard Thurman

Member Experience

What our members said:
We have members questioning whether the FMV member experience is reflective of the modern day and Today’s Man. *“I really only have time to attend the Lodge meeting and can’t go to rehearsal or join other orders. Sometimes I feel I’m missing out on everything that’s on offer.”*
Member focus group

- What we said:**
- Actively contribute to a great member experience
 - Do not tolerate the cringe factor
 - Improve the transition experience from prospect to member
 - Create State of the Craft Presentation
 - Actively engage with diverse cultural communities for member recruitment
 - Build capacity for Lodges to diversify their experiences in accordance with member needs
 - Optimise Masonic experience through excellent Lodge experiences, education, ritual and ceremony
 - Position FMV as an organisation of Community Leaders

Personal Development

What our members said:
Our younger members cite personal development as one of their main reasons for joining an organisation like FMV. *“I joined because I wanted to meet people who I could learn from. Life is so busy and it’s easy to get caught up in silly things. Freemasons keeps me on track remembering the important things.”*
Focus group participant

OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none">• Modern males believe benefits of joining an organisation will help their self-development and building their personal brand.• Compared to all FMV members, the under 40s believe self-development is most important to them.	<ul style="list-style-type: none">• Newer members don't feel FMV is doing a good job at communicating that 'Freemasonry promotes self-development and personal growth' to its members.
<p>What we said:</p> <ul style="list-style-type: none">• Create a member-centric culture that drives strategy, services and experiences• Position FMV as a voice on contemporary issues• Foster a strong base of young energised members who are the leaders of tomorrow and custodians of our legacy• Develop leadership and mentoring capacity to enable the skills to make the necessary changes for a sustainable future	

OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none">• Most recent members researched and approached Freemasonry themselves. It has become less common for members to sign up due to family or friends connections.• Lodge meetings are the most popular and attended event, more than 80% of members reported they attended Lodge meetings and Souths monthly or more often.• Younger members want Lodge South/Festive boards to be held in the public domain i.e. restaurants/pubs• Most members feel integrity and self-development are very important, and passing on knowledge gives them a sense of purpose.• There is a desire for change amongst members, but newer members are scared of upsetting older, higher ranking members.	<ul style="list-style-type: none">• All members feel there is room for improvement for all events; they would like more partner/ family friendly events and desire for Lodge ceremonies to be modernised.• Poor Lodge work, internal Lodge politics and the high cost of membership is a concern for older members.• Members feel that when they leave, there is no coming back.• Younger members have little time and fear that they will not gain the full Freemasonry experience. They find it difficult to manage work, family and Lodge commitments.• Younger members still don't know much about the craft

Connection

What our members said:
Our members have a desire to connect with other members beyond main Lodge.

What we said:

- Appoint a Lodge Engagement Officer
- Ensure all initiates have a personal Mentor and are invited to every social/ south
- Increase local and social media year on year
- Promote bespoke Lodges that enhance member engagement
- Change communications to be forward focussed as a “growing organisation”
- Develop and deliver Social Media assets and content strategy
- Innovative communications tactics to attract new and engage existing members
- Enable consistent digital exposure and engagement including weekly electronic direct mail
- Cross-Channel Content Repurposing
- Create live-streamed content from social events
- Develop podcast content to educate existing membership

Engagement

Our members want to take Freemasonry to the wider community, they want to be visible. Most importantly our members are our biggest ambassadors.

“I think what younger men are often looking for that I’ve seen is that there might have been somebody who was a positive influence in the background or somebody they looked up to whether that’s their grandfather or uncle that they thought he was a good person, he was somebody that they felt they had a connection with. When they find out that they were a Freemason, they often think that’s something, which is going to give a connection, which might link them into better people as well.”
Stakeholder Interview

“Teach us how, after so long not talking about the craft, to talk to people and to explain what it is and then HOW TO ASK SOMEONE IN.”

Margaret J. Wheatley said -

“There is no power for change greater than a community discovering what it cares about.”

Our vision for the new FMV is that by 2025: ...” we will be recognised as an integral part of society and we will be able to say that it is a remarkable organisation with a strong and healthy culture of openness and transparency, real understanding of the values and principles which underpin all that it does and recognition as a real community asset.

CHALLENGES
<ul style="list-style-type: none">• There is some animosity towards Grand Lodge between members:• Lodges want more autonomy• Members don't feel heard• Country Lodges feel forgotten about• Members feel Freemasonry is an aging Membership• Lodges are not being maintained• Members feel there is lack of diversity• Younger members are least likely to be a part of other Masonic Orders and Lodges, due to their lack of time.

OPPORTUNITIES
<ul style="list-style-type: none">• For non-members being connected to a wide range of people over a global network is an appealing aspect of Freemasonry.• The main reason for newer members joining is the opportunity for new and meaningful friendships.• Younger members want an informal place to interact, they want to use social media to meet members from other Lodges, exchange ideas and interact.• Younger members want career mentoring programs, interactive websites/ forums and Freemasons app• Email newsletters are the most common and preferred communication method by members.

OPPORTUNITIES	What we said:
<ul style="list-style-type: none">• All members feel it's important to open Lodge doors to the public in order for the community to learn more about Freemasonry. They want to be involved in community events and sponsorship.• Most members feel that FMV should undertake advertising to attract new members.	<ul style="list-style-type: none">• Embody the principles of Freemasonry as a role model to the community• Talk to your family, friends and acquaintances about Freemasonry• Aim to attract a new member for your Lodge twice a year• Encourage Lodges to focus on one community impact project per year• Raise the profile of compassion and philanthropy in communications• Remove red tape and barriers to responsiveness

While Freemasons Victoria is still known for the excellent ritual and ceremonial work, it is the value added to men and their communities that allows Freemasonry in Victoria to stand out as a beacon of relevance amongst community and fraternal organisations.”

The journey begins

Women in Freemasonry

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FREEMASONS VICTORIA

How we value and develop the role of women in Freemasonry today is an interesting challenge and not a day goes by without it being considered in our planning for the future.

In our community we see many women with responsibility and influence; research tells us that in many households women are key influencers of how discretionary time and money is spent in families.

It's important to our future that any plan to attract new members must take into account the need to talk with women and capture their attention; we need to educate women about the benefits of Freemasonry. To do so it makes sense for us to enable the current women in Freemasonry to have a voice - to talk openly about the benefits of membership, acknowledging their important role in decision making in the family unit.

While in some Orders, such as the Order of the Eastern Star, women are members, in the Craft this is not the case. In discussions with the women close to FMV, we learn that there is sentiment along the lines of 'we actually don't want to be in the Lodge room'.

The concept of a "Third Place" is equally important for the health and well-being of both women and men. It seems that it is a more common thing for women to find their 'Third Place' throughout their lives - picking up the phone to have a chat, having coffee, catching up with trusted confidantes, joining clubs, or sustaining trusted friendships. A 'Third Place' seems a more natural place for many women, but for men it can be a more difficult - but equally important - place to find.

Women partners of our Freemasons advise 'We are pleased our partner has a place he can go to



develop himself, to become a better man, a better husband and father, a place where he can give and receive support and make a difference in the community.' Many report the positive impact on family life as a consequence of the personal development that comes from men's engagement in Freemasonry.

Other women explain the value of the lifelong friendships that have evolved from supporting their partners' membership, and some love the social aspects and the opportunities to make a difference in philanthropic and charitable projects.

In a world where life is busy and pressures are high, Freemasonry creates diverse opportunities for couples to share a unique and potentially lifelong interest that enables them to contribute to greater outcomes as part of a wider global community.

There is no question that women have played a vital role in shaping the state of Freemasonry and that they continue to be critical to our relevance and sustainability as we head towards 2025.

Deidre Crick

"Freemasons never think twice about helping others out."

Deidre Crick, wife of eminent Freemasons Victoria member RWBro. Peter Crick, PDGM has always been interested in helping people. In her former career she was a school teacher, a librarian, and finally a computer teacher.

She has always supported her husband's interest in Freemasonry. "He was a Freemason when I married him," Deidre remembers fondly, "so I knew what I was getting myself into!"

Very active with Freemasons Victoria events, Deidre says "I attend everything I can. If I'm available, you can count on me to be involved." Deidre says the events are fulfilling, often in service of charity, and also good fun. The couple have made great friends at these gatherings, both here and abroad.

Deidre believes strongly in the importance of women in Freemasonry. "I've often found the ladies are very perceptive of people who have needs," Deidre explains, "and that is a big part of what Freemasonry is about."

She looks forward to continuing her partnership with Freemasons Victoria well into the future.

Lorraine King

"Freemasonry means that you can meet a lot of nice people and make many great friends and that it really is possible to make a difference in our community when we work together."

Lorraine King, with her partner WBro. Jim King from Jonadab Lodge, has been active in Freemasonry since 1983. Lorraine's influence extends far and wide in our organisation and she is very active in the Ladies' Auxiliary.

Through Freemasons, Lorraine has made lasting friendships many of which span decades; she remembers when her baby came to Lodge 33 years ago!

Today Lorraine's focus is on the Treasured Babies project - a branch of Red Nose - which brings enormous pride to the members of Jonadab. The Ladies Auxiliary supports the families of those babies who didn't make it into the world, ensuring recognition of these tiny still born babies' existence and enabling their families to respectfully grieve.



For Lorraine, Freemasonry means that you can meet a lot of nice people and make many great friends and that it really is possible to make a difference in our community when we work together.

Lorraine really enjoys Jim having such a wonderful interest and one that they share together.

Top
Lorraine King

Alanna Vanderhorst

"There are some serious issues facing the community today, yet through Freemasonry, we can give back to the community and make a positive difference to people's lives."

My involvement with Freemasonry began through my husband, Bro. Timothy Clark. I didn't know much about Freemasonry, however as our relationship grew I learnt more about what Freemasonry is and what role it plays within the community. Timothy's a Director of the Freemasons Foundation, the philanthropic body of Victorian Freemasonry. His role has given us the opportunity to undertake much needed charitable works across Victoria.

We've both worked hard to ensure we live a comfortable lifestyle, however are mindful that not everybody is as fortunate as us. There are some serious issues facing the community today, yet through Freemasonry, we can give back to the community and make a positive difference to people's lives.

Another positive aspect is the Lodge



social events. Ours is a Dining Lodge, a fresh and modern take on Freemasonry. Our partners head off to their meeting, whilst we ladies socialise at a nearby restaurant. After their meeting, they meet us back at the restaurant and we all have dinner and drinks together. This has led to us forming some wonderful friendships which we have no doubt will last a lifetime.

Top
Alanna Vanderhorst

Visit the FMV Community Gallery to read more about the wonderful women in Freemasonry: <http://www.freemasonsvic.net.au/compassion-community/community-gallery>

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AUTUMN EDITION 2017

FMV

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Good men, supporting each other,
their families and the community.

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