



Media Release

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Freemasons Victoria to Build a Brand for Today's Man

A growing movement of young men within Freemasons Victoria known as 'The Blue Lounge Social Club' are set to play a major role as the organisation launches a campaign to build a brand for Today's Man.

The move comes as Freemasons Victoria has an ageing membership of 9,400 members with an average age of 67 years, and in partnership with its Foundation and 250 lodges state wide gives over \$2 million annually for charitable causes.

Grand Master, Don Reynolds today said 'I am delighted to announce a very special partnership between Freemasons Victoria and the Blue Lounge Social Club who is delivering excellent work in our community attracting and supporting many of our members under 50 years in their introduction to Freemasonry.'

Jane Sydenham-Clarke, the first woman to take on the role of Chief Executive of Freemasons Victoria, said 'The Blue Lounge Social Club for the past three years has been organising events for their friends and families to introduce them to Masonic values and activities, will now have an expanded role.'

Ms Sydenham-Clarke said the purpose Freemasons Victoria - good men supporting each other, their families and the community remains important, and helping good men to become better men is extremely relevant in today's world.

'This is a time in our history when men's identity is deeply challenged and connection, mentorship and contributing to community creates pathways to individual and collective wellbeing, and support when addressing the issues men face today such as:

- Relationship Management
- Stress Management
- Family Dynamics
- Being a good Father, Son, Brother, Partner, Grandfather
- Mid Life Crisis
- Anger Management
- Domestic Violence
- Traumatic Incidents and PTSD
- Suicide

Ms Sydenham-Clarke said Freemasons Victoria has appointed Brandhook, a leading local research and strategy company to undertake a major survey to obtain input from the membership and this is set to commence this week.

The Blue Lounge Social Club is contributing to delivering a major digital community gallery shining the light on Freemasons undertaking good work within the organisation or in their communities to provide a growing exchange of information and inspiration."

Jack Aquilina, President of the Blue Lounge Social Club said the current revitalisation plans being undertaken to strengthen Freemasons Victoria is both innovative and vital for the future of the organisation.

"Through the Blue Lounge we aim to engage members with educational forums that maintain their interest in Freemasonry and provide social nights for Freemasons under the age of 55 where they have the opportunity to get to know each other outside of a Lodge setting.

“Importantly they can meet each other’s partners, friends and family and enjoy an informal social environment where questions of a Masonic nature can be asked freely,” Mr Aquilina said.

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