



STRATEGIC DIRECTION 2019-2023

FOR MEMBERS

ADDING VALUE TO SOCIETY

BY SUPPORTING
GOOD MEN,
THEIR FAMILIES
AND THEIR COMMUNITIES



We will need to **work as a team** - Brethren, Lodges, Districts, Divisions and National Office all have a role to play to achieve the over-arching Vision.

ABOUT THIS PLAN

Any organisation, to be successful, needs to plan for its future. Freemasons New Zealand has followed several plans over recent years, and this booklet contains the current strategy covering the period 2019 through to 2023.

Freemasons New Zealand has identified the course it wishes to follow.

However, this plan will succeed, and its outcomes will be achieved, only if each one of us plays our part - Brethren, Lodges, Districts, Divisions and National Office need to identify the role they can play, and then deliver. Personal Responsibility.

The Board of General Purposes has determined the role that **National Office** will play in achieving the goals set out in the strategy.

The **Divisional Grand Masters** will decide how each Division will implement the plan and assist Districts and Lodges to bring this plan to fruition.

It is now the opportunity for **each Brother** and **every Lodge** to read the strategy and decide what they or their Lodge can do to contribute to the **overall success of Freemasonry in this country**.

The primary focus of this booklet is to **empower Brethren and Lodges** with knowledge, ideas, resources and options. Once each Lodge has decided what it wishes to do, then District Grand Masters will assist them to fulfil their objectives.

Each year Lodges will be asked to **monitor progress and report** – have you achieved what you aspired to do; are you making progress; what resources are needed to give further assistance to Lodges so you make greater progress in your plans; what more can be done to continue to make Freemasonry a force for good in our communities.

The **strategy is a living document** – it will not be ignored or 'sit on a shelf'. Annual reviews and reporting will keep everyone focussed on this strategy as it proceeds through to 2023.

And, as we all work together as a team to build Freemasonry, let us not forget the importance of enjoying our organisation and the friendships and relationships that it generates. We have much to be proud of, but it is beholden on us to introduce these benefits to the public in a clear honest and transparent manner.

So, to work!



Keep your plan alive by reviewing it at every executive meeting



We are an important part of New Zealand society and should actively play a role within the community. We do this through promoting a positive identity; a profile that is truthful and constructive; engaging with similarly minded groups within society; using all means of dialogue from personal face-to-face contact through to social media; we take pride in our traditions, generate an active engagement in the present, and plan confidently for our future.

National Office will provide an active communications strategy to engage with society in an orderly and planned way, promoting Freemasonry in a clear and modern framework, which Lodges and Brethren can identify with and support.

We will use our charitable activities to build relationships in our communities at both a national and a local level.

BUILDING THE BRAND

NATIONAL OFFICE **WILL**

- Provide positive media exposure
- Build a system to access social media
- Create strategies for national communications
- Manage and deliver a website which is inter-active and user-friendly
- Conduct surveys on attitudes and opinions
- Create strategies for attraction and retention of members
- Manage the consistent use of our logo
- Create policies for the promotion of heritage, tradition and culture

THINGS TO CONSIDER

Modern and clear signage for Lodge Rooms, encompassing Logo guidelines



Fresh, active and responsive websites

Active involvement in community focused activities



Use of social media

Modern and maintained Lodge buildings



Engagement with a family focus

Speaking Up for Freemasonry



NOTES

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TO BUILD COMMUNITY PROFILE AND CONNECTION



We will provide a safe and enjoyable environment within our Lodges and amongst our Brethren that encourages participation, enhances Membership, provides Leadership and growth, and demonstrates Tolerance and Understanding.

We will be mindful of the needs of our wider Masonic family, involving all in our activities as far as feasible.

ENGAGEMENT OF MEMBERSHIP

NATIONAL OFFICE WILL

- Undertake internal surveys
- Develop tools for membership and education
- Encourage the involvement of younger members in leadership roles
- Create training programs for leaders within structure of Freemasonry
- Strengthen communications with Lodges
- Identify growth opportunities for specialist lodges
- Review induction processes
- Enhance the system to assist mobile members transferring to a new Lodge

THINGS TO CONSIDER

Be agile and adaptive to improve meeting numbers and retention



Social functions to attract members

Review of the mentoring roles



Improvement of induction

How to re-engage un-attached members



Improvement of Lodge meetings i.e. time, fun, discussion, learning



Identify youth engagement opportunities



Increase knowledge and learning of Degrees

Use Heritage and Tradition



Enjoy divergence of customs and ceremonies



Use technology i.e. accounting systems, communications



Celebrate excellence



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STRENGTHEN THE ORGANISATION

NATIONAL OFFICE **WILL**

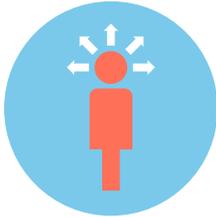
- Aspire for financial stability
- Actively use the management structure (Div GMs/District GMs)
- Follow best practices in operational activities
- Devolve authority to Lodges where-ever possible
- Monitor performance at all levels
- Improve stakeholder satisfaction
- Encourage transparency, professionalism, and orderly succession



For promotional inspiration go to www.freemasons.nz/digital

THINGS TO CONSIDER

Increase member satisfaction



Accept personal responsibility for the future of Lodges

Actively educate broader aspects of Freemasonry



Encourage qualified Brethren to progress through Grand Lodge

Succession planning



NOTES

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TO
STRENGTHEN
MEMBER
EXPERIENCE
AND
ENGAGEMENT



We will apply our charity in New Zealand to help those in need, to raise the quality of life within society, to put into practice the principles of Freemasonry and thereby demonstrate to the world the value of our organisation, to apply our generous disposition and employ almoning in the delivery of welfare.

ENHANCE OUR COMPASSION

NATIONAL OFFICE **WILL**

- Ensure that all publications have a theme of compassion
- Recognise members active in this area
- The Freemasons Charity assists Lodges and Districts locally as well as engaging in national projects.



Need ideas? Visit www.freemasonsnz.org/toolbox

THINGS TO CONSIDER

Focus on aged members



Exclusion of members for non-payment is not acceptable

Communicate philanthropic activities nationally



Enhance the role of Almoners

Embrace the role of our ladies in delivery of compassion



Through compassion demonstrate a willingness to understand

NOTES

TO
DEMONSTRATE
COMPASSION
AND
IMPROVE
SOCIETY

OUR VISION

**“TO ADD VALUE TO SOCIETY
BY SUPPORTING GOOD MEN, THEIR
FAMILIES, AND THEIR COMMUNITIES”**

OUR PLAN
FOR THE FUTURE
2019-2023



FREEMASONS
New Zealand

WE WILL DO THIS BY...

**SPEAKING
UP
FOR
FREEMASONRY**



**DEMONSTRATING
TOLERANCE
AND NURTURING
LEADERSHIP**



**PRACTISING
BROTHERLY
LOVE, RELIEF,
AND TRUTH**



OUR COMMUNITY



ENGAGEMENT

OUR FAMILY



RESPECT

OUR COMPASSION



CHARITY

We will actively engage with similarly minded groups within society and plan confidently for the future.

COMMUNICATION



We will use all means of dialogue from face-to-face interactions through to social media.



RELATIONSHIPS

We will use our charitable activities to build relationships in our communities at both national and local levels.

We will encourage tolerance and understanding amongst our Brethren to deliver compassion.

LEADERSHIP



We will provide leadership and growth both inside and outside of Lodge rooms.



ENJOYMENT

We will provide an enjoyable and respectful environment amongst our Masonic family.

We will use our charity resources to help those in need, to raise the quality of life within society, and to be a helping hand.

VALUES



We will put into practice the principles of Freemasonry and thereby demonstrate to the world the value of our organisation.



GOODWILL

We will demonstrate our goodwill by the generous delivery of welfare in our communities.

TO BUILD

COMMUNITY PROFILE AND
CONNECTION

TO STRENGTHEN

MEMBER EXPERIENCE AND
ENGAGEMENT

TO DEMONSTRATE

COMPASSION AND IMPROVE
SOCIETY

REMEMBER TO



**SPEAK UP FOR
FREEMASONRY**

**DEMONSTRATE TOLERANCE
AND NURTURE LEADERSHIP**



**PRACTISE BROTHERLY
LOVE, RELIEF AND TRUTH**





FREEMASONS

New Zealand



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bit.ly/masonsyoutube

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APPROVED BY THE BOARD OF GENERAL PURPOSES
24 FEBRUARY 2019