



ONE

**VISION
GOAL
TEAM**

FREEMASONS | BUILDING OUR FUTURE



THRIVING, ENGAGED AND GROWING

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Kiwi Freemasons uncover some of the mystery behind the secret society



<https://www.tvnz.co.nz/one-news/new-zealand/kiwi-freemasons-uncover-some-mystery-behind-secret-society?auto=6228991714001>



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Welcome and Housekeeping

Divisional Grand Master



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Address from Grand Master

MWBro Graham Wrigley



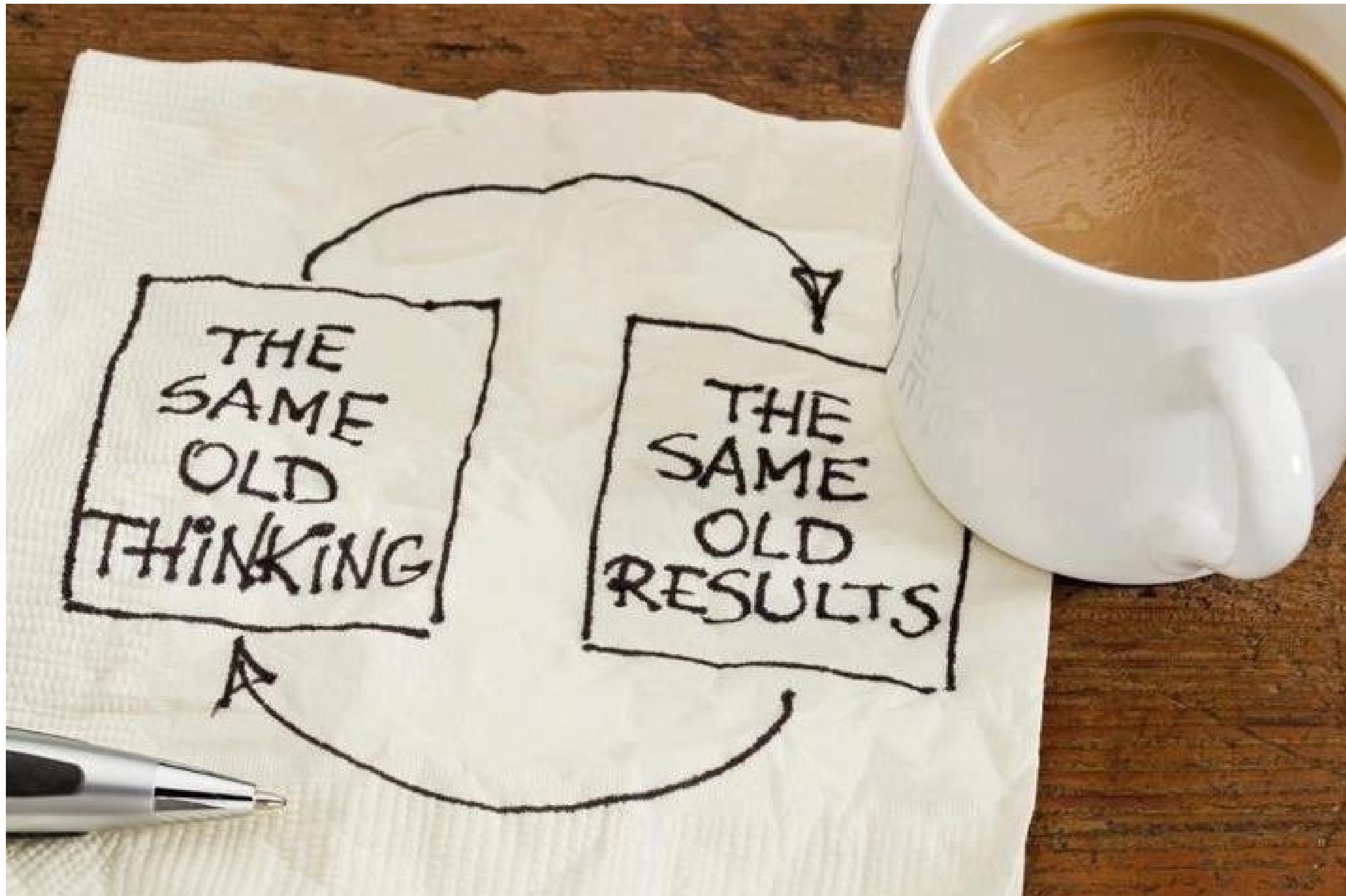
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“Must do things differently”



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**“Securing
our future”**



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“Stepping up, and showing up”



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“Implementing the plan”



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START

Facilitator

Different ones at each Roadshow



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Roadshow overview

- The challenge – what the data and our members are telling us
- The strategic implementation plan
- An update from the District Grand Masters
- Q&A Session/ Workshop
- Break
- Q&A Sessions/Workshop



Roadshow overview

- What National Office will be doing to support you
- Announcement from the Grand Master
- Next Steps – District GMs Summary and way forward
- Wrap up – Grand Master's parting message



Mark Cassidy

Executive Director



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The challenge

What the data and our members are
telling us



What is happening to membership

1999
14,298
members

2020
5,671
Members



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Number of lodges

2001
342 lodges

2020
203 lodges



Brethren per lodge

1999

54 Brethren
per lodge

2019

36 Brethren
per lodge



Average attendance

2006

26 members

2019

16 members



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In summary there is a clear trend

- All our key indicators show an organisation that is in decline and this will continue unless we act **NOW!**
- This trend has been in play for some time and will continue unless we do something radically different.



So, doing what we have always done will not produce the outcome we need.

We need to change ... but how?



From the 2020 Membership Survey

**25% of our members
responded.**



But only...

**11.6% of 18-29 year olds and
15.66% of 30-45 year olds responded**



From our members

- There is a real sense of urgency around acquiring new members
- An enormous frustration at the lack of visibility and profile for the work done at the local and community level



- Many lodges lack the ability to manage and organise events and community activities or simply do not do enough
- “The Cringe Factor” is still alive and kicking



Actually we have a plan

Our Strategic Direction 2019 -2024



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**We have heard it all before
and yet nothing changes**

So what is different?



Our approach

- Consultation first
- Setting clear goals
- One size does not fit all
- Clear ownership and accountability from all



Our approach

- Realistic timeframes – we are in it for the long haul
- Focus on the doing, breaking it down into manageable chunks
- Tackling the hard stuff



And the key ingredient...

One team!



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Our Goal:

Thriving Lodges, Engaged Brethren and Growing Membership.



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Our 5 year goal:

By the end of 2024 all Lodges will be financially sustainable, attracting and growing their membership with at least two thirds of the membership actively engaged in Lodge, community and charitable activities



About action!

- Focus on 3 key areas that will deliver our goal
- Deliver on 4 key projects
- Develop actions plans
- Take action
- Monitor our progress



We will focus on 3 areas

- **Positioning**, Freemasonry so it better engages and retains Brethren and attracts new suitable candidates.
- **Promoting**, Freemasonry so it's understood, respected and valued by all key stakeholders.
- **Protecting**, and managing the Freemasons' brand in New Zealand.



4 key projects

- Building 'one team, one culture'.
- Enhancing technological capability.
- Retaining and growing our membership.
- Developing our Lodges' capability.



By the start of 2025

- Internal/Lodge metrics met:
 - Financial.
 - Membership growth.
 - Community/charitable initiatives.
 - Culture and engagement.
- External awareness and perception metrics met.



THE OVERALL GOAL:

Thriving Lodges. Growing Membership. Engaged Brethren.

SPECIFIC OBJECTIVE:

By end 2024 all Lodges are financially sustainable and attracting and growing their membership. At least 2/3 of the membership are actively engaged in Lodge, community and charitable activities.

We'll focus on 3 areas...

- Positioning Freemasonry so it better engages and retains Brethren and attracts new suitable candidates.
- Promoting Freemasonry so it's understood, respected and valued by all key stakeholders.
- Protecting and managing the Freemasons' brand in New Zealand.

...and 4 key projects...

- Building 'one team, one culture'.
- Enhancing technological capability.
- Retaining and growing our membership.
- Developing our Lodges' capability.

...to create by start 2025

- Internal/Lodge metrics met:
 - *Financial.*
 - *Membership growth.*
 - *Community/charitable initiatives.*
 - *Cultural and engagement.*
- External awareness and perception metrics met.

That's all well and good but how is that going to help us and our Lodges?

It won't, unless;

- You and your Lodge make the decision to commit to the goal
- Build your District and Lodge teams to drive this plan
- Be honest and identify the key challenges you face to achieving it
- ***Believe that things can change!***



District Grand Masters

**From your Division spoke about their support
to Lodges in their District**



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Our Strategic direction 'we've got this'

2019-2023 District Grand Masters' Vision



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Facilitator

**Various facilitators at each
Roadshow**



Q&A Session 1

**What can you do in your Lodge
to be more welcoming, inclusive
and dynamic?**



Break

10 Minutes



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Q&A Session 2

**What can you do in your Lodge
to get more members
involved?**



Q&A Session 3

**What does your Lodge need
to attract and retain
members?**



How will National Office Support you?

- Moving from service to support
- Developing and delivering the right tools for example; Zoom and Xero



Grand Masters Announcement

**Working together as one team at
both a National and Local Level**



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Special Olympics Summer Games 2021

2021 National Summer Games 8-12th December



Come to the Divisional Conference to hear more



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District Grand Masters

Spoke about next steps



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Next steps

What are we going to do next



Actions

- Appointment of district champions
- Work with lodges to appoint lodge champions
- Create planning teams to refine their Lodge Plans
- District Grand Masters to report back to divisional conference



Grand Master

MWBro Graham Wrigley



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THANK YOU!

**Will see you at the Divisional
Conference**

**Auckland, Palmerston North
and Timaru**





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