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**CIRCULAR**

**To:** ALL BRETHREN

**From:** Executive Director

**Date:** 24 October 2018

**Subject:** NEWS RELEASE

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**Speaking Up proves successful in NZ**

**Congratulations to you all! Freemasons New Zealand has turned the corner.  
New Membership and Retention on the rise.**

The Grand Master’s challenge to ‘Speak Up For Freemasonry’ has not gone unheeded, and around the country our members have responded in many ways to the call to action.

Grand Master Mark Winger launched the project in November 2016, encouraging everyone to speak plainly and openly about Freemasonry, to friends and acquaintances, and to raise the positive profile of our organisation. Thanks to your collective efforts nationwide, the campaign has come on in leaps and bounds. In addition to increasing membership, it has doubled Freemasonry’s social media presence and increased public inquiries resulting in our website traffic increasing by 160%. An excellent result.

We have started on our journey to raise public awareness of Freemasonry, and to demystify the benefits of belonging to our organisation. By Speaking Up, we show to the public our pride in Freemasonry, and we can explain the advantages of belonging to a Lodge, of sharing quality time with other men for mutual support, and of acting to make our communities a better place for mankind.

The action of every individual who has Spoken Up has combined to make a considerable difference, and it shows. “Whether creating Facebook pages or simply talking to the public about your Lodge or just promoting in your community your activities in some other way - it is clear that what you’re doing is working!” said the Grand Master.

We also need to focus on member retention – however the data shows that we are making great advances in keeping our members active and involved. By Speaking Up, we remind them of the power for good that our organisation is, and the many charitable activities supported by Freemasons around and throughout New Zealand.

“As Grand Master, I am delighted to see our membership numbers in growth mode – we are no longer losing members year on year – we are growing! Not many volunteer organisations can attest to that fact in the current environment – however Freemasonry offers something unique to today’s man. By continuing to Speak Up about our organisation we will continue to stimulate heightened awareness, and men of calibre will seek to join our Lodges. Although Christmas is just around the corner let us not be complacent about Speaking Up plainly and openly about the benefits of Freemasonry.”

“We have convictions, integrity, principles, and charitable work that we’re proud of. So, it’s very pleasing to see everyone sharing with others just how we make good men better men.

“Creating a positive awareness of Freemasonry is delivering results and will introduce new men to the enjoyment and development provided through participation in Masonic Lodges.”

Our Grand Master concluded by saying “It is a source of pride to me to see this milestone achieved within two years of the project being launched. Well done to you all – and let us maintain the momentum to Speak Up For Freemasonry.”



If you wish to learn more about how our Brethren are Speaking Up and practical ways your Lodge can get involved please visit [www.freemasons.nz/speakupnews](http://www.freemasons.nz/speakupnews)