



Business | Social | Wellness



WELCOME TO THE **GOOD BLOKES SOCIETY** MEMBERSHIP PROSPECTUS

Where men thrive together, crafting positive connections, empowering lives.



Join us on the Journey to Good Health and Great Relationships.

Welcome to the **Good Blokes Society**

“You’ll never walk alone as a member of the GBS”



The Beginning

In 2014, Shaun Wallis, Steve Heavey, and Robert Dipierdomenico embarked on a mission—to create a space where men could truly connect. What started as casual Friday lunches grew into the Good Blokes Society, a community rooted in authentic camaraderie and meaningful connections. Our journey is one of building more than just friendships. It’s about nurturing positive business and social relationships that withstand the tests of time. We believe in open conversations about the challenges men face and the complexities of navigating life.

Our pillars are the foundation of inclusivity, where men network, have fun, and share moments with like-minded individuals. In a world where men’s stress levels and mental health challenges are on the rise, we stand as a steadfast sanctuary—a place for genuine discussions, seeking support, and finding joy in our events and shared endeavours.

GBS Mission Statement:

A community of like-minded individuals who share the common goal to connect and support one another to create POSITIVE relationships.

Our pillars define our ETHOS ...

Business / Social / Wellness

Our Purpose



On behalf of the GBS membership community, please find an overview of our DNA which has built a culture of support and authenticity.

Our purpose is to provide support for like-minded men with the aim to create positive business and social relationships with a holistic approach to men's health. We have three core pillars: Business, Social, and Wellness.

BUSINESS

GBS provides platforms for members to create professional relationships.

Whether you're an entrepreneur, executive, professional or simply a Good Bloke, the GBS offers opportunities to network, collaborate and build long term partnerships.

Our events range from intimate business lunches to large-scale functions which allow our members to thrive and connect.

SOCIAL

GBS provides platforms for members to create professional relationships.

Whether you're an entrepreneur, executive, professional or simply a Good Bloke, the GBS offers opportunities to network, collaborate and build long term partnerships.

Our events range from intimate business lunches to large-scale functions which allow our members to thrive and connect.

WELLNESS

We recognise the importance of our members well-being, especially in the context of men's mental health.

The GBS is committed to fostering the personal growth of its members and championing their mental health and overall wellness journeys.

Through our wellness initiatives and charity events we aim to create a community where individuals can openly address health challenges, receive support, and thrive together.

Our Team



CEO and Founder Shaun Wallis:

At the helm of the Good Blokes Society is Shaun Wallis, a dedicated family man and the visionary Founder and CEO of GBS. Shaun's leadership extends beyond GBS, as he has successfully driven a national fashion business for 13 years. His entrepreneurial spirit and strategic acumen led to the sale of the business to a national retailer marking a significant milestone in his career. Passionate about sports and racing, Shaun founded GBS in 2014, aiming to create a community that goes beyond surface-level connections.



Chief of Inspiration Leon Davies:

Meet Leon Davies, Co-founder of Digital Investment Group Limited (DIG) and the Chief of Inspiration with The Good Blokes Society. Leon transitioned from an active role in DIG but continues to maintain a vested interest in the company's success. Renowned for his strategic thinking and passion for creativity, Leon has been instrumental in various advisory projects across industries such as aviation and environmental remediation systems. His role as Chief of Strategy with DIG showcased his ability to build a robust and sustainable company, a skill set he now brings to GBS, overseeing strategy, systems, growth, and processes.



Together, Shaun and Leon form the dynamic duo steering the GBS ship, ensuring that the community thrives and remains a beacon for authentic connections and meaningful relationships.

Testimonials



Glenn Mitchell
Victorian Member and Life Member

"I was fortunate enough to attend one of the very first GBS events over 6 years ago in Melbourne. Meeting different business people with the same passion in life, to not only network together but also support and raise much-needed funding for various charities. Mental health and wellbeing of men play a critical part of what the 'GBS' stands for. I have had the pleasure of introducing over 20 businessmen to the GBS. Most of my guests have joined straight away, so this just shows a true testament to the GBS community. I cannot recommend the GBS enough for men who need a community to share life's journey. The emphasis is all about what life should be, which to me is about fun and the support of each other."



Gavin Farrell
NSW Member

"I was introduced to the Good Blokes Society via some of my highly valued clients. All said to me, 'You have to join!! You will love it.' I did, and 2 years later I have made so many amazing friends that will last a lifetime, on top of this I have formed some unbelievable business relationships that have become integral to our business moving forward. Shaun and the team simply put on the best events. Ranging from intimate wine-inspired lunches, a day at the races, or to larger marquee events that are attended by over 400 members and guests. There is something for everyone. The support and camaraderie that is forever present as a result of being part of the GBS is truly unique. On a daily basis, the members interact openly with positive communication and support."

These testimonials are just a glimpse into the positive impact the Good Blokes Society has had on the lives of its members. Join us and become part of our success stories!

GBS Ambassadors



Meet the esteemed ambassadors who lend their voices and support to the Good Blokes Society, contributing to the success of our community.



Robert Dipierdomenico:

A former Australian rules footballer who played 240 games for Hawthorn, "Dipper" is not only a five-time premierships player, AFL Hall Of Fame member and Brownlow Medallist but also a vibrant personality and valuable GBS ambassador.



Wayne Carey:

Inducted into the AFL Hall of Fame in 2010, Wayne Carey is celebrated as one of the greatest Australian rules footballers in history having also captained the North Melbourne Football Club to two premierships. Known as "The King," Carey's exceptional skills and leadership make him a key figure in GBS.



Guy Leech:

A former Australian Ironman surf lifesaving champion, Guy Leech is dedicated to making defibrillators widely available through his Heart 180 initiative. His mission aligns with GBS's commitment to health and well-being.



Jim Cassidy:

Known as "Pumper," Jim Cassidy is a legendary jockey with 104 Group One wins. Inducted into both the Australian and New Zealand Racing Halls of Fame, Pumper brings his passion for horse racing to GBS as an ambassador.



Richard Champion:

A former Australian rules footballer with experience in both the AFL and SANFL, Richard Champion adds a unique perspective to GBS. His contributions extend beyond the field as a television presenter and radio commentator.



Wendell Sailor:

Wendell Sailor, a former Australian professional rugby footballer, has had a dual code international career in both rugby league and rugby union. His impact on the successful Brisbane Broncos team of the 1990s and his representation of Australia in rugby league and rugby union showcase his prowess and versatility.



George Samios:

Inspired by his Greek heritage, George Samios has made a mark in the world of drinks and hospitality. As a wine educator and raconteur, he brings a down-to-earth approach, inviting GBS members to share in the joy of drinks and camaraderie.

Together, They Inspire:

These ambassadors, each accomplished in their respective fields, embody the spirit of GBS. Their diverse backgrounds and shared commitment contribute to fostering a community where members thrive in various aspects of life.

Membership Options



Joining the Good Blokes Society opens the door to a world of meaningful connections, exclusive events, and a supportive community. We offer various membership options to cater to different preferences and engagement levels.

Mitch Member (\$385.00)

- Membership gift
- Invitation to a range of business and social events
- Membership directory – digital and print
- Personal profile on the website
- WhatsApp social group
- Membership prices at marquee events
- Social connection with fellow members
- 2 credits to boom connection and inspire events
- The Drinks Edit VIP membership
- Members communication and newsletter
- Access to social and sporting tipping competitions

Regional Member (\$250.00)

Same benefits as Mitch membership

Business Member (\$990.00)

- Membership gift
- Membership directory digital and print – half-page business profile on printed version
- 1 ticket to a marquee GBS event
- Invitation to a range of business and social events
- Personal profile on the website
- WhatsApp social group
- WhatsApp business group
- Membership prices at marquee events
- Business to business activation
- The Drinks Edit VIP membership
- Members communication and newsletter
- 10 credits to boom connection and inspire events

Elevated Membership

Time to LAUNCH

Elevate Your GBS Journey: Discover Executive Corporate Memberships



Corporate Partner (\$2750.00)

- Special Membership Gift
- Membership directory digital and print – full-page business profile on printed version
- 4 tickets to a marquee GBS event
- Business wine and dine event with corporate members in Melbourne May 2025 hosted by George Samios
- Personal profile on the website
- WhatsApp social group
- WhatsApp business group
- Membership prices at marquee events
- The Drinks Edit VIP membership
- Members communication and newsletter
- 20 credits to boom connection and inspire events

Elevated Membership

Time to LAUNCH

Elevate Your GBS Journey: Discover Executive Corporate Memberships



Executive Corporate Member (\$4950.00)

- Membership gift
- Membership directory digital and print – full page business profile on printed version
- 6 tickets to a marquee GBS event with premium VIP seating
- A boardroom event hosted by a GBS Ambassador
- Invitation to a range of business and social events
- A personal profile on the website
- WhatsApp social group
- WhatsApp business group
- Membership prices at marquee events
- Business to business activation
- The Drinks Edit VIP membership
- Members communication and newsletter
- Business profile recognition at marquee events.
- 50 credits to boom connection and inspire events
- Additional Business Plus Memberships can be added for up to 3 of your team at \$295.00 per person.

Choosing an Executive Corporate Membership isn't just a commitment; it's an invitation to a premium GBS experience. Imagine a realm where connections are crafted with precision, business ventures reach new horizons, and well-being is celebrated.

Elevated Membership

Time to LAUNCH

Elevate Your GBS Journey: Discover Executive Corporate Memberships



Legacy Member (\$9950.00)

- Membership gift
- Membership directory digital and print – full page business profile on printed version
- 16 tickets to a marquee GBS event with premium VIP seating
- Guy Leech Heart180 Boardroom event
- Invitation to share a story on GBS with a Purpose Podcast
- Invitation to a range of business and social events
- A personal profile on the website
- WhatsApp social group
- WhatsApp business group
- Membership prices at marquee events
- Business to business activation
- Access to GBS Database
- The Drinks Edit VIP membership
- Members communication and newsletter
- Business profile recognition at marquee events.
- 100 credits to boom connection and inspire events
- Customized GBS relationship
- The Drinks Edit VIP membership
- Additional Business Plus Memberships can be added for up to 5 of your team at \$295.00 per person.

Step into an exclusive circle where every interaction, event, and moment is curated for your utmost satisfaction.
Ready to elevate? Upgrade your membership now and soar to greater heights with GBS!

How to Join

Joining the Good Blokes Society is a simple and rewarding process. To become a valued member of our thriving community, follow these steps:



Visit Our Website:

Head to our official website at <https://goodblokessociety.com.au/join-now/> or scan the QR code below. (to be inserted)

Select Your Membership Level:

Explore the different membership options available, each offering unique benefits tailored to your preferences.

Complete the Registration:

Fill out the registration form with your details to initiate the membership process.

Upgrade Your Current Membership:

If you're already a member and wish to elevate your experience, consider upgrading your membership. Contact us for details on how to enhance your connections, business, and well-being.



Contact Us:

Should you have any questions or need assistance, feel free to contact:
Shaun Wallis at shaun@goodblokessociety.com.au | P 0455 553 303
Leon Davies at leon@goodblokessociety.com.au | P 0448 931 555

Wellness Partner



Partnership Spotlight: GBS and Heart 180

At the heart of the Good Blokes Society's commitment to well-being is a strategic partnership with Heart 180, an organisation founded by the legendary Guy Leach. This collaboration is rooted in a shared vision of fostering a community where men's health takes centre stage.

About Heart 180:

Heart 180, guided by the expertise and passion of Guy Leach, focuses on promoting heart health and overall well-being. With a mission to empower individuals to take charge of their cardiovascular health, Heart 180 provides education, resources, and life-saving defibrillators to communities.

Why It Matters:

The partnership with Heart 180 aligns seamlessly with GBS's ethos of holistic well-being. By joining forces with Guy Leach and Heart 180, GBS ensures that its members not only build connections and thrive in business but also prioritise their heart health. This collaboration goes beyond networking—it's a commitment to supporting each other's journeys to lead healthier, fuller lives.

As GBS members, you're not just part of a community; you're connected to initiatives that actively contribute to your overall well-being. Together with Heart 180, GBS continues to champion health, friendship, and a life well-lived.



Gratitude



A Word from Our Co-Founders

Steve Heavey, Robert Dipierdomenico & Shaun Wallis

"When we initially created the Good Blokes Society in 2014, it was simply a group of guys getting together for a wonderful Friday lunch where there was plenty of social activity, lots of laughs, and some great connections made. Today, the Good Blokes Society has rapidly grown to the point where we are now represented in Melbourne, Sydney, Brisbane, Adelaide, Perth, Wagga Wagga, Mildura, Mount Gambier, and internationally in Singapore.

The very best part of the Good Blokes Society has not been the growth in numbers but the genuine growth in the group becoming much more than just a 'Friday Lunch.' While we all still enjoy that component of GBS, the real outcome has been the establishment of genuine business connections and friendships plus the genuine development of our wellness program and focus on men's health. While networking and friendship are great benefits to all within the GBS, our culture has provided a platform for our members to share many things that they often feel uncomfortable about. The genuine care shown for each other creates an environment that promotes the ability for all members to discuss anything that may be affecting their life, either personally or professionally.

We are very proud that the Good Blokes Society has evolved into something so worthwhile. Come and join us to share the GBS experience."

Thank you for considering the Good Blokes Society. As you explore the opportunities presented, we invite you to become an integral part of our thriving community. Elevate your current membership or join us for the first time to embark on a journey of connection, support, and shared experiences. We look forward to welcoming you to the Good Blokes Society.

We are very proud that the Good Blokes Society has evolved into something so worthwhile. Come and join us to share the GBS experience."

Contact Information:

To join the GBS, follow this link or scan the QR Code:

<https://goodblokessociety.com.au/join-now/>



For inquiries and membership upgrades, please contact:

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Leon Davies: leon@goodblokessociety.com.au
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