



Business | Social | Wellbeing



# 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.

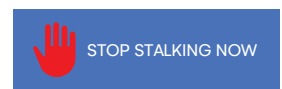
Our pillars are the foundation of inclusivity, where men network, have fun, and share moments with like-minded individuals. In a world where men’s stress levels and mental health challenges are on the rise, we stand as a steadfast sanctuary—a place for genuine discussions, seeking support, and finding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



# 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 Wellbeing.

## 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 fosters genuine connections, offering members the opportunity to build authentic friendships.

Our social membership provides a platform for individuals to explore, collaborate, and bond with like-minded members.

We recognise the power of men coming together—whether sharing a meal, playing golf or enjoying a day at the footy or races.

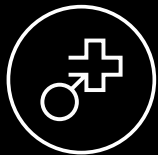
Let's celebrate our shared passions and embrace the camaraderie that defines Good Blokes.

## WELLBEING

We recognise the importance of our members wellbeing, 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 wellbeing journeys.

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



# Wellbeing Membership

\$250.00 pa

(\$22.50 per month direct debit)



The wellbeing membership will provide you with content to educate and inspire you to take care of your physical, mental, and emotional wellbeing.



## This membership includes the following benefits:

- Membership pin and hat. (1st year only)
- Membership prices at all Good Blokes Society events.
- Invitation to join the wellbeing community via the GBS members App.
- Communication, content and podcasts dedicated for your health and wellbeing.
- Invitations to wellbeing and charity events.
- Special offers and discounts will be promoted to wellbeing members from our business partners.



# Social Membership

\$495.00 pa

(\$45.50 per month direct debit)



The social membership will provide you with a premium experience and allow you to connect and engage with the fellow members of the Blokes Society community.

The membership provides opportunities to participate in online competitions mostly based around sport. You will be invited to a range of premium events and experiences that will enhance your social relationships.

## This membership includes the following benefits:

- Membership Gift Box (1st year only)
- Membership prices at all GBS events.
- Access to GBS App into wellbeing and social community.
- Access to free sports competitions.
- Events to connect with fellow social members.
- A social profile on the GBS members App.
- Members communication and newsletter.
- The Drinks Edit VIP membership (Value \$59.00)
- Communication, content and podcasts dedicated to creating social relationships.
- Special offers and discounts will be promoted to social members from our business partners.



# Business Member

## \$1350.00 pa



The entry level business membership will provide you with a range of benefits and value to enhance your professional network.

Connect, collaborate and build business relationships within the GBS community.

### This membership includes the following benefits:

- Membership Gift Box (1st year only)
- Membership prices at all GBS events.
- Access to GBS Members App inclusive of a detailed business profile.
- Business to business activation.
- Access to free sports competitions.
- Business events to connect with fellow members.
- 1 ticket to a GBS Marquee event.
- Invitation to annual business connection event (2025 event hosted in Melbourne on Thursday 12th June)
- The Drinks Edit VIP membership (Value \$59.00)
- Communication, content and podcasts dedicated to creating business relationships.
- Offers and discounts will be promoted via our corporate and business partners.
- Members communication and newsletter.
- Your welcome to provide special offers or promote products / services to the membership community.
- Additional memberships available for \$295 per person.



# Business Executive Member

\$2,950.00 pa



The Business executive membership will provide you with a deeper level of relationship with the GBS business community.

This commitment provides a stronger level of engagement and will enhance your GBS experience.

## This membership includes the following benefits:

- Membership Gift Box (1st year only)
- Membership prices at all GBS events.
- Access to GBS Members App inclusive of a detailed business profile.
- Business to business activation.
- Access to free sports competitions.
- Business events to connect with fellow members.
- 4 tickets to GBS Marquee events.
- The Drinks Edit VIP membership (Value \$59.00)
- Invitation to annual business connection event (2025 event hosted in Melbourne on Thursday 12th June)
- Communication, content and podcasts dedicated to creating business relationships.
- Offers and discounts will be promoted via our corporate and business partners.
- Members communication and newsletter.
- You're welcome to provide special offers or promote products / services to the membership community.
- 5 member introductions. The GBS will facilitate a handcrafted introduction to 5 members of the GBS community that will benefit your business.
- Additional memberships available for \$295 per person.



# Heartbeat Member

\$6,600.00 pa



Become a leader of the GBS business community. The Heartbeat membership will provide you with the ultimate access to our network and give you exclusive opportunities to gain the upmost in value.

## This membership includes the following benefits:

- Membership Gift Box (1st year only)
- Membership prices at all GBS events.
- Access to GBS Members App inclusive of a detailed business profile.
- Business to business activation.
- Access to free sports competitions.
- Business events to connect with fellow members.
- 12 tickets to GBS Marquee events.
- The Drinks Edit VIP membership (Value \$59.00) and access to George Samios for a personal or business event.
- Invitation to annual business connection event (2025 event hosted in Melbourne on Thursday 12th June)
- Communication, content and podcasts dedicated to creating business relationships.
- Offers and discounts will be promoted via our corporate and business partners.
- Members communication and newsletter.
- You're welcome to provide special offers or promote products / services to the membership community.
- 10 member introductions. The GBS will facilitate a handcrafted introduction to 10 members of the GBS community that will benefit your business.
- 1 tailored business event. The GBS will curate an event dedicated to grow relationships within the membership community with the aim to showcase your products and or services.
- Additional memberships available for \$295 per person.



# The Benefits of GBS Membership



## What is the GBS?

The Good Blokes Society is a community built on support, connection, shared experiences, and the spirit of being a Good Bloke. We often say, “We are not the Perfect Blokes Society.” Life presents challenges, but it also offers incredible opportunities. Our ethos is to foster meaningful relationships among our members by providing premium business, social, and wellbeing experiences.

## What do I get if I join?

As a member, you become part of an authentic community where open conversations about emotions and personal challenges are encouraged and respected. Through trusted connections, we offer exclusive experiences and access to inner sanctum events featuring iconic sports and business professionals.

## What is the value to me as a member?

Like life itself, the more you invest in GBS, the more you'll gain from it. The true value lies in the relationships you build and the connections you nurture. Yes, you'll receive a tangible membership gift, but the greatest benefit comes from your presence, participation, and commitment to the community.

## What are the benefits of being a member?

Our membership is built on three key pillars: **Business, Social, and Wellbeing**. We offer a range of membership options to suit different needs.

## Members gain access to:

- **Exclusive insights** on health and wellbeing.
- **Premium business networking** opportunities with like-minded individuals.
- **Social engagement** through sports competitions, events, and community activities.
- **Unique experiences** with access to high-profile sports and business professionals.
- **A strong support network** where members uplift and support each other.
- The benefits go far beyond just events—GBS is about being part of a community that enhances both personal and professional life.
- Become a part of something greater.

**The benefits go far beyond just events**—GBS is about being part of a community that enhances both personal and professional life.

Become a part of something greater.  
**Join the Good Blokes Society**

# Our Team



## **CEO and Founder Shaun Wallis:**

At the heart of the Good Blokes Society is its Founder and CEO, Shaun Wallis—a natural leader, connector and the driving force behind GBS. His ability to engage and unite people is second to none, making every member feel valued, heard, and part of something truly special.

Beyond GBS, Shaun successfully led a national fashion business for 13 years, growing it to an acquisition by a major retailer. His strategic mindset, business acumen, and deep passion for people fuel everything he does.

A devoted family man with a love for sports and racing, Shaun founded GBS in 2014 to create a community where good blokes can connect, support one another and share life's experiences. His energy, care and unwavering commitment make GBS more than a network—it's a community built on trust, authenticity and meaningful connections.



## **Chief of Inspiration Leon Davies:**

Leon is a strategic thinker and passionate leader dedicated to fostering meaningful connections and community growth. With a wealth of experience in business advisory and strategic development across multiple industries, Leon has played a pivotal role in guiding organisations toward sustainable success.

As Chief of Inspiration at the Good Blokes Society (GBS), Leon works alongside Shaun to build and strengthen the GBS community, ensuring it remains a powerful network of authentic relationships, support and opportunity. His focus on strategy, systems and growth has been instrumental in shaping the future of GBS, driving engagement and expanding its reach nationally.

A firm believer in the power of connection, Leon's energy and vision continue to inspire those around him, helping the GBS grow into a thriving community where members feel supported, valued and engaged.

# 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 wellbeing.



## Contact Us:

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

# 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!

# Wellbeing 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, Melbourne, 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 wellbeing 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:

Shaun Wallis: [shaun@goodblokessociety.com.au](mailto:shaun@goodblokessociety.com.au)  
Phone: 0455 553 303

Leon Davies: [leon@goodblokessociety.com.au](mailto:leon@goodblokessociety.com.au)  
Phone: 0448 931 555