



Great Australian Outdoors

Great Australian Outdoors is a magazine detailing 'destination, exploration and conservation', examining issues that affect Australia's landscape, fauna and flora through consultation with environmental experts, academics, and custodians of the land.

Objective:

Great Australian Outdoors strives to tap into the market of those who hike, four-wheel drive, camp, and generally enjoy the outdoors. It also caters to the growing number and trend of people beginning to do environmental volunteering and demonstrating a genuine passion for travel, the outdoors, and being involved with it, including 'grey nomads.' The magazine seeks to promote recreation and conservation as going hand in hand and expanding our concepts of what an environmentalist is and looks like. >>

The first two editions of the magazine completely sold out.



Great Australian Outdoors

The Outback connection

Global Gypsies have Western Australia covered

Hunter C Thomas

Explore securely and safely while being looked after and enjoying extraordinary experiences



A group of international clients in hired 4WD vehicles explores the West MacDonnell Ranges on a 30-day-long Tour from Perth to Alice Springs. (Photo courtesy: Jessy van Eijndhoven)



Admiring the Little Sandy Desert from Combing's Camp on a Global Gypsies Canning Stock Route Expedition.

Based in Western Australia, Global Gypsies have been successfully running small group tours across Australia and overseas for more than 20 years. Their nature-based treks are popular with tourists and locals, combining a real sense of adventure with a fabulous historical insight of the area, wrapped up in a safe and enjoyable package that just about anyone fully equipped can enjoy.

They also offer professional training in four-wheel driving (Super in Sand and Best in Bush), towing (including a DVD) and tour guiding.

However, if ever the Global Gypsies' motto "Independent, but not alone" has the most relevance, it's with their award-winning Australian Tag-along Tours. Participants experience the best of both worlds here, with independence and comfort coming from exploring in your own 4WD plus confidence and security coming from being a part of a small convoy led by expert guide Jeremy Perks. He has extensive 4WD and tour guide experience, is a qualified mechanic, holds a remote area first-aid certificate and possesses in-depth knowledge of the wild Outback regions.

"Our enthusiastic participants get to explore securely and safely while being looked after and enjoying extraordinary experiences," said General Manager Jan Barrie. "Many have done a lot of travelling but not in 4WDs."

These various unique tours are ideal for novices and more experienced 4WDers alike, with the added benefit of improving your four-wheel driving skills under Jeremy's proven guidance. "Newcomer confidence grows from about a one or two at the start to about an eight by the end of the tour," said Jan. Covering about 250km of WA's rugged Outback each day, the catered and self-catered tours are the ideal way to see the state's unique flora and fauna. "We are very eco-based, highlighting exquisite nature and things like Aboriginal rock art – the four-wheel drives are just a means to get there," said Jan.

The exhilarating journeys take you through rugged and remote WA Outback locations like the Canning Stock Route, Holland Track, the Great Australian Bight, Kudall River and the Tracks of Len Beadell, who is known as 'the last true Australian explorer'.

These adventurous Outback tours provide a challenging opportunity to explore WA and have fun while learning about its remarkable history.

"More and more Australians are retiring early these days to explore our great outdoors," said Jan. "Our loyal customer base is generally aged 40-plus and they keep coming back to experience the different tours."

Safety is of the highest standard, with the latest gadgets connecting all 4WDs, with constant communication via



Approaching the Great Australian Bight on a Global Gypsies self-drive tour along WA's rugged and remote southern coast.

Design is committed to delivering a 'coffee table' publication improves readership extension.

Method:

GAO creates a periodical, glossy, magazine that is suitable for presentation on a coffee table. It acts as a vehicle for other similar brands, promoting environmental protection and well-being and outdoor recreation and travel. Brands like Australia's Most Endangered Species, Swarovski Optik, Australian Red Cross Blood Service and Hema Maps are among those advertising in the magazine. GAO relies upon design and typography to present itself as an authoritative publication.

Results:

The first two editions of GAO completely sold out, and the third edition is seeing strong sales. Its premiered edition, released in 2019, won an Award for Excellence and an Award for Travel & Photography. ●