

2022/23

# EXPLORER PROJECT

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JOIN OUR CREW

WE ARE EXPLORERS



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## ACKNOWLEDGMENT OF COUNTRY

Always was, always will be

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We acknowledge that the lands and waters on which we live, work, create, and adventure, whilst beautiful and revered by us, have even deeper layers of significance for their Traditional Custodians; we pay our respects to elders past, present and emerging.

We Are Explorers is aware that the land is never truly being explored anew, given the ancient cultures that came before us who still call this land their home, and acknowledge that the sovereignty of this land was never ceded.







## MISSION STATEMENT

To inspire every Australian to live outdoor lifestyles and protect our natural world.

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Since 2014 we've been building a community of modern day Explorers. Our purpose is to make the outdoors accessible for everyone, celebrate the beauty of the world, and inspire fulfilling and adventurous lives in connection with nature.

We've built a diverse network of writers, photographers, and filmmakers who produce everything you read and watch on our site. Blood, sweat, and beers go in... wild content comes out. We hold all of our work to our high editorial standards, because nobody has time for bad content.



# WHAT'S THE EXPLORER PROJECT?

THE EXPLORER PROJECT IS A GROUP OF ADVENTUROUS CONTENT CREATORS, WRITERS, AND PHOTOGRAPHERS WHO KNOW OUR BACKYARD LIKE THE BACK OF THEIR SUNBURNT HAND.

THEIR STORIES ARE THE LIFEblood OF WE ARE EXPLORERS.

WHETHER IT'S FILLING US IN ON THE LATEST BUSHWALK THEY'VE HIKED, DISHING THE DIRT ON THE GEAR THAT GOT THEM THERE, OR OPENING UP TO SHARE THEIR PERSONAL EXPERIENCES IN THE OUTDOORS, THE TYPES OF STORIES THAT CAN BE TOLD ARE LIMITLESS.

WE ARE  
EXPLORERS







## WHAT'S IN IT FOR ME?

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The content creators that make up the Explorer Project are here to share their tales of adventure, whether it be through written word, incredible snaps, or unique video footage, to inspire other people to get outside and experience life and nature to the fullest. There's more power behind your stories than you realise.

In addition to spreading the stoke you'll;

- Be published on We Are Explorers and have your content shared across our social media channels
- Join Australia's fastest-growing adventure community
- Join the exclusive Explorer Project Facebook Group
- Be paid on publication
- Have the potential to be sent on paid trips
- Have opportunities to test out and review gear
- Join our Close Friends Instagram stories group



# HOW DO I GET INVOLVED?

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Send us a pitch!

Have you been on an epic adventure recently and captured some unreal footage? Or maybe you've got some adventurous thoughts niggling at the back of your mind you just need to put onto digital paper.

Send our Editors a pitch of your article or reel idea, and if we reckon it suits, we'll hit you back, commission it, and publish it on the site and across our channels.

# HOW DO I PITCH?

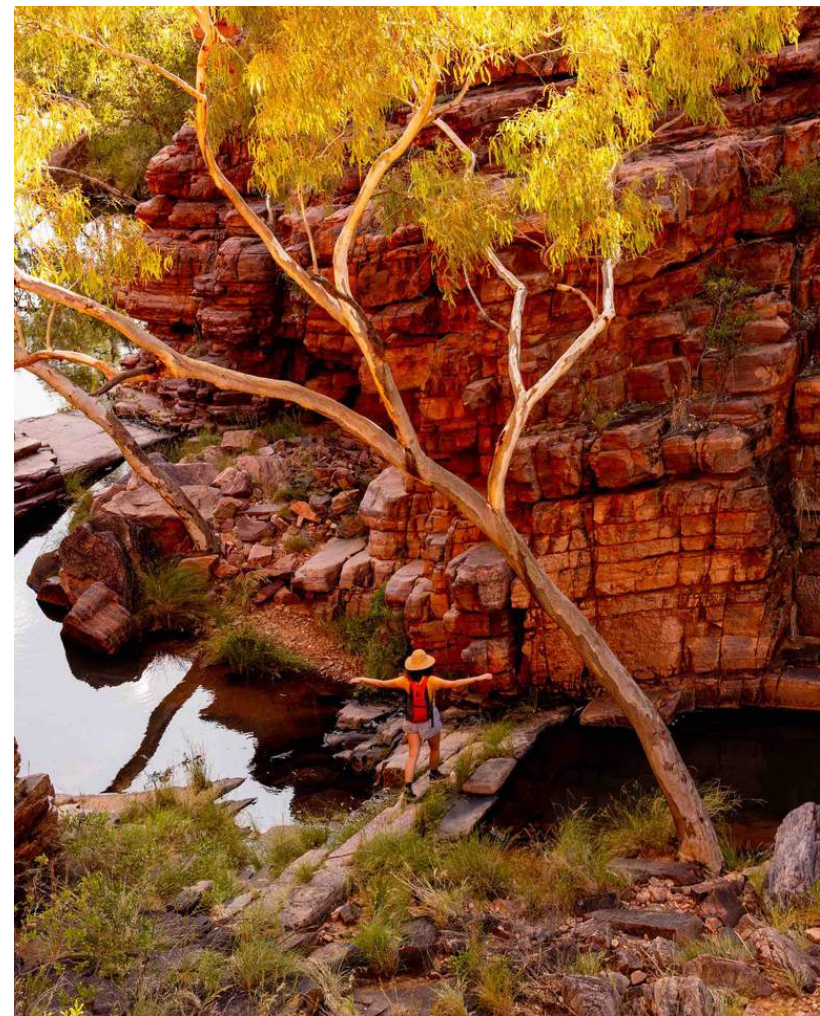
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Click through to the form below to submit your pitch!

Briefly introduce your idea in 150 words or less. Please attach a few example photos to give an idea of imagery (we need them to publish your piece!) and links to your social media account or website so we can check out your previous work.

Have more than one idea? Great! Send them separately. Max 3 pitches at a time. Please pitch your ideas before creating them. We don't want you to waste your time!

[Send us a pitch!](#)





# WEBSITE CATEGORIES

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## NEWS

Current events! New trails, fundraising missions, protected areas, film festivals. If it's news it'll be here.

## EXPERIENCES

These articles curate the best things to do. Guides to specific regions, the best places to eat and drink, Aboriginal cultural experiences and more.

## OUTDOOR ACTIVITIES

From hiking & camping to climbing & paddling. Each of these verticals is dedicated to an outdoor pursuit and the articles within are focused primarily on that activity.

## GEAR

Reviews on essential pieces of kit, comparisons of gear brands, sneak peeks at fresh pieces of gear, and packing lists for all kinds of adventures.

## INSPIRATION

The storytelling part of our site. Intriguing interviews, tales of adventure, films, our podcast, and even photo essays live here.

## WHAT ABOUT DESTINATIONS AND ITINERARIES?

These are filters. We can make articles appear under these headings too, if they're relevant, but they're not site categories.

# ARTICLE TEMPLATES

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We have a bunch of new templates to keep our articles consistent and easy to read. We'll let you know which template to use when your pitch is accepted!

[Templates](#)



# OUR VOICE AND STYLE

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We Are Explorers is a publication dedicated to inclusivity, and we want to be encouraging of our online community. This means that our articles are generally positive, conversational, and not afraid to have a laugh.

Colloquial language and pop culture references are encouraged, so long as everyday readers can still make sense of it all. Imagine you're telling the story to your mates at the pub!

We love descriptions of the places and things you've experienced and how they made you feel. But keep brevity in mind – get your point across in a succinct way. We love contractions!

## Submission Guidelines & Style Guide

# PHOTO & VIDEO STYLE

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We Are Explorers values high-quality images that instantly make us want to head outside. Your photos should capture action as it's happening, express the energy of the scene, and give context to your story.

Capture a mix of images, from close-ups and portraits to landscape and aerial shots. Your photos should show us where you are, who you're with, what you're doing, and how much fun you're having too!

You don't have to be a professional photographer, but we do need you to put effort and consideration into the images you supply.

## Photo & Video Style Guide



# RATE CARD

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Content Type	Length	Copy	Imagery	Total Rate
Short article	Up to 700 words	\$50	\$20	\$70
Medium article	701-1500 words	\$100	\$60	\$160
Long article	1501-3000+ words	\$150	\$90	\$240
Reel (complete edit)	30 - 60 seconds	N/A	N/A	\$150
Submit clips to brief (to support editorial)	Varies	N/A	N/A	Varies





# LEGAL STUFF

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## DISCLAIMER

When you agree to work with We Are Explorers you're doing so as a freelance contractor. We can't be held liable for any misadventure or damage that might occur, insurance and safety precautions are solely your responsibility.

## RIGHTS

By accepting payment for your work you're agreeing to giving We Are Explorers use of the content. We may republish, edit or otherwise reappropriate your work if necessary. You'll always be credited for your work.

We reserve the right to use photos digitally for We Are Explorers' purposes (website, social media and email). Your photos won't be on-sold to clients.

## EXCLUSIVITY

We can't consider writing that has been previously published on other websites. and ask that writing remains exclusive to We Are Explorers. However, we don't require exclusivity for visual content.

## DUPLICATE SUBMISSIONS

Before you pitch a concept, check that it isn't already on the site! That being said, if you think you have a new take on an idea or could improve an old article, pitch your idea to the Editor.

# A NOTE ON INDIGENOUS MATTERS

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We're working to amplify the voices of First Nations creators, continue conversations about Indigenous sovereignty, and tackle the whitewashing of place names and histories.

You can help by researching the Indigenous names, history, culture, and details of any current Indigenous ownership or management of the places you visit, and include them in your submission.

We encourage all of our Explorers to enter the outdoors with the knowledge that the land they're exploring has been lived on, cared for, and journeyed on for tens of thousands of years, and to be curious about the history and living culture of the First Nations people on whose country they tread.

# INCREASING INCLUSIVITY

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We Are Explorers is also on a mission to make the outdoors more accessible to everyone. This means we want to tell the stories of people from all walks of life, all abilities, all racial backgrounds, all sexual orientations, and all levels of experience.

We encourage our Explorers to use inclusive language and to consider details such as accessibility when writing about an adventure.







# PLAGIARISM

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## THE PROBLEM

We can't accept any form of plagiarism, whether it be copied words, unattributed quotes or even an article idea that you've seen somewhere else. Check out [this article](#) for more info.

As a publisher, it's incredibly important to our integrity that our content is both original and correctly referenced.

## HOW TO AVOID IT

- If you mention specific information or original ideas, link to the source
- If you quote word-for-word it needs to be in quotation marks, with the original source named and linked
- Don't repurpose other people's ideas for your own writing
- Use more than one source when researching. It's too easy to subconsciously imitate the original





Get on board! We're stoked you've made it!

**TIM ASHELFORD**  
Publisher

**WE ARE EXPLORERS**

