



**Leadership is a crucible of fire which one day will demand: 'What are you really made of?'**

**Your actions will be your answer. But what will they say? Until you're called into action, you cannot possibly know.**

**If you're ready, join me for a journey of action and exploration that will define your life.**



**Earl de Blonville FRGS.**  
Expedition leader

# EXPEDITION

## ARCTIC 2011 — TO DESPERATION ISLAND

THE JOURNEY THAT WILL DEFINE YOUR LIFE.

EAST GREENLAND — AUGUST 10-31

# EXPEDITION

## ARCTIC PILGRIMAGE



**'Already the moon is under our feet: the time we are allowed has now grown short, and more is to be seen than you see here.'**

**Canto XXIX. Dante's Inferno**

This year, 2011, marks the 25th anniversary of Australia's first Arctic expedition, an achievement known internationally through a television documentary film and now through a critically acclaimed book.

To commemorate this historic event (the original patron was HRH The Prince of Wales) veteran Australian explorer Earl de Blonville FRGS will lead an invitation-only expedition to remote East Greenland. The three-week expedition will be operational in the field during August 2011: high summer in the Arctic.

Earl is offering four places to join him and his expert field crew on this once-in-a-lifetime adventure.

Each member will serve as Deputy Leader for a week and command his own fastboat and crew.

This unique private adventure aims to retrace parts of his original 600-mile coastal journey. He also plans to explore some hidden fjords probably never seen by Europeans, plus locate historic winter camps used by 19th century explorers and undertake preliminary field research for Danish scientific organisations.

From Tasilaq, the route heads to Tugtlik Fjord at 66° 22' N, to place a commemorative plaque in the fjord where English explorer Gino Watkins disappeared, then south to visit Inuit hunting camps, to witness the traditional lifestyle and enjoy some local hospitality, before heading out into the remote wilderness.

The central aim of our expedition is to locate and explore an uncharted rock known as Desperation Island, the scene of a great Australian survival epic. It lies hidden inside a majestic fjord on the most remote stretch of East Greenland's coast. Getting there and back again will require a tough journey that will test the teams' navigation, ingenuity and perseverance. A plaque will also be placed on the island to commemorate the survival epic.

Elsewhere, on a little known island squeezed into a labyrinth of fjords, south of Thor's Land, Earl has discovered the existence of more than a dozen magnificent unclimbed peaks up to 5,700' high. Guided first ascents will be attempted on at least four of those lying within easy reach of the coast.

Earl has assembled an expert field support team from four countries. They include wilderness medic, communications expert, boat master, navigator, cook, radio technician and mountain guides. To make a new television documentary for global release, he has engaged an internationally awarded film crew.

Travel will be in modern high-powered 26' Rigid Inflatable Boats. These are most sophisticated exploration vessels in use today, specially designed and constructed for this expedition and equipped with scientific field communications and the latest navigation and satellite communications instruments. In addition, the team will be supplied with the finest personal and group equipment, sourced from around the world.

Arctic summer's 24-hour daylight allows extended travel operations and offers a flexible lifestyle, with bivouacking replacing formalised camping routines. Packaged foods will be supplemented with fresh food, such as fish, duck and seal, caught as we travel.

This journey to Desperation Island will add expedition members to an elite fraternity of Arctic explorers and, through Earl's sponsorship, each will automatically become a Member of the Royal Geographical Society in London.

### Personal challenge

On this coast, 25 years ago, Australians battled the onset of winter, surviving hurricanes, bitter cold and blasting snow as the sea froze over behind them. Today, a quarter of a century later, following in their wake through high summer promises to be a most rewarding challenge: a once-in-a-lifetime opportunity to stretch personal limits and discover the explorer within.

### Unforgettable landscape

The sheer scale and power of this magnificent wilderness is unforgettable and lives with you forever. With spectacular peaks rising out of the icecap, glaciers dropping vertically into the ocean, and massive icebergs that dazzle in every hue, it's impossible not to be humbled by the magnitude of this beauty.

### Exploration history

The first Europeans to pass this way were Vikings, notably Erik the Red in 982 AD. But they disappeared, and in the 1800's Europeans began exploring this coast, in search of the fabled lost Viking Eastern Settlement and in pursuit of science. Graah in 1828, Holm in 1884, Arndrup in 1900, Rasmussen in 1920 and Watkins in 1930.

### Desperation Island

The island definitely exists, but no one is quite sure of its exact location. It was discovered in poor light conditions during early winter and after a week of raging snowstorms, during which all maps and other equipment were lost, it was not possible to confirm the island's position. We will attempt to locate it and search for any historic relics still trapped under rocks.

### Traditional lifestyle

Arctic summer means 24-hour daylight and our living patterns will be adapted to suit the environment. Instead of being cooped up in tents and dependent on packaged foods, we'll bivouac in the open, and hunt and fish—a lifestyle in keeping with the great Arctic explorers of yesterday.

### Adventure objectives

In addition to science and filming, there is adventure in abundance. Earl and his mountain guides have planned objectives that include exploratory forays into hidden valleys, first ascents of unnamed virgin peaks (which crew can apply to have named) and there will be some flexibility for crew to pursue interests as they arise.

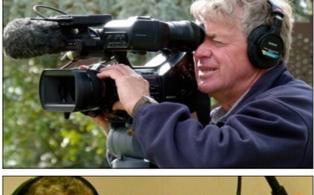
### Expedition role

Expedition members will all play several roles. These include driving boats, coastal navigation, meteorological observations, servicing motors, radio communications, video filming, sound recording, fjord depth profiling, photographing glacial headwalls and ancient Inuit campsites, setting up camps or hunting and fishing for the larder. Life on expedition is always busy.

### Deputy leadership

The position of Deputy Leader will be offered to each member in turn for a five day period, although acceptance is not obligatory.

This field management role supports the Leader and gives command of the second fastboat, sometimes operating on separate missions for climbing, exploring or science.



### Honouring the past

To honour two great Arctic events — a tragic loss and a miraculous survival — we will place specially commissioned bronze plaques at historic sites. First, in Tugtlik Fjord, for the Englishman H G (Gino) Watkins FRGS, leader of the British Arctic Air Route Expedition of 1932, who disappeared while kayak hunting. Second, on Desperation Island, for the Australian Sea Kayak Expedition team that survived a five-day winter hurricane. Plaques naming the team will also be placed there, cementing your position in Arctic history for your grandchildren to discover!

### Global network

Once invited to join the team, you'll get a personal website to enable you - from the beginning - to build your global community of family, friends, colleagues, associates and employees who will want to share in your adventures.

### Global communications

Each boat will carry a global communications package comprising digital and video cameras, a specially programmed laptop for composing text and image reports, and an Iridium satellite phone for posting daily reports on your personal expedition webpage to keep your global community up to date.

### Science objectives

The extremely remote East Greenland coast is THE canary in the climate change coalmine, and is of great interest to scientists. Our expedition will undertake some preliminary field research programs to enable Danish scientists from the Geological Survey of Denmark and Greenland (GEUS) to plan future field projects there.

### Documentary film

The expedition will be filmed in broadcast quality high definition digital for a television documentary film. Team members can commission a personalized version from raw footage as a record or to promote their business.

### Film crew

Our Director of Photography is world-class expedition cinematographer Michael Dillon AM — Sir Edmund Hillary's personal filmmaker. And returning to East Greenland on second camera is Greg Bergmann, sound recordist with the original 1986 film crew and recently Oscar nominated for his work with Sean Penn on 'The Thin Red Line'.



### Expedition leader

Earl de Blonville is a Fellow of the Royal Geographical Society and has been Advisor to Arctic and desert expeditions. Earl first travelled on the East Greenland coast in 1985, and led Australia's first Arctic navigable coastline by yacht and kayak. As a mountaineering professional he has made first ascents, major river descents and pioneering sea kayak expeditions. He was Director of the Tall Ships spectacular that officially opened Australia's Bicentenary and today provides expert leadership coaching to senior executives based on his wide leadership experience.

Earl's greater vision, to be promoted by his expeditions and funded through profits and donations, is to create a leadership institute for young Greenlanders to empower them to leadership roles for an independent Greenland.

### Operational

Conceived by Earl de Blonville FRGS, the expedition will be led by Earl and managed by Arctic Explorer Pty Ltd, based in Melbourne. Field management will be based in Tasilaq, East Greenland. The professional Field Team will be drawn from Australia, Denmark, Greenland and the UK.

### Major planning

This expedition is a totally unique one-off project and will never be repeated. The concept draws on Earl's science and adventure expedition programs operated since 1974. To bring concept to reality has required almost four years of planning, administration and operational management, two reconnaissance expeditions and extensive research as well as locating

the world's best Arctic expedition equipment and the finest field staff and film crew. Also involved will be sea and air logistics, sea freight, fuel caches, local housing and headquarters, as well as backup personnel and highly technical and materiel support.

### Materiel

We've selected the best clothing, equipment, boats and communications technology from around the world. Specially designed fastboats (RIBs) will be made in the UK, and shipped in by icebreaker from Europe. Polar-equipped communication packages, made in the USA, will be supported by computers and programs from the UK. Arctic thermal clothing and ocean protective suits will be flown in from Norway while waterproof rucksacks, polar sleeping bags and blizzard-proof camping equipment will come from Germany, Canada and the USA.

### Preparation

Members must have suitable experience in adventure activities and camping, to the international adventure activity scale 3-4 (Medium). We can recommend fitness and climbing skills training programs suited to your experience. You will need a Marine Radio Operator's Certificate of Proficiency and a Recreational Boat Operator Licence with PWC endorsement, both easy to obtain. You will also be required to attend a Wilderness First Aid Certificate program. All details will be provided with invitation.



### Securing your berth

This is a private expedition and participation is only by invitation from the Leader. There are only four places available. To be considered, discuss your interest with Earl. If you and the expedition's team and objectives fit together, you will be invited to join the team.

### Expedition suitability

Arctic explorers come in all shapes and sizes. You don't need to be a superman to be an effective team member. But you do need to be in good health, reasonably fit, possess some basic outdoor skills and be able to eat an expedition diet, which may include freshly caught local food.

### Period of operation

The expedition will be operational in the field during August 2011, which is high summer in the Arctic and presents the best possible travelling time for coastal ice operations. The exact dates of operation will be advised in due course to best suit international flights linking into Kulusuk.

### Cost to participate

Your personal contribution to this shared-cost private expedition is AU\$98,000. A non-refundable deposit of AU\$28,000 must be paid to our bank prior to departure. The balance of AU\$70,000 is payable by 30 April 2011. Should you withdraw for any reason, a reservist or your nominee (approved by the leader) will be offered your place and entitlements. If your place can't be filled, you will be liable for the full member contribution.

### Personal equipment

You will be given a full range of personal equipment, which is yours to keep. It includes all key clothing, personal camping gear and expedition 'tools'. This includes thermal clothing, ocean waterproofs, large waterproof rucksack, polar sleeping bag, bivouac bag and thermal mat, and a special expedition watch and multi-function knife.

### You get:

- Full Arctic expedition, operational in East Greenland.
- A huge take-home swag of personal equipment.
- Expedition search & rescue insurance.
- Presentation watch, knife and commemorative jacket.
- Membership of the Royal Geographical Society, London.

### Also available:

- Personalised DVD of your expedition.
- Branding rights: film, website, clothing, equipment and boats.
- Outright purchase of boats after the expedition (by auction).

### Insurance

Whilst on expedition in Greenland, you will be protected by mandatory Danish expedition Search & Rescue insurance (that we organize) which covers extraction, airlift, transfers and medical care in Greenland and Denmark. For all your other travel and health protection to and from Kulusuk, you will need normal travel insurance.

# EXPEDITION

### Seventh Journey

The leader's inside story of Australia's first Arctic expedition gives a brutally honest insight into what it takes to create and lead an outrageously ambitious expedition to one of the wildest places on earth.

This is a rare look into a leader's mind as he is forced to face one crisis after another, while carrying a high level of accountability to Patrons and key Advisors. He reveals his deeply personal view of the Arctic's wild beauty, with profound philosophical insights even as he faces death in the wilderness.

Not just an amazing adventure story, Seventh Journey is also a valuable reference for those wanting to broaden their leadership and entrepreneurship base.

### Reviews:

**'A fascinating exploration of an explorer'**  
- Phillip Adams AO, Broadcaster, film producer and author.

**'A powerful story of tenacity - an unvarnished record of a major achievement.'**  
- Professor Barry Jones AO, Writer, broadcaster and Australian Minister for Science 1983-90.

**'A beautifully written and insightful story'**  
- Peter Hillary, Everest mountaineer & international speaker. Author of international bestseller: 'The ghost country'

**'A wonderful read and amazingly, it's all true!'**  
- John Bertrand AM, Winner of the 1983 America's Cup. Author of international bestseller: 'Born to Win.'

**'A masterpiece of exploration by a poet of action'**  
- Bill Green, Multi-award winning novelist. Screenwriter: 'Terminator 2'



Author: Earl de Blonville FRGS

