

# Welcome to our 'gold' commemorative issue – 50!

It is with great pride that I contemplate the journey that has brought *40°South* to this point. We have prospered in the fiercely competitive world of independent publishing; although *40°South* is a typical small business it is also in a sense a community magazine. Yes, it has always had to deal with commercial realities to survive like any other small business, but it has been the co-operative, rather than competitive, spirit of all those who are part of the 'Forty South community' that has made my job as editor so fulfilling.

Many of the articles we publish arrive 'on the doorstep' through the principle of 'I thought you might be interested in this'. Readers have always contributed a large proportion of our articles and I fervently hope this will always be the case.

Of course, like any other publication, we depend on circulation numbers to maintain our viability. We have enjoyed steady growth for every year we have been in existence and much of this is directly attributable to readers who give *40°South* as a gift to new readers throughout Australia and the rest of the world. Like us they share a pride in our island home as well as in our magazine.

Two weeks before we sent this Issue to the printer a couple knocked on the door and announced they were readers from Virginia, USA, and in that very polite way Americans have, asked was it OK to 'call by' as they wanted to meet us. I am both humbled and gratified to know that we have readers from Iran to Ireland, from Poland to Peru, and we have been fortunate to meet so many fascinating people through the magazine.

I was once asked how many people work on *40°South* – the answer is hundreds if not thousands. With the miracles of modern ICT our office is really 'the Internet' that links us to so many talented and creative people who are part of the Forty South community.

I wish to thank most sincerely all members of this community: readers, writers, photographers, illustrators and commercial partners. And, of course, the dedicated people who work in 'head office': Lyn Wilson for her fierce competence and legendary attention to detail as an editor, Kent Whitmore for his skill, creativity and patience as a designer, and Nikki Millard for her uncompromising devotion to ensuring that we all 'get it right'.

So the journey continues for *40°South* and the passion for our journal and our beautiful island remains undiminished. I do hope you enjoy a great read with this, our bumper, gold, commemorative Issue.



COVER PHOTO: ANDROO KELLY



TASMANIA 40°SOUTH

Issue 50 SPRING 2008

ISSN 1325-1058

PUBLISHER 40 DEGREES SOUTH PTY LTD

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ABN 37 074 510 142

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