

BACHELOR OF ENTREPRENEURSHIP PASSION FOR THE OUTDOORS

writer **PETER WHITE** // photo by **THOMAS GREENAWAY**

GABE ROSS is the co-founder of *Weekend Mish*, a multimedia brand redefining how young people engage with the outdoors. He uses a unique combination of fast-paced, adventure storytelling – centred on conservation-driven hunting, fishing and spearfishing.

Gabe (22) started *Weekend Mish* in Year 12 at John McGlashan College in Dunedin – but it was not until 2023 that he and business partner Riley Mason turned it in to a fulltime occupation. That came after their skills were put to the ultimate test on Discovery Warner Brothers' Great Southern survival show *Tracked*, which they won.

"I am still incredibly grateful for the opportunity to be part of it," says Gabe. "It was a really, really awesome learning experience and taught us a lot of lessons, but honestly it was a lot of fun."

A key stage in Gabe progressing his business came when he enrolled at Otago University's Business School to do a Bachelor of Entrepreneurship (BEntr).

"I really enjoyed the four years I did in Dunedin. The course was excellent but it really is what you make of it. If you are eager to learn and soak up a lot of information, then there is a huge amount of opportunity there to really grow and use the resources that the course has available.

"There was a lot of variety and skill sets. That entrepreneur course fitted what I wanted to do perfectly. I didn't want to specifically specialise in some of the other courses, such as marketing or management or economics. For me, I really wanted to understand how to conceptualise, grow and found a business from start to finish.

"That course really helped me understand how that works."

Gabe is based in the glorious setting of Lake Hawea Station in Central Otago – but spent his first 14 years living in Auckland. It was there he first caught the outdoors bug. When his family moved down south, he fell in love with all the wonderful opportunities available in the natural world.

"My dad is a great spear fisherman and he introduced us to the outdoors at a very early age, which encouraged my passion for all the other activities in the outdoors like hunting, fishing, diving and skiing."

Gabe's overriding passion is to show how the outdoors is empowering for everyone and to promote sustainability.



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"A huge amount of our audience aren't into the great outdoors but they are looking to get into it, so that is kind of the goal of what we are doing – to inspire others to go out and embrace the outdoors and maybe find some new passions.

"It doesn't have to be in our niche of hunting, fishing, diving. It could be hiking or tramping or gravel biking – anything that gets people into the outdoors.

"It is positive for your fitness but also positive for your mental health as well. Just enjoying nature and having a wider appreciation for it."

Social media has been pivotal to the success and spread of *Weekend Mish*. Gabe says from a very young age, he wanted to figure out a way to monetise his greatest passions.

"Social media seems to be one of, if not the only, route for me to do that."

Gabe is certainly a young man of many talents. He played cricket for Otago under-19s, is a published writer for multiple outdoor publications, a PADI certified diver and competitive free diver, and he is certified to Grade 8 in Speech and Drama through the Trinity School of London.

In Year 13 at John McGlashan College, Gabe took Maths, English, PE, Technology, Photography and Religious Education. He would love all school leavers to embrace the outdoors and have pride in having respect for nature.

"Just get out there and develop that passion for the outdoors."

KEY FACTS



- **GABE ROSS** IS THE CO-FOUNDER OF MULTIMEDIA BRAND **WEEKEND MISH**.
- HE HAS A **BACHELOR OF ENTREPRENEURSHIP** FROM THE **UNIVERSITY OF OTAGO'S BUSINESS SCHOOL**.
- IN **YEAR 13** AT **JOHN MCGLASHAN COLLEGE**, **GABE** TOOK **MATHS, ENGLISH, PE, TECHNOLOGY, PHOTOGRAPHY** AND **RELIGIOUS EDUCATION**.

ONLINE



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