

PRESS RELEASE



9 January 2024

The Travel Better Project welcomes Naomi Ploos van Amstel to the team.

[The Travel Better Project](#) is pleased to welcome Research Officer, [Naomi Ploos van Amstel](#), to the team.

Naomi has a passion for bringing nature and communities together.

With an academic background in nature conservation policy, she has worked on several research projects globally, including with the Mabuwaya Foundation in the Philippines and the Turtle Survival Alliance in Madagascar. She's been involved with the Griffith Centre for Coastal Management's community engagement programs and occasionally delivers environmental education sessions with Ocean Connect on the Gold Coast.

"Naomi has been providing invaluable research support on all kinds of topics – from positive impact tourism, to the experiences of women hiking trails, to blue carbon case studies around the world," said Founder, Emma Pethybridge.

"Research can be time consuming and finicky, and as a Founder, I don't have a lot of time to spend on those tasks. Naomi brings a tonne of skill, an incredibly flexible attitude and subject-matter knowledge. We're very lucky to have her!"

A current PhD candidate at Griffith University, she aims to further understand how to improve collective management of protected areas.

Naomi is a regular volunteer on citizen science projects with Ocean Connect to conduct surveys assessing sea slug and nudibranch populations in local waterways. She is also the Secretary of Ocean Connect.



For more information, please contact: Emma Pethybridge (emma@travelbetter.com.au; 0447 807 394).