

PRESS RELEASE

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The Travel Better Project completes the AMP Foundation's SPARK 2023 program.

[The Travel Better Project](#) has completed the AMP Foundation's '[Tomorrow Makers' SPARK 2023](#) program.

The program wrapped up on 6 December 2023 with a showcase event held at the AMP offices in Circular Quay, Sydney with more than 150 investors and stakeholders in the social enterprise sector attending the event.

[The Travel Better Project](#) was selected as one of 13 awardees to take part in the 'Tomorrow Makers' SPARK 2023 program out of a competitive pool of more than 800 applicants.

SPARK is a new initiative led by [AMP Foundation](#) and delivered in collaboration with [Impact Boom](#) that is designed to help social entrepreneurs grow their ideas and create positive social change.

Established in 2022 as an initiative of [Ethical Republic](#), [The Travel Better Project](#) aims to inspire and enable a positive impact approach to tourism – starting in Tasmania.

Founder, Emma Pethybridge, led a series of four co-design workshops with tourism operators on the north-west coast of Tasmania in 2023 to better understand the challenges and opportunities the industry faces in adopting positive impact principles.

"In 2023, Tourism Tasmania released the [Visitor Economy 2030 Strategy](#), which is all about positive impact tourism. This is fantastic, of course, but what I've heard from operators is that they don't know exactly what they need to do differently," Emma remarked.



“That’s where The Travel Better Project comes in. Our easy-to-use tools and creative learning products will help tourism operators get started on their journey to becoming a positive impact tourism business – whatever that looks like for them”.



The organisation also received seed funding from [WWF-Australia's 'Innovate to Regenerate'](#) program to help develop the concept.

CEO, AMP Foundation, Nicola Stokes said, “I am immensely proud of the incredible impact all the [AMP Foundation Tomorrow Makers](#) have made over the past 10 years. These extraordinary individuals have been catalysts for positive change, tackling critical community issues across Australia head-on.”

“Applications for the [AMP Foundation Tomorrow Makers IGNITE program](#) are now open, and we welcome submissions from social enterprise businesses that will be ready to start trading within the next 12 months and need a grant and support to get there,” comments Nicola.

[The Travel Better Project](#) looks forward to launching its first set of products in 2024 as it commences trading as a purpose-driven social enterprise.

Applications for the AMP Foundation Tomorrow Makers IGNITE program are now open: <https://bit.ly/TomorrowMakersIGNITEprogram>

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