

## Partnership Overview

This partnership will design and establish a Tourism Business Investment Platform. The Platform will be a market and business advisory service and low-interest investment fund combining business planning with seed/growth funding for Myanmar small and medium enterprises (SMEs) in the tourism sector. Through a competitive process the partnership will provide advisory support and skills development to SMEs to boost the economic growth potential of responsible tourism. Investing in this undersupplied but rapidly growing market will have wider development impact through the initiative aim to target communities and marginalised groups.

## Creating Shared Value

With the increasing demand on the Myanmar tourism market, local entrepreneurs have the opportunity to gain new skills, networks, access new clients, and generate additional income through support provided by the BPP initiative. AVI supports the development of a sustainable business platform and builds its expertise and reputation in Myanmar. Intrepid benefit from the creation of additional Sustainable Experience Rich Travel (SERT) products in the Yangon region. The initiative also supports greater gender equality and women's economic empowerment, with high participation by women in the services provided by the Platform.

### Australian Volunteers International (AVI)

AVI is an NGO recruiting and deploying over 11,000 Australian volunteers across 89 developing countries. AVI works with governments, universities and the private sector. The partnership provides a strategic investment opportunity in a sustainable funding model, supporting AVI's expansion and diversification into the growing market for social enterprise and innovative private sector partnerships. Working across the tourism and hospitality industries, the partnership provides access to a supporter base for funding, expertise and promotion of AVI's work.

**AVI**  
inviting change

### Intrepid Group





The Intrepid Group is the world's largest provider of adventure travel experiences. For over 37 years, the company has adhered to a socially and environmentally responsible ethos. The partnership advances Intrepid's interests by ensuring a stronger supply of quality, small scale partners to satisfy unmet customer demand for sustainable local experiences beyond major tourist sites. The initial support offered through the BPP means the model can be tested and refined before replication in other markets and destinations.

**Intrepid Group**

### Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.

 Australian Government  
Department of Foreign Affairs and Trade

<b>Location</b>		<b>Country</b> Myanmar	<b>Region</b> South-East and East Asia
<b>Total Funding</b> \$403,500		DFAT Contribution \$173,500	Private Sector Contribution \$230,000
<b>Shared Value Proposition</b>		<b>Reconceiving products and/or markets</b>	<b>Enabling local cluster development</b>
<b>Sector</b>		<b>Economic Growth</b>	



The BPP invests in socially and environmentally responsible tourism SMEs in Myanmar.