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- Rainforestation Nature Park
- Tropic Wings Coach Tours
- RnR White Water Rafting
- The Rainforest Habitat Wildlife Sanctuary
- Cairns Wildlife Dome
- Jungle Tours
- Australian Butterfly Sanctuary

## MEDIA RELEASE

FRIDAY 16<sup>th</sup> MARCH 2007

### CAPTA LAUNCHES INNOVATIVE INDIGENOUS EMPLOYMENT PROGRAMME

A leading tourism operator in the Tropical North has secured a ground-breaking new programme to broaden employment opportunities for indigenous job-seekers.

The locally owned and operated CaPTA Group has received government funding to develop an Indigenous Employment Strategy (IES) to identify employment and retention methods and achieve real employment outcomes for local indigenous people.

From this, it will then implement a two-year Structured Training & Employment Project (STEP) to improve long-term employment and training opportunities across its operations.

CaPTA Staff Excellence Manager Susan Benham said indigenous communities across the Tropical North will benefit from this programme going to a locally owned and operated private company.

"The STEP Programme is usually set up in government funded organisations, or large multi-national companies such as hotel chains, so we're opening up prospects in unchartered territories," she said.

"Furthermore, indigenous job-seekers of all ages will have a wide variety of career paths to pursue across the CaPTA companies, including white water rafting guiding, to wildlife keeping, coach driving, and retail, and much more," she said.

Managing Director Charles Woodward said the programme demonstrates CaPTA's ongoing commitment to working for and with the community.

"We will be working closely with local indigenous community groups, schools and other indigenous organisations, to ensure we give the widest possible section of the indigenous community an opportunity to become involved with the programme," he said.



Cairns and Port Trips & Attractions

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Owned and Operated by the  
Woodward Family of Cairns

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The programme is already up and running, with its first trainee, Betty Minniecon, commencing her Certificate III in Tourism with The Rainforest Habitat Wildlife Sanctuary in Port Douglas.

The CaPTA Group is locally owned and operated by the Woodward family of Cairns, consisting of Rainforestation Nature Park, Tropic Wings Coach Tours, RnR White Water Rafting, The Rainforest Habitat Wildlife Sanctuary in Port Douglas, Cairns Wildlife Dome, Jungle Tours, and Australian Butterfly Sanctuary.

For more information or to arrange a media interview or photo opportunity, please contact Ben Woodward from CaPTA on (07) 4041 9453 or 0406 384 886.

