



In partnership with



MEDIA RELEASE

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CaPTA LAUNCHES NEW TRAINING CENTRE

Leading Queensland training organisation, Career Training Institute of Australia (CTIA), has joined forces with local tourism operator The CaPTA Group to launch a new training centre in Cairns.

The CaPTA Training Centre was officially launched by Federal Minister for Employment Participation, The Honourable Brendan O'Connor, at The CaPTA Group's newest venture, Blue Sky Brewery, on Friday 15 August 2008, with peak Tourism and Hospitality Operators, Job Network Agencies, Local Schools, Community Based organisations and Government representatives attending.

In response to recent publicity regarding customer service levels in the region, The CaPTA Training Centre will focus on championing Excellence in Customer Service and expanding opportunities for students and the general public to partake professional training in Tourism and Hospitality.

With a focus on a high level of skill combined with Excellent Customer service, the partnership is confident in raising the standard and setting new benchmarks for the Tourism and Hospitality Industry in Cairns and Tropical North Queensland.

CTIA has training centres Australia wide, has numerous accolades and awards for its training, and is excited to be involved with an organisation that understands the significance and importance of high quality, service based training.

The CaPTA Training Centre will deliver accredited and non accredited training programmes across a variety of areas including Tourism, Hospitality, Outdoor Recreation, Wildlife, work ready programs, customer service, conflict resolution and effective communication.

CaPTA Staff Excellence Manager Susan Benham said consultation with business representatives will be an important part of the process to ensure success.

"Non accredited training will be designed in conjunction with business needs and accredited training will be flexible with electives selected to suit organisational needs and career development," she said. "Some trainees will be eligible for Government funding and a representative from Queensland Apprenticeships will be able to discuss all available options."

"All training will be designed and delivered to achieve specific goals and meet specific needs – it will also be fun and highly interactive, using a variety of resources and training techniques to ensure that training results have the best possible outcomes, focusing on excellent skills, knowledge and most importantly customer service," Ms Benham said.

For more information or to arrange an interview, please contact Susan Benham on (07) 4041 9432 or 0413 385 793.

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