

PAMAGIRRI

RAINFORESTATION
KURANDA

the woodward family
CaPTA
group

Indigenous Tourism

Programs, Milestones and Achievements

Background

Australia's Indigenous culture is one of the oldest surviving cultures in the world. Pioneers of the tourism industry, Charles and Pip Woodward, recognized the importance of preserving and sharing this unique culture and in 1987 introduced an Aboriginal cultural experience at Rainforestation Nature Park.

An Indigenous experience is now an essential element in a visit to Australia and an integral part of the CaPTA Group employment and training focus.

Tourism creates sustainable employment in many regional areas where there are relatively few alternative opportunities. By encouraging these Indigenous Australians, we are supporting Aboriginal people directly and helping to provide longevity for their communities and making a contribution to keeping their culture alive.

Role of CaPTA in Indigenous Tourism

The CaPTA Group operates as both employer (tour operator) and trainer in partnership with a registered training organisation to:

- Create employment opportunities. Indigenous Employment with the CaPTA Group is currently around 15% of a workforce of 300 staff.
- Identify the needs of Indigenous students completing school and/or starting a career
- Prepare Indigenous students and young adults with the skills and experience to enter the workplace
- Provide career paths leading to recognized qualifications and certification in the form of traineeships, apprenticeships and full time employment
- Assist disengaged youth and long term unemployed in work experience placement in conjunction with local job network providers and local schools
- Support and mentor
- Develop and promote strategies to increase Indigenous employment and cultural awareness
- Offer on-site accredited training in Tourism and Hospitality to employers in the Cairns region

Key Projects

WORK READY Training

Designed to train young Indigenous people to work in the Tourism Industry. Trainees come from all over Tropical North Queensland. Many of the participants come from disadvantaged backgrounds and graduate not only with skills in hospitality and tourism, but also knowledge of occupational health and safety, industrial relations and first aid.

STEP Program

A training based program with a two year employment outcome. CaPTA has successfully finished an initial STEP Program and started a second program offering employment and training opportunities to 35 Indigenous Australians across the CaPTA Group of Companies.

School Based Trainee Program

This program is an on-going commitment. In the past 4 years, the CaPTA Group has offered 22 traineeships to Indigenous Australians with a completion rate of over 60%.

PPP (Productivity Places Program)

Provides training in own environment for unemployed with other community members to gain Certificate III in Tourism.

IES (Indigenous Employment Strategy)

A living document developed by the Board of Directors, General Managers and Supervisory Staff to clearly identify a structure and plan to increase Indigenous employment. Cultural Awareness training is central to this strategy and is held regularly at all CaPTA workplaces

