

CaPTA Pty Ltd  
278 Hartley Street  
PO Box 1230, Cairns QLD 4870  
Phone: (07) 4041 9400  
Sales: (07) 4041 9408  
Email: sales@capta.com.au  
Website: www.capta.com.au  
ABN: 63 257 712 278

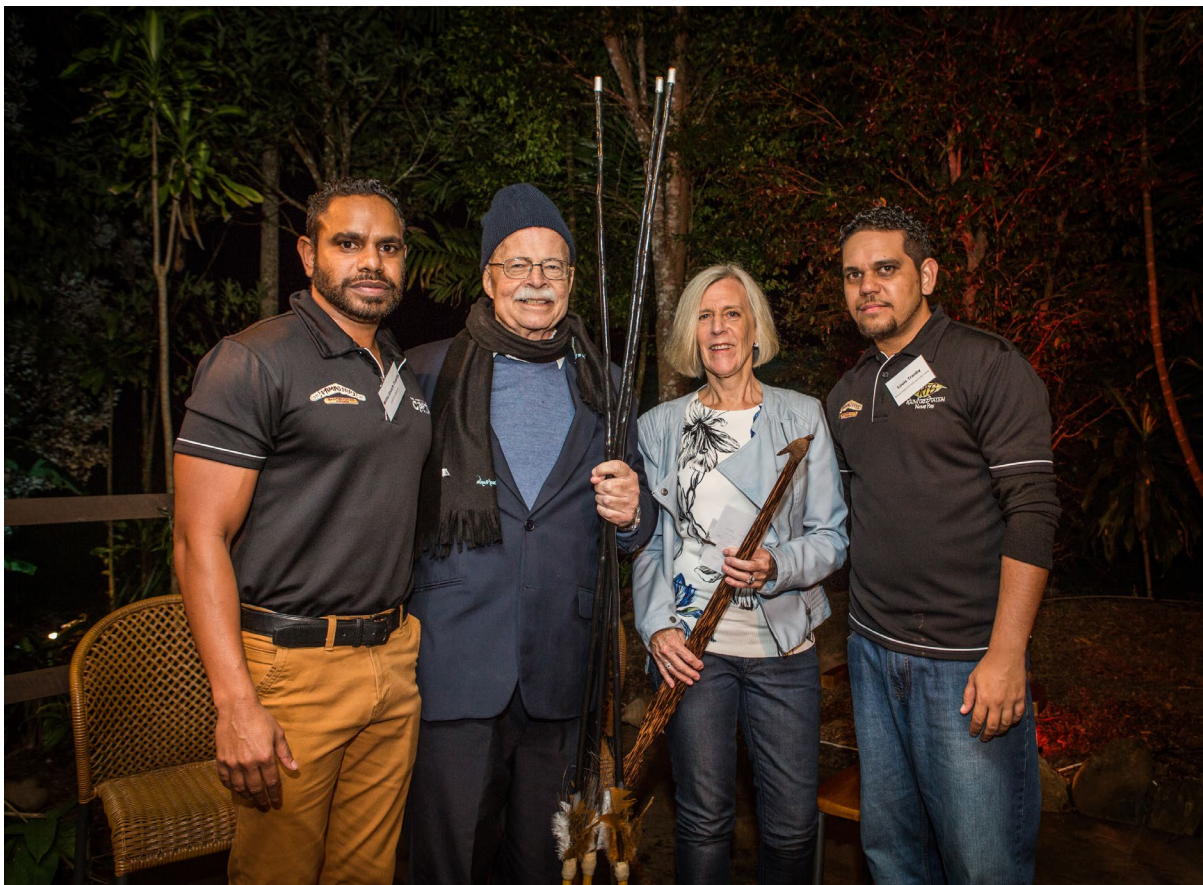


- Rainforestation Nature Park
- Australian Butterfly Sanctuary
- Wildlife Habitat Port Douglas
- Cairns ZOOM & Wildlife Dome
- Tropic Wings Cairns Tours and Charters
- Jungle Tours
- Wooroonooran Safaris

## MEDIA RELEASE

Monday 27<sup>th</sup> May 2019

### 26 Years Of Reconciliation, 2 Families & An Award Winning Indigenous Tourism Attraction



CaPTA Group founders Pip Woodward and the late Charles Woodward with William Enoch-Tranby and Louis Enoch, sons of Pamagirri Experience founder William Enoch Senior at Rainforestation's 40<sup>th</sup> Birthday Celebrations in 2017.



Cairns and Port Trips & Attractions

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The success of award-winning Kuranda tourism attraction, Rainforestation, is due to an incredible relationship between two families that spans over two generations,

The Woodward family, founders and owners of the CaPTA Group and the Enoch's, who are from the Quandamooka (North Stradbroke Island) and Kaanjtju (Lockhart River) tribes, have been working together for over a quarter of a century.

The two families have consistently collaborated to enhance the understanding and celebration of Indigenous Culture to guests from all around the globe and to the local tourism sector.

The two families began working together in 1993, when founders Charles and Pip Woodward worked alongside Donald Enoch, Brian Enoch and current Pamagirri Manager Elder William Enoch Snr to pioneer Rainforestation Pamagirri Aboriginal Experience with the permission of the late Djabugay Elder Lyn Hobbler.

Consisting of the Dreamtime Walk and Pamagirri Dance Show, this tourism experience gave local Indigenous people a platform to share their culture, history and stories.

Fast forward a quarter of a century and The Pamagirri Aboriginal Experience is an iconic Tropical North Queensland attraction.

As of this month, Pamagirri will have performed approximately 22,500 times and welcomed around 2,900,000 visitors from every corner of the globe.

The long relationship between the two families has blossomed into a myriad of celebrated opportunities.

Notable achievements include the implementation of an Indigenous Employment Strategy, involvement within the Queensland Tourism Industry's Indigenous Champions Network and an Indigenous Engagement Program in partnership with Sheraton Mirage Port Douglas.

William Enoch (Snr) remains employed at Rainforestation as the Pamagirri Manager. His three sons, Willie, Louis and Lincoln are also proud employees of the CaPTA Group.



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Willie is CaPTA's Cultural Development Officer and, like his father, is an influential figure in local indigenous tourism. Louis and Lincoln are both performers in Rainforestation's Pamagirri Aboriginal Experience.

Since the CaPTA Group commenced operations in 1976, founders Charles and Pip Woodward recognized the importance of supporting, preserving and sharing Australia's Indigenous culture to foster reconciliation.

Their sons, Ben, Michael and Peter, who now run the company, ensure that these beliefs are still the core to all aspects of the business.

Ben Woodward highlights how reconciliation and celebrating Indigenous Culture is still central to CaPTA's ethos,

"The CaPTA Group is built on a foundation of mutual respect, harmonious relationships and encouraging all of our team to learn about and celebrate the culture of our Traditional Owners", he says.

"My family and the Enoch family have worked together to drive Indigenous tourism for the past 26 years, I believe that the two families will keep working together to educate others on Indigenous Culture and to encourage reconciliation and mutual respect. Hopefully for many more generations to come."

CaPTA Group is locally owned and operated by the Woodward family of Cairns, consisting of Rainforestation Nature Park, Tropic Wings Coach Tours, Jungle Tours & Trekking, The Wildlife Habitat, Cairns ZOOM and Wildlife Dome, Australian Butterfly Sanctuary, ABC Sales & Maintenance and Careers Training Centre and Wooroonooran Safaris.

For more information or to arrange an interview, please contact CaPTA Group Digital and Media Manager, Amanda Perry on 0437 724 529.



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