



Willie Enoch-Tranby

Sales Executive and Cultural Development Officer, CaPTA Group

Willie Enoch – Tranby has been involved in local Indigenous tourism since a very young age. With a career spanning over two decades, he is well known in Tropical North Queensland for his success and innovation with Indigenous culture in the tourism industry.

He began his tourism career at the age of thirteen as a Pamagirri dancer at Rainforestation Nature Park in Kuranda and after graduating high school, Willie pursued a career in professional Rugby League and Rugby Union. In 2011 Willie ceased his professional sporting career due to injuries and started his career in tourism with the CaPTA Group. Willie has been fortunate enough to develop his skills whilst at the CaPTA Group, completing a number of traineeships over the years and was recently promoted to Cultural Development Officer, to develop and make improvements to cultural aspects of the CaPTA Group. He has also created and developed Pamagirri Cultural Gallery Shop, which sells artefacts by Indigenous artists.

Willie was recently selected for the 2017 Young Tourism Leaders Program. He is the first Indigenous individual to be selected for this program and uses this platform to inspire and educate young peoples from ethnic backgrounds to pursue a career in tourism. In addition, Willie also won the Tourism Tropical North Queensland (TTNQ) Young Achiever Excellence Award in 2017. This award recognises an individual under 35 who has made a significant contribution to the TNQ Tourism Industry and to the development of their community. Willie is and continues to be a strong leader for the Indigenous community in the Far North.

Recently Willie, along with the CaPTA Group, have made outstanding achievements in the Indigenous tourism industry. Rainforestation Nature Park – Pamiagirri won Gold at the Queensland Tourism Awards in November 2019 and progressed onto win Bronze at the Australian Tourism Awards in Canberra in March 2020.