

Pip Woodward
Director, The CaPTA Group

Pip Woodward, originally from the United Kingdom, embarked on her nursing career at King's College Hospital in London. Following her training, she specialised in Orthopaedic Nursing in Denmark before serving for two years in the Royal Navy stationed in Gibraltar. In 1974, Pip and her husband Charles moved back to Australia, where they laid the foundation for their thriving venture in the tourism industry. In 1976, they inaugurated their first tourism venture, now known as Rainforestation, coinciding with the arrival of their three sons in 1976, 1977, and 1979.

Pip's steadfast commitment to promoting tourism in Cairns spans over 48 years, marked by notable accolades and recognitions. She was named a finalist for the Queensland Telstra Business Women's Award in 2001 and 2002, acknowledging her significant contributions to the industry. In 2006, the Woodwards founded COUCH, a local cancer charity, where Pip spearheaded efforts to secure vital state and federal support for establishing a radiation oncology unit in Cairns. Their dedication led to the swift establishment of the Liz Plummer Cancer Care Centre in June 2011.

Despite the profound loss of her husband Charles to cancer in 2017, Pip tenaciously pursued his vision, resulting in the opening of the COUCH Wellness Centre in April 2019. In 2018, Central Queensland and the Rotary Foundation honoured Pip with an honorary Masters of Tourism, recognising her enduring dedication and impact. Her illustrious career culminated in 2023 with the prestigious Life Membership from Tourism Tropical North Queensland (TTNQ), underscoring her invaluable contributions.

Currently, Pip serves as a Director of the CaPTA Group, a family business now led by her three sons, Peter, Michael, and Ben. In this capacity, she ensures the perpetuation of their family's enduring legacy and commitment to the tourism industry.

