

# Safer Bruce 2030 Action Plan

## Targets and actions

The *Safer Bruce 2030 Action Plan* is guided by the *Queensland Road Safety Strategy 2022–31* and supporting action plans aligned with the Safe System approach, and is a companion document of the new *15-year Vision and Action Plans for the Bruce Highway*.



# Target

The *Safer Bruce 2030 Action Plan* outlines key actions towards achieving the ambitious target of a 60 per cent reduction in the rate of fatalities by 2030 on the Bruce Highway and, ultimately, zero road deaths and serious injuries by 2050 on the broader road network.

As outlined in the *Queensland Road Safety Strategy 2022–31* and supporting action plans, improving road safety outcomes is a complex challenge requiring infrastructure and non-infrastructure responses. The key actions align with the Queensland Road Safety Strategy's priorities and supporting action plans. They include Bruce Highway specific responses and actions that are being implemented across the broader Queensland road network relevant to Bruce Highway safety outcomes.

## Safe roads and roadsides actions

1. Continue to deliver the existing Bruce Highway Upgrade Program (2013–14 to 2027–28).
2. Deliver new priorities identified in the new *15-year Vision and Action Plans for the Bruce Highway*, including major capacity upgrades and targeted safety upgrades, such as wide centre line treatments with audio tactile line marking, overtaking lanes, rest areas, intersection upgrades, intelligent transport system technology and other safety treatments.

## Safe speeds actions

3. Support a speed limit hierarchy on the Bruce Highway that promotes the safety of all road users, considering the movement and place functions of the road.
4. Continue enforcement of speed limits, including consideration of future innovative enforcement technologies.
5. Use innovative design and technology to support safer driving behaviour, including at road works on the Bruce Highway.

## Safe vehicles actions

6. Encourage the uptake of safer and smarter new vehicles and develop approaches to reduce the age of the Queensland vehicle fleet.
7. Work with industry and the community to improve the safety of interactions with heavy vehicles and vulnerable road users.

## Safe road users actions

8. Deliver a fatigue management strategy and rest area program as identified in the *15-year Vision and Action Plans for the Bruce Highway*.
9. Use enforcement and innovative approaches and technology to target high-risk driver behaviour.
10. Deliver road safety education, with a particular focus on young people entering the licensing system and novice drivers.