The vision for the Bruce Highway is to unlock economic growth, build flood resilience and improve safety to benefit current and future generations.

To achieve this vision, the three, five-year rolling Action Plans include the following priorities:

- improving traffic flow on the Bruce Highway on the Brisbane to Sunshine Coast link with additional capacity between Brisbane and Caboolture and six-laning from Steve Irwin Way to Johnson Road at Beerburrum
- duplicating priority sections of the Bruce Highway, including north of Gympie from Curra to Tiaro, at Bajool south of Rockhampton, south of Mackay and north of Townsville
- completing WCLT with ATLM on all remaining single carriageway sections of the highway by 2030-31 to provide a more safe and consistent journey experience from Brisbane to Cairns
- upgrading narrow bridges (less than 8.4 metres wide) to complement the application of WCLT treatment for safer and more reliable movement of freight and all road users
- additional overtaking lanes (new and upgraded) along the Bruce Highway
- additional rest areas (new and upgrades to existing facilities) at priority sites between Brisbane and Cairns as part of a whole-of-corridor fatigue management strategy
- a major program of pavement rehabilitation and strengthening on priority locations between Brisbane and Cairns to improve ride quality and asset condition
- priority intersection upgrades to improve safety and travel consistency
- applying and updating technology, including Intelligent Transport Systems (ITS), to provide customers with better advance warning and predictive information to inform their travel choices
- enhancing flood resilience along the highway.

