



QUEENSLAND BUS INDUSTRY COUNCIL INC.

Action Plan

A clear direction for a better and bigger industry



Queensland Bus Industry Council Inc.
ABN 75 640 295 938

The Queensland Bus Industry Council Inc (QBIC) is located at Suite 6, 96 Cleveland Street, Stones Corner, QLD 4120. QBIC was incorporated on the 27th of April 2000 following the amalgamation of the Bus & Coach Association (QLD) Inc and the Bus Operators Association (QLD) Inc.

QBIC represents all Bus and Coach sectors in the State of Queensland through a well balanced sector Committee structure:

School Services Committee,
Commercial Contracts Committee, and
Long Distance, Tour and Charter Committee.

The general control and management of the Association is the responsibility of the Management Committee, which consists of a President, Vice President and Treasurer elected at a General Meeting of the Members and six other representatives drawn from the elected sector Committees.

The Associations Secretariat provides day to day administration and support to all Committees and Members under the direct management of the Associations Executive Director.

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The Queensland Bus Industry Council (QBIC) Action Plan has been developed in conjunction with the over arching strategy of our national body the Bus Industry Confederation of Australia. Maintaining consistency provides unity of Industry and strength in our message and desired outcomes.



I must acknowledge all who contributed in the development of our Plan and they have been many. QBIC engaged Paul Blake from Transport Strategies to work with our Management and Sector committees to identify the issues facing our Industry and to develop a pathway forward. Through their work and commitment to the task at hand, we now have a quality document from which we as an Association can move forward in a positive manner.

Our Plan clearly indicates to key stakeholders what the Queensland Bus Industry Council wants to see happen going forward and will also act as a scorecard for us in assessing our own performance as an Industry. I look forward to the progression of our Action Plan and achieving our stated outcomes.

Finally, the Honourable Rachel Nolan MP Minister for Transport, for acknowledging the importance and value of our Industry Plan to all key stakeholders.

A handwritten signature in black ink, appearing to read 'David Tape', with a large, sweeping flourish at the end.

David Tape
Executive Director/Association Secretary
Queensland Bus Industry Council Inc.



1. THE CONTEXT – STATE AND NATIONAL

Through our Bus Industry Action Plan we are seeking to help shape the direction of the passenger transport system in Queensland. We intend to grow our strategic partnership between Industry, Government and the Community. We will also work with our national Industry body to bring about improvements across Australia.

The world of passenger transport we operate in is becoming more important to the well being of the Queensland community, but we also have to deal with more complex issues.

1. Traffic congestion, competitiveness and liveability,
2. Climate change and the impact of increasing greenhouse gas emissions,
3. Growing funding requirement for public transport,
4. Transport for those in rural areas and those without cars,
5. Oil prices and long term supply,
6. Safety and health,
7. Air pollution, and
8. Impact of the economy on tourism and transport growth generally

QBIC actively promotes the development of a more sustainable transport system in Australia with improved public transport infrastructure, systems and services and changing travel attitudes and behaviour. QBIC supports increased walking and cycling and the use of lower emission vehicles.

QBIC expects all levels of Government National, State and Local to contribute significantly to funding improvements in the public transport and sustainable transport systems.

QBIC supports the National Bus Industry Confederation (BIC) Seven Point National Plan.

We urge all levels of Government to work with Industry to implement the strategic national initiatives proposed in this plan.



1. Increased investment in public transport.
 - 1.1 Creation of a national Network Capacity Enhancement Programme to provide targeted funding for major capital works of national significance in major cities and interstate links, including upgrading public transport networks.
 - 1.2 Funding and incentives to assist delivery of high frequency peak hour services (similar to Translink's Buz routes).
2. Freight capacity investment and efficiency improvements.
 - 2.1 Creation of Network Capacity Enhancement Programmes to provide targeted funding for major capital works of national significance in major cities and interstate links, including upgrading public transport networks.
3. Road pricing reform.
 - 3.1 Early introduction of mass distance-location charging for large, long distance trucks to ensure all costs generated by trucks are clearly defined.
 - 3.2 Develop a strategy for mass distance location charging for all vehicles.
 - 3.3 Revise Australian Design Rules and provide regulatory incentives to facilitate the introduction (and allow the import of) more energy efficient vehicles.
 - 3.4 Reduce taxes and duties on low emission vehicles.
4. Improved accessibility for all.
 - 4.1 Fund Travel Behaviour Change programs.
 - 4.2 Support programs to improve regional corridors to ensure better connections to cities including more efficient road and rail interchanges in regional towns and cities.
 - 4.3 Provide funding for upgrading and improving the pricing and fare schemes and transport interchanges to provide equivalent access.
 - 4.4 Provide funding support to Regional Accessibility Planning Councils.





5. Improvement of fuel efficiency.
 - 5.1 Encourage public transport use through FBT and income tax incentives.
 - 5.2 Ensure climate change policy does not disadvantage one mode of transport and acts to incentivise public transport use.
 - 5.3 Provide incentives to increase use of low emission vehicles (i.e. hybrid buses, low emission locomotives).
 - 5.4 Mandatory emission standards for new and in-service vehicles.

6. More compact, walking and cycling friendly urban settlements.
 - 6.1 Establish funding program to support local authorities providing wider choices of walking and cycling access to railway stations, bus stops and stations and schools.
 - 6.2 Fund a national program to encourage children (and their parents) to walk, cycle or catch public transport to school.

7. Improvements in transport research and information.
 - 7.1 Integrate all road and rail research agencies to establish the Australian Land Transport Research Council (ALTRC) with initial actions to:
 - ensure the integration of research across road and rail,
 - coordinate a national transport research and data website 'portal',
 - research the implementation of mass distance location charging for all motor vehicles, and
 - research the introduction of safer technologies and practices.

2. HOW DO WE SEE OUR INDUSTRY IN THE FUTURE?

“The Queensland Bus Industry contributing to a world class passenger transport system for Queensland”

Creating a positive public transport culture

Providing safe and efficient services

Delivering best customer service

Recognising our responsibilities to the Community

We will seek to adopt the best available improvements in technology to improve customer services and safety of the Community.

We will work with our people to improve knowledge and skills and to improve career paths and job satisfaction for those who work with us.

We seek to create a more seamless and integrated Industry so that users feel they are experiencing a sustainable system with Government and Industry working in close partnership.

3. THEMES – WHAT ARE THE MAJOR INDUSTRY ISSUES AND INFLUENCES

Researching the future needs of our Industry we have identified key themes which will be the focus of our attention

- Relationship with DTMR and other Government Stakeholders
 - we need to develop a stronger and more balanced relationship engaging influential senior Executives and establishing common goals and objectives
- Need for QBIC to research and clearly set out its position on a range of key issues
 - QBIC will develop new policies through conducting robust research and analysing evidence available



- QBIC will more closely manage policy issues
 - presenting a consistent position and to be clear about the outcome we want
 - ensuring that we engage the right decision makers
- Need for a stronger positioning and marketing approach for QBIC
 - we intend to educate the Community about the role of the Bus Industry in Queensland and increase understanding about sustainable transport
 - we will maintain regular contact with the media so they understand what we are trying to achieve
- Focus on a new model for school transport
 - QBIC will work with Industry experts to present a clear and sustainable funding model for school transport into the future
 - The proposed model will be reviewed and finetuned by respected Industry leaders and Policy makers to ensure it is sustainable
- Work on our relationship with TransLink
 - QBIC will establish principles to underpin Industry relationships with TransLink
 - We will pursue the need for a regular interactive forum
- Actively pursue the potential in qconnect
 - The need for increased funding
 - Build the arguments for a stronger investment
 - The opportunities for a long distance network



4. STRATEGIC ACTIONS FOR GOVERNMENT – WHAT DO WE WANT THE GOVERNMENT TO TAKE ACTION ON?

There are a number of key issues and opportunities which require direct attention by Government to ensure we have a sustainable Bus Industry delivering service quality and safety. We have identified a ten point priority Action Plan. QBIC seeks a commitment from Government to action all the matters raised in this ten point priority Action Plan.

1. Make a commitment to establish as soon as possible a 10 year financial plan to fund an enhanced sustainable transport system which provides for:-
 - Service growth
 - Infrastructure needs
2. Develop a new urban service contract model for the future which:-
 - Encourages business growth
 - Is able to respond to growing demand
 - Provides incentives to grow the business
 - Encourages service improvement
 - Simplifies administration
3. Develop within 3 years a new school transport contract model which:-
 - Provides realistic funding
 - Provides flexibility and incentives
 - Ensures consistency
4. Engage with Industry to deliver efficiencies in subsidies and connectivity for long distance services.
5. Implement a journey planner service across all government supported contract areas.
6. Industry and Government to jointly run a public education program to encourage sustainable travel focussing on:-
 - The environmental and health benefits of sustainable transport
 - The convenience and services provided by Bus and Train public transport
7. Complete and maintain transport plans for SEQ and all provincial cities with contracted urban services.



8. Make a commitment to work with QBIC and other Stakeholders to provide clarity and clear direction regarding Safe Travel for Passengers using Mobility Aids on Public Transport.
9. Establish a joint Industry / Government working group to modernise the vehicle safety inspection system for buses. The working group should:-
 - Be chaired independently
 - Examine options to improve safety outcomes from the safety inspection regime
 - Consider alternative models such as industry accreditation or accredited inspection providers
 - Make recommendations to the Government that will deliver a modernised, safer and more cost effective system
10. Support regular meetings of DTMR/TTA/QBIC leadership forum
 - Protocol for forum established with processes for dealing with emerging issues
 - Forward Plan of strategic agenda items

5. INDUSTRY COMMITMENT TO ACTION – WHAT DO WE AS AN INDUSTRY SEEK TO IMPROVE?

QBIC maintains a strong commitment to skills development and training. We also seek to improve services to our customers. We see these two areas as our priority for action by Industry. We propose the following action agendas:-

- Build on our existing training partnerships and promote minimum training standards across the Industry.
- Consider the introduction of customer service training accreditation for our people
- Develop and implement a customer service charter which provides quality assurance for our customers but also places obligations and standards on them
- Consider the introduction of an enhanced accreditation system which provides the public with clear information about the performance level attained by Operators

6. WORKING TOGETHER – AN OUTLINE OF HOW WE EXPECT THE PARTNERSHIP TO WORK

A sustainable transport system requires all levels of Government, Community organisations and public transport providers to work together to deliver seamless, well funded, integrated high quality services. QBIC and its Members will seek to work in partnership particularly with Government. Our first position is collaboration rather than confrontation. We will however vigorously pursue the interests of the Bus Industry and advocate the significant role it plays.

QBIC strongly supports the DTMR/TTA/QBIC Leadership Forum as the strategic policy making body in Queensland. We propose the following partnership framework:-

- Regular meetings of the Leadership Forum with a planned program of strategic agenda items
- Leadership Forum to be chaired by Director General or Deputy Director General
- High level support to be provided to the Forum to ensure issues and action are followed up
- DTMR and TTA senior Managers to attend QBIC sub committee meetings to resolve operational and relationship issues

QBIC Platinum Partners



QBIC Gold Partners



Bus & Coach Sales Australia



Mercedes-Benz

QBIC Silver Partners



BUS TRAVEL – THE SAFE, SMART ALTERNATIVE

