



Far North Queensland Regional Organisation of Councils

FAR NORTH QUEENSLAND REGIONAL ROAD GROUP

Roads Alliance Board



REGIONAL SAFETY AND DEVELOPMENT PROGRAM

SUBMISSION FOR STRATEGIC ROAD NETWORK FUNDING

3 September 2010



FAR NORTH QUEENSLAND REGIONAL ROAD GROUP MEMBERS



A handwritten signature in black ink that reads "Val Schier".

Cr Val Schier
Mayor, Cairns Regional Council

A handwritten signature in black ink that reads "Bill Shannon".

Cr Bill Shannon
Mayor, Cassowary Coast Regional Council



A handwritten signature in black ink that reads "Peter Scott".

Cr Peter Scott
Mayor, Cook Shire Council

A handwritten signature in black ink that reads "Tom Gilmore".

Cr Tom Gilmore
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A handwritten signature in black ink that reads "Desmond Tayley".

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A handwritten signature in blue ink that reads "Tony Potter".

Mr Tony Potter
A/Regional Director, DTMR (Far North)

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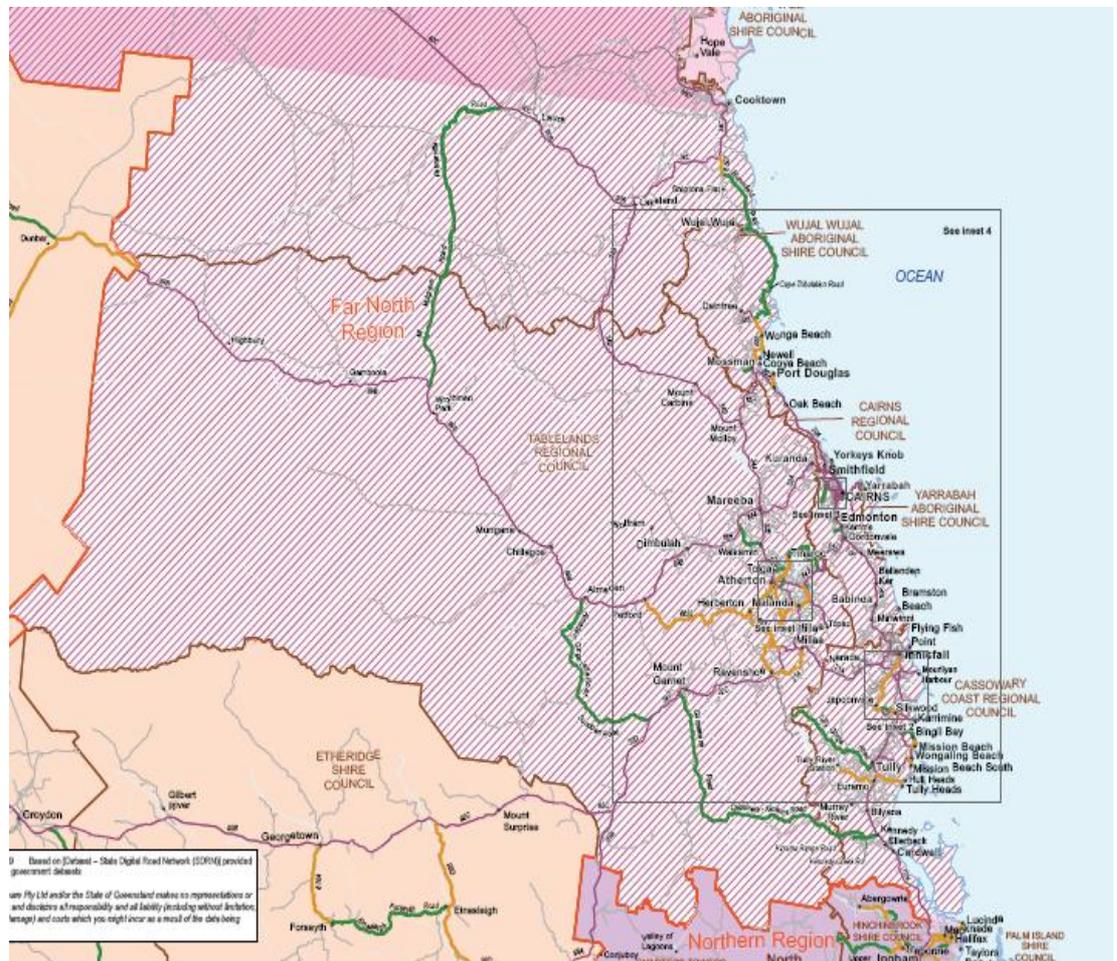
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1 REGIONAL PROFILE

1.1 Far North Queensland Regional Road Group

The Far North Queensland Regional Road Group (FNQRRG) comprises the following five (5) local governments plus the Department of Transport and Main Roads – Far North (DTMR) based in Cairns.

- Cairns Regional Council,
- Cassowary Coast Regional Council,
- Cook Shire Council,
- Tablelands Regional Council,
- Wujal Wujal Aboriginal Shire Council.



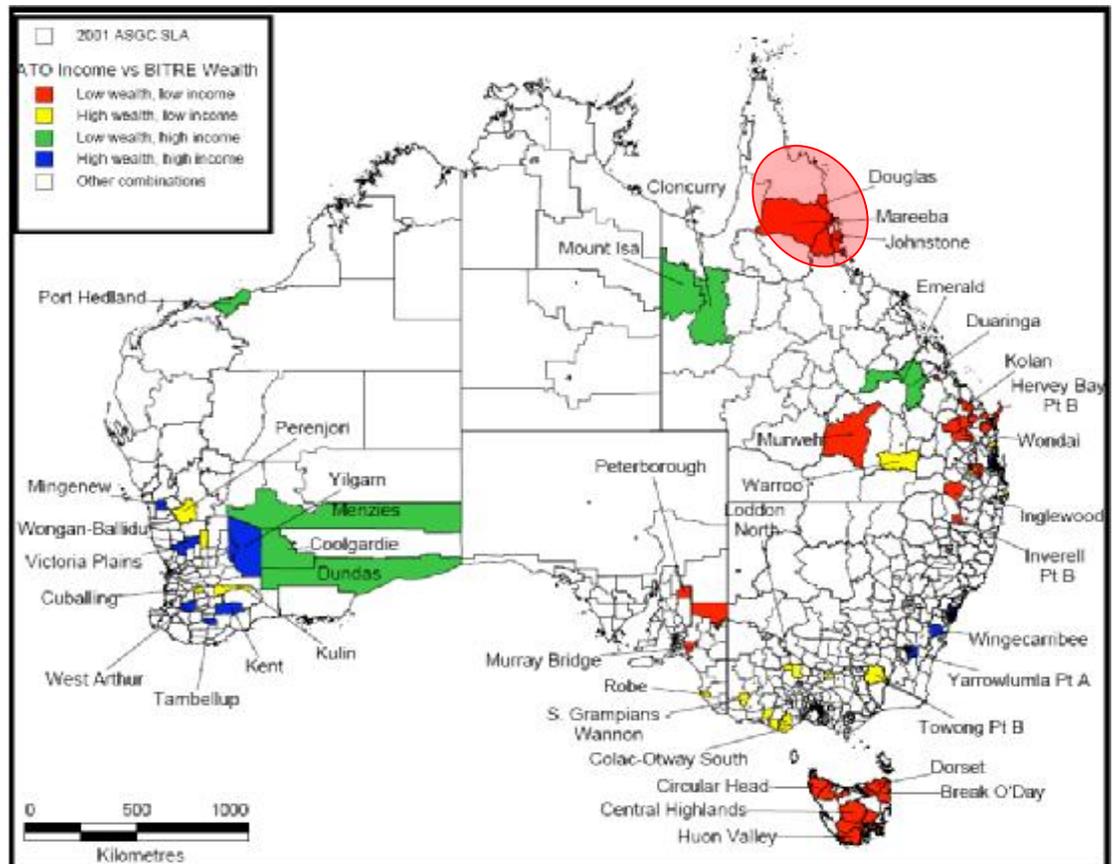
1.2 Area & Population

The FNQRRG geographical region has a total area of 107,000km², equating to approximately 6% of the total area of the state. The southern part of Cook Shire falls into the FNQRRG area and the northern part falls into ROCCY RRG.

The population of the Far North Queensland (FNQ) area is approximately 225,000. FNQ is one of the fastest growing regions in Queensland. Population has grown by approximately 110,000 in the past 30 years and is expected. It had the 3rd highest highest growth rate and absolute growth outside South East Queensland between the 2001 and 2006 census. Population in 2031 is expected to grow to between 287,000 and 347,000.

Aboriginal and Torres Strait Islanders form an important component of FNQ's population. Around 9% of FNQ's population, are of Aboriginal or Torres Strait Islander descent This is almost three times the state average and four times the national average.

ATO Income v Wealth



1.3 Economy and Industry

The strength of the FNQ economy is predominantly reliant on tourism, cattle and agriculture industries.

Tourism attraction has been based on the Wet Tropics and the Great Barrier Reef World Heritage listed areas, however continued growth in the Cape and “outback savannah” driving market is being experienced. Local governments view tourism as a critical seasonal economic activity, developing tourism plans and employing tourism officers to encourage visitation.

The northern and western area of FNQ is predominantly cattle grazing country with the area characterised by large cattle producing properties. There are areas of good-quality agricultural land surrounding Mareeba–Dimbulah, Atherton, the southern Tablelands, the coastal plain between Cairns and Cardwell and the Mossman area.

Mining activity in FNQ (and the potential for) is expanding, particularly in the Mount Garnet and Chillagoe corridor. The areas hold rich deposits of various base metals eg. gold, silver, copper, zinc, lead, nickel etc, which are continually being explored and developed. The newly created North East Minerals Province lies in FNQ.

The natural and rural values provide great economic opportunities and further economic pursuits must ensure those values remain. Tourism, mining and to a lesser extent primary industries, are susceptible to external influences such as international trends and commodity markets. These industries provide the life blood of employment and economic opportunities for the community.

These key industries rely heavily on transport infrastructure and in particularly road transport. Increased capacity and improved reliability will affect industry employment directly and indirectly. The RSDP will complement the current significant investment in the FNQ road network by all three levels of government.

Cairns is the major commercial, business and service centre for FNQ, Cape York, the Gulf of Carpentaria and Papua New Guinea. Cairns accommodates key regional infrastructure such as an international airport, seaport, HMAS Cairns naval base and a campus of James Cook University. Innisfail, Tully, Atherton, Mareeba and Cooktown are major regional activity centres that provide commercial, business, retail and services for the urban community and surrounding rural areas.

2 **ROAD NETWORK TARGETED**

The FNQRRG strategic road network includes all state controlled roads plus local government controlled roads classed as Local Roads of Regional Significance (LRRS). State controlled roads fall into the following categories:

- National Highway
- Other State Controlled Roads (OSCR)
- Local Roads of Regional Significance (LRRS)

This network in FNQ is approximately 3,700km in length. It is critical to the economic, social and environmental survival and benefit of FNQ.

- 2,595km is state controlled of which 330km is designated LRRS - 57km or **17%** of this length remains unsealed.
- 1,105km is local government controlled all of which is designated LRRS - 681km or **62%** of this length remains unsealed.

FNQRRG acknowledges and knows that to fully meet the long term vision standards of this network, investment well beyond the scope of the four year Regional Safety and Development Program would be required. Whilst there are many projects on the network that could be considerable eligible for the RSDP, FNQRRG has chosen to specifically target two (2) local government controlled LRRS which are of the highest priority and critical significance in the region. These are:

- **CAPE TRIBULATION TO BLOOMFIELD ROAD**
- **OOTANN ROAD.**

Cape Tribulation to Bloomfield Road



Ootann Road



3 CAPE TRIBULATION TO BLOOMFIELD ROAD

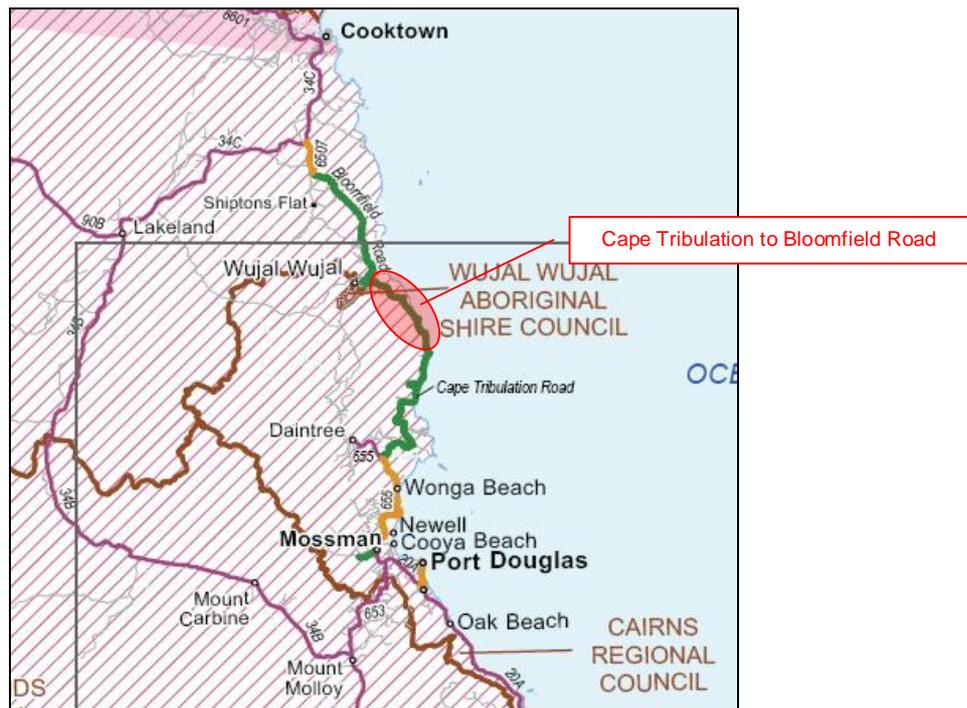
The Cape Tribulation to Bloomfield Road forms part of the continuous northern coastal link from Mossman to Cooktown. This link commences at the Mossman – Daintree Road (a state controlled LRRS) approximately 26km north of Mossman and ends at the Cooktown Developmental Road (a state controlled OSCR) approximately 24km south of Cooktown. The link is 118.8km in length of which 56.0km or **47%** is unsealed.

It is a unique link as it passes through three (3) local government areas namely Cairns Regional, Wujal Wujal Aboriginal Shire and Cook Shire Councils and relies on the Daintree River ferry crossing at the southern end for connectivity. The northern end of the link is in fact a state controlled LRRS. Link details from south to north (which includes Cape Tribulation to Bloomfield Road) are shown in the table below.

Northern Coastal Link

Road Owner	Road Name	RA Road Class	Total Length (km)	Sealed Length (km)	Unsealed Length (km)
Cairns RC	Cape Tribulation Road	3	40.0	40.0	0.0
Cairns RC	Cape Tribulation to Bloomfield Road	3	31.0	1.2	29.8
Wujal Wujal ASC	Bloomfield Road	3	1.4	1.4	0.0
Cook SC	Bloomfield Road	3	38.8	12.6	26.2
DTMR	Shipton's Flat Road	3	7.6	7.6	0.0
TOTAL			118.8	62.8	56.0

Cape Tribulation to Bloomfield Road commences at Cape Tribulation and extends in a northerly direction to the Bloomfield River on the southern side of Wujal Wujal township. As can be seen from the table it is 31km in length and it is predominantly unsealed.



3.1 Road Function

Cape Tribulation to Bloomfield Road is the primary access for the Wujal Wujal indigenous community to basic social and medical services to the south in Mossman and Cairns. The road also serves the communities of Bloomfield and Ayton to the north a little further to the north. It is the conduit for local freight and supplies to these communities. The link has an influence on regional development in these communities and to a lesser extent Cooktown to the north and Mossman to the south.

The road is part of an iconic Australian tourist route heavily used by international and domestic tourists. Tourist traffic generally comprises self-drive 4WD, small buses, overland trucks, motorbikes and recreational cyclists.

3.2 Traffic

The road has a current AADT of 30 – 160 vehicles per day seasonally dependent. Heavy vehicles comprise approximately 25% of the traffic. Further to the north on the link, in the vicinity of Rossville, has an AADT of approximately 300 – 400 vehicles per day. Traffic volumes are not likely to increase greatly, however local and tourist traffic growth can be expected with continual improvement to the road.

3.3 Current Conditions and Configuration

As stated previously, the Cape Tribulation to Bloomfield Road is almost entirely unsealed. The topography of the road and consequent driving demands varies greatly in wet and dry conditions which are prevalent and can change on a daily basis. Rainfall is extremely high in this area. Steep grades (Cowie and Donovan Ranges), unconstructed rocky stream crossings, inundated stream crossings, erosion, dust, substandard horizontal alignments, narrow unforgiving carriageways, and limited visibility are all features of the road. These contribute to the road being a challenging environment for the unaware driver. The prevailing speed environment is generally quite low.

The road is highly susceptible to closure and it is not uncommon for outages up to three (30) months of the year. This isolation places great stress on the Wujal Wujal community and has a detrimental effect on the tourism market. For a large portion of the time, the road is restricted to high clearance 4WD vehicles.

Routine maintenance of the road is difficult and costly. It historically has attracted high and recurrent natural disaster relief and restoration funding from State and Federal Governments.

The road mostly follows the coastline and is almost entirely contained within the World Heritage listed Wet Tropics rain forest area. As a result, alignment improvements and any works are restricted and regulated.

3.4 Safety

The road does not have a high reported accident rate however the severity of these is high. 75% result in injury to at least one person and 60% result in hospitalisation. The reported accident rate is misleading as there are many unreported accidents and near misses that have been notified by the community. In most of these instances, community members are first on hand to retrieve vehicles from flooded stream crossings and steep grades, tight bends etc. Emergency vehicle response and response time is limited due to the current conditions and configuration.

Emergency helicopter services are located in Cairns, however extraction and movement of accident victims can be hampered by due to the rain forest canopy cover on the road. Victims therefore can therefore be required to be transported by road to the nearest suitable location for extraction. This can in many instances be in adverse to impossible conditions.

The majority of tourist traffic drivers are not familiar with the trying travelling conditions of the road. Safe travelling speeds are quite low and impatience, loss of concentration and driver skill poses a high risk to road users. Night driving significantly increases the risk.

3.5 NetRISK

A NetRISK assessment was carried out by ARRB on FNQRRG local government controlled LRRS in 2008/09. Unfortunately due to the road condition and configuration, the ARRB vehicle could only traverse the first 5.5km of the road and therefore the entire road was not assessed. For the first 5.5km able to be assessed, NetRISK scores ranged from 12.07 – 21.99 with an average of 18.29. The average NetRISK score for the entire network was 10.29.

It would be a reasonable assumption to make that NetRISK scores on the remainder of the road would be the equal to or higher that the section assessed.

3.6 Vision Standards

Cairns Regional Council recently commissioned a Cape Tribulation to Bloomfield Road Link Planning Study carried out by RECS Pty Ltd Consulting Engineers. Key stakeholders were invited to comment. Responses were received from the following:

- Wujal Wujal Aboriginal Shire Council
- Wet Tropics Management Authority
- Ergon Energy
- Department of Employment, Economic Development and Innovation
- Queensland Parks & Wildlife
- Department of Infrastructure and Planning
- Far North Queensland Regional Road Group

Different stakeholders obviously had different concerns however these responses have established the following community expectations for the road:

- Improving accessibility and minimising isolation time for Wujal Wujal/Degarra indigenous community and communities to the north.
- Improving road safety for all road users, predominantly tourist and local traffic
- Maintaining the road as an iconic Australian tourist route.
- Maintaining the environmental values and sensitivity along the road and minimising any impacts due to road improvements.

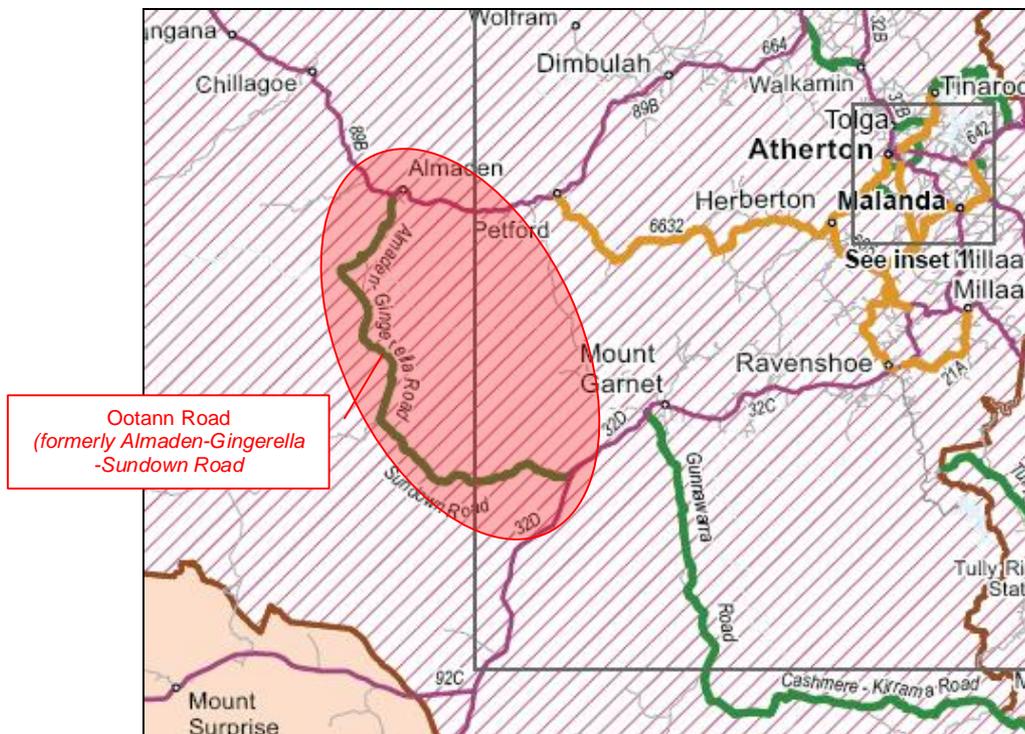
Using these community expectations, Cairns Regional Council and FNQRRG have established the following vision standards:

- Road generally to be retained as an unsealed pavement.
- Horizontal alignment (road footprint) to be retained.
- Flood immunity of the stream crossings to be increased both in frequency and duration (to Q5).
- Rigid (or sealed) pavement to be provided on sections of steep grade.
- Warning signs and delineation to be provided where required eg. guide posts, hazard markers, floodway depth markers, CAMS, condition signage.

4 OOTANN ROAD

The Ootann Road is a critical north-south link road in the central western area of Tablelands Regional Council local government area. It formerly had three (3) sections known as Almaden-Gingerella Road and Gingerella-Sundown Road in the former Mareeba Shire, and Sundown Road in the former Herberton Shire. It was renamed following local government amalgamation. It is a Class 3 Rural Arterial road under the Roads Alliance (Austroads) system of classification.

It commences at the Burke Developmental Road (a state controlled OSCR) approximately 2km west of Almaden and ends at the Kennedy Highway (a state controlled OSCR) approximately 22km south-west of Mt Garnet. The road is 91.4km in length all of which is unsealed.



4.1 Road Function

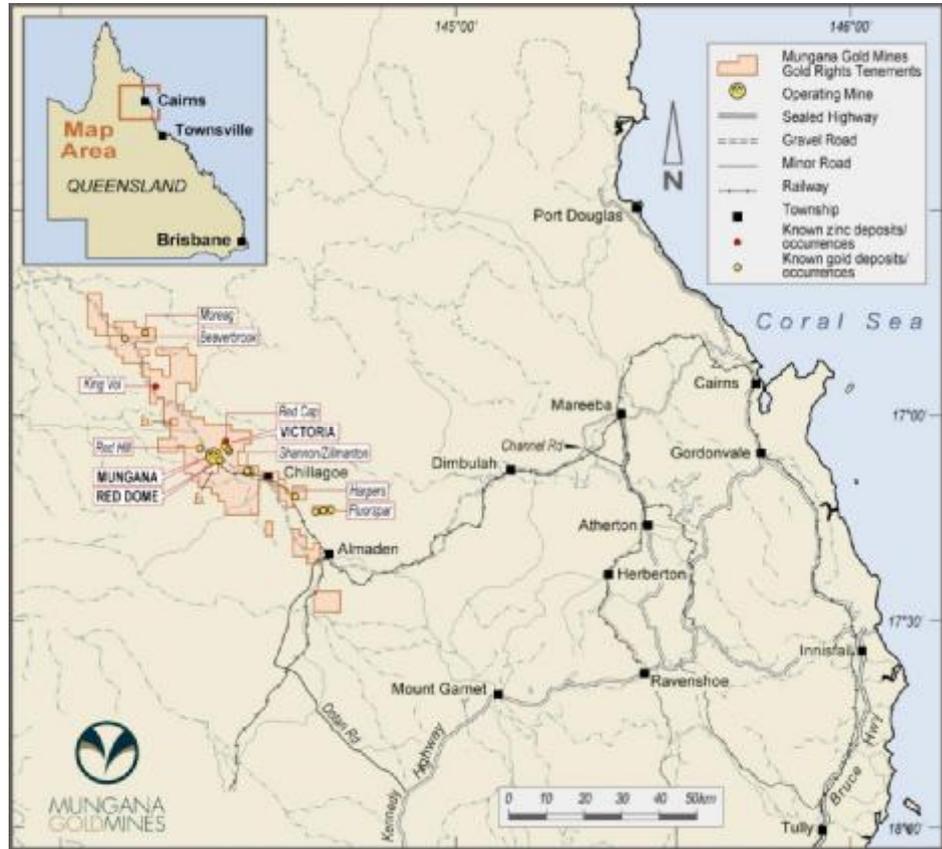
Ootann Road is a Type 2 road train route, predominantly for mineral ore and cattle transport.

Kagara Ltd have established mining operations at Mungana which is located approximately 16km west of Chillagoe off the Burke Developmental Road. The mine commenced operations in September 2008. Ore containing zinc, lead and copper is transported by road train from the mine along the Burke Developmental Road for approximately 46km, down along the entire length of Ootann Road, and then onwards to Kagara Ltd's base metals processing plant located at Mt Garnet.

Mungana Goldmines Ltd, a recently floated subsidiary company of Kagara Ltd, have extensive gold, copper and silver ore deposits in what is known as the Mungana/Red

Dome Mine Corridor in the same area. The future mining operations will also generate significant heavy transport traffic along Ootann Road.

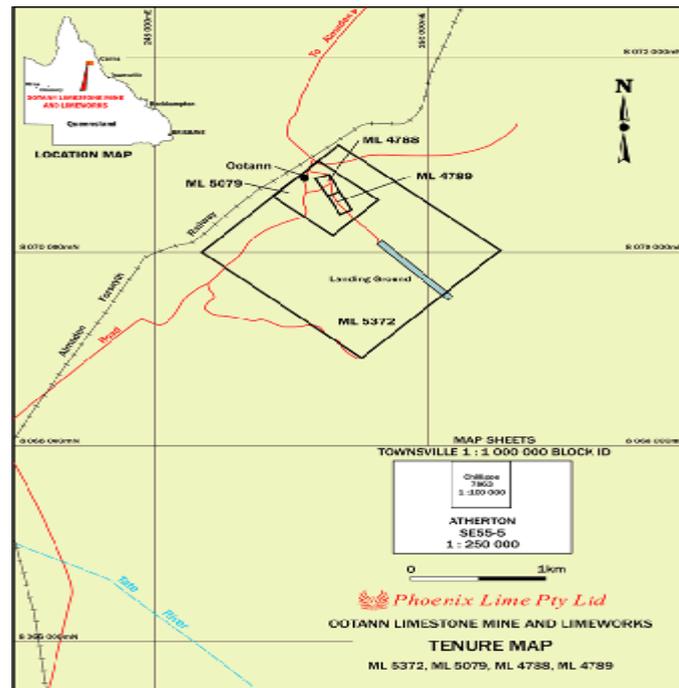
Kagara Ltd/Mungana Goldmines Ltd – Mungana/Red Dome Mine Corridor



Phoenix Lime Pty Ltd, a subsidiary of Metallica Minerals Ltd, operates a significant limestone mine and manufacturing facility known as “Ootann Limeworks” located along Ootann Road. The mine has a potential yield of 35 million tonnes. This operation currently generates heavy transport traffic along Ootann Road.

Metallica Minerals Ltd is planning the two stage development of a processing facility between Mt Garnet and Greenvale, known as the NORNICO Nickel-Cobalt project. Stage 1 is planned for 180,000 tonnes per annum expanding to 700,000 to 1,000,000 million tonnes per annum. Part of the processing involves the use of lime, which will be transported from the “Ootann Limeworks” along Ootann Road.





Ootann Road is a road of vital importance to the cattle industry. Many large cattle properties to the west of Chillagoe (Nychum, Bolwarra, Wrotham Park, Mt Mulgrave, Gamboola, Highbury, Dunbar etc) and further to the north in the southern reaches of Cook Shire transport cattle to southern and eastern markets via the Burke Developmental Road and Ootann Road.

Ootann Road also carries international and domestic tourists. A common route for tourists, in particular “grey nomads”, is to leave the Atherton Tablelands and travel along the Burke Developmental Road from Mareeba to Chillagoe as an overnight destination. This section of the Burke Developmental Road is known as the “Wheelbarrow Way” in recognition of the rich mining history in the early 1900s where miners pushed wheelbarrows along this route in search of their fortune. Tourists then return the short distance from Chillagoe and use Ootann Road as a link to the Gulf Developmental Road, known as the “Savannah Way”, and continue their journey west through Mt Surprise, Georgetown, Croydon to the gulf and Mt Isa. It should be noted that tourist traffic is not exclusively “grey nomad” traffic.

Ootann Road also serves a number of rural properties directly accessed from it and Springfield Road which joins Ootann Road.

4.2 Traffic

The road had an AADT of 40 – 50 vehicles per day in 2008. Heavy vehicles comprise approximately 60 - 70% of the traffic. Actual traffic counts have not been undertaken since 2008, however from the previous counts undertaken in 2004, traffic volumes had grown by 30-50%. With the highly likely increase of mining operations in the area and the increased marketing and promotion of the area as tourism “must see”, traffic volumes are expected to continue to increase significantly.

4.3 Current Conditions and Configuration

As stated previously, the Ootann Road is unsealed for its entire length. It travels through undulating savannah scrub country predominantly. The road historically experiences a definitive wet and dry season. Tablelands Regional Council and the former Mareeba Shire and Herberton Shire Councils have invested heavily in horizontal and vertical alignment improvements to cater for Type 2 road trains in the past 10 years. However sites on the road still exist that are substandard in alignment and width. Carriageway width is generally 6 – 9m.

The Sandy Tate and Rocky Tate Rivers cross Ootann Road on its northern section. These are large wide river crossings typically found in the western areas of FNQ. Tablelands Regional Council has invested in the upgrade of these crossings over the years to reduce outages during the wet season. There are a number of other existing stream and creek crossings that still cause outages, however works continue to be scheduled to improve the immunity. The outages inconvenience the mineral ore and cattle transport industry. The prevailing speed environment is generally 80km/h apart from isolated locations of substandard alignment and stream crossings.

With definitive wet and dry seasons and the high heavy vehicle component of traffic volumes, the unsealed pavements are susceptible to rapid deterioration and damage. Routine maintenance of the road is costly. It historically has attracted high and recurrent natural disaster relief and restoration funding from State and Federal Governments.

Dust problems exist in the dry season and contribute heavily to driver frustration. It is not uncommon for drivers to be trapped behind heavy transport for the length of the road with no opportunity for overtaking.

4.4 Safety

The road does not have a high reported accident rate however the severity of these is generally high. The traffic combination of a high proportion of heavy vehicles and tourist drivers unfamiliar with long rural stretches of unsealed road creates a safety risk.

4.5 NetRISK

A NetRISK assessment was carried out by ARRB on FNQRRG local government controlled LRRS in 2008/09. NetRISK scores ranged from 5.14 – 30.36 with an average of 13.58. The average NetRISK score for the entire network was 10.29.

4.6 Vision Standards

Tablelands Regional Council and FNQRRG have had the following established vision standard for number of years:

- Road generally to be retained as unsealed in the short-medium term.

- Adequate sealed sections to be provided along the route to provide adequate overtaking opportunities.
- Horizontal and vertical alignments to meet Type 2 road train configuration standards.
- Carriageway widths to meet Type 2 road train configuration standards.
- Waterway crossings to be improved to minimise outages and improve flood immunity.
- Warning signage and delineation to be in accordance with the MUTCD.



5 **PROPOSED WORKS PROGRAM**

As stated previously, investment well beyond the scope of the four year Regional Safety and Development Program would be required and could be drafted to meet the long term vision standards for the FNQ strategic road network. On a smaller scale, this would also be true for the two targeted roads FNQRRG has nominated.

Therefore a small number of priority projects have been nominated after extensive consideration by FNQRRG. These projects have been determined as delivering maximum short to medium term benefit against specific vision standards, whilst still contributing towards and achieving the long term vision standards.

The projects have been prioritised in order on the individual roads. **Woobadda Creek crossing on the Cape Tribulation to Bloomfield Road is FNQRRG's highest priority from a regional prospective.**

Woobadda Creek Crossing – Cape Tribulation to Bloomfield Road (in favourable conditions!)



5.1 **Cape Tribulation to Bloomfield Road**

The 7 projects nominated on Cape Tribulation to Bloomfield Road are all projects to construct drainage structures on stream crossings to a Q5 flood immunity level. The projects are listed following.

Location	Project Description	Chainage	Project Cost	Priority	Year
Woobadda Ck	Construct arch culvert structure	22.4	\$1,800,000	1	2011/12
Tachalbadga Ck	Construct 5/3.6x3.0 RCBC	7.6	\$400,000	2	2012/13
Donovan Ck #1	Construct 4/3.6x3.6 RCBC	9.0	\$300,000	3	2012/13
Donovan Ck #2	Construct 3/3.6x3.6 RCBC	9.1	\$200,000	4	2012/13
Collins Ck	Construct 10/3.6x1.5 RCBC	13.0	\$1,000,000	5	2013/14
Melissa Ck	Construct 4/3.6x2.1 RCBC	14.6	\$400,000	6	2013/14
Luana Ck	Construct 5/3.6x3.6 RCBC	25.4	\$400,000	7	2013/14
TOTAL			\$4,500,000		

5.1.1 Funding

FNQRRG is seeking 100% funding from the RSDP for the projects on Cape Tribulation to Bloomfield Road as it provides road access to the Wujal Wujal / Degarra indigenous community. This meets the eligibility criteria in the RSDP guidelines.

Total RSDP funding sought is **\$4,500,000**. The break up of the RSDP funding sought into each of the four years is shown in the table below.

Year	2010/11	2011/12	2012/13	2013/14
Funding Sought	-	\$1,800,000	\$900,000	\$1,800,000

5.1.2 Benefits and Outcomes

These projects will directly address the vision standard, "flood immunity of the stream crossings to be increased both in frequency and duration (to Q5)".

Expected benefits and outcomes are as follows:

- Greatly improved and more equitable accessibility for all road users, in particular Wujal Wujal/Degarra indigenous community and communities to the north. Isolation times and frequencies will be significantly reduced. Travel times will be improved. This will have a socio - economic benefit in terms of community and the tourist industry.
- Greatly improved road safety for all road users, predominantly tourist and local traffic, which will lead to reduced accidents. This will have a significant social cost benefit.
- Vehicle operating costs will be reduced.
- Environmental values and sensitivities will be maintained.
- State and Federal Government natural disaster relief and restoration costs will be reduced.
- Routine maintenance costs will be reduced.

Cairns Regional Council, the former Douglas Shire Council and Cook Shire Council have invested significantly in improving this link through revenue funding and FNQRRG TIDS funding. Stream crossings have been upgraded

and “problem” sections have been sealed. Two (2) stream crossing upgrades on Cape Tribulation Road and construction of a concrete pavement on the highest priority “steep grade” section of Cape Tribulation to Bloomfield Road are currently in progress. Upgrade and replacement of the Meleelee Creek bridge on Cape Tribulation to Bloomfield Road was completed last financial year.

DTMR has committed \$5,500,000 in 2010/11 and 2011/12 through its ATSI TIDS program for upgrade of the Bloomfield River crossing in Wujal Wujal township. Other projects to address deficiencies identified by the Link Planning Study will be scheduled by Cairns Regional Council.

Bloomfield River Crossing in Wujal Wujal



5.1.3 Project Delivery

It is indicated that Cairns Regional Council, as road owner, will be putting these projects to open tender. Private contractors, RoadTek, and Cairns Works (a Cairns Regional Council business unit) will be free to tender for the work.

Wujal Wujal Aboriginal Shire Council has a small plant and indigenous labour workforce and have offered the use of these resources “in kind” for work on the projects. It is expected that cost savings will be made as a result of this initiative. This will also have a benefit to this labour force in terms of training, upskilling and providing continuous employment.

The projects will be bulked up in each year to capitalise on economy of scale savings that could be driven ie. single establishment costs, increased material supply quantities.

5.2 Ootann Road

The 5 projects nominated on Ootann Road are improve safety and accessibility to industry and general traffic by constructing to Type 2 road train configuration standards, and to provide overtaking opportunities (with regard to the typical traffic composition on the road). The projects are listed below.

Project Description	Chainage		Project Cost	Priority	Year
	From	To			
Seal to provide overtaking opportunity	36.0	38.8	\$500,000	1	2010/11
Seal to provide overtaking opportunity	16.8	20.8	\$900,000	2	2011/12
Seal to provide overtaking opportunity	49.6	54.0	\$1,100,000	3	2012/13
Construct to new unsealed standard (sections)	3.0	45.1	\$800,000	4	2013/14
Improve drainage & running surface (sections)	56.8	80.5	\$700,000	5	2013/14
TOTAL			\$4,000,000		

5.2.1 Funding

FNQRRG is seeking 50% funding from the RSDP for the projects on Ootann Road with 50% funding to be provided by Tablelands Regional Council. This is in accordance with the RSDP guidelines as Ootann Road is a local government controlled LRRS.

Total RSDP funding sought is **\$2,000,000**. The break up of the RSDP funding sought into each of the four years is shown in the table below.

Year	2010/11	2011/12	2012/13	2013/14
Funding Sought	\$250,000	\$450,000	\$550,000	\$750,000

5.2.2 Benefits and Outcomes

These projects will directly address the following vision standards.

- Adequate sealed sections to be provided along the route to provide adequate overtaking opportunities.
- Horizontal and vertical alignments to meet Type 2 road train configuration standards.
- Carriageway widths to meet Type 2 road train configuration standards.
- Waterway crossings to be improved to minimise outages and improve flood immunity.

Expected benefits and outcomes are as follows:

- Improved accessibility for all road users, in particular heavy transport traffic for the mining and cattle industries. Travel times will be improved. This will have a significant economic benefit in terms of the mining, cattle and tourist industries.

- Greatly improved road safety for all road users. This will have a significant social cost benefit.
- Vehicle operating costs will be reduced.
- State and Federal Government natural disaster relief and restoration costs will be reduced.
- Routine maintenance costs will be reduced.
- Consumption of scarce pavement materials will be more efficient.

As stated previously, Tablelands Regional Council and former Mareeba Shire and Herberton Shire Councils have invested significantly in improving this link (Type 2 road train configuration standards, stream crossing upgrades, alignment improvements) through revenue funding and FNQRRG TIDS funding

5.2.3 Project Delivery

It is indicated that Tablelands Regional Council, as road owner, will be constructing these projects through its day labour workforce. It is estimated that up to 60% of the project costs will flow through to the private sector through bitumen sealing contracts and pavement material supply.

6 COMMUNICATIONS STRATEGY

The State Government will be widely recognised for their contribution to the projects. Following a successful application a communication strategy will be developed to include community announcements for works to be completed and a public relations campaign to credit the State Government and The Road Alliance's Regional Safety and Development Program for their commitment to improving road infrastructure in FNQ. Approved media statements will be included as required. FNQRRG will commit to utilising the following mediums to give recognition to the funding program,

- Local Papers - press releases and advertisements
- Council Newsletters
- Road Signage
- Websites - Local Government,
- Official Openings (optional) - a launch of the project may take place with relevant signatories and media invited including but not limited to the following – local member, the Minister for Main Roads, the Hon. Craig Wallace, the Premier, Miss Anna Bligh and Departmental representatives.