

## New Urban Fare and Zones

Mackay is a 7 zone urban network

| Ticket type   | Adult  |         |         | Concession |        |         |
|---------------|--------|---------|---------|------------|--------|---------|
|               | Single | Daily   | Weekly  | Single     | Daily  | Weekly  |
| <b>1 Zone</b> | \$2.40 | \$4.80  | \$19.20 | \$1.20     | \$2.40 | \$9.60  |
| <b>2 Zone</b> | \$3.00 | \$6.00  | \$24.00 | \$1.50     | \$3.00 | \$12.00 |
| <b>3 Zone</b> | \$3.60 | \$7.20  | \$28.80 | \$1.80     | \$3.60 | \$14.40 |
| <b>4 Zone</b> | \$4.20 | \$8.40  | \$33.60 | \$2.10     | \$4.20 | \$16.80 |
| <b>5 Zone</b> | \$4.80 | \$9.60  | \$38.40 | \$2.40     | \$4.80 | \$19.20 |
| <b>6 Zone</b> | \$5.40 | \$10.80 | \$43.20 | \$2.70     | \$5.40 | \$21.60 |
| <b>7 Zone</b> | \$6.00 | \$12.00 | \$48.00 | \$3.00     | \$6.00 | \$24.00 |

## Fare Calculation Method

To calculate the customer's fare, look at the zones travelled in during the journey. Subtract the lowest zone they will be travelling in from the highest zone and add one.

**For example:**

Shoal Point (Zone 3) to Caneland Central (Zone 1)

(Highest zone – Lowest zone) + 1

$(3-1)+1 = 3$  zone fare

Fare is \$3.60 (adult); \$1.80 (concession).

**For example:**

Shoal Point (Zone 3) to Sarina (Zone 6) travelling through Mackay CBD (zone 1)

(Highest zone – Lowest zone) + 1

$(6-1)+1 = 6$  zone fare

Fare is \$5.40 (adult); \$2.70 (concession).

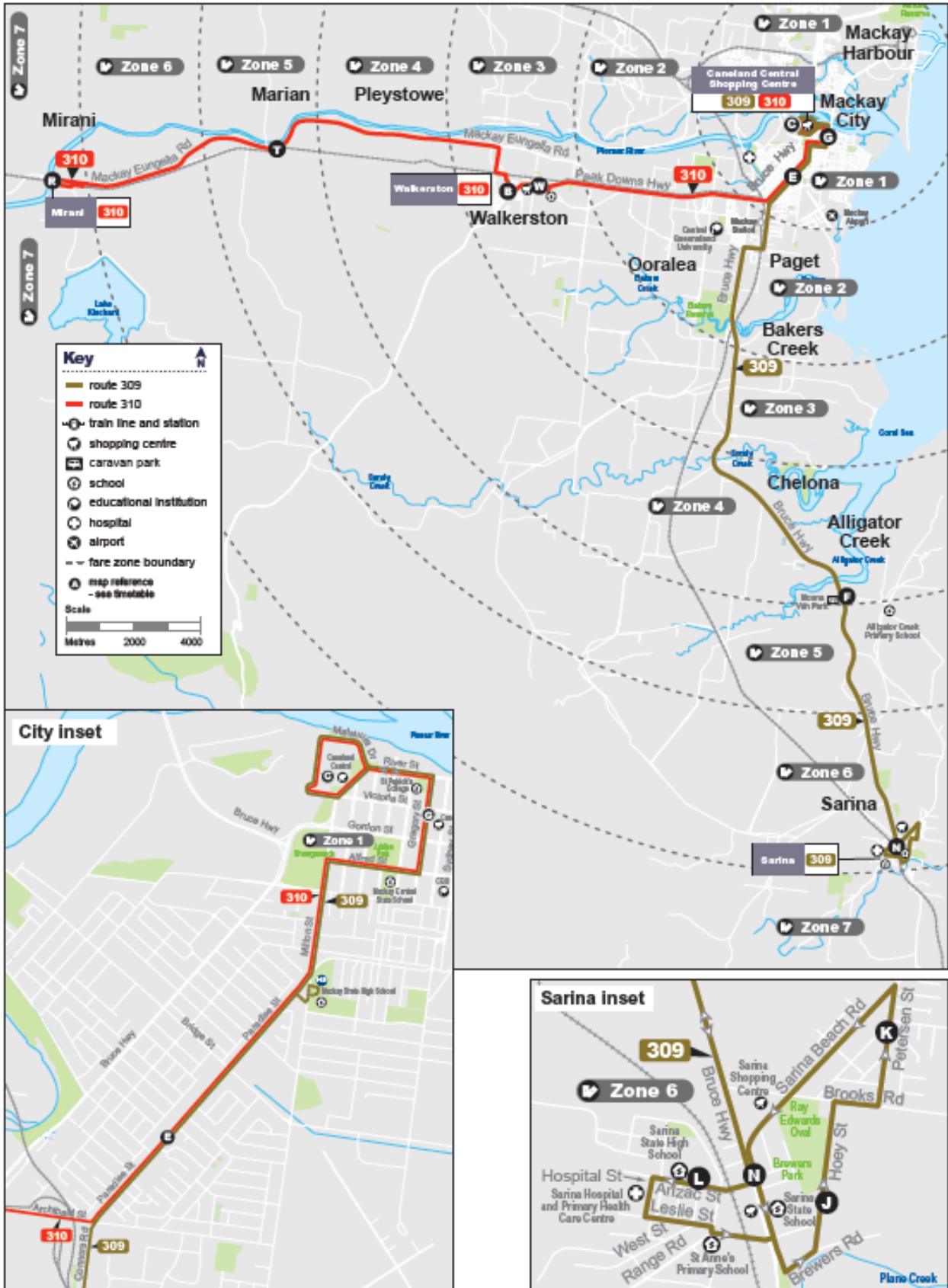
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# Urban Route and Zone Map



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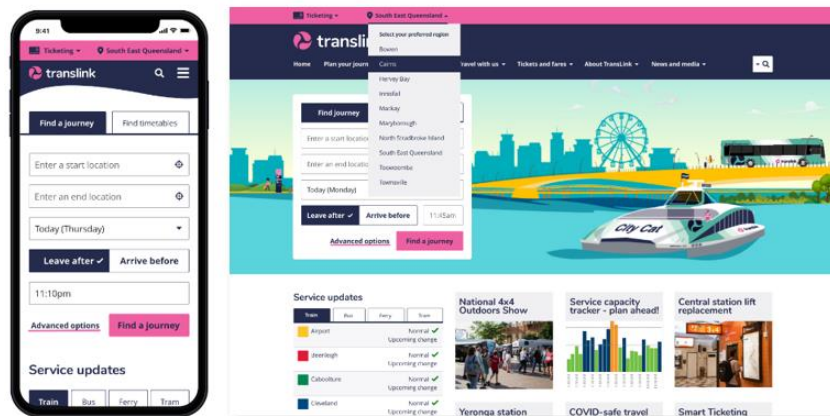
# Introducing Mackay to the modernised Translink Brand

Translink's modernised brand commenced roll out in March 2022 with changes to the Translink website, MyTranslink App, and social media channels.



Further changes include:

- **Journey Planner** now allows customers to calculate their fare when planning a journey
- **Decals** will be updated on the interior and exterior of buses
- **Updated Translink Social media channels** including TransLink Website, Facebook, Instagram, and Twitter
- **Passenger information and customer comms** will reflect the new brand



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# Frequently Asked Questions

## General questions

### What is changing?

As part of our commitment to improving passenger transport in regional Queensland, we're delivering simpler and more consistent fare and zone structures, as well as rolling out the Translink brand and its improved customer service model across Queensland.

Translink will:

- introduce a consistent zonal structure across regional Queensland.
- introduce standardised fares across regional Queensland, including on both urban and school services.
- progressively roll out the modernised Translink brand and customer service model.

### Why are the changes being made?

Translink is making these changes to help provide customers with an equitable public transport experience – no matter where they travel in regional Queensland.

Importantly, the changes will also support the state-wide implementation of Smart Ticketing technology.

### When will these changes occur?

The changes to the regional Queensland urban bus network are being rolled out progressively in three stages. Stage 1 was introduced on 4 July 2022; Stage 2 will be introduced on 26 September 2022 and Stage three will be rolled out in January 2023.

- **Stage 1 areas are:** Warwick, Bowen, Innisfail, Whitsundays (urban network), Fraser Coast (school network), and Sunshine Coast Hinterland.
- **Stage 2 areas are:** Cairns, Townsville, Mackay, Gympie, Rockhampton-Yeppoon, and Mackay.
- **Stage 3 areas are:** Gladstone, Toowoomba, Kilcoy-Caboolture, Bundaberg-Elliott Heads, and Whitsunday's (school network).

### When will my area notice changes?

Changes in Mackay will be implemented on Monday 26 September 2022.

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## Fare and zone changes

### What are the fare and zone changes?

Each region in Queensland currently has different fares and zone structures. We're making travel simpler, easier, and fairer by implementing consistent fares across all regional areas, and a zone structure based on concentric circles.

### What are the new fares?

From Monday 26 September, the best way to find your new fare and zone is to use the Translink journey planner, which will calculate your fare based on your new zones.

| Zones travelled | Adult single | Adult daily | Adult weekly | Concession single | Concession daily | Concession weekly |
|-----------------|--------------|-------------|--------------|-------------------|------------------|-------------------|
| 1               | \$2.40       | \$4.80      | \$19.20      | \$1.20            | \$2.40           | \$9.60            |
| 2               | \$3.00       | \$6.00      | \$24.00      | \$1.50            | \$3.00           | \$12.00           |
| 3               | \$3.60       | \$7.20      | \$28.80      | \$1.80            | \$3.60           | \$14.40           |
| 4               | \$4.20       | \$8.40      | \$33.60      | \$2.10            | \$4.20           | \$16.80           |
| 5               | \$4.80       | \$9.60      | \$38.40      | \$2.40            | \$4.80           | \$19.20           |
| 6               | \$5.40       | \$10.80     | \$43.20      | \$2.70            | \$5.40           | \$21.60           |
| 7               | \$6.00       | \$12.00     | \$48.00      | \$3.00            | \$6.00           | \$24.00           |

### Will my fare increase?

These changes will see about 94 per cent of regional urban bus trips paying less or the same.

### What if my fare has gone up?

In some places there may be a small increase in fares for certain trips. This reflects the cost of running those services and ensures the sustainability of the public transport network.

### Are concession fares changing?

Concession fares will continue to be half the adult fare.

### Will there be any changes to daily, weekly?

All current ticket types and products will remain.

### Will there be peak and off-peak fares like in SEQ?

No, there will still be one fare no matter what time of day you travel.

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## **Will route numbers change?**

In some areas, route numbers will change to introduce consistent 3-digit route numbers across Queensland. To help transition school students to the new route numbering, both the old and new route numbers will be displayed until the new year.

## **Will the fare be more if I pay cash?**

No. You will not be charged a higher fare in regional Queensland for paying with cash.

## **Will rising fuel prices have an impact on fares?**

No. Public transport fares are indexed annually.

The Queensland Government subsidises public transport across the state by more than 75 per cent in an effort to make it an attractive and accessible travel option for customers.

## **Why have you changed zones?**

The zone structures in regional areas are inconsistent across Queensland and often quite confusing and complex patchworks. Implementing concentric circle zone structures brings consistency in the way fares are charged throughout Queensland.

## **Will go card be available?**

At this stage, go card is not being rolled out in regional Queensland. The Queensland Government is delivering a Smart Ticketing solution for Queensland over the coming years.

## **Can I give feedback on the new fares or zones?**

You can give feedback on the new fares and zones by calling 13 12 30 or visiting [translink.com.au](https://translink.com.au)

## **Will there be new bus services as part of this program?**

Translink works closely with regional delivery partners in determining services and customer feedback is considered when assessing possible network improvements.

The implementation of Smart Ticketing will provide Translink with reliable data across all regional areas which we will use to determine if current service levels need to be addressed.

## **Where can I get a new handheld timetable?**

From Monday 26 September 2022 you can print a copy from [translink.com.au](https://translink.com.au), or have one sent to you by calling 13 12 30.

## **Will the fare and zone changes apply to school services?**

The new zones will apply to fares charged for school services.

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## **Will my school fares increase?**

Translink is working with school transport delivery partners across regional Queensland to align fares paid by STAS eligible students travelling beyond their nearest state school to their school of choice and non-STAS eligible students with the new zone-based fares.

## **I have a question about school services, or STAS top-up fares**

Local delivery partners will continue to own the communication with families regarding school services and fares. Queries regarding school services will be directed to the local delivery partner.

## **Mackay**

### **What is changing in Mackay?**

The current complex patchwork structure of 15 zones will be reduced to seven consistent concentric zones. While the base adult fare and base concession fare will not change, customers will be able to travel further for less due to the reduction in zones.

Translink's modernised brand will also be introduced to the city on 26 September 2022, replacing the existing brand which has been in use for about 15 years.

### **Will fares decrease in Mackay?**

The base fare will remain at \$2.40 for adults and \$1.20 for concession with a consistent fare increment of \$0.60 per zone (adult) and \$0.30 per zone (concession).

This new structure will replace the previous inconsistent zonal increase which ranged from \$0.40 to \$1.30 for adults and \$0.20 and \$0.60 for concession.

### **How will the changes impact residents?**

Fares are expected to remain unchanged or decrease slightly for about 90 per cent of customer trips on the Mackay urban bus network.

### **When will changes be made to the school network?**

Fare and zone changes for Mackay school services will be introduced from Term 4, 2022.

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## Modernised brand rollout

### What's changing?

We're progressively updating the Translink brand in Mackay. This continues the changes introduced across our website, app, and digital channels in March 2022 modernising our brand which has been in place for over 15 years.

### Will my service change? Does the modernised brand affect my service?

The modernised Translink brand will not impact how your service operates. You may however see a refreshed look and feel at bus stops, on public transport information such as handheld timetables and network maps, and onboard your local bus.

### What about my local bus operator?

There will be no change to who currently operates your bus service.

We partner with local transport operators across the state to deliver public transport services, ticketing, and information

### What does the new brand represent?

The colours in the modernised Translink brand were inspired by the Cooktown Orchid (our state floral emblem), the sea and the golden sand.

The design represents Queensland's vibrant personality and reflects the innovative new projects we're delivering to give Queenslanders a more modern and easy-to-use public transport network.

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