

Motorcycle Safety Advisory Council (MSAC)

Minutes of Meeting

7 February 2023 @ 9:00 am

Georges Room, Thistle Inn

Council Members Present: Colin McGregor (Chair), Garry Williams (Deputy Chair), Fale Lesa, Alan Petrie, Maarama Davis, David Golightly, Patrick Brus, Vicky Drew (Secretariat)

Guests: Richard van der Jagt

Apologies: Nil

Documents Tabled:

1. Introduction

Council Members met informally between 09:00am and 10:00am.

The Council Meeting commenced at 10:00am.

2. Minutes and Actions from previous meeting

Noted that Patrick Bru's name was missing from the "council members present" from previous minutes.

2.1 Endorse minutes from previous meeting

2.2 Updates on open actions

Council will acknowledge if any actions are not complete. Completed actions will not be recorded in the minutes.

Action 2022-07-0004: ongoing - Chair will draft and reformat MSAC report to send to Council for comments; will then send to ACC to view before sending to the Minister.

Report has been completed and will be circulated to ACC and then sent to the Minister.

Action 2022-11-0014: ongoing - Ian Templeton to be invited to attend a future meeting in person. Kenn Beer will be presenting at the April meeting via teams.
Council to make a case for more face-to-face meetings

Action 2023-02-0001: Council to set up Teams folder to share information.

Action 2023-02-0002: minutes to go on Ride Forever website. Along with council member profiles

Action 2023-02-003: ACC Marketing and Comms team to work on key messages on events to be updated for Council.

2.3 Register of Interest

Updates to be included in register.

3. Annual Motorcycle Safety (MSS) Discussion

Recruitment Update

Applications for the vacant council position have closed. A late application was received, and Council agreed that it would be accepted. Out of 16 applications 6 have been identified for interview. The interview panel is to be confirmed and it is suggested that Colin, Patrick, Maarama and an ACC representative be on the panel. Colin will be away from 4th March and is keen to have the process started as soon as possible.

Action 2023-02-0004: ACC to contact short interviewees on behalf of MSAC and confirm representative on interview panel.

3.1 MSS Dashboard

3.2.1 Dashboard Update

- On track for course numbers delivered, however it is noted that November 2022 numbers are down, due to Covid and inclement weather impacting on the delivery of courses
- New riders are showing to be doing well.
- Fatalities numbers are up which is a concern as motorcycle crashes have not reduced.
- Campaign on intersection awareness is not being as effective as hoped and will run one more time, before a data analysis is completed. ACC will then consider future options/actions.
- Data to be shared with Council.

Action 2023-02-0005: ACC to share intersection campaign data results when available.

3.2.2 Equity Equality

This is a feature that ACC is working on. It is included in the new strategy for later this year and will include the research that was completed in Northland.

The upcoming Provider RFP will have specific requirements relating to Māori and provision in rural areas for potential providers to address.

Action 2023-02-0006: ACC to invite a team member from the Māori Capability team to a future meeting to explain how ACC is addressing equity and equality as part of its strategy.

3.2.3 PPE

ACC confirmed that sign off for the continuation of funding has been approved. This will be a continuation of the relationship between ACC and MotoCap.

Council would like to investigate the possibility of PPE tested in New Zealand by Holmes.

Action 2023-02-0007: ACC to follow up on Holmes facility to test PPE.

Action 2023-02-0008: ACC to follow up on PPE messaging within current advertising campaign.

3.2 Shiny Side Up 2023

Events and talk series are based on previous high #s from previous events

Patrick to contact KJ regarding attending the Rotorua Talk Series event. If council members attend local events their time and mileage will be paid.

Council have expressed that they would like clear messaging from ACC regarding attending events and with interacting with different motorcycle cohorts. Council feels that they should be confident to talk about their role, levies etc. ACC will support and provide talking points as consistent messaging is the key to engage with the motorcycle community.

Action 2023-02-0009: ACC to provide key messaging and support to Council when attending local events or speaking to clubs.

Action 2023 – 02-0010: ACC and MSAC to work on induction pack for new council members

3.3 MSS & MSL Transparency

It is noted that the wrong type of helmet is depicted on the MSS 1 pager. This is to be changed to a full faced helmet.

ACC can now match Police data. As the Police rate injuries higher than ACC the data is anecdotal.

ACC will continue mapping RTZ strategic objectives against MSS.

There is now a combined cross agency input into RTZ, and ACC continue to embed ACC policy and objectives into RTZ.

3.4.1 Ride Forever Audit

Council has concerns that the TOR has not been viewed by Council.

ACC confirmed that the audit will be multi-party with independent input and the data to be provided by ACC.

Council notes that Ride Forever has an element of social investment that needs to be acknowledged however, the ROI needs to continue to focus on the agreed objectives. Ride Forever is acknowledged as a good programme but council feel that it has stalled in some areas with a large cohort of, the same participants attending courses over again.

The 8-hour courses are seen as too long and there is no opportunity to do specific areas of training such as cornering.

Action 2023-2-0011: Forward draft ToR to council for comment.

Action 2023-02-0012: to update council on issues raised and how these are being addressed going forward.

3.4 Ride Forever Report

Website engagement looks low, ACC informed the Council that the website is being decommissioned and new website is being developed which will be more mobile friendly.

ACC Marketing

Marketing will be more dynamic which will be built into the website. Council noted that the comment on 10% increase on website is strange as it is unachievable.

Cashback

The \$200 incentive is seen to be encouraging people to attend gold courses who are not yet up to that standard of riding. Council would like this addressed with cashback not just focused on the gold, but a graduated system (or similar) put in place to better incentivise people starting at the right level rather than being swayed by the gold cash incentive.

Fee increases for Providers

Council is concerned that the provider funding for courses has not increased for some years, and this will be impacting on providers ability to deliver courses in areas outside their core business areas. ACC acknowledges fees need to increase, and as addressed this in the RFP and be included in the rollover of contracts for the current providers.

Feedback

Council is worried that feedback via providers is skewed or filtered, and ACC isn't getting the full picture regarding the delivery of courses.

Action 2023-02-0013: ACC to provide Council with the process of gathering feedback from course trainers and participants.

3.5 MAM Evaluation

Council questions the interest of industry. Review put together by VMLY&R feedback on what they did and data.

MAM webpage unclear on point 2 – “Increase MAM webpage visits in September by 15% to 8,000 – **achieved 113**” ACC to clarify this point.

Council expressed their concern over the lack of Industry input into MAM, which Council has raised in previous years. Councillor Petrie warned that Industry may not want to be involved in future MAM campaigns and, what should have been the most powerful conduit with industry did not happen. Industry needs to have marketing well in advance of MAM at least two months.

Councillor Petrie is happy to continue engaging with Industry with ACC's support. This is a challenge that ACC needs to address as MAM is the singular most crucial event for motorcyclists.

The report states that Marketing pulled MAM 2022 together in six weeks. Council comments that MAM had been talked about within council 6 months beforehand. There was a heavy focus on social media which is limiting. Council would like to work with ACC to help promote and work on MAM.

ACC acknowledges that MAM 2022 could have been planned better. Councillor Golightly and Petrie reminded ACC that MAM was set up as an awareness for motorists to be more vigilant of motorcyclists, not as a tool for Ride Forever sign-ups. However, the report has measured the MAM 2022 campaign as a success because of the number of *Ride Forever sign-*

ups. Marketing needs to be briefed differently; a possible solution is to set up a sub-committee.

Council acknowledges that the launch at parliament received national coverage and hit the brief.

Councillor Petrie is prepared to come to Wellington and help set up a meeting with ACC (marketing) and Industry.

Action 2023-02-0014: ACC to undertake a review of MAM and work towards steps to move MAM along.

Action 2023-02-0015: Invite MAM industry representatives to VMLY&R meetings to provide input and linkages with industry.

Action 2023-02-0016: ACC to clarify what is meant by ACC to clarify this point out of the MAM report “Increase MAM webpage visits in September by 15% to 8,000- Achieved 113”

3.6 Kantar Public Research

Council is pleased with the report; however, it noted that the sample group was very small and smaller than previous surveys, with 60% Urban riders. In addition, **88% of respondents had not attended a Ride Forever course**. Council is concerned that the small sample size is skewing the research results, and caution is needed on how the results are interpreted. Most agreed that levies were needed but sure not what for? There is support for free training and the levies pay for this; however most respondents indicated that they do not have the time for training hours.

Need to ensure that photos are acceptable, e.g. full-face helmets instead of half faced helmets.

Although there is a high Ride Forever awareness, there is a low conversion rate, 66% to 10.6% uptake. Barriers to sign-ups may include the following;

- Time of course
- Length of course
- Location of courses
- Distance to travel to locations
- Funding

It is also noted that there needs to be on-going support for trainers, which needs to be addressed. The TOR should include professional development for trainers. Trainers need to be kept updated with new and emerging technology. Council noted that Ride Forever might be kept artificially alive with monetary incentives.

The curriculum is a guide on how to deliver courses, however, there needs to be more scope on how the courses are delivered to be inclusive, e.g. to women riders. How is the segmentation going to be used?

Action 2023-02-0017: ACC to follow up (what is the next step)

Key Concerns:

- Professional development for providers to achieve consistency of delivery and outcome.
 - Curriculum guides
 - Delivering to specific cohorts i.e. Māori, Youth, Women,
 - Emerging technology

Action 2023-02-0018: Secretariat to send Ride Forever 2.4 document to council members.

Action 2023-02-0019: Secretariat to confirm April meeting will be in person. Possible new council member will need induction.

Signed: Colin McGregor

Name: Colin McGregor

Council Role: MSAC Chair

Date: 27/2/2023

Action Register

ItemNo/ Minutes Ref	Agreed Action	Responsible Party	Expected Completion Date	Completion Date & Progress Indicator
2023-02-0001	Council to set up Teams folder to share information.	Council		
2023-02-0002	Minutes to go on Ride Forever website. Along with council member profiles.	Secretariat	February	
2023-02-0003	ACC Marketing and Comms team to work on key messages on events to be updated for Council.	ACC		
2023-02-0004	ACC to contact short interviewees on behalf of MSAC and confirm representative on interview panel.	ACC		
2023-02-0005	ACC to share intersection campaign data results when available.	ACC		
2023-02-0006	ACC to invite a team member from the Māori Capability team to a future meeting to explain how ACC is addressing equity and equality as part of its strategy.	ACC		
2023-02-0007	ACC to follow up on Holmes facility to test PPE.	ACC		
2023-02-0008	ACC to follow up on PPE messaging within current advertising campaign.	ACC		
2023-02-0009	ACC to provide key messaging and support to Council when attending local events or speaking to clubs	ACC		
2023-02-0010	ACC and MSAC to work on induction pack	ACC/Council		
2023-02-0011	ACC to forward draft ToR to council for comment.	ACC		

2023-02-0012	ACC to update council on issues raised and how these are being addressed going forward.	ACC		
2023-02-0013	ACC to provide Council with the process of gathering feedback from course trainers and participants	ACC		
2023-02-0014	ACC to undertake a review of MAM and work towards steps to move MAM along.	ACC		
2023-02-0015	Invite MAM industry representatives to VMLY&R meetings to provide input and linkages with industry.	ACC		
2023-02-0016	ACC to clarify what is meant by ACC to clarify this point out of the MAM report "Increase MAM webpage visits in September by 15% to 8,000- Achieved 113"	ACC		
2023-02-0017	ACC to follow up (what is the next step) Key Concerns: <ul style="list-style-type: none"> ▪ Professional development for providers to achieve consistency of delivery and outcome. ▪ Curriculum guides ▪ Delivering to specific cohorts i.e. Māori, Youth, Women, ▪ Emerging technology Barriers to uptake	ACC		
2023-02-0018	Secretariat to send Ride Forever 2.4 document to council members.	Secretariat	February	
2023-02-0019	Secretariat to confirm April meeting will be in person. Possible new council member will need induction.	Secretariat	February	
2022-06-0001	ACC to put timeline on One pager and advise on source documents that form the one-pager. Noting the one pager is to be updated in line with R2Z strategy	ACC	July	

2022-4-0005

Councillors Petrie and Golightly to update on National Motorcyclist Survey
Follow up action - *Alan to send the survey to Council members – members are to give feedback. Alan then to collate.*

Council

September

On hold