

**Motorcycle Safety Advisory Council (MSAC)**

**Minutes of Meeting**

4 December 2019

George's Room

The Thistle Inn, 3 Mulgrave Street, Thorndon, Wellington

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**Present:** Mark Gilbert (Chair), Janice Millman (Deputy Chair), David Golightly, Johan Bosch, Alan Petrie, Bruce Richards (NZTA)

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**Secretariat:** Vicky Drew

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**Guests:** John Lammas (ACC), David Keilty (ACC), Jon Booth(ACC), Victoria Slade (ACC), Alec Wilson (ACC)

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**Apologies:** David White

**Council BAU Topics**

**1. Council only time**

**2. Welcome, Introduction and confirmation of Agenda**

To be added to the Agenda

- SPOT Survey
- Meeting with Minister Jackson

**3. Terms of Reference**

Terms of Reference were noted

**4. Apologies**

David White

**5. Interests Register**

Noting changes to Chair and Secretariat – see updated Interest Register

Mark to send update on his activity.

**6. Minutes from Previous Meeting**

Amendment from previous Meeting: Noting that under Item 12 – Shiny Side Up, David Golightly wanted the minutes to reflect that he voted against the proposal to support Shiny Side Up 2020 with a contribution from the Motorcycle Safety Levy.

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### 7. Actions Register and Correspondence updates

See attached updated register.

### 8. Matters Arising

Shiny Side Up – It was said that MSAC members attending the event should be paid and provided with collateral to circulate at the events. It was agreed to discuss the events more fully under item 13.

*Agreeing minutes proposed by David Golightly and seconded Bruce Richards.*

### 9. Member Feedback from external meetings

Janice attended TRAFINZ 2019 in Hamilton on behalf of MSAC. She said the emphasis was on initiatives to support reduced crashes and less research focused than the Adelaide conference.

Bruce felt that Traffinz was “anti-car” and more about sustainable travel. Motorbikes not represented at all.

**Action:** Bruce to circulate TRAFINZ Link

**Action:** Mark to contact Andy Foster to find out about theme for next year and explore the opportunity for MSAC to present.

Johan noted that David White presented at Ulysses in Palmerston North which he reported was a great event and there was a high level of engagement.

**Tamaki Makaurau Stakeholder Refence Group** Janice attended a meeting at Auckland Transport on 25 November. She fed back on the positive work to make intersections motorcycle friendly and the innovations in the urban environment which were progressing well with the pilot improvements scheduled for completion early in 2020. The pilot is being funded by a joint investment between AT and ACC to the value of \$500k per agency. The pilot is being run in Dominion Rd which has been identified as one of New Zealand’s highest risk routes.

The Pilot will start next year and will run for 6 months. AT are keen for MSAC to disseminate the work and champion it among motorcyclists as a model of good practice. If it is successful MSAC should seek to promote it with other authorities as a good practice model to be adopted.

John L noted that ACC are working with Auckland Transport regarding the Road Safety programme and Te Ara Herapapa. ACC are considering extending Te Ara Herapapa nationwide.

**Action:** Janice to feed back to AT that MSAC recognises the positive lead being taken by AT and request a report on the outcomes of the pilot.

**Action:** Janice to get ok from AT to upload details of the pilot on to the MSAC website.

**Action:** Janice to link in with Bryan Sherritt who is supportive

### 10. Motorcycle Awareness Month

Victoria presented an evaluation of the media activities and performance measures of Motorcycle Awareness Month.

Mark began by thanking Victoria for a comprehensive and informative report. He asked John L if it could be adopted as the standard for future reports from ACC.

80% of the media budget targeted drivers. While there was not a big media budget dedicated to motorcyclists, it was felt it was important to run regional engagement events for motorcyclists. Comparisons with last year were extremely positive, including take up of Facebook frames, websites visits and Ride Forever registrations. The ACC Content Team produced articles themed for each week which kept engagement high. This led to an increase in Ride Forever registrations in September.

Issues Identified:

- Delays in progressing the campaign by media vendor.

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- Wellington MAM event was late in being promoted and changes to venues affected turn out.
- MAM was hosted on the Ride Forever Facebook page.
- The MSAC and MAM websites are hosted on a platform that is being retired and no future plans are in place.
- Regional events represented excellent value for money during the campaign while events in the larger metropolitan centre were comparatively poorly run and patronised.
- Feedback from regions was positive, but they would like to receive collateral earlier in future.
- ACC Injury Prevention Partners are expected to allocate 25% of their time annually to motorcycle safety.

### Recommendations

- Continue with driver targeted campaign..
- ACC and MSAC agreed to commit \$50k each to the MAM campaign to help expand regional events.
- Inform regions and staff at the earliest opportunity that MAM will go ahead in September.
- Review current and future requirements for Facebook and websites.
- Ride Forever Facebook page to continue promote messages targeted at riders.
- Success of Auckland event confirmed that engagement with industry including motorcycle retailers and dealers is key to successful events. Stronger links need to be built in future including packs and presentations at MIA.
- Review future use of Chris Hurren's PPE demonstrations to ensure they are best placed.
- Work to evaluate benefits of campaign, including changes in driver behaviour, should be progressed.

It was AGREED to adopt the recommendations set out in Victoria's report

**Action:** ACC to develop success measures using existing data sets.

**Action:** Johan to contact ISDE to explore interest in including motorcycle safety in learner driver's education.

**Action:** Shiny Side Up working group to be asked to consider how SSU and MAM can best be targeted and coordinated to ensure they are complementary and ensure the best use of resources.

*Janice moved, Mark seconded.*

### 11. Human Factors

Janice advised that she had contacted Rachel Prince, Kaye Clarke and Amy Williams from NZTA to see if there was interest in a joint discussion on Human Factors. Feedback was that an initial meeting would be useful. It was said that given ACC were doing a driving campaign while NZTA were doing a rider targeted campaign. It felt timely to ensure that all media was joined up in a way that delivered a comprehensive road safety campaign.

**Action:** Janice to progress the meeting in the new year.

### 12. Strategic Focus – Roads

Update on MRMCF Booklet and Inclusion into NZTA *Safer Journeys for motorcycling*

Discussion around NZ Transport Agency document *Safer Journeys for motorcycling*.

The first NZTA *Safer Journeys for motorcycling* was written in 2012, MSAC wrote *Making Roads Motorcycle Friendly*, NZTA reproduced a second edition of *Safer Journeys for motorcycling*. Bruce makes a suggestion that *Safer Journeys for motorcycling* to go into *Safer Journeys for motorcycling*. Bruce also explained the *Standard Interventions Toolkit*, a documented process for a quick way to get funding for standard projects.

It is suggested that Ken Bear will peer review the 3<sup>rd</sup> edition of *Safer Journeys for motorcycling*, a combined document. This document will be the holistic document for motorcycle safety and the go to document for RCA's.

Bruce considered a roundabout used in a presentation at Trafanz, where motorcycle safety may have been compromised but a safe solution for cars. A potential issue of balancing disbenefits to motorcyclists for benefits to

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another mode (cars) may arise. It is noted that cyclists have forced their way into road safety and getting benefits of safety standards, this should also happen for motorbikes. Cabinet to introduce the liveable street package of legislation. This may include scooters travelling under 15k don't need helmet, over 15k a helmet is needed.

**Action:** Bruce progress the amalgamation of both documents with approach Ken Beer to peer review the final guidance.

### 13. Be Safe Road Barrier Project Update

Research indicated that barriers may contribute to DSI's deaths by up to 20%. Until this has been explored ACC have decided not to invest at this time.

### 14. Shiny Side Up 2020

Bruce Richards tabled a memo on the investment opportunity for Shiny Side Up for the meeting to consider. He said that ACC have offered to have staff doing surveys at the events which creates an opportunity for MSAC to engage with motorcyclists on a particular set of issues such as ABS.

There was a request for posters to show what MSAC has done and customer take aways, SSU represented an opportunity for MSAC to engage positively with riders.

Other collateral might include:

- USB stick with information on it
- Posters with info
- Talks by MSAC Members

David Golightly wanted the meeting to recognise that he opposed the investment.

**Action:** Johan and David G will be the focal point for MSAC involvement in SSU and prepare for a same. Mark delegates this to Johan and David.

**Action:** Vicky will send out the dates, venues and event to Council members.

**Action:** ACC will make recommendations with Rebecca on SSU survey to bring back to MSAC.

**Action:** ACC to keep MSAC updated on SSU plans and consider inviting Jamie and Rebecca to the February MSAC meeting.

### 15. Project Updates

#### 15.1. Roads and Roadsides

##### *Speed Management*

More programmes announced last week, including Installation of median barriers. Useful to revisit some of the points that are mentioned in the report. Need to put all the issues together by regions to put to the minister as we need some leadership around some of the issues. Need to bring the importance of motorbikes safety to the ministry. Opportunity for dialogue to be opened.

##### *Marlborough NOC update*

3 tenders were scored and given a weighting

Found that the NOC tender is affordable and is doing what is asked for, which is positive. Now working on Taranki NOC.

#### 15.2. Ride Forever Syllabus Improvements

Business Case will be drafted early next year.

Johan and David met with Jon and David K in November to go over the Syllabus. The ACC review found:

1. Auditing – Chris Smith appointed by NZTA as the auditor for the programme. ACC has meeting with NZTA on 9<sup>th</sup> Dec to progress. Considering pilot audit in one region. Audit needs to be consistent and against the criteria set out in the business case.

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2. More work development needed of trainers (brought up in 2015). There is a toolkit that the trainers are following. However, we need to know that the trainers are following the toolkit and are delivering to a standards across the board. ACC will host a "Train the Trainers" conference looking at best practice.
3. There is an action with ACC to have an annual trainers conference. Not yet confirmed dates.
4. Road to Zero is on hold.
5. There is concern about the low number of courses in some regions and how the booking system may not be working well for all areas.

It was noted in the contracts that if there was a minimum of 2 people the course must go ahead.

It was said that riders should be made aware that their levy contributions were paying for Ride Forever Training and not ACC.

Alan raised the concept of a Rider Trainer Academy to deliver training in a more formal environment. Core programme can be added to in ways that will help riders in the future.

**Action:** Dave to keep MSAC briefed of progress and share the R4E toolkit with MSAC.

### 15.3. Ride Forever Training Report

Included in the report is ACC claims data up to the end of October 2019. The data will continue up to be updated as more claims progress. The report does not include cancelled courses.

September recorded the highest course numbers to date. While November was also a very good month. Still tracking against slightly above our targets while October was down slightly.

Bronze courses were the most popular followed by Silver then Gold.

There are more younger riders doing courses which is encouraging.

Scooter and Urban courses are performing worse and ACC is looking at ways to increase take up. Also

looking at regions that Ride Forever can be expanded into, such as Northland, Kerikeri and parts of Waikato.

Next survey will be in January. The report includes people's honest feedback both positive and negative. This will be considered when Ride Forever is looked at within the upcoming Business Case

#### *Cashback*

It has been noticed that the time taken between courses is being reduced which is helping with cashback applications.

The ROI is currently at 27%.

### 16. PPE Project

Alan and Johan have not been able to discuss this. A MSAC paper needs to be prepared reflecting where MSAC stands on PPE. Elizabeth De Rome is wanting to be involved but on a more academic level, costs could be around \$400k.

There is a real need for Chris Hurren and industry people to collectively discuss what is needed in PPE. that will achieve an industry standard for Australia and NZ.

Mark has had an initial discussion with Sue Chetwin of Consumer's Institute to see if they have a view on how best to progress a New Zealand standard. Will help inform MSAC of the needed level of involvement.

**Action** Alan and Johan will discuss further with industry.

**Action:** ACC to write up a frame work on PPE

**Action:** ACC to cost R4E course with every new motorcycle sale.

**Action:** Mark to seek advice from Consumer's Institute on best way forward.

### 17. SPOT Survey

The Council had previously agreed to come up with SPOT "version 2", 3 years since the last SPOT

It was said that clubs could be approached to support a survey of riders

Potential topics included:

- Young riders
- Motorcycle ownership and registration questions
- Interest in "register the rider, not the bike"

**Action:** Janice and Alan to prepare a discussion paper setting out a proposal to be discussed at the next meeting.

**Action:** ACC to ask Burt Munro organisers if it was possible to survey attendees.

## 18. Marginalised Communities – Meeting with Minister Jackson

Providers are having difficulties getting out into more remote areas. Need to find out if there are unmet needs. Far North and Gisborne are identified as potential pilot programmes. It was said that ACC and NZTA had developed plans for a trainer to go out with a van and bikes. Want people to be on the right side of licencing process.

The minister's objective is the wider programme. He is concerned with young people getting jobs and being licenced. He is looking at employment opportunities for young people. What are the opportunities for a motorbike initiative? We can show that motorcycling is an industry that we can push to get more programmes.

Will look at taking offline and discuss further and plan for the meeting in February.

A second issue is the need to engage with communities, and work with them on identifying we is needed. We need to engage lwi right from the start. This should inform a pilot and lead agency.

Once the need and proposed intervention is developed MSAC should ask the minister to champion it.

**Action:** John to recommend an approach for the presentation to the Minister and discuss with Mark.

**Action:** Janice to discuss with Craig Crawford outlining proposal for community engagement initiative and feed back to John and Bruce R.

**Action:** John will find out protocol for MSAC visiting the Minister at parliament.

**Action:** John to invite Brent Johnston to next meeting to address licensing.

## 19. Secretary Update

John has been sent through 3 applications for the MSAC partner role from agencies. John will pick up this action to get the recruitment through as fast as possible and will look at getting it resolved as quickly as possible.

## 20. Data Dashboard

Anurag Sharma (ACC) is now working on this. John will send Mark a proposed data set for approval at next meeting.

**Action:** John to chase Anurag.

## 21. Work in Progress

Need to have a better overall of all the projects that MSAC are involved in. Mark and Janice have worked on a template that has been sent John. Will be updated and regularly presented to the Minister as part of Mark's updating.

**Action:** Mark to update and send to John.

## 22. Date of Next meeting 12 February 2020

Strategic Focus – Rider Skills – David Golightly

Engage with clubs for SSU - Janice

- What levels do we want?
- Invite club presidents have meeting in Auckland, to sort for the April Meeting.

Mark thanks everyone and is pleased that we have lots to work on for next year.

## 23. Meeting Closes/Departures