

Motorcycle Safety Advisory Council (MSAC)

Minutes of Meeting

7 August 2019

The Thistle Inn, 3 Mulgrave Street, Thorndon, Wellington

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

Secretariat: Trish Lloyd

Guests: John Lammas, David Keilty, Alec Wilson, Victoria Slade, Kevin Reynolds (All ACC)
Nicholas Baker (Star Insurance)

Apologies: No Apologies

1. Introduction

Mark welcomed everyone to the meeting and confirmed the agenda.

2. Terms of Reference

The Terms of Reference were noted.

3. Apologies

There were no apologies.

4. Interests Register

Members were advised to send any updates to the Interests Register to Trish asap.

5. Minutes from Previous Meeting

The Minutes from the June 2019 meeting were accepted.

Proposed: Alan Petrie

Seconded: Janice Millman

6. Action Register

The action register was updated and is attached to the Minutes. Noted from the Action Register is the following:

6.1 Marlborough Contract

Bruce advised that the Marlborough contract has gone out for tender. The submission included work on motorcycle routes on SH1, SH6, SH63 and Queen Charlotte Drive. All routes will undergo weekly inspections with repairs expedited to within a couple of days.

Action: Details of the Highways Team responsible for overseeing the work on the Marlborough Contract to be provided to MG who will draft a letter of thanks on behalf of MSAC. (BR, MG)

Action: Paper to be prepared for TRAFINZ on the Marlborough Contract. (BR)

Action: MSAC to receive updates at each meeting on progress on NOC Contracts. (BR)

7. Member Feedback from External Meetings

7.1 Road to Zero

Johan attended the Road to Zero meeting with Minister Genter. The Minister talked about Road to Zero, GPS and Safer Journeys. There has been significant modelling done with the aim to reduce 750 deaths and 7500 serious injuries, annually. Shared responsibility between agencies was discussed along with infrastructure, enforcement and speed management. Submissions close on 14 August and workshops will follow. There was lots of discussion around powered two wheelers and the Single Point of Truth being used in other areas of road safety.

7.2 New Zealand Institute of Driving Educators

Johan attended and presented "In Their Helmets" at the New Zealand Institute of Driving Educators. The audience was mainly car driving instructors. spoke about the five strategic pillars of MSAC, the Single Point of Truth, how factors turn into behaviours and risks/counter measures. Johan asked them to find out about motorcycle, IED and what MSAC could do for them. Peter Hookham was there (Ride Forever Instructor for the AA in Wellington) as well as attendees from IAM.

Action: Johan to send presentation to Trish, who will forward to the rest of MSAC.

7.3 Motorcycle Industry

Alan Petrie spoke of industry catch ups. There is lots of promise around Vehicle Technology, but thus far, nothing has been delivered. The industry is focusing on the ARV sector and ABS. The industry is starting to slow, particularly in the farming area and this will impact motorcycle sales.

7.4 Get Ride Ready - Northland Road Safety Trust

Event being organised in Whangarei on 7 September as part of MAM. JM, been invited to participate in organising, on behalf of MSAC.

8. NZTA Motorcycle Safety Update

Motorcycle Deaths and Serious Injuries

An NZTA presentation on motorcycle crash insights was shared. Findings indicated areas for improvement included returning rider licensing, particularly licence status, rider experience and motorcycle cc rating.

The findings indicated that, as a proportion of license holders, returning riders are not over-represented in the DSI statistics, therefore NZTA does not support compulsory testing and relicensing of returning riders.

Motorcyclists under the age of 40 are, on the otherhand, over-represented in the DSI statistics with 46% in DSIs in 2017. ACC claims by 16 to 24-year-old motorcyclists are significant – they comprise 2% of licence holders but represent 18% of DSIs. DSI's among riders over 40 have also increased from 28% in 2000 to 54% in 2017.

Enforcement should be raised in the Road to Zero consultation. Police currently have 100 vacancies in the 1070 operational police staff.

There has been a large increase in motorcycle DSIs in Auckland. Auckland already has the largest number of motorcycle DSI's and this number is increasing, presumably as congestion worsens.

Consider registering the person and not the bike – ACC is considering this in the future (this was raised at the recent levy consultation period).

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NZTA road safety outcome measures show reduction in alcohol related crashes but an increase in drug related DSIs from crashes.

Motorcycle related hospital admissions show a huge amount of under reporting. There appears to be a disconnect in data gathering between the Police and hospitals.

A study by Midland Trauma System and NZTA was carried out on hospital trauma admissions and Police motorcycle crash data. They looked at cost to the DHB, geographical point of injury and rider behavioural elements. Steve McCrone, Cornwall Strategic, has been invited to attend the October MSAC to share the work on human factors they are doing for NZTA Waikato.

Action: Tamaki-Makaurau Stakeholder Reference Group to be asked for an update on work AT is doing on increase in motorcycle DSIs in Auckland for October MSAC. (JM)

9. Motorcycle Safety Levy Report

A updated report on the Motorcycle Safety Levy was presented. The levy spend is currently slightly below forecasted programme expenditure. The meeting also heard about the information on CAS that ACC holds. They are starting to link the data from CAS to that collected by ACC on claims. Currently, 50% of ACC claims records are held in CAS and vice versa. Linking the information will create a richer picture on crash causes and victim profiles.

Action: MSAC to be provided the Accident vs Residential Residence Information. (KR)

Action: Reconciliation of actual spend against current fund level to be included in future reports as well as projections. (KR)

Action: Janice to share the Barclay's Dashboard with MSAC, Kevin and Dave.

10. Strategic Focus – Personal Protective Equipment

Johan presented to MSAC on PPE and would like to see PPE elevated as an issue as it currently has negligible agency investment.

PPE covers the:

- Rider Skills Pillar
- Vehicle Technology Pillar
- Human Factors Pillar

It would be good to see a strengthening of compliance. The current investment from the Levy is \$72,000 versus \$4.2M on rider skills and \$6M+ in roads and roadsides. PPE is not getting the attention that it deserves, and it is specific to motorcyclists and pillion passengers. It is preventive rather than a recovery measure – “Dress for the Slide; Not the Ride” speaks to recovery but not prevention. We need to change the mindset.

The players in the PPE world are:

- Retailers, wholesalers, MIA
- Insurance Companies
- MOTOCAP, CRASH, SHARP
- MOT, ACC, NZ Police

Recommendations

- MSAC should partner with MOTOCAP
- There should be a programme for a New Zealand visit
- New Zealand needs its own procurement and testing
- New Zealand needs to do post-crash testing on gear
- Consider buying an abrasion machine
- Create awareness, guidance and utilisation

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- Need investigation and MSAC to partner
- Research equipment and post-crash data
- Create awareness, guidance and utilisation
- Commit to providing good information on the website and monthly newsletters
- Promote and create awareness of MOTOCAP at Ride Forever courses and Shiny Side Up
- Develop resources on information and awareness
- Educational resources (industry, second/tertiary/fleet operators)

Action: Alan Petrie and Johan Bosch to complete a project proposal using the ACC template on PPE project for MSAC to approve, prior to this going to ACC for consideration.

Action: John to send template to Johan and identify resource within the Road team to assist with content required and the process/timeline for the proposal.

10. Motorcycle Awareness Month Update

An update on MAM was provided:

Launch of MAM

- The MAM launch at Barry's Point Road, Takapuna (10am to 12 noon – 90 minutes)
- Auckland Transport's involvement and support
- What to expect at the launch:
 - Dealer involvement
 - Ambassador involvement (Avalon Biddle, Mike Pero, Greg Murphy)
 - Chris Hurren's discussion on gear
 - Giveaways, spot prizes, engagement activities;
- The Runsheet for the event will be sent out next week as a FYI for MSAC
- Victoria reiterated that MSAC's attendance at MAM events country-wide would be appreciated
- Jared from AT will be the MC at the launch
- Ride Forever training providers will be in attendance, along with AT and ACC staff
- Media has been invited to the event
- MSAC encouraged to invite other high-profile motorcyclists to the event
- Contingencies have been made for adverse weather and we have publicised that the event will go ahead rain, hail or shine
- The MSAC logo is to be on all creative, publications.

Action: Mark to write to Mayor Phil Goff, inviting him to attend the MAM launch event.

Media Schedule

Victoria went over the media plan, as follows:

- AM Show – with Avalon Biddle and Mike Pero and Janice Millman for MSAC
Look Twice message will be advertised on radio
- Creative will be displayed at petrol stations, on bus backs, digitally on Stuff, TradeMe, Outbrain, Paid Social, Ride Forever Facebook and Google
- Different messages from the strategic pillars will be focussed on weekly:
 - Week One – Why MAM is needed;
 - Week Two – PPE Focus
 - Week Three – Human Factors Focus
 - Week Four – Bike Technology Focus
- Media packs are being sent to the industry, ACC staff in the regions, Road Safety Coordinators and MSAC.

Action: MSAC Members to commit to attend at least one MAM event during the month of September.

Action: “Quotes” from MSAC on the five pillars, to be sent to Victoria, via Janice, for inclusion in advertising.

11. Insurance Sector – Near Miss Data and Discussion

David Golightly introduced Nicholas Baker from Star Insurance. Nicholas explained his role at Star Insurance which is a second-generation family business with offices in Auckland, Tauranga and Invercargill. They insure motorcycles, cars and motorhomes and they hold 45% of the insurance market in these categories for \$500 million. They offer a full insurance service, including writing the policy, insuring people, issuing documentation, calculating premiums and paying claims.

Data presented from Star with claims from riders tells the similar story to the statistics that ACC have, namely the 50-64 age bracket has the greatest number of claims. 93% of their claimants are male and they insure at the far end of the continuum – including “rebels, freedom riders, risk takers”.

Action: Nick, David and Protecta will discuss what other information could be provided to MSAC. MSAC to receive a table with statistics, updated frequently, at every meeting. The table to focus on:

- Type of motorcycles – cc rating
- Style - cruiser, sport, commuter etc
- Age/gender of the rider
- What time of the day/week they are riding
- Where they are riding – commuter or rural

Action: Kevin Reynolds to be sent the Star presentation and consider, from an ACC perspective, what data is important for ACC statistics.

12. Road Safety Strategy Overview

An overview of road safety strategies and targets from AT, MOT and the National Road Safety Management Group was presented. It was said that the AA and local government strategies were not included.

A snap survey was presented of 178 motorcyclist’s comments on the key priorities in Road to Zero.

It was said that MSAC strategic priorities should reflect and compliment those of the national strategy, including our Strategy on a Page.

It was said that there appeared to a lack of accountability for Government agencies. The increase in motorcycle usage is not captured and we need to better understand the different classes of vehicles and the spaces that we share with pedestrians, scooter and cycles.

Action: Invite Malcom Alexander or Tom Simonsen to the next MSAC meeting, to give a LGNZ perspective of the road safety strategy and the Road to Zero consultation.

Action: Draft MSAC submission to be written by Friday 9 August and circulated. Comments to DW by Monday 12 August. Final document submitted Wednesday 14 August.

Action: Trish to upload final submission document to the MSAC website.

12. MSAC/ACC Motorcycle Safety Strategy and Activity Plan

Comments included need for funding figures against the five strategic pillars. Adding Motorcycle Clubs to the motorcycle safety activity plan. Include the work plans of agencies in the five strategic areas.

Bruce suggested that MSAC invite Mike Noon to the next meeting to explain the strategy that the AA used in order to ‘become the voice of the car driver’ so that MSAC could apply this methodology to being ‘the voice of the motorcyclist’.

Action: Mark to invite Mike Noon to the next MSAC meeting so that AA could advise how they represent their members and advocate on their behalf.

Action: Janice to be the lead in inviting other government agencies to the meeting. As NZTA are coming to the October meeting, MSAC to consider who to invite to the April 2020 meeting.

13. Roads and Roadsides

An ACC investment case for improving 25 high risk roads was presented. It was said that MSAC's role is to recommend the spend of the Levy to ACC. Whilst roads and roadsides are generally the responsibility of the NZTA, this area is important to MSAC as the voice of the motorcyclist.

It was said that MSAC should consider investing in roads and roadsides, where those improvements are of particular benefit to motorcyclists and where match funding was assured. It was said that a positive example would be Levy investment in NOC Contracts in making roads motorcycle friendly.

Resolved:

1. That MSAC approve investment up to 50% or \$3M plus GST from the Levy to help make motorcycle roads friendly. This initiative is to be put in place before the October 2019 Meeting. Mark Gilbert to be MSAC lead.
2. The MSAC request ACC to revisit and review the Making Roads Motorcycle Friendly booklet with NZTA (Julian Chisnall) and Kenn Beer from Safe Systems, Australia. Considering that the document is five/six years old, and with NOC contracts being revised by NZTA, it would be prudent to support these latest interventions to improve motorcycle safety.

Motion Carried

Action: Bruce to come back to the meeting in October and advise on recent motorcycle friendly initiatives on roads and roadsides.

Action: John Lammas to advise Emma Powell of MSAC's investment decision and to create a project proposal in order to commence this process.

14. Ride Forever Update

Dave Keilty gave a Ride Forever update. Our Ride Forever numbers are set at 10,000 courses for the 2019/2020 financial year. In order to help achieve this number, we have introduced a cashback scheme to assist with meeting the target this year.

To date, over 25,100 courses have been delivered, with 18,200 riders, since Ride Forever started. It is the aim of the program to try and bring in the harder to reach people onto Ride Forever. This process has been slow, over the past two to three months, due to capacity shortfall. Currently recruiting two more people for the team – a Programme Manager and a Product Manager.

We are hopeful that the difficult to reach people will be accessed by the new cashback rebate scheme. The cashback is working particularly well, and we have received good feedback from our training providers stating that the courses are full to capacity and new courses are having to be made to meet demand.

The cashback scheme has received some pushback, riders are questioning why the criteria is so strict ie having to have your class 6 licence for six years. We have explained that this scheme is currently a pilot and, if successful, we will take their feedback during the next levy consultation.

Asked if Ride Forever would consider freshening up the Ride Forever suite of courses and introduce other courses eg riding on gravel, in bad weather etc.

In February of 2020, Ride Forever will revisit the investment case and bring a proposal to MSAC. It would be good to devote an hour to Ride Forever at the October or December meetings to discuss this further.

Action: Further discussion on Ride Forever 2.0. to be arranged. Regular updates on the programme to MSAC to continue. (DG, DK)

15. Shiny Side Up 2020

Bruce Richards updated the meeting on the recent evaluation of the Shiny Side Up campaign. These event have been run for four years and is considered successful in bringing motorcyclists together and in promoting Ride Forever. The scale of the campaign is such that NZTA can no longer lead in coordination of Shiny Side Up and instead will be done by a professional body.

MSAC were asked to consider investing in Shiny Side Up 2020. Represents a good opportunity for MSAC to be connect with motorcyclists and develop a role in promoting Ride Forever.

It was said that MSAC took the view that they would consider funding the New Zealand Motorcycle Show and not Shiny Side Up because of MSAC's involvement in MAM. However, the motorcycle show had been cancelled for 2019 and before MSAC can consider investing in Shiny Side Up, there needs to be a more compelling presentation as to what role MSAC would play. It was said that also needs to be considered alongside other campaigns and commitments including MAM and should represent good value for money.

It was said that, as with other investment, MSAC have a formal proposal to consider setting out a business case for Levy investment in Shiny Side Up over the next two years.

Action: A comprehensive business case for investment in Shiny Side Up for two years commencing 2020 to be presented to MSAC in October 2019. (DK, BR)

16. General Business

Trafinz Conference

Mark advised MSAC that there is a Trafinz conference in Hamilton on 10 to 13 November. Mark to send the link to Council Members. If any member would like to, please get back to Mark.

Action: Mark to send the link to the TRAFINZ Conference to Council Members. Those interested in attending the conference should contact Mark in the first instance.

The meeting closed at 3.45 p.m.

The next meeting will be held on Wednesday, 9 October 2019 at The Thistle Inn.