

Motorcycle Safety Advisory Council (MSAC)

Minutes of Meeting

08 August 2018

Whare Manaaki, Level 2, Justice Centre, Wellington

Present: Janice Millman (Chair), David White, David Golightly, Johan Bosch, Alan Petrie

Secretariat: Grace McKenzie

Guests: Simon Gianotti, Dave Keilty, Victoria Slade, Alec Wilson, Miranda Gregg (All ACC)
Patrick Morgan, Cycling Action Network (CAN)

Apologies: Mark Gilbert, Trish Lloyd

1. Welcome and Introduction

Janice welcomed all attendees to the meeting. Agenda items were confirmed.

2. Confirmation of Minutes from Previous Meeting

The Minutes of the previous meeting from the 5th and 6th June were true and correct.

3. Apologies

Mark Gilbert and Trish Lloyd.

4. Interest Register

There were no changes to the Interest Register.

5. Correspondence since last meeting

Mark wrote to Statistics NZ Census Requests expressing MSAC's disappointment that the motorcycle transport option was removed and put into the 'other category' in the 2018 census. Census Requests stated that for the 2018 census that there was an increased focus on public transport options, resulting in the creation of a new category for ferry transport. It was suggested by Census NZ to use the NZTA information on vehicle registration for motorcycle data.

6. Review of Action Points from June Meeting

#	Action	Owner	Due Date	Completed
1	Follow up where David Golightly's letter of reappointment is.	TL	Mid-June	Completed
2	Statistics to be approached to consider giving motorcyclists and mopeds their own category on the 2023 Census form.	TL	Mid June	Completed
3	Post a brief summary of the work and the routes and add this to the Coromandel Loop page on the MSAC website.	RG/JM	August Meeting	Completed
4	JM/MG to arrange for Glenn Bunting to come to a future MSAC meeting.	MG/JM	Open	
5	TOR Review – it was agreed that other models should be considered as part of the review, including the Motorcycle Expert Advisory Council in Victoria.	JM/SG	August Meeting	Completed
6	Recruitment of new Council Members – recruitment process will commence following TOR review.	MG/SG	Open	
7	Sharp link for helmet safety rankings to be put on the MSAC website.	JM/TL	August Meeting	Completed
8	MotoCAP Updates to be made to MSAC once the pilot is complete.	DK/TL	October Meeting	
9	Audit – MSAC will support the Audit and Johan will be the lead MSAC member for any related work; DK to be ACC lead.	JB/DK	Ongoing	
10	Scope a further campaign for the summer to promote rider safety and training. See item 11.	DK/JM/TL	August Meeting	Completed
11	Projects item to be added to the MSAC Work Programme as a regular item on the MSAC Schedule.	TL	Ongoing	25 June
12	MSAC to be added to the NZTA, MOT, AT motorcycle safety meeting circulation list. David White to send Minhuts after each meeting	DW	Ongoing	Ongoing

13	Communications and engagement plan to be developed.	JM	October Meeting	Open
14	AP to develop proposal for a joint MSAC/NZTA ride promoting safer motorcycle routes.	AP	October Meeting	Open
15	Review research opportunities at next MSAC meeting.	JM/TL	August Meeting	Completed
16	Johan to make contact with Stephen Evans from MOT regarding the review of the CAS system	JB	October Meeting	Open
17	SPOT – proposal to be scoped further, including plans for marketing and communicating SPOT information. JB to discuss with Simon and Miranda.	JB/SG	October Meeting	Open.
18	Progress the term P2W as a way of drawing in eBikes to the overall safety discussion as well as licensing issues with 50cc scooter. MG to review at the October MSAC	MG	October Meeting	Open

7. Feedback from meetings attended since June

Johan Bosch:

- JB and JM reported that meeting with Assoc Minister Julie Anne Genter on 21 June was positive and resulted in follow-up from MOT.
- Met with ACC to discuss SPOT V2.
- R4E audit and RFP
- Presenting to Central Districts and Marlborough Motorcycle Safety Riding Group.

David Golightly:

- Patriots Group Auckland AGM. First national conference planned for Wellington in October
- Kick Start motorcycle safety event at Ruapuna (Christchurch) supported by City Councils, ACC and MSAC funding contributions. Marketing safety to increase attendance.

David White:

- NZTA joint Motorcycle Safety Group, raising definition of motorcycle routes and possible separate contract
- Met with OPUS technical conversation

Alan Petrie:

- MIA – currently focussed on safety and quad bikes in particular
- Adventure forums attributing mandating ABS to MSAC
- NZTA- met to discuss categorisation of Niken as motorcycle

Simon Gianotti:

- Bronze met with Minister and agreed Levy should we used for Ride Forever Training and training

should be extended. Bronze also advocated that time on restricted license be reduced

Janice Millman:

- TRAFINZ workshop followed by Assoc Minister Genter
- TV3 News Hub interview following Auckland fatality
- ACC/Auckland Transport Motorcycle Safety Team meeting
- Martin Jenkins interview on Terms of Reference. All MSAC members have completed this apart from Alan
- ACC website refresh with DNA
- MOT discussion on MSAC representation on Reference Groups

8. Levy Report

A summary of expenditure, allocated and unallocated funds was presented and discussed.

9. Review of MSAC Work Programme

A work programme for the period 2014 to 2018 inclusive was circulated prior to the meeting and reviewed. It was noted that progress was good in some areas and some projects remained 'live'. It was said that it was important to ensure activities against the strategic priority areas. It was agreed to review the work programme as part of future planning, agenda item 5.

10. Presentation from Patrick Morgan, Cycling Action Network-CAN

Key focus areas of CAN include:

Training/Development, networking, events and promotion, resources and education, communication (high level across a wide group of people), diversity (focus on large and diverse target audience). CAN is successful when working through transport agencies.

Media as an area of focus and development:

It was suggested that it is important to have a 'go to person' / a key contact person. It is important to use strong language. Patrick suggested that changing the perspective of motorcycling using words such as-adventure, fun, free spirited could make a positive difference. It was noted that shifting the perspective of motorcyclists through increased awareness of celebrities who ride, statistics such as women growth market, increasing positive messages such as motorcycles as solutions to traffic congestion.

To increase media awareness of MSAC Researching reporters from NZ for transport and contacting these people. Social media is also an important platform for education and awareness, following relevant groups and keeping content update and informative.

Possible media platforms include:

- RNZ- Radio NZ- The Panel- Issues of the day.
- ECA- EV panel- motorbikes
- Auckland conversations.

What interesting content can be used in the media?

Consider developing video footage, working with motorcycle safety academics and celebrity/guests who ride. Local MP/Minister involvement is often of interest to the media.

11. Motorcycle Awareness Month (MAM) September 2018:

Website: Motorcycleawarenessmonth.co.nz

Objectives:

- Community engagement is key
- Explain and provide context, why we need Motorcycle Awareness Month?
- Engage with riders and remind them it's a great time to refresh their skills (Ride Forever), check their bike and their gear before getting back on the road
- Remind drivers that bikes are back on the road and to look twice
- Tell a balanced story that drivers and motorcyclists both play a part on the road

Implemented through Road Safety Coordinators (RSC). A tool kit is provided to RSC with posters, how to take a good quality photo, interesting facts, PR, talkability, questions for social media. Logos are consistent with 2017 content. Images focus on "look and feel".

Initiatives:

- Promoted the 'yellow helmet' initiative across New Zealand eg login via Facebook to get the yellow helmet on Facebook profile picture
- Advertising, PR, sponsored content, media split
- 30 facts to increase engagement and 'talkability'

Following a presentation by programme leads the meeting went in to Council only time to discuss a recommendation on a levy contribution to MAM.

MSAC considered:

- The importance of a well planned and managed campaign during the beginning of the riding season which built on the success and learning from last year's MAM
- The adequacy of the expenditure on MAM in 2018 given the scope and planning
- The lack of time to develop plans further given the short lead up to September
- The efficacy of holding MAM in September rather than October
- The importance of engaging the sector more widely and allowing adequate time for this
- The need for comms planning that included proposals media engagement
- The absence of a project plan or investment case
- The need for measurable outcomes (including reach, KPI's) to support greater investment using levy funds.

It was agreed that:

- MSAC support an expanded MAM in 2019, and
- MAM be added to the April MSAC agenda to discuss MAM planning for 2019.

(See also item 13)

12. ACC Update

12.1 Ride Forever

Have seen a lift/increase in the take up of R4E. At the end of RFP there are now 6 providers. This will see capacity increased further. Police plans to implement nationally the programme to replace training with small infringements was factored in to the RFP process.

12.2 Shiny Side Up

The meeting discussed plans for Shiny Side Up 2019, in particular the funding the campaign going forward.

12.3 ACC Levy Consultation

Simon Gionotti updated the meeting on the Levy Consultation. He said that this would include proposals for training incentives.

The question was raised about the justification for applying a personal injury levy to each motorcycle rather than each individual rider.

Action (SG)

ACC to update MSAC on:

- Performance stats on MAM 2017
- Latest data on R4E uptake and progress towards achieving 10,000 target
- Future plans for Shiny Side Up
- Policy basis for personal injury levy being applied to vehicles rather than individuals

13. Planning Session

The session began with reviewing past plans and progress towards priorities.

13.1 What we have achieved?

- Engaging with motorcyclists and the sector through the Motorcycle Safety Summit was positive
- Reputation with stakeholders and agencies has improved, reflected in the meetings with Ministers, representation on TRAFINZ, NRSMG and MOT reference groups
- MSAC presence at Shiny Side Up was extensive and well received
- Recategorisation of motorcyclists as 'vulnerable road users' indicated that agencies were listening

13.2 MSAC'S priorities for the next twelve months

The meeting considered the medium term priorities alongside previous achievements, agency plans and what we learning from the Summit and other groups. All MSAC members identified their priorities for future work and these were distilled in to the following:

Priority One - Engagement

- Regional meetings
- Stakeholder engagement- Industry, AA, TRAFINZ, MOT, NZTA, ACC, AA.
- National conference- September 2019 to launch- Motorcycle Awareness Month
- Motorcycle Awareness Month 2019- Head by minister.

Priority Two – Promoting Motorcycle Safety

- A series of regional events leading up to a national event to launch Motorcycle Awareness Month
- Key note addresses from experts and others to attract interest and attendance
- Ensure an educational focus
- Involve clubs, riders, industry and government
- Identify new opportunities such as motorcycles as an alternative mode of transport
- Consider commissioning new research to present at the conference to garner interest

Priority Three – Progressing Opportunities

- Progress work on lane splitting with the AA (JM)
- Drawing on the current work by Deloitte, develop fresh collateral building on SPOT and incorporating Human Factors for use with clubs and in MAM 2019 (JB)
- Improve policy on motorcycle safety, and MSAC's influence, through new research and utilising good practice examples (DW)

- Develop a clear role for MSAC and an understanding of our contribution with agencies (MG/SG)

Action: Develop plans through a comms, engagement, stakeholder mapping workshop as part of the October MSAC. (JM, MG, SG)

The meeting closed at 3.30pm.

Minutes confirmed as a true and correct record

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Mark Gilbert
Chair, MSAC
3 October 2018