

Motorcycle Safety Advisory Council (MSAC)

Minutes of Meeting

9 October 2019

George's Room

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: Vicky Drew

Guests: John Lammas, Paul Kennedy, David Keilty, Jon Booth, Alec Wilson, Victoria Slade (ACC) Steve McCrone (Cornwall strategic) Paul Graham (NZTA) Dylan Thomsen (AA), Jamie Wilson (Chameleon Events)

Apologies: Alan Petrie

1. Council BAU Items

1.1. Mark welcomed everyone to the meeting and confirmed the agenda.

1.2. Terms of Reference

The Terms of Reference were noted.

1.3. Apologies

Alan Petrie

1.4. Interests Register

Noting changes to Chair and Secretariat – see updated Interests Register.

1.5. Minutes from Previous Meeting and Action Register

Minutes from the August 2019 meeting were agreed, and the action register was updated and is attached to the Minutes.

Mark informed the meeting that his meeting with Minister Jackson was postponed until 7th November.

Proposed: David Golightly

Seconded: Janice Millman

1.6. Member Feedback from External Meetings

a) Adelaide Conference

Janice attended the conference and thanked ACC for the opportunity. Opportunities for MSAC were explored around gear and roads and roadsides.

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Australian government structures are complex and inhibit the work that they do consequently New Zealand is seen as more innovative and a simpler environment for inter-agency work.

It seemed that there was an absence of user focus and much of the discussion was academic and/or scientifically based with the emphasis on designing out human error rather than thinking about the user experience and why people are making mistakes. This led to a discussion with Dave Keilty on a community based initiative working with “hard to reach” communities, particularly in more rural areas such as the Far North and Waikato where motorcyclists feature disproportionately highly in the crash statistics and receive little in the way of safety interventions. Janice has approached Dave Keilty and Craig Crawford on a potential pilot.

Johan also attended the Adelaide conference and noted there were a lot of academic papers on applied science. Auckland Transport’s presentation was well received. There is a huge amount of work going on in Australia and we need to tap into that. There were several initiatives that are progressing, and Liz de Rome expressed interest in a joint MSAC/Deacon post-crash study of gear. There was a survey done in NSW of training providers asking what training they provided. This could be done in NZ for non-Ride Forever training providers. There was a study done on rider knowledge of vehicle technology which, again, could be done in NZ.

Johan noted that it was good to keep up-to-date and that Australia is willing to share their technology and information. He would like to see MSAC present at the next conference on an MSAC initiative.

George’s presentation was excellent and said it won the people’s choice for presenter of the conference.

John Lammis updated the meeting on the work with MOT on licensing. He confirmed that ACC have approval for a resource to sit in Brent Johnson’s team at MOT from November to undertake a review of the motorcycling licensing pathway with a view to making training a compulsory component. Bruce suggested NZTA be involved, possibly Jim Furnaux.

This could also significantly increase Ride Forever uptake. Ride Forever could potentially become part of CBTA. It was said that this is something that MSAC supports and was highlighted in the Motorcycle Safety Summit. An update on progress on this work should be made at a future MSAC meeting.

Action: Johan to circulate the extracts from the motorcycle papers presented to ARSC.

John to report back on scoping of the CBTA motorcycle licensing pathway.

John and Paul to thank Emma for supporting Janice and Johan’s attendance at the conference and to feedback that MSAC appreciated the opportunity to network with road safety partners in Australia.

2. Motorcycle Awareness Month

Janice welcomed Victoria and Alec to the meeting and reported that MAM 2019 was well received and a significant improvement in previous years. Making links to other events such as the Women Riders World Relay was helpful in attracting media interest in motorcycle safety during September. The Whangarei event was a great success with around 80 Ride Forever sign ups and lots of interest from the community. Craig Crawford’s work on this was acknowledged.

Victoria Slade updated the meeting on some of the campaign metrics. 80% of the media budget was dedicated to driver awareness of motorcycles. In addition, there were 11 regional events which cost \$24k. A full review of MAM will be presented to the next meeting and will include learning and indications for future MAM’s. She said that a behaviour change campaign is being planned with MIA and there is work underway looking at how to improve regional engagement in future events. Other areas for future work include driver engagement and better use of social media.

Janice noted that there were significant regional differences in engagement with the campaign.

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David G attended the Nelson MAM event which was well organised and attended by clubs with 88 sign ups for Ride Forever. It was said that the event was an excellent template for future events. Johan went to the Wellington MAM event and was disappointed at the number of attendees who were motorcyclists and retailers and not from agencies. It was said that the advertising was late and not clear.

Several MSAC members attended Chris Hurren's testing demos in Whangarei, Auckland and on South Island roads. In the SI tests material disintegrated on chip seal roads in less than a second. This led to a discussion on indications for MSAC work on PPE and the need to look at the standards for gear. The UK has removed VAT from helmets. The Bennetts paper circulated on EU gear standards was useful. It was agreed that NZ needs safety gear standards and more work is needed in this area.

Several MSAC members expressed concern about aspects of the testing carried out by Chris Hurren and its suitability for use in future campaigns.

Mark said he would like to progress two projects. First, updating the Making Roads Motorcycle Friendly (MRMF) guide, which he has spoken to Julian Chisnall from NZTA about. It was noted that this would need to fit in to the NOC document that is currently used by NZTA which sets standards for roads, contractors and maintenance. NZTA are working on improving performance in these areas.

The second project relates to a proposal received from a road engineer for a "motorcycle friendly" road barrier that could be an alternative to the current wire rope barrier. Because of intellectual property it cannot be circulated at present. However, it will need financial support if it is to be tested and advanced. Mark will keep the Council informed of progress.

Victoria and Alec were thanked for their work on MAM and the improvements made to the campaign.

Action: Johan to circulate the paper from Chris Hurren on MotoCAP.

Mark to explore work on Street Smart.

Victoria to do a full evaluation for the next meeting and include a review of the business case for MAM and alternative models of delivery.

3. Strategic Focus: Human Factors

3.1. Presentation by Steve McCrone, Cornwall Strategic

Janice introduced Steve McCrone from Cornwall Strategic.

Key points from research carried out in partnership with health and NZTA Waikato. Kaye Clark, NZTA, is project sponsor and findings have been shared with NZTA. The meeting was reminded that the findings were from a small sample and, while not statistically significant, grouped findings made indications for further research. Findings from triad scatter diagrams were presented:

- Riders fed back on positive and negative experiences
- Riders are not linking actions to outcomes
- Getting stories out, especially bad experiences, is important to building a clear pattern can of why accidents/incidents happen
- Training and skills are valued by a significant community of riders
- Experience is highly valued by riders, but experienced riders may pass down wrong information to new riders
- Motorcyclists love to share stories, if the stories are shared in the community then we can change the way people think and behave and, potentially, what decisions are made
- Unable to satisfactorily answer question as to why people take risks
- Where there is a negative pattern, how can we disrupt it?

Next steps – Where findings are grouped, consider further research. Where they are less clear, facilitate discussion.

3.2. Presentation by Paul Graham, on NZTA Behaviour Change Campaign

NZTA has been scoping a behaviour change campaign and has conducted research on audience and objectives.

Problem definition: 3200 DSI's nationally, of which 500 are motorcyclists, 46% aged under 40.

Test Group: Mostly males, 25-45yrs, open road riders, 20% have more than 1 bike

- Nearly all have come off, Nearly all speed (over 100km)
- 50% always wear full gear
- One quarter of casualties are unlicensed
- 5% of mc license holders are actively riding
- Motorcycling requires continuous improvement, like flying
- Hard to get motorcyclists to speak (to NZTA) and not sure why
- Unlike drivers, there is an acceptance by motorcyclists that they will crash

Challenges:

- Who do we want to reach? Motorcyclists or other road users?
- How can we get to speak to motorcyclists?
- Risk is part of the experience, so why ride?
- How can risk be reduced? Roads, conditions, gear, training?
- Get people to talk about their rides, not focussing on the ride but what hazards they look out for. And the constants (not surprises) dangers that there are on NZ roads (eg campervans)
- Riders don't like crash stories. Need to focus on the ride, the bike and the trip.
- Riders only listen to other riders they identify with, therefore who is the best person to lead campaign, hero (well known) or average person?

Next steps: Want to talk to motorcyclists, not other road users. Accept that MSAC plan to take PPE/gear issues forward and R4E training are improving outcomes. Want to get something out this summer.

It was agreed that Janice, as strategic theme lead, should take Human Factors work forward and that a relationship with NZTA should be part of this work.

Action: Janice to:

- a) Email copy of Steve's report to Council.
- b) Contact Kaye Clark to explore potential partnership opportunity to develop work further.
- c) Speak to Victoria on plans for Human Factors work outlined in 2019 MAM investment case.
- d) Develop a proposal for next steps on Human Factors for consideration at December MSAC.

Action: Dave and John L to look at benefits of ACC Corporate membership of ARSC ie if there is potential for MSAC to access benefits or if it is necessary for MSAC to join. (Rebecca Brookland, Otago University is new chair of ARSC.)

4. Member Advocacy and Engagement - Dylan Thompson, AA

AA has 1.7m members. Most engagement with our members is through:

- email surveys
- Directions Magazine
- tailored, promotional email messages
- media
- phone calls
- AA centres
- social media and website forum

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Social media is reactive and not proactive so not used by AA much. Conduct 10 to 20 surveys a year. Also have a bi-annual, rolling survey every quarter on range of issues. Individual surveys on topical issues. Creating a panel for Auckland specific issues. 20k randomly selected members surveyed with a response rate of 11%. Samples include speed management, congestion, cycle lanes, car technology, fuel prices, speed management. Have tried rewards and incentives in past and got lower response rate. Aiming for shorter and more frequent surveys. Fuel prices and speed get the highest response rate. Results used internally, shared with authorities, producing publications and media releases.

Advocacy approach - *Election Calls* developed every 3 years. Involves survey work, policy analysis, input from district councils and requires approval from national council as it sets policy and political priorities. Develop a long list and refine to a short list, published in the *AA 2017 Election Calls* list, like a manifesto. Social media is time and resource intensive ie responding to comments and feedback and not extensively used by AA membership.

5. Shiny Side Up – Presentation by Jamie Wilson, Chameleon Events

Current structure for events is 5 events nationally and 6 talks. 7k attendees last year and 1004 R4E sign ups. Jointly funded by NZTA and ACC. Have attracted local funding also and plan to increase this. Bruce Richards said that the total budget is approximately \$400k. Evaluation of return value for money was done on 2018 events. Found it supported Safer Journeys. Engagement is key outcome. Represents engagement opportunity for MSAC.

Chameleon Events will be managing Shiny Side Up 2020. Begins Feb 2020 at Burt Munroe. Christchurch is a new event and has attracted local funding. Two extra locations including Tauranga and Kapiti and a talk in Whangarei. Selection of locations is based on stats and aims to get local funding wherever possible to ensure buy in. 23.3% turnaround on people attending and signing up to Ride Forever. There is also a retail element. NZTA has agreed to sponsor with \$200K aimed at promoting Ride Forever.

The meeting discussed if the MSL should be used to fund SSU, what we wanted to get out of the event, if it could be improved and whether council members had the time and resources to be involved in the events.

It was agreed that MSAC agree to up to \$200k of Motorcycle Safety Levy funds be used to co-sponsor with NZTA Shiny Side Up 2020.

It was further agreed that the funding for SSU 2021 be reviewed by NZTA and ACC.

Action: Bruce to prepare paper for ACC on evaluation and investment proposals for SSU 2020.

Janice to discuss with Jamie a review current SSU objectives, outcomes and content to inform future plans and content.

6. Ride Forever Update

Jon Booth presented the Ride Forever Update (attached). Key points included:

- Currently writing Business Case for next 3 years.
- Looking at age of participants and whether they are progressing on to other courses?
- Dave Keilty mentioned updating syllabus will be part of the Business Case.
- Cashback has been running for three months there have been 316 applications and of those 168 people have been paid.

Dave Keilty tabled a programme spread sheet which included proposals for PPE, MAM and Ride Forever project funding. It was said that projects will be prioritised and will require funding approval. Council were advised that they needed to include all future projects in the plan that goes to the April Investment Committee meeting. This includes Ride Forever funding that runs out in June and therefore will be considered in December.

Action: ACC will pull together a paper outlining all proposed projects for Mark G to share with the Minister on November 7th and for circulation at the December MSAC.

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Action: Dave Keilty and David Golightly to discuss the Ride Forever syllabus improvements, including a sector scan, to inform a new Business Cases.

7. Road and Roadside update

Bruce gave an update on the Road and Roadside programme. \$1.5 billion projects have been identified, cut off currently 2020/2021. NZTA are trying to speed up business case process. Steve James has agreed to advocate MSAC programmes. Next 18 months should see projects coming up and being completed.

Progress included:

- Agreed that MRMF should be included in Intervention Tool Kit. Bruce will monitor progress.
- Road and Roadside and rider skills will be addressed in next meeting.
- Vehicle Technology has been deferred until February 2020.

Action: MG to brief BR on discussions he had with Julian Chisnall on MRMF.

Roads and Roadsides to be strategic theme for December MSAC.

ALL Council members asked to read the reports presented to the October MSAC on roads and roadsides by Bruce.

8. PPE

Johan updated the meeting on the project proposal which now needs to be scoped and written up to include: Post crash gear study with Liz De Rome, Deakin University. Outcomes should include MotoCAP gear tests of gear that is only available in New Zealand, where it has not been sourced in Australia. Abrasion machine tests need to be scoped and written up.

Action: Johan to write proposal on PPE project scope and outcomes.

9. General Business

Interviews for the MSAC Project Manager are on 11 October. David White will represent the Council in the interviews.

David G would like to include non-Ride Forever trainers in evaluation to establish how much and what types of other training take place. Johan informed meeting of research done in NSW. It was said that it was important not to derail or divert the work underway with MOT to embed training in a revised motorcycle licencing framework.

Action: Data dashboard for MSAC - Kevin Reynolds has advised this will be picked up by Anurag Sharma in Intelligence and Performance Team. David Keilty to progress.

Apologies from David White for December MSAC meeting.

Meeting closed at 3:47