

EVALUATION OF *POSITIONED FOR SAFETY*

ROAD SAFETY STRATEGIC PLAN 2002 - 2005

**PREPARED FOR THE MOTORCYCLE COUNCIL OF
NSW**



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Executive Summary

To review, report on outcomes and consider opportunities for further planning the Motorcycle Council of NSW (MCC) engaged a consultant firm to conduct an evaluation of its current road safety strategy, *Positioned for Safety*.

The evaluation process involved a comprehensive survey of organisational road safety stakeholders, the motorcycling community and local government road safety staff to determine the attainment of the plan's outcomes and the benefits of the program. It also involved an assessment of achievements made against the strategies identified in the plan.

The objectives of the survey were determined by the Executive of the MCC and set out in the Consultant's brief. Specifically, they were as follows:

1. Review the objectives of *Positioned for Safety* and summarise what has been achieved (in terms of actions and in particular integrated actions)
2. Interview key stakeholders to determine the relevance and helpfulness of *Positioned for Safety* to them as road safety practitioners (strengths and weaknesses and the degree to which it has supported integrated action)
3. Interview the executive of the Motorcycle Council of NSW to determine how *Positioned for Safety* has allowed them to progress motorcycle road safety.

The project methodology included the development of a stakeholder survey to facilitate an information gathering process with road safety organisations and motorcycling clubs. Twenty-eight stakeholders were surveyed by phone and direct interview representing:

- Motorcycle Council of NSW Executive
- NSW Police Service
- Motor Accidents Authority
- Institute of Public Works Engineering Australia (NSW Division)
- Federal Chamber of Automotive Industries
- Emergency Services
- Motorcycling Clubs
- Academic organisations working in the field of road safety research
- Local Government
- StaySafe Parliamentary Committee
- Road Safety Consultants
- Motorcycle Media

Additionally the Roads and Traffic Authority provided an organisational response.

Local government areas with a dedicated Road Safety Officer were contacted to ascertain the level of strategic commitment for motorcycle safety and the

level of motorcycle road safety activity in place (see results on pages 38 to 53). Awareness of the “*Positioned for Safety*” plan was also measured, and additional comments sought. 69 of the 104 (67%) Councils across NSW with a dedicated Road Safety Officer on staff provided responses to survey questions either by email or phone interview.

Results are positive. 98% of Councils responding state that they are aware of *Positioned for Safety*. Results indicate substantial levels of action and strategic commitment in local government settings across NSW. 60% of Councils responding indicated that motorcycle road safety initiatives are included in their road safety strategies or action plans. 73% of responding Councils are able to cite specific examples of motorcycle project activity.

The consultant firm developed a report providing a discussion of findings that detailed the progress of the plan against objectives and identified strategies (effectiveness) and the benefits of the program to partner organisations (efficacy) of the *Positioned for Safety* plan.

Planning outcomes for the ninety-one strategies identified in *Positioned for Safety* were reviewed with the MCC executive. These outcomes were assessed as being:

- early wins (benefits within the first two years)
- maturing investments (benefits within the second and third years of the plan), and
- longer term gains (accumulated benefits showing the capacity to promote improved and sustainable road safety programs).

Findings show *Positioned for Safety* has achieved considerable success. 75% of strategies identified achieved an outcome within these criteria, with the remainder not achieved. Numbers of outcomes by each category are summarised in the following table:

Early Win	Maturing Investment	Longer Term gain	Not Achieved
11% (10 strategies)	37% (34 strategies)	27% (24 strategies)	25% (23 strategies)

A summary of planning outcomes of *Positioned for Safety* is provided from pages 16 to 36.

The study also shows that *Positioned for Safety* has achieved a considerable number of outcomes extraneous to the original intent of the strategies originally determined for the plan. These outcomes have contributed to the organisational growth and professionalism of the Motorcycle Council of NSW to provide a better understanding of motorcycle issues, the political environment and the system that the MCC needs to work within to achieve road safety benefits and outcomes. These outcomes are:

- Improved communications with the Roads and Traffic Authority resulting in a more effective two way flow of information and consultation on motorcycle issues.
- Improved availability of reliable motorcycle crash data providing the basis for informed decision making and planning
- Reconciliation and recognition of shared objectives for motorcycle safety
- Establishment of direction and a framework for activity by the MCC of NSW, providing clear priorities and objectives within a defined planning time period
- Direction and framework for partner organisations
- Raised awareness of motorcycle issues by agencies including the NRMA, IPWEA, and the “Streets Opening” Conference.

Additionally the consultation outcomes provide evidence that:

- Effective media approaches have lifted the profile of motorcycle safety issues, and shifted the reporting theme from a negative portrayal of motorcycle riders to provide a positive image of motorcyclists as responsible road users with safety concerns
- A level of national prominence has been achieved by the MCC of NSW as a leader in advocating and developing strategy for motorcycle safety in Australia. The MCC has joined the national rider forum, the Australian Motorcycle Council (AMC), and using its skills and increased understanding of motorcycle issues developed over the last few years, provided input into AMC policy.

Findings from the consultation held with a range of organisational stakeholders indicate that *Positioned for Safety* has:

1. High levels of stakeholder awareness, although “hard copies” may be missing
2. Direct influence on engineering and transport management strategies, as engineers now look to Austroads Guide to Traffic Engineering Practice Part 15- Motorcycle Safety for guidance
3. A strong influence on education and awareness programs, conducted mainly in local government settings
4. Provided a useful “point of reference” for road safety practitioners who are planning motorcycle action and activity in their area
5. Encouraged campaigns directed to encourage protective clothing wearing rates
6. Increased stakeholder awareness of the needs of motorcyclists, through publishing clear statistical analyses of motorcycle crash involvements
7. Contributed to improving the public and professional image of motorcyclists
8. Contributed significantly to improved flow of communication between road safety stakeholders and organisations, with some gaps noted in interaction with the Roads and Traffic Authority
9. Provided a strong foundation to enter a new three-year planning cycle.

The report concludes that there is a belief that the *Positioned for Safety* plan has achieved credible outcomes and has contributed to the road safety of motorcyclists in NSW. Additionally, there has been a shift from a reactive approach to one that is strategically oriented, by all stakeholders.

An increasing role and commitment to motorcycle safety is evident from partner organisations, such as the MAA, IPWEA, RTA, Local Government and the Police Service. Although *Positioned for Safety* is a plan for the MCC, an important feature is that the activities outlined in the plan are integrated with those of key road safety agencies so that they may work together and support common goals. It is recommended that this approach be continued and furthered.

The consultation reveals an overwhelming support for the continuance of a strategic approach to “build on the successes” achieved. In part, this is supported by the recognition *Positioned for Safety* has achieved within NSW, Australia at an international level as a model to emulate.

The achievement of all strategies identified in the plan was not possible. This can be attributed to the ambitious nature of the plan, as well as the volunteer structure that the MCC works within.

Recommendations have been made that provide for a strengthened administrative structure to enhance the capacity of the MCC to deliver outcomes. Other recommendations consider issues that arose during the study period.

Specifically, recommendations are provided under seven main headings.

These are:

1. Development of a new plan
2. Liaison and partnerships
3. Administration
4. Fund raising
5. Research
6. Plan profile
7. Evaluation

The recommendations contained within the report consider strongly the opinions sought and suggestions made by those interviewed during the conduct of the study.

Recommendations are fully detailed in pages 64 - 67 of this report.

1 Introduction

The Motorcycle Council of NSW (MCC) is the peak rider body for motorcycling in NSW. It represents around 35 clubs and around 30,000 riders represented through their club affiliations. It exists to address issues affecting motorcyclists at State and Federal level.

This is in part because motorcyclists are among the most vulnerable road users. Most crashes result in injury (90%). Until recently motorcyclists were rarely singled out by road safety agencies for research or targeted road safety campaigns. It was assumed that motorcyclists are adequately covered by road safety programs directed at motorists in general.

The MCC of NSW sought the advice of road safety consultant Liz de Rome (LdeR Consulting) who advised a need to take a more coordinated and systematic approach, and recommended the development of a road safety strategic plan.

The MAA agreed to fund the development of a strategic plan under the guidance of a steering committee representing the MAA, RTA and MCC. LdeR Consulting was engaged to undertake the project, which involved a comprehensive literature research and analysis of motorcycle crash data in addition to consultation with key stakeholders.

The strategic planning process was designed to enable members of the MCC to develop a better understanding of how road safety is delivered in NSW, to become a better informed and effective lobby group, and to establish more productive relationships with key road safety stakeholders.

Recognising the need to build bridges between the road authorities and the rider community, LdeR Consulting developed a model of consultation that worked with motorcycle safety representatives from within road safety stakeholder organisations rather than the wider rider community. This group included the key road safety agencies, rider trainers, road and traffic engineers and motorcycle safety researchers.

Issues, objectives and strategies were developed through a series of interviews and finalised at a workshop of these stakeholders. This strategy was designed to reinforce the credibility and increase ownership of the product amongst road safety practitioners. The wider motorcycle community were represented by the MCC and kept informed through regular communications through the club network.

The outcome was a road safety strategic plan which provides a framework and direction for a coordinated approach to road safety by the MCC over the three years from 2002 – 2005. It identifies issues, sets priorities, and determines objectives and the strategies for achieving them.

An aim of *Positioned for Safety* was to integrate the activities of the MCC with those of the key road safety agencies so that they may work together towards shared road safety goals.

The development of *Positioned for Safety* is a first for Australia and possibly the world where a road user group has developed their own specific road safety strategy to harmonise with the statutory functions of road safety stakeholders.

It is an important milestone in improving road safety outcomes for motorcyclists in NSW. The implementation of processes designed to improve road safety outcomes may have been hampered without a clear strategic intent and a clear idea of the underlying mission.

Thus, *Positioned for Safety* was developed with the intent to provide a major focus for motorcycle safety in NSW, in the areas of:

Purpose – vision and direction

Participation – joint ownership of road safety issues that affect motorcyclists

Priorities – achieving results

Performance – measures and targets

Partnerships – intersectoral action

The *Positioned for Safety* strategic plan provides a framework and direction for a three year period (2002 – 2005) for action by the Motorcycle Council of NSW. *Positioned for Safety* should be seen as a complementary strategy to others developed to boost the outcomes of the road safety effort for motorcyclists across NSW. To ensure a “best fit” *Positioned for Safety* was developed using the structure of Road Safety 2010, which is the basis of all NSW road safety strategic plans at State and local government levels. This structure was requested by the RTA and made a condition of funding. The model uses four perspectives to address road safety. These are:

1. Safer Roads – planning, design and maintenance of a safer road environment
2. Safer People – encouraging safer behaviour by road users
3. Safer Vehicles – encouraging the development and application of new and safer technology
4. Community Based Action – focusing on raising community understanding of road safety issues and promoting coordination between all road safety stakeholders.

Three years on, and near the end of the effective life of the plan, the need to evaluate progress was identified by the Executive of the MCC. This is because an effective planning process requires an evaluation of what has been accomplished over a planning timeframe. Evaluation is an essential component of good planning as it helps to highlight critical success factors and strengths as well as weaknesses and problems. In short evaluation is the process by which we judged the worth or value of something.

The “something” in this case is the contribution *Positioned for Safety* has made to improving outcomes within the four road safety perspectives outlined above, as well as a measure of the influence the plan has had on increasing the number of integrated road safety projects across NSW during the last three years. Other issues include an assessment of the “usefulness” of the plan to organisations interested in pursuing motorcycle safety projects, and the influence of the plan on improving communication flow between partner organisations and the motorcycling community.

In short, the evaluation of *Positioned for Safety* occurs in some detail within the context of two levels across the objectives established for the plan. These levels are:

- Effectiveness – attainment of program outcomes
- Efficacy – benefits of the program to partner organisations

It is important that consideration is given to a realistic appraisal of outcomes, within an assessment of early wins (benefits within the first two years), maturing investments (benefits within the second and third years of the plan), and longer term gains (accumulated benefits showing capacity to promote improved and sustainable road safety programs).

Findings show *Positioned for Safety* has achieved considerable success. 75% of strategies identified achieved an outcome within these criteria, with the remainder not achieved. Numbers of outcomes by each category are summarised in the following table:

Early Win	Maturing Investment	Longer Term gain	Not Achieved
11% (10 strategies)	37% (34 strategies)	27% (24 strategies)	25% (23 strategies)

Recommendations for the future of *Positioned for Safety* are therefore made based on sound evidence gathered from statutory authorities, and others that work with the Motorcycle Council of NSW to improve road safety across the State and at local levels for motorcyclists.

2 Project Objectives

The project objectives are to:-

- Review the objectives of *Positioned for Safety* and summarise what has been achieved (in terms of actions and in particular integrated actions)
- Interview key stakeholders to determine the relevance and helpfulness of *Positioned for Safety* to them as road safety practitioners (strengths and weaknesses and the degree to which it has supported integrated action)

- Interview the executive of the Motorcycle Council of NSW to determine how *Positioned for Safety* has allowed them to progress motorcycle road safety.

3. Description of Methodology

The MCC engaged a Consultant firm to conduct the evaluation with the Motorcycle Council of NSW to ensure an inclusive approach guided the development process.

An important criteria for the selection of the consultant firm was that the firm has not been involved in the prior development of the plan to enable an objective assessment of planning successes and current gaps.

The agreed methodology to evaluate the plan used three stages, as follows:

Stage One – Analysis and Review

Positioned for Safety was reviewed to extract information and context that relates to the parameters of the evaluation (eg priorities and objectives and expected outcomes). This information was used to provide criteria for evaluation of the plan.

A data base of key contacts was developed by the Consultant firm, in consultation with the Motorcycle Council of NSW.

A letter was drafted for MCC signature to key organisational stakeholders requesting support for the process and identifying consultation dates.

A question set was provided with the letter to provide identified stakeholders with sufficient lead time to prepare comments.

Stage Two – Stakeholder Consultation

Consultation was conducted using a structured phone interview process with a range of organisational stakeholders, (see Appendix 2 for listing) identified in the initial review conducted by the consultant, and supplemented with contacts recommended by the Motorcycle Council of NSW as appropriate.

Additionally, a group session was facilitated by the consultant with Brian Wood (Chair, MCC Road Safety Committee), Guy Stanford (Chairman of MCC of NSW) and Liz deRome of LdeRome Consulting (MCC Road Safety Consultant) as the firm that had been instrumental in the initial development and follow-through for *Positioned for Safety*.

As previously mentioned, local government Road Safety Officers in NSW were contacted to ascertain the level of strategic commitment for motorcycle safety and the level of motorcycle road safety activity in place. Awareness of the *Positioned for Safety* plan was also measured, and additional comments sought.

Stage Three – Development of Evaluation Report

Comments and views from all those interviewed were considered fundamental to the results of the evaluation. A draft evaluation report for comment, and revision based on consultation findings and all research conducted was completed by the Consultant firm and submitted to the MCC for review, before finalisation.

4. Motorcycle Crash Trend Summary (2000-2003)

The intent of *Positioned for Safety* was to provide MCC with a framework and direction for a strategic approach to improve road safety for motorcyclists. There are around 2,200 crashes occurring on an annual basis.*

In NSW motorcyclists are involved in only a small proportion of crashes but are more likely to be hurt than any other road users (except pedestrians). 90% of motorcycle crashes cause death or injury vs 40% involving other road users. In NSW motorcyclists are only involved in around 4% of crashes, but account for 10% of fatalities and 7% of injuries. The majority of motorcycle crashes in NSW occur in the Sydney, Newcastle and Wollongong areas.

By 2003, motorcycle crash and casualty rates had experienced a slight fall when compared to the mean figure of the total crashes and casualties for the four-year period (see table and chart below). Since 2000, the total number of motorcycle crashes is down 11%. There were 9% fewer crashes where the motorcycle was the key vehicle, and 12% fewer where it was the other vehicle.

* Crash figures are based on NSW crash and casualty data provided by the Roads and Traffic Authority in 2002 for the purposes of the *Positioned for Safety* project.

***Table 1: Some facts about motorcycle crashes in NSW, 2000 – 2003**

Year	2000	2001	2002	2003	Total
Degree of accidents	n	n	n	n	n
Fatal	67	76	56	65	264
Injury	1992	2084	2062	1881	8019
Non-casualty(tow-away)	219	188	174	208	789
Total crashes	2278	2348	2292	2154	9072
Degree of casualty					
Killed	62	70	55	59	246
Injured	2032	2158	2135	1936	8261
Total casualties	2094	2228	2190	1995	8507

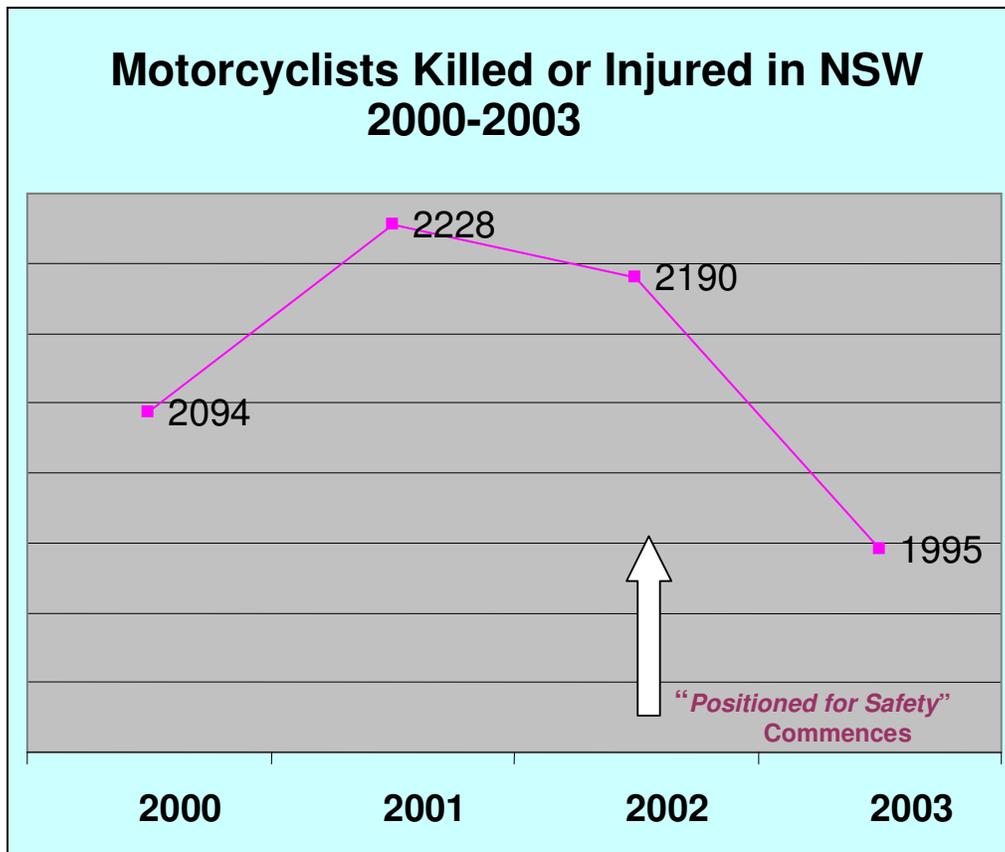
* RTA data used on the MCC Web Site

Note: The number of “fatal” accidents listed under “Degree of Accidents” exceeds the number “killed” under “Degree of Casualty” because “fatal” accidents include motorcycle accidents where a road user other than a motorcyclist was also killed.

***Table 2: Motorcycle Fatal Accidents (January 2000 – December 2004)**

<i>Road User by Year & Crash Type</i>	Year									
	2000		2001		2002		2003		2004	
	Single vehicle	Multiple vehicle								
Road User										
Motorcycle Rider	19	41	30	38	35	16	16	40	22	35
Motorcycle Pillion	0	2	1	1	3	1	0	3	1	0
Total	19	43	31	39	38	17	16	43	23	35

* Australian Transport Safety Bureau



These achievements need to be recognised in the context of an increasing interest in owning and riding a motorcycle. The number of motorcycles registered in NSW has increased by 24% in just four years from around 85,000 in 2000 to over 105,000 in June 2004.

However, some caution in assuming a continuing downward fatality trend needs to be exercised, given casualty outcomes of motorcycle crashes can be highly variable.

Young riders are involved in a high proportion of crashes relative to their involvement in motorcycling. Riders under the age of 26 are involved in approximately 30% of all crashes but are the registered owners of only 10% of motorcycles. Riders aged over 40 are involved in 28% of crashes but own some 48% of all motorcycles. However the situation for young riders does appear to be improving. Their crash rate per 10,000 registered motorcycles has decreased from 871 to 676 crashes between 1995 – 2003, whilst the crash rates for older riders have remained constant and relatively low.*

Falling crash rates in an environment of increasing motorcycle registrations is not only pleasing but suggests current state-wide and localised interventions and strategies directed at motorcycle riders and other road users (including

* MCC Web Site (RTA data)

Positioned for Safety) are “hitting the mark” in contributing to a reduction in the motorcycle casualty toll.

There has been a significant reduction in motorcyclists killed or injured from the date of the launch of *Positioned for Safety* in June 2002. This of course may be attributed to a combination of many factors, including the release of the *Positioned for Safety* strategic plan, NRMA sponsorship of the MCC web site in September, 2002 and the allocation of extensive funding from the Motor Accidents Authority and the RTA to conduct motorcycle safety community education campaigns.

The level of funding allocated for motorcycle road safety initiatives and projects since 2002 can be considered a significant outcome linked and timed to the development of the *Positioned for Safety* plan. Before 2002, it is widely reported that there were low levels of project funding dedicated to motorcycle road safety educational campaigns, projects and programs. Since 2002, and the plan’s launch, the Motor Accidents Authority has contributed \$917,491 to road safety campaigns and local government motorcycle road safety initiatives. Although it should be noted that the commitment of the majority of these funds were not generated from this plan, it is a reasonable to claim *Positioned for Safety* has to some degree been a catalyst for increased resource allocation. A breakdown of MAA funding for motorcycle road safety projects is provided as Appendix 1.

5. Plan Effectiveness (Progress of Plan against Objectives and Identified Strategies)

Objective 1: To reduce the incidence of single vehicle motorcycle crashes

Strategy	Outcome	Status
1.1 MCC to lobby road authorities to introduce a system of crash investigation of motorcycle crashes, and particularly single vehicle crashes, under prevailing conditions	Not achieved. However, relationship established as a basis to move forward	Identified issue for the next plan
1.2 MCC to lobby road authorities to conduct compulsory road safety audits at the site of all serious and fatal motorcycle crashes	Not achieved	Identified issue for the next plan
1.3 MCC to lobby road authorities to establish a single centralised hotline for motorcyclists to report traffic hazards such as road surface irregularities. The system to provide an on-reporting service to refer matters to the relevant local councils and include a monitoring role for the MCC	Reporting system developed on MCC website	Maturing Investment Identified issue for the next plan
1.4 MCC to develop a Local Government Motorcycle Safety Program to encourage motorcyclists to work with their Local Councils in identifying and remediating motorcycle hazards and/or providing warning signs specifically targeting motorcyclists at identified risk sites	Many local councils, particularly within a 300 km radius of Sydney, have demonstrated a commitment to motorcyclists through various programs	Maturing Investment Identified issue for the next plan
	Warning signs placed at locations within local government areas considered dangerous for motorcyclists, although not in the manner proposed by the MCC	Maturing Investment Identified issue for the next plan
	Funding proposal to educate riders to work with local councils unsuccessful	Identified issue for the next plan

Strategy	Outcome	Status
1.5 MCC to establish a program to identify and lobby for the remediation of blackspots on key motorcycle routes, particularly those in the Newcastle/Sydney/Wollongong areas	<p>Motorcycle audits conducted on</p> <ul style="list-style-type: none"> • Old Pacific Highway (from Berowra to Somersby) • Royal National Park • Putty Road (Singleton to Windsor) • Bells Line of Road • Snowy Mountains (Elliot's Way and Alpine Way) <p>RTA review of section of Parramatta Road under consideration</p>	Maturing Investment Identified issue for the next plan

Objective 2: To ensure road authorities accommodate the safety of motorcyclists in the planning, design, construction and management of roads and the road environment

Strategy	Outcome	Status
2.1 MCC to lobby the RTA to review the RTA Road Design Guide to include information for road designers on motorcycle characteristics in all relevant sections to ensure they appreciate the differences in crash risk and impact consequences for motorcyclists	Review sections of RTA Road Design Guide underway	Maturing Investment Identified issue for the next plan
<p>2.2 MCC to lobby road authorities to:</p> <p>a. Review Standards and Guidelines to accommodate motorcycle needs</p> <p>b. Establish systems to ensure relevant guidelines (e.g. Guidelines to Traffic Engineering Practice, Part 15, RTA Road Design Guidelines etc) are applied in all road and road side designs</p> <p>c. Use motorcycle oriented road safety audits at the design and pre-opening stages for all new road works</p> <p>d. Minimise the use of roadside poles to reduce distraction and hazards to motorcyclists by encouraging generic signage policy and the use of multiple signs on poles</p> <p>e. Ensure all road design, construction and</p>	<p>Issue has been raised to relevant authorities and action is being sought</p> <p>Issue has been raised to relevant authorities and action is being sought. This strategy is also evident in a representative sample of local government road safety strategic plans</p> <p>Austrroads Road Safety Audit Manual has a greater emphasis on motorcycle safety</p> <p>Not achieved</p> <p>Issue has been raised to relevant</p>	<p>Identified issue for the next plan</p> <p>Early win. Identified issue for the next plan</p> <p>Longer term gain</p> <p>Identified issue for the next plan</p> <p>Early win</p>

Strategy	Outcome	Status
<p>maintenance guidelines and standards include consideration of motorcycle needs</p> <p>f. Establish procedures to ensure compliance with guidelines and standards at construction and maintenance work sites</p>	<p>authorities and action is being sought</p> <p>Motorcycle section added to the RTA's Traffic Controls at Worksites Manual</p>	<p>Identified issue for the next plan</p> <p>Longer term gain</p>
<p>2.3 Lobby the "Streets Opening" Conference to recommend a new agreement to ensure utilities and road authorities undertake the prompt restoration of roads after road works to comply with motorcycle safety standards</p>	<p>New agreement has resulted in inclusion of motorcyclists in Section 4.9 (restoration of road surfaces) in the Guides to Codes and Practices for Streets Opening, issued by the "Streets Opening" Conference</p>	<p>Early win</p>
<p>2.4 MCC to work with LGSA/IPWEA to review guidelines and policies on road furniture safety and to warn Local Councils of their liability in relation to motorcyclist injuries</p>	<p>Not achieved</p>	<p>Identified issue for the next plan</p>
<p>2.5 MCC to develop a program to promote the systematic removal of poles on the road environment. The programs should include lobbying:</p> <p>a. Utilities to convert overhead cable to underground lines</p> <p>b. Road authorities to develop priorities for the removal of poles in high risk locations</p> <p>c. Supporting the LGSA policy to convert all overhead power supply to underground lines</p>	<p>MCC joined "Cables Downunder"</p> <p>Issue has been raised to relevant authorities and action is being sought</p> <p>Issue has been raised to relevant authorities and action is being sought</p>	<p>Early win</p> <p>Maturing investment</p> <p>Maturing investment</p>

Strategy	Outcome	Status
2.6 MCC to lobby Austroads to ensure consideration of motorcycle needs is included in reviews of all parts of the Guide to Traffic Engineering Practice	Austroads agreement to include traffic counts for motorcycles as a separate class of road user. Project incomplete	Longer term gain Identified issue for the next plan
2.7 MCC to lobby Austroads to produce a video and communication package to introduce road authorities to the concepts involved in the Guide to Traffic Engineering Practice Part 15 – Motorcycle Safety	Not achieved. Issue has been raised to relevant authorities. Funding application to MAA for a video not approved	Identified issue for the next plan

Objective 3: To increase provision for motorcycling in transport planning

Strategy	Outcome	Status
3.1 MCC to lobby road authorities to establish motorcycles as a separate category of road users for planning purposes	Issue has been raised to Minister for Roads and relevant authorities and action is being sought	Early win Identified issue for the next plan
3.2 MCC to work with industry and other stakeholders to develop strategy to promote the benefits of motorcycles as a sustainable environmentally friendly form of transport to government agencies and the community	"The Role of Motorcycles" paper written for the Sydney University's Warren Centre project "Sustainable Transport in Sustainable Cities"	Longer term gain Identified issue for the next plan
<p>3.3 MCC to work with industry to develop a strategy to encourage Local Councils to:</p> <p>a. Include provision for motorcycles in their urban parking strategies</p> <p>b. Incorporate requirements for the provision of secure motorcycle parking in Development Control Plans for all commercial developments over a specific size</p>	<p>MCC commenced policy discussions with the Local Government Shires Association (LGSA)</p> <p>MCC held meeting with the RTA regarding parking restrictions</p> <p>MCC contributed to discussions on parking improvements in:</p> <ul style="list-style-type: none"> • Ryde City Council (Macquarie Park Corridor and West Ryde shopping precinct) • North Sydney (parking on street corners) • City of Sydney • Parramatta City Council 	<p>Early win Identified issue for the next plan</p> <p>Early win Identified issue for the next plan</p> <p>Longer term gain</p>

Strategy	Outcome	Status
3.4 MCC to encourage motorcyclists to lobby their Local Councils to provide secure motorcycle parking with lockers in commercial developments and commuter parking areas	Evident in the North Sydney and Willoughby Council's Road Safety Strategic Plans	Longer term gain Identified issue for the next plan
3.5 MCC to lobby relevant agencies to fund research into the cost of benefits of expenditure on cycle facilities compared to motorcycle facilities	Issue has been raised to relevant authorities and action is being sought	Maturing investment Identified issue for the next plan

Objective 4: To improve the safety of motorcyclists through increased awareness by all road users

Strategy	Outcome	Status
<p>UNLICENSED RIDERS</p> <p>4.1 MCC to lobby authorities to implement strategies to reduce the number of unlicensed and unregistered riders</p>	<p>MCC raised with Police and other relevant authorities</p>	<p>Maturing investment Identified issue for the next plan</p>
<p>4.2 MCC to work with regulatory and community bodies to ensure programs such as the Traffic Offenders Program or the Safe Driver Program address motorcyclist issues</p>	<p>Not achieved</p>	<p>Identified issue for the next plan</p>
<p>4.3 MCC to seek funds to undertake research to understand and develop strategies to reduce the number of unlicensed and unregistered riders</p>	<p>Not achieved. MCC funding application to ATSB not successful</p>	<p>Identified issue for the next plan</p>
<p>ROAD USER BEHAVIOUR</p> <p>4.4 MCC to promote motorcyclist's awareness of the incidence and long term outcomes of injuries</p>	<p>MCC working closely with the NSW Institute of Trauma and Injury Management</p> <p>Crash data provided on MCC web site</p>	<p>Maturing Investment Identified issue for the next plan</p> <p>Maturing Investment Identified issue for the next plan</p>
<p>4.5 MCC to publish and promote the findings of the MCC Motorcyclist survey on training and crash experience and on the avenues to distribute safety messages to motorcyclists</p>	<p>MCC published the following conference papers:</p> <ul style="list-style-type: none"> • MAA seminar (June 2002) • LGSA conference in Newcastle (Sept 2002) 	<p>Maturing Investment Identified issue for the next plan</p>

Strategy	Outcome	Status
	<ul style="list-style-type: none"> Road Safety and Policing Conference (Perth 2004) <p>MCC placed all papers on the web site</p>	
4.6 MCC to lobby for the establishment and funding of a Motorcycle Road Safety Officer position	Not achieved	Identified issue for the next plan
4.7 MCC to work with behavioural experts to develop effective safety messages for motorcyclists	MCC provides ongoing advice on request for joint RTA and MAA funded public education campaigns	Longer term gain Identified issue for the next plan
4.8 MCC to support campaigns to encourage motorcyclists to consider their contributing responsibility for crashes despite adverse road conditions or other drivers	Cultural shift noted with MCC and motorcycling community to ensure objective outlook to road safety issues using accurate data. Considered a major achievement	Longer term gain Identified issue for the next plan
4.9 MCC to promote discussion and a wider understanding of what is meant by “road conditions in reference to appropriate “riding” or “speed”	MCC uses <i>Positioned for Safety</i> content as a platform to promote discussion in meetings and on line on MCC website	Longer term gain Identified issue for the next plan
4.10 MCC to promote informed discussion of lane splitting as a safety issue through the web site and other media	Not achieved	Identified issue for the next plan
4.11 MCC to work with ATSB to promote the availability of the ATSB video – “Ride On”	<p>MCC distributes leaflets and order forms at motorcycle events and displays</p> <p>DVD version of “Ride On” to be distributed by MCC through dealers with the sale of new bikes. Funding sought from the Federated Chamber of Australian Automotive Industries (FCAI)</p>	Early win Identified issue for the next plan

Strategy	Outcome	Status
4.12 MCC to work with the RTA and other stakeholders on the development and promotion of motorcycle specific countermeasure information like the VMAC Motorcycle notes	Not achieved	Identified issue for the next plan
4.13 MCC to work with local government and regional road safety personnel to identify and target motorcycle rest stops to promote safer riding behaviour	Snowy Mountains and Southern Highlands Region of Councils motorcycle safety brochures completed. NSW version printed	Maturing investment Identified issue for the next plan
4.14 MCC to lobby for research into the causes and symptoms of fatigue to develop countermeasures, and to develop new criteria to be applied in investigating motorcycle crashes	Paper published by the Injury Risk Management Research Centre (IRMRC). Findings incorporated in brochure (see 4.13 above)	Maturing investment Identified issue for the next plan
RIDER TRAINING		
4.15 MCC to lobby for a full independent review and research based evaluation of motorcycle rider training programs and licensing process, including post license training and ongoing training and development for rider trainers	RTA review of Rider Training Scheme completed but not yet reported to the RTA's Motorcycle Consultative Committee	Maturing investment Identified issue for the next plan
4.16 MCC to work with other stakeholders to encourage riders to seek post license training and to promote the availability and access to such training	MCC distribution of list of trainers at motorcycle events. Relevant section of <i>Positioned for Safety</i> provided on the MCC website	Maturing investment Maturing investment Identified issue for the next plan

Strategy	Outcome	Status
4.17 MCC to lobby and support a program of research into the effectiveness of post license training, Day Road Rides and Track Days	Not achieved	Identified issue for the next plan
4.18 MCC to work with authorities to develop driver awareness campaigns to educate drivers to look for motorcyclists and allow them appropriate road space	Support and advice provided by MCC for campaign development, as required	Maturing investment Identified issue for the next plan
4.19 MCC to work with authorities to incorporate motorcycle awareness into driver training and in the hazard perception components of the licensing process	MCC provides input to the Australian Driver Training Association (ADTA) newsletter	Maturing investment Identified issue for the next plan

Objective 5: To increase awareness and acceptance of appropriate personal safety equipment (protective clothing)

Strategy	Outcome	Status
<p>PROTECTIVE CLOTHING</p> <p>5.1 MCC to work with other stakeholders to inform motorcyclists about the benefits of protective clothing and the correct fit and fastening of helmets</p>	<p>MCC conducted MAA funded research project. Paper presented at the National Road Safety Conference in 2003. MCC conducted seminar for industry on results of the research project. Involvement of industry a significant gain</p> <p>Information provided on the MCC website</p>	<p>Longer term gain Identified issue for the next plan</p> <p>Identified issue for the next plan</p>
<p>5.2 MCC to lobby Standards Australia to develop a “Users Guide” for purchasers based on the Motorcycle Protective Clothing Guidelines. The users guide to be distributed as a brochure and on the MCC web site</p>	<p>Users Guide developed and on MCC website</p> <p>Interest from manufacturers in funding a brochure</p>	<p>Longer term gain Identified issue for the next plan</p> <p>Early win Identified issue for the next plan</p>
<p>5.3 MCC to work with other stakeholders to ensure that relevant data is collected in relation to protective clothing in crash investigations</p>	<p>MCC working closely with the Royal College of Surgeons and the NSW Institute of Trauma and Injury Management</p>	<p>Maturing Investment Identified issue for the next plan</p>
<p>5.4 MCC to work with other stakeholders to establish processes for the analysis of crash data to compare details of crash circumstances, rider protection and injuries. This may provide information for riders on the merits of protective equipment in crashes</p>	<p>Not achieved. MCC developed unsuccessful funding submission with the NSW Institute of Trauma and Injury Management and road safety consultants</p>	<p>Identified issue for the next plan</p>

Strategy	Outcome	Status
5.5 MCC to work with other stakeholders to ensure riders take responsibility for the safety of their pillion and ensure that adequate protective clothing is worn	Generic rewrite of Snowy Mountains brochure underway by RTA for state-wide distribution	Early win Identified issue for the next plan
5.6 MCC to lobby to retain Australian helmet certification	MCC has a seat on Standards Review Committee	Longer term gain Identified issue for the next plan
5.7 MCC to support and lobby for the support of agencies for the upgrade of Australian Standard AS1698 as a continuous process	As per 5.6 above	As per 5.6 above
5.8 MCC to support the helmet evaluation program currently being developed by the RTA	RTA study completed and report written. Not released to the public	Longer term gain
5.9 MCC to seek grants to fund the independent evaluation and critical review of helmet standards	MCC support for an Australian and NZ research proposal with Human Impact Engineering and the University of NSW. Joint funding proposal developed with NRMA, TAC, RTA, ATSB	Maturing investment Identified issue for the next plan
5.10 MCC to lobby to ensure relevant data in relation to helmets is collected in crash data investigation	As per 5.4 above	As per 5.4 above
5.11 MCC to work with other stakeholders to lobby the Federal Treasury to re-instate motorcycle helmets on the Prohibited Goods List	This issue needs further clarification	Ongoing

Objective 6: To increase awareness and acceptance of appropriate motorcycle design for safety

Strategy	Outcome	Status
<p>CRASH RESEARCH</p> <p>6.1 MCC to lobby to ensure relevant data in relation to helmets is collected in crash data investigation</p>	<p>As per 5.10 above</p>	<p>As per 5.10 above</p>
<p>6.2 MCC to lobby to ensure relevant data in relation to protective clothing is collected in crash data investigation</p>	<p>As per 5.4 above</p>	<p>As per 5.4 above</p>
<p>6.3 MCC to lobby for industry to provide consumer information on new research and developments in motorcycle technology and design</p>	<p>Not achieved</p>	<p>Identified issue for the next plan</p>
<p>6.4 MCC to lobby for comprehensive reviews into issues where current knowledge is inconclusive e.g. helmets, protective clothing, noise and conspicuity issues</p>	<p>Helmet comparison study completed and published. Cochrane report released by The George Institute</p> <p>MAA funded research on protective clothing completed</p>	<p>Maturing investment Identified issue for the next plan</p> <p>Maturing investment Identified issue for the next plan</p>

Objective 7: To increase understanding and implementation of crash prevention strategies

Strategy	Outcome	Status
CRASH INVESTIGATION		
7.1 MCC to lobby for the adoption of international standards for motorcycle crash reporting	MCC advocated at State and National level for Motorcycle Accident In Depth Study (MAIDS) crash reporting standards to be adopted in NSW	Maturing investment Identified issue for the next plan
7.2 MCC to lobby for the establishment of fully resourced accident investigation of all serious injury motorcycle crashes undertaken by people trained to understand motorcycle crashes	Not achieved	Identified issue for the next plan
7.3 MCC to work with agencies to improve Police assessment, reporting and data collection of motorcycle crashes	Issue has been raised to relevant authorities and action is being sought	Maturing investment Identified issue for the next plan
7.4 MCC to lobby for the establishment of a working party involving Police, RTA, Ambulance, MCC, forensic engineers and other experts to examine the means by which factors in motorcycle crashes are correctly identified rather than the current default to assume excess speed	Issue has been raised to relevant authorities and action is being sought	Maturing investment Identified issue for the next plan
7.5 MCC to lobby for research to review variations in Police decisions to apply negligent driving charges in cases of single vehicle motorcycle and car crashes respectively by reviewing the COPS narrative	Issue has been raised to relevant authorities and action is being sought	Maturing investment Identified issue for the next plan

Strategy	Outcome	Status
7.6 MCC to lobby for research into the cause of single vehicle motorcycle crashes	RTA now routinely provides raw data to MCC to enable extraction and tracking of crash patterns	Longer term gain Identified issue for the next plan
7.7 MCC to promote motorcyclist's awareness: a. To ensure crashes are recorded appropriately by Police including the contribution of other factors such as road condition b. Of their right to claim extenuating circumstances in relation to other factors such as road condition or another vehicle in order to protect their license status c. To seek legal advice in relation to crashes where they believe there were other contributing factors	Discussion of awareness issues promoted on MCC website using online communication "discussion page"	Longer term gain Identified issue for the next plan
7.8 MCC to lobby for the development of a training program on crash assessment with a focus on road conditions and vehicle factors. This training to be required before Police are accredited to attend road crashes. This training to be provided to all Highway Patrol as a first priority	Issue has been raised to relevant authorities and action is being sought	Maturing investment Identified issue for the next plan
7.9 MCC to lobby to improve the current sources of information and develop new ones, including a system of data matching between sources, such as Health, Ambulance, Police and the RTA on road crashes	MCC working with UNSW Injury Risk Management Research Centre to scope potential to move forward	Maturing investment Identified issue for the next plan

Strategy	Outcome	Status
CRASH DATA ANALYSIS		
7.10 MCC to lobby for the re-evaluation of current methods of road user risk assessments in terms of the basis of calculation used for motorcyclists	Review completed by RCSC Services Pty Ltd	Early win Monitor
7.11 MCC to lobby to allow public research access to crash data in line with other states and countries	Achieved	Longer term gain Completed
7.12 MCC to lobby for more research into the causal factors involved in serious casualty as well as fatal crashes	See 1.1 above	See 1.1 above

Objective 8: To improve understanding and communications between government agencies and the motorcycling community

Strategy	Outcome	Status
8.1 MCC to work with other agencies to formalise the framework for consultation and planning between government, other stakeholders and motorcycle community groups	Achieved	Longer term gain Completed
8.2 MCC to continue to work with the RTA on the implementation and continuing assessment of LAMS (Learner Approved Motorcycle Scheme)	Achieved	Longer term gain Ongoing
8.3 MCC to develop a strategy to promote awareness of the representative status of the MCC	Achieved	Longer term gain Completed
8.4 MCC to develop a web site to communicate and implement the MCC Road Safety Strategic Plan	Achieved	Longer term gain Ongoing
8.5 MCC to continue to support the ATSB Motorcycle Safety Consultative Forum	Achieved	Maturing investment Ongoing
8.6 MCC to review the current information dissemination processes to improve the quality and efficiency of communications to the motorcycling community	Achieved	Longer term gain Ongoing
8.7 MCC to develop a comprehensive Local Government strategy and communications package on the Web for motorcyclists to implement at the local level. The strategy to include information on:	Achieved with NRMA sponsorship	Longer term gain Ongoing

Strategy	Outcome	Status
<ul style="list-style-type: none"> a. The operational structure of councils as road authorities and community services agencies b. How best to approach a council to gain support for motorcycle initiatives at the local level c. What motorcyclists have a right to expect from their local councils in relation to the condition of local roads d. Who to notify about motorcycle road hazards e. Specific information on road furniture, road surface conditions and other hazards 		
8.8 MCC to promote motorcyclist's awareness of their rights and appropriate procedures when involved in a crash where they wish to claim extenuating circumstances	Not achieved	Identified issue for the next plan
8.9 MCC to seek funding to establish a road hazard database on the MCC's web site that is updated by road users	Not achieved	Identified issue for the next plan
8.10 MCC to write to each Local Council drawing their attention to Austroads Part 15 and their liabilities	Achieved	Maturing investment Completed
8.11 MCC to lobby for the amendment of the Roads Act, 1993 and other relevant acts of Parliament to distinguish motorcycles as a separate class of road user	Issue has been raised to relevant authorities and action is being sought	Maturing investment Identified issue for the next plan
8.12 MCC to lobby for a review of the current permitted noise levels for motorcycles and their safety implications	Issue has been raised to relevant authorities and action is being sought. High associated workload has meant other issues have received little or no attention	Maturing investment Identified issue for the next plan

Objective 9: To improve the public image of motorcyclists

Strategy	Outcome	Status
9.1 MCC to seek funding for a project working with communications experts to identify the core ideas underpinning negative perceptions of motorcyclists and develop a communication strategy to challenge these assumptions	Not achieved	Identified issue for the next plan
9.2 MCC to seek funding for a project to improve the image of motorcyclists as tourists and consumers to counter prejudice and clarify the relative economic benefits of motorcyclists to a community area	Achieved using current motorcycle tourist brochures and by contribution to print media	Maturing investment
9.3 MCC to work with local authorities to promote motorcycle friendly tourist destinations	MCC working with local authorities in: <ul style="list-style-type: none"> • Cessnock • Southern Highlands • Illawarra • Snowy Region 	Maturing investment

Objective 10: To establish an equitable basis for insurance and other regulatory charges

Strategy	Outcome	Status
10.1 Lobby RTA for a review of the basis for motorcycle registration and toll charges	Issue has been raised to RTA and action is being sought	Maturing investment Identified issue for the next plan
10.2 MCC to lobby the MAA to consider the development of a reduced premium for motorcycles that do not have provision for a pillion passenger	A letter has been sent to the Standing Committee on Law and Justice enquiring about the possibility of commencing a review in relation to motorcycle premiums	Maturing investment Identified issue for the next plan
10.3 MCC to lobby for a review of the CTP insurance scheme	Issue raised with the Standing Committee on Law and Justice, who have requested a response from MCC	Early win Identified issue for the next plan
10.4 MCC to lobby for the amendment of the Roads Act, 1993 and other relevant acts of parliament to distinguish motorcycles as separate class of road users	Issue has been raised to relevant authorities and action is being sought	Maturing investment Identified issue for the next plan

6. Additional Outcomes

The study also reveals that the *Positioned for Safety* plan has achieved a considerable number of outcomes additional to the strategies originally determined for the plan. These outcomes have contributed to the organisational growth and professionalism of the Motorcycle Council of NSW and have provided a better understanding of motorcycle issues, the political environment and the system that the MCC needs to work within to achieve road safety benefits and outcomes. It was reported that, “MCC was originally reactive – now we are proactive and operate within a strategic environment”.

deRome & Wood (2003) states that benefits include:

- Improved communications with the Roads and Traffic Authority resulting in a more effective two way flow of information and consultation on motorcycle issues.
- Improved availability of reliable motorcycle crash data providing the basis for informed decision making and planning
- Reconciliation and recognition of shared objectives for motorcycle safety
- Establishment of direction and a framework for activity by the MCC of NSW, providing clear priorities and objectives within a defined planning time period
- Direction and framework for partner organisations
- Raised awareness of motorcycle issues by agencies including the NRMA, IPWEA, and the “Streets Opening” Conference.

Additionally the consultation outcomes provide evidence that:

- Effective media approaches have lifted the profile of motorcycle safety issues, and shifted the reporting theme from a negative portrayal of motorcycle riders to provide a positive image of motorcyclists as responsible road users with safety concerns
- A level of national prominence has been achieved by the MCC of NSW as a leader in advocating and developing strategy for motorcycle safety in Australia. The MCC has joined the national rider forum, the Australian Motorcycle Council (AMC), and using its skills and increased understanding of motorcycle issues developed over the last few years, provided input into AMC policy.

“There was nothing much on motorcycle safety before this project started – now there is” (member of the motorcycling community)

7. Efficacy (Benefits of the Program to Partner Organisations)

7.1 Local Government Action

All local government areas with a dedicated Road Safety Officer were contacted to ascertain the level of strategic commitment for motorcycle safety and the level of motorcycle road safety activity in place. Awareness of the “*Positioned for Safety*” plan was also measured, and additional comments sought. Of the 104 Councils that have a Road Safety Officer, 67% responded. A summary of responses is provided in the table below.

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “ <i>Positioned for Safety</i> ” Plan	Additional Comments
Albury City Council	No	Nil	Yes	
Auburn Council	Yes	“Survive the Ride” program jointly with four other western Sydney Councils. This includes brochures promoting protective clothing, road-craft sessions and road safety activity on race tracks	Yes	
Bankstown	Yes	Plan commenced in 2005 and actions not yet commenced	No	(Taken from the Bankstown City Road Safety Strategic Plan) “Objectives are to: <ul style="list-style-type: none"> Raise driver awareness within the community of motorcyclists as vulnerable road users.

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of <i>“Positioned for Safety”</i> Plan	Additional Comments
				<ul style="list-style-type: none"> • Develop and Implement local programs to complement the RTA Action plan on motorcycle safety • Raise the awareness of motorcyclists of the importance of enhancing their visibility to motorists. • Promote road safety education/messages for motorcyclists and their pillion passengers”
Baulkham Hills Shire Council	Yes	Mapping a recreational route from Old Northern Rd along Pacific Hwy to Gosford. Working closely with Hornsby and Baulkham Hills Council on this project	Yes	
Blacktown City Council	Will be included in the 2006 – 2009 Road Safety Strategic Plan	“Survive the Ride” program jointly with four other western Sydney Councils. This includes brochures promoting protective clothing, roadcraft sessions and road safety activity on race tracks	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “Positioned for Safety” Plan	Additional Comments
Blue Mountains City Council	No	Nil	Yes	
Burwood Council	No	Support for the Inner West regional project "Survive the Ride". Event publicised in mayoral column and local papers	Yes	"I am in my first year of being a road safety officer and have not implemented motorcycle safety projects yet, but it is great to have a comprehensive resource available for future planning"
Camden Council	Yes	Motorcycle safety issue awareness at local community events	Yes	"Motorcyclists as a group are considered in any alteration or addition to the roadscape"
Campbelltown City Council	Included in the annual action plan	Support for Motorcycle Week	Yes	
Canada Bay Council	Included in action plan	"Survive the Ride" program jointly with four other western Sydney Councils. This includes brochures promoting protective clothing, roadcraft sessions and road safety activity on race tracks	Yes	
Canterbury City Council	No	Nil	Yes	
Cessnock City Council	Yes	Road works at Lemming Corner to improve sight lines and surface for riders. Works were based on feedback	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “ <i>Positioned for Safety</i> ” Plan	Additional Comments
		gathered by the MCC.		
Coffs Harbour City Council	Not in current strategy but will feature in the next to be developed in 2005	Nil	Yes	
Coolamon Shire Council/ Junee Shire Council/ Wagga Wagga City Council	No	Nil	Yes	
Cootamundra/ Temora/Bland Shire Councils	No	Nil	Yes	
Dubbo City Council	Yes	<p>Motorcycle road safety campaign conducted using an IPWEA grant. The campaign included the following elements:</p> <ul style="list-style-type: none"> gathering of observational data re motorcyclist conspicuity 	Yes	<p>(Taken from the Dubbo City Road Safety Strategic Plan)</p> <p>“Objective 4: To improve road user behaviour with priority given to vulnerable road users, truck drivers and motorcyclists</p>

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of <i>“Positioned for Safety”</i> Plan	Additional Comments
		<ul style="list-style-type: none"> • 150 riders (including Ulysses Club members) throughout the region rode in the CBD street procession at the campaign launch • Shopping centre displays during Motorcycle Awareness Week, • Display banner on Dubbo Railway Bridge – “LOOK OUT FOR MOTORCYCLES!” • Great Dubbo Road Safety Trivia Challenge focusing on motorcycle road safety, involving varied road user groups • Air fresheners to motorists and key rings to motorcyclists reminding them of key road safety messages • Press releases and media articles promoting road safety for motorcyclists • Radio advertising - RTA messages and local motorcycle club locally produced ads promoting: motorcyclist visibility and driver awareness of motorcyclists <p>This project will be evaluated in 2005</p>		<p>Core Strategy: Develop targetted strategies to improve road safety for motorcyclists</p> <p>Performance Indicator: "Sharing the road" campaign developed to encourage tolerance for motorcycles."</p>

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “ <i>Positioned for Safety</i> ” Plan	Additional Comments
Fairfield City Council	Yes	<p>Council has developed a data base of riders that reside in the LGA to direct mail road safety information</p> <p>Presentations are made by MCC as a component of the Young Drivers Program</p>	Yes	“ <i>Positioned for Safety</i> has raised the profile of the MCC in NSW”
Gosford City Council	Council has no strategic plan but motorcycle safety has a high profile in annual action plan	A motorcycle safety program is being developed in conjunction with Hornsby and Baulkham Hills Councils. A brochure is being developed that includes a map of the area and highlights safety features, rest areas/cafes etc. Also incorporated will be road safety information	Yes	
Greater Argyle Council	Council has no strategic plan but motorcycle safety has a high profile in annual	Council will re-print and distribute a second edition of 'Motorcycling the Southern Way'. This brochure contains maps, safety information and other useful advice for motorcyclists riding on the highlands and tablelands regions, south of Sydney	Yes	“The <i>Positioned for Safety</i> plan raised the awareness of myself and my engineer, leading to the projects listed. We have heard a number of presentations about it at conferences and regional meetings”

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of "Positioned for Safety" Plan	Additional Comments
	action plan	Council will conduct a Motorcycle Focus Day' in March, 2005. This event targets engineers, road safety officers, police and motorcycle riders and representatives. Topics include an overview of <i>Positioned for Safety</i> and a look at Austroads Part 15		
Greater Queanbeyan City Council	Design standards will be included in the next plan to be developed in 2005	Distribution of 'Breaking Habits' and ATSB booklet through local motorcycle retailers. Publicity and acknowledgement of motorcycle casualties. Advocacy within Council from experienced riders on staff (RSO is a motorcycle trainer)	Yes	"Influence of Austroads Design Part 15 has been valuable to improving the road environment for motorcyclists"
Hawkesbury City Council	Council has no strategic plan but motorcycle safety has a high profile in the annual action plan	Council is implementing a local project called "The Hawkesbury - Ride To It, Ride Through It". This is in its second phase. Phase 1 saw the development of pocket maps highlighting places of interest and safety information. Phase 2 is the installation of signs at locations where motorcyclists congregate	Yes	"We had input from the Motorcycle Council during Phase 1 of the project so any influence of the <i>Positioned for Safety</i> Plan may have occurred via this"

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “ <i>Positioned for Safety</i> ” Plan	Additional Comments
Holroyd Council	Included in action plan	Council shares the ‘Survive the Ride’ program jointly with four other western Sydney Councils. This includes brochures promoting protective clothing, road-craft sessions and road safety activity on race tracks	Yes	
Kiama Municipal Council	Yes	Council is involved in <ul style="list-style-type: none"> • The Motorcycle Safety Tour • Production and distribution of ‘Touring the Illawarra’ booklet for visiting motorcyclists • Trial of treatments for temporary steel plates • Road Safety Officer presentations to year 11 students in the Kiama, Shellharbour and Wollongong LGAs as part of the ‘U-Turn the Wheel’ program 		“Powered scooters, again unregistered and unregistrable, also are presenting a profile of high risk with serious consequences. The same can be said of powered bicycles. It seems that these are not within the scope of the MCC”.
Kogarah Council	No	Nil	Yes	
Ku-ring-gai Council	Yes	Conduct of the ‘Survive the Ride’ program, in partnership with three other Council areas, providing subsidised training to motorcycle riders	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “Positioned for Safety” Plan	Additional Comments
Lake Macquarie City Council	No	Nil	Yes	
Lane Cove Council	Will be included in the 2006 – 2009 road safety strategic plan	Planning to join the ‘Survive the Ride’ program with four North Shore Councils	Yes	
Leeton Shire Council/ Narrandera Shire Council/ Murrumbidgee Shire Council	No	Nil	Yes	
Leichhardt Council	Yes	Motorcycle safety investigation conducted in 2004. Council has proposed a “hazard reporting system” to the RTA.	Yes	
Lismore City Council	No	Nil	Yes	
Liverpool City Council	No	Nil	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “Positioned for Safety” Plan	Additional Comments
Marrickville Council	No	Nil	Yes	
Moree Plains Shire Council/ Gwydir Shire Council	No	Nil	Yes	
Mosman Council	Yes	Conduct of the ‘Survive the Ride’ program, in partnership with three other Council areas, providing subsidised training to motorcycle riders	Yes	
Mudgee Shire Council/ Wellington Shire Council/ Coolah Shire Council	Motorcycle road safety will be in plan for next four years currently under development	Motorcycle safety campaign planned for 05 / 06 program, through local tourist offices in Mid Western & Wellington	Yes	
Murray Shire Council	No	Nil	Yes	
Narromine Shire Council/ Gilgandra Shire Council	Included in Narromine Shire road safety	Narromine Council has a commitment to “integrate Austroads Guide to Traffic Engineering Practice – Part 15 into road design planning to improve motorcycle	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of <i>“Positioned for Safety”</i> Plan	Additional Comments
	strategic plan	safety, where applicable”		
Newcastle City Council	Yes	Nil	Yes	“I have a copy of and have read the document, but I don't think it has influenced actions in Newcastle LGA”
North Sydney Council	Yes	<p>Motorcycle parking with lockers in community developments and commuter parking areas has been identified as a key area</p> <p>Conduct of the ‘Survive the Ride’ program, in partnership with three other Council areas, providing subsidised training to motorcycle riders. In 2004 126 riders enrolled in heavily subsidised (50% off) courses at HART, St Ives</p> <p>Production of banners reminding drivers to look in their wing mirror for motorcycles, which were placed at motorcycle accident blackspots</p>	Yes	“When developing our program we liaise with a number of stakeholders and do refer to resources such as the <i>Positioned for Safety Plan</i> ”.
Orange City Council/Cabonne	Yes	Main activities in the Central West are under the auspices of the Central West	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of <i>“Positioned for Safety”</i> Plan	Additional Comments
Shire Council		<p>Motorcycle Safety and Tourism Group.</p> <p>A Motorcycle Awareness Ride was conducted last year in conjunction with Motorcycle Awareness Week. It involved over 260 motorcyclists riding to Molong.</p>		
Parkes Shire Council/ Forbes Shire Council/ Lachlan Shire Council	Included in action plan and planned for the 2005 – 2009 Strategic Plan	Promotional road safety activity planned from February – May in 2005.	Yes	
Parramatta City Council	Yes	‘Survive the Ride’ program jointly with four other western Sydney Councils. This includes brochures promoting protective clothing, road-craft sessions and road safety activity on race tracks	Yes	
Penrith City Council	No	Nil	Yes	
Ryde City Council	No	Nil	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of " <i>Positioned for Safety</i> " Plan	Additional Comments
Shoalhaven City Council	Yes	Helmet wearing campaign	Yes	"Planning and intervention decisions have been influenced by local crash analysis (rather than state-wide), the precursors of P4S - such as presentations & discussions by MCC representatives at regional RSO group meetings, consideration of research / documents in RTA library, discussions with the RTA, and by my own experience as a motorcycle rider and casualty of car-driver aggressive carelessness"
Sutherland Shire Council	Motorcycle safety has a high profile in Council's annual action plan	Council has developed 'smart cards' with accident blackspot info to distribute to riders and drivers in the Royal National Park. Motorcycle safety signage is being developed for the Royal National Park, in partnership with the RTA Council conducted a launch for	Yes	" <i>Positioned for Safety</i> has proved to be an invaluable resource at the planning level, but I wouldn't think that too many riders would be familiar with it"

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “ <i>Positioned for Safety</i> ” Plan	Additional Comments
		Motorcycle Awareness Week in 2004		
Tumut Shire Council/ Tumbarumba Council/Gundagai Shire Council	Yes	Motorcycle road safety activity includes: <ul style="list-style-type: none"> • Two motorcycle forums • Motorcyclists are represented on the local road safety group for the three LGAs • A local strategic plan has been developed for motorcyclists • A Snowy Mountains motorcycle road safety brochure has been developed, with an emphasis on rest areas, recreational meeting points, hazards and protective clothing • Two group riding brochures have been developed (riders and organisers) • Motorcycle safety is a feature on Councils’ web sites 	Yes	“ <i>Positioned for Safety</i> hangs it all together”
Tweed Shire Council	No	Nil	Yes	
Warren Shire Council	Yes	Warren Shire Council has a commitment to Integrate Austroads Guide to Traffic Engineering Practice – Part 15 into road design planning	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of “ <i>Positioned for Safety</i> ” Plan	Additional Comments
Warringah Shire Council	No	Nil	Yes	
Willoughby City Council	Yes	<p>‘Survive the Ride’ project which includes,</p> <ul style="list-style-type: none"> • Identification of high crash areas involving motorcyclists • Audits conducted at ‘trouble spot’ locations and hazards reported to appropriate authorities for investigation / repair. • VMS and media advertising targeting other road users. • Motorcycle Safety Courses offered at discount rates • Successful motorcycle campaign in 2004, with about 120 people enrolling in rider training courses, and high profile advertising on 2MMM, and in Motorcycle magazines 	Yes	

Local Government Area	Inclusion in Road Safety Strategic Plan	Reported Motorcycle Activity	Awareness of <i>“Positioned for Safety”</i> Plan	Additional Comments
Wollongong City Council	Yes	Council has developed a ‘Touring Illawarra’ booklet based on the Southern Highlands with Kiama and Shellharbour Councils. This was launched by Wayne Gardiner in Motorcycle Awareness Week in 2004	Yes	“Need a new plan to keep up the pressure”
Yass Valley Council / Upper Lachlan Council	No	Support given to Goulburn and Tumut motorcycle safety campaigns through distribution of education resources for them in the Yass area. This includes “Motorcycling in the Snowy Mountains Region”, and “Motorcycling the Southern Way”.	Yes	

7.2 Summary of Local Government Activity

A. Inclusion in Local Council Strategic and Action Plans

Of all Councils responding, 60% identified motorcycle road safety in their strategic and/or annual action plan.

B. Levels of Local Government Activity

Of all Councils responding, 73% reported motorcycle activity occurring as an initiative in their local government area.

C. Awareness of “*Positioned for Safety*”

Of all Councils responding only one was not aware of the existence of *Positioned for Safety*.

8 Discussion of Motorcycle Road Safety Stakeholder Findings

8.1.1 Stakeholder Awareness of the “*Positioned for Safety*” Strategic Plan (Q1)

Motorcycle road safety stakeholders were asked, “*Positioned for Safety* (2002 – 2005) is the Motorcycle Council of NSW Road Safety Strategic Plan. Does your organisation have a copy of the plan, or have you accessed/downloaded it from the Motorcycle Council of NSW web site? “

“The plan was sent to us in 2002. Since then we have had correspondence from the MCC reminding us that we have it”.

All organisational stakeholders interviewed indicated awareness of the *Positioned for Safety* plan. However, ready access to the plan varied. A minority of stakeholders stated they had a copy of the plan when it was first released, but that this had “gone missing”. Most stakeholders knew a copy was available in PDF version on the MCC web site, but this appears to have been rarely utilised.

Within local government environments the plan is usually held by the Road Safety Officer. It was commonly stated that staff “knew where to find it”, if the Road Safety Officer had custody of the document. Alternatively, the plan may be found in Council staff libraries.

Operational police as a group were aware of the plan, but are less likely to have ready access. One police representative was not aware that MCC had a web site, or that a PDF version was available.

8.2.2 Reported engineering and transport management road safety strategies (Q2)

Motorcycle road safety stakeholders were asked to, “Describe any integrated engineering and transport management strategies or actions undertaken by your organisation over the last few years that improve road safety for motorcyclists?”

“Engineers look to Austroads for technical direction. The role of Positioned for Safety is to help to promote that”

Responses varied widely. Organisations operating at State and Federal levels indicated that most activity occurred at local levels, through the engineering departments of local Councils, supported by Council Road Safety Officers.

The Institute of Public Works Engineering Australia (IPWEA) considers motorcycle engineering issues as part of IPWEA Road Safety Panel. The Manager of the Motorcycle Division of the Federated Chamber of Automotive Industries (FCAI) stated that “some efforts are made through Road Safety Councils, to improve surface conditions for motorcycle riders, mainly in the repair and maintenance of existing roads”.

Most local councils pointed out that the main impetus for proactive motorcycle engineering treatments is the technical direction provided in Austroads Guide to Traffic Engineering Practice Part 15 – Motorcycle Safety, and that “this is what the engineers really look at”. It was indicated that Council engineers would be unlikely to refer directly to the *Positioned for Safety* plan. However it was also considered likely that Road Safety Officers may use *Positioned for Safety* to influence the decisions that Council engineers make that affect motorcyclist safety.

Improved parking for motorcycles is planned for some local government areas. Cessnock Council and Blacktown City Council are both considering parking improvements for motorcycles. In Blacktown City this is a strategic component of an alternative transport strategy, which will feature in their next road safety strategic plan (commences 2006).

8.2.3 Reported education and awareness road safety strategies (Q3)

Motorcycle road safety stakeholders were asked to, “Describe any integrated education and awareness strategies or actions undertaken by your organisation over the last few years that improve road safety for motorcyclists.”

“Positioned for Safety is a useful stepping stone to launch suitable awareness programs”

Organisations interviewed showed strong support for this area. Education programs work to increase the capacity of the motorcycle industry to respond

to and influence government agendas. Others are developed to meet the specific needs of local and visiting riders.

Key programs mentioned included a five-Council 'Survive the Ride' program. This program was initiated by Blacktown City Council and includes brochure development to encourage the use of protective clothing, road craft skill training, track-day events.

Other Councils interviewed indicated road safety awareness programs associated with recreational routes. Of particular mention is the Hunter Region, including the wine country, and the Southern Way and Snowy Mountains Highway.

It seems evident that education initiatives are better supported within local government areas if crash data indicates a growing motorcycle crash problem. In one local government area, motorcycle road safety is not targeted as "there is a static crash pattern that does not warrant an increased road safety investment". In another area that is conducting motorcycle education programs a data base of resident motorcycle riders has been developed to enable messages to be delivered direct to motorcycle riders.

Most organisations interviewed support the concept of an annual Motorcycle Awareness Week, with some actively engaged in education and awareness activities.

8.2.4 Usefulness of "*Positioned for Safety*" as a planning tool (Q4)

Motorcycle road safety stakeholders were asked, "Has *Positioned for Safety* assisted/helped in planning the strategies or activities you have identified? How?"

"We wouldn't be involved in Motorcycle Week if it wasn't for the plan. It's put it on my agenda".

General consensus indicates that the plan provides a useful "point of reference" for road safety practitioners who are planning motorcycle action and activity in their area. Information provided indicates the document is most useful as a tool in the early stages of planning a campaign or a program.

Of particular note are comments that relate to the ready availability of information "that we don't have to search for".

The plan is more likely to be used by organisations involved in road safety at an operational level, who are seeking support for local road safety intervention. For example an inexperienced road safety practitioner, such as a newly appointed Road Safety Officer would find information in the plan valuable to assist in planning local motorcycle road safety activities or campaigns. Useful information mentioned includes identification of the needs

of motorcyclists and the emphasis the plan places on integrated partnership strategies.

On the other hand, experienced practitioners, and in particular those that ride a motorcycle themselves, seem to be less inclined to refer to the document. This may be because they feel an assumed level of knowledge gained over years of experience is considered adequate to prepare them for planning activity relating to motorcycle road safety.

Unsurprisingly, organisations not currently engaged in motorcycle road safety activity claim *Positioned for Safety* has not provided assistance.

8.2.5 Role of “*Positioned for Safety*” on rider protection (Q5)

Motorcycle road safety stakeholders were asked, “Do you feel a strategic emphasis on increasing awareness and acceptance of the use of protective clothing for riders has encouraged behavioural programs designed to influence decisions motorcycle riders make? How?”

“It is difficult to measure the impact of one plan when there are many factors influencing this issue”.

Responses provide mixed messages. One local Council indicated that the plan served to put protective clothing into her “thinking processes”. For her it served to validate providing leathers as a prize in education campaigns and promotions run within the LGA.

However most organisations interviewed were undecided as to the influence *Positioned for Safety* may have had on rider decision to wear protective clothing. They conceded that, combined with other approaches and campaigns the plan may have had effect, but it was often stated that there is little evidence to attribute an increase in protective clothing wearing rates to the plan.

Comments varied from “...not a strong influence”, to “...we have included protective clothing information in our booklets, and the plan encouraged this program”.

The MAA has funded two protective clothing projects, research and web based guide, and, a seminar on motorcycle protective clothing, in response to MCC submissions aligned with “*Positioned for Safety*”

8.2.6 Impact of “*Positioned for Safety*” on crash prevention strategy (Q6)

Motorcycle road safety stakeholders were asked to, “Describe briefly the main impact you feel “*Positioned for Safety*” has had on improving crash prevention strategies (eg accident investigation, data collection, training) for motorcyclists in NSW?”

“Motorcyclists in NSW are better trained than car drivers”.

Overwhelmingly, organisations surveyed claimed the plan has increased “organisational awareness of the needs of motorcyclists”. Some evidence was provided that there is “some effectiveness” in “guiding engineering thinking and decisions” that work to improve road safety for motorcyclists.

However, when asked about the impact the plan has had on crash prevention strategies and techniques, it was apparent that crash prevention strategies of this type attributed to improving motorcycle safety are not widely implemented within NSW.

Generally organisational stakeholders felt that the training provided by approved contractors for new motorcyclists as part of the RTA’s compulsory learner rider training system was far better than that available for new drivers.

8.2.7 Impact of “*Positioned for Safety*” on public image of motorcyclists (Q7)

Motorcycle road safety stakeholders were asked, “Do you feel “*Positioned for Safety*” contributes to an improvement in the public image of motorcyclists?”

“A strategic approach presents motorcyclists as people who are looking forward in a professional way”.

There was a firm consensus that the image of motorcyclists in NSW has “come a long way” since 2001.

One organisation said that this is because, “... the MCC have been so good in promoting a positive image for the motorcycling community – this makes for a great image”.

It was claimed that the plan had “gone a lot wider than motorcycle groups and was not just a motorcyclists’ document.....it’s about safe approaches for the whole community”. This view places motorcyclists firmly as an important and credible part of the road user community, and not as an isolated group.

The road safety community generally perceive the Motorcycle Council of NSW to be the public face of motorcycling. It was stated that as an organisation the MCC “needed to become master of its own destiny” and develop a profile for motorcycle safety that places safety issues in the public eye.

As an organisation the MCC is noted for its skills in highlighting the positive aspects of motorcycling through advocacy, media and utilising contacts with decision makers. Organisations surveyed felt that this filters its way down to influence the views and perceptions local communities may have of motorcycle riders.

8.2.8 Flow of information and consultation on motorcycle issues (Q8)

Motorcycle road safety stakeholders were asked, "Has *Positioned for Safety* contributed to an improved understanding and level of communication between your organisation and the motorcycling community, including the Motorcycle Council of NSW? How?"

"It's changed the way that stuff gets out there".

Comments from the consultation show there has been a marked improvement in the way that the Motorcycle Council of NSW connects to and communicates with road safety stakeholders.

This is attributed in part to the strength and persistence of the MCC Executive in establishing a communication flow. Organisations noted that:

- The MCC corresponds in writing to ascertain current organisational commitment and progress for motorcycle safety
- The MCC is represented on relevant road safety committees
- The MCC attends and presents at relevant road safety conferences
- The MCC is a media advocate for the motorcycle safety cause

An organisation representing the views of road engineers stated that "the MCC was not previously known - now it is".

Other organisations noted that "the Motor Accidents Authority is considered supportive of a strategic approach for motorcycle safety in NSW".

A Consultative Committee (meeting every six months) convened by the RTA to improve the two-way flow of communication between agencies. It was noted that the process has not been smooth, and that at the time of writing the Committee has been suspended. It was also noted that the Police Service and Emergency Services are not currently represented.

However, the RTA has acknowledged *Positioned for Safety* as "a useful document as it clearly communicates the motorcycle safety agenda...".

8.2.9 Importance of a strategic direction for the next three years (Q9)

Motorcycle road safety stakeholders were asked, "Do you view the development of the next road safety strategic plan by the Motorcycle Council of NSW for motorcyclists in NSW for the next three years from 2006 – 2009 as important? Why?"

"This is the area where you'll get retrospective recognition for this document".

Overwhelmingly the consensus view is that "this is only the beginning".

It was mentioned by most organisations that the MCC should continue to develop a strategic focus for road safety.

It was also stated that the MCC had provided a strategic framework that meets the needs of the jurisdiction it serves. From the Federal level it was noted that the issue of jurisdiction is one that presents a threat to a continued strategic approach. This is because there may be a conflicting difference between the type of strategy that a government department and a community based group is able to commit to.

The consensus view is that the plan had already achieved outcomes and that a new phase of planning was required to capitalise on gains already made. Specific gains mentioned were:

- Two-way flow of communication between the MCC, motorcycling community and local government
- The inclusion of motorcycle road safety (education and road safety environment) in local government road safety strategic plans
- Inclusion of technical direction in Austroads Guide to Traffic Engineering Practice Part 15 – Motorcycle Safety
- Improved transport planning at local government levels, including parking for motorcycles
- MCC web site
- Improved public image of motorcyclists
- Education and awareness campaigns
- Rider training.

It was also noted that there were some areas where gains had been less significant, and that these need to be included in forward planning. Issues specifically mentioned in the consultation were:

- Reduction in the number of unlicensed and unregistered riders
- Crash investigation of all serious injury motorcycle crashes undertaken by people trained to understand motorcycle crashes
- Joint ownership approaches with the Roads and Traffic Authority.

Several interviewees believe that the task of developing and implementing the plan, as well as providing an ongoing measure of performance against outcomes is difficult for an organisation reliant on volunteer support. It was suggested that the MCC needs a paid member of staff to ensure ongoing effectiveness.

8.2.10 Strengths and weaknesses of *Positioned for Safety* (Q10)

Every strategic approach has strengths and weaknesses. That's why we should evaluate so that we can learn and aim for best practice".

Motorcycle road safety stakeholders were asked," What do you feel are the main strengths and weaknesses you can identify in the *Positioned for Safety* plan?"

The consultation identified several strengths as well as highlighted some perceived weaknesses. These are listed below as a record of actual comments made:

Strengths

- "The MCC has put all its forces and thought together in a logical and sensible way"
- "The involvement of all stakeholders in the work-up of the plan was important"
- "The use of a common language is a feature of the plan"
- "Protective clothing is an important issue and this has been a strength in this plan. The next should seek to promote a national standard"
- "Language, facts and information"
- "*Positioned for Safety* interacts well with local plans"
- "A major strength is that this is a document that can be placed in front of decision makers, and we can say here's a path to follow".

Weaknesses

- "The document is too wordy and there is too much on the agenda"
- The document needs to outline short, medium and long-term objectives"
- "Riders groups have a view that they believe and wish to present that is sometimes slightly biased. We need to be careful to support the needs of Government as well to gain funding"
- "Jurisdiction is an ongoing issue. Who owns and is committed to the plan? Is it motorcyclists or the State Government? It needs to be both and this isn't reflected at present"
- "The next plan needs to become a part of State government planning processes"
- "The document is too long – there needs to be a condensed version available"
- "The next plan needs to reflect a "bottom up" approach. The views of lay motorcyclists need to be considered"

- “There is the need for a day to day contact to be available for involved organisations”
- “If Guy and Brian moved overseas who would drive the strategy”?
- “The strengths of the plan may also be its weaknesses. This is a document that is produced within the sector and so hard to sell outside the sector”.

8.2.11 Additional comments (Q11)

Motorcycle road safety stakeholders were asked, “Do you have any additional comments on *Positioned for Safety* that you would like to add?”

There were several comments made by interviewees that are pertinent to planning for the future road safety of motorcyclists. These are listed below as a record of actual comments made:

- “This plan makes it clear that the motorcycle industry has dragged itself out of the swamp in recent years”
- “The National Motorcycle Industry strongly support the concept of *Positioned for Safety*”
- “The IPWEA will continue to work with the MCC in whatever capacity it can”
- “More communication between the MCC and local councils is needed”
- “Improving licensing should be a major focus for the next plan”
- “A summary brochure of the plan should be available in every dealer – maybe DL size”
- “The MCC has stepped up a notch in recent years. They are doing an absolutely brilliant job, but need to make sure that they stay representative of the broad spectrum of riders”
- “It’s important that stakeholders receive feedback on progress and achievements in the next strategic plan”
- “It’s important to look at succession planning (within the Executive of MCC) to make sure we have the continued passion to move forward over the longer term”.

9 Main Conclusions

The development of an MCC Road Safety Strategic plan for motorcyclists illustrates the benefits of effective consultation leading to new perspectives and directions. *Positioned for Safety* has demonstrated strong benefits and outcomes in the years since its launch in 2002.

The benefits of the plan are evidenced in both actuality and anecdote. The review of outcomes provided from pages 15 to 35 above shows that 73% of them have been achieved. This is a significant result, given the ambitious nature of the plan.

In the main stakeholders interviewed in the study provide a favourable response to the *Positioned for Safety* plan. There is a belief that the plan has

achieved credible outcomes and has contributed to the road safety of motorcyclists in NSW.

In three years it is apparent that there is a significant shift within the way motorcycle safety business “gets done”. Prior to the development of a strategic approach the motorcycle community appeared to have a reactive position to safety issues, and worked in isolation to “make a point”. This made effective partnership approaches difficult, and was often a case of “us and them”.

Since the launch of *Positioned for Safety* there has been a significant shift in thinking within the Executive of the Motorcycle Council of NSW and the motorcycling community. Perhaps this is best summarised as, “We have gone from being reactive to proactive”.

An improved understanding of political and organisational imperatives, government processes and division of responsibility, as well as a clear direction and framework for activity has provided some early wins, as well as delivering maturing investments and long term gains to contribute to the safety of motorcyclists in NSW. These gains include significant financial resource allocations to motorcycle road safety education campaigns, and a commitment for action from major road safety organisations in NSW.

An increasing role and commitment to motorcycle safety is evident within partner organisations, such as the MAA, IPWEA, Local Government and the Police Service. However, the jurisdiction of the next plan needs to be considered. The evidence suggests broad organisational ownership and comfort with strategies is important to securing future commitment and funding to motorcycle road safety. It is desirable that the Roads and Traffic Authority, along with other road safety organisations should further support the next planning process to ensure that an approach emerges that complements existing NSW Government program objectives, whilst meeting the needs of the motorcycling community. This can be best achieved by jointly agreeing to planning aims and procedure prior to commencing the next planning phase. Recommendations to assist in this process follow, (Recommendation 1.9)

The consultation reveals an overwhelming support for the continuance of a strategic approach to “build on the successes” achieved. In part, this is supported with the recognition *Positioned for Safety* has achieved with in NSW, Australia and at international levels as a model to emulate.

There is still room for the plan to grow over the next few years. Indeed, one of the main reasons to think ahead and continue to plan strategically is to make sure that the cumulative effects of all actions achieved so far result in future improved road safety outcomes for motorcycle riders.

The achievement of all strategies identified in the plan was not possible. This can be attributed to the ambitious nature of the plan, as well as the volunteer structure the MCC works within.

Recommendations are therefore made that provide for a strengthened administrative structure to enhance the capacity of the MCC to deliver outcomes. Other recommendations consider issues that arose during the study period. These include the next planning stage, strengthened partnerships, increasing the resource base, improving road safety research, improved communication practice and ongoing evaluation measures.

10 Recommendations

10.1 Development of a New Plan

Recommendation 1.1

Build on current successes by seeking funding to develop a new plan to drive strategic direction for motorcycle safety from 2006 – 2009. Ensure the new plan carries forward uncompleted strategies and provides a priority for action.

Recommendation 1.2

Provide a cost based analysis of motorcycle crash risk and costs to the community to encourage allocations of road safety funds by major agencies.

Recommendation 1.3

Develop a cut down version of the plan to provide quick reference for non road safety practitioners e.g. Council General Managers, decision makers, local members etc.

Recommendation 1.4

Increase the print run for the next plan to provide sufficient quantity to allow for attrition of staff and misplaced copies for partner organisations.

Recommendation 1.5

Increase the emphasis on local government as a main stakeholder target in the next plan to build on current successes. The next plan should work to set the context for local planning and decision making as it affects the safety of motorcyclists, as a catalyst and mechanism to coordinate and focus road safety activity at the local level.

Recommendation 1.6

Unpack Objective 2 (Section 2.2) on page 20 of *Positioned for Safety* to provide a series of manageable strategies, supported by an objective that reads “ To implement effective advocacy strategies to influence the decisions of road authorities as they relate to planning, design, construction and management of the roads and environment”.

Recommendation 1.7

Consider relevant recommendations provided in the final report (currently under development) reviewing the VlcRoads motorcycle safety strategy.

Recommendation 1.8

Continue with a strong consultative approach as the foundation for the development of the next plan. A strength of the current plan lies in its intersectoral nature and the development of a high degree of support amongst organisations that can make a difference to improved road safety for motorcyclists. It is important that this continue into a new planning cycle.

Recommendation 1.9

Brief the Roads and Traffic Authority, NRMA, MAA and other road safety agencies on successes outlined in this report and seek support for a new planning cycle.

Recommendation 1.10

Ensure that the next three year plan includes a review of achievement summarising activity from the life of the previous plan.

10.2 Liaison and Partnership

Recommendation 2.1

Support the RTA Motorcycle Consultative Committee and propose an extension of membership to include the police and other road safety agencies.

Recommendation 2.2

Develop a process to recognise organisations that contribute to the motorcycle road safety effort.

Recommendation 2.3

Negotiate with the RTA to strengthen links to the 13 17 00 number for road hazard reporting.

10.3 Administration

Recommendation 3.1

Source funding to employ a dedicated staff member (part – time) to conduct day to day activities of the MCC, liaise with the motorcycling community and partner organisations and implement the next plan (see 10.4 below).

It is recommended that the position not include road safety in the title, so as not to conflict and be confused with the current RTA Road Safety Officer program. Rather, the position could be titled Policy and Program Officer, Motorcycle Council of NSW (or similar).

10.4 Fund raising

Recommendation 4.1

Develop a bequest/fund raising strategy to assist in the long-term provision of staff and general administration of the MCC. If successful, this would self – fund the staff position recommended in 9.3 above, and retain MCC jurisdiction of the role.

Recommendation 4.2

Use membership constituency to create a data base of members that have strong links to business and liaise with constituent members to explore sponsorship options.

10.5 Research

Recommendation 5.1

Encourage and advocate for an increase in the number of funded research studies to provide credible evidence and information.

10.6 Plan Profile

Recommendation 6.1

Continue to profile motorcycle road safety issues, partnership programs and planning outcomes at relevant conferences attended by practitioners and decision makers.

Recommendation 6.2

Continue to profile motorcycle road safety issues on the MCC web page, including a summary of achievements made between 2002 – 2005.

10.7 Plan Evaluation

Recommendation 7.1

Develop and refine a process to evaluate/measure the effectiveness of the MCC website hazard reporting system.

Recommendation 7.2

Provide an annual review of progress and provide a hard copy short summary report to all partner organisations, and elected members. Additionally, provide a running progress report on the web site on planning outcomes at regular intervals.

11 Acknowledgements

The Motorcycle Council of NSW Executive, chaired by Mr Guy Stanford, guided this development of this report.

Acknowledgment and thanks are given to the road safety organisations and motorcycling community organisations participating in this survey (see Appendix 2).

The work was conducted and the final report written by David Riches from consultant firm David Riches and Associates Pty Ltd.

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12 References

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13 Appendices

Appendix 1

MAA Sponsored Motorcycle Projects since June 2002

Title	Approved Funding (\$)	Year Approved	Organisation Receiving Funding
Development of Users Guide to Motorcycle Protective Clothing	20,500	2003	Motorcycle Council of NSW
Safe Motorcycle Riding in the Snowy Mountains	15,000	2003	Motorcycle Council of NSW
Motorcycle Protective Clothing Seminar	19,900	2004	Motorcycle Council of NSW
Evaluation of <i>Positioned for Safety</i> Motorcycle Road Safety Strategic Plan	9,375	2004	Motorcycle Council of NSW
Exposure by Motorcycle Make Model and Type	34,000	2002	RCSC Services
Research into crashes of returned riders	36,716	2004	MUARC
Public Education Campaign 02	400,000	2002	RTA (contribution to joint campaign)
Public Education Campaign 03/04	200,000	2003	RTA (contribution to joint campaign)
Public Education Campaign 04/05	150,000	2004	RTA (contribution to joint campaign)
Arrive alive – Geared Up	10,000	2003	Motorcycle Council of NSW
'What is the degree of skills deterioration...' fatigue research	5,000	2002	Wollongong Council (as part of MAA Local Government Grants administered by IPWEA)
A Guide to Motorcycling in the Lower Hunter	12,000	2003	Cessnock, Dungog, Maitland & Port Stephens Councils (as part of MAA Local Government Grants administered by IPWEA)
Look out for yourself – be seen – look out for motorcyclists	5,000	2002	Dubbo City Council (as part of MAA Local Government Grants administered by IPWEA)

Appendix 2

List of Organisations Contacted for Direct Consultation

1. Bikers Australia
2. Blacktown City Council
3. Cessnock City Council
4. Drummoyne and Gladesville Socialisers Motorcycle Club
5. Fairfield City Council
6. Federated Chamber of Automotive Industries
7. Institute of Public Works and Engineers Australia
8. Lake Macquarie City Council
9. LdeR Consulting
10. Motor Accidents Authority
11. Motorcycle Council of NSW
12. NRMA
13. NSW Ambulance Service
14. NSW Police Service
15. Roads and Traffic Authority
16. The George Institute for International Health
17. Tumut Shire Council
18. Two Wheels Magazine
19. United Districts Motorcycle Club
20. United Motorcycle Club (Hells Angels)
21. Willoughby City Council
22. Wollongong City Council

Additionally, all Councils across NSW with a dedicated Road Safety Officer were surveyed by email.