



BP2: Highway Features and Policy

Reference: BP2 009	Title of Project:	Positioned for Safety Strategy, NSW, Australia
Version: 1	Website:	www.roadsafety.mccofnsw.org.au/
Brief Description of Project:	<p>In 2001, the Motorcycle Council of NSW (MCC) developed a strategic plan for improving motorcycle safety. Since then, there has been an increased focus on motorcycle safety in NSW.</p> <p>There are now state-funded campaigns targeted at riders and other motorists, and a wide range of regional and community programs by local councils. In implementing their initial strategic plan, called <i>Positioned for Safety</i>, the MCC undertook several significant projects, including researching rider fatigue and protective clothing, developing a website to deliver motorcycle safety information to riders, and organising an industry seminar on protective clothing. The MCC has also been involved in a number of conferences and other forums to inform road safety professionals about motorcycle safety issues.</p> <p><i>Positioned for Safety 2010</i> is the second strategic plan. It has been developed to build on the achievements of the first to continue the work of improving motorcycle safety in NSW.</p>	

Objectives

The central objective of *Positioned for Safety 2010* is to reduce the incidence of death and injury among motorcyclists. To do this, the plan has the following aims.

- 1** Ensure motorcycles are recognised as a growing and distinct mode of transport in all road planning and road safety programs.
- 2** Help influence motorcycle riders to adopt a low-risk attitude to motorcycle riding.
- 3** Reduce the incidence and severity of single-vehicle motorcycle crashes.
- 4** Reduce the incidence and severity of multi-vehicle crashes involving motorcyclists.
- 5** Ensure motorcycle safety is accommodated in the design and maintenance of roads and the road environment.
- 6** Include provision for motorcyclists in transport planning and facilities.
- 7** Increase motorcyclists' awareness, acceptance and usage of appropriate personal safety equipment.
- 8** Promote awareness of the risks to motorcyclists that are associated with the design features of some motorcycles and other vehicles.
- 9** Improve understanding, consultation and communication between government agencies and the motorcycling community.
- 10** Improve the public image and acceptance of motorcyclists.

An extract from the plan is shown overleaf:

MOTORCYCLE SAFETY ISSUES TO BE ADDRESSED BY THE PLAN

Using the four perspectives of road safety developed in the RTA's *Road Safety 2010* strategic plan (RTA, 1999a), **Positioned for Safety 2010** addresses the following motorcycle safety issues.

1 SAFER PEOPLE: road user behaviour

- 1.1 There is a need to address the behaviour of those motorcyclists who ride without consideration for their own safety or that of other road users.
- 1.2 There is a need to address the behaviour of those drivers who lack awareness and consideration for motorcyclists' safety.
- 1.3 There is a need for motorcyclists to better understand and manage road hazard risks.
- 1.4 There is a need to address unlicensed riding and reckless behaviour.
- 1.5 The crash-reduction benefits of novice rider training and practice are not well established.
- 1.6 The motorcycle rider training and licensing scheme does not incorporate post-licence training or assessment.
- 1.7 There is a lack of courtesy and tolerance demonstrated between all road users.
- 1.8 Safety information is not effectively disseminated to motorcyclists.

2 SAFER ROADS: road environment

- 2.1 Road fixtures and furniture may create crash and injury risks for motorcyclists.
- 2.2 Maintenance and upgrading practices may create crash and injury risks for motorcyclists.
- 2.3 The designers of new roads are not required to consider the specific vulnerabilities of motorcyclists.
- 2.4 Crash records are not used systematically to monitor and guide road maintenance practices.

3 SAFER VEHICLES AND EQUIPMENT: training and licensing

- 3.1 There is no independent, reliable information available to motorcyclists about the protective performance of motorcycle clothing and helmets.
- 3.2 There is no systematic monitoring or research into the safety of motorcycle engineering developments.
- 3.3 The vehicle regulation and Australian Design Rules systems do not provide adequate protection for road users.

4 COORDINATION, COMMUNICATION AND POLICY

- 4.1 Motorcycles are not recognised as a separate class of vehicle for road safety policy, or for traffic management and transport planning.
- 4.2 There is insufficient government investment in motorcycle safety research and development.
- 4.3 Police crash reporting does not provide sufficient information for analysing and researching motorcycle crash data.
- 4.4 There are insufficient avenues for consultation and independent advice to government on motorcycling issues.
- 4.5 There is insufficient industry involvement and support for motorcycle safety initiatives.
- 4.6 Government services do not adequately provide for motorcyclists.
- 4.7 The sustainability of motorcycle safety strategies depends on the resources of the MCC.

Monitoring Data:

In 2001 the actual crash involvement rate for motorcycles in NSW was comparable to that of cars (272.1 vs 272.9 per 10,000 registered vehicles), but motorcyclists were four times more likely to be involved in a fatal crash (7.9 vs 1.9) and more than twice as likely (236.3 vs 101.1) to be involved in an injury crash (RTA, 2001a).

Table A shows how the rate of PTW casualties has changed in NSW and across Australia.

TABLE A Change in the rate of fatal crashes per 10,000 registered motorcycles, 2001-05

	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUSTRALIA
2001	7.71	6.76	3.90	5.01	6.26	8.31	8.35	1.55	6.16
2005	5.58	4.46	6.57	6.19	4.15	7.40	5.89	10.83	5.52
CHANGE	-2.13	-2.30	+2.67	+1.18	-2.11	-0.91	-2.46	+9.28	-0.64

Results:

The first Positioned for Safety strategy was published in June 2002. Three years later, in 2005, an independent evaluation reported that *Positioned for Safety* had achieved considerable success. The evaluation found that 75% of the strategies had achieved outcomes and that there had been an observable increase in the level of activity associated with motorcycle safety in NSW by government agencies, researchers and the community. In addition to the MCC's own projects, there was a range of initiatives by other agencies which may be directly or indirectly linked to the strategic plan. These included a state-funded motorcycle safety advertising campaign, and community-based projects by many local councils. Almost all (98%) of the local councils who had responded to the evaluation survey (n=69) stated that they were aware of *Positioned for Safety*. Of these, 60% included motorcycle safety in their strategic or annual road safety plans, and 73% were able to cite specific motorcycle safety projects (Riches, 2005). This latter figure is particularly significant when one considers that surveys in the period 1993-99 identified some 1,500 road safety projects by local councils, none of which were directed towards motorcycle safety (RTA, 1998; 1999b).

A second survey of motorcyclists was undertaken by the MCC in 2006 to inform the development of the second motorcycle safety strategic plan. That survey asked about riders' awareness of motorcycle safety messages, experiences of rider training, crash involvement, and perceptions and management of risk. Details were also sought as to the type of protective clothing worn by riders and their pillions. These responses were then compared to those given in 2001 to determine whether there had been any change in the road safety and risk management activities of motorcyclists during the intervening period.

The results suggest that the increased publicity about motorcycle safety has registered with riders.

A higher proportion of respondents in 2006 (68% vs 76%) could recall a motorcycle safety message that made them pay attention. In the 2001 survey, motorcycle magazines and rider trainers had been the source of over half (59%) of the safety messages, but a far wider range of sources was reported in 2006. In particular, there appears to have been a general increase in safety dialogue amongst riders, with 21% citing other riders as the sources of the most memorable safety message that they had heard, compared to only 4% in 2001 (de Rome & Wood, 2007; de Rome & Brandon, 2007).

The successful development and implementation of *Positioned for Safety* has been an impressive achievement for a community organisation funded and staffed entirely by volunteers. The ongoing support of the MAA has been central to this success by providing further project grants. The grants fund the implementation of some of the strategies by other stakeholders and road safety professionals. Outcomes include the following.

Improved communications have led to a better understanding of motorcycle safety issues by government agencies. The MCC has also gained a better understanding of government processes and division of responsibilities. This has enabled open discussion and acceptance of different views. Debate is no longer polarised because both sides now acknowledge the range of factors contributing to motorcycle crashes, including rider behaviour, other drivers and the road environment.

Reliable data on motorcycle crashes is now available and provides a credible basis for the MCC to develop positions and prepare submissions for effective input to policy. This has also enabled the MCC to provide riders with data on crash risks and associated factors to inform their own riding behaviour.

Direction and a framework for activity has been established for the MCC and other stakeholders. Issues are no longer raised on an ad hoc basis. The MCC is now setting its own agenda for change. Priorities have been determined, with clear objectives for the next five years.

Other stakeholders are able to link their initiatives to the objectives of *Positioned for Safety*.

Raised awareness of motorcycle safety is also evident within a number of government and non-government agencies who had not previously identified a role in motorcycle safety. One of the most far-reaching outcomes has been the increased level of motorcycle safety activity in local government.

<p>Key Effective Conclusions:</p>	<p>Many of the outcomes are not directly related to casualty statistics. Certainly <i>Positioned for Safety</i> has opened a dialogue between rider groups and road safety professionals but the reduction in casualties has been less than in two other states.</p> <p>On balance there does appear to be evidence that the <i>Positioned for Safety</i> strategy (and the actions that have resulted) has contributed to the reduction in PTW casualties in NSW.</p>
<p>Projects for Comparison:</p>	<p>UK Motorcycle Strategy (BP2 010). Victoria Motorcycle Safety programme (BP2 003).</p>
<p>Justification:</p>	<p>The approach followed by the <i>Positioned for Safety</i> strategy would appear to provide support to the eSUM WP3 BP2 objectives.</p>