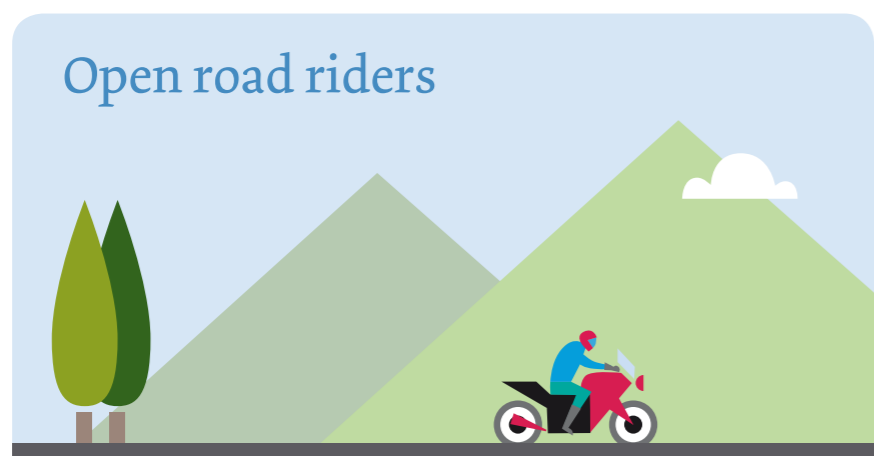


Motorcycle Safety Strategy

Minimising the incidence and impact of motorcyclist injury



What we know



- are involved in nearly three quarters of fatal motorcycle crashes*
- often lose control on bends and curves in motorcycle-only crashes
- sustain more severe injuries because they ride in higher speed environments
- see skills as a core safety factor and are open to improving skills.



- are involved in almost two-thirds of all motorcycle injury crashes*
- are less likely to be severely injured or killed as they mostly ride at lower speeds
- most often injured at intersections in crashes involving other vehicles
- are less likely to prioritise skills or wear appropriate protective gear.



- are primarily at fault in just over one third of all motorcycle crashes*
- often don't see motorcyclists as they don't prioritise them as a road safety issue
- tend to think interactions with motorcycles are risky
- often have little empathy for riders because they see them as reckless.

*Police-reported crashes (MOT Crash Facts 2015)

Priority focus areas

Desired outcome

To Be The Voice of the Motorcyclist

Conduit to Government Agencies

HUMAN FACTORS

Address driver and rider attitudes and behaviours that contribute to crashes through targeted communications for at-risk groups. Bringing to life, the moment of truth – lessons learnt.

Equally Valued Road Users

PERSONAL PROTECTIVE EQUIPMENT

Increase the uptake of equipment that protects riders from injury by helping to provide better consumer information.

VEHICLE TECHNOLOGY

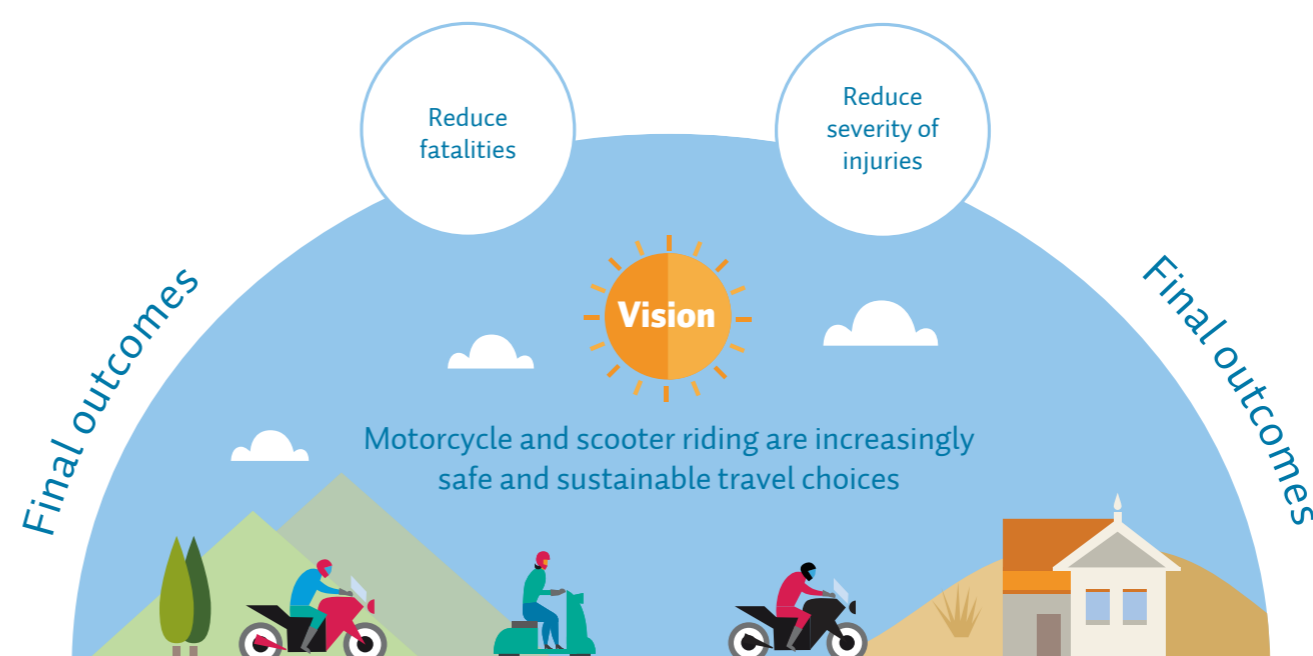
Encourage the use of technologies that make riders safer with a specific focus on increasing the uptake of anti-lock braking systems (ABS) on motorcycles.

RIDER SKILLS

Enable riders to reduce their chance of crashing by increasing the availability and uptake of Ride Forever coaching.

ROADS AND ROADSIDES

Work with road controlling authorities to improve road design and maintenance with specific focus on helping to make high-risk routes more motorcycle friendly.



We will achieve this by ensuring that

- More riders are upskilled through Ride Forever.
- Riders and drivers better understand the causes of motorcycle crashes and actions they can take to reduce the risk of injury.
- Riders better understand the benefits of safety technology and are more likely to purchase motorcycles with improved safety features.
- More riders are wearing better personal protective equipment.
- Roads are increasingly designed and maintained to improve motorcyclist safety.

Who will do this

- 1 Both ACC and MSAC will take an evidence-based approach to programmes.
- 2 ACC will use communications to support and promote the initiatives and ensure they are readily available to motorcyclists.
- 3 MSAC will engage with motorcyclists to promote safety and understand community perspectives.
- 4 ACC will partner with road safety partners and the motorcycle sector to deliver our programmes and help validate the outcomes.