

Shiny Side Up Bike Fest

Steve James

New Zealand Transport Agency

Abstract

Motorcycle crash numbers and severity in the Wellington region have been up and down over the 2010 to 2015 period with no significant reduction. This is similar to the trend nationwide. In late 2015, NZTA in conjunction with GWRC and ACC held an events in 2016 and 2017 that attracted motorcycle riders.

Shiny Side Up Bike Fest is an annual day long motorcycle safety initiative targeting recreational riders in New Zealand. The overall objective is to inform and educate riders, promoting rider skills, full protective gear and technologies, so that motorcycle riding is increasingly a safe and sustainable travel choice.

Background

Motorcycle crash numbers and severity in the Wellington region have been up and down over the 2010 to 2015 period with no significant reduction. This is similar to the trend nationwide. In late 2015, New Zealand Transport Agency (NZTA) in conjunction with Greater Wellington Regional Council (GWRC) and Accident Compensation Corporation (ACC) held events in 2016 and 2017 that attracted motorcycle riders so that we could show them how safe vehicles and safe road use could save their lives and reduce casualties. The Wellington 2017 event had a 366% increase in attendance with 2,200 attendees.

Method

Shiny Side Up Bike Fest is an annual day long motorcycle safety initiative to inform and educate riders, promoting rider skills, wearing full protective gear and technologies.

The event utilizes well known and respected personalities and experts to deliver messaging in their respective areas through demonstrations, presentations and workshops. Ken Humphreys specializes in vehicle ABS testing, traction and stability control systems which will save lives (Seiniger, Schroter, Gail, 2012). Dave Moss is an expert in setting up a motorcycle chassis and suspension which is critical to rider safety. Brittany Morrow shares her harrowing near-death experience and now as a motorcyclist and motorcycle instructor is dedicated to safety to ride smart, ride skilled, and always wear the right gear all of the time (de Rome, 2006).

A marketing media manager was contracted to use social media (Facebook, etc), design and implement a plan to market the event. An after event survey was undertaken to collate feedback and general comments.

Males are more likely to alter their behaviours with the influence of their peer group; use of role modelling, observing, talking to peers (Bandura and Walters, 1977). Hence the strategies to target motorcycle groups is more likely to contribute to change in actions and behaviours.

The role of the male brain exhibits a systemising preference more than empathising (Baron-Cohen, 2002). The event learning opportunities focus on this systemising preference through visual displays, workshops, and hands on sessions. Females can also have male brains, and this leads them to more systemising preferences and behaviours (Gurian, 2010).

Results

2,200 motorcyclists attended the 2017 event, with 71% saying they learnt something new at the event. Over 80 riders signed up for Rideforever motorcycle training. Comments in the post-event survey directly supported and aligned to event objectives, with reports of new gear being purchased, rider training sessions being booked, and new found respect for ABS.

Crash analysis has indicated a substantial reduction in motorcycle crashes in the Wellington region for 2016, with an almost 50% reduction in fatal and serious casualties.

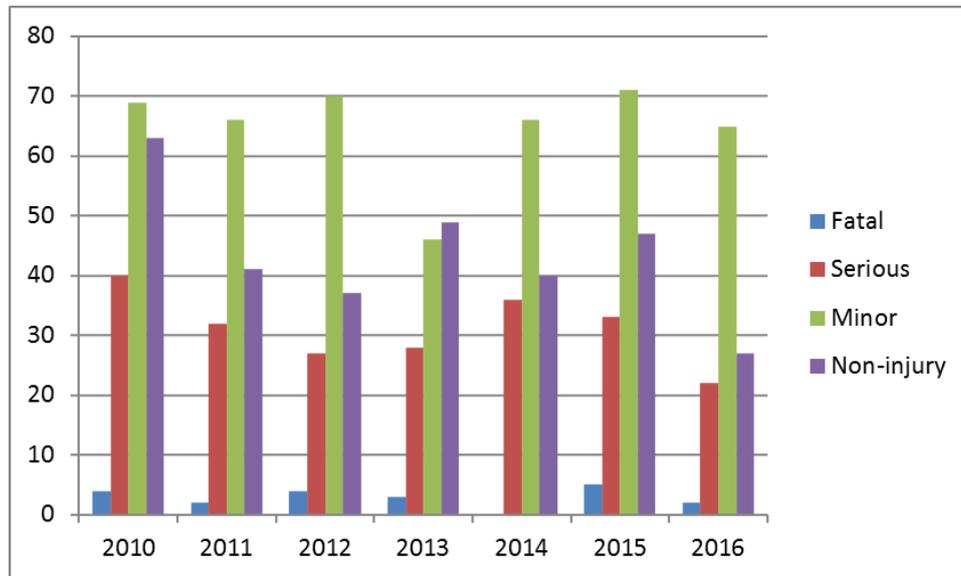


Figure 1. Wellington Region Motorcycle Crashes

Please follow the link below to the website:

www.shinysideup.co.nz

Conclusion

These are encouraging results and we are aiming to take Shiny Side Up Bike Fest to other regions in New Zealand. This will help further in safe road use and safe vehicles for riders where we can reduce the number and severity of motorcycle casualties, and continue the downward trend that has been experienced in the Wellington region.

References

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