

NSW Motorcycle Strategy: A Model for Consultative Strategy Development and Implementation

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Abstract

The *Motorcycle Safety Strategy: 2012-2021* was one of a series of projects initiated in response to a 21 per cent increase in the NSW road toll between 2008 and 2009. A key objective was to incorporate the skills and knowledge of the motorcycle community within a safe systems framework to strengthen the evidence base, improve problem definition, and increase the relevance of key actions. This approach has been successful in achieving stakeholder buy-in to the development and ongoing implementation of the strategy.

Background

The *Motorcycle Safety Strategy: 2012-2021* specifically sought to address an overrepresentation of motorcycle riders in both fatalities and serious injuries on NSW roads. In 2009, motorcycles made up less than four per cent of registered vehicles; however motorcyclists accounted for 15 per cent of fatalities and 11 per cent of serious injuries.

Approach

The development of the *Motorcycle Safety Strategy* was premised on establishment of a strong evidence base and a robust consultative model with the motorcycle community.

Initial consultation in 2010/11 was undertaken through a series of workshops which were structured to maximise stakeholder involvement. Generally, the workshops were conducted in two phases. The first phase provided participants with an overview of current research and analysis on motorcycle safety. The second phase invited participants to contribute to problem definition and development of potential actions through facilitated work groups led by subject matter experts. Each work group was focused on a different element of the safe system approach – safe roads, safe vehicles, safe people and safe speeds.

The combination of a strong evidence base and robust consultation supported the development of 36 targeted actions for implementation in the first three years of the strategy.

This consultative model was continued through the establishment of the Implementation Working Group. The Group has been meeting quarterly since June 2012, monitoring implementation and providing input on approach to key actions. The Group also worked on the review and development of the next three year action plan (2016-18) in 2015 which contains a further 22 targeted actions.

Results and Conclusions

The collaborative and evidence based approach taken in developing the *Motorcycle Safety Strategy* has delivered a number of key benefits including:

- Improved problem definition with research and analyses strengthened by stakeholder input, as reflected in the evidence based Strategy and the two Three Year Action Plans.
- Development of targeted actions based on a safe system approach addressing vehicle, people, speed and road issues including:

- Annual \$3M motorcycle safety program - improvements on popular motorcycle routes, research and implementation of underrun barrier protection
 - Launching the “Ride to Live” website
 - Research on fatigue and returning riders
 - Adopting the global standard for motorcycle helmets.
- High level of stakeholder buy-in and relationship development – which assisted with the development and communication of key deliverables including the introduction of motorcycle lane filtering laws and motorcycle in-depth crash study.
 - Effective delivery – monitored and driven by the Implementation Working Group.

While it is too early to measure the success of the strategy in terms of the impact on the road toll, early indications are that it is stemming the increase. Since 2009, although over 50,000 additional motorcycles have been registered in NSW, the number of motorcycle fatalities has remained fairly constant, with 70 fatalities in 2009 and 66 in 2015 (provisional).