



Improving the Safety of Motorcyclists

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IAM
DRIVING ROAD SAFETY

Institute of Advanced Motorists

My background



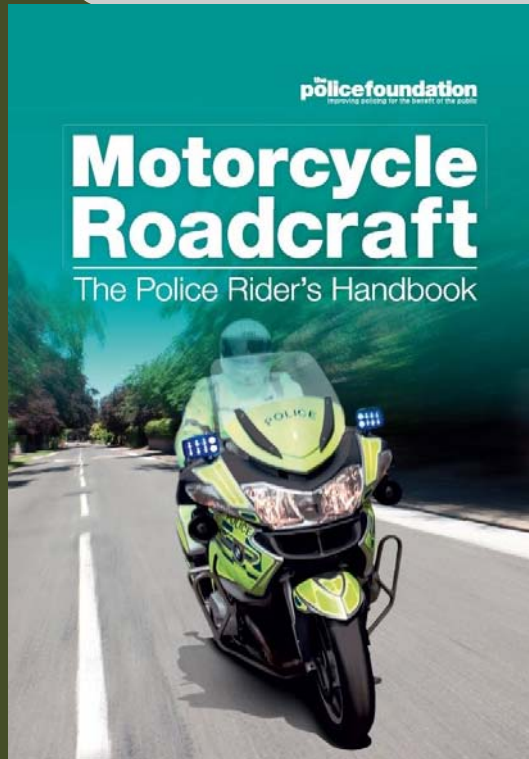
GROWING UP
just means being able to afford bigger toys

Who is IAM?

IAM NZ is a charitable organisation dedicated to promoting better driving and riding and enhancing road safety, by taking the standard of driving and riding of existing drivers and riders to a level significantly higher than that required to pass the normal driving test.

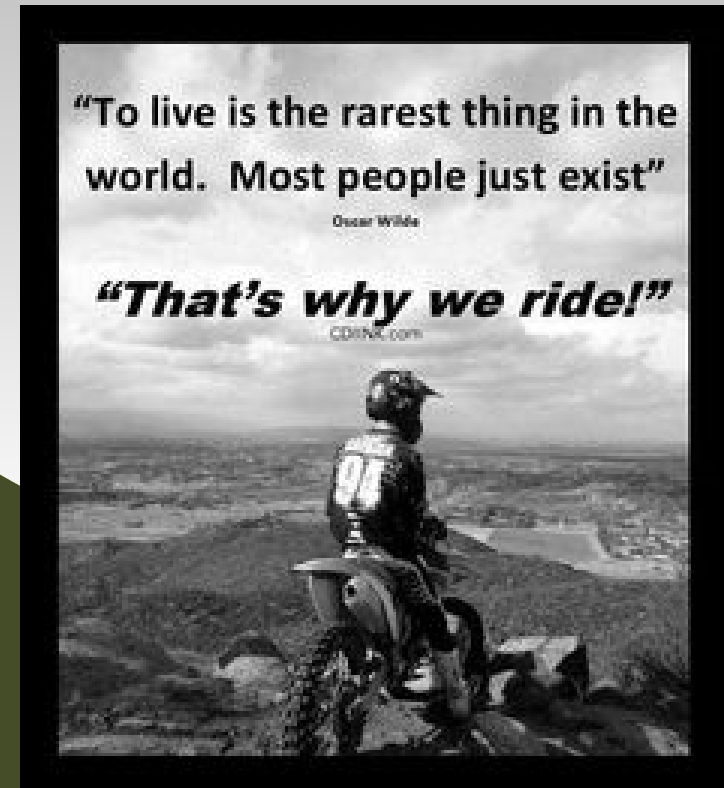
- ◉ Established in UK in 1956, and brought to NZ in 1958
- ◉ Based on "Roadcraft" – which comes from "The System" in 1937
- ◉ Mentor-based observation and skill in a road environment
- ◉ Motorcycle component is pre-eminent in NZ

Guiding resource



Why ride?

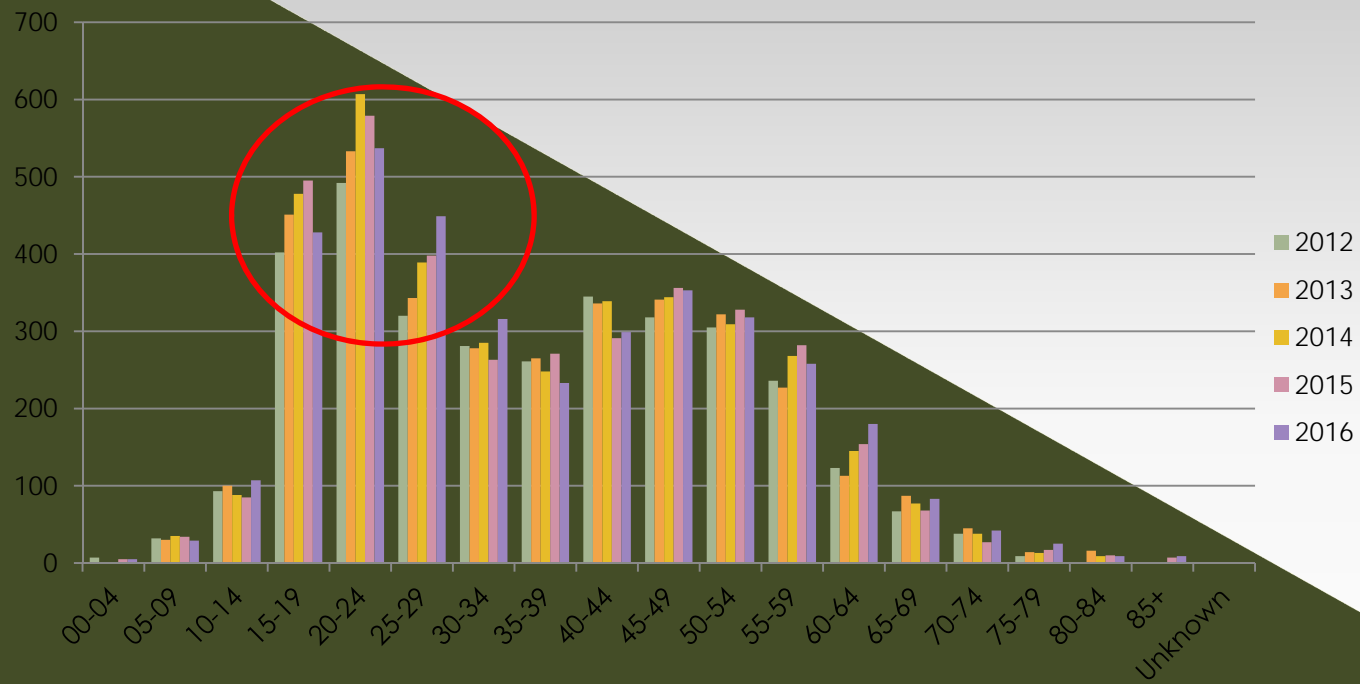
- Motorcyclists are quite tribal but united by the enjoyment and freedom of riding
- Often defined by the term "rider"
- Understand the risks



Where are things at?

- 50 or so deaths a year
- 1181 Police-reported injuries in 2015
- 3,670 new ACC claims
- 91% of deaths male
- 82% of ACC's new claims male
- Motorcyclists not seeing the benefits of safety technology enjoyed by drivers
- "Othering" is common

Is it just a returning rider issue?

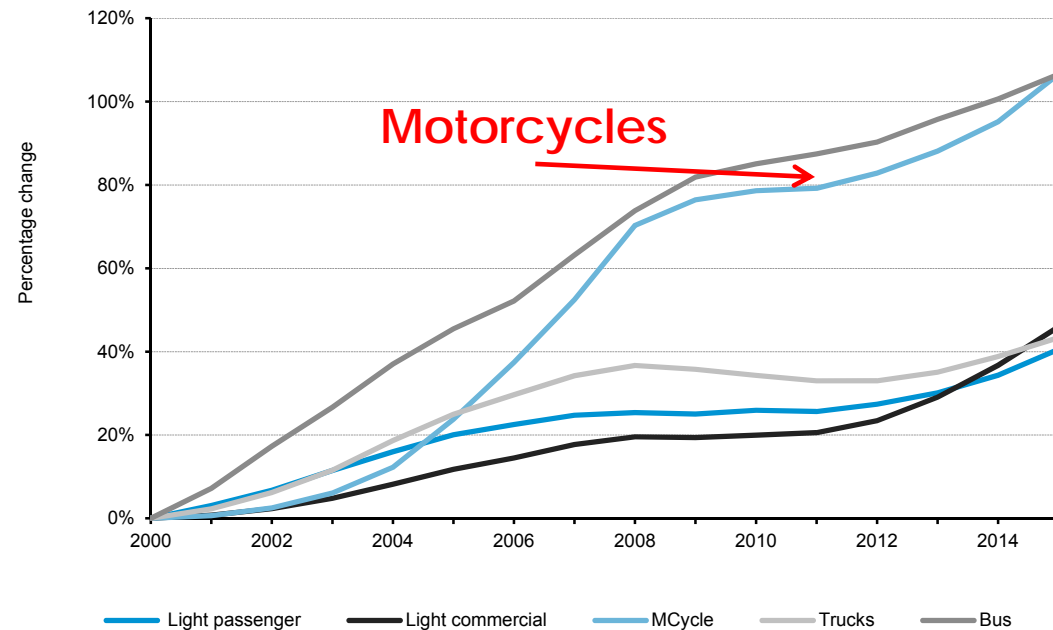


New
ACC
injury
claims by
age and
year

Fleet growth pushes risk

- 174,000 registered motorcycles and mopeds
- Strong % growth – esp. bikes >600cc

Figure 1.2 : Fleet increase since 2000



Crash environment

- Two main risks:
 - Urban – more exposure to intersections and other vehicles – riders more likely to crash, less at fault, less likely to die
 - Rural – more single rider loss of control on bends – less likely to crash, more likely to die
- Bigger bikes get used more for touring and play and feature more in fatalities
- As a sector we have a limited view of moped risks despite contribution to the injury profile

Factors

- ◎ Crashes come down to two main areas:
 - › **Rider (internal) factors** – intentional behaviours or unintentional behaviours like a lack of skill; or
 - › **External factors** – road environment or other road users
- ◎ Difficult to address intentional or extreme behaviours or the ability of other road users to “see” bikes.