



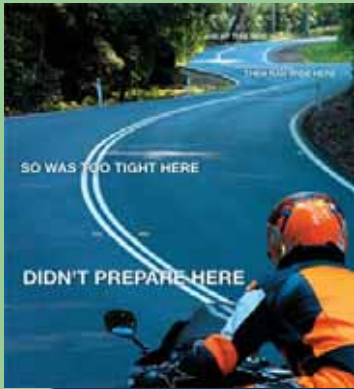
WHO ARE WE

- Part of RoadSafe Gippsland
- Sub Committee -Easter Region Motorcycle Working Party ER MC WP
- Started of 40+ active members
- Motorcyclists, Councils (6), Police, Vicroads,
- Active for 5 Plus years

WHY DID WE FORM



- Vicroads initiative – arising out of Regional Managers Forum
- Involved Whole Gippsland Region (6 municipalities) successive years of very bad motorcycle road trauma
- No sign of easing in fact clear getting worse
- Keen to engage with motorcyclists
- Keen to give support to allow group to identify local initiatives



Crash Data - GIPPSLAND

- 5Yr period up to 2007
- 930 Crashes
- 28 Fatalities
- 413 Serious Injury
- 489 Minor Injury



Forming Process



- With 20 odd riders and an assortment of professionals we all had strong views on how to reduce the problem (not all good ones)
- Had a lot of people with opinions not all where willing to put in or share any workload
- Had a small section of the group committed to the cause
- Had good spread of skills and experience and knowledge and each person contributed via their own specific skill set / knowledge
- Took over 6 months to sort through and deal with EGO's and end up with group of committed individuals
- We recognised we are not experts and because we are riders it doesn't mean we have the answers
- We need to get good data from which to build on



Crash Data – EAST GIPPSLAND

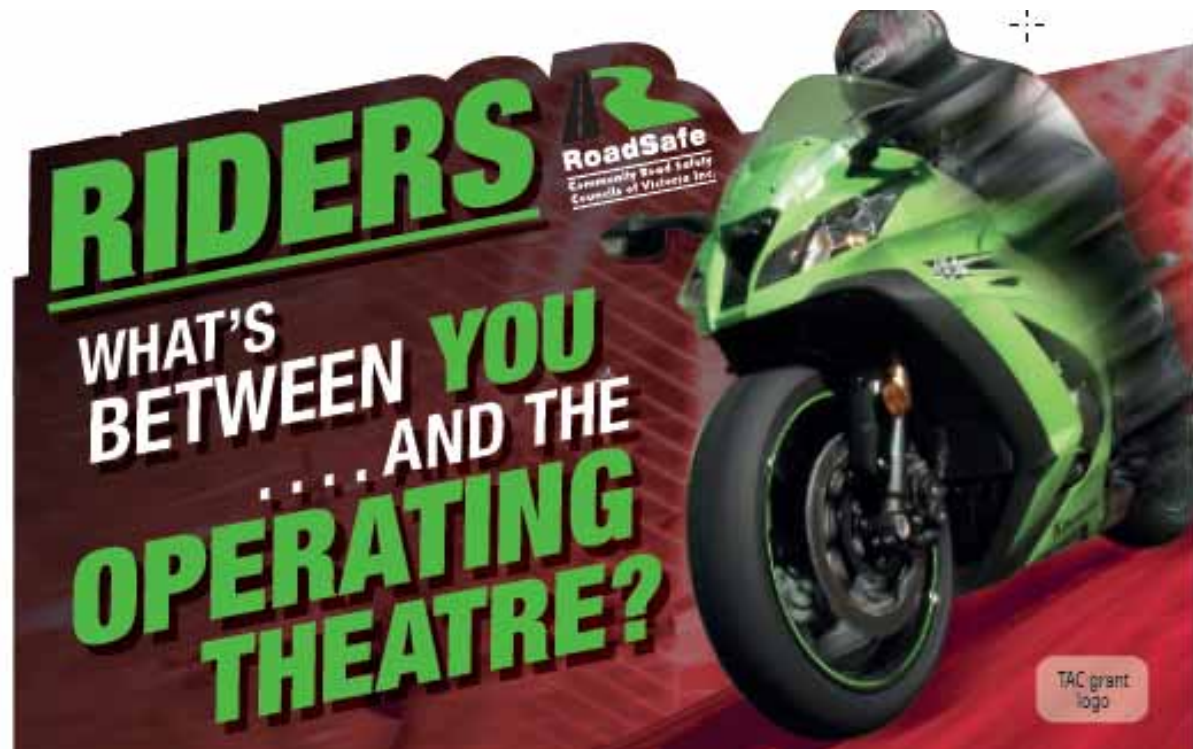
- Total = 168 Crashes
- 12 Fatal
- 79 Serious Injury
- 77 Minor Injury

- Worst performing municipality



RESEARCH DATA REPORT

- SEE DOC ResearchDataER



Double Blind Research



- 2 individuals with Crash Investigation Skills independent of each other reviewed all crash data
- Result they came up with same data within 1 or 2 % of each other
- We now had a solid foundation to build on

ACTION PLAN



- Identified all the contributing issues
- Identified realistic actions that we could undertake that would go towards reducing the crash trends
- We had little funding
- We proactively chased funding based on research and action plan
- Secured funding and delivered on every program initiative we set
 -see Action Plan

Other initiatives

- COMMUNICATIONS STRATEGY
- FACT SHEET
- BROCHURE
- HAZARD REPORT CARD
- TV ADDS
- RADIO ADDS
- INPUT TO STATE GOVT DEPTS
- FEEDING INTO ENGINEERS DESIGNING BLACKSPOT TREATMENTS
- MOTORCYCLE DISPLAY TRAILER
- MOTORCYCLE BANNERS
- COMMUNICATIONS STRATEGY
- INVOLVEMENT OF MOTORCYCLE INDUSTRIES / RETAIL OUTLETS
- IDENTIFICATION OF 18 WORST MOTORCYCLE ROUTES
- WORK COLLABORATIVELY WITH VICROADS TO HAVE THESE ROUTES APPROPRIATELY ASSESSED AND UPGRADED



Some Acknowledgements

- Group was nominated for the National Road Safety award and we Finalists
- Group was also awarded the Frank Green Community Road Safety Award at the Victorian AGM, presented by Police

What Worked



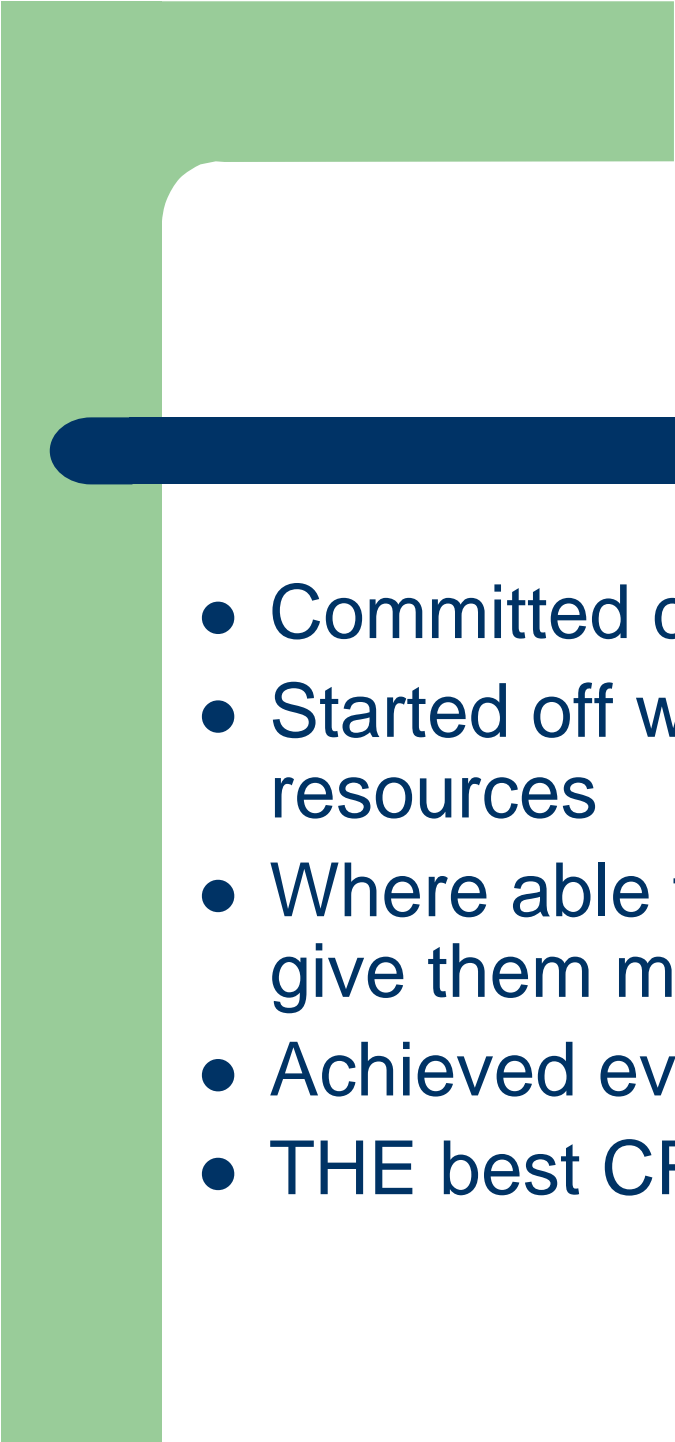

- Having good data to work from
- Development of an ongoing Action Plan
- Fact Sheets
- TV / RADIO adverts
- Motorcycle Safety Display Trailer
- Large Mobile Billboard Trailer – stopped crashes in their tracks



Snap Shot – East Gippsland

- 2008 – 4 Fatalities & 48 Serious Inj
- 2012 – 2 Fatalities & 26 Serious Inj



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- Committed community group
 - Started off with little or no funding and resources
 - Where able to convince other agencies to give them money / assistance
 - Achieved every target they set out
 - THE best CRSG ever been involved with

