

# Motorcycle Safety Advisory Council

## Terms of Reference

August 2019

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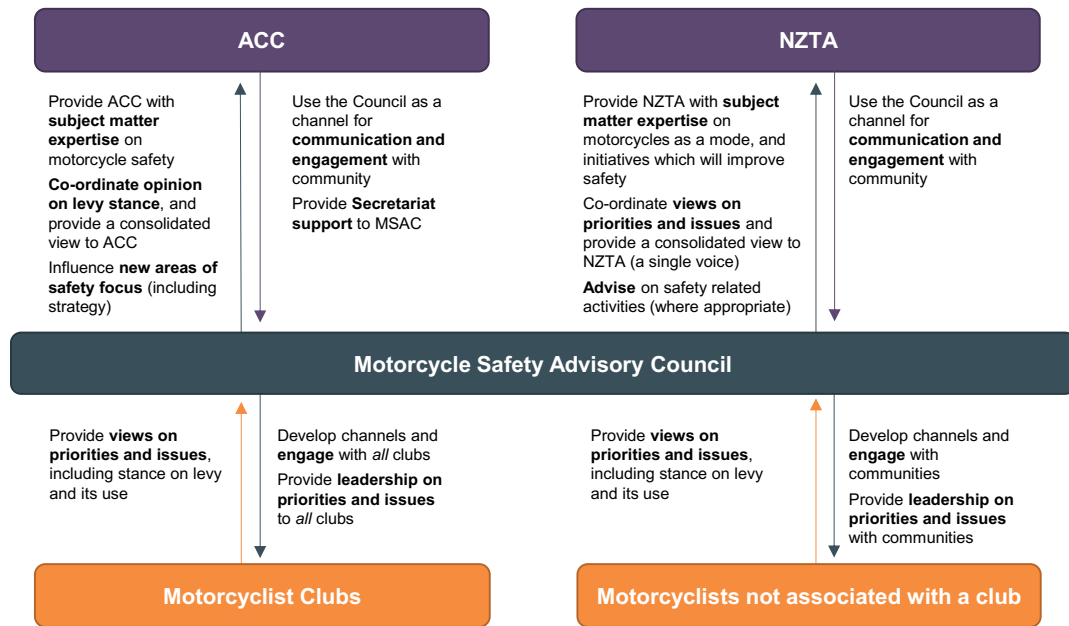
# Purpose

- 1 The Motorcycle Safety Advisory Council (the Council) exists to:
  - i promote motorcycles as a safe form of transport used by many New Zealanders (for commuting, travel and leisure);
  - ii promote safe practices across all motorcycle and moped riders, communities and clubs (irrespective of age, gender, in urban and rural areas);
  - iii collect the views of the motorcycle communities (both clubs and all powered two-wheel categories regardless of whether they pay the Motorcycle Safety Levy (MSL) or not), and share these with government;
  - iv advise ACC on the expenditure of the MSL;
  - v promote motorcycle safety initiatives, as set out and agreed within the Council's strategic plan; and
  - vi to be the singular "Voice of the Motorcyclist" towards central government agencies responsible for motorcyclist safety.

# Role

- 2 The Council has an important role in leading and promoting motorcycle safety across New Zealand.
- 3 It shares key messages with the government and the motorcycle communities in New Zealand, and acts as a point of co-ordination on views relating to motorcycle safety. The Council seeks to engage with the motorcycle community to gather views, disseminate safety information, provide insight and use data to make sure advice is evidence-based.
- 4 The Council works primarily with two government agencies:
  - i ACC to promote activities which improve individual safety and prevent injury; and
  - ii the New Zealand Transport Agency (NZTA) for recognition of motorcycles as a form of transport and to promote safer roads for motorcycle users.
- 5 The Council will also work with agencies that are members of the Ministry of Transport's National Road Safety Management Group.
- 6 The Council will take into account the views of motorcycle clubs and other powered two-wheeler communities (including individuals not associated with a club).

**Figure 1 Primary stakeholders**



7 The immediate focus of the Council is to work with ACC, the NZTA, motorcycle clubs, and motorcycle and powered two-wheeler users to build strong relationships, credibility and influence.

8 Specifically, the Council will:

- i focus on programmes with an engineering and education focus, rather than enforcement;
- ii propose the funding of projects consistent with ACC’s legislation;
- iii support the government’s road safety strategies;
- iv communicate and engage with the wider motorcycling community on current and emerging motorcycle safety issues and trends;
- v identify and define specific motorcycle safety issues or barriers to motorcycle safety;
- vi propose and apply frameworks for assessing and prioritising motorcycle safety initiatives;
- vii propose strategies and initiatives for addressing motorcycle safety issues;
- viii promote a co-ordinated approach to road safety through the alignment of MSL programmes with other road safety strategies and initiatives;
- ix communicate MSL safety programmes; and
- x review MSL outcomes and deliverables.

9 The Council will also consider and contribute to the Government Policy Statement on Land Transport and the Road Safety Strategy.

10 Over time, and following the review of the Terms of Reference, it may be relevant and timely for the Council to expand its role to provide knowledge and advice to regional councils (for example in regional transport planning), and New Zealand Police (for example in crash investigations), as well as other government agencies influencing policies, interventions and outcomes.

## Activities

- 11 The Council is responsible for:
- i creating a three to five-year Strategic Plan for initiatives to be funded by the MSL, that is recommended to the Minister for ACC for approval;
  - ii developing an Annual Plan of activities and actions (effectively year one of the three to five-year Strategic Plan) which also outlines costs for each year, how these align to the Strategic Plan, and the role of the Council;
  - iii identifying ways to improve safety for motorcycle and powered two-wheeler users through commissioned research that provides evidence to influence motorcycle safety initiatives;
  - iv recommending activities and initiatives to agencies that will improve motorcycle safety;
  - v providing perspectives and advice to ACC that ensures the best use of the MSL;
  - vi developing relationships and facilitating discussions with motorcycle clubs and wider communities to share views and perspectives on motorcycle safety issues and agree priorities, so creating a single “Voice of the Motorcyclists”;
  - vii raising awareness and promoting safety through ongoing conversations with motorcycle and powered two-wheeler riders; and
  - viii sharing key safety messages from insights, research and initiatives with the wider motorcycling community.

## Council members

- 12 The Council has up to eight members, including a Chair and Deputy Chair.
- 13 Council members are appointed by the Minister for ACC from the motorcycle community. Council members represent the views and interests of all motorcycle and moped users (a role that is broader than solely representing their organisation, club or group).

### **The Chair and Deputy Chair**

- 14 The Chair is responsible for leading the Council, ensuring that representation on the Council reflects the required mixture of skills and representation to perform the Council’s Purpose and Roles.
- 15 The Deputy Chair supports the work of the Chair listed above, leading the work of the Council when the Chair is absent.

### **Representation of Council members**

- 16 Council members should reflect an appropriate representation of:
- a regions across New Zealand;
  - b different types of riders (representative of all age groups, rural, urban, male, female riders); and
  - c motorcycle clubs and the wider motorcycling community.

### **Skills**

- 17 The following skills and knowledge areas are fundamental for the Council to be able to deliver its work.

18 The Council members, between them, should have the following mixture of skills and experience:

Knowledge of <b>government processes</b> (including planning) and ability to work with government agencies	The ability to <b>engage effectively with motorcycle clubs and the wider community</b>	<b>Credibility</b> as a voice to motorcycle clubs, communities and government, both as an individual and as part of the Council
The ability to <b>commission research and use evidence to inform</b> how the Council Influences government policies and procedures	The ability to <b>identify key stakeholders and manage relationships</b> with motorcycle clubs and communities	The ability to <b>influence change</b> with government and the motorcycle community to achieve positive changes in motorcycle safety

19 Each individual member will not be expected to have all of the skills listed above. The Chair will need to make sure that as a group, all of the skills are covered in the knowledge and experience of Council members.

### Secretariat support

20 ACC will provide Secretariat support to the Council. This includes:

- i scheduling meetings, arranging venues and co-ordinating travel for Council members;
- ii taking minutes at Council meetings, and on-time reporting;
- iii producing summary reports for the Minister for ACC as required;
- iv providing administrative support for the nomination, recommendation and appointment process; and
- v managing costs and reimbursements for Council members.

## Appointment and removal of Council members

21 Council members are appointed for a maximum of three years by the Minister for ACC. Once their term has ended, members may apply to be reappointed. Members may be appointed to the Council for a maximum of nine years (including any appointments to the Council under former Terms of Reference).

22 Members whose terms have expired continue in their role until the Minister for ACC reappoints them, replaces them, or removes them from the Council.

### Appointment of the Chair and Deputy Chair

23 The Chair is appointed by the Minister for ACC, following a recommendation from ACC. The Deputy Chair is appointed by the Chair from one of the members appointed by the Minister for ACC.

24 ACC will use the skills outlined in this Terms of Reference to form their view and recommendation. They will also look for someone who can create meaningful change both in working with government and motorcyclists to achieve improved motorcyclist safety.

### Appointment and removal of Council members

25 The Council is comprised of up to seven Council members drawn from motorcycle communities in addition to the Chair, and one representative each from ACC and NZTA.

- 26 ACC will support the appointment process by encouraging nominations from within the community. ACC will provide administrative and secretariat support for the nominations and recommendations processes.
- 27 Prospective Council members will need to explain how their involvement on the Council will strengthen links between the Council and the motorcycling community.
- 28 The Minister for ACC may terminate any member's appointment (including the appointment of the Chair) at any time by written notice to the member.

## Meetings

- 29 The Council meets six times per year. Less frequent meetings (minimum of four) may take place at the discretion of the Chair.

## Working groups

- 30 Working groups may be formed to investigate particular issues or to deliver activities outlined in the Council's Annual Plan.
- 31 Working groups may be formed with permission from the Chair, aligned with the Strategic Plan, with the ability to second external expertise when required.

## Remuneration

- 32 Council members who are not representing government agencies are entitled to sessional remuneration and travel expenses, in accordance with the applicable Fees Framework for members appointed to bodies in which the Crown has an interest (Cabinet Office Circular CO (19) 1 at July 2019).

## ACC funding and support for the Council

- 33 The Council has some funding to deliver its role and key activities. Funding is provided through ACC via the MSL, for the following activities:
- i designing and commissioning research on ways to improve the safety of motorcyclists;
  - ii delivering on initiatives agreed and stated in the Council's Strategic Plan and Annual Plan;
  - iii providing expertise and resources to enable the Council to communicate, and engage with motorcycle riders, motorcycle clubs and the wider motorcycling community (e.g. a website or social media);
  - iv effective Secretariat support (refer to Appendix 1 for details) as well as administrative support e.g. expenses (including travel expenses and costs associated with representing the Council at appropriate events);
  - v assistance with report writing, communication of plans and budgets for the Minister for ACC and to follow up and report on agreed projects, work programme management and document management;
  - vi communications and engagement expertise to assist the Council when communicating with, and seeking the views on safety matters from, motorcyclists, clubs and the wider motorcycling community; and
  - vii programme, project and campaign management expertise when required, to facilitate delivery of both the Annual Plan and the Strategic Plan.

34 Secretariat support is provided by ACC and funded by ACC's Injury Prevention budget.

## Reporting

- 35 The Council will provide the following reports to ACC and the Minister for ACC:
- i An Annual Plan outlining proposed activities and how these align to the Strategic Plan. The Annual Plan will be reviewed by April of each year, and presented to ACC. ACC's Injury Prevention Team will provide funding approvals prior to the start of each new financial year;
  - ii An agreed budget to support the delivery of the Annual Plan; and
  - iii A six-monthly update on activities undertaken to deliver the Annual Plan, but with updates tabled and discussed at each Council meeting.
- 36 Agendas and minutes of each meeting will be made available to ACC via the Secretariat support and a meeting report for the Minister for ACC will also be prepared.

## Review of the Terms of Reference

- 37 The Terms of Reference will be reviewed not later than June 2023.
- 38 The review of the Terms of Reference will consider whether the Council has built a strong level of influence and engagement with ACC and NZTA and the wider motorcycling community. The Minister for ACC may make changes to the Terms of Reference, form, or membership of the Council at any time.

# Appendix 1 - Motorcycle Safety Advisory Council Secretariat Requirements

## Introduction

Consistent with its strategic and steering role, Motorcycle Safety Advisory Council (the Council) members are not expected to manage or implement the work of the Council. Rather, the Secretariat is the mechanism by which the Council operates; in much the same way as an organisation's management team implements the strategic plan of its Board.

## Responsibilities

The Council relies on an effective relationship with ACC for the delivery of the Council's objectives and the implementation of its work plan.

The purpose of the Council is to:

- Develop the Motorcycle Safety Levy (MSL) Programme's strategic plan (that is the MSL Programme's focus and direction) with a three to five-year horizon;
- Identify initiatives for MSL funding and make recommendations to ACC; and
- Monitor the performance and outcomes of the MSL programme.

The Secretariat is required to be extremely familiar with the Terms of Reference which describes the role of the Council and is available online at <http://www.msac.org.nz/>.

The role of the Secretariat is to provide a central point of contact and a range of services to manage and support the Council. This includes supporting the Council in its relationships with stakeholders and providers, and includes roading agencies, the motorcycling and motorcycle industry, the motorcycle riding community and other road safety stakeholders, as required (e.g. health professionals and researchers).

Supporting the Council in the development and project management of its work plan is central to the role. This will require regular reports to Council meetings and regular reports to the Council Chair on the progress of priority tasks, against agreed milestones. This includes keeping an overview and if necessary managing the procurement, co-ordination and implementation of the programme of work.

Knowledge of the context in which the Council operates is highly desirable. Such reports should include the status of the MSL fund (investment planning and development), and up-to-date reports on all projects where MSL funds have been recommended and/or committed.

Key responsibilities of the role are:

- **Administrative support and record keeping**
  - assemble and distribute meeting papers and materials as a pdf file;
  - prepare agendas, and programmes for meetings including guests to attend meetings;
  - take minutes of meetings, distributing to the Chair and Council within seven days of the meeting, and distributing materials and reports as required by the Council;
  - maintain interests register and correspondence register;
  - maintain a live register of Council actions for follow-up/matters arising;
  - maintain and develop the Council's shared workspace, including uploading of meeting papers, meeting minutes, research and other relevant documents to ensure easy access and historical reference as necessary;
  - facilitate the development and dissemination of guidance materials, templates and other resources that support the Council's work;
  - liaise with event managers for ACC and Council events;
  - lead Council input on agreed submissions e.g. Government Policy Statement on Land Transport; and
  - prepare bimonthly Ministerial update papers based on the last Council meeting and other actions.



- **Communication and engagement support**
  - act as a central point of contact to support the relationship between the Council and ACC;
  - provide administrative support to the Chair in their relationship with the Minister and/or Associate Minister for ACC;
  - receive Council correspondence, maintain a correspondence register and support the Chair with responses;
  - develop presentation materials for the Chair and Council members, as approved by the Chair;
  - support the Chair with responses to media enquiries and proactive press releases;
  - provide a monthly media scan to the Council, summarising positive and negative press and media coverage linked to motorcycle safety;
  - ensure the website is up to date and relevant and engage with the contractor to ensure it is meeting the expectations of the Council and ACC;
  - support the Council to leverage their external connections by highlighting opportunities and keeping the Council informed;
  - ensure the Council (especially the Chair) is informed and across pan-agency discussions on motorcycle safety e.g. Safer Journeys Action Plan, New Zealand Transport Agency Safety Centre of Excellence, Pan Agency Motorcycling Safety Group, and the National Road Safety Management Group;
  - publish meeting minutes on the website, after agreement from the Chair;
  - engage an agency, as necessary, to provide media advice to the Chair and to distribute press statements as and when required; and
  - arrange guest speakers for Council meetings.
  
- **Data**
  - provide the Council with a relevant data dashboard that provides up to date information on accident data, which may be used to inform and develop safety programmes;
  - develop more up to date data sources using information provided by the Ministry of Transport, NZ Police, ACC, District Health Board data and insurance industry statistics to provide new insights into areas requiring redress;
  - analyse injury data applicable to motorcycling; and
  - use data insights to highlight priority areas for action and funding.
  
- **Research**
  - ensure all research undertaken by the Council is retained in the Shared Workspace and is easily accessible to the Council and its stakeholders; and
  - the Council is required to ensure projects being promoted are evidence-based. The Secretariat will undertake desk research to establish what information is available, and if necessary recommend further research, with a local bias, is undertaken to provide the necessary context or information.
  
- **Project management**
  - manage processes to invite and assess funding applications;
  - undertake preliminary work to identify/screen potential funding initiatives (e.g. ACC's return on investment requirements);
  - oversee and arrange business case documentation and development required for ACC's approvals process;
  - provide project management of the Council work plan, from development of the plan through to reporting on delivery of initiatives; and
  - manage and oversee the Council's business planning functions (strategic plans, annual plans etc.).
  
- **Financial management**
  - Maintain the MSL register of both committed projects and all work in progress, and report income and expenditure by financial year, incorporating all work programmes;
  - support the Council in developing business cases; and

- prepare annual financial operational expenditure plans based on the ACC business year (July to June).

### **Skills, experience and personal attributes**

Essential skills and experience include:

- professional demeanour and highly organised;
- relationship management – experience working with multiple stakeholders;
- meeting management and minute writing skills;
- written and oral communications – high standard of communication appropriate to the operating context and task in hand;
- project management – experience setting up and managing projects;
- financial management – ability to accurately report financial transactions;
- computer literacy – high level of computer literacy required including use and maintenance of shared workspaces and experienced user of Microsoft Office suite (especially Word, Excel and PowerPoint);
- administrative support and record keeping in a governance and/or public management situation; and
- performance orientation where deadlines and milestones are understood.

### **Personal attributes**

- strong organisational, interpersonal and communications skills;
- attention to detail;
- action and delivery focus;
- interest in / awareness of road safety issues;
- able to work independently while maintaining key relationships; and
- an interest in and / or experience of motorcycling would be useful.

### **ACC Support**

ACC is responsible for engaging and managing Secretariat personnel. In addition, ACC funds the Council and the Secretariats administrative costs.

ACC's direct financial support (in addition to the MSL) ensures that the entire MSL fund is available for investigating, funding and implementing motorcycle safety initiatives and engagement with motorcyclists, and not diverted to the cost of administrative tasks associated with the Council.

ACC, in the past, has funded:

- 1 FTE programme manager position to lead the Secretariat role;
- 0.5 FTE administration position to support the administration and co-ordination;
- the operational costs of the Council (e.g. meeting and attendance costs);
- the services of an Independent Chair and Council members (maximum 9 persons);
- specialist advisors (as required) to support the Secretariat's administrative and management functions; and
- the operational costs of the Secretariat including its operational environment and equipment.

**ENDS**