Transport
for NSW

Motorcyclist knowledge, attitudes and behaviours in NSW

Summary Report

NSW GOVERNMENT

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Contents

1 Key findings

This document provides a summary of the final report of the research into the knowledge, attitudes, and self-reported behaviours to safety of NSW motorcycle riders, and of drivers towards motorcyclist safety, completed in 2023. High-level key findings include:

- Riding is a key part of motorcyclists' social identity, and they care about how the riding community is perceived. Positive communications around identity and community are likely to be more effective than reinforcing negative stereotypes that they are non-compliant.
- Riding is seen as inherently risky, but riders view certain types of rides (e.g., local roads, short trips, minimal traffic) as lower risk than others and adjust their behaviour accordingly.
- Speeding, weaving, overtaking and lane filtering are widely viewed as acceptable by riders and seen as low risk. Targeting these perceptions may improve road safety outcomes.
- Novice riders overestimate their skills relative to their experience and this overconfidence is associated with risk taking.
- Certain motorcyclist segments have a greater propensity for risk taking and are also more likely to have experienced severe consequences from a crash. Communications should aim to resonate with these groups.
- Riders and drivers agree motorcyclist safety is a shared responsibility, but mismatched perceptions of certain motorcyclist behaviours between riders and drivers could be an avenue for communications.

2 Background

2.1 Motorcyclist road trauma in NSW

Motorcyclists remain overrepresented in NSW road trauma. In the five-year period from 2018 to 2022, NSW crash data indicates that a total of 286 motorcyclists and pillions were killed, and 10,017 were injured, including 4,727 motorcyclists and pillions seriously injured.

Motorcyclists accounted for 19% of all road fatalities and 22% of serious injuries from 2018 to 2022 despite motorcycles only making up 4% of all registered motor vehicles over this period. On a rate per kilometre travelled, motorcyclists have a fatality and serious injury rate around 30 times that of motor vehicle occupants. Motorcyclists are vulnerable in a crash because they are less physically protected than motor vehicle occupants.

Over the five-year period from 2018 to 2022, motorcycle rider and pillion casualties have decreased to a lesser extent than all other road user casualties. Motorcycle rider and pillion casualties decreased by 11%, whereas all other road user casualties decreased by 21%.

2.2 Key measures to address motorcyclist safety in NSW

There are several key programs in NSW that aim to address and improve rider safety.

Approved motorcycles for learner and provisional riders

Learner, provisional P1 and P2 rider licence holders are restricted from riding more highly-powered motorcycles under a nationally-agreed standard. The Learner Approved Motorcycle Scheme (LAMS) identifies motorcycles that are considered suitable for motorcycle learners and novice riders after progressing from a motorcycle learner licence. It is aimed at improving the safety of motorcycle riders. LAMS is part of the Motorcycle Graduated Licensing System (MGLS), which prepares novice riders to be safe, low risk road users through a staged approach to rider licensing.

Penalties for lane splitting, lane filtering legalised

Lane splitting, which is when a rider moves between traffic at over 30km/h, is dangerous. There are a number of penalties that apply for motorcyclists caught lane splitting.

Lane filtering is the practice of motorcycles moving between stopped or slow-moving cars. It was legalised under strict conditions in 2014 after a successful pilot trial.

Advertising campaigns

Transport for NSW runs several education and awareness campaigns to engage the community and help change unsafe behaviours on the roads.

Helmet and clothing assessment

The Consumer Rating and Assessment of Safety Helmets (CRASH) program tests 30 helmets each year against a range of safety protection and comfort criteria and awards a star rating out of five for each criterion. The ratings assist consumers to compare the relative safety performance and comfort for compliant motorcycle helmets at the point of sale. CRASH provides consumers with detailed information on the helmet's ability to withstand linear and angular (oblique) impact forces, noise levels inside the helmet, its ability to resist fogging, and more.

Transport for NSW is the lead agency for MotoCAP which was established in Australia and New Zealand in 2018 as a consumer information program that provides ratings for the safety and breathability of motorcycle jackets, pants and gloves sold in these countries. It aims to empower motorcyclists to choose the best gear for their riding in terms of its protection and breathability.

2.3 Motorcyclists and the Road Safety Action Plan 2026

The Road Safety Action Plan 2026 was launched by the NSW Government in April 2022 and features evidence-based actions to reduce deaths and serious injuries on NSW roads, including vulnerable and risky road users such as motorcyclists.

Key initiatives related to motorcyclist safety include:

- Further strengthen road safety information and campaigns to educate all road user groups, about their road safety responsibilities, safe passing distance rules, and how to better manage risks that can lead to casualty crashes in NSW.
- Develop enhancements to the MGLS (Motorcycle Graduated Licensing Scheme) to better align with best practice.
- Assess the feasibility of an incentive program to increase the use of motorcycle protective equipment measures, and of mandating the use of protective boots and gloves for novice riders, to reduce serious injuries among motorcyclists.
- Investigate mandating motorcycle anti-lock braking systems as part of the LAMS (Learner Approved Motorcycle Scheme) for novice motorcyclists, to prevent wheel locking and increase motorcycle stability in near-crash situations.
- Promote information to encourage safer consumer choices for new and used vehicles, and work with retailers to increase uptake of the safest motorcycle protective clothing, child restraints and motorcycle helmets.

3 About the research

The Centre for Road Safety commissioned Hall & Partners in 2023 to conduct a market research study that explored the attitudes and behaviours associated with riding from the perspective of riders and drivers in NSW. This research is part of a series of NSW attitudinal research on rider attitudes and behaviours, with the most recent iterations conducted in 2012. This summary report presents the key findings of this research.

3.1 Objectives

The main objective of this research was to investigate motorcycle riders' attitudes to road safety and self-reported riding behaviours, and a secondary aim was to understand the attitudes of passengers and drivers towards motorcyclist safety.

Specifically, this study aimed to

- Understand the current level of awareness and self-reported behaviours of motorcyclists regarding information policy, initiatives, and communications.
- Explore the key decision-making criteria and influences in motorcycle purchases.
- Examine the current attitudes and behaviours relating to safety to safety among motorcyclists during riding.

3.2 Methodology

The research utilised a mixed-methods approach with two distinct phases.

Phase 1 was a qualitative research phase involving six focus groups with riders, and two focus groups with drivers, with 6-8 participants per group. The focus group findings were used to inform the development of the survey instrument used in Phase 2.

Phase 2 was a quantitative research phase. An online survey of motorcycle riders (n = 912), motorcycle passengers (n = 161), and drivers (n = 948) was conducted.

To be eligible, riders had to have ridden a motorcycle or moped/scooter in the last 6 months. Passengers had to have been a passenger (pillion) on a motorcycle or moped/scooter in the last 6 months, and not qualify as a rider. Drivers had to have driven a car or truck in the last 6 months, and not qualify as a rider.

The rider, passenger and driver samples were sourced from an online panel provider. The rider sample included an additional 417 respondents sourced from an open link distributed through the Motorcycle Council of NSW to increase sample size and obtain a broader perspective of riders. Weighting was applied to the rider sample to ensure representativeness.

4 Overview of findings

4.1 Definition

Throughout the report, the term “rider” refers to those who rode a motorcycle and / or scooter /moped in the last 6 months. The term “motorcycle” is used as an overarching term for all types of motorised bikes, including mopeds and scooters, for which you require a rider licence to operate. Where the distinction is relevant, “motorcycles” and “scooters” will be used. The research findings from the mixed-methods approach are outlined below.

4.2 Riding as part of motorcyclists’ social identity

Riding is deeply integrated into motorcyclists’ social identity. Around 79% of riders who responded to the survey told us that they would be devasted if they could never ride again, highlighting the profound emotional connection between riders and their motorcycles. This emotional connection extends beyond using their motorcycle as a means of transportation, with 72% riding for enjoyment and 66% as a hobby.

4.2.1 Identity and community cohesion

More than 56% of appreciated being recognised as riders, which highlights the strong connection between the activity and their social identity. Also, 36% of riders acknowledged that they felt like different people when they ride, allowing them to express parts of their personality in daily life.

The rider community demonstrated group cohesion with strong friendship and respect for each other noted in the survey as well as the interviews. Driven by shared passion and a sense of belonging, many riders actively engaged in social groups and online communities, with 28% always or normally riding in groups and 42% sometimes riding in groups. The community places importance on being recognised as riders, with 79% concerned about negative impacts from certain rider groups on their reputation. Moreover, 53% agreed that ‘riders have a bad reputation amongst drivers’ demonstrating the importance riders place on the perception of riders as a cohesive group.

4.2.2 Inclusivity and recognition

There is a growing inclusivity within the rider community. While there are notable differences in the types of motorcycles riders choose or in the ‘type’ of rider, the differences were seen as a point of interest rather than an opportunity to express superiority. Over half (57%) of the riders rejected the notion that scooter riders are not “real “riders, considering scooters as a gateway to larger motorcycles, fostering inclusivity.

4.2.3 Occupational opportunities and functional benefits

Motorcycles expand employment opportunities, especially in the gig economy, offering flexibility around other responsibilities. Consultation showed that riders leveraged their motorcycles for commuting or delivery services.

From a practical standpoint, motorcycles are cost-effective to run, with low fuel, insurance, and maintenance costs. They easily navigate through traffic and are free to park in many situations. Additionally, their reduced fuel consumption contributes to lower carbon footprints, aligning with environmental concerns.

4.2.4 Emotional and spiritual fulfillment

Riding offers freedom, control, and accomplishment. Long rides provide riders with a meditative experience, helping them disconnect from daily worries.

In summary, the research revealed that riding is more than transportation for motorcyclists. It is a deeply ingrained part of their identity, fostering community, personal growth, and emotional fulfillment.

4.3 Riding is considered inherently risky

Riding comes with inherited risks and a sense of vulnerability. Both drivers and riders agreed that bicycles and cars are 'safer' alternatives. About 72% of riders felt that they are the most vulnerable travellers on the road. Despite this, riders saw risks as part of the experience.

4.3.1 Risk perception and responding to risks

Riders saw risks from multiple angles and sources, viewing them on a continuum. Perceptions of risks influence their response in determining the extent to which they are willing to challenge their safety limits while riding. Although many dimensions of risk were identified, the degree to which riders perceived these risks varied (Figure 1). Also, riders viewed certain types of rides as higher risk than others and adjusted their behaviour accordingly.

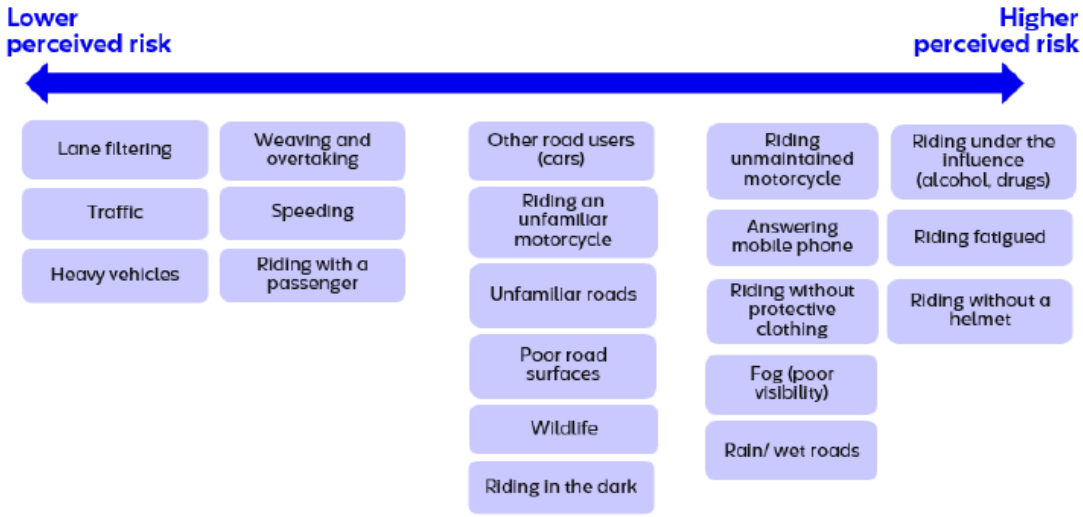


Figure 1: Riders' perception of risks

Lower risks

- Despite speeding contributing significantly to serious road trauma, it was viewed as a lower risk compared with other illegal behaviours. 74% of riders felt somewhat or very confident riding 5 to 10 km/h over the speed limit. A significant minority admitted to riding faster than the speed limit on open roads where visibility is good (45%) or when they feel they won't get caught (25%).
- Riders felt confident in lower-risk situations, with 77% confident riding among heavy vehicles and 74% confident with lane filtering. In these scenarios, some riders push boundaries, such as speeding or weaving, particularly on familiar or clear roads.

Moderate risks

- Moderate risks included factors that had an unknown element to them such as other road users, unfamiliar roads and riding an unfamiliar motorcycle.
- Around 69% of riders were concerned about driver inattention but felt more confident managing these situations than those considered high risk.

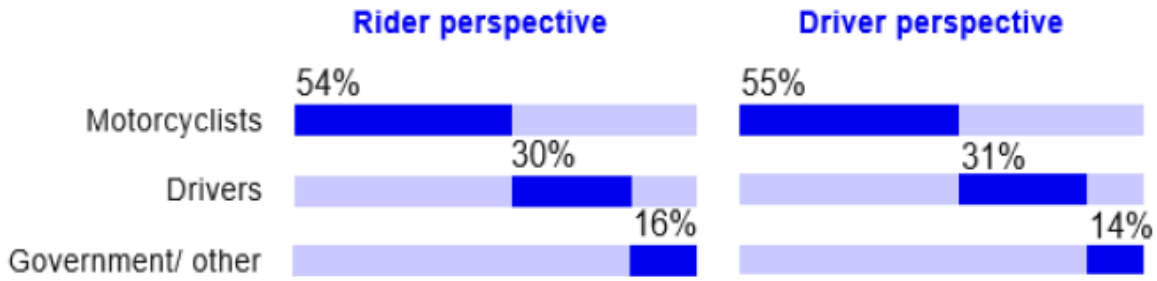
Higher risks

- Riding under the influence of alcohol and riding fatigued were perceived as most dangerous. The majority agreed they would never take drugs (87%) or drink alcohol (76%) before riding a motorcycle and would never answer their mobile phone while riding (70%).
- Riders mitigated high-risk conditions by slowing down in bad weather and avoiding poor road conditions when possible.
- Wet weather (60%), poor road surfaces (62%), and poor visibility (51%) were the top three concerns for passengers as they perceived themselves as giving up control of the ride.

4.3.2 Shared responsibilities and different safety concerns

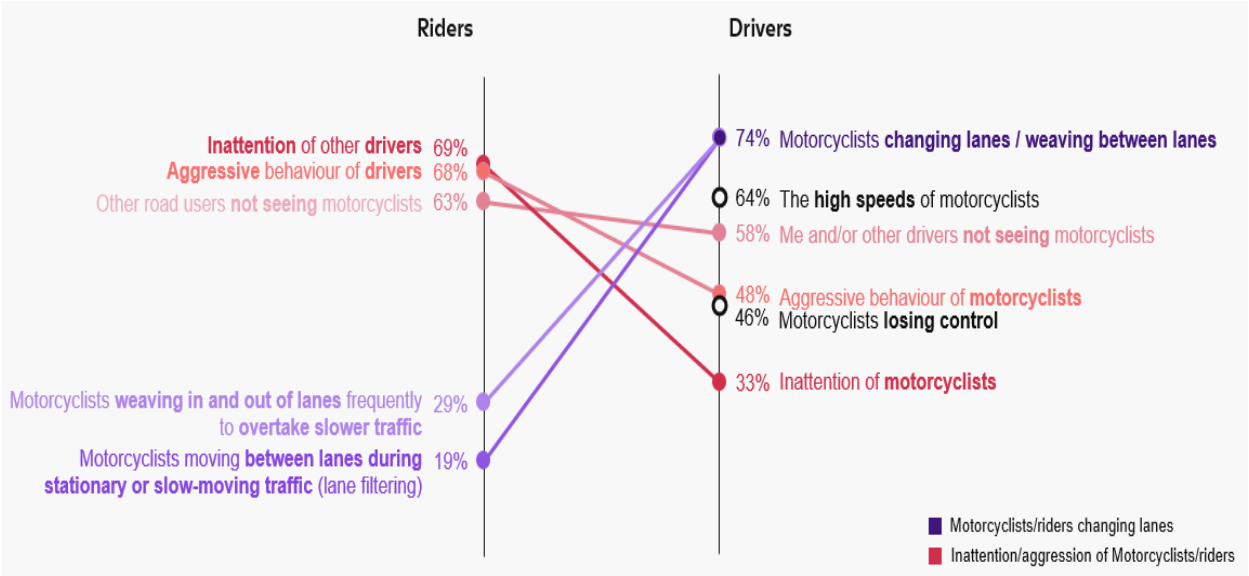
Both riders and drivers believed in shared responsibility for safety, with approximately 65% of riders and 61% of drivers agreeing that motorcyclists' safety depends on their own actions. Government and associated agencies such as law enforcement and local councils were identified as sharing responsibility for riders' safety through regulation, road maintenance and policing (see Figure 2).

Figure 2: Parties Responsible for Riders' Safety



There is a disparity between riders' and drivers' perceptions of the risk's levels associated with speeding, weaving, and overtaking (see Figure 3). While riders perceived speeding, weaving, and overtaking as less risky activities, these behaviours were the primary concerns for drivers sharing the road with them. Specifically, 74% of drivers ranked concern about riders changing or weaving between lanes as their top concern, followed by 64% who were worried about riders traveling at high speeds. Additionally, more than half of the drivers (51%) believed that riders tend to be risk-takers, and nearly 58% of drivers thought that motorcycling encouraged risky behaviour. For riders, however, their top 3 safety concerns were the inattention of other drivers (69%), aggressive behaviour of other drivers (68%), and the other road users not seeing motorcyclists (63%).

Figure 3: Significant Safety Concerns (Percent of Riders vs. Drivers)



4.4 Segmented risk profiles

The research conducted by Hall and Partners in 2023 identified six segments of motorcyclists, each with distinct attitudes, beliefs, behaviours, and risk profiles The sixth segment - "Occupational Riders" was identified in the qualitative research. This segment, however, was not validated in the quantitative segmentation.

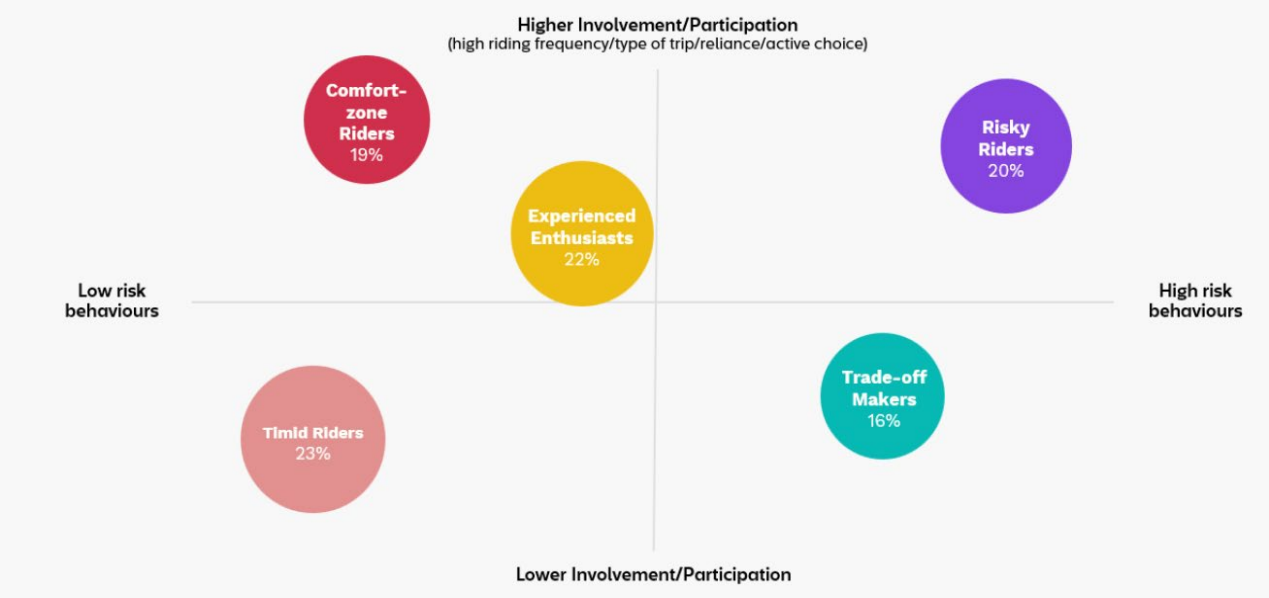


Figure 4: Segment Perceptual Map

4.4.1 Higher risk segments

Risky riders

Risky riders are predominantly young adults aged between 18 and 34. They exhibit overconfidence, thrill-seeking behaviour, and relaxed attitudes towards risk.

- 48% of risky riders had experienced severe consequences from a crash.
- This segment included 69% young adults, 31% from culturally and linguistically diverse (CALD) backgrounds, 21% First Nations riders, and 22% novice riders.
- Risky riders are permissive towards speeding, substance use, and minimal use of protective gear. They tend to ride with passengers, in groups, and own off-road bikes.

Trade-off makers

Trade-off makers tend to rationalise taking risks when they feel in control. They possess a moderate level of self-perceived skill and don't overestimate their abilities.

- 46% of trader-off riders had experienced severe consequences from a crash.
- This segment included 57% who live with their families, 17% novice riders, and a higher proportion of on-road leisure bike owners.
- Trade-off makers are confident with lane filtering, taking risks on familiar roads, and speeding.

4.4.2 Lower risk segments

Experienced enthusiasts

Experience enthusiasts are passionate about riding, highly engaged in the community and often have over 11 years of experience.

- 91% of lower risk riders were male, with many aged 55 and older.43% had experienced severe crash consequences, likely due to their longer exposure to riding.
- They ride mainly for leisure, are open to guidance from respected voices in the riding community and are more likely to ride on public and rural roads.

Comfort-zone riders

Comfort-zone riders are risk-adverse, confident within their comfort zones, and tend to follow road rules.

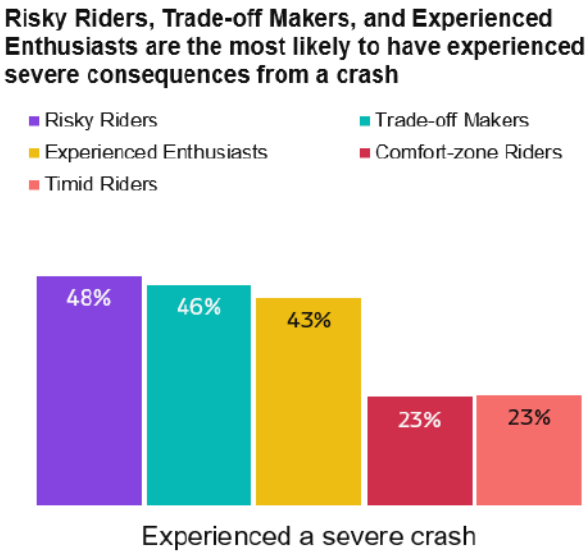
- 22% of comfort-zone riders were females, and 53% used motorcycles as their main form of transport.
- They primarily use their motorcycles for commuting or daily use, are receptive to safety communications, and own and wear protective gear.

Timid riders

- Timid riders viewed riding as a functional activity, have low confidence, and a low propensity for risk.
- 21% of this segment were female, and 37% had more than 11 years of riding experience.
- They preferred to ride only in fair weather, were less likely to ride with groups, and were open to opportunities to build confidence through training.

Compared with higher risk segments, these lower risk segments were half as likely to have experienced severe crash consequences.

Figure 5: % Experienced a Severe Crash



Occupational riders

- Occupational riders used their motorcycles for paid employment and tended to exhibit reactive and risk-taking behaviours to get their job done.
- They had high confidence in riding in challenging conditions, such as in the dark or poor visibility, when fatigued, or on unfamiliar roads.
- Frequent close calls were prevalent in this group.

4.5 Risk-taking behaviours and safety concerns

Overconfidence often leads riders to engage in risky behaviours by underestimating the actual risks associated with certain riding conditions. Confidence in risky situations is driven by the perception that the risk can be overcome by the necessary skill and experience.

4.5.1 Impact of experience

A significant majority of riders rated themselves as highly skilled, with 91% considering their skill level to be at least 6 out of 10. However, qualitative findings suggest a disconnect between self-perception and actual riding skill. Many riders admitted that their early years of riding were marked by overconfidence, leading to behaviours they now view as unjustifiably risky.

Riders who rated themselves higher on the skill scale (8-10 out of 10) demonstrated greater confidence in handling high-risk situations compared to those with lower ratings (0-7). Nonetheless, all riders exhibited decreased confidence when confronted with external factors beyond their control, such as poor road conditions or unpredictable drivers.

Less experienced riders (0-2 years) were more inclined to rate their own skill as higher (e.g., 31% rated themselves 8/10), whereas those with 3-5 years of experience tended to rate themselves lower (often 7/10). With accumulated experience, riders tended to adjust their self-assessment, aligning more closely with their actual abilities (Figure 6).

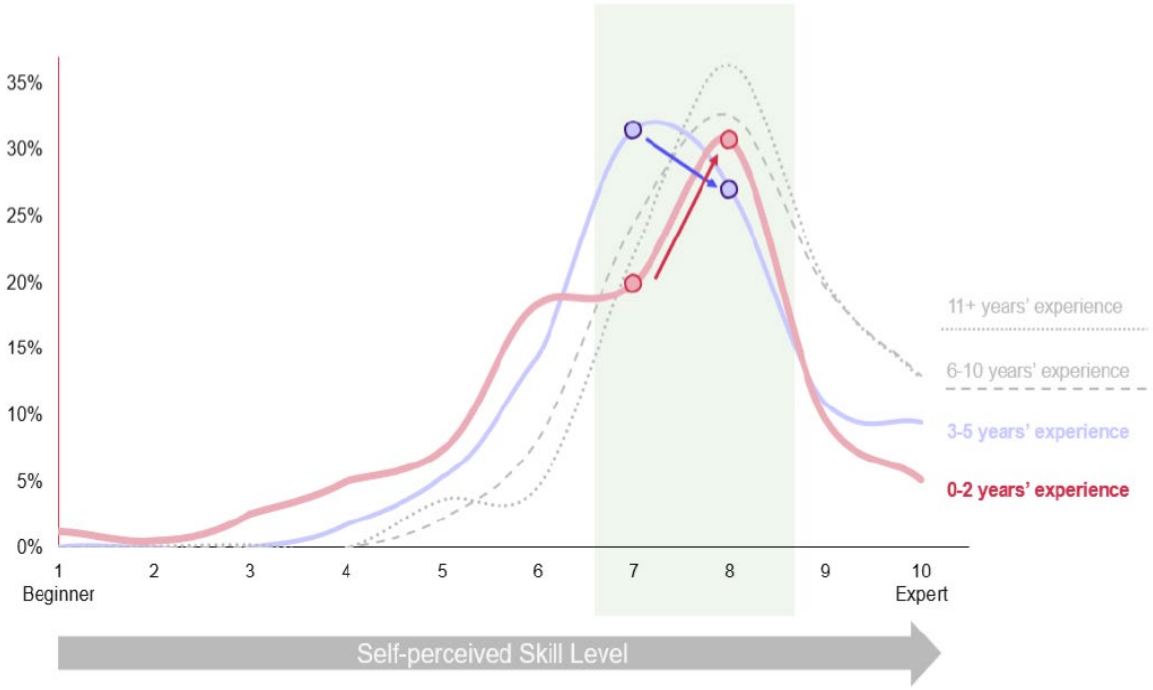


Figure 6: Percent of Riders self-rated at each skill level by riding experience

4.5.2 Scooters vs. motorbike riders

There exists a notable contrast in self-perceived skill levels between scooter/moped riders and motorbike riders. Scooterists often rate themselves higher in skill, potentially due to the perception that scooter riding demands less diverse skills compared to the broader range required for motorbike riding (including off-road and long-distance riding).

4.5.3 Dynamics of crash impact

The impact of crashes on riders' behaviour is initially profound, leading to increased caution and changes in riding habits. However, this effect tends to diminish over time as riders gradually return to their previous behaviours. Despite frequent close calls and crashess among riders, not all incidents result in severe outcomes, contributing to varied perceptions of what constitutes an "accident."

Riders tended to ride more cautiously when carrying passengers, avoiding risky moves. Experiencing a severe crash doesn't always make riders more cautious in the long run. In some cases, it might even make them more accepting of risks and affect how they view safety gear.

4.6 Safety gear importance and purchasing impact

4.6.1 Use of protective gear

Riders take protective gear seriously as it provides peace of mind in an inherently dangerous activity. However, the necessity for this peace of mind can vary depending on the type of trip or experience. Many riders agreed on the importance of wearing safety gear, with 67% believing there should be no excuse for not wearing it on every ride. However, there is some flexibility, with 66% of those who agreed also admitting to being more relaxed about gear on short or local trips, and 69% feeling that protective gear is more crucial for less experienced riders.

Even among the least risky riders, there is still a notable belief in exceptions for wearing safety gear. Functionally, 82% believed gear reduces injury chances in crashes, though 34% thought it only helps with slides and not serious accidents. Emotionally, gear signals responsibility and seriousness to others.

Comfort and convenience play roles in gear usage. Jackets are seen as easy to wear, whereas pants are often viewed as inconvenient. Many riders viewed wearing gear as a pre-ride ritual, particularly for long trips. This ritualistic aspect is strong among experienced enthusiasts who ride for pleasure and social interaction.

Riders demonstrated varied attitudes and behaviours towards wearing protective gear, despite possessing such gear. Helmet and motorcycle glove usage remained high, with 95% wearing a helmet and 94% of riders wearing gloves, consistently. However, there is a notable drop in consistent usage for other gear categories. Around 4 out of 5 riders regularly wear their jacket (84%), motorcycle footwear (83%), and pants (80%).

From the segmentation analysis below (Figure 7), risky riders were revealed as the least likely to wear their gear consistently, especially jackets, footwear, and gloves. They also had significantly lower rates of wearing full-face helmets (39%) compared to the overall rate (78%). Among trade-off makers, who own motorcycle pants were less likely to wear them frequently, reflecting their calculated risk-taking approach. In contrast, Comfort-zone riders and timid riders were diligent in wearing their gear.

	All Riders	Risky Riders	Trade-off Makers	Experienced Enthusiasts	Comfort-zone Riders	Timid Riders
Helmet	98%	82% ▼	99% ▲	97%	96%	98%
Jacket	97%	71% ▼	83%	82%	92% ▲	90% ▲
Pants	92%	77%	67% ▼	76%	87%	88% ▲
Footwear	90%	69% ▼	82%	83%	90% ▲	87%
Motorcycle gloves with impact protectors	72%	81% ▼	97%	96%	97%	93%
Armour/brace/ protectors	59%	72%	75%	76%	91% ▲	80%

Base: Rider Sample (912), Risky Riders (125), Trade-off Makers (132), Experienced Enthusiasts (221), Comfort-zone Riders (190), Timid Riders (244)
D1. Which of the following protective gear do you currently own? D2. And how often do you wear the following items of protective motorcycle clothing? ▲▼ indicates a significant difference at a 95% confidence level from overall sample

Figure 7: Protective gear worn by segment

Both qualitative and quantitative data showed that riders consistently perceived helmets as indispensable and life-saving pieces of protective gear. There is also significant support among riders for mandating the use of protective gear. Over 52% of riders agreed that all protective clothing including jackets, pants, gloves, and footwear should be mandatory by law.

4.6.2 Barriers to wearing gear

Riders faced various barriers to wearing protective gear consistently, primarily revolving around comfort and practicality. Some of the main barriers included:

1. Comfort and heat
    - **Too hot to wear**: 27% of riders reported that wearing protective gear makes them too hot, which discourages consistent use.
    - **Uncomfortable or restrictive**: 21% of riders found their gear uncomfortable or restrictive, making them less likely to wear it all the time.
2. Partiality and convenience
    - **Only necessary for some rides**: 24% of riders believed that protective gear is only needed for certain rides, leading them to skip wearing it on short or familiar trips.
    - **No storage at destination**: 22% of riders cited the lack of storage space at their destination as a reason for not wearing gear consistently.
    - **Change of clothing required**: 20% of riders avoided wearing gear because they didn't want to change clothing at their destination.
3. Specific gear challenges
    - **Pants**: Riders who owned motorcycle pants but did not wear them consistently mention practicality issues such as nowhere to store them, discomfort, and inability to wear them over other clothes.
    - **Jackets**: Similar to pants, jackets were often not worn due to the belief that they are only necessary for some rides (28%), getting too hot when worn (27%), and lack of storage at the destination (27%).
4. Cost and perceived need:
    - **Too expensive**: 37% of riders found protective gear too expensive, with this barrier being particularly significant among riders aged 18-34 (42%).
    - **Not needed**: 26% of riders did not think they need additional gear, a belief more prevalent among riders in regional areas (33%).
5. Uncertainty and lack of knowledge:
    - **Unsure what is needed**: 25% of riders were unsure about what additional gear they need, leading to lower ownership and usage rates.
    - **Haven't gotten around to buying**: 19% of riders simply hadn’t gotten around to purchasing more gear.

4.6.3 Rider assumptions and safety features

Riders assumed that protective gear sold in Australia meets strict safety and quality standards. This belief originates from the legal requirements for helmets, which 82% of riders believed meet suitable standards. Similarly, 73% of riders believed protective gear meets these standards. Consequently, safety standards are considered low in the decision-making hierarchy when purchasing gear, as riders trust that the necessary validations have been made by relevant authorities.

However, Australia only has official standards for helmets, not for other protective gear. This misconception highlights an opportunity to inform riders about the absence of comprehensive standards for protective gear and the usefulness of rating systems like MotoCAP and CRASH for assessing gear safety. Confidence in personally assessing gear safety is low, with only 52% of riders finding it easy to determine how safe protective gear is. This lack of confidence likely results from riders relying on authorities to validate gear safety.

Some riders believed certain safety features such as anti-lock braking systems (ABS) may hinder skill development. This concern was shared by over 20% of riders, particularly among risky riders (52%), who often have more experience with different types of motorcycles and dislike feeling restricted. While safety features are not pivotal in most purchasing decisions, ABS and traction control are highly valued for their ability to prevent slides, with 54% and 35% of riders respectively

acknowledging their effectiveness in improving safety. Features like emergency brake assist, electronic brake force distribution, and electronic stability control, which operate in the background, are seen as nice-to-haves rather than deal breakers.

4.6.4 Engage riders through effective channels

Online and social media platforms are highly effective in reaching riders. Nearly all riders are actively engaged with motorcycling content, with the highest engagement coming from online channels (69%) and social media (58%). Motorcycle clubs/associations (45%) and family/friends (42%) also play crucial roles in sharing information. Focusing messaging efforts through these channels, potentially in partnership with motorcycle associations, is likely to resonate strongly with riders. There is a uniform appetite for information about riding and motorcycles across all segments, with no significant differences observed. Additionally, rider training programs serve as valuable touchpoints for conveying detailed information and strategies, especially beneficial for the risky rider segment, who are both less experienced and the most inclined towards risky behaviours.

5 Conclusions

The study on motorcyclist attitudes, behaviour and safety highlights that riding is deeply integrated into the lives of motorcyclists, shaping their identity, community interactions, and daily activities. Riders often consider their motorcycles as central to their self-image and actively participate in rider social networks. Inclusivity is a growing trend, with most riders recognising scooter riders as part of the broader riding community.

To riders, motorcycles offer practical advantages such as cost-effective transportation, flexibility in commuting, and lower environmental impact. They also expand employment opportunities, particularly in the gig economy. However, riding is inherently risky, and motorcyclists report feeling vulnerable on the road. Overconfidence can lead to risky behaviours, such as speeding and weaving, although experienced riders tend to show more caution in risky scenarios.

Despite widespread recognition of the importance of protective gear, its use remains inconsistent and may be due to issues related to comfort, practicality, and cost. While helmets and gloves are commonly worn, other protective gear is less consistently utilised, indicating the need for improved awareness and accessibility.

Both riders and drivers recognise the shared responsibility for road safety. However, there is a disparity between their perceptions of risky behaviours, highlighting the need for better communication and mutual understanding to enhance safety for all. Addressing these safety risks and promoting the consistent use of protective gear are crucial for improving the safety of motorcyclists.

The research by Hall and Partners (2023) provides valuable insights into NSW riders' current attitudes and behaviours towards road safety using a robust mixed-methods approach. Hall and Partners' ten recommendation offer a framework for TfNSW to enhance motorcyclist safety and promote responsible riding practices. The NSW Road Safety Action Plan reflects a proactive approach to addressing motorcycle crashes. By aligning with the NSW Road Safety Action Plan 2026 and implementing some of these insights, TfNSW can effectively foster a culture of road safety, aiming for zero trauma on the roads.

Appendix

Hall and Partners have identified ten findings and have made recommendations for TfNSW to consider as part of future motorcyclist safety initiaves.

Key finding	Recommendation(s)
Riding is part of motorcylists' social identity.	• **Effective communication themes**: Seven communication themes identified by Hall and Partners resonate strongly with riders.Further exploration of these themes is advised to inform a new motorcyclist safety behavioural campaign. This weill help align safety messages with riders' social identities and values. -- • **Utilise digital platforms**: Leveraging these social media platforms and specialised web pages to disseminate information on motorcycling and safety could resonate with riders' sense of community and identity.
Riding is considered inherently risky.	• **Mandate ABS/traction control**: Mandating ABS/traction control for LAMS approved motorcycles is feasible and beneficial. • **Enhance awareness of safety rating**: Enhancing awareness and understanding of safety rating systems like MotoCAP and CRASH is crucial. These initiatives could guide riders in making informed decisions about the quality and protective capabilities of their gear beyond only.--
There are six segments of motorcyclists , each with distinct altitudes, beliefs, behaviours and risk profiles.	• **Leverage learners and provisional tests**: Integrate training courses, MotoCAP, and CRASH initiatives at these stages to cater to different segments of motorcyclist segments to encourage consistent use of gear. - • **Tailored approaches for protective gear**: Develop strategies to address comfort issues, practicality concerns, and cost barriers to ensure consistent use of protective gear. • **Overcome barriers to gear usage**: Address specific barriers to owning and wearing protective gear for different rider segments to enhance safety. -
Overconfidence leads riders to underestimate risks and engage in risky behaviours , with initial caution after crashes often diminishing over time.	• **Mandate protective gear**: Consider mandating the wearing of protective gear, especially for novice riders. Addressing scepticism about enforcement methods is essential to ensure compliance and effectiveness. - • **Explore incentives**: Incentives , such as discounts on registration fees and protective gear costs, are likely to encourage greater uptake of safety gear among riders-
Despite high perceived importance and widespread ownership of safety gear among riders, consistent usage is undermined by comfort issues, practicality concerns, cost and misunderstanding about safety standards.	• **Tailored approaches for protective gear**: Develop strategies to address comfort issues, practicality concerns, and cost barriers to ensure consistent use of protective gear. • **Fill drivers' knowledge gap**: Educate drivers about rider behaviours to improve mutual respect and road safety, indirectly supporting motorcyclists' safe practices. • **Explore incentives**: Incentives , such as discounts on registration fees and protective gear costs, are likely to encourage greater uptake of safety gear among riders.