

MOTORCYCLISTS TARGETTED IN COROMANDEL

The Coromandel Peninsula is a top New Zealand holiday destination with awesome scenery, white sandy beaches, hot pools, boating and fishing. It also boasts art and crafts, campsites and bush walks, historical towns, all types of laid back Coromandel accommodation and activities, and a friendly welcome.

The Coromandel Peninsular is also known as a spectacular and challenging ride for motorcyclists. But what is not well known is the alarming rate in which crash and injury statistics for motorcyclists is rapidly increasing in the area. This area has seen an increase in the frequency of crashes by approximately 200% in the last 5 years while still claiming at least one life per year.

ACC and NZ Police launched a campaign to counteract the rising trend in the area on 6 and 7 December 2008. The campaign utilised a combined educational and enforcement strategy to deliver key messages to riders in the area. The Police delivered three compulsory checkpoints, one on each of the three entry points into the Coromandel Peninsula. After ensuring the motorcycles were meeting their legal requirements the riders received educational information from ACC staff. The educational information detailed the risks and statistics in the area to raise awareness of the need to ride with extreme care. Riders were also given resources to take home and study later.

Over the two days the three checkpoints combined delivered the enforcement and educational message to close to 400 motorcyclists. The message was taken extremely well by the riders who were appreciative of the effort put into their safety. Both NZ Police and ACC are now looking towards running similar campaigns for future delivery of key safety messages for motorcyclists in other areas as well