



News Release

28th September 2020

### **Motorcycle Awareness Month changes direction with COVID-19 restrictions.**

The pandemic limitations have seen the Motorcycle Council of NSW (MCC of NSW) create a new video as well as radio and Spotify advertising to spread their safety message through its annual Motorcycle Awareness Month (MAM) in October 2020.

‘Like most events, MAM will look different this year. Usually filled with fun events and mass rides through urban and country towns, we have had to look at different avenues to get our message across.’ says Chairman of MCC of NSW, Mr Trip Henry.

For over ten years, MCC of NSW have used this month to celebrate motorcycling and promote awareness for drivers to look out for motorcycles.

#### **‘Can you see the motorcycle?’ video**

To kick off the month, MCC of NSW have developed a video demonstrating to drivers how difficult it is to see motorcycles on the road. With a small and narrow profile, they can easily be missed by drivers and trucks.

The video features, Greg Piper, Member of Parliament for Port Macquarie, avid motorcyclist and Patron of MCC of NSW.

‘The video is amazing to watch, even our seasoned motorcyclists are surprised how hard we are to see on the road,’ says Mr Henry. ‘We will be promoting the video across our Facebook page of over 8000 followers, local and national media, and through Spotify music and podcast advertising.’

#### **Younger drivers targeted with Spotify advertising**

The MCC of NSW will be advertising on Spotify through their music and podcasts. As younger drivers in-car listening habits are different, the ads will provide easy tips to help drivers be more aware and look twice for motorcycles.

‘This is a first for the MCC of NSW. Every driver, young and old, we get the message to look out for motorcyclists will help save lives. The majority of multi-vehicle crashes involving a

motorcycle, are due to the action of the other driver, usually failing to see or give way to the rider.’ says Mr Henry.

### **Look out for Joe Rider radio campaign**

On the success of last years’ Joe Rider competition, a Triple M radio advertising campaign will be running again from 12<sup>th</sup> – 16<sup>th</sup> October 2020.

The Joe Rider competition will ask drivers to look out for ‘Joe’ motorcycle riders in a hi-vis vest, through the streets of Sydney. The ads will be played during the morning and peak hours.

The competition, with daily prizes to be won, is designed to remind drivers to look out for motorcyclists.

### **MAM takes to trip to the Snowy Valley and Cootamundra region**

The COVID restrictions have seen more motorcyclists taking trips to regional areas. The Snowy Valleys Council and Cootamundra Gundagai Regional Council will be promoting motorcycle safety on high speed country roads.

Safety messages will be communicated through local activities including distribution of place mats for hospitality venues, weekly social media posts, ‘Live to Ride’ banners displayed at major intersections and a motorcycle survey.

### **For further media enquiries**

For more information, events and the video for Motorcycle Awareness Month or the Motorcycle Council of NSW, please contact Brian Wood at [bmmwood@bigpond.net.au](mailto:bmmwood@bigpond.net.au)