



What did they do?

Prior to the introduction of smoke-free legislation (2016), Brisbane City Council passed a local law prohibiting smoking in the Queen Street Mall. While the 2016 legislation has made all pedestrian malls in Queensland smoke-free, this case study illustrates local government implementation of an additional law to protect the public from second-hand smoke exposure. Local governments have the power to implement a local law in any public place that is not already covered by state-wide tobacco laws.

How did they gauge community support?

The Queen Street Mall advisory committee and members of the public regularly complained to council about smoking in the mall. According to the council, 100 people were smoking in the mall at any given time prior to the law coming into effect.

Consequently, the former Lord Mayor, asked council officers to start a formal public consultation process and public submissions were requested.

The majority of respondents supported a total ban. Health concerns and exposure to second-hand smoke via passive smoking were the number one reasons people gave for supporting a ban on smoking in the mall, demonstrating a high level of concern about the harmful and potentially deadly impacts of smoking. Additionally, there were reported concerns that people avoided the mall because of second-hand smoke exposure.

In an initial survey conducted between May and June 2011, 54 per cent of 337 people questioned in the mall said they were in favour of restricting smoking to designated areas, while 25 per cent supported a complete ban. However, in a phone

survey 78 per cent of 1000 residents supported a total ban in the retail and dining precinct. The survey also found younger residents (18 to 24 years) were strong supporters of a smoking ban.

An online poll on the Brisbane City Council website received 1482 votes, with 83 per cent of respondents supporting a total ban in Brisbane's Queen Street Mall.



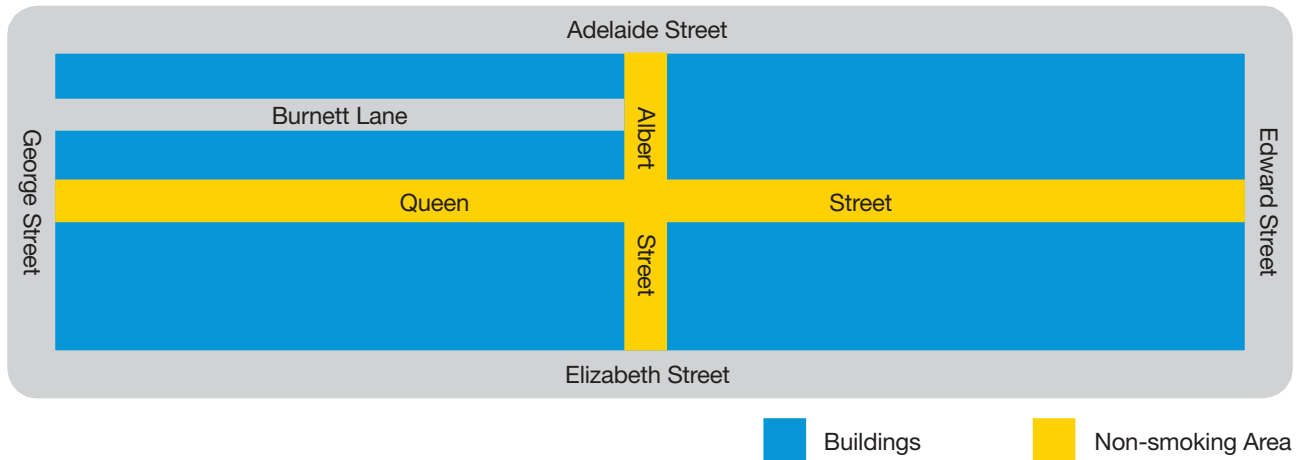
How did they go about implementing the ban?

Council's strategy was to undertake an awareness campaign. People observed smoking in the Queen Street Mall could expect initial warnings from Council officers before an infringement was issued.

Highly visible signage identifying the no-smoking boundaries, combined with warnings and the ability for infringements to be issued, was anticipated to curb the behaviour of smokers in the Queen Street Mall. The fine for infringement of the law was \$220. Signage was installed at all entry points to the mall precinct with messages in different languages to educate the public.

Council reported that 52,000 overseas students visited the mall and as a result, identified the

Case study: Brisbane City Council smoke-free public places



need to target the multicultural media. Under the ban, people were advised to walk out of the mall onto Elizabeth, George, Adelaide or Edward Streets to smoke. A non-smoking area map was available for download from the Brisbane City Council website.

Communicating changes to residents and visitors, from non-english speaking backgrounds.

Initial investigation and consultation regarding the introduction of a smoking ban found that a large number of visitors to the mall were of a non-english speaking background. Consequently Brisbane City Council sought to ensure that this significant and important group were well informed of the proposed changes. Advertisements promoting the smoking ban

were placed in the non-english speaking Sunday Weekly and Qld Asian Business newspapers whilst business cards in four different languages were provided to Mall Management Liaison Officers for education purposes.

What would they have done differently?

Following the implementation of the smoking ban in Queen Street Mall the Council found that smokers were gathering in large numbers in a nearby laneway that was not within the smoke-free area. This issue was not foreseen and may require further investigation as it is negatively affecting businesses located in the laneway. On a positive note, this was the only issue arising from the implementation of the ban and overall Brisbane City Council are very pleased with the support and compliance shown by the local community and visitors to the mall.

“There is no safe level of smoking or passive smoking and we applaud Lord Mayor Campbell Newman and Brisbane City Council for taking progressive action.”

— Cancer Council CEO Prof Jeff Dunn