

**Report to the Future Melbourne (People City) Committee**

**Agenda item 6.6**

**Proposed smoke-free areas at Fulham Place and Collins Way**

**4 September 2018**

**Presenter:** Russell Webster, Manager Health and Wellbeing

**Purpose and background**

1. The purpose of this report is to communicate the findings from the smoke-free areas research conducted during May and June 2018. It is also recommended that Fulham Place and Collins Way be prescribed as permanent smoke-free areas (Attachment 2) under clause 3A.3 of Council's *Activities Local Law 2009* (Local Law).
2. Council has the ability to prescribe smoke-free areas under the Local Law. Prescribing smoke-free areas directly supports Council's commitment to protecting the community from passive smoking.
3. The introduction of further smoke-free areas is complementary to changes that the State Government introduced from 1 August 2017 to ban smoking at all outdoor dining areas when food is available for consumption.
4. There are currently eight smoke-free areas prescribed in the City of Melbourne. These include The Causeway, Howey Place, Block Place, Equitable Place, Goldsbrough Lane, QV Melbourne, The Tan and Princes Park running tracks. Since 2013, there have been 11 infringements issued to people found smoking in a smoke-free area.

**Key issues**

5. A detailed communications and engagement plan was developed. Key stakeholders including residents, businesses and the general public were engaged and invited to provide feedback.
6. Engagement activities consisted of intercept surveys at Fulham Place and Collins Way during the day, evening and weekends. In addition, there were online surveys for individuals, organisations and businesses through Participate Melbourne. Social media, including Facebook and Instagram, were used to further engage and direct individuals to the Participate Melbourne website. Businesses and residents abutting both areas were also provided with information regarding the proposed smoke-free area designation via a hard copy mail out. Highly impacted stakeholders were given the opportunity to discuss the proposals further.
7. A combined total of 2139 online and intercept surveys were completed by individuals, organisations and businesses (see Attachment 3). The majority of people who provided feedback welcomed the proposed smoke-free areas in both Fulham Place and Collins Way. Visitors to either laneways supported the proposed introduction of a smoke-free area (61%), as did those who completed the online survey (75%).
8. A total of 57 representatives of businesses adjacent to the laneways were also surveyed. Nearly seven in 10 businesses (68%) in each laneway support making the respective areas smoke-free.
9. To build further awareness of the project, a comprehensive communications plan will be developed on approval of the new prescribed area.
10. The cost for implementation of smoke-free areas has been included in the current 2018-19 budget.

**Recommendation from management**

11. That the Future Melbourne Committee approves the areas known as Fulham Place and Collins Way as supported in the research findings to be prescribed as smoke-free areas under clause 3A.3 of the *Activities Local Law 2009*.

**Attachments:**

1. Supporting Attachment (page 2 of 47)
2. Maps of proposed smoke-free areas for prescription (page 3 of 47)
3. Proposed smoke-free areas community engagement report: Fulham Place and Collins Way (page 5 of 47)
4. Part B of Schedule 2 to the *Activities Local Law 2009* (page 47 of 47)

**Supporting Attachment**

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**Legal**

1. Clause 3A.3 of the Local Law allows Council to prescribe any other areas within the municipality to be a smoke-free area.
2. Council must follow the guideline incorporated in Part B of Schedule 2 to the Local Law (refer to Attachment 4) when deciding whether to prescribe an area as a smoke-free area under clause 3A.3

**Finance**

3. An amount of \$100,000 is included in the 2018-19 operational budget for costs associated with prescribing new smoke-free areas. These costs include community engagement, communications, and promotion. In addition, \$100,000 of capital expenditure has also been included for the design, production and installation of suitable smoke-free areas signage.

**Conflict of interest**

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

**Stakeholder consultation**

5. Extensive community engagement was conducted in relation to the expansion of smoke-free areas at Fulham Place and Collins way. Refer to Attachment 3 for a detailed community engagement report.

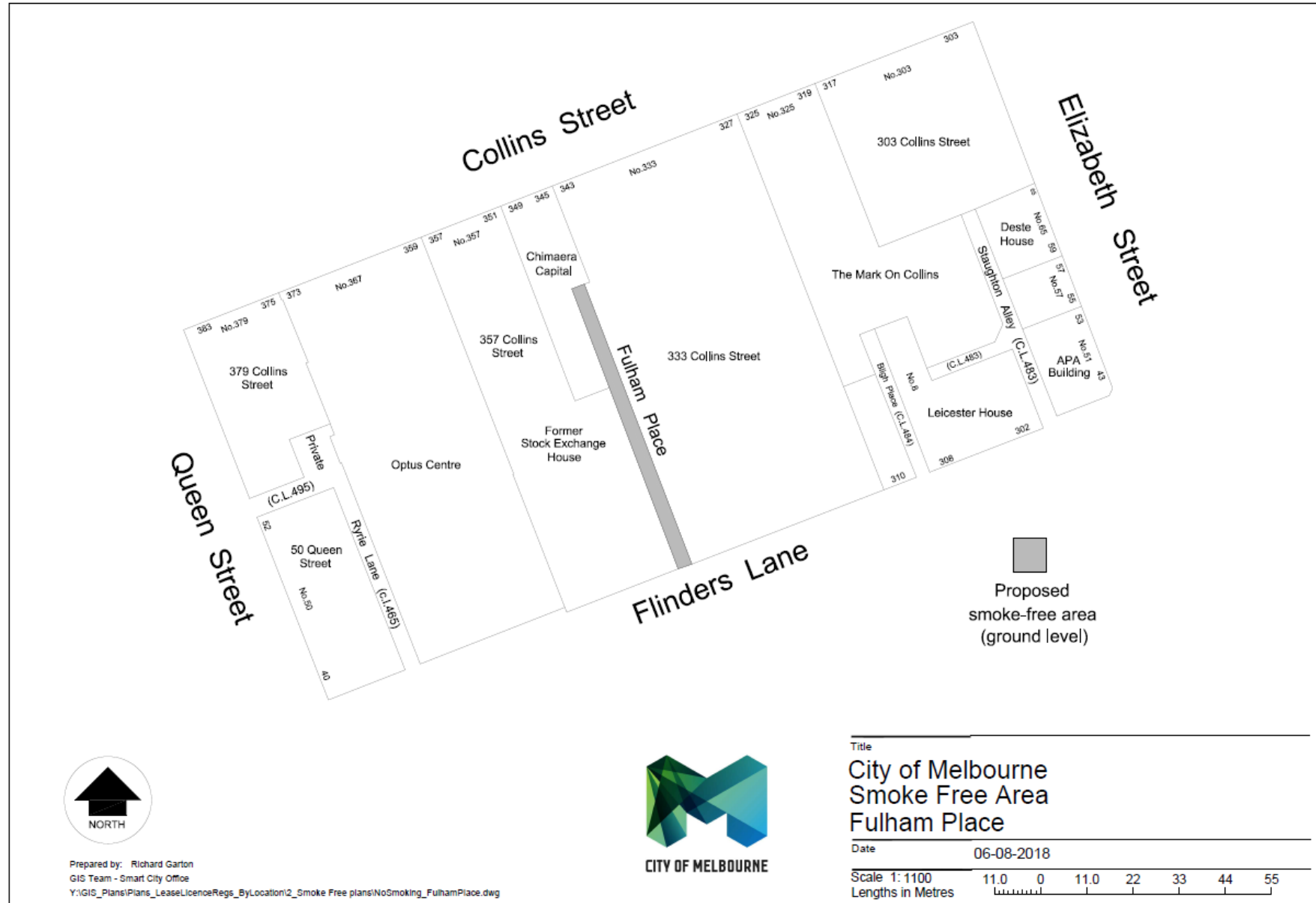
**Relation to Council policy**

6. Prescribing smoke-free areas directly supports Council's commitment to protecting the community from passive smoking.

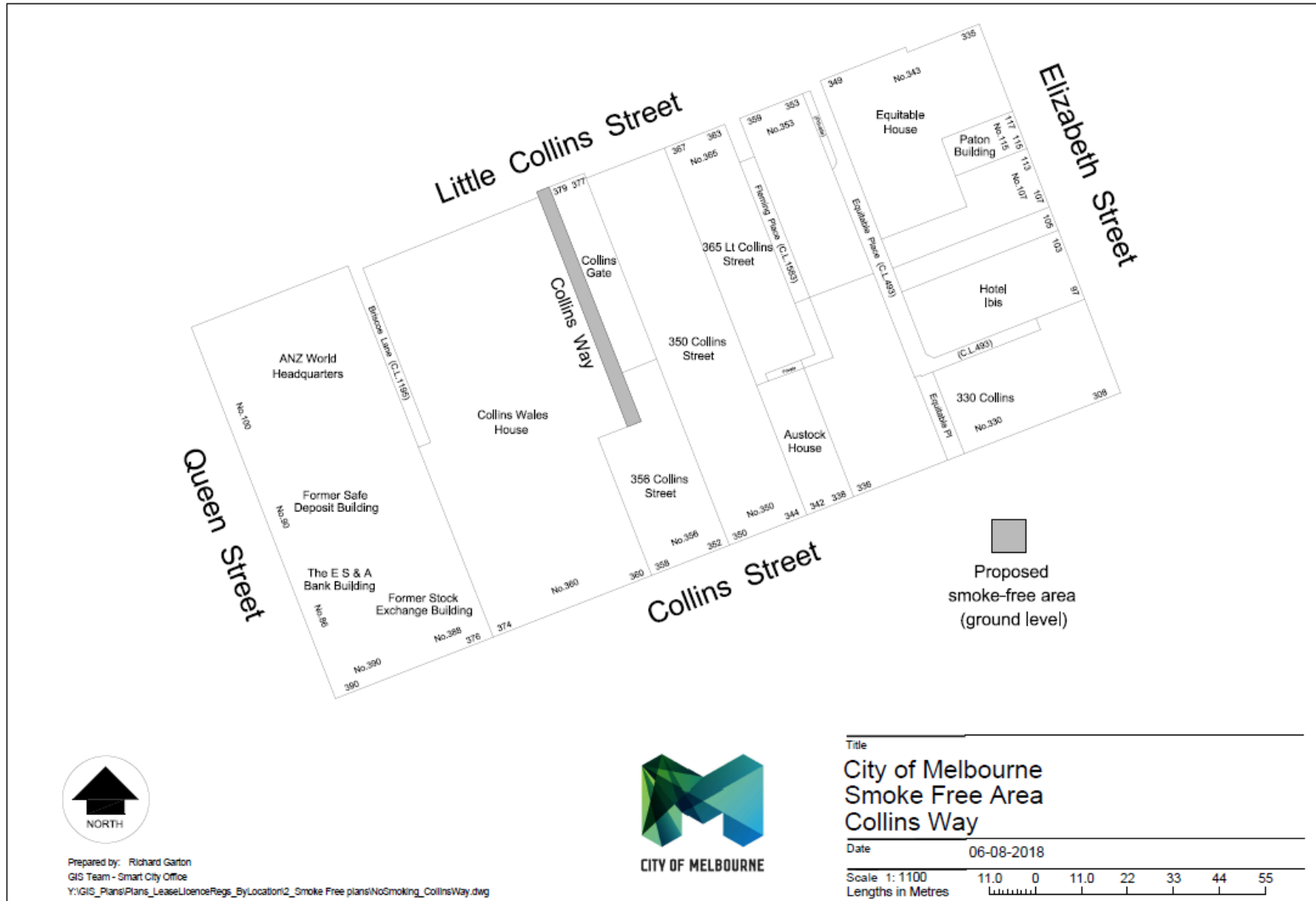
**Environmental sustainability**

7. Over the long term, smoke-free areas will assist in a reduction in the amount people smoke, or the number of people who smoke. This will lessen the demand for tobacco products which will have positive environmental benefits through decreased production, packaging and less waste in the form of cigarette butts.

Map of proposed smoke-free area – Fulham Place



Map of proposed smoke-free area – Collins Way





# City of Melbourne.

## *Proposed Smoke-Free Areas.*

Final Report

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 Issue Date: 12<sup>th</sup> July, 2018  
 Project number: COM0024

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# Executive summary

## Background

Colmar Brunton was commissioned by City of Melbourne to conduct research into expanding smoke-free areas to two of Melbourne's laneways, Collins Way and Fulham Place. The objectives of this research were to:

- Identify views and attitudes of users and visitors in each of the proposed areas towards the specific area becoming smoke-free;
- Identify the potential impact that becoming smoke-free would have on the use of the area; and
- Identify current smoking activity in each of the two proposed areas and the impact of smoking on the surrounding area such as cigarette butt litter, smoke haze and the smell of cigarette smoke.

## Methodology

The research involved n=621 intercept interviews of people using the laneways to gauge perceptions and attitudes towards them becoming smoke-free. In addition, n=57 representatives of business adjacent to the laneways were also surveyed. Observations of cigarette butts and smoking were also undertaken as part of this fieldwork to develop a complete picture of the current presence of smoking in the laneways.

The intercept component was supplemented by online surveys collected via the City of Melbourne's Participate Melbourne webpage. Visitors to the page were able to complete surveys online, view maps of the proposed areas, see the pop up schedule and read frequently asked questions.

Two online surveys were offered; a quick poll, asking which laneways respondents' supported becoming smoke-free, which received n=603 responses and a longer survey to which n=915 responded.

## Findings: Intercept Research

Findings from the intercept research found that the majority of visitors to either laneways support the proposed introduction of a smoke-free area (61%). This level of support is similar to what was seen in previous studies for RMIT (51%), City Square (62%) and QV (68%). However looking between the laneways, support is significantly higher for Fulham Place becoming smoke-free than Collins Way (68% vs. 54%). Despite this, similar proportions at both Collins Way and Fulham Place oppose the respective laneway becoming smoke-free (14% and 11% respectively).

Despite these findings, the vast majority of people interviewed would not change their visitation either way if the smoke-free area was implemented (64%) and this does not vary significantly between either laneway. However, one quarter of Collins Way visitors state they would be more likely to visit (24%) while three in ten would be more likely to visit Fulham Place (29%).

**Table 1: Community Engagement Score card – Intercept Research**

	Total (n=621)	Collins Way (n=314)	Fulham Place (n=307)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	61%	54%↓	68%↑
Neutral opinion	26%	31%↑	21%↓
% who oppose the area becoming smoke-free	13%	14%	11%
Impact on visitation			
% agree will visit area more	26%	24%	29%
% agree would make no impact	64%	65%	63%
% agree will visit area less / go somewhere else	9%	10%	8%

Please note: columns will not necessarily sum 100% as don't know and other responses are not listed  
 ↑ / ↓ indicates significant difference between Collins Way and Fulham Place at 95% confidence.

The majority of visitors are in support of either Collins Way or Fulham Place becoming smoke free (61%), and one quarter believe they will be more likely to visit either area more frequently (26%) as a result of the change.

Comparing locations; significantly more visitors are in support of Fulham Place becoming smoke-free than Collins Way (68% vs. 54%), with significantly fewer neutral on their opinion (21% vs. 31%).

**Table 2: Community Engagement Score card among Smokers – Intercept Research**

	Total (n=621)	Smokers (n=158)	Non- Smokers (n=463)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	61%	19%↓	76%↑
Neutral opinion	26%	39%↑	21%↓
% who oppose the area becoming smoke-free	13%	41%↑	3%↓
Impact on visitation			
% agree will visit area more	26%	1%↓	35%↑
% agree would make no impact	64%	63%	65%
% agree will visit area less / go somewhere else	9%	35%	0%

Please note: columns will not necessarily sum 100% as don't know and other responses are not listed  
 ↑ / ↓ indicates significant difference between smokers and non-smokers at 95% confidence.

Smokers were less likely to support the implementation of making either location smoke-free when compared to non-smokers (19% vs. 76%). Further, it is almost exclusively non-smokers who state they are more likely to visit either area if they were to be smoke-free (35% vs. 1% of smokers).

Findings: Business interviewing

Seven in ten businesses of either laneway support making the respective areas smoke-free (68%). However, three in ten are neutral at the prospect of the laneways becoming smoke-free (30%). These findings are consistent between Collins Way and Fulham Place.

Similarly three quarters of businesses believe the introduction of smoke-free areas to be fair (75%). While one in seven businesses believe the introduction of smoke-free areas to be unfair to some users of the laneways (14%).

**Table 3: Community Engagement Score card – Business findings**

	Total (n=57)	Collins Way (n=22)	Fulham Place (n=35)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	68%	64%	71%
Neutral opinion	30%	32%	29%
% who oppose the area becoming smoke-free	-	-	-
Perceived fairness of smoking bans			
% agree smoking bans are fair	75%	68%	80%
Neutral opinion	9%	14%	6%
% agree smoking bans are unfair	14%	14%	14%

Please note: columns will not necessarily sum 100% as don't know and other responses are not listed

Findings: Online research

Responses to the online research tended to be more in favour of the newly proposed smoke-free laneways when compared to those who responded to the intercept research. Three quarters were in support of the smoke-free laneways (75%), with non-smokers significantly more likely to support the change than smokers (91% vs. 20%).

Further, two thirds of respondents to the online research state they will visit the area more because of the change (66%). Again, significantly more non-smokers than smokers are likely to increase their visitation (82% vs. 12%).

**Table 4: Community Engagement Score card – Online Research**





	Total (n=915)	Smokers (n=207)	Non-Smokers (n=708)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	75%	20%↓	91%↑
Neutral opinion	2%	5%↑	1%↓
% who oppose the area becoming smoke-free	23%	75%↑	8%↓
Impact on visitation			
% agree will visit area more	66%	12%↓	82%↑
% agree would make no impact	14%	20%↑	13%↓
% agree will visit area less / go somewhere else	19%	68%↑	5%↓

Please note that these columns will not necessarily sum 100% as don't know responses are not listed  
 ↑ / ↓ indicates significant difference between smokers and non-smokers at 95% confidence.

## Findings: Observational research

Overall the observational analysis found evidence of relatively low rates of smoking – significantly lower than that seen in the RMIT research. A total of 66 people were observed smoking in the laneways across both locations and all shifts – an average of 0.97 for Collins Way and 1.23 for Fulham Place. The smell of smoke was evident in the designated area for 33% of the observations at Collins Way and 10% of the observations at Fulham Place.

## Key findings and implications

-  It is recommended that Council introduce the smoke-free areas to both laneways under consideration.
-  The research notes relatively low incidence of observed smoking and most visitors and businesses supporting the change in both locations. Further support is similar to what has been previously recorded at other smoke-free locations.
-  However, it should be noted that a greater proportion of smokers were intercepted in Collins Way than Fulham Place, considering this alongside the great incidence of smoking there may be greater resistance to the change at this location.
-  Awareness of smoke-free areas is generally low, with a small proportion recalling the locations determined smoke-free by the City of Melbourne. Therefore, greater promotion of the smoke-free program is recommended.

# 1. Introduction

Colmar Brunton was commissioned by City of Melbourne to conduct research into expanding smoke-free areas to two laneways in the Melbourne CBD, these are Collins Way and Fulham Place. This report presents the findings of this research.

## 1.1. Background

Smoking is a major cause of preventable death in Victoria and a leading cause of avoidable chronic illness, such as cancer and cardiovascular disease. Therefore, it is a priority of Council to protect the community from passive smoking by expanding smoke-free areas.

There are currently eight prescribed smoke-free areas in the City of Melbourne under the smoke-free areas project. These areas are: QV Melbourne, Goldsbrough Lane, Howey Place, Block Place, Equitable Place, The Causeway, The Tan running track and the Princes Park running track. There are a number of other smoke-free areas in the municipality which are the result of State Government legislation (Tobacco Act 1987). These areas include children's playgrounds, childcare centres, public transport stops and certain building entrances.

In May 2018, consultation with the general public began in Fulham Place and Collins Way in order to continue to involve the community in considering an increase in smoke-free areas.

In order to determine whether to proceed with expanding the number of smoke-free areas in public spaces in Melbourne, City of Melbourne needs to fully understand the views and attitudes of affected stakeholders, businesses and individuals as well as the broader community.

## 1.2. Research objectives

This research focuses on investigating attitudes of users of the Collins Way and Fulham Place laneways towards making these locations smoke-free and increasing awareness of existing smoke-free areas in the City of Melbourne. The key objectives of the smoke-free areas community consultation were to:

- Identify views and attitudes of users and visitors in the proposed areas towards the specific areas becoming smoke-free;
- Identify the potential impact that becoming smoke-free would have on the use of the area; and
- Identify current smoking activity in the proposed areas and the impact of smoking on the surrounding area including cigarette butt litter.

## 2. Methodology overview

The City of Melbourne initiated an engagement process on proposals to make the Collins Way and Fulham Place laneways smoke-free in 2018. A mixture of face-to-face and online engagement opportunities were offered to enable maximum feedback. Colmar Brunton was commissioned by City of Melbourne to undertake on-site engagement in the form of intercept surveys coupled with online data capture using the Participate Melbourne website.

### 2.1. Intercept fieldwork

The intercept fieldwork was conducted between the 24<sup>th</sup> of May and the 7<sup>th</sup> of June. Interviews were conducted in the early morning, day time, evening and on both weekdays and weekends. Colmar Brunton conducted n=678 interviews with businesses and users of the laneways in total.

#### Observational research

In addition to conducting intercepts, our experienced interviewers conducted observations in each location to observe current smoking behaviours including incidence of smoking and the impact of smoking on the surrounding area (i.e. placement of used cigarette butts).

## 3. Interpreting this report

### 3.1. Abbreviations

The following terms or abbreviations have been utilised throughout this report.

**Table 5: Abbreviations**

Term of abbreviation	Definition
CoM	City of Melbourne
SR	Single Response
MR	Multiple Response
OE	Open Ended Response
Smoker	Refers to someone who smokes regularly or occasionally

### 3.2. Percentages and averages

Respondents who completed a survey but did not answer a particular question are excluded from the tabulation of results and calculation of statistics for that question.

Percentages are generally rounded to whole numbers. Some percentages may not add to 100 percent due to rounding.

### 3.3. Tests of Statistical Significance

Tests for statistical significance have been conducted on particular subgroups of interest in this survey, namely smokers and non-smokers. An exception reporting approach has been undertaken in that if no statistical significance is mentioned, there are none associated with these groups.

Tests have been undertaken at a 95% confidence level. If there is a statistically significant difference between the result for a particular group and the result for the wider population, we can be confident that this difference has not occurred by chance, rather that it reflects a genuine difference among that group compared to the wider population.

### 3.4. Reliability

The margin of error associated with the sample size of users of both laneways is n=621 is +/-3.93%. This means we can be 95% confident that the true result for a score of 50% in the population of interest lies between 46.07% and 53.93%.



## 4. Observational research

Overall the observational analysis found evidence of relatively low rates of smoking. During each interview shift three x 15 minute blocks of observations were completed by one interviewer within the laneway. During this time, observational data was collected on the number of cigarette butts in the area, the number of people observed to be smoking, whether there was the smell of smoke or any haze of smoke evident.

Overall, 66 people were observed smoking in the laneways across the shifts – this was an average of 0.97 people smoking per shift in Collins Way and 1.23 in Fulham Place.

However, presence of cigarette smoke and haze was higher at Collins Way (33% and 23% respectively), when compared with Fulham Place (10% each).

**Table 6: Observations at Collins Way**

<b>Presence of smokers</b>	<b>Av number per shift:</b>
People smoking in the area	0.97
People smoking passing through	0.13
<b>Presence of smoke</b>	<b>% of time points</b>
Smell of cigarette smoke was present	33%
Cigarette smoke haze was present	23%

**Table 7: Observations at Fulham Place**





<b>Presence of smokers</b>	<b>Av number per shift:</b>
People smoking in the area	1.23
People smoking passing through	0.23
<b>Presence of smoke</b>	<b>% of time points</b>
Smell of cigarette smoke was present	10%
Cigarette smoke haze was present	10%

## 5. Intercept research

This table provides demographic detail of the people interviewed for this research. In summary:

- Age of visitors did not skew significantly to any particular group. However, two fifths are aged under 30 (41%);
- Gender was relatively consistent across visitors with 53% males and 46% females;
- Just over half (54%) were regular visitors to the laneways – either daily or several times per week; and
- One quarter were smokers (25%), three quarters were not (75%).

This section contains findings relating to:

-  The total sample of intercepted visitors
-  Smokers from the within sample
-  Non-smokers from within the sample
-  Businesses adjacent to the laneways

**Table 8: Profile of intercept survey participants**

	Total (n=621)	Collins Way (n=314)	Fulham Place (n=307)
<b>Age</b>			
18 to 25	19%	19%	20%
26 to 30	21%	21%	22%
31 to 40	23%	22%	24%
41 to 50	22%	23%	20%
51 to 60	10%	8%	11%
61+	5%	6%	3%
<b>Gender</b>			
Male	53%	54%	53%
Female	46%	46%	47%
<b>Visit frequency</b>			
Daily	1%	1%	1%
Couple of days per week	54%	51%	56%
Once a week	21%	21%	20%
Once every few weeks	5%	6%	5%
Once a month	3%	3%	3%
Once every few months	7%	7%	6%
Less often	3%	3%	2%
<b>Smoking Status</b>			
Smoker	22%	29%	16%
Non-smoker	75%	69%	80%
Occasionally	3%	3%	4%

S4. How old are you?

S5. RECORD GENDER


Q2. How often would you come to this area?

Q9. Are you a smoker?

## 5.1. Reasons for visiting

The most common reasons for visiting either laneway is walking through (42%). Smoking is the next most common reason for visitation and significantly more visitors are doing so in Collins Way than Fulham Place (14% vs. 7%). Whereas in Fulham Place, significantly more visitors are dining or drinking when compared with those who visit Collins Way (13% vs. 7%).

**Table 9: Reasons for visiting**

	Total (n=621)	Collins Way (n=314)	Fulham Place (n=307)
Walking through	42%	39%	44%
Smoking	11%	14% <span style="color: green;">↑</span>	7% <span style="color: red;">↓</span>
Dining/drinking	10%	7% <span style="color: red;">↓</span>	13% <span style="color: green;">↑</span>
Get some take away coffee/food	9%	8%	10%
Shopping	7%	7%	6%
Meeting point to meet friends/family	4%	4%	3%
Visiting buildings in this area	3%	4%	2%
Just enjoying the space	2%	3%	1%
Going to/from the hotel	1%	1%	1%
Other	13%	13%	12%

Percentages may not sum to 100% because multiple responses were accepted for this question

Q4. Which of the following best describes your reason for visiting this area today? (MR)

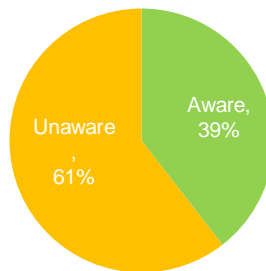
↑ / ↓ indicates significant difference between Collins Way and Fulham Place at 95% confidence.

## 5.2. Current awareness of smoke-free areas

Two fifths are aware of existing smoke-free areas in the City of Melbourne (39%), this did not differ significantly between Collins Way and Fulham Place (33% and 36% respectively).

However, smokers are significantly more likely to be aware of smoke-free areas than non-smokers (51% vs. 31%).

**Figure 1: Awareness of smoke-free areas in the City of Melbourne**

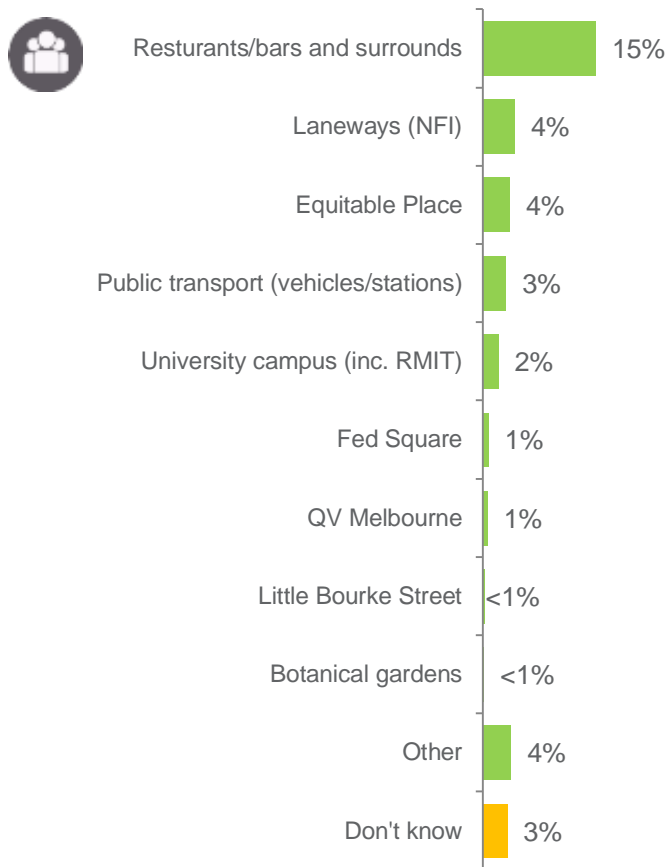


Q7 Are you aware of existing smoke-free areas in the City of Melbourne? If so, please specify where: (OE)  
Base: Total visitor sample (n=621)

One in seven are aware of restaurants bars and their surrounds being smoke-free (15%; with many mentioning specifically the ban on all outdoor dining areas in Victoria from mid last year.

One in twenty also understands Melbourne’s laneways generally to be smoke free (4%), and the same proportion are aware that Equitable Place is smoke-free (4%).

**Figure 2: Awareness of specific smoke-free areas in the City of Melbourne**



Q7 Are you aware of existing smoke-free areas in the City of Melbourne? If so, please specify where: (OE)

Base: Total visitor sample (n=621)

### 5.3. Perceptions of the laneways becoming smoke-free

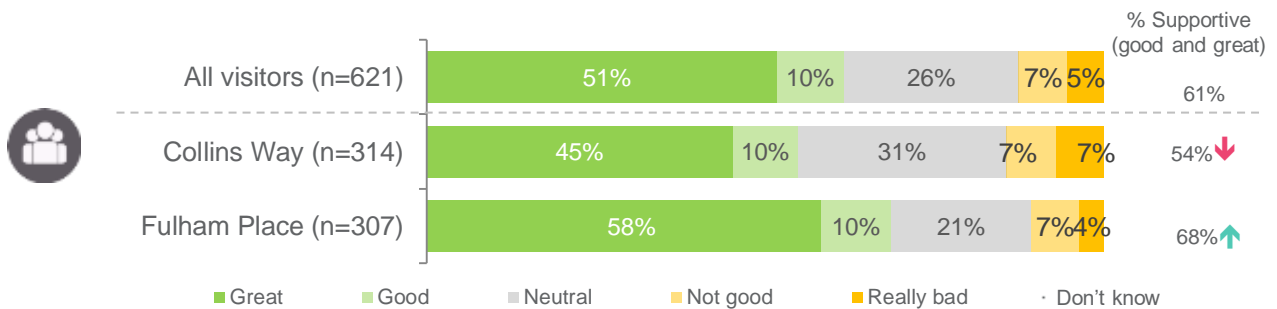
Three fifths of visitors to either laneway support making the respective areas smoke-free (61%). With half believing it is a ‘great idea’ (51%), and a further quarter (25%) believes it to be a ‘good idea’ (10%).

While the majority of visitors to Collins Way still support the area becoming smoke-free, support is significantly lower when compared to that of Fulham Place (54% vs. 68%). This is likely due to more smokers being intercepted in Collins Way than Fulham Place.

These findings are in line with research undertaken in July-August 2016 that found that 51% of people using the footpaths surrounding RMIT were supportive of these areas becoming smoke free. This was also the case for 62% of people using City Square in May 2015, 68% of people using QV Village in May 2015, and 70% of people using Goldsbrough Lane in June 2015.

Research with people using the Tan and Princes Park in February 2016 found higher levels of support (81% and 76% respectively), however this is to be expected given the higher likelihood of people using these areas for exercise.

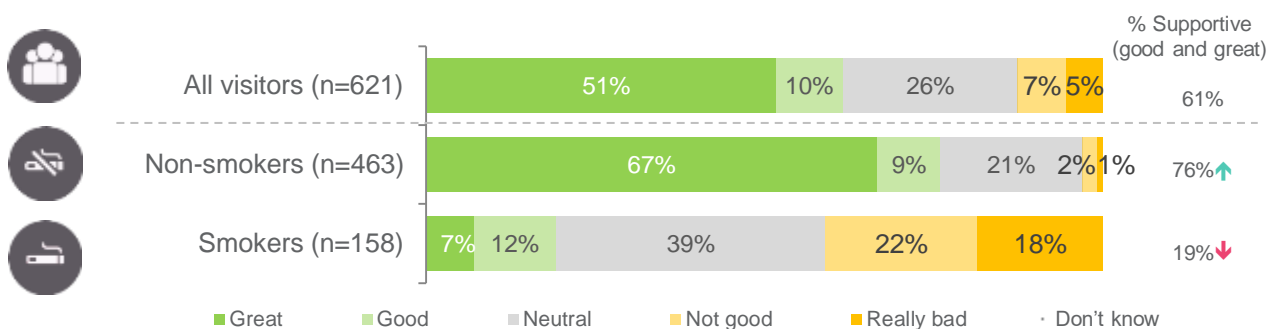
**Figure 3: Perception of laneways becoming smoke-free by area**



Q5. What are your overall thoughts about the possibility of making this area a smoke-free area? (SR)

Support for either laneways becoming smoke-free is significantly lower among smokers when compared with non-smokers (19% vs. 76%). Further, two fifths of smokers believe that making the area smoke free is not a good idea or a really bad idea (41%). A further two fifths are neutral on the matter (39%).

**Figure 4: Perception of laneways becoming smoke-free by smoker status**



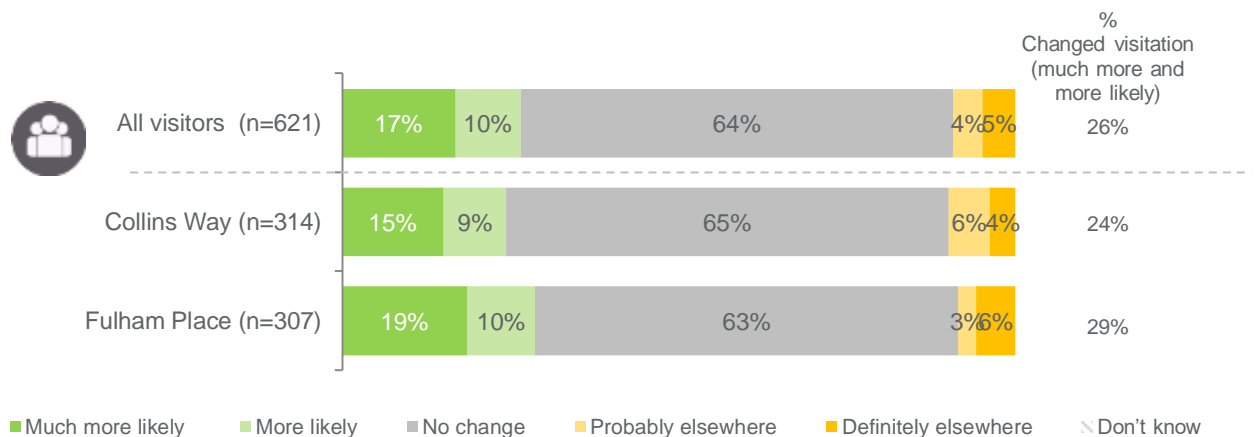
Q5. What are your overall thoughts about the possibility of making this area a smoke-free area? (SR)

## 5.4. Intended visitation if each location becomes smoke-free

One quarter, would be more likely to visit each location (26%), while one in ten states they will be likely to visit somewhere else. However, most visitors are ambivalent about their changes to visitation if either laneway becomes smoke-free (64%).

Intended visitation does not vary significantly by either laneway.

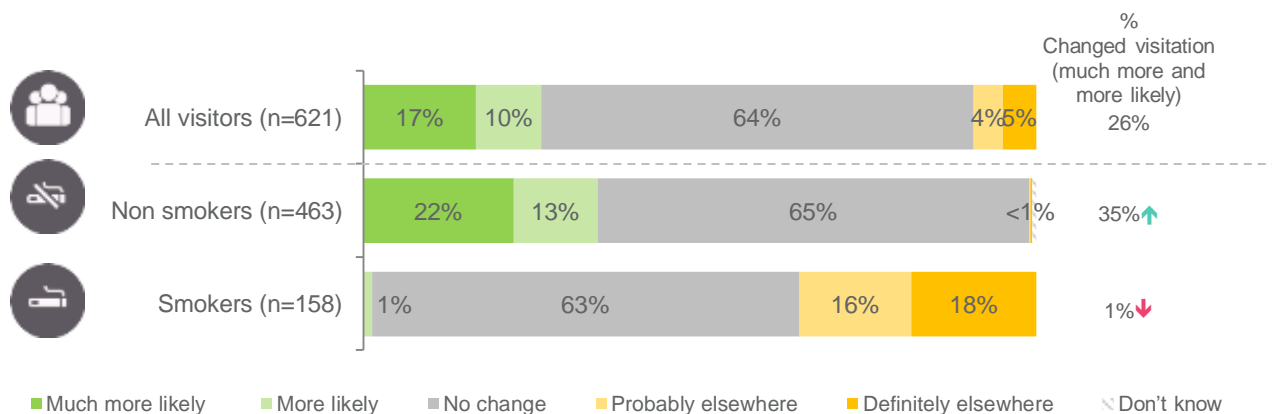
**Figure 5: Intended visitation if laneways become smoke-free by area**



Q6. How do you think this area becoming smoke-free will influence your choice to visit here? Would you be more likely to visit this area because it's smoke-free, or choose somewhere else? (SR)

Non-smokers are significantly more likely to use the laneways if they become smoke-free, when compared to those are smokers (35% vs. 1%). Looking at smokers specifically, while the majority state they are unlikely to change their behaviour as a result of the laneway becoming smoke-free (63%), one third state they are likely to use somewhere else (35%).

**Figure 6: Intended visitation if laneways become smoke-free by smoker status**



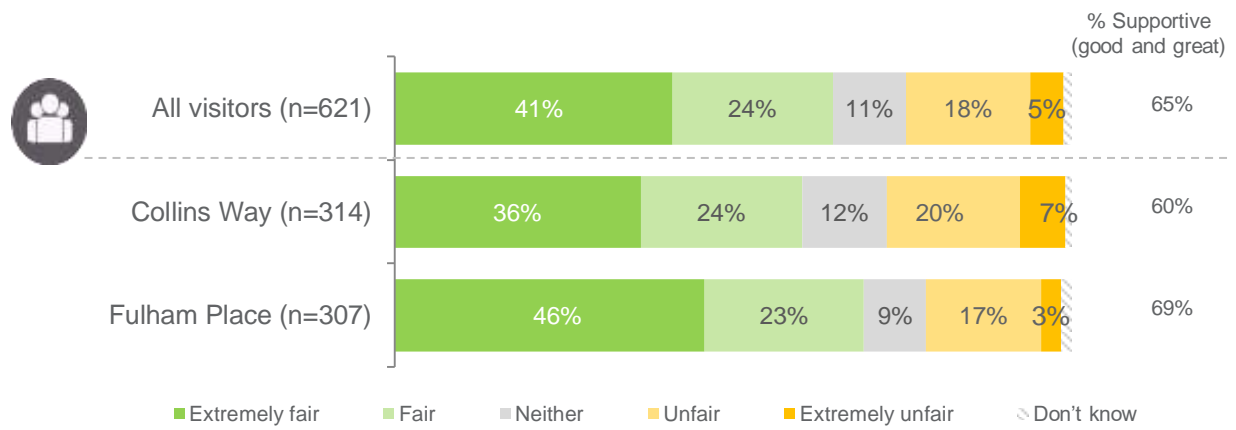
Q6. Would you be more likely or less likely to visit this area if it's smoke-free? (SR).

## 5.5. Fairness of the laneways becoming smoke-free

Two thirds of laneway visitors believe the introduction of smoke-free areas to be fair (65%). With two fifths believing it is the fairest way for users of the laneways (41%). However, one quarter do believe the smoke-free areas are unfair to some users of the laneways (23%).

Perceptions of fairness differ significantly between Collins Way and Fulham Place (60% and 69% respectively).

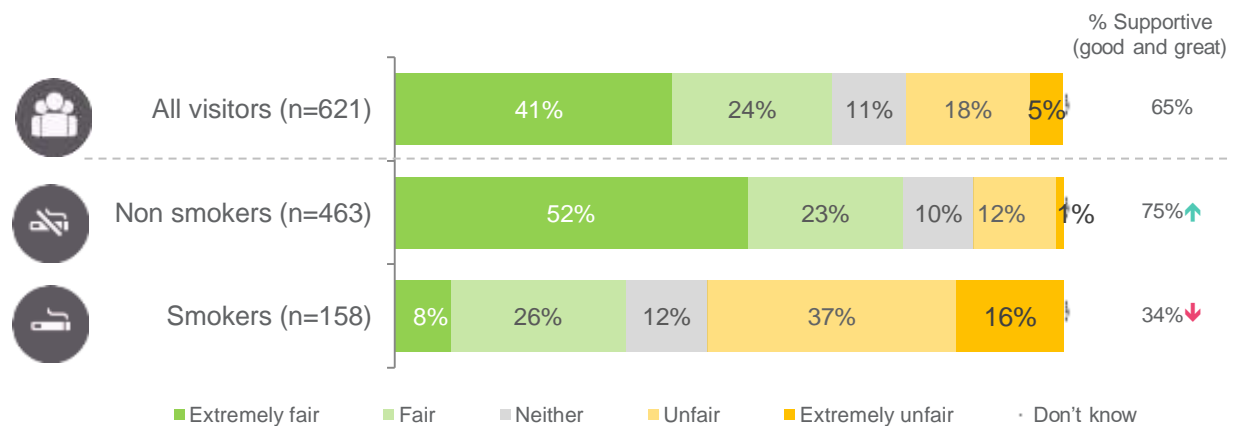
**Figure 7: Fairness of laneways becoming smoke-free by area by location**



Q8 Thinking about the fairness of smoking bans, would you say that smoking bans are fair or unfair for people using areas such as this? (SR)

Non-smokers are significantly more likely to believe that smoke-free areas are fair to all users, when compared with smokers (75% vs. 34%). Further, half of all smokers consider the smoke-free areas to be unfair to people using the laneways (53%).

**Figure 8: Fairness of laneways becoming smoke-free by area by smoker-status**






Q8 Thinking about the fairness of smoking bans, would you say that smoking bans are fair or unfair for people using areas such as this? (SR)







## 5.6. General comments, intercept survey

At the end of the interview, people were given the opportunity to provide further comments about the proposed smoke-free laneways at Collins Way and Fulham Place. Many of those interviewed expressed positive sentiment about the prospect of the areas becoming smoke-free and cited benefits such as enjoying the beauty of the environment, the impact on health and improving the visitor experience as some of the reasons for being in favour of the bans. Whereas those who were less supportive of the smoke-free areas, expressed concern over where they would be allowed to smoke.

### Supportive

-  *All smoking in footpaths should be banned. The whole city should have a ban. We should be able to walk along the footpath without smoke around.*
-  *Ban it completely and adhere to signage, especially closed laneways. building management should enforce it.*
-  *Ban is fantastic it makes space healthy and study shows smoking ban in pubs and restaurants has reduced heart attack rate by 20% in non-smokers. Passive smoking is bad and ban makes city cleaner and more pleasant.*

### Non-supportive

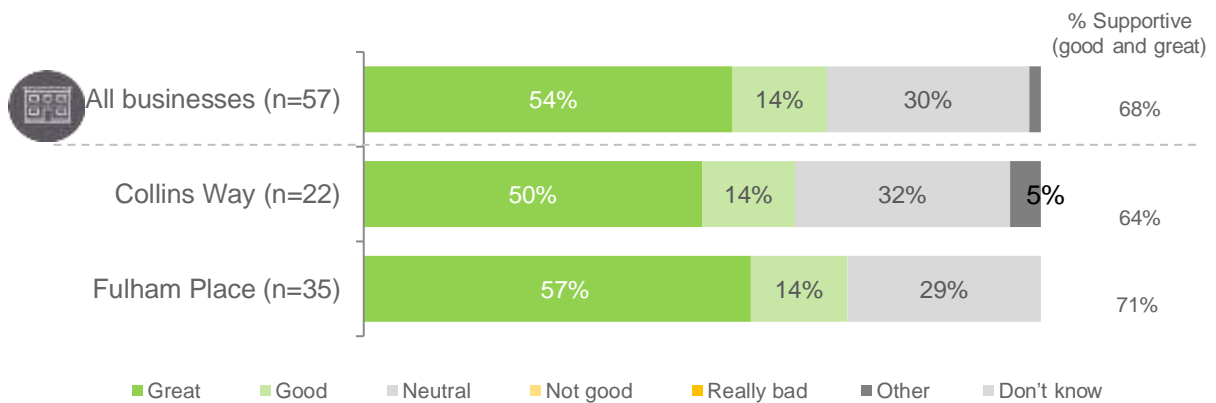
-  *If there is a ban, hopefully they will have alternative spaces for smokers. we pay our fair share in taxes and so we should be entitled*
-  *If you ban smoking in this lane where would we go to smoke?*
-  *It would be inconvenient for me if you ban smoking in this laneway as I work in the building*
-  *It's an open area so does not affect lots of people, need to give designated areas for smokers otherwise its unfair*

## 5.7. Business findings

Seven in ten businesses of either laneway support making the respective areas smoke-free (68%). With half believing it is a ‘great idea’ (54%), and a further one in seven believe it to be a ‘good idea’ (14%). However, three in ten are neutral at the prospect of the laneways becoming smoke-free.

Perceptions do not differ significantly between Collins Way and Fulham Place, with a majority supporting the change in both locations (64% and 71% respectively).

**Figure 9: Perception of laneways becoming smoke-free by area – Businesses**

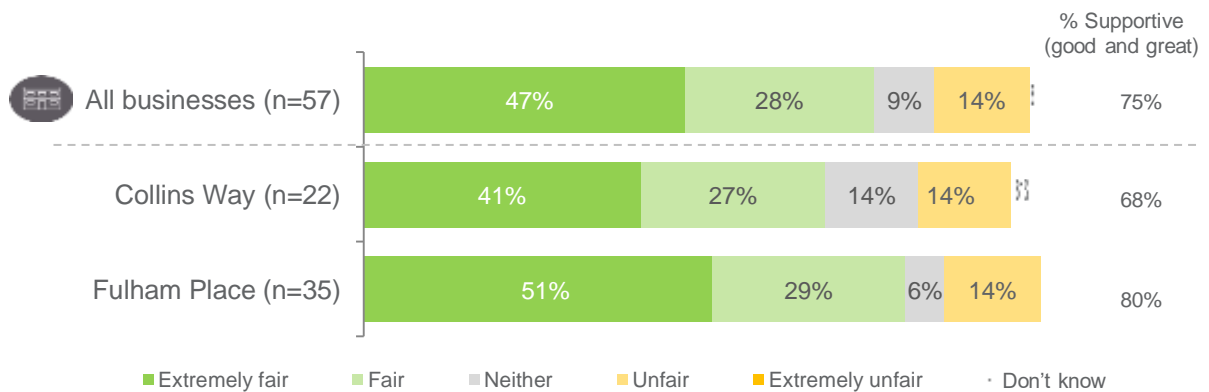


Q5. What are your overall thoughts about the possibility of making this area a smoke-free area?

Three quarters of businesses adjacent to either laneway believe the introduction of smoke-free areas to be fair (75%). With just under half believing it is the fairest way for users of the laneways (47%). However, one in seven businesses do believe the introduction of smoke-free areas to be unfair to some users of the laneways (14%).

Perception of fairness does not differ significantly between Collins Way and Fulham Place (68% and 80% respectively).

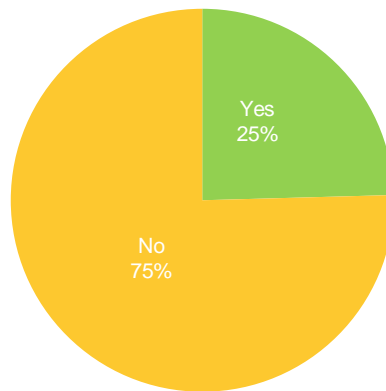
**Figure 10: Fairness of laneways becoming smoke-free by area – Businesses**



Q8 Thinking about the fairness of smoking bans, would you say that smoking bans are fair or unfair for people using areas such as this? (SR)

Only one quarter of businesses could provide a response when asked if they were aware of any existing smoke-free areas in the City of Melbourne (25%). However, like the visitors many consider the entranceway to buildings and in proximity to places that serve food making up the majority of responses. There were however, two mentions of Howey Place and one mention of QV in the business responses.

**Figure 11: Awareness of smoke-free areas in the City of Melbourne – Businesses**



Q7. Are you aware of existing smoke-free areas in the City of Melbourne? (OE)  
Base: Total business sample (n=57)

Businesses were also given the opportunity to provide further feedback on smoke-free areas, those less supportive raised the issue of smokers potentially having nowhere else to go.

- “ *I don't mind as long as smokers are contained to a certain area.*
- “ *As long as there is a place for smokers to smoke in. I would like to ban the smoking down [this laneway]. Too many smokers and a lot of people walking past.*
- “ *Fair for people to smoke, but non-smokers shouldn't be affected by it. Have a room for smokers or designated area.*
- “ *They need a designated area. They will only move elsewhere if there isn't a spot for them.*

## 6. Online research

In addition to Colmar Brunton's intercept survey at Collins Way and Fulham Place, findings are presented from the City of Melbourne's online community engagement platform, Participate Melbourne.

A brief overview of the profile of respondents is listed below. A total of n=1,518 people provided feedback, n=603 completed a Quick Poll of one question, while 915 completed the full survey.

Considering the n=915 who completed the full survey, a slightly higher proportion of males responded compared with females (51% male, 43% female, 6% Indeterminate/Intersex/Unspecified or no response). Respondents also tended to skew towards younger age groups too (41% 18-30 years, 45% 31-50 years and 12% 50+ years). One in seven respondents to the online survey were smokers (14%) – lower than the intercept survey (22%).

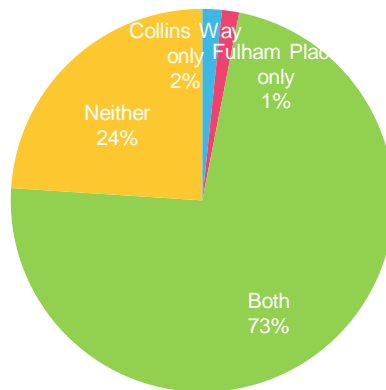
**Table 10: Profile of online survey participants**

	Total (n=915)
<b>Age</b>	
18 to 25	19%
26 to 30	22%
31 to 40	29%
41 to 50	16%
51 to 60	8%
61+	4%
<b>Gender</b>	
Male	51%
Female	43%
<b>Visit frequency</b>	
Daily	18%
Once or twice a week	26%
A few times a month	28%
A few times a year	20%
Less than once a year	8%
<b>Smoking Status</b>	
Smoker	14%
Non-smoker	78%
Occasionally	9%

## 6.1. Overall support of proposed smoke-free areas

Considering all respondents to the Participate Melbourne survey, we find the majority support both Collins Way and Fulham Place becoming smoke-free areas (73%). While one quarter are opposed to either laneway becoming smoke-free (24%). Only very small proportions believe that just Collins Way or just Fulham Place should become smoke-free (2% and 1%).

Figure 12: Support of proposed smoke-free areas in the City of Melbourne



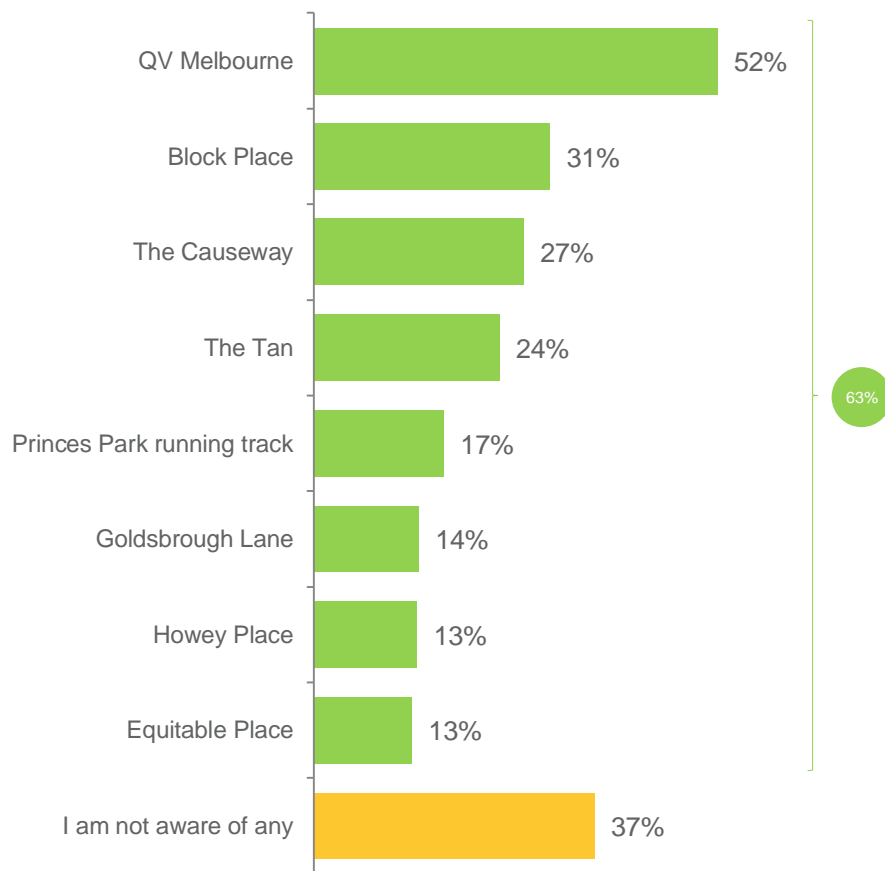
Q1. Which smoke-free area do you support? (SR)  
Base: Total online sample, including Quick Poll (n=1,518)

## 6.2. Awareness of existing smoke-free areas

When prompted regarding the exact smoke-free locations, three in five of all individual online survey participants are aware of other smoke-free areas around the City of Melbourne (63%),

The most commonly recalled smoke-free areas are QV Melbourne (52%), Block Place (31%), The Causeway (27%) and The Tan (24%). All other locations that were included as prompts were recalled by 20% or less of participants.

**Figure 13: Awareness of smoke-free areas in the City of Melbourne**

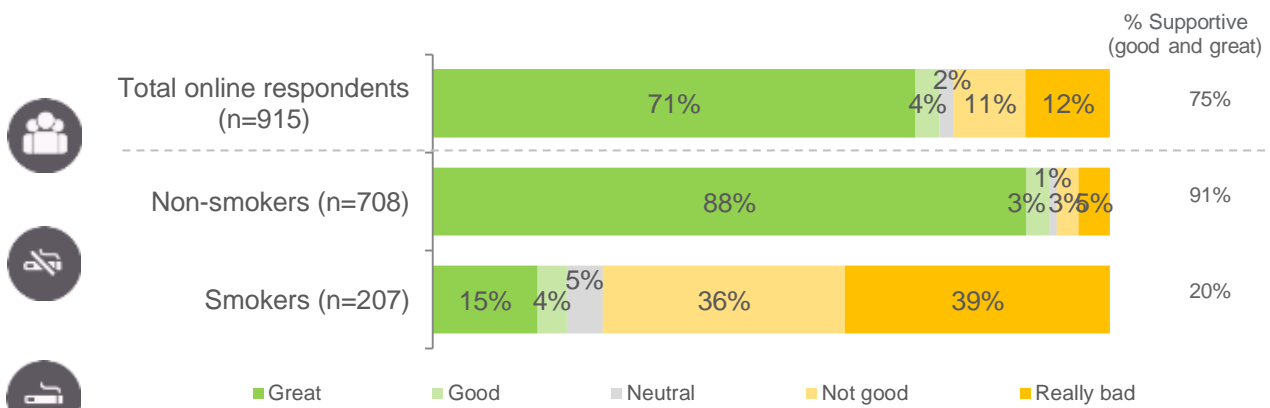


Percentages may not sum to 100% because multiple responses were accepted for this question  
 There are currently eight smoke-free areas in the City of Melbourne. Are you aware of any of the following? (MR)  
 Base: Total online sample (n=915)

### 6.3. Attitudes towards introducing new smoke-free areas

The majority (75%) of online survey participants believe it would be either great (71%) or good (4%) to introduce smoke-free status to Collins Way and Fulham Place. As was the case with the intercept research, this attitude varied greatly between smokers and non-smokers – 20% of smokers indicated great/good compared with 91% of non-smokers.

Figure 14: Perception of laneways becoming smoke-free

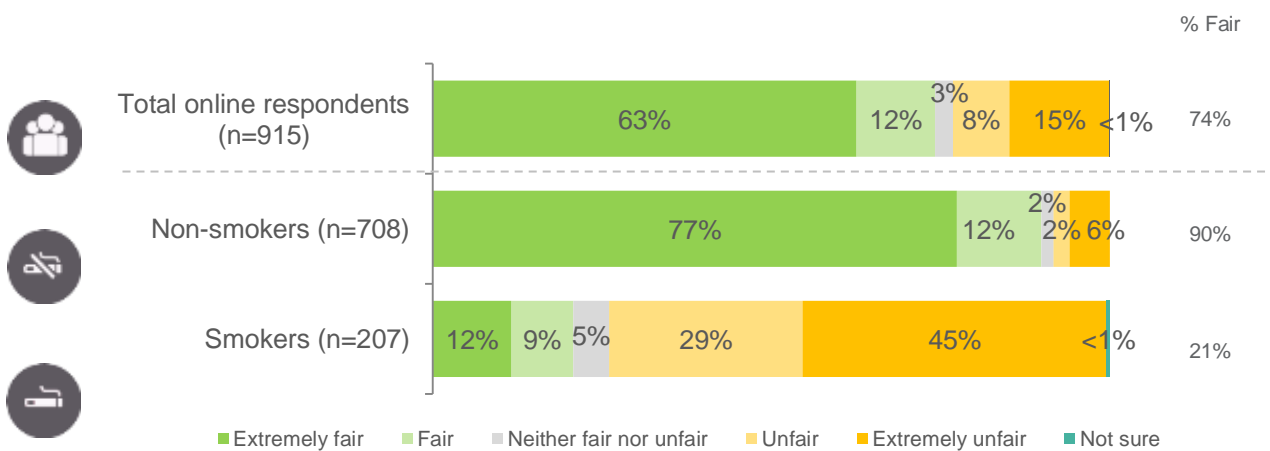


Q6. What is your overall view about making the area/s smoke-free?

### 6.4. Perceived fairness of smoke-free areas

Similar to support of the smoke-free areas, the majority (74%) also believe smoke-free areas are fair to the people who use the laneways. Again, we find that a much smaller proportion of smokers believe that smoke-free areas are fair, particularly when compared with non-smokers (21% and 90% respectively).

Figure 15: Perceived fairness of laneways becoming smoke-free



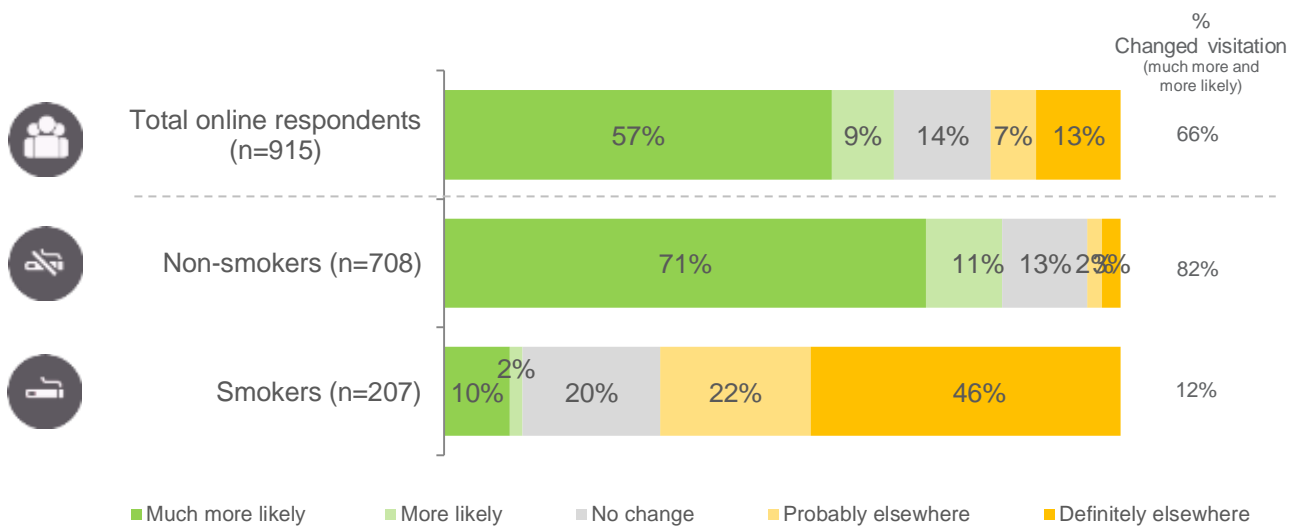
Q5. How fair do you feel a smoking ban is for people using the area/s?

## 6.5. Intended visitation if the laneways become smoke-free

Two thirds (66%) of online survey participants would be much more likely or more likely to visit either laneway if they were to become smoke-free.

Differences between smokers and non-smokers were again seen, with many smokers stating they would probably or definitely go elsewhere if the laneways became smoke-free (22% and 46% respectively).

**Table 11: Behaviour change of visitors to smoke-free areas in the City of Melbourne**



Q7. How would the area/s being smoke-free influence your choice to visit?



## 6.6. General comments, online survey

At the end of the survey, respondents were given the opportunity to provide further comments about the proposed smoke-free areas in Melbourne's laneways. Illustrative examples of supportive and non-supportive comments are provided below.

### Supportive

As noted above, most of the individual responses to the online survey were positive and expressed a desire for smoke-free areas to be expanded, and designated areas for smoking to be considered.





- “ *Excellent initiative. Take it further please. In fact, it should be no smoking by default with, if anyone insists, designated smoking tolerated areas. Enclosed, and opaque.*
- “ *Would love the entire CBD to be smoke free, but with a couple of of smoking areas provided (like in Tokyo).*
- “ *I feel that smoking should be banned in all areas; there are many people who smoke who don't dispose of their cigarettes correctly and they end up all along the footpath, and on the road. It is putrid. Smoking in the CBD Should be completely prohibited.*
- “ *Why don't we make the whole city smoke free and have designated smoking areas instead?*
- “ *Degraves Lane it is one of the worse, while you eating in the cafés people is smoking. Please consider this lane.*

Others who supported the smoking ban pointed to the detrimental health effects of second-hand smoke.




- “ *The amount of pollution caused by these people is unfathomable, and the inaction by local government is a true reflection of the oversight surrounding this pertinent issue.*
- “ *Smoking simply is no longer acceptable in public. Whilst the smoker may choose to destroy their health, they should not have the right to spoil the air for others. For those of us with allergies and strong negative health reactions to smoke, it's a battle having to deal with the onslaught of smoke throughout the CBD -- more smoke free zones, and, indeed, an entirely smoke-free Bourke St, would be incredibly welcome. No one is harmed by someone NOT smoking, but all of us are harmed by someone smoking.*
- “ *The wide impact of second hand smoke, the distance of travels and the time it hangs around should not be inflicted on non smokers. Similar to drinking, it should be bound to licensed areas as opposed to making areas where it isn't allowed.*

## Non-supportive

The most predominant themes of the negative comments related to the notion of having nowhere to smoke – not necessarily that people were opposed to making some areas smoke-free, with many citing that they should be allowed to smoke in open places.

-  *You have to provide comfortable and more smoking spaces for smokers. It is very unfair to smokers to expand non-smoking areas.*
-  *There are already quite enough smoke-free areas around. Smokers have rights. Smokers are voters.*
-  *This is absolutely ridiculous. Let me smoke my damn cigarettes where I please as long as it's outside. I already pay a ridiculous amount for them, I'm addicted, and that's not going to change by shooing me away for yuppie wankers worried about the smell creeping into their mink coats*
-  *This is ridiculous, it's an outside space! You can't smoke inside, or near people eating, or near children. Enough is enough! Talk about nanny state!*

Another commonly cited reason for not supporting the smoking ban was the notion that cars produce a greater volume of harmful gasses; an issue which should be addressed before smoking.

-  *It seems as though the city of Melbourne is discriminating against smokers as is most government depts., you say you are protecting the community, what a joke. If you were protecting the community you would ban cars, trucks & buses from the CBD These things are pumping out A Million times more dangerous gases than any smoker & remember smoking is legal. How many of your employees smoke or do you discriminate against those too? Shame on any government that tries to restrict one's rights.*
-  *Total hypocrisy. Traffic fumes and general pollution are far worse health risks. Blaming people who like a smoke for the pollution problem is discriminatory. Leave citizens alone to make their own choices. Go sue some oil companies and other industrial polluters. It's an insult to anyone's common sense and intelligence to sit in some "smoke free" environment sucking tonnes of toxic traffic fumes into your lungs. Hardly a "healthy alternative. At least a cigarette gives some fleeting pleasure to the process.*
-  *Let's make more places car free as well. Follow the examples of other global cities that have acknowledged that low air quality is a public health crisis.*

## 7. Appendices

### 7.1. Intercept questionnaire

#### QMS FIELD REQUIRMENTS

<b>Project No.:</b> COM00024	<b>Project Name:</b> Smoke Free Areas Research 2018
<b>Main Client Service Contact:</b> Matthew Hutton	
<b>Client Service Project Leader:</b> Kirstin Couper	
<b>Other Client Service Team Members:</b> David Spicer, Diana Nguyen	
<b>Issue Date:</b> 18 May 2018	

#### QMS BRIEFING NOTES

##### 1. *Background Information*

Growing evidence suggests that passive smoking has significant health impacts in young people and adults who do not smoke. Therefore it is a priority of the Council to protect the community from passive smoking by expanding smoke free areas in the Melbourne CBD.

There are currently a number of smoke free areas in the City of Melbourne including children's playgrounds, childcare centres, a range of laneways and the Tan running track. A further two locations have been identified as possible smoke free areas, and City of Melbourne must undertake consultation with residents, occupiers, industry sector associations, users of the area, all businesses directly located in or abutting the proposed areas, and the broader community.

Therefore this study will provide the evidence required by City of Melbourne as it makes its final decisions.

**2. Schedule/Timing**

Questionnaire approved by CoM	Friday 18 May
Questionnaire scripting (including checking)	21-22 May
Fieldwork Begins	23 May
Fieldwork Completed	8 June
Un-coded data file received	ASAP after fieldwork ends

**3. Sample Size**

N=600 (n=300 in each location)

**4. Sample/Recruiting Specification**

None

**5. Quota Instructions/Codes**

None

**6. Interview Length**

5 minutes

**7. Incentive/Thank-You**

Chocolate bars

**8. Other Specific Fieldwork Instructions**

An important component of this study is raising awareness of the Smoke Free areas. You will be provided with flyers to hand out. Please distribute a flyer to people who don't have time to complete the survey on the spot (the flyer contains more information and a website where they can give feedback online).

If foot traffic along Collins Way or Fulham Place is light it would be acceptable to intercept potential respondents where Little Collins Street intersects with Collins Way, and where Flinders Lane intersects with Fulham Place.

**9. Questionnaire Instructions - Dealing with Overall Project Questions from Respondent**

Protocol for answering questions pertaining to **CLIENT IDENTITY**:

“The client commissioning this study is City of Melbourne”

Protocol for answering questions pertaining to **RESEARCH SUBJECT**:

“This survey is about smoke-free areas.”

**10. General Questionnaire Instructions**

PLEASE FAMILIARISE YOURSELF WITH THE QUESTIONNAIRE AND THE CODE FRAME BEFORE YOU COMMENCE INTERVIEWING

## City of Melbourne – Intercept Questionnaire

**RECORD LOCATION:**

1. Collins Way
2. Fulham Place

**RECORD DAY:** \_\_\_\_\_

**RECORD DATE:** \_\_\_\_\_

**RECORD START TIME:** \_\_\_\_\_

**INTRODUCTION:**

Good morning/afternoon. We are conducting short surveys in this area today.

QS1. Would you help me out by doing a quick survey for about five minutes?

1. Yes
2. No

**IF YES AT QS1, CONTINUE WITH SURVEY**

**IF NO AT QS1, ASK QS2**

**IF REASON ALREADY GIVEN WITHOUT PROMPTING, CODE ACCORDINGLY**

QS2. Can I just ask why not? **READ OUT**

1. Don't have time
2. Just not interested
3. Don't like doing surveys
4. Not sure how the information will be used
5. Not sure can trust the interviewers/company
97. Other – **SPECIFY**
99. No reason given

**ASK ALL**

Q1. Have you been to this area of the city before (point to indicate general area, prompt using name of location if needed [Collins Way, Fulham Place])? (including just walking through)

1. No, this is the first time
2. Yes, been to this area before

**IF Q1=1, ASK Q2**

**IF Q1=2, SKIP TO Q3**

Q2. How often would you come here?

1. Only been here once before
2. Daily
3. Couple of days per week
4. Once a week
5. Once every few weeks
6. Once a month
7. Once every few months
8. A few times per year
9. Once per year
10. Less often than once per year
98. Difficult to say/don't know

**ASK ALL**

Q3. Which of these describes how you came to be here today? Do you... **READ OUT**

1. Live near here
2. Live in Melbourne and work here / near here
3. Live in Melbourne and came to the city to shop, school etc.
4. Live in regional Victoria
5. Live interstate – **RECORD STATE OF ORIGIN**
6. Live overseas – **RECORD COUNTRY OF ORIGIN**
97. Other – **SPECIFY**

**ASK ALL**

Q4. Which of the following best describes your reason for visiting this area today? **READ OUT**  
**RANDOMISE ORDER DISPLAYED**

1. Walking through
2. Dining/drinking
3. Get some take away coffee/food
4. Going to/from the hotel
5. Visiting buildings in this area
6. Smoking
7. Shopping
8. Just enjoying the space
9. Meeting point to meet friends/family
97. Other – **SPECIFY**

**ASK ALL**

Q5. What are your overall thoughts about the possibility of making this area a smoke-free area? Would you say... **READ OUT**

5. It would be great to have it totally smoke-free

4. It would be good to have it totally smoke-free
3. It doesn't bother you either way
2. It would not be good if it's totally smoke-free
1. It would be really bad if it's totally smoke-free
97. Other – **SPECIFY**
98. Don't know

**ASK ALL**

Q6. How do you think this area becoming smoke-free will influence your choice to visit here? Would you be more likely to visit this area because it's smoke-free, or choose somewhere else? **READ OUT**

5. Be much more likely to visit this area
4. Be more likely to visit this area
3. It wouldn't really change my visitation either way
2. Probably use somewhere else
1. Definitely use somewhere else
97. Other – **SPECIFY**
98. Don't know

**ASK ALL**

Q7. Are you aware of existing smoke-free areas in the City of Melbourne? **READ OUT**

1. Yes – **SPECIFY**
2. No
98. Don't know

**ASK ALL**

Q8. Thinking about the fairness of smoking bans, would you say that smoking bans are fair or unfair for people using areas such as this? **READ OUT**

5. Smoking bans are by far the fairest way for users of Melbourne's outdoor areas
4. A fair way for some of the users
3. Neither fair nor unfair
2. Unfair for some users
1. Are extremely unfair for users
97. Other – **SPECIFY**
98. Don't know

**ASK ALL**

Q9. Finally some short questions about you. Are you a smoker? **READ OUT**

1. Yes
2. No
3. Occasionally
97. Other – **SPECIFY**

**ASK ALL**

Q10. How old are you? **READ OUT**

1. Under 12
2. 12 to 17
3. 18 to 25
4. 26 to 30
5. 31 to 40

6. 41 to 50
7. 51 to 60
8. 61 to 70
9. 71 or older
99. Refused

**Q11. RECORD GENDER**

1. Male
2. Female
3. Other (indeterminate/ intersex/ unspecified)

**ASK ALL**

Q13. Which language is most commonly spoken at your home? **RECORD VERBATIM**

**ASK ALL**

Q12. Is there anything else you'd like to say about a potential smoking ban in this area or smoking in cafes/restaurants in other areas of Melbourne in general? **READ OUT**

Thank you for finishing this survey.

**RECORD FINISH TIME:** \_\_\_\_\_

A supervisor may check my work, just to make sure the interviews were completed well. Could I have your first name and a contact number for them to possibly do this? We will not keep these details and they will not be shared with any other party.

**FIRST NAME:**

**PHONE NUMBER:**

**EMAIL ADDRESS:**

**INTERVIEWER TO RECORD ANY VISIBLE DISABILITY THE RESPONDENT HAD, I.E. PARTIAL HEARING IMPAIRMENT, MOBILITY IMPAIRMENT (WHEELCHAIR, CANE) ETC. PLEASE RECORD DETAILS.**



## 7.2. Observation guide

## QMS FIELD REQUIRMENTS

<b>Project No.:</b> COM00024	<b>Project Name:</b> Smoke Free Areas Research 2018
<b>Main Client Service Contact:</b> Matthew Hutton	
<b>Client Service Project Leader:</b> Kirstin Couper	
<b>Other Client Service Team Members:</b> David Spicer, Diana Nguyen	
<b>Issue Date:</b> 15 May 2018	

### City of Melbourne – Observation Guide

**RECORD LOCATION:**

3. Collins Way
4. Fulham Place

**RECORD DAY:** \_\_\_\_\_**RECORD DATE:** \_\_\_\_\_**RECORD START TIME:** \_\_\_\_\_**AT START OF FIELDWORK SHIFT:**

Check litter at the entrances and within the laneway and record in below table:

AT THE LANE ENTRANCE ONE	
	Number of butts
1. Yes, quite a lot of butts around (more than 10)	
2. Some butts around (5 to 10)	
3. Not many at all (less than 5)	
4. None evident	
AT THE LANE ENTRANCE TWO	
	Number of butts
5. Yes, quite a lot of butts around (more than 10)	
6. Some butts around (5 to 10)	
7. Not many at all (less than 5)	
1. None evident	
WITHIN THE LANEWAY	
	Number of butts
8. Yes, quite a lot of butts around (more than 10)	
9. Some butts around (5 to 10)	
10. Not many at all (less than 5)	
1. None evident	

**TAKE PHOTOS OF ALL CIGARETTE BUTT LITTER  
WALK THE LENGTH OF THE LANEWAY ONCE PER HOUR AND RECORD OBSERVATIONS IN  
THE TABLE BELOW**

	Walk 1	Walk 2	Walk 3	Walk 4	Walk 5
Record number of people smoking in the laneway area					
Record number of passing pedestrians smoking					
At the end of each walk through, can/could you smell cigarette smoke at all?	Yes No	Yes No	Yes No	Yes No	Yes No
Any smoke haze evident?	Yes No	Yes No	Yes No	Yes No	Yes No

**AT END OF FIELDWORK SHIFT:**

Check litter at the entrances and within the laneway and record in below table:

AT THE LANE ENTRANCE ONE	
	Number of butts
1. Yes, quite a lot of butts around (more than 10)	
2. Some butts around (5 to 10)	
3. Not many at all (less than 5)	
4. None evident	
AT THE LANE ENTRANCE TWO	
	Number of butts
1. Yes, quite a lot of butts around (more than 10)	
2. Some butts around (5 to 10)	
3. Not many at all (less than 5)	
2. None evident	
WITHIN THE LANEWAY	
	Number of butts
1. Yes, quite a lot of butts around (more than 10)	
2. Some butts around (5 to 10)	
3. Not many at all (less than 5)	
2. None evident	

**MARK ON MAP WHERE BUTT LITTER IS ACCUMULATING**

**MARK ON MAP WHERE SMOKERS CONGREGATE**

### 7.3. Business questionnaire

## QMS FIELD REQUIRMENTS

<b>Project No.:</b> COM00024	<b>Project Name:</b> Smoke Free Areas Research 2018
<b>Main Client Service Contact:</b> Matthew Hutton	
<b>Client Service Project Leader:</b> Kirstin Couper	
<b>Other Client Service Team Members:</b> David Spicer, Diana Nguyen	
<b>Issue Date:</b> 18 May 2018	

## QMS BRIEFING NOTES

### 11. Background Information

Growing evidence suggests that passive smoking has significant health impacts in young people and adults who do not smoke. Therefore it is a priority of the Council to protect the community from passive smoking by expanding smoke free areas in the Melbourne CBD.

There are currently a number of smoke free areas in the City of Melbourne including children's playgrounds, childcare centres, a range of laneways and the Tan running track. A further two locations have been identified as possible smoke free areas, and City of Melbourne must undertake consultation with residents, occupiers, industry sector associations, users of the area, all businesses directly located in or abutting the proposed areas, and the broader community.

Therefore this study will provide the evidence required by City of Melbourne as it makes its final decisions.

### 12. Schedule/Timing

Questionnaire approved by CoM	Friday 18 May
Questionnaire scripting (including checking)	21-22 May
Fieldwork Begins	23 May
Fieldwork Completed	8 June
Un-coded data file received	ASAP after fieldwork ends

**13. Sample Size**

N=600 (n=300 in each location)

**14. Sample/Recruiting Specification**

None

**15. Quota Instructions/Codes**

None

**16. Interview Length**

2 minutes

**17. Incentive/Thank-You**

Chocolate bars

**18. Other Specific Fieldwork Instructions**

Each business will have received a letter from City of Melbourne notifying them of the proposed smoke free area. This questionnaire is an opportunity to gauge their awareness and familiarity with the study, and capture any comments.

If the business is closed please deliver a leaflet about the Smoke Free initiative, and try again at another point during the allocated business fieldwork period.

If a business wishes to speak to City of Melbourne please direct them to our client contact Emily Jackson [emily.jackson@melbourne.vic.gov.au](mailto:emily.jackson@melbourne.vic.gov.au) or 03 9658 832. This is only for the business survey, intercept participants are to be directed to the Participate Melbourne website if they wish to express further comments.

**19. Questionnaire Instructions - Dealing with Overall Project Questions from Respondent**

Protocol for answering questions pertaining to **CLIENT IDENTITY**:

“The client commissioning this study is City of Melbourne”

Protocol for answering questions pertaining to **RESEARCH SUBJECT**:

“This survey is about smoke-free areas.”

**20. General Questionnaire Instructions**

PLEASE FAMILIARISE YOURSELF WITH THE QUESTIONNAIRE AND THE CODE FRAME BEFORE YOU COMMENCE INTERVIEWING

## City of Melbourne – Intercept Questionnaire

### RECORD LOCATION:

5. Collins Way
6. Fulham Place

RECORD DAY: \_\_\_\_\_

RECORD DATE: \_\_\_\_\_

RECORD START TIME: \_\_\_\_\_

### INTRODUCTION:

Good morning/afternoon. We are conducting short surveys with businesses about the proposed smoke-free area.

QS1. Would you help me out by doing a quick survey for about two minutes?

3. Yes
4. No

**IF YES AT QS1, CONTINUE WITH SURVEY**

**IF NO AT QS1, ASK QS2**

**IF REASON ALREADY GIVEN WITHOUT PROMPTING, CODE ACCORDINGLY**

QS2. Can I just ask why not? **READ OUT**

6. Don't have time
7. Just not interested
8. Don't like doing surveys
9. Not sure how the information will be used
10. Not sure can trust the interviewers/company
99. Other – **SPECIFY**
100. No reason given

### ASK ALL

Q5. What are your overall thoughts about the possibility of making this area a smoke-free area? Would you say... **READ OUT**

5. It would be great to have it totally smoke-free
4. It would be good to have it totally smoke-free
3. It doesn't bother you either way
2. It would not be good if it's totally smoke-free
1. It would be really bad if it's totally smoke-free
98. Other – **SPECIFY**
98. Don't know

### ASK ALL

Q7. Are you aware of existing smoke-free areas in the City of Melbourne? **READ OUT**

3. Yes – **SPECIFY**
4. No
98. Don't know

**ASK ALL**

Q8. Thinking about the fairness of smoking bans, would you say that smoking bans are fair or unfair for people using areas such as this? **READ OUT**

- 5. Smoking bans are by far the fairest way for users of Melbourne's outdoor areas
- 4. A fair way for some of the users
- 3. Neither fair nor unfair
- 2. Unfair for some users
- 1. Are extremely unfair for users
- 98. Other – **SPECIFY**
- 98. Don't know

**ASK ALL**

Q9. Finally ~~some~~ a ~~short~~ questions about you. Are you a smoker? **READ OUT**

- 4. Yes
- 5. No
- 6. Occasionally
- 98. Other – **SPECIFY**

**ASK ALL**

Q12. Is there anything else you'd like to say about a potential smoking ban in this area or smoking in cafes/restaurants in other areas of Melbourne in general? **READ OUT**

Thank you for finishing this survey.

**RECORD FINISH TIME:** \_\_\_\_\_

A supervisor may check my work, just to make sure the interviews were completed well. Could I have your first name and a contact number for them to possibly do this? We will not keep these details and they will not be shared with any other party.

**FIRST NAME:**

**JOB ROLE IN THE BUSINESS:**

**BUSINESS PHONE NUMBER:**

**BUSINESS EMAIL ADDRESS:**

**INTERVIEWER TO RECORD ANY VISIBLE DISABILITY THE RESPONDENT HAD, I.E. PARTIAL HEARING IMPAIRMENT, MOBILITY IMPAIRMENT (WHEELCHAIR, CANE) ETC. PLEASE RECORD DETAILS.**

**Part B of Schedule 2 to the *Activities Local Law 2009* (page 42)**

**PART B – GUIDELINES FOR PRESCRIBING SMOKE FREE AREAS**

When determining whether to *prescribe* a *smoke free area* for the purposes of clause 3A.3 of this Local Law, *Council* must have regard to the following factors:

1. The size of the proposed *smoke free area*.
2. The opinions of any *Person* who is the *Owner* or *Occupier* of any part of the proposed *smoke free area* or the area immediately adjoining the proposed *smoke free area*.
3. The proximity of the proposed *smoke free area* to a *public place*, part or all of which is not in a *smoke free area*.
4. The extent and outcome of any public consultation on the proposed *smoke free area*.
5. Any benefits to the community which would be achieved by *Council prescribing* the proposed *smoke free area*.
6. Any detriments to the community which would be caused by *Council prescribing* the proposed *smoke free area*.