

Melbourne City Council Administration Buildings Smoke- Free Area: Community Engagement

Research Report: Final

Prepared by Verian Australia for The City of Melbourne

22 August 2025



Verian respectfully acknowledges the Traditional Owners of the lands on which we live and operate, and pay our respects to all Elders, past and present.

We recognise their strengths and enduring connection to lands, waters and skies as the Custodians of the oldest continuing cultures on the planet. We remain committed to actively contributing to Australia's reconciliation journey through listening and learning, sharing diverse voices with our clients and working together for a better tomorrow.

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1. Executive summary

A total of 962 people participated in the consultation (comprising 921 community members and 41 businesses), either through in-person intercepts or completing the survey online through the Participate Melbourne platform. The findings highlight support for the proposed smoke-free areas around Melbourne Town Hall, Council House 1 and Council House 2, alongside important insights into fairness, prioritisation, feasibility and implementation.

There was strong support for the smoke-free area proposal

There was a strong level of support for the proposed smoke-free areas. Seven in ten community members (72%) and businesses (71%) expressed support (72% total). Support was notably higher among non-smokers/vapers (83%) than smokers/vapers (27%). The quick poll results also reinforced the strong support overall (85% in favour).

Most community members thought a smoking ban would be fair

Perceptions of fairness aligned with support levels (70% saying it was fair or extremely fair). Perceptions of fairness were highest among non-smokers/vapers, with four in five agreeing (81%); among smokers/vapers this was a quarter (24%).

Most people would support further smoke-free proposals

Almost three-quarters (73%) of respondents said they were likely/very likely to support further smoke-free proposals around other council facilities. Among smokers/vapers this dropped to under a third (31%).

Some would be more likely to pass by if the area was smoke-free

Over two fifths (44%) of community members would be more likely to visit or pass by the areas if it was smoke-free, but the same proportion (45%) said it would not make a difference.

From the qualitative data, many said it would not impact their visiting patterns because the large pathway outside of Melbourne Town Hall made it possible to avoid smokers with relative ease.

Observations of smoking behaviour

Observational data showed low smoking behaviours in the proposed areas, with smokers tending to do so at the benches and spaces adjacent to waste bins, and vapers mostly doing so whilst walking.

About the sample

Four in five respondents (80%) were neither smokers nor vapers, while one in five (20%) were smokers and/or vapers, which broadly reflects other population data (for example, the 2023 Victorian Population Health Survey indicates that 18.1% of City of Melbourne residents are smokers or vapers). Over a third (35%) were City of Melbourne residents, a fifth (22%) visitors, one in ten (12%) City of Melbourne staff, and 4% local businesses. For two thirds (67%), this was their first City of Melbourne consultation.

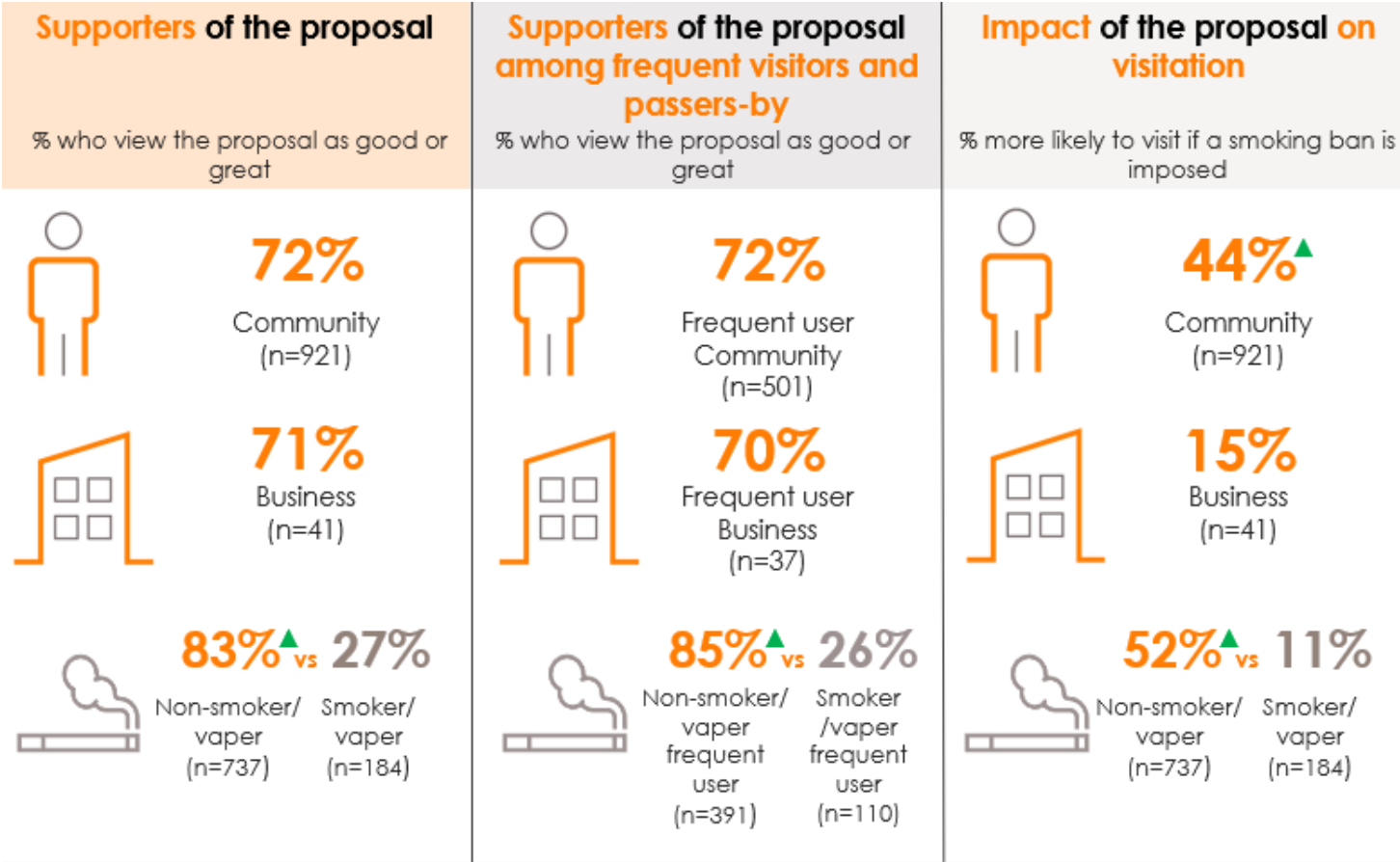
Recommendations

Based on the statistical evidence gathered through the consultation program, it is recommended that Council endorse the **Melbourne City Council administration buildings smoke-free area proposal**. Given the strength of additional comments gathered through discussions and open-ended survey responses, it is also recommended that careful consideration is given to how any changes are communicated including:

- Clear communications that explain the rationale for the smoke-free areas;
- Transparency around enforcement;
- Reassurance of Council's continued focus on other priority issues;
- Consideration of the displacement of smokers/vapers; and
- Reiteration of other smoke-free areas in the city.

Smoke-free areas community engagement scorecard

The engagement scorecard shows strong community and business support for the proposed smoke-free areas, with around seven in ten participants in favour. Support remained consistent among frequent visitors and passers-by and is particularly high among non-smokers/vapers compared to smokers/vapers. The proposal would still encourage visitation rather than deter it.



Q4. What is your overall view on making the entrances and footpaths at the front of Melbourne Town Hall and council administration buildings smoke-free areas?
Q2. How often do you visit or pass by the Melbourne Town Hall and/or council administration buildings (Council House 1 and Council House 2)? Daily/Once or twice a week
Q5. Would a smoking ban influence your likelihood to visit or pass by Melbourne Town Hall and the administration buildings on Little Collins St?
▲ ▼ Indicates significant difference between subgroups (i.e. community vs. business and smoker vs. non-smoker).

2. Introduction

The City of Melbourne is committed to improving public health and fostering inclusive and welcoming spaces for all. A key initiative in enabling these outcomes is the continued roll-out of smoke-free areas across highly pedestrianised parts of the municipality, particularly those adjacent to civic buildings, major markets and community hubs – much of which represent high density retail and tourist areas. These initiatives aim to reduce exposure to second-hand smoke, improve air quality and support behavioural shifts towards smoke-free lifestyles in the long term.

The proposed smoke-free areas surrounding the Melbourne City Council administration buildings (Melbourne Town Hall, Council House 1 and Council House 2) represent the next step in this policy direction. These spaces are highly visible, heavily used by both City of Melbourne staff and the public, and symbolically significant as the heart of city governance. Any changes to the environment around these buildings should be community informed. As such, the City of Melbourne commissioned Verian to consult the community and gather their feedback on the proposed smoke-free areas in front of Melbourne Town Hall, Council House 1 and Council House 2 (see map at *Figure 1*).

2.1. Background and context

From local councils to federal governments around the world, smoke-free areas are being increasingly established to protect people from second-hand smoke and vape-aerosol, to promote public health, and to discourage smoking and vaping. Many countries, including Australia, have extended smoking bans from indoors to outdoor areas, including no-smoking zones around public entrances and outright bans in parks, beaches, and other family environments. These measures have been found to protect non-smokers from second-hand smoke as well as contribute to a cultural shift that de-normalises smoking¹. Enforcing smoke-free policies, however, has varied across jurisdictions around the world, with some imposing legal bans enforced by fines, while others use non-regulatory policies with an emphasis on signage and education to encourage voluntary compliance.

Australia is seen to be a world leader with our smoking and tobacco laws². In addition to the imposition of advertising laws, tobacco packaging laws, and taxation on tobacco products, Australia also has smoke-free laws designed to protect people from second-hand smoke, encourage people to quit smoking, and help to de-normalise smoking in the community. State and territory governments are mainly responsible for smoke-free laws; in all states and territories, it is illegal to smoke in enclosed public places, including public transportation, office buildings, shopping malls, schools, cinemas, and airports. However, there are differences in laws between each state and territory, specifically around how exemptions

¹ Global advances in tobacco control policies: A review of evidence, implementation models, and public health outcomes (2024) by Alli and Dada. <https://doi.org/10.54660/IJMRGE.2024.5.6.1456-1461>

² Minister for Health and Ageing: Laws begin a new era of tobacco control. <https://www.health.gov.au/ministers/the-hon-mark-butler-mp/media/laws-begin-a-new-era-of-tobacco-control>

are given, and the laws on smoking in outdoor areas.³ Nonetheless, Australia now has some of the most restrictive policies in the world, with the most recent (2025) changes including further restrictions on certain flavours (such as menthol), the naming of cigarettes (removal of names like 'gold'), and uniform sizing for cigarettes and cigarette packets⁴.

2.2. Smoke-free areas in the City of Melbourne

Prescribing smoke-free areas aligns with Council's commitment in the Smoke-free Melbourne Policy. This policy outlines Council's vision to reduce the harmful effects of smoking and vaping and maps how this can be achieved. The policy guides the creation of more smoke-free areas across the municipality, outlines ways to reduce and de-normalise smoking and vaping, and support people to quit⁵.

The *Tobacco Act 1987* is a key piece of Victorian Government legislation that regulates smoking and vaping in public places, as well as the sale and display of tobacco and vaping products. In addition to state tobacco laws, the City of Melbourne has the authority to prohibit smoking and vaping in prescribed smoke-free areas under the *Activities Local Law 2024*.

The City of Melbourne has been successfully implementing smoke-free areas since 2013. Following the pilot of a small CBD laneway which received strong community support, there are now 14 smoke-free areas across the municipality, including Council-prescribed areas of Bourke St Mall, Queen Victoria Market, and Market Street Park. There are also other smoke-free areas already enforced by the *Tobacco Act 1987*, including children's playgrounds, childcare centres, outdoor dining areas, and public transport stops.

The proposed smoke-free areas align with similar restrictions already imposed around Victorian Government buildings under the *Tobacco Act 1987*. Although smoking and vaping is banned within four metres of entrances to certain Victorian Government buildings, this does not apply to local government buildings.

2.3. Global initiatives

The City of Melbourne's smoke-free policies are consistent with initiatives taking place around the world. Comprehensive smoke-free laws are recognised by the World Health Organization as an important public health strategy because they reduce tobacco smoke exposure to both smokers and non-smokers⁶. Consequently, there is a marked increase in the number of countries introducing, or expanding, stringent measures to reduce tobacco use, and tobacco sales. In addition, in 2024 the EU introduced a (non-binding) resolution to

³ Department of Health, Disability and Ageing: Smoking and Tobacco Laws in Australia. <https://www.health.gov.au/topics/smoking-vaping-and-tobacco/about-smoking/laws-in-australia>

⁴ Department of Health and Aged Care: Changes to tobacco products in 2025. <https://www.health.gov.au/sites/default/files/2025-05/changes-to-tobacco-products-in-2025-information-for-people-who-smoke.pdf>

⁵ City of Melbourne: Smoking and Vaping. <https://www.melbourne.vic.gov.au/smoking-and-vaping>.

⁶ World Health Organization: Tobacco Control Playbook: comprehensive smoke-free legislation: an essential component of tobacco control strategy. <https://www.who.int/europe/publications/i/item/WHO-EURO-2025-3700-43459-79657>

ban smoking outside of pubs, restaurants and cafes for its members⁷. Some of the most significant changes among countries with the most progressive tobacco reforms are highlighted below.

New Zealand

With a national goal to be *Smokefree Aotearoa 2025*, like Australia, New Zealand has also made significant strides in the area of tobacco control and in creating smoke-free outdoor environments. Smoking is now banned in many outdoor settings across the country, including all school and childcare centres, hospitality venues, as well as parks, sports grounds and playgrounds.⁸ Further, local councils across New Zealand have implemented extensive smoke-free/vape-free outdoor policies, which are voluntary so appear to rely on education and community buy-in rather than fines. For example, Christchurch City Council's Smoke-free and Vape-free Public Places Policy (2020) designates the primary entrances and exits of all Council-owned buildings and facilities as smoke-free and vape-free, along with parks, playgrounds, sports fields, bus shelters, and outdoor dining areas on public land.⁹

Singapore

Singapore introduced the Smoking (Prohibition in Certain Places) Regulations in 2018, although a smoking prohibition was first introduced in 1970. The National Environment Agency in Singapore is progressively prohibiting smoking in public places such as areas around buildings, retail food venues, pedestrian covered walkways, council-owned parks, all parks managed by the national parks board, transport hubs and recreational facilities¹⁰. The minimum age for smoking in Singapore was increased in 2021 to 21 years (raised progressively from 18 years).

Canada

In Canada, the rule on smoking outdoors varies by province and territory – for example some provinces allow designated smoking rooms (for example in bars or casinos) whereas others do not allow any designated indoor smoking rooms, and some allow smoking in outdoor restaurant and bar areas and others do not. However, a growing number of municipalities are banning outdoor smoking in areas such as council parks, sports fields and beaches, as well as children's playgrounds and within certain distances of outdoor dining¹¹. There exists federal legislation to govern tobacco sales and restrictions on smoking indoor public locations and workplaces as well as adopting other regulations on plain packaging, and the sale of flavoured cigarettes.

⁷ Politico: EU will recommend wider and stricter smoking bans. <https://www.politico.eu/article/european-commission-smoking-ban-extension-outdoor-vaping-e-cigarettes>

⁸ Smokefree Aotearoa 2025. <https://www.smokefree.org.nz/facts/law-policy-and-research/smokefree-aotearoa-2025>

⁹ Christchurch City Council: Smokefree and Vapefree Public Places Policy. <https://ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/policies/health-policies/smokefree-public-places-policy>

¹⁰ National Environment Agency: Smoking Prohibition in Singapore. <https://www.nea.gov.sg/our-services/smoking-prohibition/overview#:~:text=These%20include%20areas%20in%20buildings,that%20they%20leave%20the%20premise>

¹¹ Tobacco Control Laws: Smoke Free Status of Outdoor Places. <https://www.tobaccocontrolaws.org/legislation/canada/smoke-free/sf-outdoor-places>

France

In France, the government has introduced regulations that ban smoking in almost all outdoor public areas, reflecting a significant shift away from its cultural glamorisation of smoking. This has largely been driven by a duty of care for children, whereby France's Children, Health and Family Minister has stated, "Tobacco must disappear where there are children ... the freedom to smoke must end where the freedom of children to breathe fresh air begins"¹². As of July 2025, smoking is outlawed in all outdoor public places where children may gather, including beaches, parks, gardens, playgrounds, sports venues, school entrances, and bus stops. Those who breach these laws are subject to fines up to €135 (~AU\$240). However, outdoor areas of cafes and bars will be exempt from these bans, while electronic cigarettes are also currently exempt from the measures. Widespread measures to ban smoking on beaches, parks and other public places were planned to be imposed in 2024, but have not yet been adopted, although more than 1,500 municipalities have already voluntarily banned smoking in public places, and hundreds of beaches across France have been non-smoking for several years.

Spain

Similarly, Spain is also adopting a national approach to decrease and discourage smoking. In 2024, their Interterritorial Council approved the 2024-2027 Plan for Smoking Prevention and Control. The Plan comprises five main goals: preventing smoking initiation, promoting smoking cessation, reducing environmental exposure to tobacco (and related products), supporting applied research on tobacco control, and enhancing coordination and partnership building. A key part of this measure increasing smoke-free areas throughout the country.¹³ Much of Spain's smoke-free initiatives, particular across beaches, were motivated to mitigate the environmental harms of cigarette litter as well.¹⁴

The United Kingdom and Ireland

In the UK, an indoor smoking ban took effect in 2007, but outdoor areas were not covered. In recent years, many UK local councils have banned smoking around hospitals, at children's playgrounds, and near school entrances. More broadly, the UK has adopted a tobacco control plan to move towards a smoke-free generation, and in 2024 the Tobacco and Vapes bill was introduced to parliament, which includes provision to have smoke-free and vape-free places along with other changes affecting the sales of cigarettes and vapes. The Bill is currently at the Committee Stage (as of August 2025).

Ireland introduced an indoor workplace smoking ban back in 2004 and has since added outdoor protections – smoking is banned near school entrances and in playgrounds among other areas. Like other EU countries, they are considering the extension of smoking bans in

¹² BBC: France to ban smoking on beaches, parks and near schools. <https://www.bbc.com/news/articles/c7873veygv2o>

¹³ Euro Health Observatory: Expanding smoking reduction policies. <https://eurohealthobservatory.who.int/monitors/health-systems-monitor/updates/hspm/spain-2024/expanding-smoking-reduction-policies>

¹⁴ World Health Organization: The role of the public in changing norms: smoke-free beaches in Spain. <https://www.who.int/europe/news/item/30-05-2022-the-role-of-the-public-in-changing-norms--smoke-free-beaches-in-spain>

areas such as outdoor bar and restaurant areas following increasing pressure from the EU on its members to contribute towards aspirations of a smoke-free future generation.

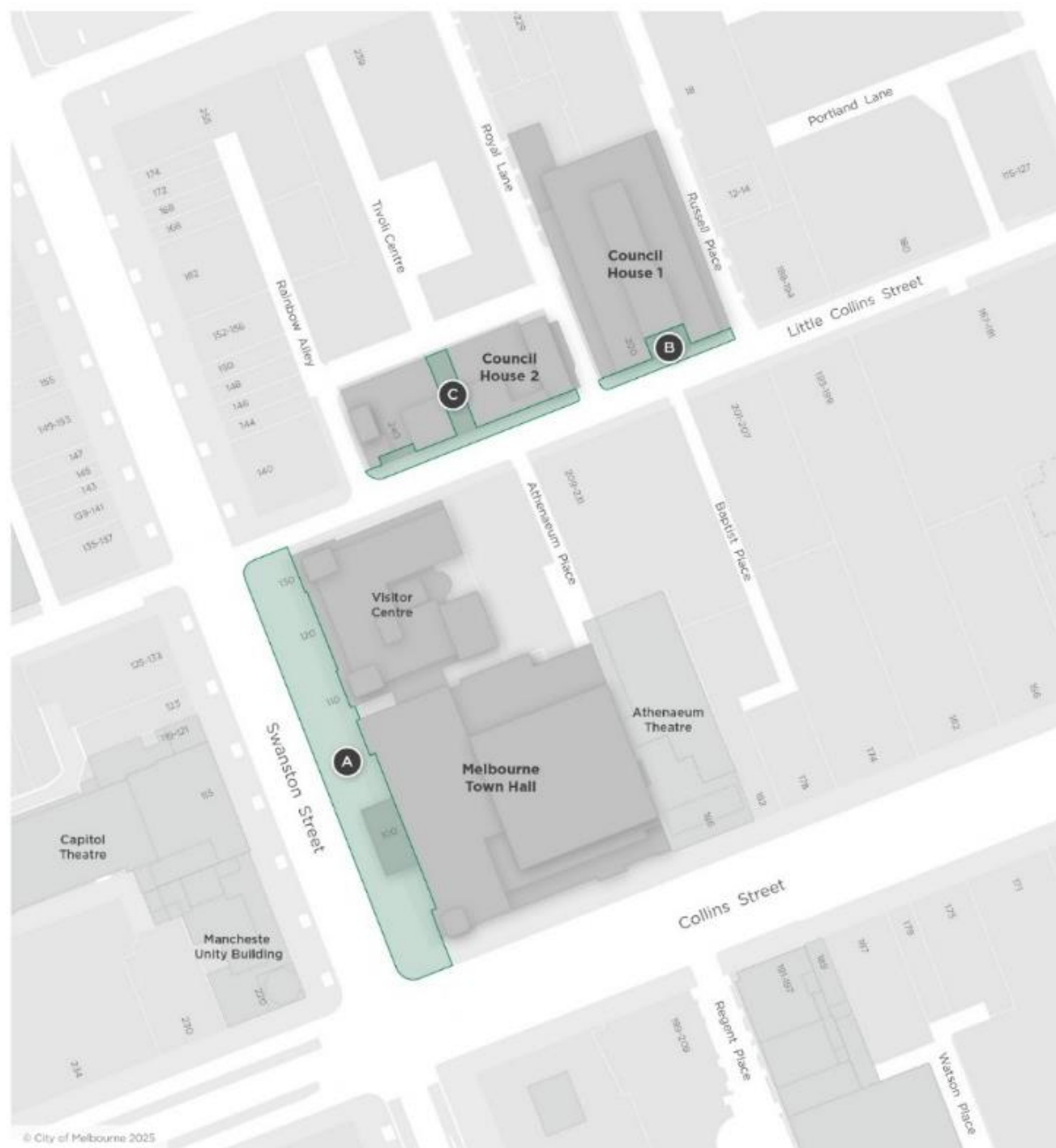
2.4. City of Melbourne smoke-free consultations

In the most recent smoke-free area consultations for Bourke Street Mall in 2019 and the Queen Victoria Market in 2024, community sentiment has been positive with 82% and 76% in support respectively. The community engagement approach for Bourke Street Mall and Queen Victoria Market was well-received and attracted high levels participation. Given the success of prior community consultations, Verian sought to ensure continuity in this research and in the methodology to build on Council's existing work on developing smoke-free areas. Guided by learnings from previous consultations, Verian maintained the intercept approach, targeted business engagement, conducted observations of smoking and vaping behaviours, and ran a concurrent online survey through Participate Melbourne.

As part of any proposal to extend smoke-free areas in the area, there is a requirement to conduct a public consultation with the community under the *Activities Local Law 2024*. This requirement was endorsed by the Future Melbourne Committee on 5 June 2012.

The findings from this consultation are submitted by City of Melbourne staff to the Future Melbourne Committee. The proposal will then be put to vote by Councillors, with a majority needed for an area to become smoke-free.

Figure 1 Map of proposed smoke-free areas outside of Melbourne Town Hall, Council House 1 and 2.



 Proposed smoke-free area*

A. Melbourne Town Hall
90-130 Swanston Street

B. Council House 1
200 Little Collins Street

C. Council House 2
218-240 Little Collins Street

*The smoke free area includes any space between the edge of the footpath and walls or entry doors at the front of the building. Boundaries shown are indicative only.

To the extent smoking is prohibited in the prescribed smoke free area pursuant to the Tobacco Act 1987, the provisions of the Activities Local Law 2024 in respect to smoking are inoperative.

3. Methodology

The consultation program employed a mixed-methods approach to capture feedback from both the community and key stakeholders on the proposed smoke-free areas. This ensured a diversity of perspectives were captured through in-person, online and formal channels.

3.1. Engagement activities summarised

Community intercept surveys were conducted in-person over a five-week fieldwork period at Melbourne Town Hall, Council House 1 and Council House 2, and surrounding areas. These were scheduled across varying days and times to align with peak pedestrian flows and special events. A total of 460 responses were collected from community members.

Business engagement, primarily through face-to-face conversations during intercept shifts, supplemented by phone interviews to reach business owners who were unavailable in person. An additional 41 responses were gathered from business representatives.

Self-completed surveys via QR codes included on printed materials such as postcards, as well as through targeted City of Melbourne communications including emails, newsletters and social media posts. A total of 461 responses were collected from these activities.

Quick poll activation was set up at the Melbourne Town Hall Customer Service Hub, inviting participants to indicate their level of support (i.e. Yes or No) for all three proposed smoke-free locations at once. A total of 326 responses were gathered from the quick poll.

Observations: Ad hoc observational notes were also recorded when smokers or vapers were noticed in the proposed areas, as well as when notable aspects of the environment such as foot-traffic were observed more generally. These insights provided additional context to the survey data.

Formal submissions to Council, allowing stakeholders and the community to provide detailed feedback beyond the survey regarding their support for the smoke-free proposal.

Note: All engagement communication materials and examples are provided in Appendix A demonstrating promotion of the consultation process.

3.2. Participate Melbourne platform

Participate Melbourne is the City of Melbourne's platform for public engagement and consultation on a range of projects, plans and activities in the area. Community members may sign up to be informed about different opportunities to provide feedback (via direct invitations, newsletters) or may visit the website as a casual user to take part in any of the consultations. Furthermore, potential participants in this consultation were directed to the survey site via a QR code on the distributed postcards and other channels. The project page went live on 30 June, one week before intercept fieldwork began.

3.3. Intercept survey process

In addition to the online and promotional activities, face-to-face engagement was the key component of the consultation. Intercept surveys allowed the project team to directly interact with community members and local businesses in and around the proposed smoke-free areas. This approach provided opportunities to raise awareness, answer questions and capture on the spot feedback, complementing the online submissions received through Participate Melbourne.

3.3.1. Fieldwork period

The fieldwork period for the intercepts commenced on Monday 7 July and closed on Friday 8 August (noting fieldwork was extended by one week from the 1 August to allow additional responses to be gathered). The times and dates of the intercept consultation process were advertised on the Participate Melbourne site.

3.3.2. Intercept approach

Community intercepts

Pop-up engagement points were established at the three sites to invite passing community members to complete the survey, either on the spot using tablets, their own mobile device or paper copies, or via the QR-coded postcards for later completion. Field staff approached potential participants directly, using short, open-ended prompts to encourage participation.

Figure 2 Community intercepts outside Melbourne Town Hall.



Business engagement

Businesses abutting the proposed area (n = 561) were initially notified via a letter from the City of Melbourne (see Appendix A, Figure 22) outlining the proposal and opportunity to participate. Follow-up engagement was conducted through in-person visits to invite owners/managers to complete the survey, leaving postcards if both were unavailable. Telephone follow-up with selected businesses when in-person contact was not possible.

For both community and business intercepts, responses were logged directly into the Participate Melbourne survey where possible, with tablet and paper copies entered post-engagement.

Quick poll

This visual engagement tool displayed all three proposed smoke-free area maps together and asked visitors to indicate their overall level of support. The quick poll remained in place during scheduled intercept shifts.

Figure 3 Quick poll displayed in Melbourne Town Hall Customer Service Hub.



3.4. Data analysis

Quantitative data from the survey was analysed using descriptive statistics, and bivariate and subgroup analysis, where possible given sample size limitations. Key differences between sub-groups are highlighted in the body of the report, where they exist. Verian used a 95% confidence interval to determine statistical significance, and results falling within this interval have been highlighted accordingly.

Qualitative data was collected through two primary sources:

- Open text survey responses provided via Participate Melbourne and tablets during intercept surveys.
- Observational notes recorded during intercept fieldwork at Melbourne Town Hall and surrounding areas.

A thematic analysis approach was applied to the qualitative data, identifying recurring patterns and sentiments expressed by participants open-ended responses from the survey and passers-by. Observational insights, for example, made by people declining to participate or discussing the smoke-free area proposal during intercepts, have been grouped based on ad hoc discussions.

3.5. Interpretation of the findings

It is important to note that community findings draw on multiple engagement channels, including intercept surveys, online surveys, postcards, direct mail and social media. Together, these sources provided 921 total responses (Verian intercepts, n=460; other channels n=461).

Business responses completed by Verian (n=41) were analysed separately, with differences between business and community views marked where relevant.

In the analysis of smoker/vaper and non-smoker/vaper responses, business survey results were excluded. This was done to ensure that the comparisons reflected the views of individuals in the community, rather than organisations whose perspectives may be influenced by operational or customer-facing considerations.

For an overall view of consultation feedback, results from both community and business groups were combined (n=962), to provide a consolidated picture on the level of support for the proposal.

Where relevant, findings are considered in the context of previous engagement work undertaken for other now smoke-free areas, including the Queen Victoria Market and Bourke St Mall. These prior consultations identified similar themes around health benefits, amenity and enforcement challenges, which provide a useful benchmark for interpreting current results and anticipating potential community and stakeholder responses.

3.6. Test of statistical significance and reliability

The margin of error for the full sample (n=962) is $\pm 3.16\%$ at the 95% confidence level. This means we can be 95% confident that a score of 50% in the population lies between 46.8% and 53.1%.

If any statistically significant differences between certain groups are present, these were reported using ▲ ▼ to denote a higher/lower difference at a 95% confidence level.

Percentages are generally rounded to the closest whole number. Some percentages may not result in 100% due to rounding.

4. Participant details

This section looks at the demographic profile of the **962 participants**, from 921 (96%) community members and 41 (4%) businesses.

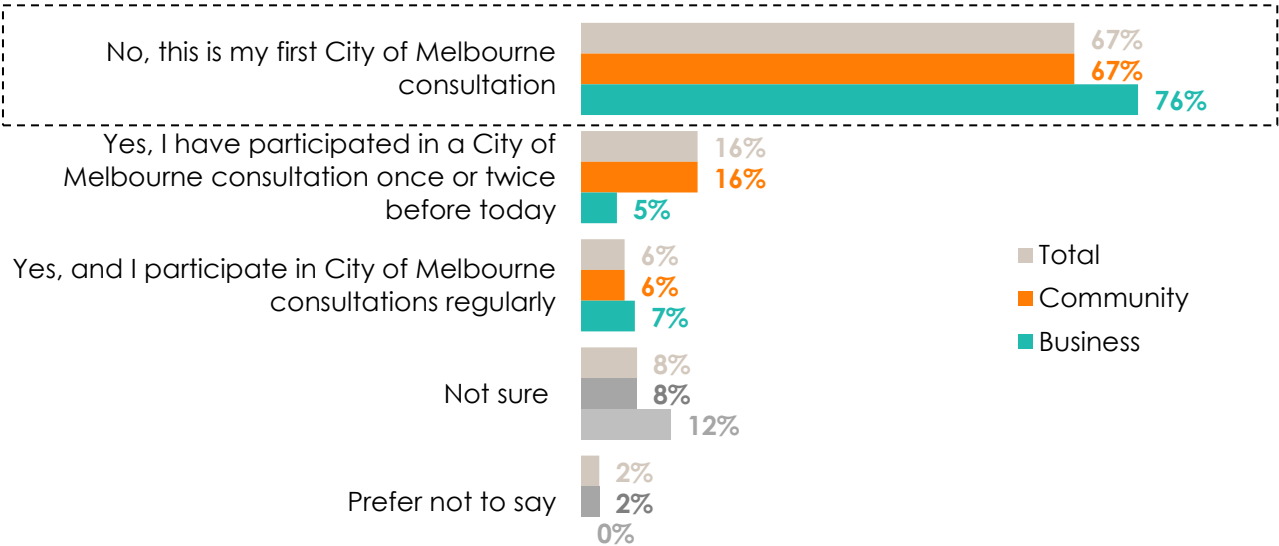
Table 1 Demographic profile of sample achieved overall.

Demographic		%	n=
	Total	100%	962
Gender	Male	46%	438
	Female	47%	453
	Non-binary	2%	19
	Prefer not to answer	4%	38
	I would use another term	1%	5
Age	Under 20 years	4%	42
	20-39 years	41%	394
	40-59 years	31%	295
	60+ years	19%	180
	Prefer not to answer	3%	32
Smoker status	Neither smoke nor vape	80%	765
	Smoke	11%	107
	Vape	6%	55
	Both smoke and vape	3%	27
Background	Aboriginal	2%	23
	Torres Strait Islander	1%	6
	Person with a disability	8%	80
	Carer	4%	43
	LGBTQIA+	17%	161
	Speak a language other than English at home	12%	113
	Born overseas	22%	212
	International student	4%	41
	Prefer not to say	6%	58
	None of these	43%	410
Location	CBD	46%	441
	Carlton	4%	41
	Southbank	4%	40
	Docklands	3%	31
	North Melbourne	2%	24
	South Yarra	2%	21
	West Melbourne	2%	21
	Parkville	2%	20
	East Melbourne	2%	15
	Kensington	1%	14
	Fisherman's Bend	0%	3
	Prefer not to say	5%	51

4.1. Prior consultation engagement

Prior to exploring the detailed findings, it would be useful to understand who participated in the consultation for the first time and their reason for doing so. As shown in *Figure 4*, the majority of community members (67%) and businesses (76%) were engaging with the City of Melbourne for the first time.

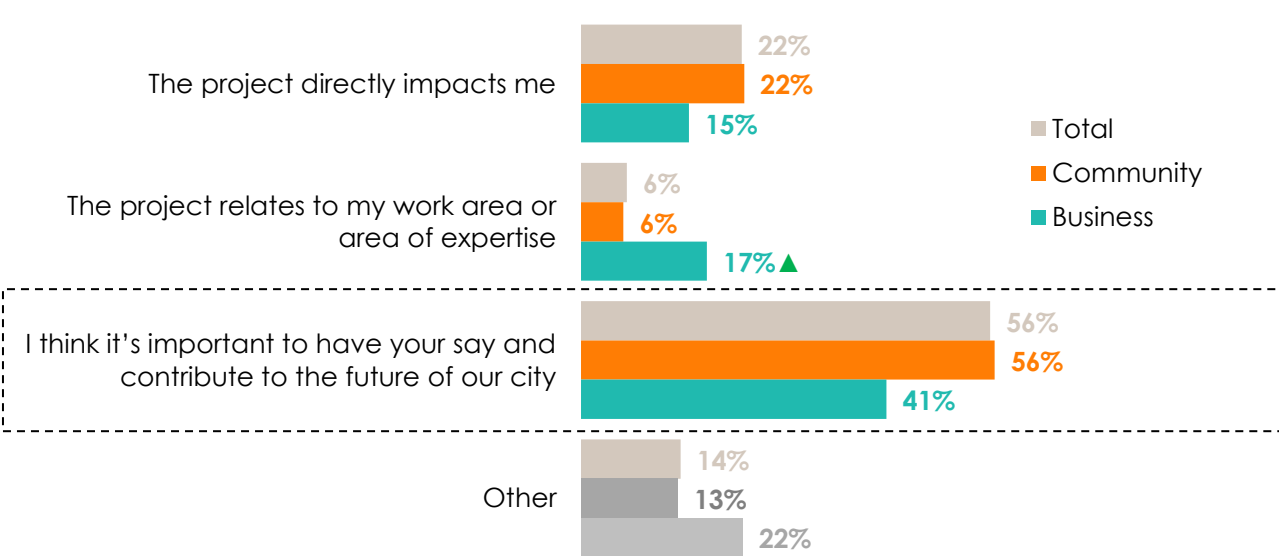
Figure 4 Participation in City of Melbourne consultations.



Q17. Have you participated in a consultation with City of Melbourne before? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41)

Over half of community members (56%) were driven by the importance to have their say and contribute to the future of the city. Businesses were comparatively more likely to cite their work area or expertise as the reason for their participation (17% vs. 6%), reflecting a more operational connection.

Figure 5 Reason for taking part in the consultation.



Q18. What is your primary motivation for participating in this consultation? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41) ▲ ▼ Indicates a significant difference between community members and businesses at the 95% confidence interval level

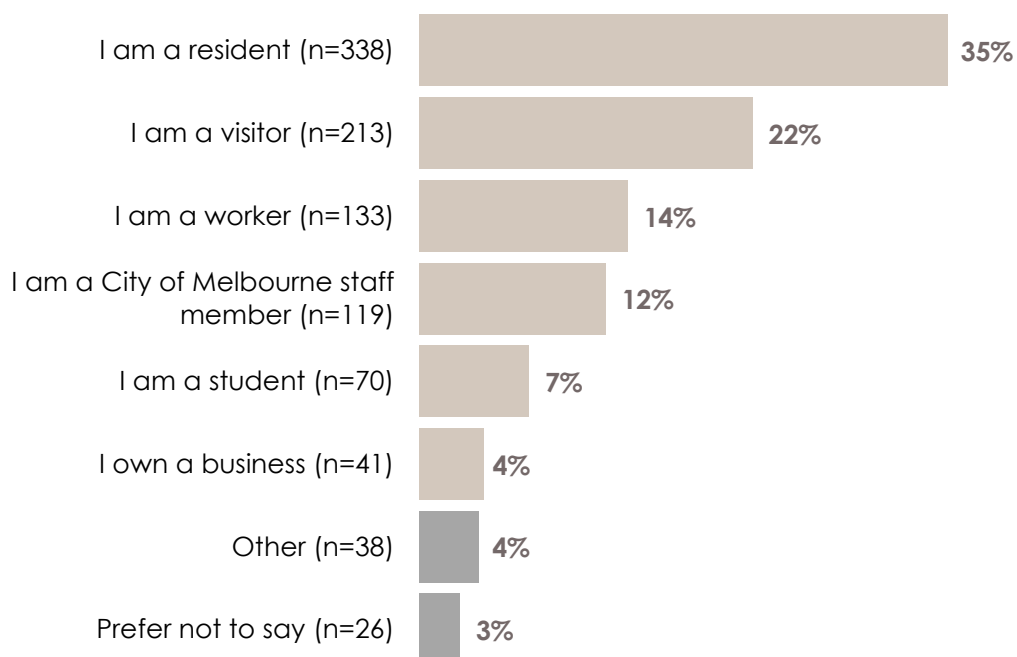
5. Connection to the area

This section examines the community members that were consulted on the proposed smoke-free areas, and how or if the ban would impact their visit to the areas.

5.1. Connection to the proposed smoke-free areas

Among all that participated in the consultation, 35% were residents of the City of Melbourne, 22% were visitors, and 14% were workers. Just over one in ten (12%) were City of Melbourne staff members, and 4% were business representatives (n=41).

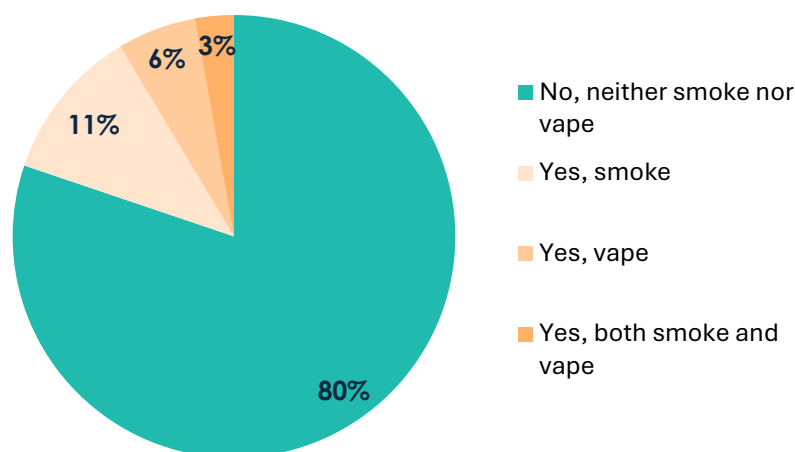
Figure 6 Connection to the smoke-free areas.



Q1. Which of the following best describes your connection to the Melbourne Town Hall and council administration buildings' smoke-free areas proposal? (SR)

In terms of smoking habits, 80% of the total sample were neither smokers nor vapers, while 20% were either a smoker, vaper, or both (Figure 7). When asked whether wider smoking bans might impact your smoking / vaping 19% believe this would make them smoke and vape less, consider quitting, or definitely quit

Figure 7 Smoking status.

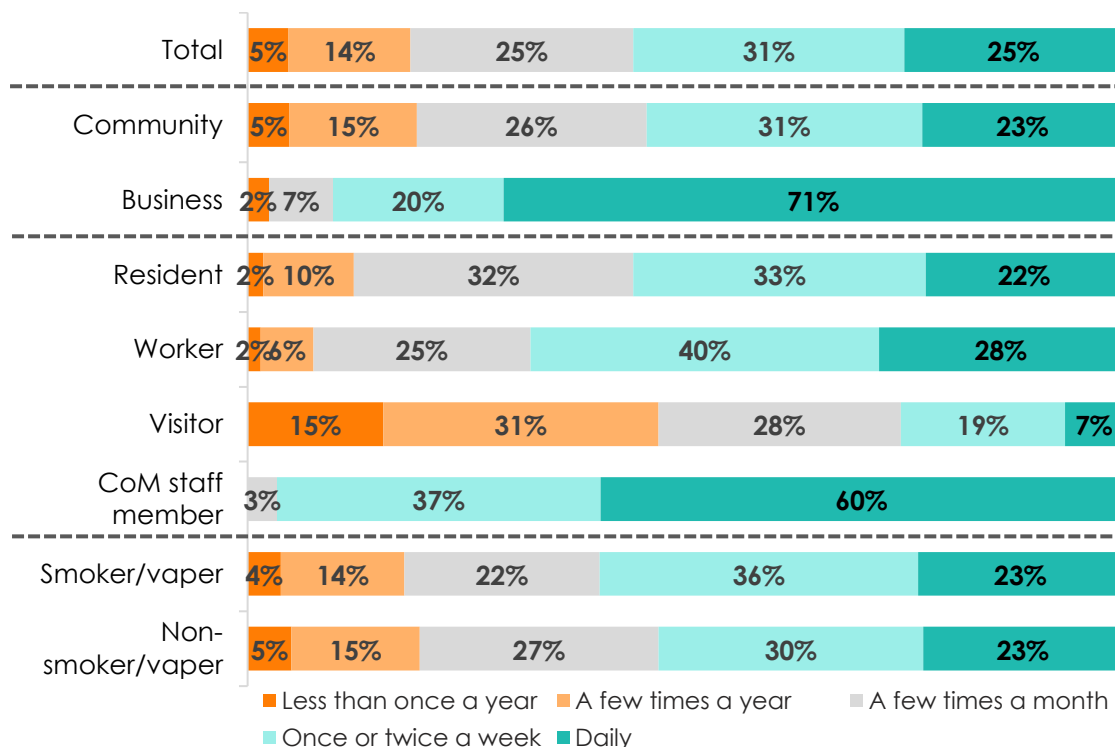


Q12. Do you smoke and/or vape? (SR) Sample size: Total (n=962)

5.2. Frequency of visitation of the proposed smoke-free areas

Visitation patterns varied notably by subgroup. Businesses had the strongest connection, with nearly three-quarters visiting or passing daily (71%), while City of Melbourne staff reported high daily visitation (60%). Workers and residents tended to visit weekly (40% and 33% respectively), whereas unsurprisingly visitors had the weakest connection, with almost half attending a few times a year or less (46%). Smokers and vapers and non-smokers/vapers showed similar visitation profiles, with close to one in four visiting daily (23% for both) and about a third weekly (36% and 30% respectively).

Figure 8 Visitation patterns.



Q2. How often do you visit or pass by the Melbourne Town Hall and/or council administration buildings (Council House 1 and Council House 2)? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41), Resident (n=338), Worker (n=133), Student (n=70), Visitor (n=213), CoM staff member (n=119), Smoker/vaper (n=189), Non-smoker/vaper (n=773).

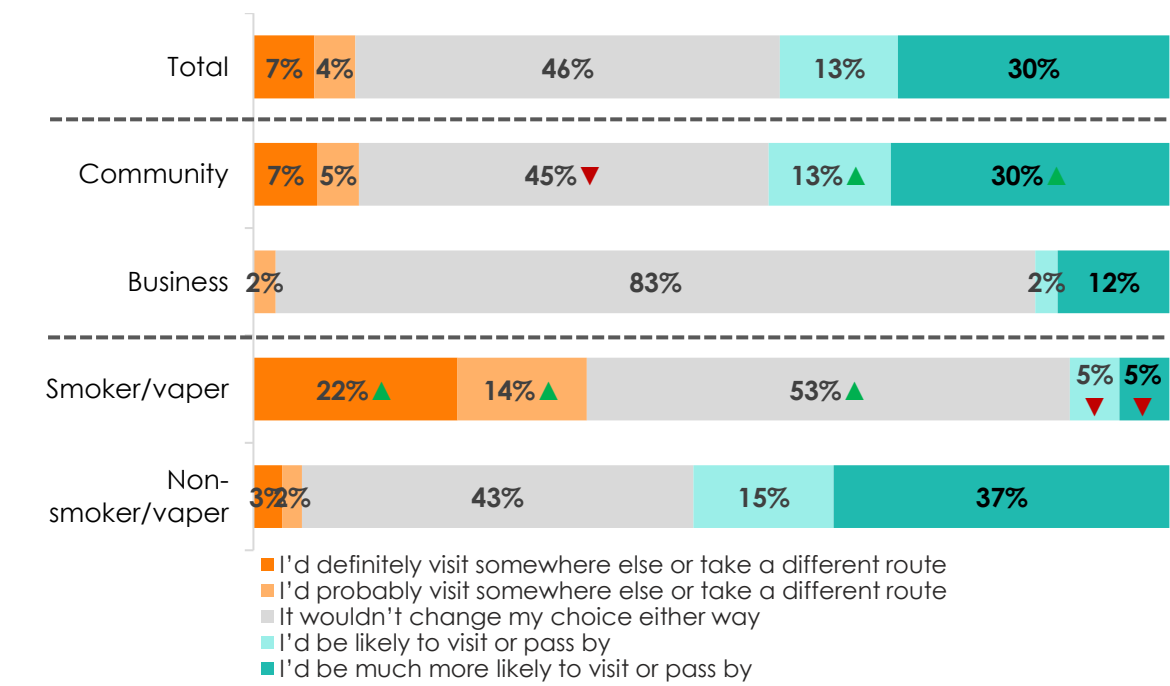
5.3. Influence of a smoking ban on visitation of the proposed smoke-free areas

Among community participants, 43% indicated that a smoking ban would make them likely or much more likely to visit or pass by, while 11% said that they would visit somewhere else or take a different route. The largest cohort however indicated that a smoking ban would not impact their choice either way (45%). From the qualitative data gathered through discussions at the intercepts and from the open-ended responses, the reasons for it not impacting on their choice of route was largely related to the large pathway outside of Melbourne Town Hall, which meant that it was possible to avoid any smoky areas with relative ease.

Businesses were least likely to note an anticipated change in visitation (83%), and 2% stated they would visit elsewhere.

Non-smokers and vapers were much more likely to indicate that they were likely to visit or pass by following a smoke ban (52% vs. 11% non-smokers/vapers). Correspondingly, smokers and vapers were more likely to visit somewhere else or take a different route (36% vs. 5% non-smokers/vapers). However, among both cohorts, a large proportion indicated that it would not impact their choice either way (53% smoker/vaper, 43% non-smoker/vaper).

Figure 9 Impact of smoking ban on visiting proposed areas.



Q5. Would a smoking ban influence your likelihood to visit or pass by Melbourne Town Hall and the administration buildings on Little Collins St? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41), Smoker/vaper (n=184), Non-smoker/vaper (n=737). ▲ ▼ Indicates significant difference between subgroups (i.e. community vs. business and smoker vs. non-smoker)

6. Overall views of potential smoke-free areas

This section examines the perspectives of the community, businesses and comparisons between smokers and vapers and non-smokers and vapers on their views of potential smoke-free areas.

6.1. Overall views on the potential smoke-free areas

Across all participants, there was a strong level of support for making the entrances and footpaths at the front of Melbourne Town Hall and council administration buildings smoke-free. Seven in ten community members (72%) and businesses (71%) expressed total support for the proposal. As expected, support was notably higher among non-smokers/vapers (83%) than smokers/vapers (27%), the latter being significantly more likely to oppose the proposal (45% felt it would be bad or very bad). Neutrality was also more prevalent among smokers/vapers (28% vs. 7% of non-smokers/vapers).

Perceptions of fairness aligned closely with support levels, with two-thirds or more in each main group (except smokers/vapers) considering the proposal fair. Fairness perceptions were highest among non-smokers/vapers (81%) while a large proportion of smokers/vapers tended to perceive the proposal as unfair (57%).

In terms of potential behavioural impact, most people expected no change in visitation. Notably though, 44% of community members and just over half of non-smokers/vapers (52%) indicated they would visit more often if the areas became smoke-free, whereas businesses overwhelmingly saw no impact. Smokers/vapers were more inclined to visit or pass by the proposed smoke-free areas less if a smoking ban was enforced (36%).

Table 2 provides a summary of participants' views on the proposed smoke-free areas.

Table 2.2 Summary of views on the proposed smoke-free areas

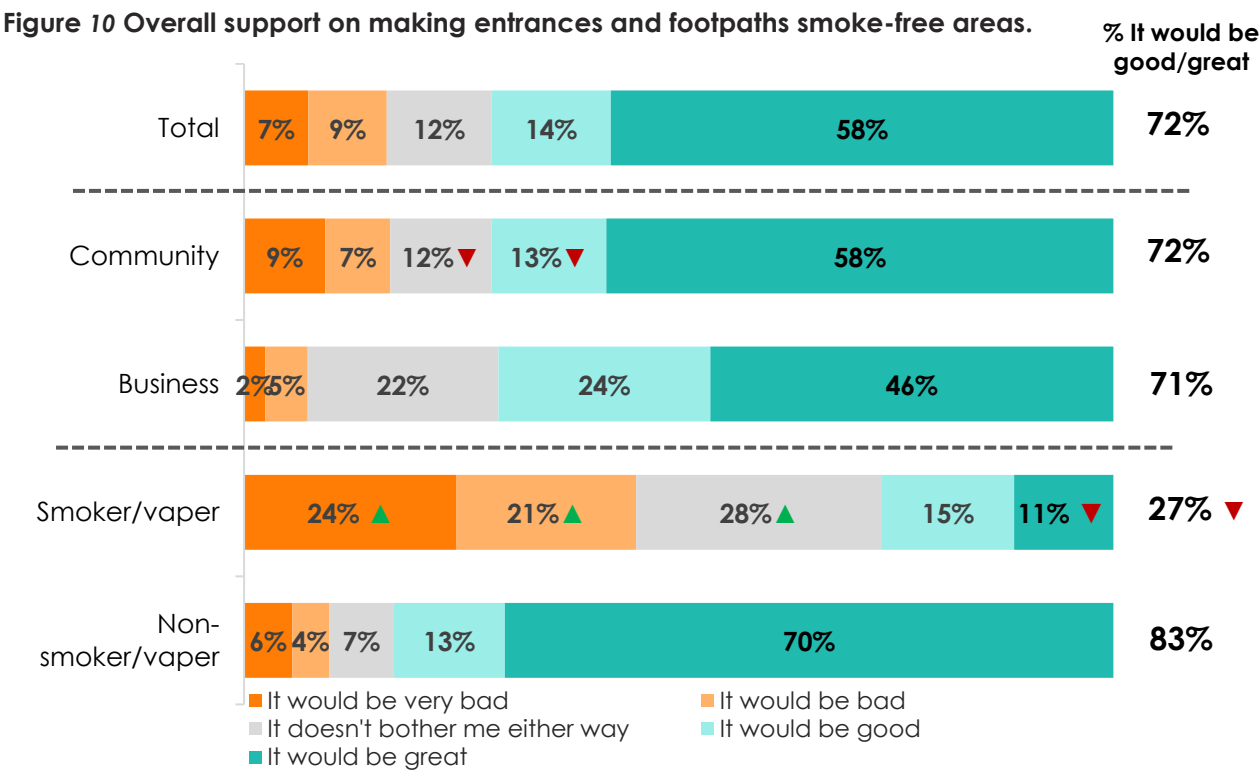
	Total (n=962)	Community (n=921)	Business (n=41)	Smoker/vaper (n=184)	Non- smoker/vaper (n=737)
Overall view on making the areas smoke-free					
It would be good/great	72%	72%	71%	27% ▼	83%
It doesn't bother me	12%	12% ▼	22%	28% ▲	7%
It would be bad/very bad	16%	17%	7%	45% ▲	10%
Perceived fairness of a smoking ban					
Total fairness	70%	69%	71%	24% ▼	81%
Neutral	8%	8%	15%	16% ▲	6%
Total unfair	21%	22%	12%	57% ▲	13%
Impact on visitation					
Would visit or pass by more	43%	44% ▲	15%	11% ▼	52%
No impact	46%	45% ▼	83%	53% ▲	43%
Would visit or pass by less	11%	12%	2%	36% ▲	5%
Q4. What is your overall view on making the entrances and footpaths at the front of the Melbourne Town Hall and council administration buildings smoke-free areas? Q3. How fair do you feel a smoking and vaping ban is for people visiting or passing by the Melbourne Town Hall and council administration buildings? Q5. Would a smoking ban influence your likelihood to visit or pass by Melbourne Town Hall and the administration buildings on Little Collins St? ▲ ▼ Indicates significant difference between subgroups (i.e. community vs. business and smoker vs. non-smoker)					

6.2. Overall support on making entrances and footpaths at Melbourne Town Hall and council buildings smoke-free

Across the community and business perspectives, support for making the entrances and footpaths at Melbourne Town Hall and council administration buildings smoke-free was high and broadly aligned (72% and 71% respectively). However, smokers/vapers were significantly less supportive (27%) than non-smokers/vapers (83%), indicating substantial attitudinal divide. This aligns with the patterns seen in fairness, where non-smokers/vapers rated the proposal more positively.

Strength of opinion

Among the community sample, more than half (58%) felt the change ‘would be great’, while a further 13% believed ‘it would be good.’ Business respondents were more evenly split between good (24%) and great (46%), with a notable 22% showing neutrality (it doesn’t bother me either way). Smokers/vapers, however, showed much stronger negative sentiment, with nearly half (45%) believing the proposal ‘would be bad’ or ‘very bad.’



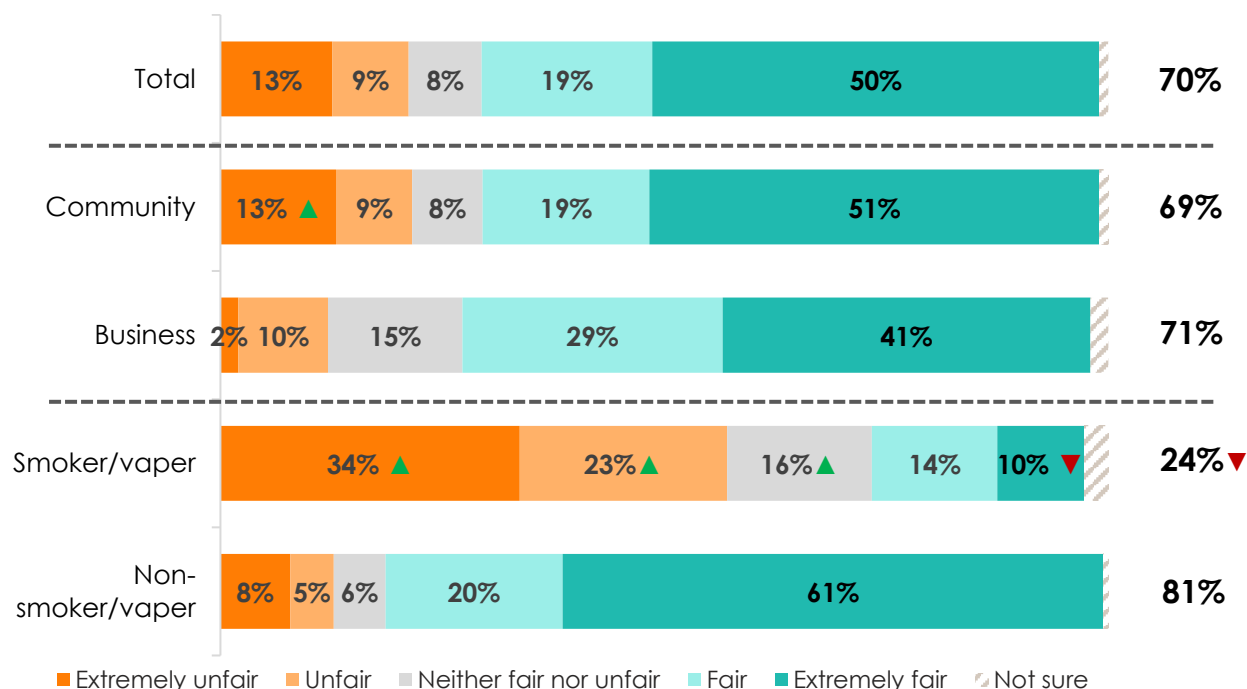
Q4. What is your overall view on making the entrances and footpaths at the front of the Melbourne Town Hall and council administration buildings smoke-free areas? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41), Smoker/vaper (n=184), Non-smoker/vaper (n=737). ▲ ▼ Indicates significant difference between subgroups (i.e. community vs. business and smoker vs. non-smoker)

6.3. Fairness of a potential smoking and vaping ban

Around seven in ten community members (69%) and businesses (71%) felt the proposal was fair or extremely fair. Businesses tended to sit in the middle of the scale, with higher levels of neutrality (15%) compared with the community members (8%).

A clear divide emerged between smokers/vapers and non-smokers/vapers, with the latter significantly more likely to view the ban as fair (81% vs. 24%). Among smokers/vapers, more than half (57%) perceived the proposal as unfair, with one-third (34%) rating it extremely unfair. Despite these differences, a notable minority of smokers/vapers (24%) still considered the proposal fair, indicated some acceptance of the policy rationale even among those directly affected.

Figure 11 Perceived fairness of potential smoking and vaping ban. % Fair/
extremely fair



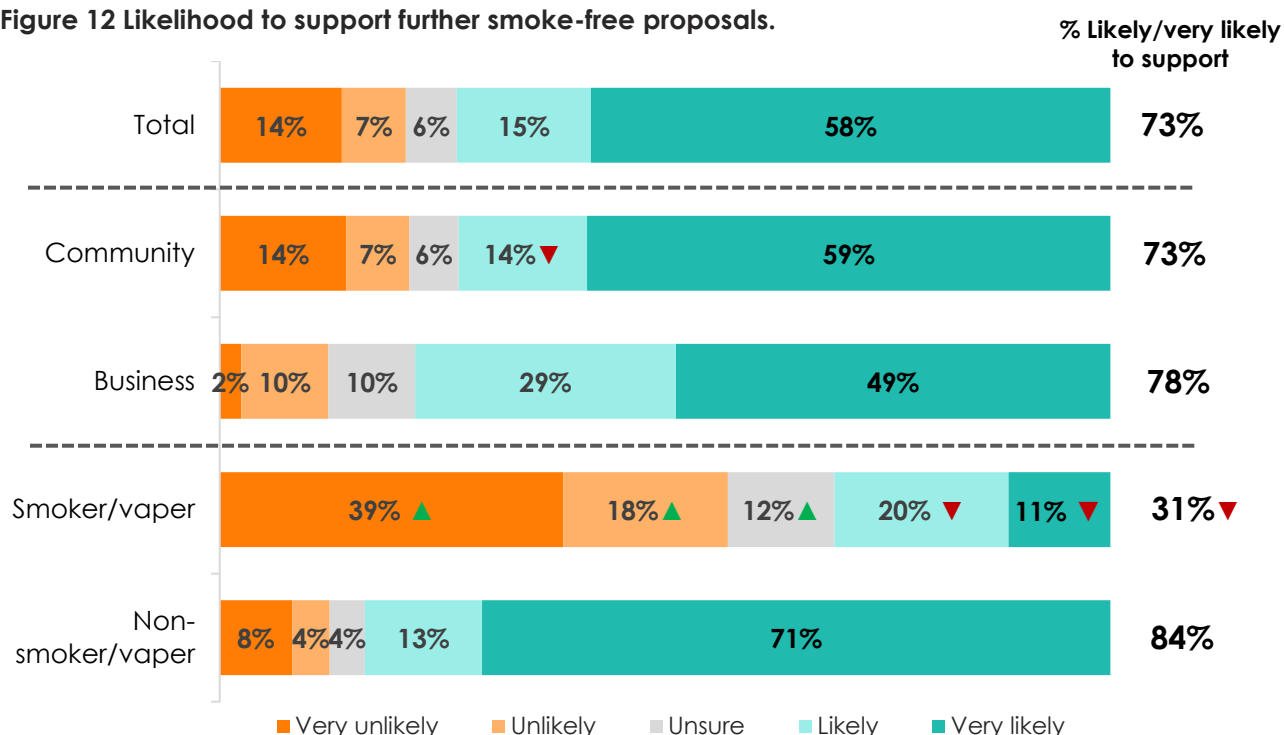
Q3. How fair do you feel a smoking and vaping ban is for people visiting or passing by the Melbourne Town Hall and council administration buildings? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41), Smoker/vaper (n=184), Non-smoker/vaper (n=737). ▲ ▼ Indicates significant difference between subgroups (i.e. community vs. business and smoker vs. non-smoker)

6.4. Likelihood to support further smoke-free proposals around other council facilities

Support for extending smoke-free areas to other council facilities such as libraries, community hubs and recreation centres was high overall, particularly among non-smokers/vapers (84%) and business respondents (78%). Community respondents were also strongly in favour, with nearly three-quarters (73%) likely to support further proposals.

Smokers and vapers were considerably less supportive, with only 31% indicating they would be likely or very likely to support, the lowest of all subgroups and significantly below non-smokers/vapers, again highlighting a clear difference in attitudes between smoking status groups.

Figure 12 Likelihood to support further smoke-free proposals.

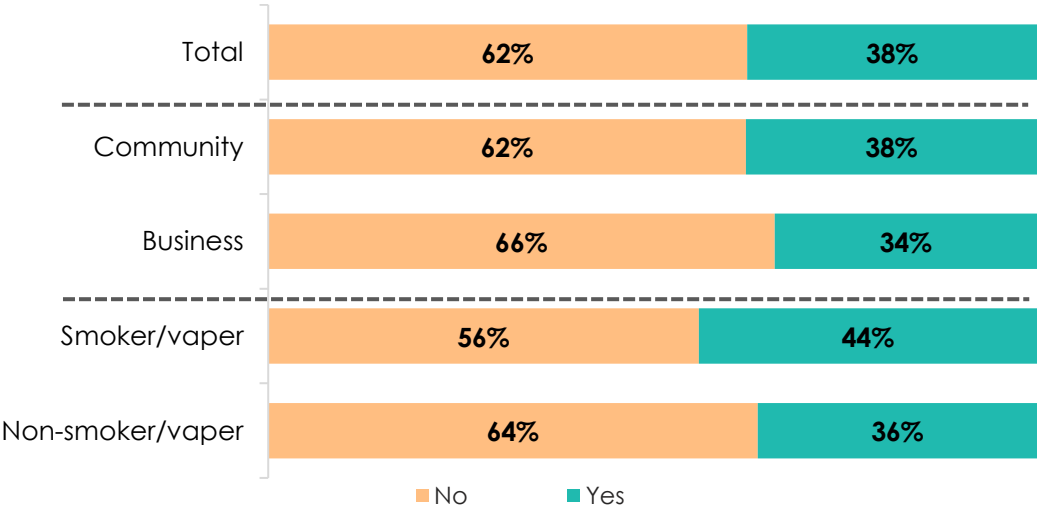


Q8. How likely would you be to support further smoke-free area proposals around other council facilities such as libraries, community hubs and recreation centres? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41), Smoker/vaper (n=184), Non-smoker/vaper (n=737). ▲ ▼ Indicates significant difference between subgroups (i.e. community vs. business and smoker vs. non-smoker)

6.5. Awareness of smoke-free areas in the City of Melbourne

Awareness was relatively low across all groups, with just over one-third of community respondents (38%) and businesses (34%) indicating they were aware of smoke-free areas in the City of Melbourne. Smokers/vapers reported the highest awareness (44%), while non-smokers/vapers were slightly lower (36%) (Figure 13).

Figure 13 Awareness of smoke-free areas.

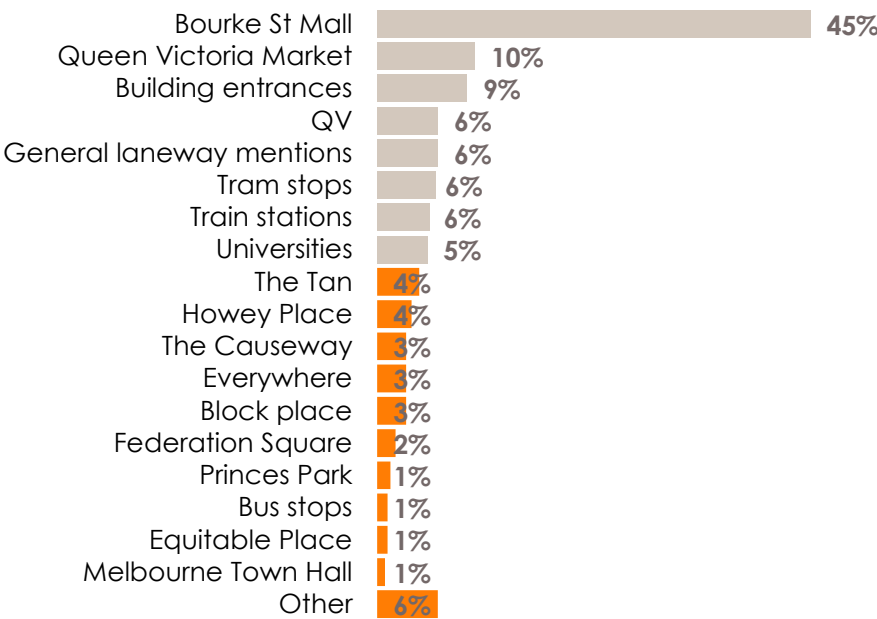


Q6. Are you aware of existing smoke-free areas in the City of Melbourne? (SR) Sample size: Total (n=962), Community (n=921), Business (n=41), Smoker/vaper (n=184), Non-smoker/vaper (n=737). ▲ ▼ Indicates significant difference between subgroups (i.e. community vs. business and smoker vs. non-smoker)

6.6. Smoke-free areas mentioned among those aware

Among those aware of smoke-free areas in the City of Melbourne, Bourke St Mall was the most consistently recognised location (45%), followed by Queen Victoria Market (10%). Other frequently mentioned areas included QV, Howey Place, The Causeway, The Tan and general laneway mentions. People also identified transport areas like tram stops, train stations, and outside universities and building entrances, many of which are smoke-free under the Tobacco Act 1987.

Figure 14 Smoke-free areas mentioned.



Q6. Are you aware of existing smoke-free areas in the City of Melbourne? (Open-ended) Those aware (n=363).

Verbatim responses

- "Bourke Street Mall, The Tan, Queen Victoria Market"

"Laneways and the mall, bus and tram stops and train station"

"Some of the laneways like Howie"

"Bourke St Mall, Federation Square, QV, Vic Market"

"Entrance to flinders station and theatres"

"Bourke St Mall, QVM, QV, Block Place"

"Around entrances to shops, malls etc"
- "RMIT. But only in theory."

"The Tan, Bourke st mall, princess park running area"

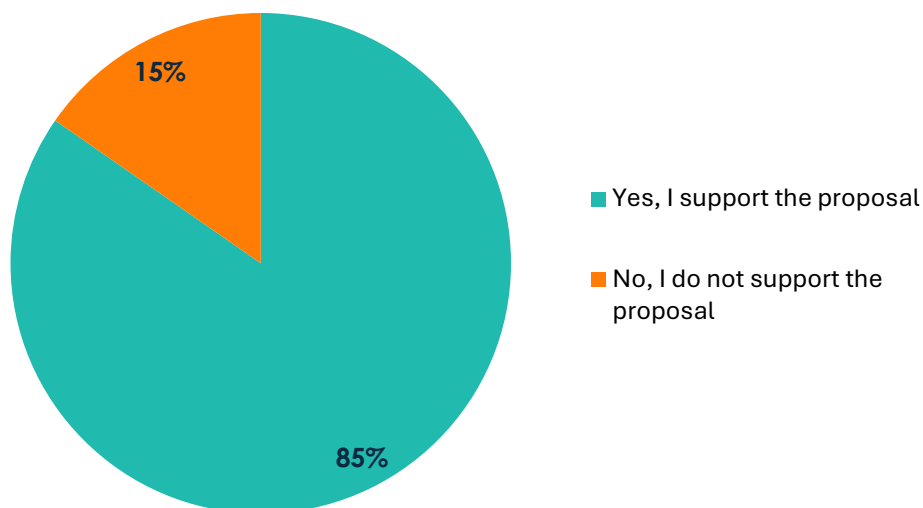
"Queen Victoria markets, Bourke St"

"Bourke St, Flinders st, parliament steps, Spencer St station"

6.7. Quick poll results

The quick poll results reinforced the strong overall support for the smoke-free proposal, with a clear majority (85%) of contributors in favour. Opposition was relatively low (15%), aligning with broader findings that show non-smokers, businesses and much of the community view the proposal positively. While not representative in the same way as the main survey sample, these results add further weight to the strong support.

Figure 15 Quick poll results.



Here are the maps showing the entrances to Melbourne Town Hall, Council House 1 and Council House 2. These areas are being considered for new smoke-free areas. Based on these locations, do you support making these smoke-free areas or not? Total who contributed (n=326).

Key takeaways

- **Positive sentiment dominates:** Non-smokers, businesses and the broader community are generally supportive and see the smoke-free proposal as fair.
- **Smokers/vapers remain resistant:** Consistently lower support and fairness ratings, with higher proportions of viewing smoke-free proposals unfavourably.
- **Stakeholder differences are consistent:** Patterns in fairness perceptions mirror overall views and likelihood to support future proposals.
- **Awareness of smoke-free areas is low:** While some locations like Bourke St Mall and Queen Victoria Market are widely recognised as smoke-free areas, many people also cited transport areas, building entrances and universities.
- **Quick poll reinforces support:** A clear majority voted in favour of the proposal.

7. Observations of smoking and vaping behaviours

As part of the community consultation process exploring the potential implementation of smoke-free areas, a series of informal observational sessions were conducted to better understand current smoking and vaping behaviours in the vicinity. These observations were planned to take place across multiple specified time periods during the intercept fieldwork.

As part of the community consultation process exploring the potential implementation of smoke-free areas, a series of informal observational sessions were conducted to better understand current smoking and vaping behaviours in the vicinity. These observations took place across multiple specified time periods during the intercept fieldwork.

Overall, it was observed that the prevalence of smoking in the areas was low. During several allocated observation periods, no smoking or vaping activity was recorded, prompting a shift in approach whereby observations were conducted opportunistically alongside intercept interviews rather than at fixed times. When smoking was observed, it was concentrated in specific locations; members of the public typically sat on the benches outside Melbourne Town Hall, or stood near the waste bins adjacent to the flower shop on the pedestrian area (see Figure 16) and council staff tended to stand in Royal Lane, outside the Tivoli Centre alleyway, and Russell Place. These areas appeared to offer a sense of discretion or convenience, possibly due to the presence of seating or waste disposal facilities. Ad hoc conversations between the researchers and smokers seated on the benches confirmed that they specifically sought out the seating as part of their ritual for their 'cigarette break', as well as choosing a location that was away from passersby (this reason was also provided by those smoking near the bins). Notably, two of the benches located near to the entry of the Visitor Hub attracted smokers, which caused discomfort for the workers and volunteers in the Hub, necessitating in the closure of the glass doors to avoid the smoke drifting into the space (typically, doors were kept open to welcome visitors into the Hub).

In contrast, vaping behaviour presented differently. Vapers were more likely to be mobile, often walking through the area while actively using their vaping devices. This pattern suggests that vaping may be perceived as a less stationary or socially disruptive activity compared to smoking and may not be associated with the same need for designated spaces. In some instances, City of Melbourne staff would be seen vaping away from buildings in a stationary manner before re-entering the buildings, and these were momentary breaks.

Physical evidence of smoking was minimal. A small number of cigarette butts were found beneath benches, but there was no significant accumulation of litter or signs of heavy smoking activity¹⁵. This aligns with the low frequency of observed smoking and supports the notion that the area is not currently a major hotspot for smoking or vaping. Noting however,

¹⁵ Notably, there is regular street cleaning outside Melbourne Town Hall.

that a high frequency of street cleaning occurs outside Melbourne Town Hall. Though observations regarding actual smoking was low.

These findings provide useful context for the broader consultation process. While smoking and vaping behaviour was evident in the area, it did not appear to be widespread or highly visible. The behaviours of smokers/vapers observed suggest that any future smoke-free policy would need to be highlighted in specific zones, such as seating areas and bin-adjacent spaces. The contrast between stationary smoking and mobile vaping may also warrant consideration in policy design, particularly in terms of enforcement and signage.

Figure 16 Smoking butt disposal bins outside Melbourne Town Hall entrances on Swanston Street.



8. Other feedback

This section of the report provides a summary of additional evidence in relation to the proposed smoke-free area. Section 8.1. provides a thematic summary of the open-ended comments from Question 9 of the survey; Section 8.2 - 8.9. summarises other responses sent directly to the City of Melbourne with full submissions provided in Appendix C.

8.1. Summary of open-ended responses in the survey

Out of the total of 962 completed surveys, 509 provided usable comments to Question 9 ('Any further comments?'), representing 53% of respondents. These were a mixture of positive, neutral and negative comments and can be summarised thematically – thus providing interesting insights and commentary alongside the quantitative data. The themes have been identified as they were recurring throughout the analysis of the qualitative data. The overall sentiment of the responses was generally positive, supporting smoke-free initiatives amidst health concerns, including protecting vulnerable groups. However, there were also negative sentiments expressed - out of the 509 comments provided, around 140 (approximately a quarter) expressed negative sentiment towards the proposed ban, with many of those comments being fairly vociferous. These negative sentiments were primarily in relation to personal freedoms (that is, a ban limiting choice), feeling that there were more pressing council priorities, and concerns about how a potential ban would be implemented (and at what cost).

However, as the data is qualitative in nature (and it also was optional for people to provide comments), these findings should not be taken as representative of the general sentiment in any way but rather used to provide further insight into the range of views and attitudes about potential smoke-free areas in outdoor spaces. Furthermore, it should be noted that the order of these themes below does not represent the strength of evidence for each theme.

8.2. General supportive comments around smoke-free areas

Most responses were provided in full support of smoke-free areas around Melbourne Town Hall and the council administration buildings. These related to:

- Welcoming a move towards a more widespread smoking and vaping ban in the CBD.
- Feeling it was encouraging a healthier environment.
- Presenting a more visually appealing environment.

"It should be banned. These days people are becoming very self-centred and don't really care about the person next to them. Smoking bans makes them aware others don't smoke."

"I live close to the Melbourne Town Hall and pass by it more than once daily. When people are smoking outside, I usually cross the street because I don't like the smell or health implications, and it ruins the whole experience for me because the Town Hall is so beautiful! I'd love to see this as a smoke free area, and to see more and more smoke free areas around Melbourne. Thanks for this initiative! I'm very supportive."

"Smoking has no place in our public spaces. Good on you City of Melbourne for taking this action."

8.3. Suggestions about creating smoke-free and smoking areas

Some comments referred to a concern about the provision of designated smoking areas for those who do smoke, including ensuring that whatever is decided, there are still places for smokers to go to that are appropriate and that there is clear signage for the smoking areas to avoid any confusion.

"[Designated smoking areas] would enable people with respiratory concerns to avoid specific areas and provide smokers with more confidence knowing where they CAN smoke, as it can be confusing and unclear as different establishments have different rules. Also, this would discourage smoking while walking, as smokers would have to stop and remain in the designated area."

Furthermore, concern was expressed about the impact of smoking and vaping bans on surrounding areas, which were smaller and less open, and would have a greater impact on passers-by (for example, with smoking areas or cigarette butts).

"I live adjoining a no smoking precinct ... smokers cross the road to stand and smoke directly in front of signage at my building AND leave their butts for someone else to deal with."

"This will just push smokers to the busy side of Swanston Street and will be worse for public health."

"Would prefer to see an emphasis on [bans in] narrow walkways, undercover areas and the like. Implementing bans on wide walkways where smokers can easily be avoided just pushes smokers into areas where smoke will get in people's faces more easily."

"It's not going to work if you just ban a strip. You need to make dedicated smoking areas like in Singapore with their smoking rooms. For behaviour change you need to make it uncomfortable for people to smoke."

8.4. Health and environmental concerns

Comments in support of smoke-free areas outside Melbourne Town Hall and council administration buildings also often referred to the benefits on health and the environment, including:

- *Concerns about second-hand smoke exposure, including for children and those with health issues*

"I am an asthmatic and passing through cigarette smoke causes me breathing difficulty. I would be very supportive of any further proposals to expand smoke free areas."

- *Concerns about the harmful effects of smoke from cigarettes and vapes on the environment*

"Smokers leave litter and pollute the air whilst harming themselves and those around them."

"Any moves to improve air quality for this generation (and the next) would be wholeheartedly approved."

However, there were also mentions of other harmful toxins in the environment, and that these should be prioritised over and above any attempts to remove smoking vapours.

"Worse things in the environment than smoking."

"Surely just being outside is enough to protect people as there are so many toxins in the area... no worse than coughing."

8.5. Questions about how a ban would be implemented and enforced

Despite general support for a smoking and vaping ban in certain outdoor areas, there were some comments about the feasibility of both implementing and enforcing a ban – this issue was also raised among some of the intercept conversations with passers-by.

"This proposal and the FAQ do not clearly state how this ban will be enforced. I do not support expanding police powers."

"[I] support this but want to know how much \$\$ it would take to enforce."

*"I think a ban, especially one that comes with a fine, is a pretty lazy way to affect change but a pretty solid excuse to take punitive measures against people who probably can't afford it and frankly might just be having a bit of a sh*t day. "*

8.6. Concerns about the impact of a ban on people's liberty and freedom of choice

Although general recognition of the harm of smoking was recognised, there were also concerns raised about a ban encroaching on people's freedom of choice to smoke. Relatedly, some comments suggested that as smoking was not an illegal activity, people should be free to smoke outdoors (aside from outside of restaurants and the like).

"Let people smoke, it's a public place we have to deal with each other."

"My issue is that cigarette smoking is legal, so placing a ban on legal past time leaves me speechless. I understand the ban on smoking indoors and outdoor areas around food, ventilation etc but banning outside areas is taking it too far."

"Smokers tend to stay out of the way of other people. If you want to live in a community, then you have to be tolerant of other people and their behaviour. If you don't like smoking, don't do it. But don't dictate to others."

There were also some comments expressing empathy for smokers and vapers and not wanting those with such habits to feel further 'outcast' or alienated. Relatedly, a few comments raised concern about how a potential ban in different areas of the city might impact on the most vulnerable, such as homeless people.

"The city is already a rough enough place without giving smokers a hard time. This ban is unenforceable - not least because many of those who smoke are the poorest in the city and security won't bother them with smoking."

"We are all about inclusion, but we keep pushing smokers away like a disease. Not even junkies are pushed away that much."

"People should not have their civil liberties taken away from them. Smokers are too outcasted in our society, and it's often the poor and disadvantaged."

Some also noted that as smoking was an addiction, it should be recognised as such and rather than a punitive approach being taken through a ban, a more supportive approach should be adopted through empathy and focusing on positive health messaging.

Further, a few comments were made about the potential risk to community sentiment about laws and council powers, and whether it could contribute to community feelings of resentment or opposition towards Council.

"Excessive bans will provoke ill-feeling and opposition among people that Council seeks to protect, without creating any significant benefit for them. While cigarette smoke and the like may be disagreeable, they are insignificant out in the fresh air. But any excessive exercise of Council's powers will always create lasting resentment and opposition in the community."

"Melbourne is becoming an increasingly controlled city. It's not enjoyable. Some people build their careers on creating outdoor smoke-free areas although there is no scientific evidence of harm."

8.7. Comments about the prioritisation of smoking and vaping bans

There were also comments raised expressing concern that the resources invested in a smoking ban initiative was not a good use of public money. Relatedly, there was a concern that a potential smoking ban was not a priority when there were so many other pressing health and well-being priorities. Examples including tackling mental health issues, making the CBD streets feel safer, and tackling the city's homelessness and drug/alcohol issues on the streets.

There were also a few comments about perceiving the initiative to develop smoke-free areas to be an inappropriate use of rate payers' money.

"Would also like to see more proposals for the bigger issues in the CBD - homelessness, drug use, antisocial mental health symptoms."

"If we have the resources to enforce on smoking and vaping, how about invest on keeping us safe?"

Furthermore, there were a few comments made in both the open-ended responses and among intercept respondents about the apparent proliferation of cigarette shops in the

vicinity, the alleged expansion of illegal cigarette and vape sales which were felt to be an issue that required greater attention than the introduction of smoke-free areas.

"Of course we shouldn't promote smoking in any way, but we also shouldn't hide it or banish it either. It's just a reality of our society, and we should be focusing on stopping black markets from forming around it and addressing addictions with empathy and good health policy rather than focusing on these bans, which really do nothing but create more divisions among the public in my experience."

8.8. Observations about other smoke-free locations and how they compared to Melbourne CBD

There were a few mentions of smoke-free areas in other states, including South Australia and Queensland. Comparisons were also made with countries such as Singapore (which has a much stricter approach to smoking outside), New Zealand (which has Smokefree Aotearoa (a strategy to reduce smoking) and Europe (which has a more liberal approach to the acceptability of smoking outdoors).

"People are going to smoke, pushing them out to the alleyways isn't my preferred solution. Some smoke boxes like in Japan would be nice."

"Please make the entire CBD smoke free a la Singapore."

8.9. Letters and emails of support for the smoke-free proposal

The City of Melbourne received four letters of support for the smoke free areas at Melbourne Town Hall and council administration buildings (see *Appendix C*). These were from:

- No More Butts (a subject matter expert on tobacco litter and waste)
- City of Melbourne resident
- Quit Victoria, and
- Western Public Health Unit.

Aside from these letters, Council also received positive feedback from the Melbourne Town Hall audio-visual operators Scene Change, Showtime Event Group staff, volunteers and staff at the Melbourne Town Hall Visitor Hub and the City of Melbourne Security Control Group.

9. Overview

This final section provides a brief concluding summary of the results, followed by evidence-based recommendations and methodological considerations for future similar consultations.

9.1. Conclusions

The consultation revealed strong overall support for the proposed smoke-free areas surrounding Melbourne Town Hall and council administration buildings. Among the 962 participants, including residents, visitors, workers, City of Melbourne staff and business representatives, 72% of community members and 71% of businesses expressed support for the initiative. Support was especially high among non-smokers and vapers (83%), while smokers and vapers were notably less supportive (27%) and more likely to view the proposal as unfair (57%, compared to 13% of non-smokers and vapers).

Perceptions of fairness of a potential smoking ban closely mirrored support levels, with 70% of all respondents considering the proposal fair, and a majority indicating they would be likely to support further smoke-free initiatives across other council facilities (73%).

The research also highlighted important behavioural and attitudinal insights. While most participants indicated the proposed ban would not affect their visitation patterns, 43% said they would be much more likely to visit the area if it was smoke-free, particularly non-smokers and vapers (37%). Notably, awareness of existing smoke-free areas in the City of Melbourne was relatively low, with only a third of respondents being aware and able to name such areas.

Observational data showed low prevalence of smoking and vaping in the proposed areas, with smoking typically occurring in discreet zones such as benches and spaces adjacent to waste bins, whereas vapers tended to vape whilst walking through the areas. Qualitative feedback (from Q9 'Any other comments' section of the questionnaire and discussions with researchers) underscored broad community support, but also raised concerns about enforcement, personal freedoms, and the prioritisation of council resources.

As outlined in Section 9.2, these findings suggest that while the proposal is well-supported, its implementation should be accompanied by clear communication, providing and clearly signposting smoking areas, and transparency around enforcement to build community support and address potential concerns.

9.2. Recommendations on the introduction of smoke-free areas outside Melbourne Town Hall and Council House 1 and 2

Based on the statistical evidence gathered through the consultation program, it is recommended that Council **endorse the proposal** to make the specified locations around Melbourne Town Hall and council administration buildings smoke-free.

However, given the large volume of open-ended responses provided through the survey, and intercept process, it is also recommended that careful consideration be given to how any changes are communicated. This can include:

1. Clearly explaining the rationale for introducing smoke-free areas in these locations.
2. Ensuring the introduction of smoke-free areas is not perceived as detracting from other Council priorities.
3. Consideration of displacement of smokers and vapers with the introduction of a new smoke-free area.
4. Reiteration of other smoke-free areas in the City of Melbourne to increase awareness.

It would also be beneficial to advise the community about how the ban will be enforced, by whom and with what resourcing or cost implications, to maintain full transparency in communications.

Furthermore, aligning communications about any forthcoming changes with broader Council initiatives that aim to make the CBD healthier, safer and more inclusive for all those who visit, live or work in the area may help reduce perceptions of marginalisation among certain groups. Framing this messaging through a behavioural change lens can help support a constructive and inclusive tone.

9.3. Considerations for future consultation programs

The experience of conducting a community consultation on this topic and in this type of location has highlighted some considerations for any future similar consultations. These include:

1. Suitability of the survey for businesses

For this consultation, the same questionnaire was used for both the community and local businesses. However, for the business respondents some of the questions may require some adjustment to ensure that they are both relevant and meaningful. For example, some participants who did not own the business but were the manager could have recorded themselves as a worker (when completing the survey online, without the support of the researcher) making it difficult to later identify them as a local business. It is suggested that the option for Q1 be reworded to 'I own/manage a business.' In addition, a tailored question for businesses could be included to explore whether they felt a smoking ban (or otherwise) would have a direct impact to their business – particularly if it was front-facing to the locations.

2. Reviewing the content, order and flow of the survey questions

Some participants, including those for whom English was not their first language, found some difficulties in comprehending the difference between Question 3 ('How fair do you feel a smoking and vaping ban is for people visiting or passing by the Melbourne Town Hall and council administration buildings?') and Question 4 ('What is your overall view on making the entrances and footpaths at the front of Melbourne Town Hall and council administration buildings smoke-free areas?'); typically respondents provided the same level of agreement for both questions, so it may be advantageous to examine the question intent for each, to ensure they are sufficiently distinct from one another.

Question 5 ('Would a smoking ban influence your likelihood to visit or pass by Melbourne Town Hall and the administration buildings on Little Collins St?') also presented some cognitive difficulty for some, who were observed as misinterpreting the question as to whether they would take an alternative route if an area was not smoke free, thus providing a measurement error (if not corrected by the interviewer at the time).

In the demographic section of the questionnaire, at Question 12 ('Do you smoke and/or vape?'), the inclusion of a skip for non-smokers/vapers to Question 14 ('Do you identify with any of the following?') is suggested to avoid any misunderstanding in answering Question 13 (whether wider smoking/vaping bans would impact their smoking/vaping, which is not relevant for non-smokers/vapers).

Finally, at Question 16, which requires the identification of a postcode for respondents' connection to the project, there was considerable variability in whether respondents provided their home postcode, their study/university postcode or their workplace postcode; further instructions of what is required at this question would assist.

3. Cognitive testing of the survey instrument to ensure comprehension

Given the potential for confusion or misinterpretation, it is recommended that questions are cognitively tested (through a cognitive interviewing method) for subsequent versions of any community consultation survey (particularly if it is to be self-completion). This is to ensure the questions are universally interpreted correctly and avoid any risk in data error.

4. Issues impacting engagement and response rate

Achieving the expected number of intercepts during the allocated fieldwork window proved challenging. For future consultations it is worth considering:

- The impact of inclement weather – conducting intercepts during winter months can be challenging because people may be less willing to engage when it is raining, cold or windy. Furthermore, dark evenings limit suitable interviewing windows.
- The feasibility of achieving high responses rates in locations where people tend to be 'passing through' rather than stopping or slowing down (as might be the case in shopping or recreation areas). Potential participants passing by Melbourne Town Hall were often on their way to a specific activity such as a meeting or appointment, to catch public transport or to attend an event such as the theatre

or sports match. Given these factors, they were less willing to stop to engage in the consultation.

- The possibility of including some form of incentive for participation, such as a prize draw, to encourage participation.
- Utilising telephone interviewing for businesses to ensure a more efficient use of time. Businesses were often willing to engage but busy with customers or were only open to the public for limited hours which made it difficult to conduct the survey with them.

5. Potential for additional qualitative consultations

The conversations researchers had with respondents during the intercept process, along with the depth of some of the open-ended responses, suggested that for many the issue of introducing smoke-free areas was more complex than the survey questions were able to give justice to. Conducting qualitative discussions (such as focus groups) alongside the quantitative survey component may help to further understand public attitudes and views on the topic and help to frame any future decisions made by Council.

Appendix A. Promotion of the consultation process

Promotion of the consultation was delivered through a combination of online, print and direct stakeholder channels to maximise reach and engagement. The *Participate Melbourne* site hosted the online survey and provided the option to submit a formal written submission.

Figure 17 Participate Melbourne project page.



Melbourne Town Hall and council buildings smoke-free areas

+ Follow

Learn more and share your thoughts on our newest smoke-free areas proposal. Consultation closes 12pm on Friday 8 August.

The City of Melbourne is committed to creating healthy and safe environments for everyone by reducing smoking and vaping in our city and supporting people to quit.

Our [Smoke-free Melbourne Policy](#) is a comprehensive framework to protect the community from the harms of smoking and vaping.

One of the ways we do this is by creating smoke-free areas, where people are protected from second-hand smoke and vape aerosol.

We're speaking with residents, businesses, workers, building owners, students, tourists and visitors about whether the entrances and footpaths at the front of the Melbourne Town Hall and council administration buildings in the city should become smoke-free areas.

The proposal includes Melbourne Town Hall, Council House 1 and Council House 2. See the below map and proposed plans for exact boundaries.

Have your say

- visit a [pop-up information session](#)
- complete the survey below
- [submit a letter](#) regarding the proposal.

Consultation closes 12pm Friday 8 August 2025.

Figure 18 Participate Melbourne Communications.

PARTICIPATE MELBOURNE



There is an update on the **Smoke-free areas** project you are following on **Participate Melbourne**.

We're currently seeking feedback on the proposal to make **Melbourne Town Hall and council buildings smoke-free areas**.

Read the **full update**.

You can manage your notification preferences on your **profile page**.



CITY OF MELBOURNE

City of Melbourne
90-120 Swanston Street
Melbourne VIC 3000

[Privacy policy](#) | [Unsubscribe](#)

You are receiving this message because you have submitted feedback or signed up to **Participate Melbourne**.
Interpreting services: 03 9280 0726 | National Relay Service: 133 677 - ask for 03 9658 9658



Breathe easy in the city

We're committed to protecting our community from the harms of second-hand smoke and vape aerosol. Share your thoughts on making entrances and footpaths smoke-free outside Melbourne Town Hall and council administration buildings.

Share feedback

The consultation was supported through three Participate Melbourne email campaigns sent to a total of 440 recipients, achieving an average click-through rate of 12.7%. The most engaged email topics were the consultation opening and pop-up event promotions, both recording 13.7% click-through rate.

Awareness was mostly supported through postcards displaying information about the proposal and a QR code linking directly to the survey. These were distributed during intercepts in and around the proposed smoke-free areas.

Figure 19 Postcards distributed.



A range of internal engagement activities were undertaken across City of Melbourne and associated contractors. These activities ensured the consultation was widely promoted across the organisation and to staff and contractors directly connected to the proposed smoke-free areas

Internal staff engagement included:

- Two articles published in City of Melbourne News for City of Melbourne Staff
- Two posts on Viva Engage
- Postcards located on every floor of the council administration buildings, at the Melbourne Town Hall Visitor Hub and the Customer Service Hub

Engagement with contractors and staff working at key sites included:

- Scene Change (AV operators)
- Showtime Event Group staff (venue operators for Melbourne Town Hall)
- Volunteers and staff at the Melbourne Town Hall Visitor Hub
- City of Melbourne security control group

Figure 20 Internal City of Melbourne newsletters.

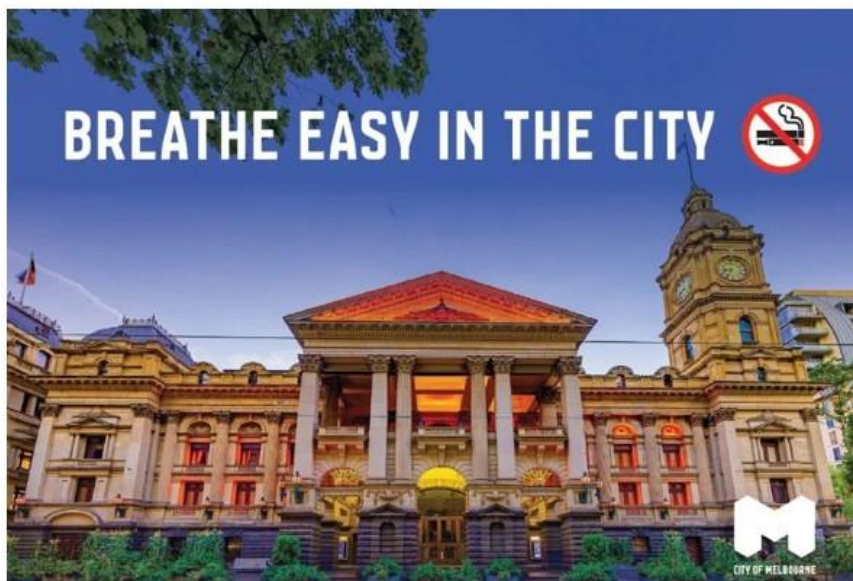
Seen by 742 ...

Breathe easy in the city 🚭

We're committed to protecting our community from the harms of second-hand smoke and vape aerosol. We're seeking community feedback – including from Team Melbourne – on making entrances and footpaths smoke-free outside Melbourne Town Hall and Council House 1 and 2.

This builds on existing employee responsibilities under the CoM Code of Conduct which prohibits staff from smoking or vaping within five metres of any entry point to our premises or in any CoM vehicles

Find out more and [have your say](#) by Friday 1 August.



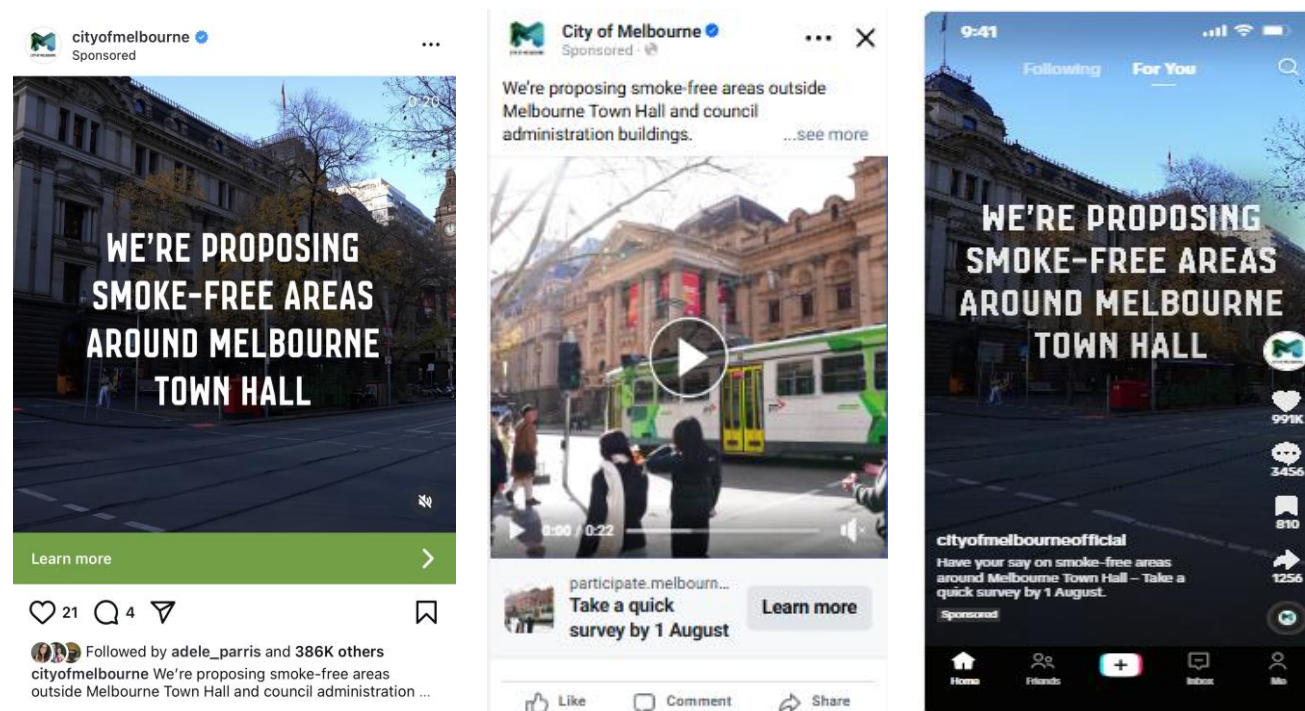
Breathe easy around our buildings

We're protecting our community from the harms of second-hand smoke and vape aerosol. We're seeking community feedback – including from Team Melbourne – on making entrances and footpaths smoke-free outside Melbourne Town Hall and Council House 1 and 2. This builds on existing employee responsibilities under our Code of Conduct, which prohibits staff from smoking or vaping within five metres of any entry point to our premises or in any CoM vehicles.

[Have your say](#) by Friday 1 August.

A paid social media campaign was managed through Zenith Media across Facebook, Instagram and Tik Tok. Details on engagement with the campaign are in *Appendix B*.

Figure 21 Social media activity.



A letter was distributed to all building owners, occupiers and businesses within the defined area. (Figure 22).

Figure 22 Letter to businesses.

30 June 2025



CITY OF MELBOURNE

GPO Box 1603
Melbourne VIC 3001
Telephone (03) 9658 9658
Facsimile (03) 9654 4854
DX210487

ABN 55 370 219 287

Dear owner/occupier,

Have your say on whether the entrances and footpaths at the front of the Melbourne Town Hall and council administration buildings in the city should become smoke-free areas.

The City of Melbourne is committed to creating healthy and safe environments for everyone by reducing smoking and vaping in our city and supporting people to quit.

Our Smoke-free Melbourne Policy is a comprehensive framework to protect the community from the harms of smoking and vaping. One of the ways we do this is by creating smoke-free areas, where people are protected from second-hand smoke and vape aerosol.

There are currently 14 smoke-free areas in the City of Melbourne and consultation on these areas has shown that both businesses and community were in support.

We are now speaking with residents, businesses, workers, building owners, students, tourists and visitors about whether the entrances and footpaths at the front of the Melbourne Town Hall and council administration buildings in the city should become smoke-free areas.

Proposing the Melbourne Town Hall and council administration buildings as smoke-free areas aligns with the Smoke-free Melbourne Policy, which highlights that future smoke-free areas will include highly pedestrianised spaces and tourist areas. The proposed smoke-free areas also align with similar restrictions that are currently imposed around Victorian Government buildings under the Tobacco Act 1984 (Victorian Government legislation).

Please see the map on the reverse of this letter for the boundaries of the proposed smoke-free areas.

Council will carefully consider all submissions before making a decision.

To find out more and have your say we invite you to get involved in our community consultation by visiting our website <https://participate.melbourne.vic.gov.au/smokefree/admin-buildings> or scanning the QR code below.



Community consultation closes at 5pm on Friday 1 August 2025.

Regards,

Community Wellbeing Branch
City of Melbourne

Appendix B. Social media data summary

Across the consultation campaign, social media activity generated strong visibility and engagement during the consultation period (18 July – 1 August 2025).

- Meta ads (Facebook/Instagram) reached 43,524 people and delivered over 74,199 impressions.
- TikTok performed particularly well, reaching 68,409 people and generating 159,587 impressions, despite being a newer platform for this type of consultation.

Appendix C. Supporting letters and emails

Figure 23 Letter of support from No More Butts (QLD).



Figure 24 Letter of support from City of Melbourne resident.

To Whom It May Concern,

As a resident and ratepayer of the City of Melbourne, I am writing to formally request that further action be taken to expand smoke-free zones across the city. It is time for Melbourne to adopt stronger protections for the public—particularly children, the elderly, and those with health conditions—by designating more public areas as smoke-free.

1. Bridges and High-Foot Traffic Tourist Areas

Smoking should be prohibited on all city bridges, especially those frequently used by children and tourists. A specific example is Princes Bridge, outside Clocks at Flinders. This area is often filled with bar patrons and rail staff smoking, creating a dense cloud of smoke where people—including children—stop to take photos or wait at the pedestrian crossing. With the high volume of foot traffic between Federation Square and Flinders Street Station, it becomes impossible for pedestrians to avoid second-hand smoke.

2. Public Transport and Entryways

I request that all train stations, tram and bus stops be clearly designated as smoke-free, including surrounding areas. In addition, smoking should be banned within at least 30 metres of all restaurant entrances, arcades, and shopping centre entrances. No person should be forced to walk through smoke to enter a public or commercial space.

3. Laneways and Confined Public Spaces

Given Melbourne's many iconic laneways, which are often narrow and confined, these areas must also be designated as non-smoking zones. Smoke lingers in these tight spaces and poses an even greater hazard due to poor ventilation and lack of escape routes.

4. Council's Duty of Care and Proactive Responsibility

It is disappointing that these obvious health hazards have not already been addressed. Residents and visitors should not be forced to suffer the effects of second-hand smoke in the city we live in and love. As ratepayers, we expect our City Council to take a proactive stance—not wait for individuals like myself to point out clear public health issues.

5. Smoke-Free Zones Must Go Beyond Council Buildings

Declaring council buildings and immediate surrounds smoke-free is simply not enough. Council has a legal and ethical Duty of Care to protect the broader community—not just its own employees—from harmful exposure to second-hand smoke.

Conclusion

The health and wellbeing of Melbourne's residents, workers, and visitors must be prioritised over the convenience of a small minority. I urge the City of Melbourne to act swiftly to implement these commonsense changes and extend smoke-free protections to the areas listed above.

Sincerely,

[name redacted]

Resident, City of Melbourne

Figure 25 Letter of support from Quit



11 July 2025

Ms Alison Leighton
Chief Executive Officer
City of Melbourne
GPO Box 1603
Melbourne 3001 VIC

Via Participate Melbourne

Dear Ms Leighton

New Smoke-free and Vape-free Area Proposal: Melbourne Town Hall and adjacent Council buildings

Quit strongly supports the City of Melbourne's proposal to expand Melbourne's existing smoke-free and vape-free areas by prohibiting smoking and vaping at Melbourne Town Hall and adjacent Council buildings including Melbourne Visitor Hub, Council House 1 and 2.

Tobacco use remains the leading preventable cause of premature deaths in Australia and is the leading preventable cause of cancer. Tobacco use is also the second leading risk factor contributing to the burden of disease in Australia. While smoking prevalence has declined in Victoria over the past five decades, data shows that 15% of Victorian adults aged 18+ were current smokers in 2022. Research has linked secondhand smoke exposure to a number of health conditions, including heart disease, chronic obstructive pulmonary disease (COPD), stroke and various forms of cancer. Secondhand smoke is particularly harmful to infants and children and has been linked to sudden infant death syndrome (SIDS), lower birth weight and various forms of childhood cancer. Research confirms there is no 'safe' level of exposure to secondhand smoke.

The use of vapes is rising, with almost double the number of Victorian adults reporting vaping in 2022 compared to 2018–19 (6% and 3% respectively). Concerningly, Australian research shows a gateway effect with teenagers aged 12–17 who had ever vaped being five times more likely to start smoking in the future than those who had never vaped. These trends threaten to create a whole new generation who are addicted to nicotine. Breathing in aerosol from vapes lodges poisonous chemicals deep in the lungs, increasing the risk of respiratory diseases and lung damage. More than 200 chemicals have been found in vaping liquids, including formaldehyde, nicotine and toxic metals. Some of these 200 chemicals are known causes of cancer and damage to the brain.

Level 8, 200 Victoria Parade,
East Melbourne Victoria 3002

W quit.org.au
T +61 3 9514 6100
E quit@cancervic.org.au

quit.org.au



Recently released smoking, vaping and dual use prevalence data by Victorian local government areas, published by the Centre for Behavioural Research in Cancer, found the City of Melbourne had the second highest vaping prevalence and fifth highest dual use prevalence in metropolitan Melbourne, with current smoking prevalence on par with state prevalence levels.

	In Melbourne	In Victoria
Estimated % of adults who currently smoke tobacco	15%	15%
Estimated % of adults who currently vape	9%	6%
Estimated % of dual users among adults who smoke and/or vape	22%	16%

We believe the proposed expansion of Melbourne's smoke-free and vape-free areas will make a positive contribution to improving the health and wellbeing of, and amenity for, residents, workers and visitors. It will provide protection from exposure to secondhand smoke and aerosol and denormalise smoking and vaping. Smoke-free and vape-free areas can also provide motivation for those who smoke and vape to quit, while supporting former smokers and vapers to remain smoke-free and vape-free.

We commend the City of Melbourne for continuing to demonstrate strong local leadership and commitment to the health and wellbeing of Victorians through this proposal and are pleased to support this initiative.

Yours sincerely

A handwritten signature in black ink, appearing to read 'SO', with a stylized flourish at the end.

Sabine Ostrowski
State Manager Quit Victoria

Figure 26 Letter of support from Western Public Health.



Alison Leighton
Chief Executive Officer
City of Melbourne
Via email: joanne.young@melbourne.vic.gov.au

6 August 2025

Subject: WPHU Letter of Support for smoke and vape-free areas in Melbourne Town Hall and Council Administration Buildings (Council House 1 and Council House 2)

Dear Alison Leighton

On behalf of the Western Public Health Unit (WPHU), I am pleased to extend our support for the City of Melbourne's proposal to create smoke and vape-free areas in Melbourne Town Hall and Council Administration Buildings (Council House 1 and Council House 2).

WPHU supports eight local government areas in the central, western and northern areas of metropolitan Melbourne, including the City of Melbourne. As part of our public health role to support and ensure the primary prevention of chronic diseases, reducing vaping and tobacco-related harm is one of our priority areas for action. We work alongside our partners to reduce vaping and tobacco-related harm across our catchment.

Critical to achieving this are smoke and vape-free public places, which help to:

- protect the population against the negative health effects of second-hand smoke and vape aerosols,
- de-normalise smoking and vaping including in social situations, and
- decrease smoking and vaping cues and encourage and support people to quit and stay quit.

WPHU acknowledges that the City of Melbourne has a long and proud history of creating healthy and safe environments by reducing smoking and vaping in the city and supporting people to quit.

International treaties and frameworks, and the weight of scientific evidence, strongly support establishing smoke and vape-free environments to improve public health. Creating smoke and vape-free areas in Melbourne Town Hall and Council Administration Buildings (Council House 1 and Council House 2) will make a positive contribution to improving the health and wellbeing of residents, workers, and visitors.

We commend the City of Melbourne for demonstrating strong leadership and commitment to the health and wellbeing of communities in the WPHU catchment and visitors alike, through this proposal.

Should you require any further information, please do not hesitate to reach out.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Finn Romanes', followed by a horizontal line.

Dr Finn Romanes

Director – Western Public Health Unit (he/him)

P | finn.romanes@wh.org.au

M | 0428 459 460

Western Public Health Unit

Furlong Road, St. Albans VIC 3021

P | 1800 497 111 W | wphu.org.au

Office Hours

Monday to Friday: 8.30am – 5.00pm

Appendix D. Limitations and mitigation steps

Overall reflections on the intercept approach

The intercept program provided valuable opportunities to engage with both community members and local businesses; however, it is important to note some operational realities that influenced participation rates and the approach taken.

Across all three locations, there were periods of low foot traffic, particularly Council House 1 and Council House 2 where pedestrian movement was largely limited to City of Melbourne staff. These sites also functioned more as transit areas, with passers-by often en route to lunch, coffee breaks, public transport, theatre performances or work meetings, making it challenging at times to secure on-the-spot survey completions.

Limitations and mitigation steps

Response bias

As with many voluntary consultations, those with stronger views (positive or negative) may have been more motivated to participate. This may have introduced the potential for response bias, particularly among smokers/vapers, who consistently expressed less support for the proposal. To mitigate this, findings were reported transparently with subgroup differences highlighted where relevant.

Sampling caveats

Footfall during intercept surveying was at times very low and external factors (e.g. weather, time of day, events in the area) influenced who was available to participate. Businesses were sometimes difficult to reach in person given customer demand, so additional phone interviews were conducted to balance engagement.

Adaptability and mitigations

To address challenges, the team adapted by boosting hours spent during intercepts and applying greater roaming around the building and surrounding areas and adjusting shift times to capture slower traffic periods and leverage event-driven footfall such as on weekends or days when an event was on. Observational data, initially intended to be collected systematically, was adjusted to ad hoc recording when smoking/vaping activity was observed in the areas. Such mitigations helped with broader coverage to achieve a robust, and statistically sound sample size.

Appendix E. Consultation materials

Map of each of the proposed smoke-free areas.

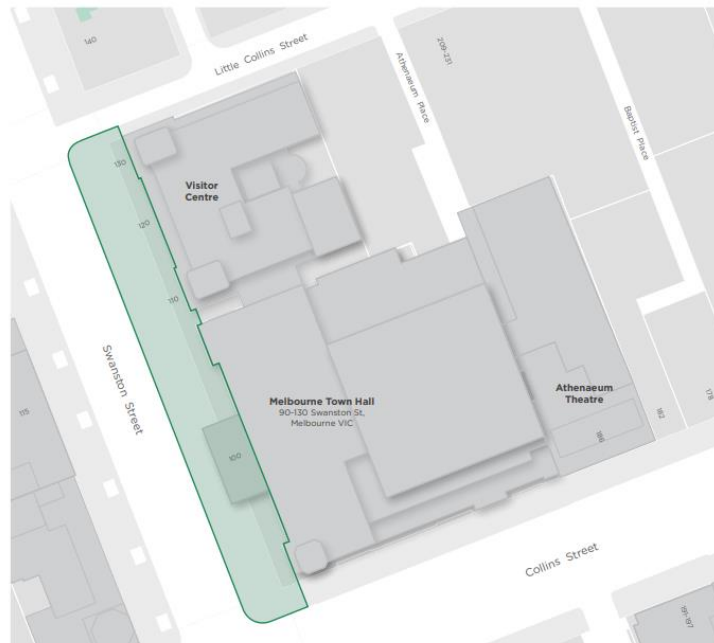


PROPOSED SMOKE-FREE AREA MELBOURNE TOWN HALL

90-130 Swanston Street,
Melbourne VIC

 Proposed smoke-free area*

*The smoke free area includes any space between the edge of the footpath and walls or entry doors at the front of the building. Boundaries shown are indicative only.
To the extent smoking is prohibited in the prescribed smoke free area pursuant to the Tobacco Act 1987, the provisions of the Activities Local Law 2024 in respect to smoking are inoperative.



© City of Melbourne 2025 | Map created by Spatial (Enterprise Technology Services)



PROPOSED SMOKE-FREE AREA COUNCIL HOUSE 1

200 Little Collins Street,
Melbourne VIC

 Proposed smoke-free area*

*The smoke free area includes any space between the edge of the footpath and walls or entry doors at the front of the building. Boundaries shown are indicative only.
To the extent smoking is prohibited in the prescribed smoke free area pursuant to the Tobacco Act 1987, the provisions of the Activities Local Law 2024 in respect to smoking are inoperative.



© City of Melbourne 2025 | Map created by Spatial (Enterprise Technology Services)



PROPOSED SMOKE-FREE AREA COUNCIL HOUSE 2

218-240 Little Collins Street,
Melbourne VIC

 Proposed smoke-free area*

*The smoke-free area includes any space between the edge of the footpath and walls or entry doors at the front of the building. Boundaries shown are indicative only.

To the extent smoking is prohibited in the prescribed smoke free area pursuant to the Tobacco Act 1987, the provisions of the Activities Local Law 2024 in respect to smoking are inoperative.



0 20 Meters



© City of Melbourne 2025 | Map created by Spatial (Enterprise Technology Services)

Survey questionnaire for community and business participants.

01. Which of the following best describes your connection to this City of Melbourne project?

Select one answer only
☐ I am a resident
☐ I am a City of Melbourne staff member
☐ I am a worker
☐ I own a business
☐ I am a student
☐ I am a visitor
☐ Prefer not to say
☐ Other (please specify)

02. How often do you visit or pass by the Melbourne Town Hall and/or council administration buildings (Council House 1 and Council House 2)? **Required**

Select one answer only
☐ Daily
☐ Once or twice a week
☐ A few times a month
☐ A few times a year
☐ Less than once a year

03. How fair do you feel a smoking and vaping ban is for people visiting or passing by the Melbourne Town Hall and council administration buildings? **Required**

Select one answer only
☐ Extremely fair
☐ Fair
☐ Neither fair nor unfair
☐ Unfair
☐ Extremely unfair
☐ Not sure

04. What is your overall view on making the entrances and footpaths at the front of the Melbourne Town Hall and council administration buildings smoke-free areas? **Required**

Select one answer only
☐ It would be great
☐ It would be good
☐ It doesn't bother me either way
☐ It would be bad
☐ It would be very bad

05. Would a smoking ban influence your likelihood to visit or pass by Melbourne Town Hall and the administration buildings on Little Collins St.? Required

Select one answer only
☐ I'd be much more likely to visit or pass by
☐ I'd be likely to visit or pass by
☐ It wouldn't change my choice either way
☐ I'd probably visit somewhere else or take a different route
☐ I'd definitely visit somewhere else or take a different route

06. Are you aware of existing smoke-free areas in the City of Melbourne? Required

Select one answer only
☐ Yes
☐ No

07. Which areas are you aware of?

Maximum of 1000 characters

08. How likely would you be to support further smoke-free area proposals around other council facilities such as libraries, community hubs and recreation centres? Required

Select one answer only
☐ Very likely
☐ Likely
☐ Unsure
☐ Unlikely
☐ Very unlikely

09. Any further comments?

About you

The following questions are about you. By telling us a bit about you, we can make sure that we're hearing from different voices. Your answers will be de-identified for analysis, and we won't share your data with any other party. You may choose the option for 'Prefer not to say' for question you do not wish to answer.

10. How do you describe your gender?

Select one answer only
☐ Man
☐ Woman
☐ Non-binary
☐ Prefer not to answer
☐ I would use another term

11. What is your age?

Select one answer only		
☐ Under 15 years		☐ 55-59 years
☐ 15-19 years		☐ 60-64 years
☐ 20-24 years		☐ 65-69 years
☐ 25-29 years		☐ 70-74 years
☐ 30-34 years		☐ 75-79 years
☐ 35-39 years		☐ 80-84 years
☐ 40-44 years		☐ 85-89 years
☐ 45-49 years		☐ 90+ years
☐ 50-54 years		☐ Prefer not to say

12. Do you smoke and/or vape?

Select one answer only
☐ No – neither smoke <u>or</u> vape
☐ Yes – smoke
☐ Yes – vape
☐ Yes – both smoke and vape

13. How do you think wider smoking/vaping bans might impact your smoking/vaping?

Select one answer only
☐ Smoke/vape less
☐ Consider quitting
☐ Definitely quit
☐ No impact
☐ Not sure

14. Do you identify with any of the following?

Select all that apply

Select all that apply
☐ Aboriginal
☐ Torres Strait Islander
☐ Person with a disability
☐ Carer
☐ LGBTQIA+
☐ Speak a language other than English at home
☐ Born overseas
☐ International student
☐ Prefer not to say
☐ None of these

15. (If yes to speak a language other than English at home) What other language do you speak at home?

--

16. Based on your connection to this project, where do you live/work/own a business/study/visit?

Select one answer only			
☐ Carlton (3053)		☐ North Melbourne (3051)	
☐ CBD (3000)		☐ Parkville (3052)	
☐ Docklands (3008)		☐ Southbank (3006)	
☐ East Melbourne (3002)		☐ South Yarra (3141)	
☐ Kensington (3031)		☐ West Melbourne (3003)	
		☐ Fisherman's Bend	
☐ Prefer not to answer			
☐ Other/outside the City of Melbourne			
<table border="1"> <tr> <td></td> </tr> </table>			

17. Have you participated in a consultation with City of Melbourne before?

Select one answer only
☐ No, this is my first City of Melbourne consultation
☐ Yes, I have participated in a City of Melbourne consultation once or twice before today
☐ Yes, and I participate in City of Melbourne consultations regularly
☐ Not sure
☐ Prefer not to say

18. What is your primary motivation for participating in this consultation?

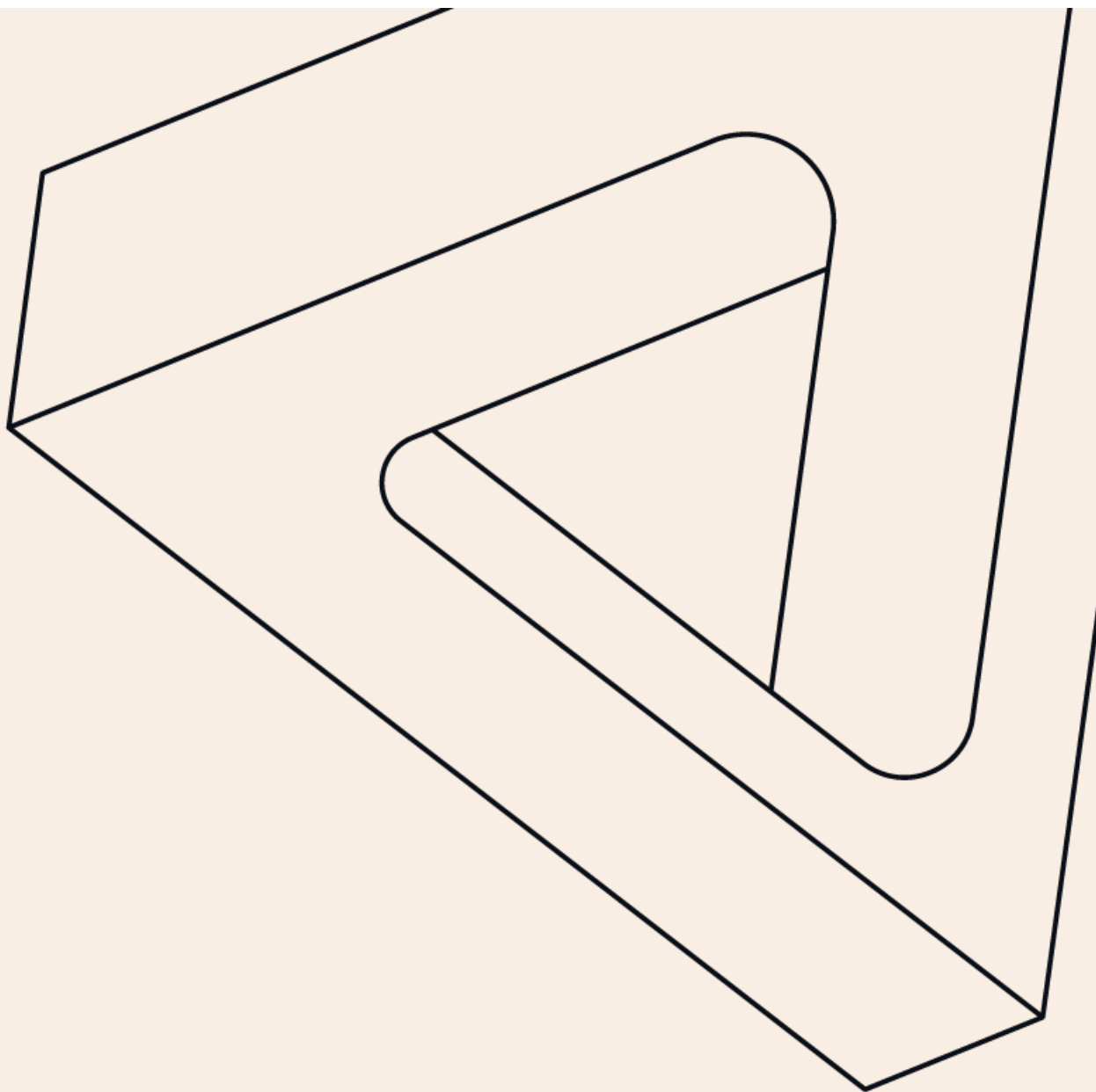
Select one answer only
☐ The project directly impacts me
☐ The project relates to my work area or area of expertise
☐ I think it's important to have your say and contribute to the future of our city
☐ Other (please specify)

19. Email address - By sharing your email, we can let you know the result of our consultation and will keep you up to date with what's decided.

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Powering decisions
that shape the world.



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