

Jim Eldridge for Lord Mayor

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Stronger Leadership, Community Values



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FIXING BRISBANE'S PROBLEMS WITH ALCOHOL ✓

INCREASING THE SAFETY OF OUR HOMES AND COMMUNITY ✓

SENSIBLE TRANSPORT AND PLANNING DEVELOPMENT ✓

VIBRANT AND ENGAGED COMMUNITIES ✓

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COUNCIL BUSES PLASTERED ON ALCOHOL!



The World Health Organisation recommends banning alcohol advertising and sponsorship, in particular those that have an impact on young people. I wonder what it would say about pro-drinking ads on the sides of government buses taking kids to school? **Vote Jim Eldridge for Lord Mayor to correct this moral failure!**

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FIXING BRISBANE'S PROBLEMS WITH ALCOHOL

Reducing Supply, Reducing Demand, Reducing Harm

Parts of Brisbane have the worst relationship with alcohol in Australia (ABS data). As a community, it's time for us to lead the way in reducing and preventing alcohol related harm. Despite the overwhelming evidence of the harm increased alcohol consumption causes to our community, Brisbane City Council allows alcohol companies to advertise on our assets. Even our own Council buses have full side wrap ads, obscuring the view from the windows, and promoting alcohol to the community.

Graham Quirk's Liberal National Party (Qld), the Liberal Party of Australia, and the Australian Labor Party, receive donations from the alcohol industry. No wonder our buses are plastered with alcohol and Council is unwilling to lead a positive change agenda to address the devastating impacts excess alcohol consumption has on our community.

Governments have no place benefiting financially from an industry whose goals and values are diametrically opposed to public health and social goals. This is major moral failure of a fade-into-the-background Lord Mayor who has not acted in the best interests of the people of Brisbane.

As a first step, I will not allow alcohol companies to continue to market their products in this way - **no alcohol advertising on our buses and other assets.**

Further, I will rigorously implement a change agenda targeting: reducing supply, reducing demand, and reducing harm.

Reducing Supply

- reduce the density of bottle shops
- fight to reduce bottle shop trading hours
- increase no alcohol (dry zones) for local solutions to problem areas

Reducing Demand

- ban alcohol advertising on all Council assets - such as our buses
- take the lead in driving a total ban on alcohol advertising - alcohol advertising influences immediate decision making and reinforces pro-drinking messages
- undertake a comprehensive communications campaign to reduce demand and educate people on the adverse impacts of excess alcohol consumption
- Undertake an Intergenerational Public Film Project - a powerful film from the people of Brisbane on the adverse impacts of alcohol (see further details under Vibrant and Engaged Communities)

Reducing Harm

- increase public education about the adverse impacts of alcohol
- increase support networks for people with an alcohol problem
- increase information availability and communication about how family, friends, and colleagues can help someone with an alcohol problem

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INCREASING THE SAFETY OF OUR HOMES AND COMMUNITY

MAKING OUR HOMES SAFER

Our homes pose ongoing dangers for our families and communities - it is time we fixed these lingering health hazards.

Asbestos

There is asbestos in many Brisbane houses - asbestos roofs, for example, are now at an age where they are badly deteriorated. Asbestos particles in the air affect not only the residents, but neighbours, passers by and trades people.

As a first step, I will implement an asbestos roof replacement program, reimbursing home owners \$3000 towards the cost of replacing their roof.

Stairs and Decks

The state of repair of many exterior staircases and decks in our iconic housing is alarming. We have had coronial inquests and numerous reports into the deaths and injuries that result, but what has actually changed and what checks have actually been put in place? None! Our subtropical climate rots timber and rusts steel fast. We need a system for periodically checking the safety of our stairs and decks.

As a first step, I will implement a Council-run safety check program where participating households will receive \$100 off their rates and receive a safety inspection report with recommendations for improvement and replacement.

MAKING OUR COMMUNITY SAFER

Fence all of Brisbane's Playgrounds

I have a 3 year old and a 7 month old - I get it. Why aren't more playgrounds fenced? Fencing is inexpensive and sensible.

Encourage Hi-Viz vests for Cyclists and Motorcyclists

Introduce an iconic Brisbane series of Hi-Viz vests available for purchase at cost price.

No Speeding in My Street

Double the number of 50 signs in high traffic residential areas and make it easier for residents to report problem streets. There are plenty of 'rat run' 50 zone residential streets in Brisbane - often the signage is poor and drivers don't know they're suddenly in a 50 or even 40 zone. This is problematic for the driver and the residents, and is quick and inexpensive to fix.

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SENSIBLE TRANSPORT AND PLANNING DEVELOPMENT

IMPROVING HOW COUNCIL SPENDS YOUR MONEY

No More Ego-driven and Expensive Infrastructure Projects

No more ego-driven and grandiose infrastructure projects. None. I am for sensible and sustainable infrastructure development. The last thing Brisbane needs is more ego-driven decisions on bridges and tunnels that don't get used. It's not about building bigger and better and more. It's about using what we have more efficiently and effectively and making smaller, more sensible improvements.

Public Health Check - Brisbane City Plan 2014

It is clear that a large proportion of the people of Brisbane believe Council has not achieved the right balance when it comes to development in the Brisbane City Plan 2014 – particularly in regards to medium and high-density residential developments. I want to ensure we are not building future problems for ourselves.

What is really important is that we have a greater level of meaningful engagement, discussion, and agreement on future development - not a token tick-the-box public consultation exercise.

As a first step, I will commission a post-implementation review in the form of a Public Health Check to assess if changes are required to the Brisbane City Plan 2014 to bring it into alignment with our community values and expectations.

Public Transport

Brisbane already has a very good public transport system. I will make smaller, sensible improvements - like making Victoria Bridge Public Transport only - but I won't be wasting rate-payers' money on any ego-driven and grandiose infrastructure projects.

Congestion

Reducing congestion is not about building bigger, better, and more infrastructure projects. Peak hour congestion is inevitable when you live in a major city like Brisbane.

What we need to do to reduce congestion is:

- 1. Encourage the use of our Public Transport System.**
- 2. Encourage employers to stagger start and finish times, embrace compressed work weeks, and work from home arrangements.**

Benefits are numerous and include:

- Extended operating hours without extra labour costs
- Reduced commute times making our roads safer and more enjoyable for all to use
- Less strain on public transport making it more enjoyable for all to use
- Greater flexibility and workplace satisfaction for employees to accommodate other aspects of their lives, leading to greater productivity for employers.

3. Look at ways where we can better manage the extent of the problem caused by the influx of people who work in Brisbane but actually reside in other Councils and drive to and from Brisbane each day. To start, we should work with our surrounding Councils to investigate solutions such as park-and-ride express bus options.

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VIBRANT AND ENGAGED COMMUNITIES

BEYOND BUSINESS AS USUAL

Ideas Forum

I have many ideas for Brisbane to become a more vibrant and engaged community - I'm sure you do too. Yes, the rubbish needs to be emptied, the foot paths need to be maintained and the parks need to be mowed - this is business-as-usual for the Council. I'd like to take Brisbane much further than business-as-usual. If I am elected Lord Mayor I will hold a forum with citizens to decide a short list of implementable programs throughout the city.

In the meantime, here are two programs I am passionate about and will implement in the first year of office:

Welcome to Brisbane, Picture Book Pack for Newborns

Research overwhelmingly suggests that reading to newborns, babies and children is a must. To promote literacy, language, learning and a love for our libraries, every newborn residing in Brisbane will receive a pack containing five engaging picture books. Aside from the immense benefits of owning and using books at home, this initiative will introduce new families to the wonderful activities and resources on offer in our local libraries.

Intergenerational Public Film Project on the adverse impacts Alcohol has on our Community

Together, the people of Brisbane will have the opportunity to produce a powerful documentary film on the adverse impacts alcohol has on our community.

This will be a powerful lingering film from the people, not government guff.

A series of advertisements will also be produced as part of the Project and will be aimed at reducing alcohol related harm.

