

# **TOBACCO CONTROL AND ALCOHOL – THE AUSTRALIAN EXPERIENCE**

**(And more slides than you have ever  
seen)**

Mike Daube

Professor of Health Policy, Curtin University

President, Australian Council on Smoking and Health

Director, Public Health Advocacy Institute and McCusker Centre for Action on Alcohol and Youth

Many slide acknowledgements

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# BRITISH MEDICAL JOURNAL

LONDON SATURDAY SEPTEMBER 30 1950

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## SMOKING AND CARCINOMA OF THE LUNG

### PRELIMINARY REPORT

BY

**RICHARD DOLL, M.D., M.R.C.P.**

*Member of the Statistical Research Unit of the Medical Research Council*

AND

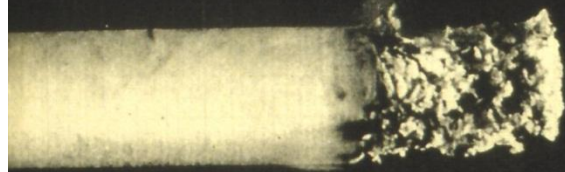
**A. BRADFORD HILL, Ph.D., D.Sc.**

*of Medical Statistics, London School of Hygiene and Tropical Medicine; Honorary Director of the Statistical Research Unit of the Medical Research Council*

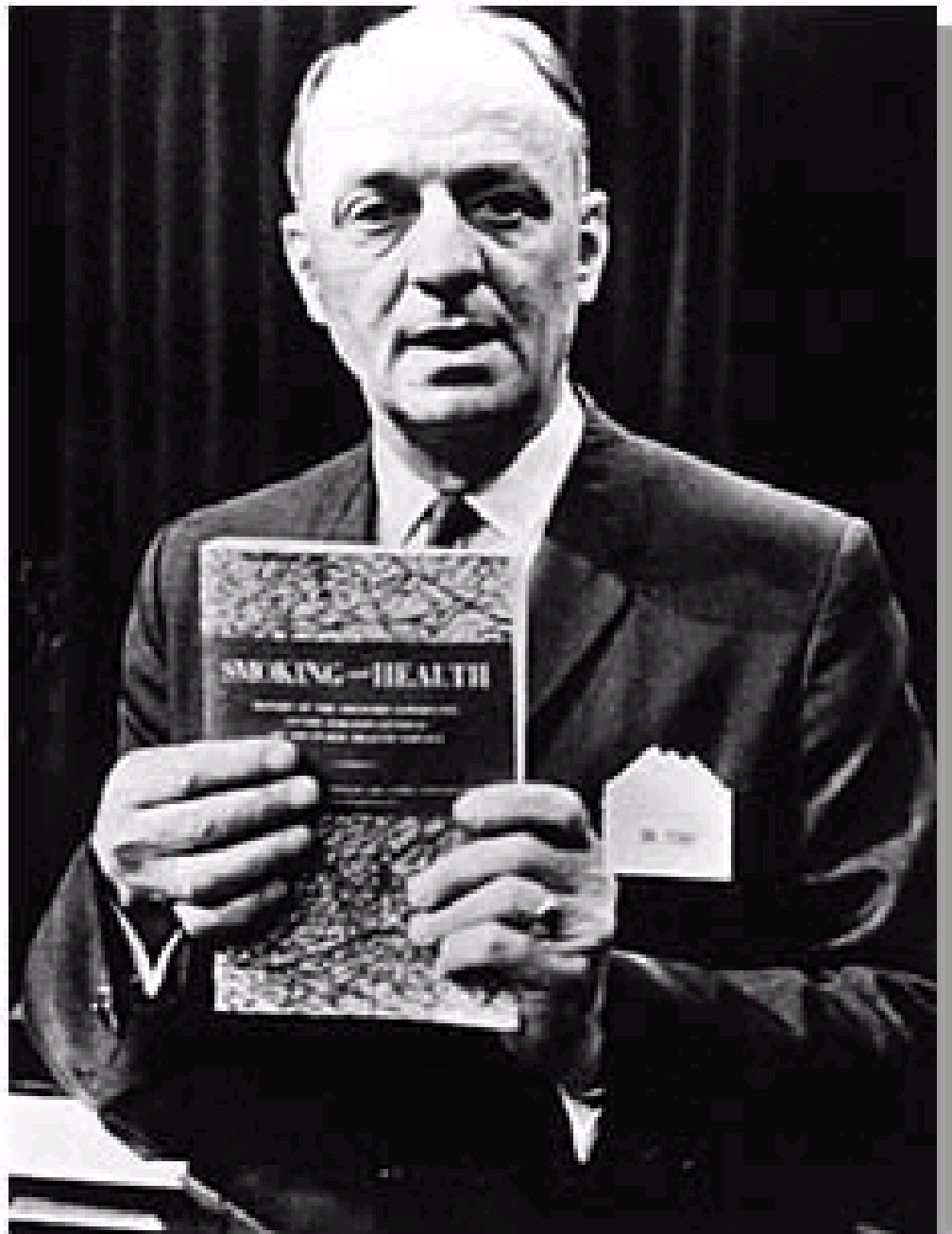
and Wales the phenomenal increase in the deaths attributed to cancer of the lung probably the most striking changes in the pattern of recorded by the Registrar-General. For example,

whole explanation, although no one would deny may well have been contributory. As a corollary it is right and proper to seek for other causes.

# SMOKING AND HEALTH



*A report of The Royal College of Physicians on smoking  
in relation to cancer of the lung and other diseases*



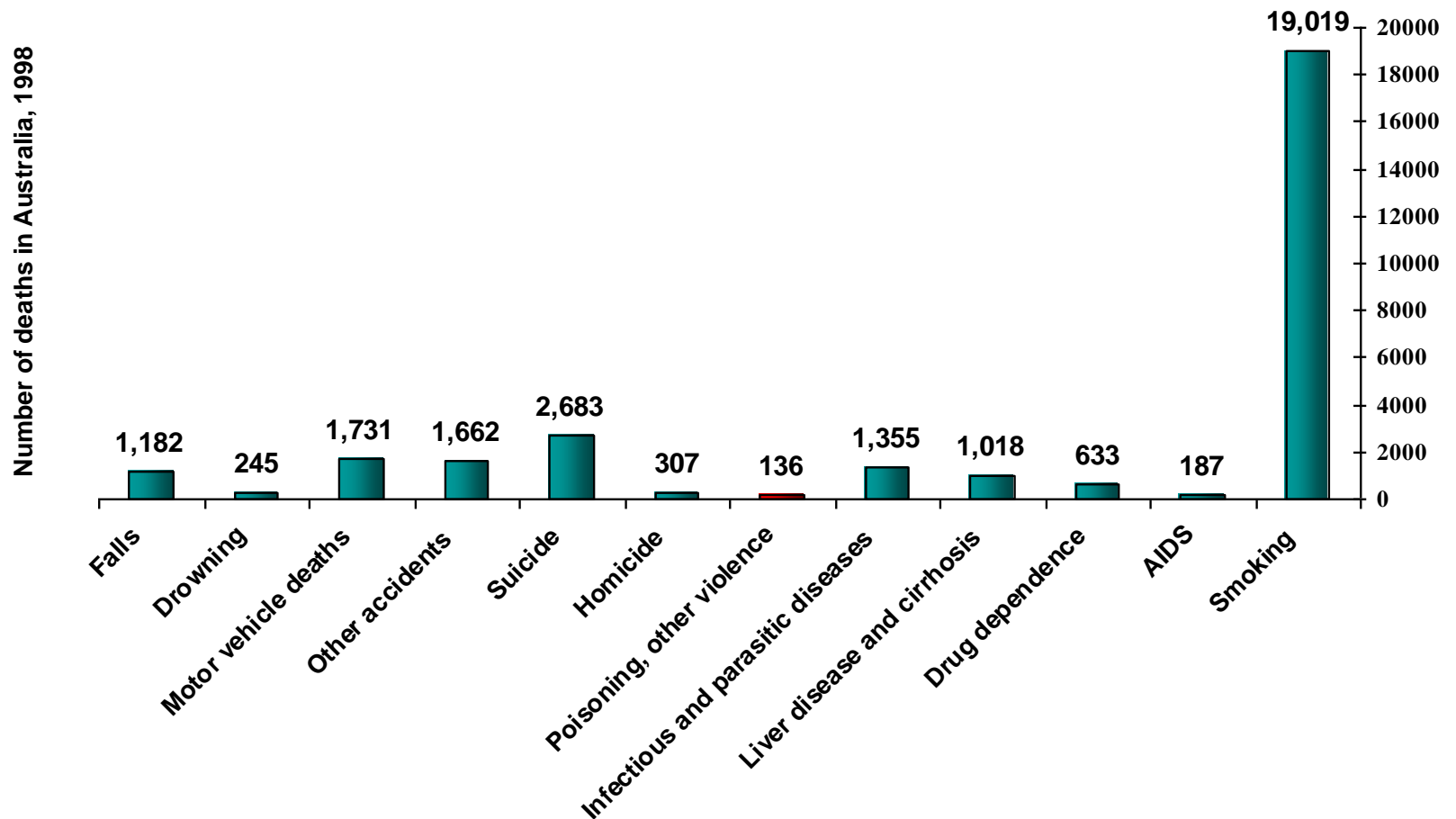
# The Health Consequences of Involuntary Exposure to Tobacco Smoke

A Report of the Surgeon General



Department of Health and Human Services

# Smoking vs Other Causes of Death





THE 4 FRENCH HEART TRANSPLANT PATIENTS MEET AT THE PALAIS de CHAILLOT





# SMOKING – A GLOBAL PROBLEM

- 20<sup>th</sup> Century - 100m Deaths
- Currently 5m deaths p.a.
- 21<sup>st</sup> Century - 1 billion deaths
- In Australia – 1 million deaths since Doll and Hill (1950)

**DO WE KNOW WHAT IS  
NEEDED?**

# COMPREHENSIVE APPROACH

Recognition that:

Each component of itself is not the solution

Demands for evidence of impact should not  
overrule commonsense

In less than ideal world we aim for as much as  
possible

Evaluation of specific measures is complex

UICC Technical Report Series – Volume 52

# **Guidelines for Smoking Control**

**2nd Edition**

*Edited by Nigel Gray and Michael Danbe*



International Union Against Cancer  
Union Internationale Contre le Cancer

Geneva 1980

# Controlling the smoking epidemic

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Report of the WHO Expert Committee  
on Smoking Control

Technical Report Series  
636



World Health Organization, Geneva 1979

# WHAT THE INDUSTRY OPPOSES

## Philip Morris Asia Limited

### *AGAINST*

Internationally determined tax rates, which go counter to the International Monetary Fund's recommendation for local and regional cigarette tax rates

Encouraging signatory countries to forgo well-established legal systems and adopt American-style litigation tactics

Limits on free trade in tobacco products and rejection of long-held international trade principles.

Public smoking bans that fail to allow business owners to provide smoking areas for adult smokers

Total ban on marketing cigarettes to adult smokers

Use of "shock" images in health warning designed to disparage cigarette consumers.

**WHAT IS THE OPPOSITION?**

# The Tobacco Industry

- **History of lies and deceit**
  - denied or disputed that smoking causes serious disease for decades to protect commercial interests
- **It continues today**
  - disputes health research and proven tobacco control strategies
  - claim not to target youth but uses numerous strategies to get teens smoking
  - Promotes smoking wherever possible
  - Undermines effective action
  - Looks for ways around legislation/constraints
  - Targets vulnerable groups in developed and developing countries
  - Long history of deceit
  - Seeks cloak of respectability and “social responsibility”



Email

Password

[\(Forgot Password?\)](#)

## Search Tobacco Document Collections

1. Enter a search term:



2. Choose a Collection or Collection Set to search:

Collection sets are in **bold** and will search through all collections beneath them. You may also wish to [search all collections](#).

**All Collections**

**Industry Collections**

- American Tobacco
- Brown & Williamson
- CTR
- Lorillard
- Philip Morris
- RJ Reynolds
- Tobacco Inst.

**Bliley Collections**

- Bliley ATC
- Bliley BW
- Bliley CTR
- Bliley Lorillard
- Bliley PM
- Bliley RJR
- Bliley TI

**Advertising Collections**

**Research Collections**

- AHF
- Landman
- BATCo
- Filter Ventilation
- \* Flight Attendants
- FTC RJR
- Industry Depositions
- \* Kellogg
- Mayo Clinic
- ness
- \* OSHA ETS
- Packaging & Pricing
- PREPs
- Product Design
- State Strategies
- TPLP
- USC TIM
- women

**Roswell Park**

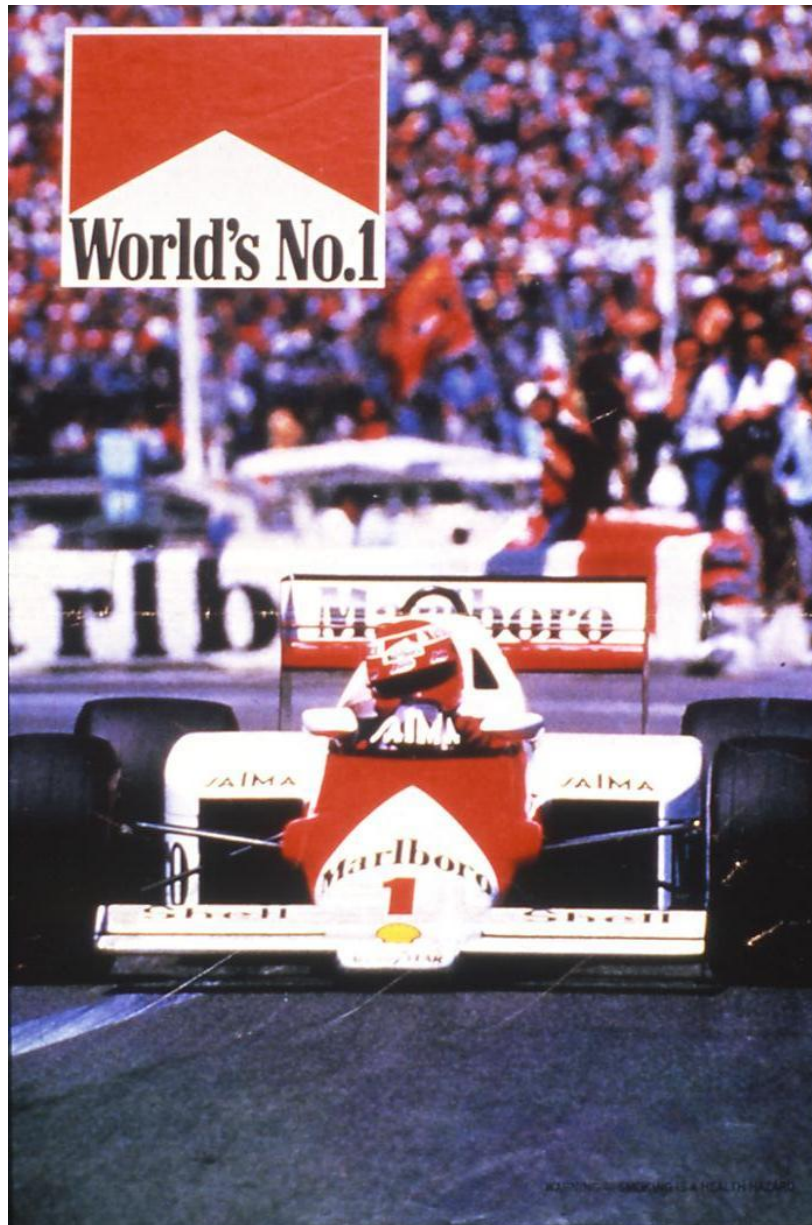
- NYSA CTR 1
- NYSA Indexed
- NYSA TI S1
- NYSA TI S2
- NYSA TI S3
- NYSA TI S4

**Transcripts & Related Documents**

- \* DATTA: Depos & Trial
- \* DATTA: Misc Docs
- \* DATTA: Missing
- \* US v PM

**Guildford (Selected)**

- BAT CDC
- BC MoH
- Guildford Misc
- Health Canada
- PSC-WHO



NO SMOKING OR DRINKING IS A HEALTH HAZARD.









## Morbidity and Mortality Weekly Report (MMWR)

[MMWR](#)[f Recommend](#) 8 [t Tweet](#) 39 [+ Share](#)

### Smoking in Top-Grossing Movies --- United States, 1991--2009

*Weekly***August 20, 2010 / 59(32);1014-1017**

Exposure to onscreen smoking in movies increases the probability that youths will start smoking. Youths who are heavily exposed to onscreen smoking are approximately two to three times more likely to begin smoking than youths who are lightly exposed (1); a similar, but smaller effect exists for young adults (2). To monitor the extent to which tobacco use is shown in popular movies, Thumbs Up! Thumbs Down! (TUTD), a project of Breathe California of Sacramento-Emigrant Trails, counted the occurrences of tobacco use (termed "incidents") shown in U.S. top-grossing movies during 1991--2009. This report summarizes the results of that study, which found that the number of tobacco incidents depicted in the movies during this period peaked in 2005 and then progressively declined. Top-grossing movies released in 2009 contained 49% of the number of onscreen smoking incidents as observed in 2005 (1,935 incidents in 2009 versus 3,967 incidents in 2005). Further reduction of tobacco use depicted in popular movies could lead to less initiation of smoking among adolescents. Effective methods to reduce the potential harmful influence of onscreen tobacco use should be implemented.

To conduct this analysis, TUTD counted the number of incidents of tobacco use in the 50 top-grossing movies each year during 1991--2001 and in all movies that were among the 10 top-grossing movies in any calendar week during 2002--2009. U.S. movies that rank in the top 10 for at least 1 week account for 83% of all movies released in U.S. theaters each year and 98% of all ticket sales (3). For each time frame, teams of trained observers reviewed



# SMOKE FREE MOVIES

The Problem

Who's Who

The Solution

Act Now!

Our Ads

In the News

Go Deeper

## The Problem

**Now Showing**   **How Movies Sell Smoking**   **Studio Scores**   **Brand Identification**   **Big Tobacco & Hollywood**   **Public vs. Private Statement**

### Now Showing

**Top Grossing Movies** | Week of July 31, 2006

Smoking	Film	Rating	Director
	Miami Vice	R	Michael Mann
	Pirates of the Caribbean: Dead Man's Chest	PG-13	Gore Verbinski
	John Tucker Must Die	PG-13	Betty Thomas
	Monster House	PG	Gil Kenan
	The Any Bully	PG	John A. Davis
	Lady in the Water	PG-13	M. Night Shyamalan
	You, Me and Dupree	PG-13	Anthony Russo
	Little Man	PG-13	Keenan Ivory Wayans
	The Devil Wears Prada	PG-13	David Frankel
	My Super Ex-Girlfriend	PG-13	Ivan Reitman



**Promotes smoking**



**Smoking with negative consequences**



**Smokefree**

MANY OF THE THREATS TO US, P.M. (Philip Morris), ARISE FROM CONCERNS WHICH HAVE LOST TOUCH WITH COMMON SENSE AND REALITY . PEOPLE (AND POLITICIANS) DO NEED CAUSES, AND IN A WORLD WHICH IS GENERALLY MORE PEACEFUL AND AFFLUENT THAN EVER BEFORE, THERE'S A SHORTAGE OF BIG CAUSES . THAT'S WHY WE HEAR SO MUCH ABOUT REALLY RATHER LITTLE CAUSES : SMOKING, DRINKING, DIETARY HAZARDS.....

Hamish Maxwell, Chairman and CEO, Philip Morris, Washington DC, September 8, 1986



# Timor Leste 2013





**BENSON and HEDGES**



20



*Extra Mild*

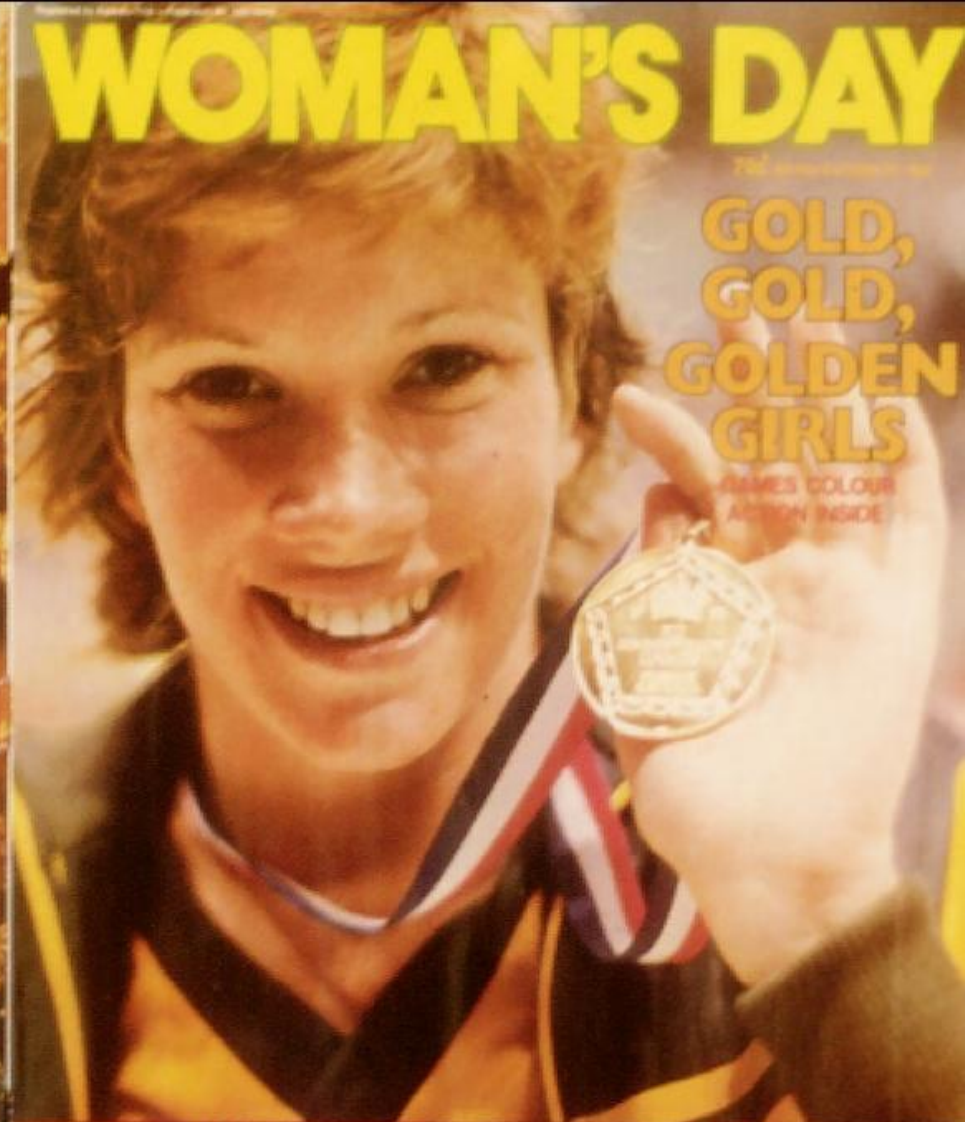
WARNING - SMOKING IS A HEALTH HAZARD

**Excellence... in an extra mild cigarette.**

# WOMAN'S DAY

**GOLD,  
GOLD,  
GOLDEN  
GIRLS**

AMES COLOUR  
ACTION INSIDE



**ELIGIBLE  
PLAYBOY PRINCES**

Andrew, England's new  
heart-throb  
Albert, Monaco's heir apparent

**COUNTRY PRACTICES  
SECRET OF SUCCESS**

16-PAGE ZIP-OUT  
COLLECTOR SERIES

**The Peter  
Russell-Clarke  
COOK BOOK**  
'My favourite  
beef recipes'

COOK BOOK



LA Games  
souvenir



The Herald



FINAL EXTRA

Melbourne, Thursday, August 9, 1984

# Girl of the Games

## Lukin lifts Gold!



The moment of triumph for Australia's girl of the Games: Glynis Nunn and friend



Five  
smokes  
ahead of  
the rest

...anyhow  
have a Winfield 25's



The Prince and Princess of Wales at Kensington Palace, their London residence, with Prince William. During their visit to Australia from next week, Prince Charles and the Princess will visit Alice Springs (March 20-22), Alpers Rock (March 23), Canberra (March 24-26), Sydney (March 28-29), Newcastle (March 29), Hobart (March 30-31), Launceston (March 31), Adelaide (April 1-4), Brisbane (April 6), Port Pirie (April 6), Perth (April 6-8), Bunbury (April 8), Brisbane (April 11-12), Mackay (April 12), Melbourne (April 14-15), Ballarat (April 15) and Bendigo (April 15).

Princess at home



Princess Diana

The Princess of Wales and Prince William in the Princess's sitting room at Kensington Palace. The Princess and Prince Charles will visit Canberra from Tuesday to Saturday next week, taking the first night of Government House.

RUE de LONGCH...

La Cig d'Or

Special Filter

BENSON and HEDGES

WHEN ONLY THE BEST WILL DO.

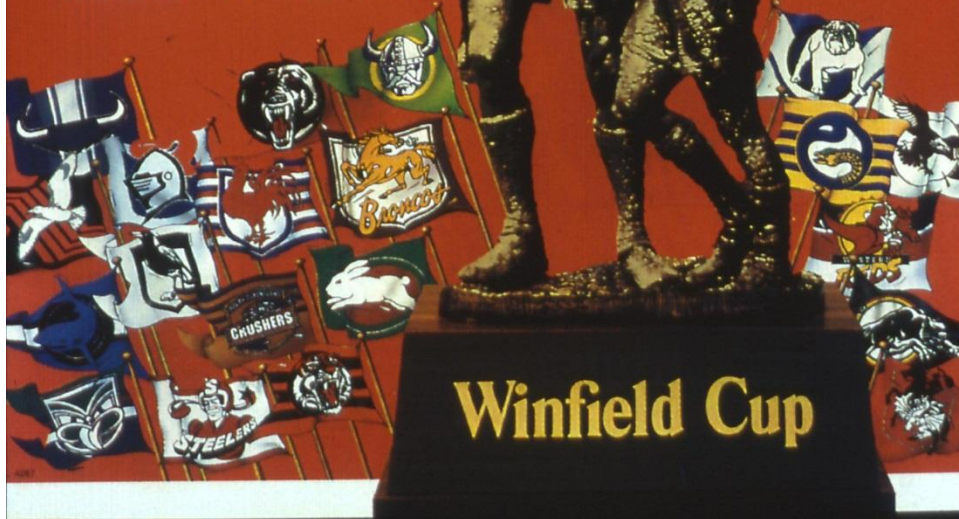


An official portrait of the Princess of Wales in her sitting room at Kensington Palace. She will spend the night at Alice Springs with Prince Charles next weekend. The first official night in Alice Springs is on 21 March. She will also spend the night in Canberra next week through the night of the 1st.

# Winfield Cup



Simply  
the **best.**



Winfield Cup

I'M SENDING CHESTERFIELDS to all my friends.  
That's the merriest Christmas any smoker can have —  
Chesterfield mildness plus no unpleasant after-taste

*Ronald Reagan*

see RONALD REAGAN  
starring in "HONG KONG" a First-  
Thomas Paramount Production  
Color by Technicolor



**CHESTERFIELD** Buy the beautiful  
Christmas-card carton



# ROTHMANS NATIONAL PRESS PHOTO AWARDS-1981

ON EXHIBITION AT  
MYER MURAL HALL, BOURKE STREET, MARCH 10-MARCH 20





**“It is not known whether cigarettes cause cancer”**

Chairman, R.J. Reynolds, 1982

**“Statistical data is far from conclusive”**

Chairman, British American Tobacco (BAT), 1982

**“The issues, including causation, are still very much open”**

BAT 1982

**“The company never comments on views expressed by members of the medical profession”**

Chairman, Rothmans, 1982

**“It is important to know as much as possible about teenage smoking patterns and attitudes.....Today’s teenager is tomorrow’s potential regular customer....”**

Internal memo, Philip Morris, 1982

**“The activity shown should be one which is practiced by young people 16 – 20 years old or one that these people can reasonably aspire to in the near future.... “**

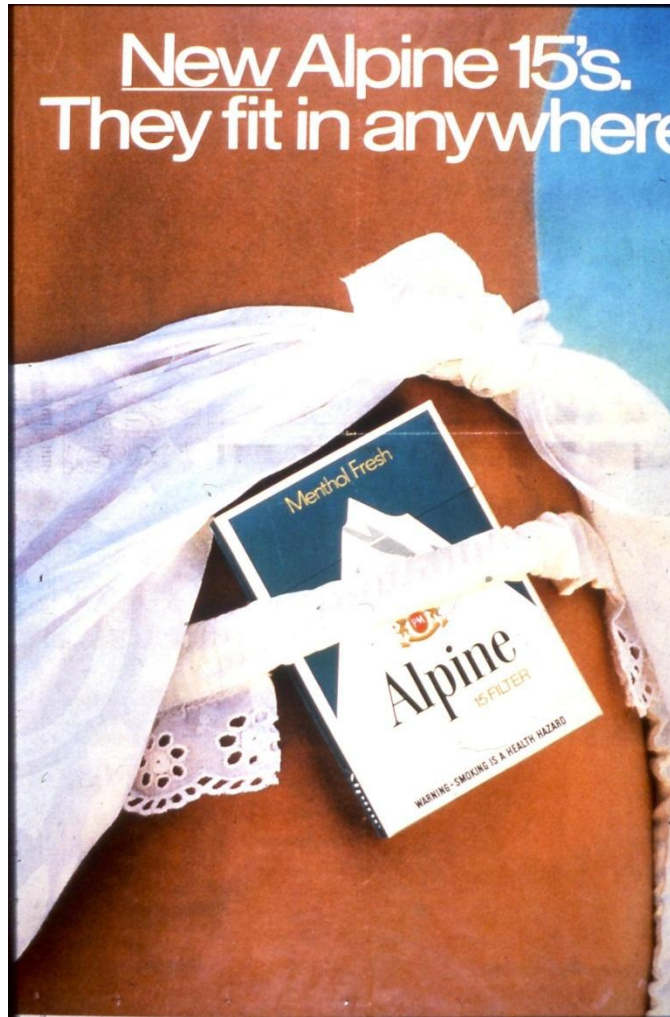
Player’s Filter 1981 Creative Guidelines

**We do not try to entice kids to smoke. We never have.....**

Ernest Pepples, Brown and Williamson, 1982

# Early 1980s Tobacco Ad Ban Bill

New Alpine 15's.  
They fit in anywhere



# WARNING!

## Western Australians' freedom of choice is under attack.

### Read about the Bill proposed to State Parliament.

STATEMENTS BASED ON LEGAL OPINION.  
SMOKING AND TOBACCO PRODUCTS  
ADVERTISEMENTS ACT 1982. (as per the First Reading.)

- 1 The Bill creates criminal offences punishable by fines and/or imprisonment.
- 2 If anyone acts innocently in breach of the Bill they have to prove their innocence. The Bill breaches the essential principal of Criminal Law whereby intent to commit an offence must be proved by the Prosecution. There is no need to prove intent in this Bill. In that sense it is loaded against the Citizen.
- 3 Prima Facie an offence appears to be committed if anyone in any way (whether in writing, printing, by pictures, by voice whether broadcast or not) communicates to another person (unless that person is a trader in tobacco goods) the name of a brand of tobacco goods or the name of a company or any other body of people which incorporates the name of a brand of tobacco goods.
- 4 This means that you can be charged with a criminal offence because of something you say to a friend in conversation if that conversation is overheard. It breaches the basic right of every Australian to freedom of speech.
- 5 It appears that no interstate or overseas newspapers or magazines which contain tobacco advertisements can be supplied or distributed to any person who purchases or subscribes to any newspaper which is published or printed in Western Australia. This virtually covers any sale at all.
- 6 It would also appear that no television programme which contains even a background picture of a tobacco goods advertisement can be broadcast in or into Western Australia.
- 7 It would appear that a shop selling tobacco will only be able to display on a single notice the names of the brands of tobacco goods which he sells. He will be guilty of a criminal offence if he shows on that notice the price at which he offers to sell the tobacco goods.
- 8 It would appear if anyone offers a cigarette to a friend and in so doing displays the pack to him he is committing a criminal offence.
- 9 It would appear that a company whose name incorporates the name of a tobacco goods brand would, prima facie, be committing a criminal offence if it despatched its annual report to a Western Australian shareholder who was also a purchaser of a Western Australian newspaper or if it displayed its corporate name on or in its registered office in Western Australia. In the latter event it would be committing a breach of The Companies Act if it failed to do so.
- 10 It would appear that a brand name or a tobacco goods package would be an advertisement in terms of the Act and hence it would be a criminal offence for people to show it to people.
- 11 It would appear that it could be illegal for a newspaper or TV or Radio Station or even a member of the public to refer to a company whose name incorporated the name of a brand of tobacco goods.

Inserted by:



The Australian Association of National Advertisers.

The Advertising Federation of Australia.

The Authorised Newsagents Co-operative Limited.

## In the interests of Freedom of Choice.

From Hansard, 11 October, 1983

Hon John Williams “.....It is the most diabolical bill put through this house since I have been a member. The censorship contained in it is worse than the censorship of Goebbels and Hitler, and we do not want it in this State.....I would say that Adolf Hitler would not have had the power that this Minister will have under this Bill.”

Mr Spriggs: “Hitler would have blushed.”

Mr Williams: “He would have done...things like this will turn this state into a dictatorial state or police state.”





Quit  
Health Department of Western Australia

Insecticide  
DDT

Floor Cleaner  
AMMONIA

White Ant P  
ARSENIC

Preservative  
FORMALIN

Paint Stripper  
ACETIC ACID

HYDRO  
CYAN

# If you smoke, please give up now... before it's too late!

Dr. Fiona Stanley MBBS MD MPH  
Medical Researcher



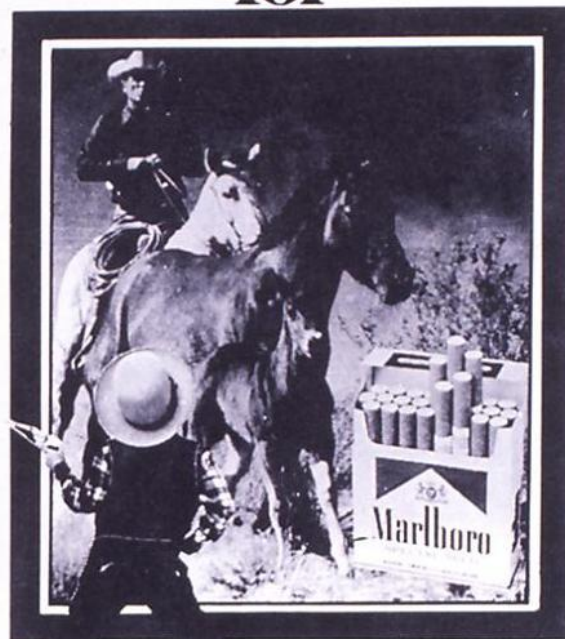
For advice and information about quitting,  
please ask your doctor.

Quit   
THE DEPARTMENT OF HEALTH AUSTRALIA



Australian Council on Smoking & Health 

# Community Action for



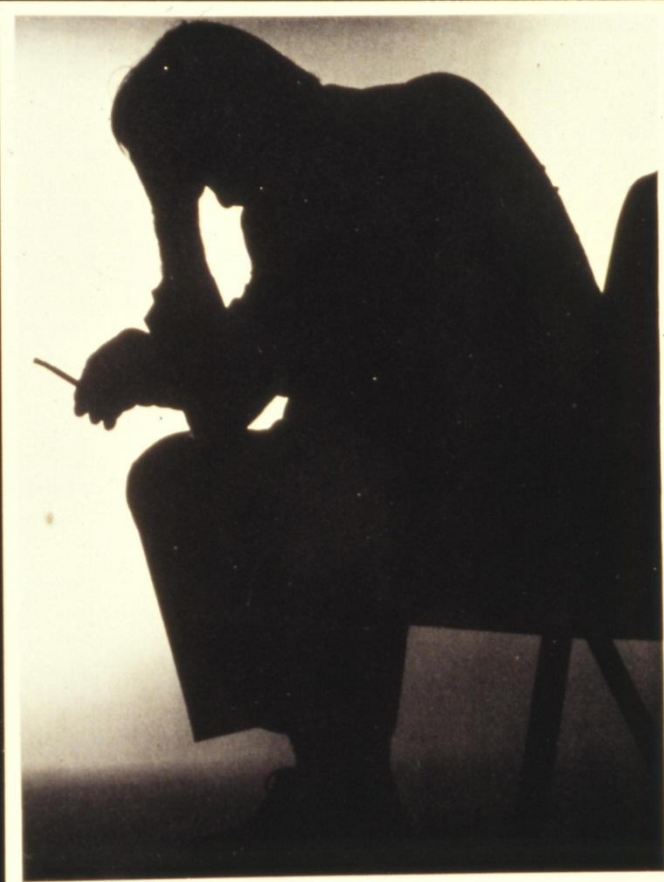
# Smoking Control

Association of Independent Schools (W.A.); Asthma Foundation of W.A.; Australian and New Zealand Society for Epidemiology and Research; Australian Medical Association (W.A.); Australian Tuberculosis and Chest Association; Cancer Foundation of W.A.; Department of Health (W.A.); Doctors' Reform Society of W.A.; Endocrine Society of Australia; Headmasters' Conference of Australia (W.A. Branch); National Association of General Practitioners of Australia; National Heart Foundation (W.A.); Royal Australasian College of Physicians; Royal Australasian College of Surgeons; Royal Australian College of General Practitioners; Royal Australian College of Obstetricians and Gynaecologists; Royal College of Pathologists of Australasia; Seventh Day Adventist Conference; Society of Hospital Pharmacists of Australia (W.A.); Thoracic Society of Australia (W.A.); West Australian Council for Social Services; Western Australian Alcohol and Drug Authority; Western Australian Council of State Schools



**Dr. MIKE JONES**  
**A.M.A. State President**

# People Behind the Statistics



**Smoking and Disease**

AUSTRALIAN MEDICAL ASSOCIATION  
WESTERN AUSTRALIAN BRANCH

SMOKING DEATH  
CARDS  
PROJECT



ACCIDENTAL  
INFORMATION

SEX

CAUSE OF DEATH

ELECTORAL DISTRICT (LEGISLATIVE ASSEMBLY)

DOCTOR

AGE

SIGNED

DATE



AUSTRALIAN MEDICAL ASSOCIATION  
WESTERN AUSTRALIAN BRANCH

A patient of mine who lived in your electorate has died of

It is my opinion that the major cause of this person's death  
was cigarette smoking.

Doctor

Signed



AUSTRALIAN MEDICAL ASSOCIATION  
WESTERN AUSTRALIAN BRANCH

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WESTERN AUSTRALIAN BRANCH

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was cigarette smoking.

Doctor

Signed

‘Whatever you do,  
just don’t smoke.’

Yul Brynner



**Quit**   
Smoking & Health Project  
Health Department of Western Australia

By Courtesy of the American Cancer Society

# DAILY NEWS

**BAN ON  
DYING  
ACTOR'S  
CANCER AD**

**AUSTRALIAN  
MEDICAL ASSOCIATION**





# Tobacco Bill

1989



Health Promotion  
Foundation

Western Australia

# TOBACCO CONTROL ACT 1990

(No. 104 of 1990)

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## ARRANGEMENT

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### PART 1—PRELIMINARY

**Section**

1. Short title
2. Commencement
3. Purpose of Act
4. Interpretation

### PART 2—CONTROLS RELATING TO TOBACCO PRODUCTS

5. Certain advertising prohibited
6. Competitions
7. Free samples
8. Prohibition of sponsorships
9. Labelling of packaged tobacco
10. Supplying tobacco to persons under 18 years
11. Vending machines
12. Packages of cigarettes
13. Smokeless tobacco
14. Exemptions

# Smoking in Indigenous Australians

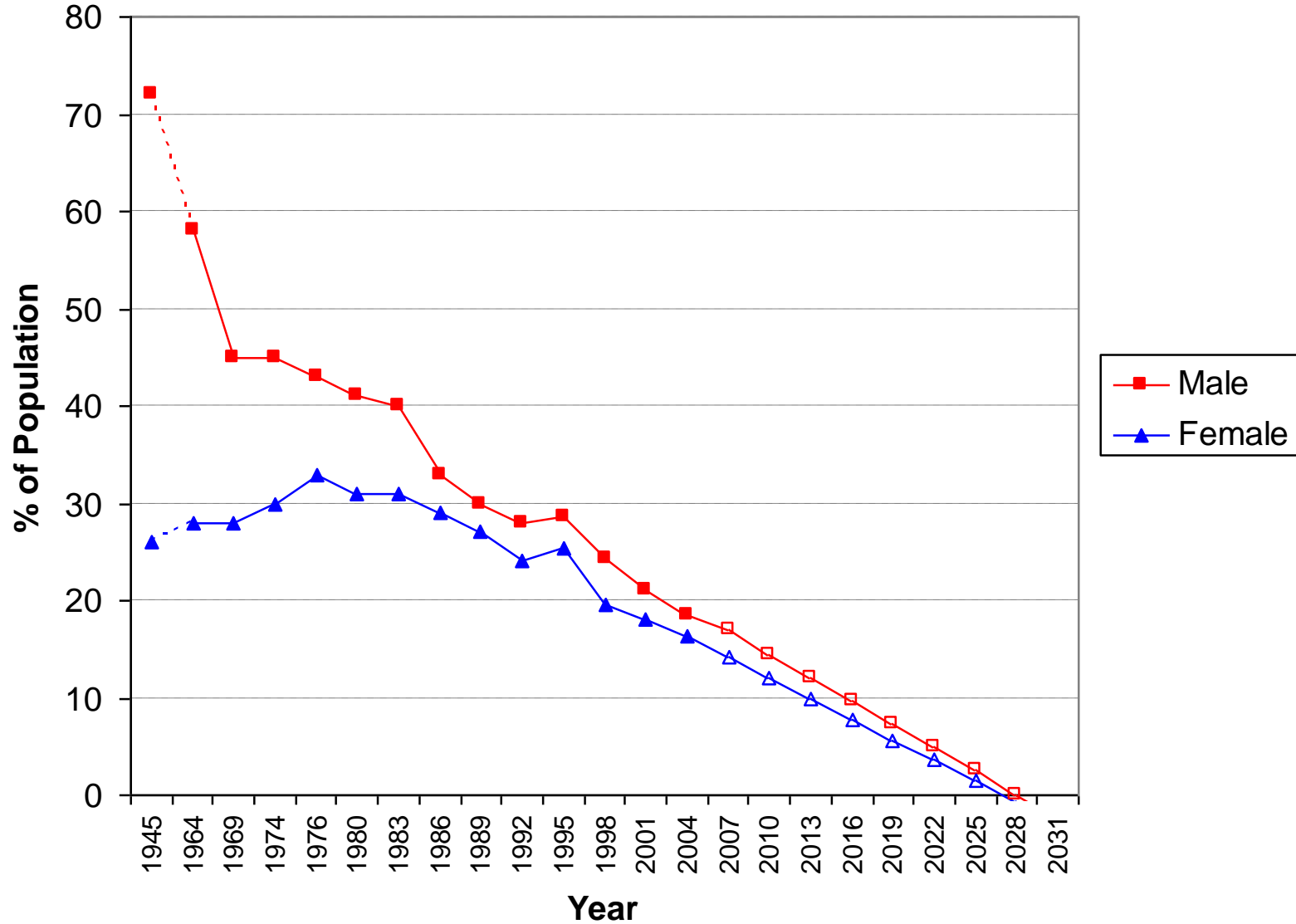
	1995	2001	2004-05
Australia	46%	49%	50%
Remote		53%	58%
Non-remote		47%	49%
NSW			51%
Vic			50%
Qld			50%
WA			44%
SA			53%
Tas			50%
ACT			41%
NT			54%

Source ABS. 4715.0 National Aboriginal and Torres Strait Islander Health Survey, 2004-05, 2001 & 1995

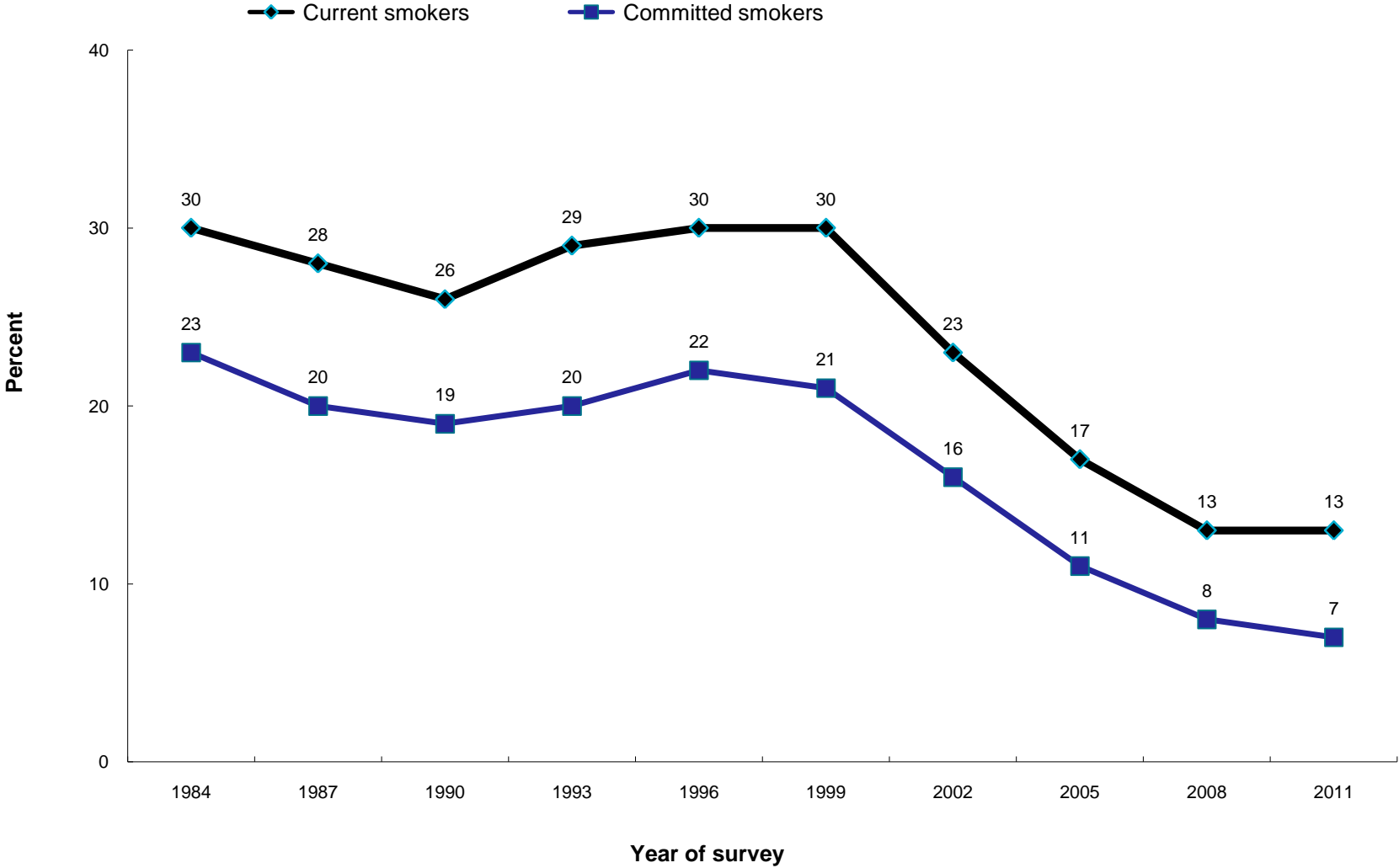
# People with Mental Illness

- Generally smoke more than the general population
  - Deaths from respiratory disorders
    - 60% more likely than general population
  - Deaths from heart disease
    - 30% more likely than general population
- \$ Smoking impacts on quality of life

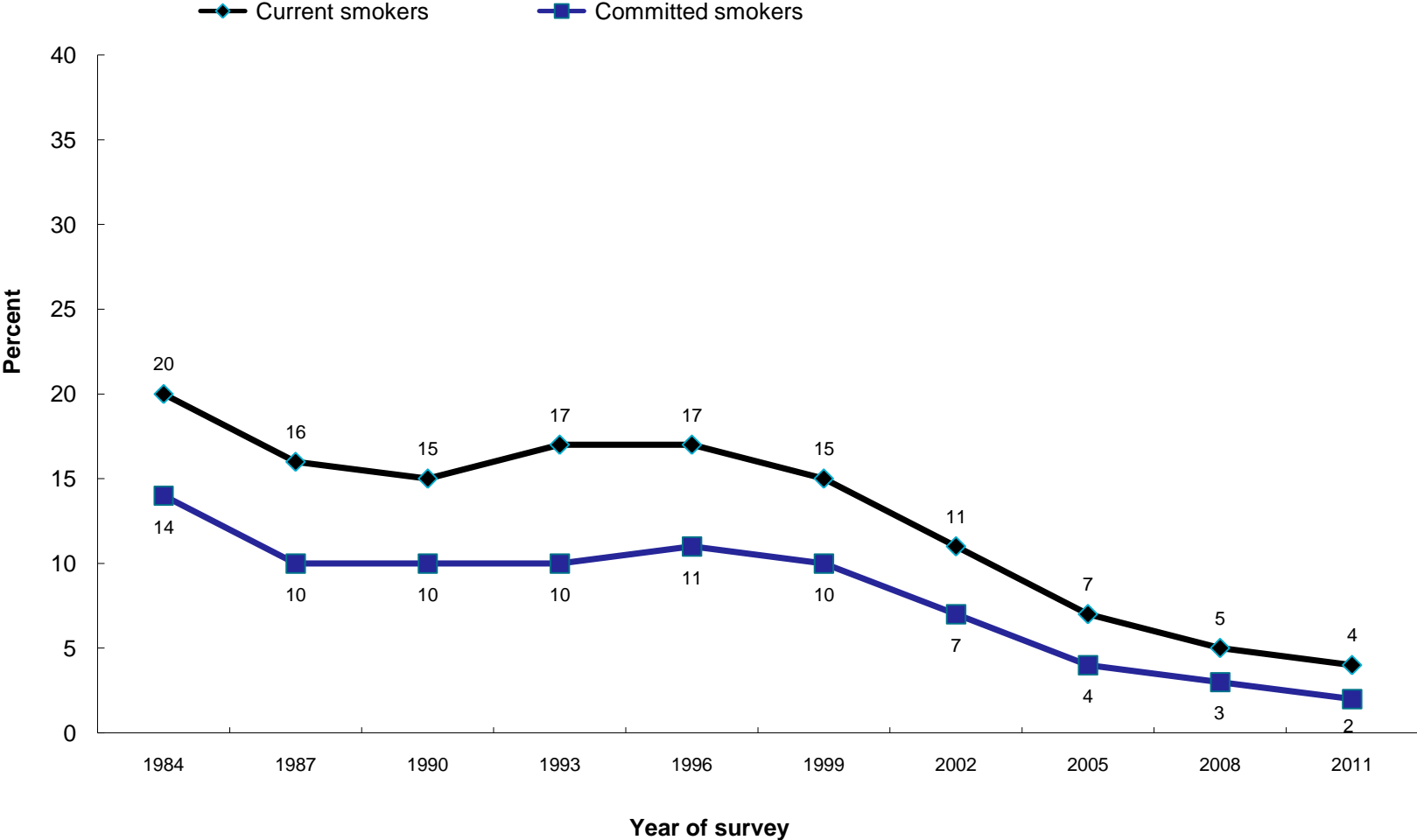
# Prevalence of smoking in Australia, persons aged 14 years and over



# Trends in past week smoking: 16-17 year olds

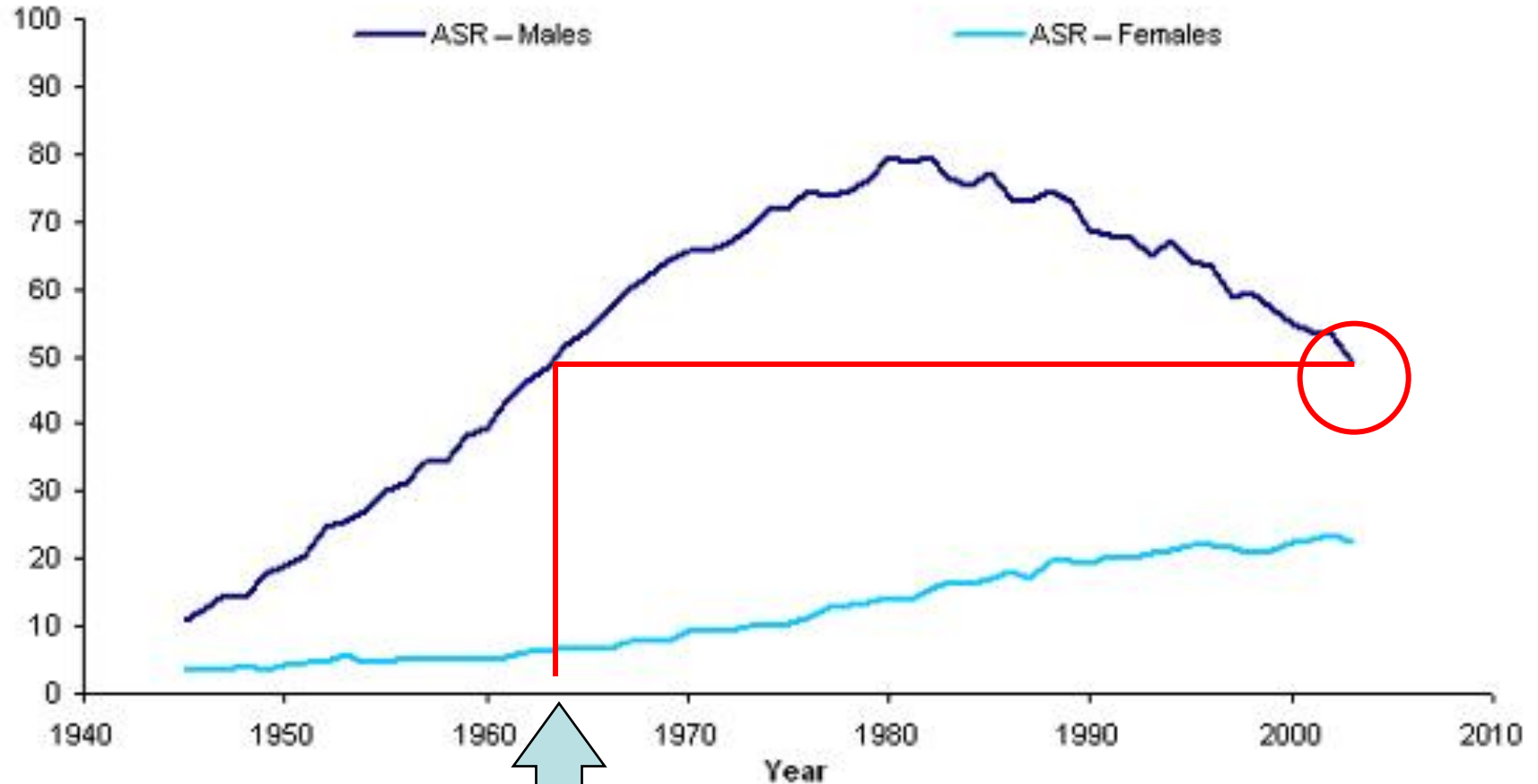


# Trends in past week smoking: 12-15 year olds



# Male lung cancer rates per 100,000 today as low as they were in 1963

Per 100,000



Source: [http://www.aihw.gov.au/cdarf/data\\_pages/mortality/index.cfm](http://www.aihw.gov.au/cdarf/data_pages/mortality/index.cfm)





**WHAT LESSONS HAVE WE  
LEARNED?**

**1. OVERNIGHT SUCCESS  
TAKES TIME**

## **2. WORK IN COALITIONS**

# 3. CONSENSUS APPROACH

**4. PRICE AND PUBLIC  
EDUCATION – PROPERLY  
DONE**

AGETA - 850000 Agri-32



Something close to every smoker's heart

Every cigarette is doing you damage

# Impact of Tobacco Control Policies and Mass Media Campaigns on Monthly Adult Smoking Prevalence

Melanie A. Wakefield, PhD, Sarah Durkin, PhD, Matthew J. Spittal, PhD, Mohammad Siahpush, PhD, Michelle Scollo, Dip. Comm He  
PhD, Simon Chapman, PhD, Victoria White, PhD, and David Hill, PhD

Population-wide interventions that can reduce adult smoking prevalence are important for curbing the pandemic of tobacco-related disease.<sup>1-3</sup> However, evaluating the effects of tobacco control policies and mass media interventions on populations is difficult.<sup>4,5</sup> Generally, there are few comparable control populations to which policy or media interventions are not delivered. Tobacco policies and media campaigns often co-occur, complicating assessment of the relative contribution of each. In addition, most studies in which smoking preva-

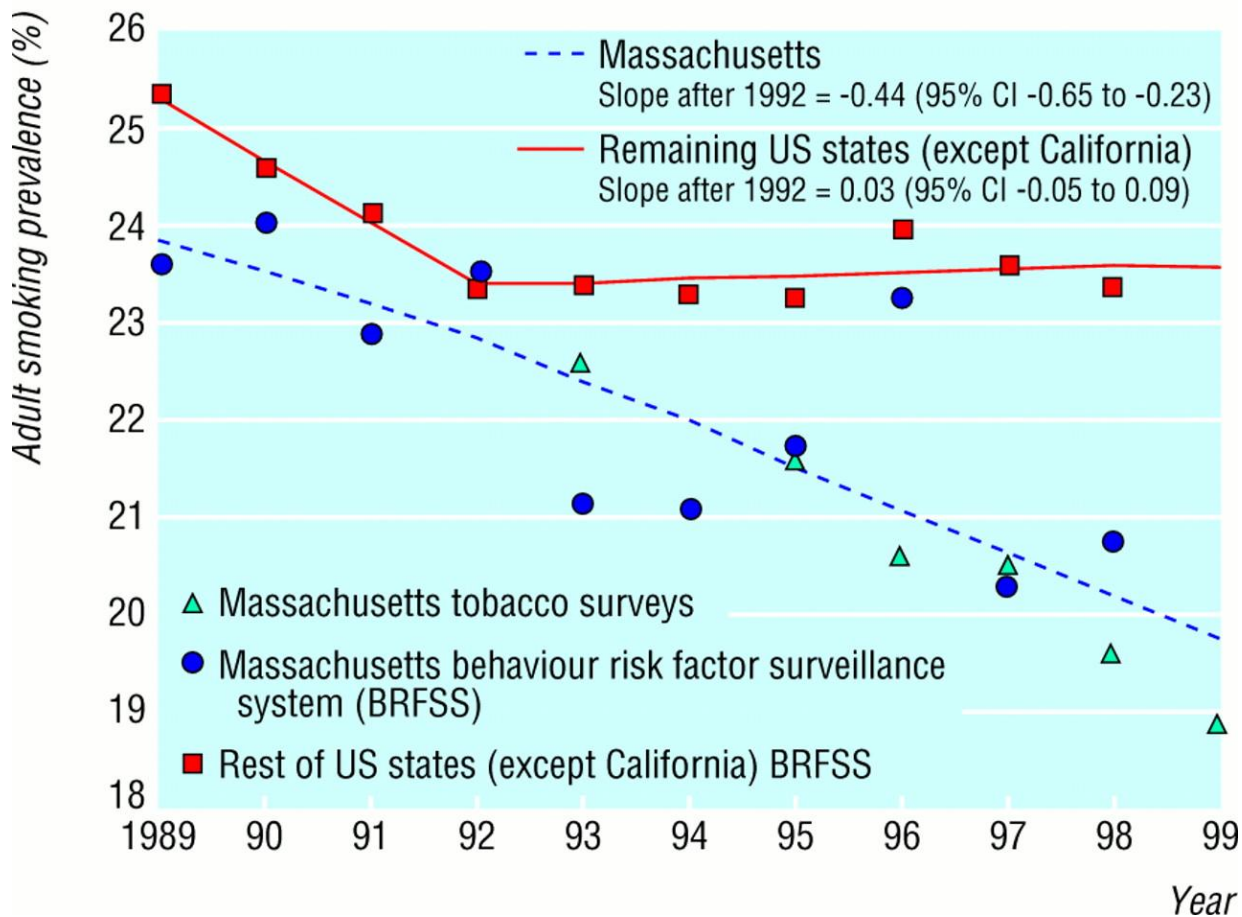
*Objectives.* We sought to assess the impact of several tobacco and televised antismoking advertising on adult smoking prevalence.

*Methods.* We used a population survey in which smoking prevalence was measured each month from 1995 through 2006. Time-series analysis assessed the impact of televised antismoking advertising (with advertising rating points [GRPs] per month), cigarette costliness, monthly sales of nicotine replacement therapy (NRT) and bupropion, and smoke-free restaurant policies.

*Results.* Increases in cigarette costliness and exposure to tobacco control campaigns significantly reduced smoking prevalence. We found a 1.5 percentage point reduction in smoking prevalence by either exposing the population to televised antismoking ads an average of almost 4 times per month or increasing the costliness of a pack of cigarettes by 0.03% of gross state earnings. Monthly sales of NRT and bupropion, exposure to NRT



# Smoking Prevalence in Massachusetts and Remaining 48 States (Excluding California)



## 6. PRICE/TAX

10% price increase = 4 – 8% decrease

“Doubling of taxes on tobacco worldwide could save about three million deaths by 2030 or more than 150 million lives over the next five decades” Prabhat Jha

## ***YOUNG PEOPLE – WHAT WORKS***

### ***What We Know***

Previous reviews have concluded that there are three effective general population approaches to prevention of tobacco use in adolescents and young adults:

- (1) increasing the price through taxes of tobacco products;
- (2) laws and regulations that affect youth access to tobacco products, exposure to smoke from tobacco, and restrictions on tobacco industry advertising; and
- (3) mass media campaigns.

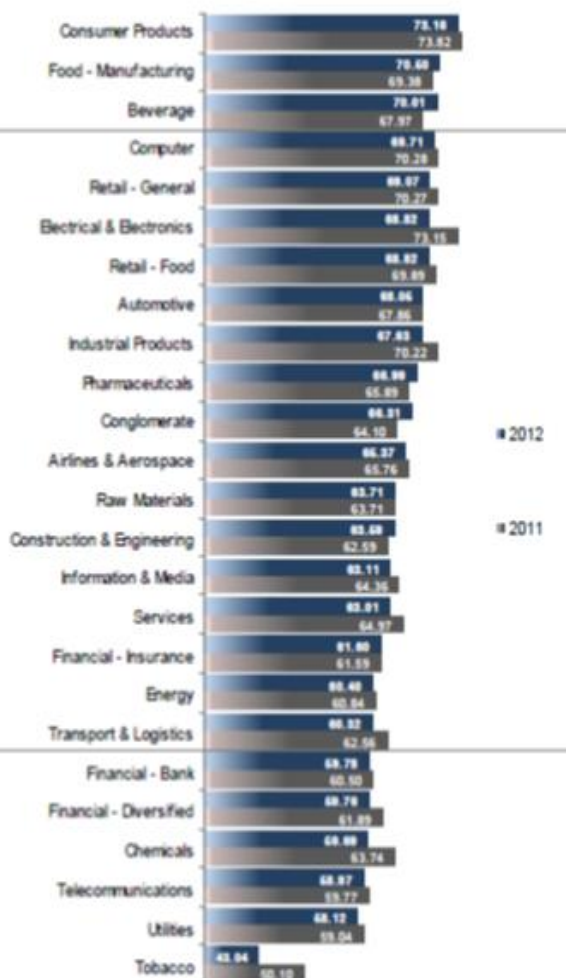
Previous reviews show that school-based intervention programs aimed at preventing tobacco use in adolescents are effective in the short term. Comprehensive statewide programs have also been shown to reduce overall tobacco use in young adults.

# 5. CONTROL INDUSTRY MARKETING

# 6. OPPOSE AND EXPOSE THE OPPOSITION

- Tobacco-industry denormalization themes in mass media campaigns may help to reduce tobacco use above and beyond more traditional communications that target social norms.
- (CALIFORNIA: Oliva, Novotny, Glantz)

# Global Industry Reputations – 2011 vs. 2012



## Is your industry reputation helping or hurting you?

- At a global level we see that the majority of industries have an average reputation. Only 3 industries stand out with a strong reputation; Consumer Products, Food – Manufacturing, and Beverage.
- At the bottom with weak reputations we find large important societal industries like Utilities, Telecom, and Financial Services. Being structural industries its concerning that they have such a low level of trust and respect with the general public.
- Looking at individual company reputation is remarkable that BMW breaks away from the industry with a reputation that is 12 points better than the industry.
- Do you have what it takes to stand out from your industry?

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

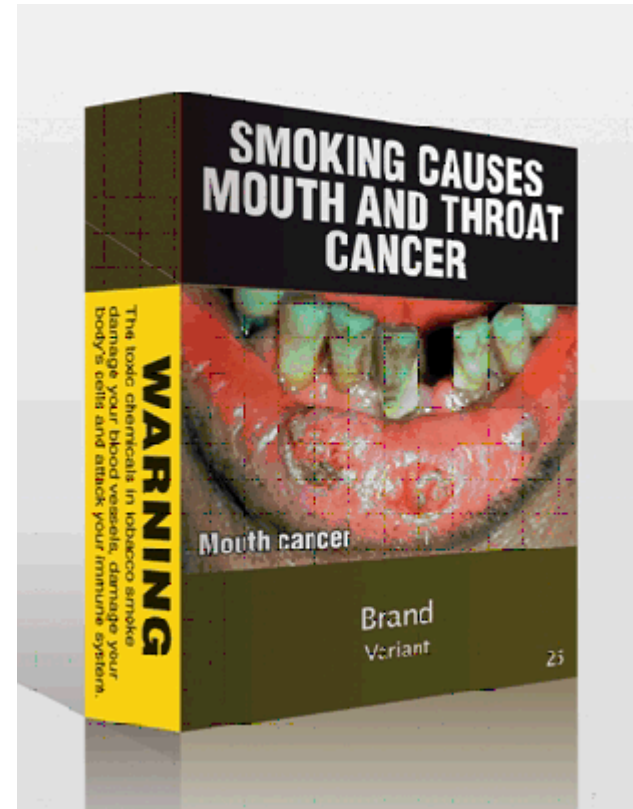
2012 n = 287,338  
2011 n = 278,377

Above 80	Excellent/Top Tier
70-79	Strong/Robust
60-69	Average/Moderate
40-59	Weak/Vulnerable
Below 40	Poor/Bottom Tier

# 7. ADVOCACY WORKS



# THE PLAIN PACKAGING STORY



# TOBACCO CONTROL AUSTRALIA in 2008 – Over-simplified summary (Note - mix of Federal and State activity)

Tobacco advertising bans since late 80s/early 90s

Health warnings since 1973, increasing strength every decade – 1973, 1987, 1995, 2006

Continuing State legislation/action (leapfrog effect)

Bans on point-of-sale promotion

Strong measures to protect non-smokers – cars around kids, bars and restaurants, other public places (including some beaches)

National and State media campaigns

Strong, cohesive advocacy organisations, individuals, coalitions – Cancer, Heart, AMA, AMA, ASH, ACOSH, PHAA – and many others

Continuing new approaches to media and media coverage

Cessation support – NRT, Quitlines, etc

(Industry last 10 – 15 years – much lobbying and working through others but staying below parapet )

# 2009 Three Major National Government Reviews

- Health and Hospitals Reform Commission
- National Preventative Health Taskforce
- Primary Care Review



**Australian Government**  
**Preventative Health Taskforce**



**Chair:**

Professor Rob Moodie

**Deputy Chair:**

Professor Mike Daube

**Members:**

Professor Paul Zimmet  
Professor Leonie Segal  
Dr Lyn Roberts  
Mr Shaun Larkin  
Ms Kate Carnell  
Dr Christine Connors  
Dr Linda Selvey

The Taskforce was announced on 9 April 2008.

Members have been appointed for three years.



# Australian Government Preventative Health Taskforce



Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

Technical Report 2  
Tobacco control in Australia: making smoking history  
Including addendum for October 2008 to June 2009

Prepared by the Job

Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

... for urgent action  
October 2008 to June 2009  
... Preventative Health Taskforce

Australian Government  
Preventative Health Taskforce

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## National Preventative Health Strategy – The roadmap for action 30 June 2009

prepared by the National Preventative Health Taskforce

Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

National Preventative Health Strategy – Overview  
30 June 2009

Prepared by the National Preventative Health Taskforce



## • 2020 Targets

- Halt and reverse rise in **overweight and obesity**
- Reduce daily **smoking** from 16.6% to 10.0% or less
- Reduce the **proportion who drink** at short term harm from 20% to 14% and the proportion drinking at longer term harm from 10% to 7%
- Contribute to the '**Close the Gap**' target for Indigenous people



# Tobacco – Comprehensive approach 11 components

- 1. Make tobacco products **significantly more expensive**
- 2. Increase the frequency, reach and intensity of **social marketing campaigns**
- 3. End all forms of **advertising and promotion** of tobacco products
- 4. Eliminate **exposure to second hand smoke** in public places
- 5. Regulate manufacturing and further regulate packaging and supply of tobacco products
- 6. Ensure all smokers in contact with health services are encouraged and supported to quit
- 7. Work in partnership with Indigenous groups to boost effort to reduce smoking and exposure to tobacco among Indigenous Australians
- 8. Boost efforts to discourage smoking in other highly disadvantaged groups
- 9. Assist parents and educators to discourage tobacco use and protect young people from second hand smoke
- 10. Ensure the public, media, politicians and other opinion leaders remain aware of the need for sustained and vigorous action to discourage tobacco use
- 11. Ensure implementation and measure progress against and towards targets
- Infrastructure recommendations also included:
- Establish a National Preventive Health Agency



# Committees and Process

- Discussion Papers
- Many submissions
- Tobacco Industry submissions kindly offered assistance
- Expert reviews, etc.

We are very pragmatic in our approach to regulatory change, and would genuinely like to understand how we can work with the taskforce.

.....

We are also keen to ensure that unintended consequences of regulation are minimised and well thought through.

Email from Bede Fennell, British American Tobacco

# TOBACCO CONTROL AUSTRALIA in 2008 – Over-simplified summary (Note - mix of Federal and State activity)

Tobacco advertising bans since late 80s/early 90s

Health warnings since 1973, increasing strength every decade – 1973, 1987, 1995, 2006

Continuing State legislation/action (leapfrog effect)

Bans on point-of-sale promotion

Strong measures to protect non-smokers – cars around kids, bars and restaurants, other public places (including some beaches)

National and State media campaigns

Strong, cohesive advocacy organisations, individuals, coalitions – Cancer, Heart, AMA, AMA, ASH, ACOSH, PHAA – and many others

Continuing new approaches to media and media coverage

Cessation support – NRT, Quitlines, etc

(Industry last 10 – 15 years – much lobbying and working through others but staying below parapet )

WHERE NEXT?

# PLAIN PACKAGING - PASSING THE SCREAM TEST

Plain packaging/pack display – part of multi-focused Discussion Paper

Industry responses (BAT, Imperial, Philip Morris) – 43 out of 142 pages

---

# Health Warnings and Contents Labelling on Tobacco Products

Review, Research and Recommendations  
prepared by

**Centre for Behavioural Research  
in Cancer**

*for*  
**Ministerial Council  
on Drug Strategy  
Tobacco Task Force**

*on*  
**Tobacco Health Warnings  
on Content Labelling in Australia**

1992

## Section 2: Recommendations

SPECIFIC RECOMMENDATIONS	RATIONALE	EVIDENCE
<b>C. Standard packaging</b>	<b>These flow from acceptance of General Recommendation 7</b>	
<b>C1.</b> That the regulations be extended to cover the colours, design and wording of the entire exterior of the pack.	<ul style="list-style-type: none"><li>• The only way to effectively prevent pack design features from promoting smoking through brand image is for the design to be controlled by regulation.</li></ul>	<ul style="list-style-type: none"><li>• Design of current packs distracts attention from written content, including health information (Beede et al, 1991; Zerner, 1986).</li><li>• There is strong support among smokers for rules to make cigarette packets less colorful and attractive (Paper 11).</li></ul>
<b>C2.</b> That packs will contain all of the health and contents information specified in recommendations under sections A and B above.	<ul style="list-style-type: none"><li>• Nothing about plain labeling obviates the need for salient and detailed information to assist the consumer in choosing rationally.</li></ul>	<ul style="list-style-type: none"><li>• Not applicable</li></ul>
<b>C3.</b> That the background colour for the remainder of the pack be specified.	<ul style="list-style-type: none"><li>• Drab packaging is likely to render the product less appealing, especially to adolescents.</li></ul>	<ul style="list-style-type: none"><li>• Adolescents find plain packaging boring, unattractive and it discourages smoking (Beede et al, 1991; Paper 13).</li></ul>
<b>C4.</b> That the size, colour and font of the brand name and contents information be specified.	<ul style="list-style-type: none"><li>• Scope to create brand image should be restricted.</li></ul>	<ul style="list-style-type: none"><li>• Not applicable</li></ul>
<b>C5.</b> That any other information required under existing trade regulations be included.	<ul style="list-style-type: none"><li>• Compliance with existing trade regulations.</li></ul>	<ul style="list-style-type: none"><li>• Not applicable</li></ul>
<b>C6.</b> Such other information to be included on the pack would be for negotiation between the tobacco industry and the regulating authorities.	<ul style="list-style-type: none"><li>• The tobacco industry needs an opportunity to argue for the inclusion of other material they believe it is important for consumers to know.</li></ul>	<ul style="list-style-type: none"><li>• Not applicable</li></ul>

# Continuing research

- Australia (Wakefield et al)
- Canada (Hammond et al)
- New Zealand (Hoek et al)
- US (FDA et al)
- UK (Various.....)



# Review in Addiction, 2008

Addiction



REVIEW

doi:10.1111/j.1360-0443.2008.02145.x

## The case for the plain packaging of tobacco products

Becky Freeman<sup>1</sup>, Simon Chapman<sup>1</sup> & Matthew Rimmer<sup>2</sup>

School of Public Health, University of Sydney, Australia<sup>1</sup> and Australian Centre for Intellectual Property in Agriculture, Australian National University College of Law, Australia<sup>2</sup>

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### ABSTRACT

**Aims** The Framework Convention on Tobacco Control (FCTC) requires nations that have ratified the convention to ban all tobacco advertising and promotion. In the face of these restrictions, tobacco packaging has become the key promotional vehicle for the tobacco industry to interest smokers and potential smokers in tobacco products. This paper reviews available research into the probable impact of mandatory plain packaging and internal tobacco industry statements about the importance of packs as promotional vehicles. It critiques legal objections raised by the industry about plain packaging violating laws and international trade agreements. **Methods** Searches for available evidence were conducted within the internal tobacco industry documents through the online document archives; tobacco industry trade publications; research literature through the Medline and Business Source Premier databases; and grey literature including government documents, research reports and non-governmental organization papers via the Google internet search engine. **Results** Plain packaging of all tobacco products would remove a key remaining means for the industry to promote its products to billions of the world's smokers and future smokers. Governments have required large surface areas of tobacco packs to be used exclusively for health warnings without legal impediment or need to compensate tobacco companies. **Conclusions** Requiring plain packaging is consistent with the intention to ban all tobacco promotions. There is no impediment in the FCTC to interpreting tobacco advertising and promotion to include tobacco packs.

# Why Plain Packaging?

- Not a magic bullet
- Not in isolation – part of comprehensive approach
- Supports rest of program
- Research evidence
- Industry documents evidence
- Campaign, response and coverage
- Industry opposition – passes the Scream Test
- International implications



# Australian Government Preventative Health Taskforce



Australian Government  
Preventative Health Taskforce

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*Prepared for the National Preventative Health Taskforce  
by the Tobacco Working Group*



## Tobacco – Comprehensive approach 11 components

- 1. Make tobacco products significantly more expensive
- 2. Increase the frequency, reach and intensity of social marketing campaigns
- 3. End all forms of advertising and promotion of tobacco products
- 4. Eliminate exposure to second hand smoke in public places
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  - 6. Ensure all smokers in contact with health services are encouraged and supported to quit
  - 7. Work in partnership with Indigenous groups to boost effort to reduce smoking and exposure to tobacco among Indigenous Australians
  - 8. Boost efforts to discourage smoking in other highly disadvantaged groups
  - 9. Assist parents and educators to discourage tobacco use and protect young people from second hand smoke
  - 10. Ensure the public, media, politicians and other opinion leaders remain aware of the need for sustained and vigorous action to discourage tobacco use
  - 11. Ensure implementation and measure progress against and towards targets
- Infrastructure recommendations also included: Establish a National Preventive Health Agency

# PACKAGING

## **ACTION PROPOSED**

- *REQUIRE ALL TOBACCO PRODUCTS TO BE SOLD IN PLAIN PACKAGING, THE EXACT APPEARANCE OF WHICH (PRECISE COLOUR, PAPER FINISH, SHAPE OF PACK ETC) COULD BE PRESCRIBED IN REGULATIONS UNDER THE TRADE PRACTICES ACT 1974.*
- *COMMISSION RESEARCH TO DETERMINE EXACTLY HOW PACKS SHOULD BE DESIGNED TO MINIMISE APPEAL TO YOUNG PEOPLE.*

# GOVERNMENT

- Release September 1<sup>st</sup> 2009
- Minister – “By not acting we are killing people”

# Action On Tobacco After Report

Current/further developing national and state programs – dealing with

- loopholes in ad ban legislation;
- bans on any display at point of sale;
- further protection for non-smokers;
- media campaigns;
- specific education and support for disadvantaged groups; etc.



# Action After Report on Tobacco - 2

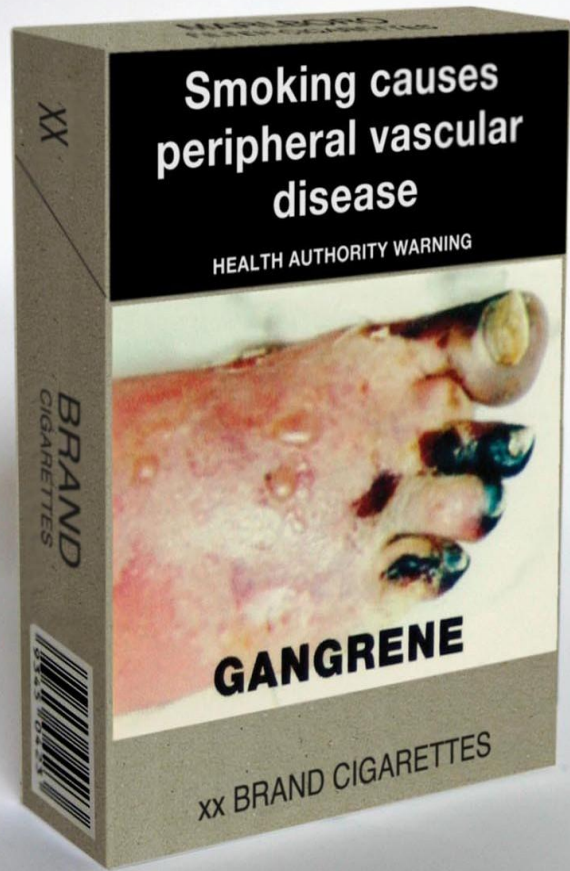
## Federal Government

Progressive Implementation of Taskforce recommendations – includes:

- 25% increase tobacco excise duty
- Established Australian National Preventive Health Agency
- Major, continuing funding for tobacco media
- Tackling Indigenous Smoking Initiative (over \$100m over four years)
- Cessation supports – NRT, Quitlines, etc.
- Ban internet advertising

APRIL 29, 2010





# THE POLITICS

- Minority Government – needed support of 2 of 3 Independents in Lower House
- Majority in Senate, with strong support from Greens
- Opposition oppositional....Opposing everything
- Opposition Federally still taking tobacco donations (not Government or Greens)
  
- Industry lobbying heavily
  
- Major, coordinated health lobbying campaign
- Aims – maintain support; secure and maintain independent s' support; seek at least some Opposition members' support; seek full bipartisan support.

# Industry Arguments

- It won't work
- It will put us out of business
- End to freedom
- Illegal
- International agreements
- It's never been done before
- And so on.....
- BUT (note) – Ferocious, active opposition

# Public support very high

- April 2011: A survey of 4,500 Victorians showed very strong support.
- 72% of all people approve of the policy - and 57% of smokers.

# Massive industry campaigns

- Media – press, radio, TV
- Public relations – direct, indirect
- Social media
- Retailers
- Lobbying
- Dirty tricks



# Health Coalition

- Major health groups and experts working nationally as cohesive coalition
- Cancer Councils, Heart Foundation, Australian Medical Association, QUIT campaigns, ASH, ACOSH, Public Health Association, and other health organisations
- Prominent experts, health/medical leaders
- Media, media, media - Proactive, reactive
- Responding to industry campaigns, exposing industry tactics, research, reports, surveys, advertisements...
- Active support from politicians of all parties
- Lobbying, lobbying, lobbying – all parties, all members

Industry came out in public –  
first time in decades



## David Crow

**@DavidCrow\_BATA** Sydney, Australia  
*Chief Executive Officer, British American Tobacco Australia*  
<http://www.bata.com.au>

Follow

Text follow DavidCrow\_BATA to your carrier's shortcode

Tweets Favorites Following Followers Lists ▾



**DavidCrow\_BATA** David Crow  
Last week saw another good week of debate around [#plainpack](#). We will continue to highlight our concerns about this flawed bill [#auspol](#)  
22 Aug



**DavidCrow\_BATA** David Crow  
Tomorrow, we will highlight our concerns with [#plainpack](#) in the national newspapers [#auspol](#) [#plainpack](#)  
12 Aug



**DavidCrow\_BATA** David Crow  
Big week on [#plainpack](#). Hopefully the 1st of many weeks of transparency, due diligence and open consultation →  
<http://ow.ly/5TPlt> [#auspol](#)  
5 Aug

### Follow David Crow

Don't miss any updates from David Crow  
Sign up today and follow

[Sign up »](#)

### Curious how David Crow

Discover who [@DavidCrow\\_B](#)



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[Advertisers](#) [Businesses](#) [Media](#) [Developers](#)  
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# INDUSTRY APPROACH

- INSTANT AND CONTINUING
- INTERNATIONALLY DIRECTED
- LOBBYING, PR, MEDIA, ADVERTISING, FRONT GROUPS, SHONKY POLLS, LEGAL ACTION AND THREATS....
- BEST INDICATOR OF CONCERN – COMPANIES THEMSELVES GO PUBLIC
- INDUSTRY SPEND UNKNOWN – CERTAINLY TENS OF MILLIONS, PROBABLY MORE

# Stop This Nanny State


[Home](#) [Nanny State: Info](#) [View Ads](#)

## TV



## Radio



[Help](#) | [Site map](#) | [Contact us](#) | [Group websites](#)



About us
Tobacco and our products
Consumers and trade
Operating responsibly
Health and science
Media
Careers

---

## Welcome to British American Tobacco Australia


### Highlights


- **MPs must see the Federal Government's secret legal advice**  
 With debate on the Tobacco Plain Packaging Bill and contentious Trademarks Bill expected in Parliament tomorrow, it's critical every MP who will have to vote on moving the Bills into the Senate see the advice on the legality and constitutionality of plain packaging.
- **Sydney number one hot spot for illegal tobacco**  
 "It's alarming to see tens of thousands of kilograms of illegal tobacco sold in Sydney. Of 150 electronics in Australia, it's the worst," said David Crow in BIAT Australia's recent media release.
- **Media and views**  
 Current and archived media releases and our company's views.
- **Careers with us**  
 Current and archived media releases and our company's views.

## Don't let the taxpayer foot the bill for a bad Bill

# PlainPack.com


Visit [www.PlainPack.com](http://www.PlainPack.com) to read about British American Tobacco Australia's views on plain packaging and watch our CEO, David Crow discuss the unintended consequences.

Follow Louise Warburton, Scott McIntyre and David Crow on Twitter to receive real time updates on our response to the Tobacco Plain Packaging Bill 2011.



**Illicit trade**  
The illegal tobacco black market is equal to 16% of the legal market costing taxpayers a staggering \$1.7 billion last year in forgone excise.

[Want to know more about illicit trade?](#)



**Responsible business**  
If a business is manufacturing products that pose real risks of serious disease, we believe it is all the more important that it does so responsibly.

[Operating responsibly](#)

[Accessibility statement](#) | [Conditions of use](#) | [Privacy statement](#) | [Group websites](#)

Don't let the taxpayer  
foot the bill for a bad Bill

PlainPack.com

## MEDIA RELEASE

Thursday, 23 June 2011

### Sydney number one hot spot for illegal tobacco

A report by Deloitte commissioned by the tobacco industry estimates that the Federal seat of Sydney held by the Hon Tanya Plibersek MP is ranked first in terms of illegal tobacco sold in Australia.

The report showed that over 54,000 kilograms of illegal tobacco was sold in the Sydney electorate last year which in turn cost taxpayers over \$22 million in lost tobacco excise.

The growing trade of illegal tobacco is spreading across the country with the second highest sales in the Federal Electorate of Melbourne and the third highest in Adelaide.

Overall, the illegal tobacco black market is equal to 16% of the legal market and cost taxpayers a staggering \$1.1 billion last year in forgone excise.

British American Tobacco Australia (BATA) CEO, David Crow is concerned that illegal tobacco sales will only get worse in the Sydney electorate under the untested and unprecedented plain packaging legislation.

"The illegal tobacco black market has grown 150% over the last three years and plain packaging will only fan the flames and allow criminals to profit further," Mr Crow said.

"It's alarming to see tens of thousands of kilograms of illegal tobacco sold in Sydney. Of 150 electorates in Australia it's the worst.

"Plain packaging will provide a blueprint for crime syndicates to reproduce counterfeit cigarettes as all packs will look exactly the same. It will make black market packs more difficult to identify.

"The Government needs to do more to stop organised crime gangs dealing in black market tobacco across our suburbs."

The Australia Crime Commission highlighted in its 2011 report on organised crime that "organised crime networks have been linked to the importation of counterfeit cigarettes and loose tobacco".

To assist the industry and authorities to deal with the rapid growth of illegal tobacco in Australia BATA developed a website which outlines the size and scope of the problem in each electorate.

The website ranks all electorates, shows the excise lost and the amount of illegal tobacco sold in each area as well as further information on the issue.

Visit the website to see the size of the problem in your electorate: [www.illegaltobacco.com.au](http://www.illegaltobacco.com.au)

For media inquiries: Scott McIntyre on 02 9370 1222 or visit Twitter @Scott\_BATA



# 15.9% illegal

In Australia, the trade in illicit tobacco including counterfeit cigarettes is equivalent to an estimated 16%\* of the legal market and is largely controlled by highly organised criminal networks in a multi million dollar black market. We believe the federal government's policy for plain packaging of cigarettes will only make it easier for these criminals to sell cheap counterfeit cigarettes and make massive illegal profits at the expense of all Australians.

Why isn't the government listening? Plain packaging is plain dangerous.  
Find out more at [www.australianretailers.com.au](http://www.australianretailers.com.au)



\*Based on research by Australian Retailers' Trade Association, Sydney, February 2012. Research conducted by Nielsen, Sydney, Australia. For full details of the research methodology, please refer to the AAR website. [www.australianretailers.com.au](http://www.australianretailers.com.au)

Source: AAR, 2012. [www.australianretailers.com.au](http://www.australianretailers.com.au), Sydney, February 2012



# Courier Mail

## Tobacco giants take on nanny state

- Staff Writer
- From: AAP
- June 15, 2011 12:01AM

[Recommend](#) [Send](#) [Sign Up to see what your friends recommend.](#)

0 [tweet](#)



**OPPOSITION:** The proposed design for plain packaging of cigarettes released by health minister Nicola Roxon Canberra.

Source: Supplied

**THE tobacco industry has hit back at a plan to introduce plain packaging on cigarettes, launching its own campaign.**

The campaign is aimed at stopping what the industry suggests is a nanny-state measure.

Imperial Tobacco Australia (ITA), which owns brands including Horizon and Camel, says a plan to remove all brand packaging on cigarettes strips away an adult's right to use a legal product.

It claims the federal government is eroding personal freedoms and turning Australia into a nanny state.

ITA general manager Wayne Merrett on Tuesday launched a national media campaign urging Australians to contact MPs and protest the plain packaging legislation, which will be supported by both sides of parliament.

"The advertisements depict a draconian nanny staring down the camera, demonising a smoker for their legal lifestyle choice, while still demanding \$7 billion in taxes per year," he said.

# Legal arguments



*May 14, 2009 09:46pm AEST*

## **Tobacco giants to fight threat to branding**

Siobhain Ryan | *April 18, 2009*

Article from: [The Australian](#)

**ONE of the world's biggest cigarette companies, British American Tobacco, has foreshadowed a High Court challenge if the Rudd Government adopts ambitious anti-smoking measures proposed by its hand-picked health taskforce.**

British American Tobacco Australia, alongside Philip Morris, Imperial Tobacco and the US Chamber of Commerce, have launched a stinging attack on a National Preventative Health Taskforce proposal to make Australia the first country in the world to mandate plain packaging for cigarettes.

In submissions to the taskforce's technical papers, published on Wednesday, they warn the proposal to ban company branding on cigarette packs could breach Australian and international law.

BATA said such a prohibition could leave the Government exposed to a lawsuit in the High Court, arguing such an acquisition of property -- including brand logos and pack designs -- on unjust terms would breach the Australian Constitution.



# Tobacco cash ban will hit Coalition

**Sean Nicholls**  
 STATE POLITICAL EDITOR

TOBACCO companies will be banned from donating to political parties in NSW in the latest deal between the Greens and Labor on election funding reforms.

The Greens MP John Kaye will move to include the ban in a bill already before Parliament that seeks to overhaul the system of political donations and election spending in the state.

The proposal is supported by the Premier, Kristina Keneally, meaning it is set to be in place before the state election in March.

Labor has refused to accept donations from tobacco companies for several years, but the Coalition has not followed suit.

Election Funding Authority records reveal the NSW Liberals and Nationals have accepted \$607,110 from tobacco companies since the 2003 state election.

Most of the donations come from British American Tobacco Australia and Philip Morris.

The Opposition Leader, Barry O'Farrell, argues that the companies are legitimate corporate donors.

However, Dr Kaye said tobacco, while a legal product, killed 5000 people each year.

"Political parties have no excuse for taking money from an

industry that profits from an addiction that all too often leads to death," he said.

"As long as the Coalition is addicted to tobacco money, progress towards eradicating the annual death toll from smoking will be difficult."

A spokeswoman for Ms Keneally, said: "The ALP does not accept donations from tobacco companies, and has not done so for over six years. We would be happy to support this Greens amendment to our election funding reforms bill."

The move further isolates Mr O'Farrell on the issue of election funding. He criticised the original bill, agreed to after an earlier deal between Labor and the Greens, which allows trade unions to spend up to \$3.05 million each during an election campaign.

The tobacco companies are fighting state and federal governments over smoking bans, plain packaging and point-of-sale advertising restrictions.

From July 1, retailers in NSW have been required to keep cigarettes out of sight and vending machines must be operated by staff.

In April, the federal government announced plans for cigarettes to be sold in plain packaging from 2012, adorned only with graphic health warnings and the

brand in plain black typeface.

Dr Kaye said if Mr O'Farrell became premier in March, he should continue to pursue tobacco law reform.

"Over the next four years, NSW should prohibit smoking in outdoor eating areas, ban tobacco vending machines, licence retailers ... and set ambitious reduction targets," he said.

"Progress is much less likely from a government that continues to take money from an industry that has strenuously opposed almost all tobacco control measures in the past."

The decision comes a year after the former premier Nathan Rees announced legislation to ban donations from property developers in NSW.

John Kaye - Page 11



## POLITICAL DONATIONS APRIL 2003 - JUNE 2010

COMPANY	LIBERALS	NATIONALS	TOTAL
British American Tobacco	\$432,010	\$32,450	\$464,460
Philip Morris	\$78,950	\$42,500	\$121,450
Others	\$21,200	0	\$21,200
Total	\$532,160	\$74,950	\$607,110

SOURCE: ELECTION FUNDING AUTHORITY

## Don't let the taxpayer foot the bill for a bad Bill

### WELCOME

The purpose of this site is to provide an insight into the plain packaging debate. This site is not about promoting either smoking or tobacco brands.

If you enter this site you agree to be bound by the terms and conditions as outlined in the Conditions of Use, accessed via the home page. It is important that you read them.

Proceed >

## WHAT COMPANY WOULD STAND FOR THIS?

The Tobacco Plain Packaging Bill could destroy brands that are worth millions, if not billions of dollars.

No company would stand for having its brands taken away and we're no different. And it may infringe international trademark and intellectual property law.

The government could also end up spending millions in legal fees defending an idea unproven anywhere in the world.



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Don't let the taxpayer  
foot the bill for a bad Bill

PlainPack.com

British American Tobacco  
Australia Limited



# WILL PLAIN TOBACCO PACKAGING COST TAXPAYERS BILLIONS?

Don't let the taxpayer  
foot the bill for a bad Bill

[PlainPack.com](http://PlainPack.com)



Member of the B&T Group of British American Tobacco Australia.  
Health: Stop Smoking Now.

ON-0002W



Documents from

FOI  
05-101

Phillip Morris Ltd.

FOI 220-0910

Phillip Morris Ltd.

FOI 220-0910

Phillip Morris Ltd.

FOI 220-0910

Phillip Morris Ltd.

FOI 220-0910

Phillip Morris Ltd.

FOI 220-0910

# OVER TAXED





# Plain Packaging Tobacco Industry Response – Campaigns



BATA COMPENSATION  
PRESS/OUTDOOR/WEBSITE 2011



PRESS/RADIO  
APRIL 2011



IT WON'T WORK SO WHY DO IT?  
PRINT CAMPAIGN AUGUST 2010



IMPERIAL NANNY  
TV/STORE COLLATERAL/POSTCARD



DAVID CROW WEB CLIP

Multi million \$ investment



# Good policy requires more than good intentions.

Good policy requires more than good intentions. But governments can rush into policies without real evidence they'll work. There was no real evidence that fuel watch or grocery watch would bring down prices. There was no real evidence that the Alcopops tax would reduce binge drinking. Now, they say putting cigarettes in plain packaging will stop people smoking. This idea was rejected in the UK and Canada and there's no real evidence it will work. Think it through. Good policy requires more than good intentions.

**Alliance of Australian Retailers**  
[www.australianretailers.com.au](http://www.australianretailers.com.au)

Authorised by R. Stanton, Alliance of Australian Retailers, Suite 402, Level 4, 19-20 Orion Road, Lane Cove, NSW 2066.  
We are supported by British American Tobacco Australia Limited, Philip Morris Limited and Imperial Tobacco Australia Limited.

# ALLIANCE OF AUSTRALIAN RETAILERS

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**MEDIA RELEASE: Thursday, 5 August 2010**

## **Australia's retailers say abandon plain packaging for cigarettes**

The Alliance of Australian Retailers today urged the government to abandon its policy to require plain packaging for cigarettes.

Alliance Spokesperson, Sheryle Moon, said Australia's corner stores, convenience stores, milk bars, newsagents and service stations have today placed an open letter in newspapers across the country telling Canberra they were fed up with excessive regulation that was making it harder for small businesses to run their businesses.

"The proposed plain packaging for cigarettes is the final straw for small businesses and we have created a new peak body to advocate against it," she said.

"Representing around 15,000 mostly small businesses that employ almost 200,000 Australians, the Alliance is telling government that enough is enough!

"We believe reducing smoking is good for our community but good policy requires more than good intentions.

"There is no reliable evidence anywhere in the world that plain packaging will stop people from taking up smoking or help people quit. So if it won't work, why do it?"

Ms Moon said plain packaging had been considered by the UK and Canada and rejected by both countries.

"With every state in Australia already moving to ban the display of tobacco products, customers won't even be able to see cigarettes when they walk into our stores, so how will plain packaging make any difference?" she asked.

"The government should support hard-working Australians instead of pursuing an untested and unproven policy.



The Alliance of Australian Retailers comprises the following organisations: Australian Association of Convenience Stores, The Service Station Association, Australian Newsagents' Federation and National Independent Retailers Association. We are supported by British American Tobacco Australia Limited, Philip Morris Limited and Imperial Tobacco Australia Limited.

Authorised by Sheryle Moon, Alliance of Australian Retailers, Suite 402, Level 4, 18-20 Orion Road, Lane Cove, NSW 2066.

# Midnight Emails



# It won't work so why do it?

The government plans to put all cigarettes in plain packaging. But this was rejected in the UK and Canada and there's no real evidence it will work. Every state in Australia has already moved to make it illegal to have cigarettes on display. So if my customers can't see them, how will plain packaging make any difference? Plain packaging. It won't work so why do it?

**Alliance of Australian Retailers**

[www.australianretailers.com.au](http://www.australianretailers.com.au)

Authorised by R. Stanton, Alliance of Australian Retailers, Suite 402, Level 4, 18-20 Oriole Road, Lane Cove, NSW 2066.  
We are supported by British American Tobacco Australia Limited, Philip Morris Limited and Imperial Tobacco Australia Limited.

# The Tobacco Files

A definitive conclusion to the debate over plain-packaging.

---

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## The answer to the "tobacco funding question"

Alliance of Australian Retailers  
Media Investment Reconciliation  
August 30<sup>th</sup> 2010

ballyhoo

Advanced to Ballyhoo, July 29<sup>th</sup> 2010

From ITA	\$ 1,080,860
From BATA	\$ 2,200,000
From PML	\$ 2,161,720
	<hr/>
<b>Total advanced</b>	<b>\$ 5,442,580</b>
Less GST amount	\$ 494,780
<b>Net amount for media investments</b>	<b>\$ 4,947,800</b>

Media Expenditure, August 5<sup>th</sup> to September 12<sup>th</sup> 2010

Metro TV	\$ 1,900,621
Regional TV	\$ 376,705
Subscription TV	\$ 201,616
	<hr/>
<b>TV Total</b>	<b>\$ 2,478,942</b>
Outdoor Large Format	\$ 289,282
Outdoor Shopping Centre Panels	\$ 437,010
Outdoor Digital	\$ 20,000
	<hr/>
<b>Outdoor Total</b>	<b>\$ 746,292</b>
Metro Radio	\$ 393,375
Regional Radio	\$ 252,390
	<hr/>
<b>Radio Total</b>	<b>\$ 645,765</b>
Newspapers	\$ 790,197
Online	\$ 251,367
<b>Media total invoiced (Media Budget \$4,913,000)</b>	<b>\$ 4,912,563</b>
Less radio station credit for incorrect schedule/placement*	\$ 8,113
<b>Net media total:</b>	<b>\$ 4,904,450</b>
<b>Balance remaining for allocation</b>	<b>\$ 43,350</b>

\*Other credits may accrue after thorough checking of all placements.

# LATELINE.

Lateline

Lateline Business

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## The tobacco files

Australian Broadcasting Corporation

[Print](#) [Email](#)

Broadcast: 10/09/2010

Reporter: Peter Lloyd

**Lateline has obtained evidence that big tobacco companies are driving a campaign which claims to be run by shopkeepers opposed to plain cigarette packaging.**

### Transcript

LEIGH SALES, PRESENTER: In August, Lateline revealed the existence of a tobacco industry-funded campaign against a looming ban on logos and branding on cigarette packets.

From 2012, cigarettes will be sold in plain standardised packages carrying large graphic warnings against smoking.

It's a world-first, hailed by anti-smoking advocates

### Search Lateline

Sort by:  relevance  date

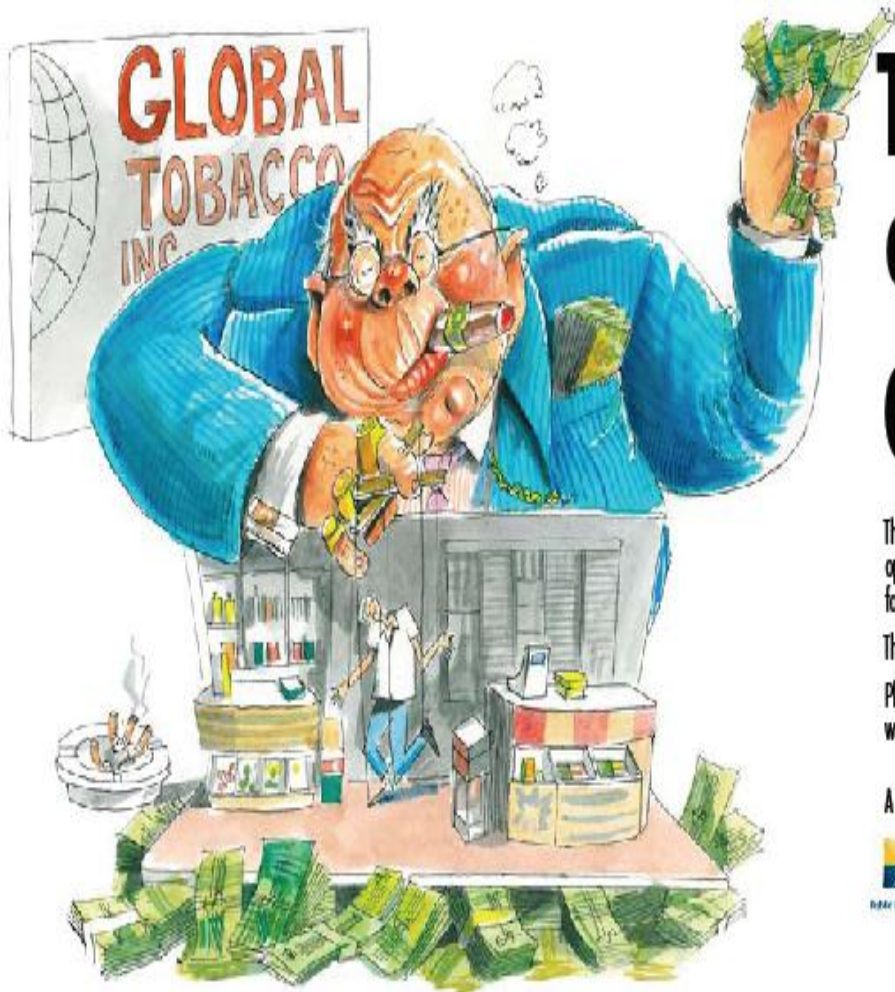
### Video



The tobacco files

[Windows Media](#) [Broadband](#) [Dial-up](#)





# The campaign against plain cigarette packs.

## Guess who's pulling the strings.

The so-called Alliance of Australian Retailers is a sham created last month so global tobacco companies can pump a reported \$5m into an ad campaign opposing Australia's introduction of plain cigarette packaging. Both Coles and Woolworths hurriedly distanced themselves from it. Even the spokesperson for the campaign changed in the last week.

The ads say plain packaging won't work. But if it won't work, why spend millions hoodwinking the Australian public with a sham organisation opposing it?

Plain packaging will stop children taking up the habit. It will reduce smoking and save Australian lives. And Big Tobacco knows it. Next time you see ads with long-faced retailers saying we shouldn't introduce it, remember who's pulling the strings.

A public health message supported by



Authorised by Professor Mike Doube Public Health Association of Australia 20 Napier Close, Deakin ACT 2600



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Breaking News South Australia National World Technology Opinion In-depth Features Photo Galleries Weather Archives

Last updated: August 27, 2011

SEARCH

Adelaide 7°C - 18°C . Fine. Mostly

### Libs in bed with tobacco industry to attack Labor

SIMON BENSON, PHILLIP HUDSON | The Advertiser | August 03, 2010 8:32pm | 109 comments

A+ A- Share

Recommend

Send

60 recommendations. Sign Up to see what your friends recommend.

- Tobacco industry prepares to f...
- Ticket to ride
- The new Dr. No

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Opposition Leader Tony Abbott has said he would support any move to curb smoking rates, but he has refused to back the government's proposal. "My anxiety with this [plain packaging proposal] is that it may end up being counterproductive in practice," he said.

But Liberal MP Mal Washer broke ranks with his leader when contacted by *The Sunday Age* last week. Dr Washer, who spent 26 years as a medical practitioner before moving into federal politics, gave a blunt assessment of the tobacco industry's strategy.

"All this talk of chop chop and crime gangs sounds like bullshit to me. The tobacco industry is jumping up and down because they're worried about their businesses. I support these reforms unequivocally and whatever my party decides to do, I don't give a shit," Dr Washer said.

He said smoking killed about 19,000 Australians each year, and governments had a moral responsibility to implement any measure that could stop young people from taking up the habit

The Age, May 22, 2011

August 27, 2011

the  
**telegraph**  
.com.au

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InventNow.org



WEATHER Today Tomorrow



min 12°C - max 19°C

SPORT

**Wildest league fight I've ever**

PHIL Rothfield sat 2m from the brawl on the sideline at Brookvale. Here is his

OPIN

**Jou**  
**wit**  
Laur

News Sport Entertainment Business Money Travel Lifestyle Opinion Video

body+soul CARS

Breaking News Sydney/NSW National World Weird Classmate Tributes Galleries Photo Sales Weather

Weather: Sydney 12°C - 19°C . Partly cloudy.

## Abbott to back plain tobacco reforms

Gemma Jones From: *The Daily Telegraph* June 01, 2011 12:00AM

A+ A- Share

Recommend

Send

Sign Up to see what your friends recommend.



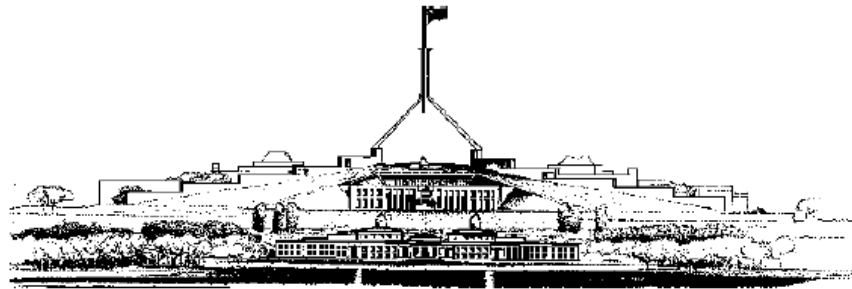
Ad  
GOULD

invent now



COMMONWEALTH OF AUSTRALIA

PARLIAMENTARY DEBATES



# House of Representatives

## Official Hansard

No. 10, 2011

Wednesday, 6 July 2011

FORTY-THIRD PARLIAMENT  
FIRST SESSION—WINTER PERIOD

BY AUTHORITY OF THE HOUSE OF REPRESENTATIVES

**Tobacco Plain Packaging Bill 2011****First Reading**

Bill, explanatory memorandum and draft Tobacco Plain Packaging Regulations 2011 presented by Ms Roxon.

Bill read a first time.

**Second Reading**

Ms ROXON (Gellibrand—Minister for Health and Ageing) (09:47): I move:

That this bill be now read a second time.

Today I am proud to be introducing the Tobacco Plain Packaging Bill.

This is a world-first initiative, designed to remove the last vestige of glamour from tobacco products. The bill will require that tobacco products be sold in plain, drab dark-brown packets.

The Gillard government is absolutely committed to reducing death and disease brought about by smoking. We want to help protect Australians. That is why we are prepared to lead the world on tackling smoking. Once enacted, these plain packaging laws will be the world's toughest laws on tobacco promotion.

We are taking this action because tobacco is not like any other legal product. When used as intended, it is lethal. Despite Ann

the birth of his first grandson, James. But sadly, Neil passed away one month before James was born.

Luke's story is heartbreaking. But sadder still is that Luke's story is only one of 15,000 such stories that play out in families and communities around Australia every year, because that is how many people still die each and every year in Australia from smoking related diseases. That is 15,000 people who do not get to see their son or daughter married, or their first grandchild born. That is 15,000 reasons to act, because by not acting, we are killing people. If we did not do all we could to tackle a known killer, we would be ashamed of ourselves.

Globally, the World Health Organization estimates that nearly six million people die from tobacco related illness each year, most of them in low- and middle-income countries. About three million Australians continue to smoke every day.

That is why in April 2010 the government announced a comprehensive Anti Smoking Action package aimed at delivering on our commitments to reduce the smoking rate to 10 per cent by 2018 and to halve the rate of smoking among Indigenous Australians over time.

I am delighted that some of the public health experts and officials who have fought so hard over many decades to reduce the death and disease caused by tobacco products are in the public gallery watching the introduction of this historic legislation into the parliament today. Can I particularly say that it gives me great pleasure that the parliament has been able to accommodate Mike Daube on his 63rd birthday. I hope that this is a good birthday present for him.

Some of these experts sat on the national Preventative Health Taskforce—just one of the national health bodies who have joined the World Health Organisation in recommending plain packaging of tobacco as a means of reducing smoking rates.

The Preventative Health Taskforce was commissioned by the Australian government in 2008. Its report, released in September 2009, concluded that 'there can be no justification for allowing any form of promotion for this uniquely dangerous and addictive product'—including on the packaging.

In line with the international evidence, the taskforce said plain packaging would:

Tobacco Control, which recommends that plain packaging be considered as part of comprehensive bans on tobacco advertising and as a way of ensuring that consumers are not misled about the dangers of smoking.

Australia is the first signatory to the framework and the first country in the world to commit to implementing these recommendations on plain packaging—cementing our reputation as a world leader in tobacco control.

As well as being based on ample evidence and careful advice of the experts, this bill is the result of wide-ranging consultation:

- the Preventative Health Taskforce undertook detailed consultations on tobacco control reforms in the preparation of their report;
- since the government announced its intention to introduce plain packaging, the Department of Health and Ageing has undertaken targeted consultations with organisations representing large and small retailers, with cigarette and cigar importers and with the major tobacco manufacturers; and

## **ADJOURNMENT**

**The SPEAKER:** Order! It being past the hour of 7 pm I propose the question:

That the House do now adjourn.

**Mr Stephen Smith:** Mr Speaker, I require that the question be put immediately without debate.

Question negatived.

## **BILLS**

### **Tobacco Plain Packaging Bill 2011**

#### **Consideration in Detail**

Debate resumed

Bill agreed to.

#### **Third Reading**

**Ms ROXON:** by leave—I move:

That this bill be now read a third time.

Question agreed to.

Bill read a third time.



Full coverage



### [Big tobacco loses High Court battle](#)

Brisbane Times - Aug 14, 2012

The High Court has awarded costs against the tobacco companies that are estimated to run into hundreds of thousands of dollars. President of the Australian Council on Smoking and Health, **Mike Daube**, said the decision was "a massive win for public health" ...

### [Government wins on tobacco packaging](#)

Herald Sun - Aug 15, 2012

President **Mike Daube**, who chaired the Government's expert committee that recommended plain packaging, said global tobacco companies opposed plain packaging ferociously because they knew other countries would follow Australia's lead. "We know ...

### [Big tobacco loses High Court battle over plain packaging](#)

.....warra Mercury - Aug 14, 2012

President of the Australian Council on Smoking and Health, **Mike Daube**, said the decision was "a massive win for public health". "It is also the global tobacco industry's worst defeat," said Professor Daube, who chaired the federal government's expert ...

### [Landmark bill hailed](#)

Sydney Morning Herald - Aug 15, 2012

"It's really good news." New Zealand gets most of its cigarettes from Australia so it would be easy for the country to use the same packaging, he said. The president of the Australian Council on Smoking and Health, **Mike Daube**, has said 17 European countries ...

### [Plain tobacco packaging upheld in Australia](#)

Stuff.co.nz - Aug 14, 2012

It is also the global tobacco industry's worst defeat", the president of the Australian Council on Smoking and Health, **Mike Daube**, said. "The global tobacco companies have opposed plain packaging more ferociously than any other measure we have seen," ...

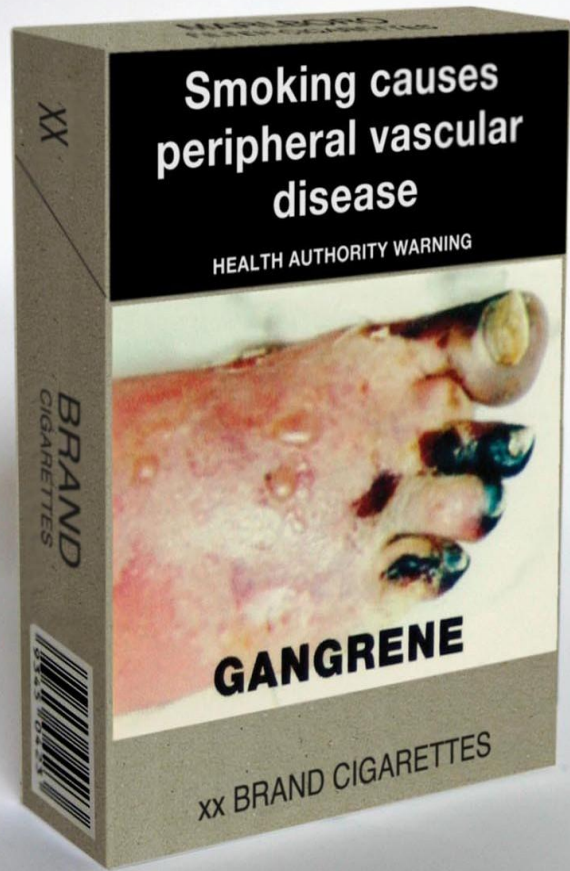
# AND NOW....

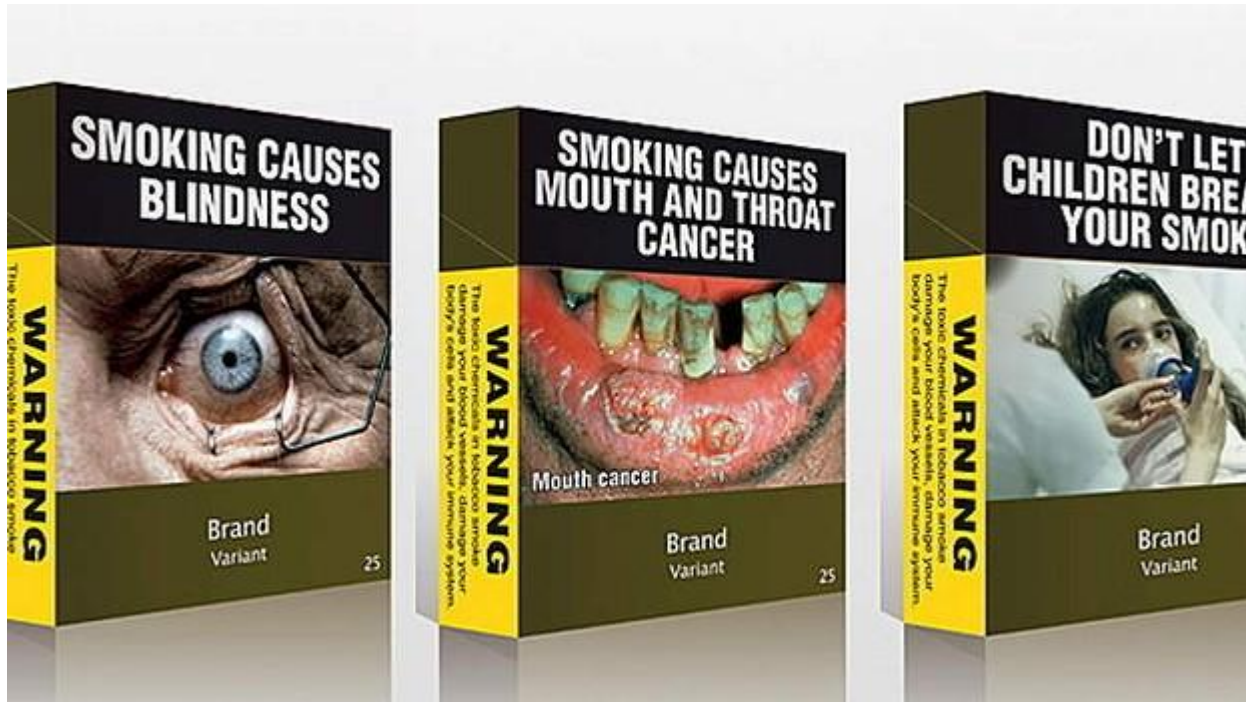
- International industry protests, but can't stop it
- New Zealand and Ireland have announced they will follow
- UK (industry lobbying), Norway, Turkey, South Africa....
- International action continues –  
Ukraine, Honduras, Dominican Republic – industry will continue, but for form's sake
- Await evaluation (noting long-term focus), but early research encouraging

“By not acting we are killing people.”

Hon. Nicola Roxon MP, Minister for Health

1 September 2009





**SMOKING CAUSES  
BLINDNESS**

**WARNING**  
The toxic chemicals in tobacco smoke



Brand  
Variant

25

**SMOKING CAUSES  
MOUTH AND THROAT  
CANCER**

**WARNING**  
The toxic chemicals in tobacco smoke  
damage your blood vessels, damage your  
body's cells and attack your immune system.



Mouth cancer

Brand  
Variant

25

**DON'T LET  
CHILDREN BREAK  
YOUR SMOKE**

**WARNING**  
The toxic chemicals in tobacco smoke  
damage your blood vessels, damage your  
body's cells and attack your immune system.



Brand  
Variant





# And now....e-cigarettes

- Caught many by surprise
- Reality – nothing new in history of tobacco control
- Started small – then taken on by industry
- Supported by pro-industry groups



- Everything the industry wants – promotes smoking behaviour; normalises smoking behaviour to children
- Allows industry in to discussions on science and policy
- Enables massive advertising and promotion

- Still significant doubts on long-term, already some evidence of harms
- Evidence on efficacy as cessation aid not strong
- Minimal product/quality controls
- Promotes image of smoking as near-impossible to quit
- (While cessation supports already available)
- Enormous time-consumer – health groups, governments
- Regulatory morass (different products, labelling, non-smoking areas....etc.).
- Weapon of mass distraction

# Australia – e-cigarettes

(note – mix of national and state/territory measures)

- Nicotine products - not legal to sell as retail product or possess
- Non-nicotine products not legal if therapeutic claims
- Some uncertainties if no therapeutic claims
- Advertising probably illegal (to be tested)
- Capacity to apply for therapeutic use – but much more research/information likely to be required

# Where next?

- WHO position - Regulation rather than prohibition could be inconsistent with FCTC
- Don't accept that the game is lost.
- This could be a disaster for global tobacco control



ALCOHOL AND THE TOBACCO  
CONTROL EXPERIENCE –  
WHAT LESSONS CAN WE  
LEARN?

# Drink claims one teen a week

The Australian Daily Mail  
Isolinda Hickman

IRVING drinking of about 500 Australian teenagers in the early 1990s, and put a price on it... prompt... for an... of rules governing and taxation of...

...released today. The latest National... research... collected... to our teenager... from the risky... what they are... to have... of more than 80... alcohol consumption... 17-year-olds was... put the teenagers... acute harm... a rate... higher than... population... the proportion of... related to... will over the decade...

...leading drug... welfare and health... across the country... increasingly calling... a national debate... to address and... alcohol... and for... to restrict... and... reform... arrangements.

An... paper... released in November... warned of a... reversal in the... trend of young people... aged up to... 25... of alcohol-related... deaths. That... more than 200... aged 15 to 24... had died from... alcohol-related... deaths...

...girls... up from 1 per cent in 1990 to 8 per cent in 2000... was a sign that... consideration... should be given... to how... governments... handled the... potential... consequences of... alcohol... sales and... reforming... taxation... arrangements.

"Changes to... GST... arrangements... in 1998... caused... increased... revenue... a tax... and... have... become... a... for... young... people to... drink," she... said.

"We have... found... the... level of... young... women... who... chronically... drink... above... risky... levels... has... increased... dramatically... as... the... prevalence... of... young... women... who... drink... has... become... cheaper."

Ms... said... a... push... to... allow... alcohol... sales... in... supermarkets... corner... stores... and... petrol... stations... would... make... it... harder... to... prevent... teenagers... buying... alcohol... with... data... showing... a... third... of... teenagers... already... drank... regularly... and... half... of... all... teenagers... bought... alcohol... from... shops.

"It is... not... clear... if... it... is... an... issue... with... some... parents... of... 15... and... 16... year... olds... drinking... alcohol... in... bottles..."

# The Canberra Times

WEEKEND WARRIORS  
LETTING THE GOOD TIMES ROLL

FROM YASSER ARAFAT  
TO ROBERT DE NIRO

LES CROFT  
THE MYSTIQUE OF GALLEPOL

SPORT  
TIM SAUER  
KEEPS SKEPTICS GUESSING

## Alcohol is killing our youth

Deaths on rise: report

WA's drinking culture has been blamed for one of the country's highest rates of alcohol-related deaths among teenagers, with 46 young people losing their lives over the past 12 years.

## Aussie pilot's heroics save chopper in Iraq



### News

Drinking culture and the availability of low-priced liquor blamed for the high death rate among our young

# Alcohol killing WA's teenagers

By... WA's drinking culture has been blamed for one of the country's highest rates of alcohol-related deaths among teenagers, with 46 young people losing their lives over the past 12 years.

Annual... there were 500... deaths... between the ages of 15 and 24... the equivalent of one a week. Most of these were in the... of... research... predicting... after... drinking.

But the results of a new report on... drinking... WA's had the highest levels of alcohol consumption, injury and death after the Northern Territory.

Researcher... of the Curtin Community-based National Drug Research Institute, said WA's record on drinking-related... consumption was... increasing... rather than... decreasing... as in... other... States.

The NT had the lowest rates of...

...drinking... WA's had the highest levels of alcohol consumption, injury and death after the Northern Territory.

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The NT had the lowest rates of...



## **Alcohol: Current Snapshot**

- 83% of Australians are drinkers, and 1.4 million Australians consume alcohol on a daily basis. Overall per capita consumption of alcohol in Australia is high by world standards, with the country currently ranked within the top 30 highest alcohol-consuming nations, out of a total of 180 countries.
- Consumption accounts for 3.2% of the total burden of disease and injury in Australia: 4.9% in males and 1.6% in females.
- The annual tangible net cost to the Australian community from harmful drinking is estimated to be almost \$11 billion.
- It is also estimated that alcohol is responsible for insurance costs totalling \$14 million a year.



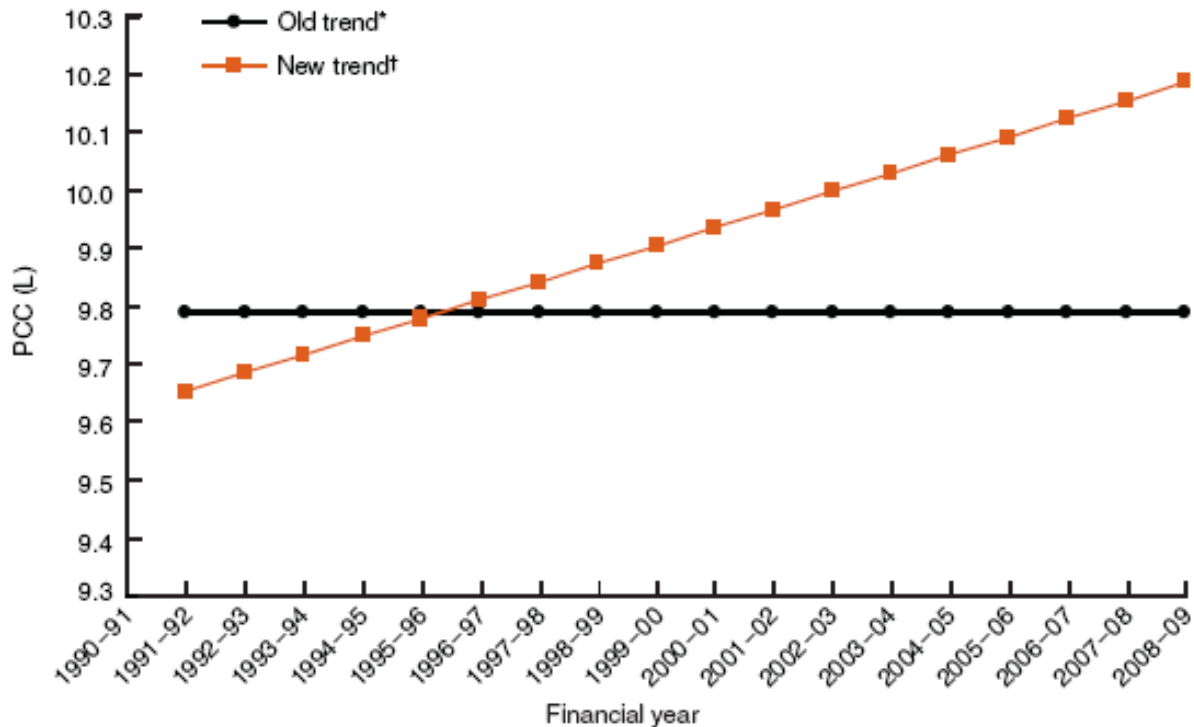


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- The annual tangible net cost to the Australian community from harmful drinking is estimated to be almost \$11 billion.
- It is also estimated that alcohol is responsible for insurance costs totalling \$14 million a year.

# Are we drinking more?

2 Linear trends (line of best fit) for alternative estimates of annual per capita consumption (PCC) of pure alcohol in litres for Australians aged  $\geq 15$  years, 1991-92 to 2008-09



\*The series of annual PCC of alcohol on which the old trend is based was derived from underestimated alcohol contents of wine. †The series of annual PCC of alcohol on which the new trend is based was derived from revised alcohol contents of wine.

Per capita alcohol consumption in Australia

Source: Tanya Chikritzhs, Steve Allsop, Rob Moodie & Wayne Hall

*Violent behaviour and violent language were condoned or scarcely rebuked; fights between members were not uncommon and the sight of a drunken statesman falling off his bench during a debate excited amusement rather than indignation. "Mudgee is represented by three good drinking men - myself, Sir John Robertson, and David Buchannan" young Adolphus George Taylor told his supporters soon after his election in 1882. A fews later a timid proposal that grog be banned in the Parliamentary refreshment room was easily defeated... Sir John restored the [Reform] Club to solvency by declaring to a meeting of members: "We must drink the bloody club out of debt!"*

# The Problem

80% of alcohol consumed by people aged 14 to 24 years is consumed in ways that put the drinker's (and others') health at risk of acute harm

Of 16-17 year old WA school students: 43.3% report **'One of the main reasons I drink is to get drunk'**.

66.3% report **'It is ok to get drunk occasionally'**.

50.1% report **'Drinking is the best way of relaxing'**.

# Growing community concern

- Alcohol and violence
- Young people - trends
- Binge drinking – drinking to get drunk
- Alcohol and the developing brain
- Predatory advertising and promotion
- Access and lack of effective controls

# FOUR COMMONALITIES

- MAGNITUDE OF PROBLEM
- COMMERCIAL INTERESTS – PROMOTING USE GLOBALLY
- EXPRESSIONS OF CONCERN – HEALTH AUTHORITIES, GOVERNMENTS
- INDUSTRIES SEEK POLICY INVOLVEMENT

# FOUR DIFFERENCES

- TOBACCO HARMFUL WHEN USED AS INTENDED
- ALCOHOL BROADER SOCIAL CONSEQUENCES
- ACCESS TO INDUSTRY DOCUMENTS
- WINNING THE WAR (DEVELOPED COUNTRIES)

# Profits and pandemics: prevention of harmful effects of tobacco, alcohol, and ultra-processed food and drink industries

*Rob Moodie, David Stuckler, Carlos Monteiro, Nick Sheron, Bruce Neal, Thaksaphon Thamarangsi, Paul Lincoln, Sally Casswell, on behalf of The Lancet NCD Action Group*

## Key messages

- Transnational corporations are major drivers of non-communicable disease epidemics and profit from increased consumption of tobacco, alcohol, and ultra-processed food and drink (so-called unhealthy commodities)
- Alcohol and ultra-processed food and drink industries use similar strategies to the tobacco industry to undermine effective public health policies and programmes
- Unhealthy commodity industries should have no role in the formation of national or international policy for non-communicable disease policy
- Despite the common reliance on industry self-regulation and public-private partnerships to improve public health, there is no evidence to support their effectiveness or safety
- In view of the present and predicted scale of non-communicable disease epidemics, the only evidence-based mechanisms that can prevent harm caused by unhealthy commodity industries are public regulation and market intervention

## Panel 4: Recommendations of action for non-communicable diseases

### For public health policy making, research, and programmes

- Unhealthy commodity industries should have no role in the formation of national or international policy for non-communicable diseases
- Interactions with the tobacco industry should be restricted and made consistent with recommendations of the Framework Convention on Tobacco Control
- Discussions with unhealthy commodity industries should be with government only and have a clear goal of the use of evidence-based approaches by government
- In the absence of robust evidence for the effectiveness of self-regulation or private-public partnership in alcohol, food, and drink industry, rigorous, timely, and independent assessment is needed to show that they can improve health and profit

### For public health professionals, institutions, and civil society

- Highly engaged, critical action is needed to galvanise an evidence-based constituency for change to implement effective and low-cost policies, to place direct pressure on industry to change, and to raise public awareness of the unhealthy effects of these industries
- Funding and other support for research, education, and programmes should not be accepted from the tobacco, alcohol, and ultra-processed food and drinks industries or their affiliates and associates

### For governments and international intergovernmental agencies

- Evidence-based approaches such as legislation, regulation, taxation, pricing, ban, and restriction of advertising and sponsorship should be introduced to reduce death and disability from non-communicable diseases

### For governments, foundations, and other funding agencies

- All approaches in the prevention and control of non-communicable diseases—ie, self-regulation, public-private partnerships, legislation, pricing, and other regulatory measures—should be independently and objectively monitored
- Funding of policy development research into modes of regulation and market interventions should be accelerated and prioritised
- A new scientific discipline that investigates industrial diseases and the transnational corporations that drive them, should be developed



# COMMONALITIES (Australia as example)

Altria (Philip Morris parent company) – major shareholders in SAB Miller

SAB Miller owns Fosters and Carlton United Breweries (and owns major US wine company)

SAB Miller Board - at least five past/present tobacco executives/board members

Pernod-Ricard Board – two Imperial Tobacco Board members

Bacardi leadership team – executives from Philip Morris and Dunhill

Beam Global Board – former Gallaher chairman

Brown-Forman Board – former PM-owned Kraft

Sapporo Group (associated with Coopers brewing) – major tobacco interests

All major tobacco companies in the Australian market – alcohol industry leaders on Boards

Philip Morris – 3

British American Tobacco – 3

Imperial Tobacco – 4

Tobacco companies sponsor/support alcohol retailer organisations



## **Mission**

To reduce alcohol related harms in young people through reduced overall consumption and lower risk patterns of consumption.

Primary target group:

Western Australians aged 14 to 25 years.

Or.....

Get same results for alcohol and young people as for tobacco.....

We know what needs to be  
done

# National Preventative Health Taskforce

1. Improve the safety of people who drink and those around them
2. Increase public awareness and reshape attitudes to promote a safer drinking culture in Australia
3. Regulate alcohol promotions
4. Reform alcohol taxation and pricing arrangements to discourage harmful drinking
5. Improve the health of Indigenous Australians
6. Strengthen, skill and support primary healthcare to help people in making healthy choices
7. Build healthy children and families
8. Strengthen the evidence base



# Drinks Industry – Summary (PM/Miller CEO Briefing Book, 1996)

## FOR

Drinks industry education programs

Emphasis on illicit drugs and “the root causes of dysfunctional behaviour”

Advertising tax deductibility

Voluntary advertising guidelines

Advertising in all media; sports sponsorship; marketing targeted to ethnic and other minority communities

Enforcement of drunk-driving laws – but driving at levels up to .17 BAC

# Drinks Industry – Summary (PM/Miller CEO Briefing Book, 1996)

## **AGAINST**

**Lower BAC levels**

**“Don’t drink and drive” message**

**Legislated or any other restrictions on  
advertising, sponsorship, any other promotion**

**Increased excise duties**

**Strong enforced labelling**

**Any limits on availability**

**Significant government spend on public education**

**Association of alcohol concerns with illicit drugs**

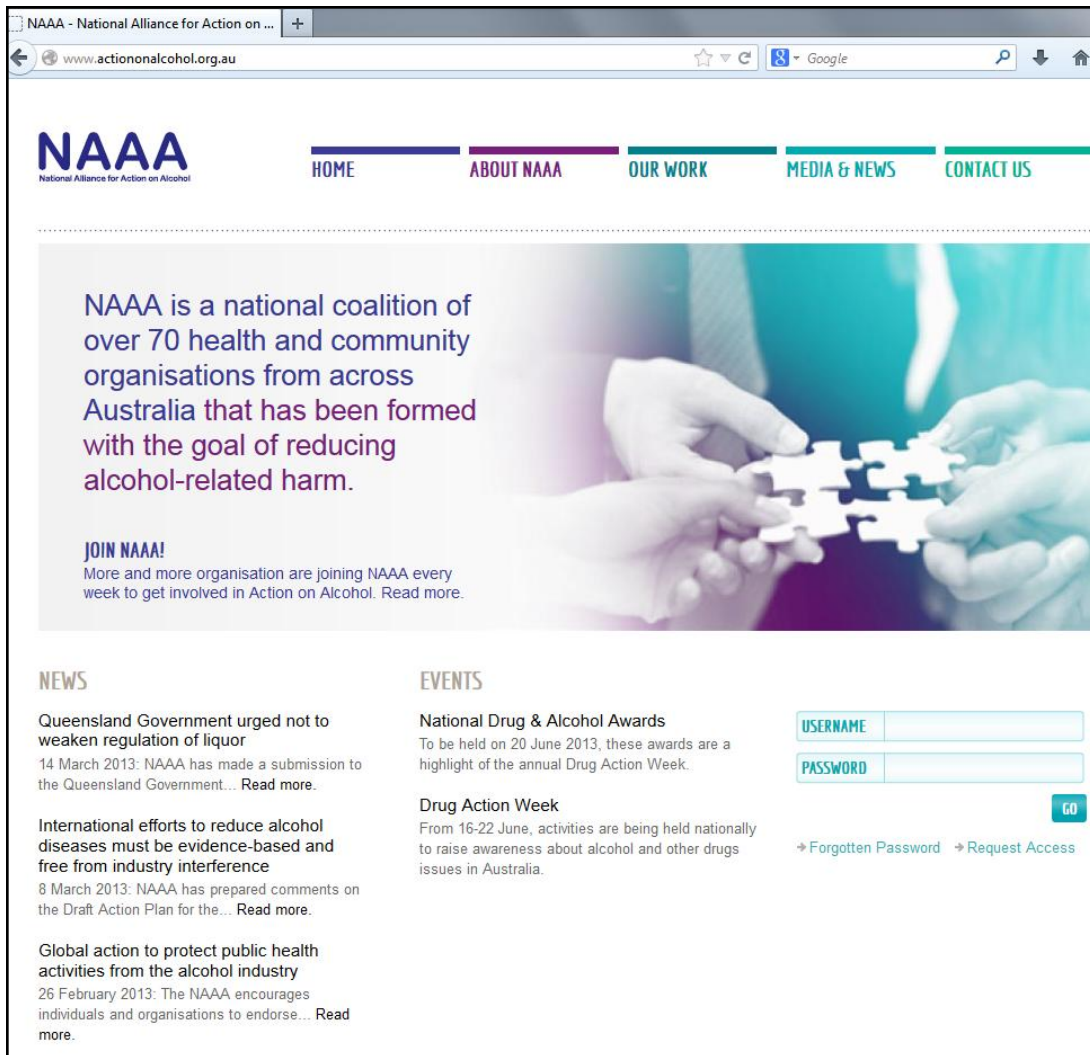
# WA Alcohol and Youth Action Coalition

Co-chaired by Professors Fiona Stanley and Mike Daube.  
Supported by 84 organisations representing:

- Youth
- Alcohol prevention
- Medical
- Health
- Legal
- Law enforcement
- Road safety
- Charities
- Welfare
- Sexual health
- Mental health
- Local government
- Research
- Indigenous
- Drug treatment
- Religious
- Injury prevention
- Rural health
- Public health
- Education
- Universities



# National Alliance for Action on Alcohol



The screenshot shows the NAAA website homepage. At the top, there is a navigation menu with links for HOME, ABOUT NAAA, OUR WORK, MEDIA & NEWS, and CONTACT US. The main content area features a large image of hands holding puzzle pieces, with text explaining that NAAA is a national coalition of over 70 health and community organisations from across Australia, formed with the goal of reducing alcohol-related harm. Below this, there is a 'JOIN NAAA!' section with a link to 'Read more'. The bottom section is divided into 'NEWS' and 'EVENTS'. The 'NEWS' section includes three articles: 'Queensland Government urged not to weaken regulation of liquor' (14 March 2013), 'International efforts to reduce alcohol diseases must be evidence-based and free from industry interference' (8 March 2013), and 'Global action to protect public health activities from the alcohol industry' (26 February 2013). The 'EVENTS' section includes 'National Drug & Alcohol Awards' (20 June 2013) and 'Drug Action Week' (16-22 June). A login form with fields for USERNAME and PASSWORD, a GO button, and links for 'Forgotten Password' and 'Request Access' is also visible.

NAAA  
National Alliance for Action on Alcohol

HOME ABOUT NAAA OUR WORK MEDIA & NEWS CONTACT US

NAAA is a national coalition of over 70 health and community organisations from across Australia that has been formed with the goal of reducing alcohol-related harm.

**JOIN NAAA!**  
More and more organisation are joining NAAA every week to get involved in Action on Alcohol. [Read more.](#)

**NEWS**

**Queensland Government urged not to weaken regulation of liquor**  
14 March 2013: NAAA has made a submission to the Queensland Government... [Read more.](#)

**International efforts to reduce alcohol diseases must be evidence-based and free from industry interference**  
8 March 2013: NAAA has prepared comments on the Draft Action Plan for the... [Read more.](#)

**Global action to protect public health activities from the alcohol industry**  
26 February 2013: The NAAA encourages individuals and organisations to endorse... [Read more.](#)

**EVENTS**

**National Drug & Alcohol Awards**  
To be held on 20 June 2013, these awards are a highlight of the annual Drug Action Week.

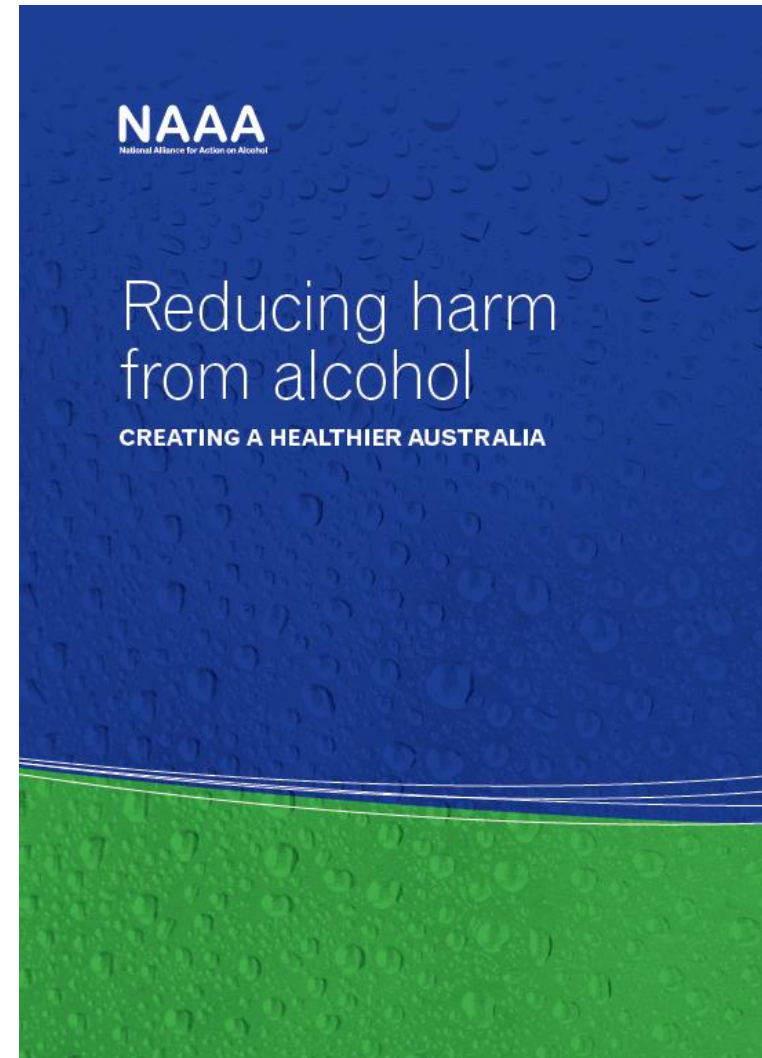
**Drug Action Week**  
From 16-22 June, activities are being held nationally to raise awareness about alcohol and other drugs issues in Australia.

USERNAME

PASSWORD

**GO**

[→ Forgotten Password](#) [→ Request Access](#)



The graphic features a dark blue background with a pattern of water droplets. At the top left is the NAAA logo. The main text reads 'Reducing harm from alcohol' in a large, white, sans-serif font. Below this, in a smaller white font, is the tagline 'CREATING A HEALTHIER AUSTRALIA'. The bottom of the graphic shows a green field with a white horizon line.

NAAA  
National Alliance for Action on Alcohol

Reducing harm from alcohol

CREATING A HEALTHIER AUSTRALIA

# National Alliance for Action on Alcohol

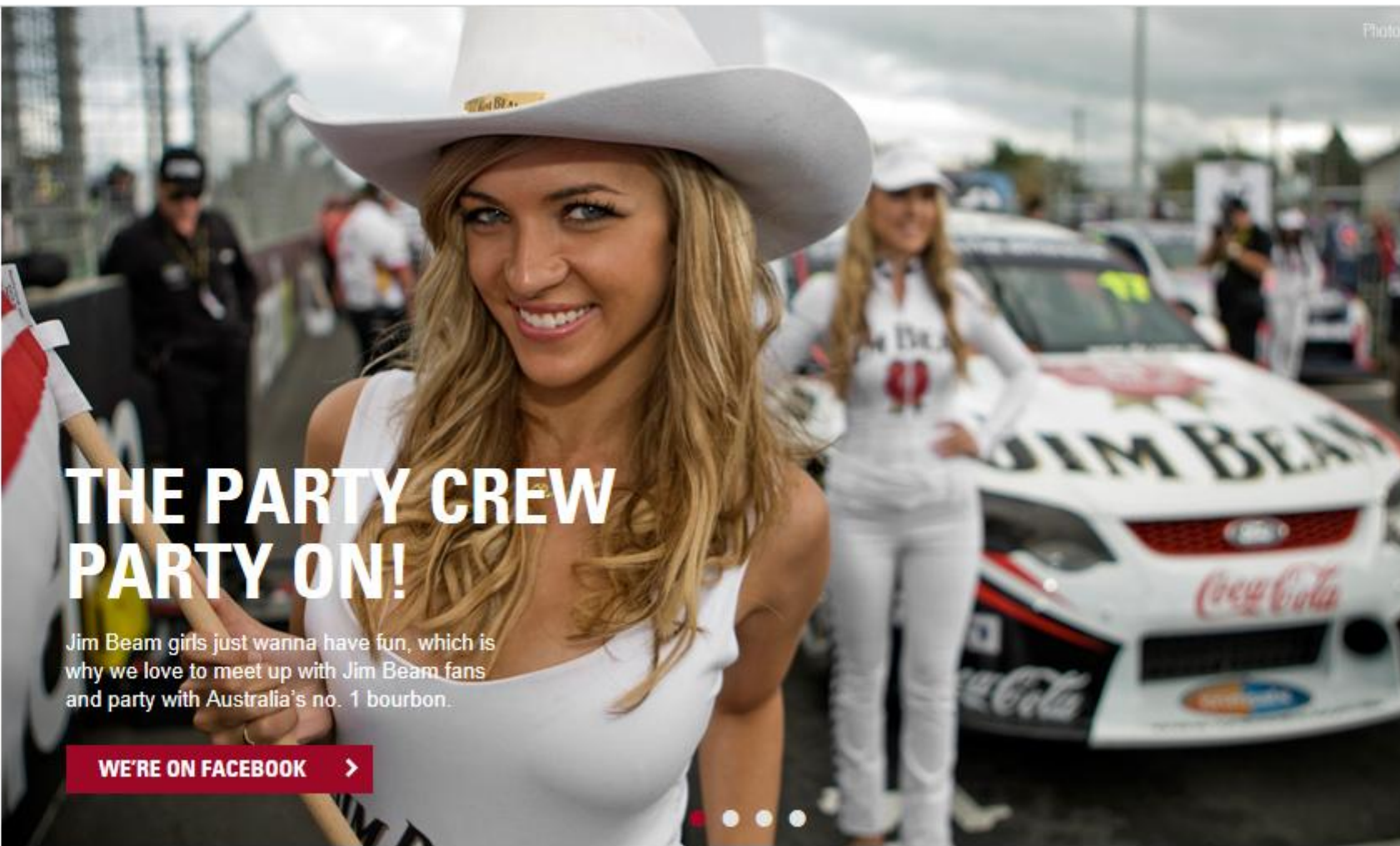
- Established 2011
- 75 national member organisations
- Policy positions based on best evidence; National Prevention Taskforce recommendations, AMA policies, etc.
- Priorities: Price/tax; Access; Advertising and promotion

# Areas of Action

- Information: collate, disseminate, comment.
- Engage communities: e-newsletters, forums.
- Emphasis on coalitions, linkages, cooperation.
  - WA Alcohol and Youth Action Coalition
  - National Alliance for Action on Alcohol
- Media coverage – for issue, concern, need for action; direct or promoting others
- Professional engagement.
- Key groups engagement.
- Direct and indirect advocacy.

# Example - Advertising

BEAM  
BURBON  
TIONS  
RSHIPS



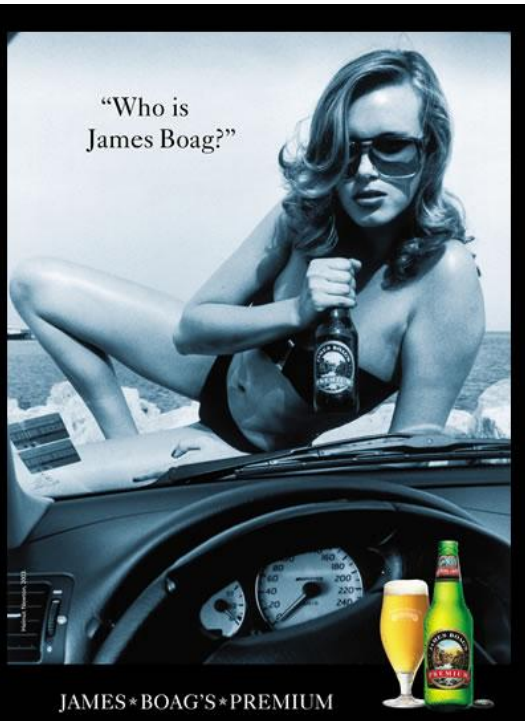
# THE PARTY CREW PARTY ON!

Jim Beam girls just wanna have fun, which is why we love to meet up with Jim Beam fans and party with Australia's no. 1 bourbon.

WE'RE ON FACEBOOK >



# \$500+ million p.a. in advertising and promotion







EVENT 5, Hidden Valley Raceway, Darwin, 19 - 21 June 2009  
[www.djr.com.au](http://www.djr.com.au)

**JIM BEAM**  
*Racing*



theguardian

News | Sport | Comment | Culture | Business | Money | Life & style

News > Technology > Facebook

## Facebook deal with Diageo fuels under-age drinking fears

Drinks giant's marketing tie-up on advertising pages raises concerns about health impact on teenagers

Sarah Boseley, health editor  
guardian.co.uk, Tuesday 20 September 2011 20.40 BST  
Article history



Facebook's advertising tie-up with drinks giant Diageo has fueled fears of under-age drinking. Photograph: Action Press / Rex Features

Drink her pretty  
for less than \$10.

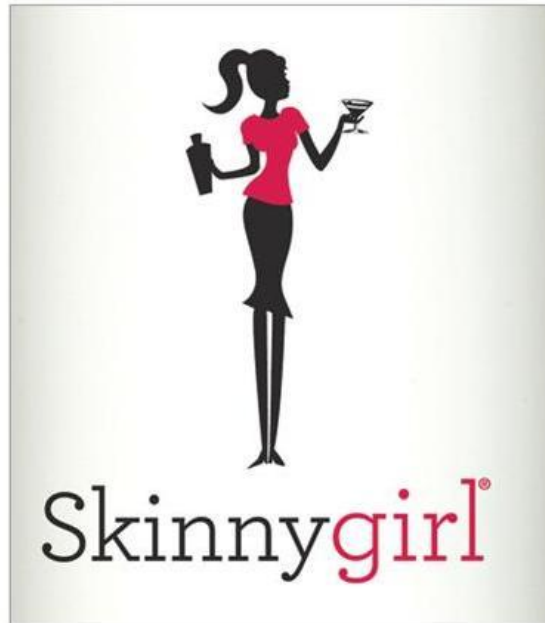


How much beer would it take? A cup? A jug? The entire contents of a small brewery? Well, fortunately, Costco can provide you with an endless supply of some of the world's



finest beers for less than 25 cents a bottle. You'll find Costco's world-famous Home Brew and Mega Brew kits at all great supermarkets and variety stores. Cheers.

Costs cents. Saves a million dollars.





The Skinny Blonde sixpack Staring competition About the beer WI



UNLEASH THE BEAST

**JIM BEAM ON CAMPUS**  
EST. 2004

**Courtyard Show!**  
FRIDAY 2 MARCH  
AT THE LAW COURTYARD, 7PM - MIDNIGHT  
FEATURING AVI DEY | AWESOME PRIZES  
JIM BEAM PARTY CREW | +18 ONLY

[f FACEBOOK.COM/JBOC.UWA](https://www.facebook.com/jboc.uwa)







An advertisement for a contest. On the left, a red and white electric skateboard is shown on a light-colored floor. The skateboard has "JIM BEAM" and "ELECTRIC SKATEBOARD" written on its deck. To the right, the text "beast of a board" is written in a stylized, bold, white font with a red shadow effect. Below this, the text "WIN A JIM BEAM ELECTRIC SKATEBOARD" is written in large, bold letters. Underneath that, it says "COMPLETE THE ONLINE ENTRY FORM TO BE IN THE DRAW TO WIN". A red button with the text "ENTER HERE" and a right-pointing arrow is located to the right of the main text. At the bottom, there is a Facebook logo followed by "Jim Beam Australia" and a splash of Jim Beam drinks (a bottle and a can) with liquid splashing out.



Steve Inch, the managing director for Oceania for Beam Australia, said its naming rights partnership with Dick Johnson Racing had concluded at the end of last year, and complied with “recognised industry guidelines around the marketing of alcohol”.

Steve Inch, Beam Australia:

The kids racing range “carries the brand identities of the various team partners and relates to the Dick Johnson Racing Team, but does not and did not carry the Jim Beam brand”



# Impact of alcohol advertising on young people

- Young people are routinely exposed to messages endorsing the use of alcohol products.
- Exposure to alcohol promotion contributes to young people's attitudes to drinking, drinking initiation and drinking at harmful levels.
- Alcohol advertising contributes to the normalisation of alcohol.

# Constraints Minimal

- Voluntary self-regulation
- Ineffective, woolly wording, loopholes, complex process
- Key exclusions – e.g. sports sponsorship, music sponsorship, placement

# Alcohol Advertising Review Board

Alcohol Advertising Review Board (AARB) accepts complaints from the Australian community about alcohol advertisements.

- Developed by McCusker Centre and Cancer Council WA
- Supported by health organisations around Australia
- Chaired by Professor Fiona Stanley, AC
- Quarterly reports



# Alcohol Advertising Review Board

**Mission:** To administer an independent alcohol advertising complaint review service to help protect the community from inappropriate alcohol advertising and encourage effective regulation of alcohol advertising.

## Aims:

- Provide an independent system of alcohol advertising review;
- Support the community to respond to inappropriate alcohol advertising;
- Ensure the complaint process is easy for community members to engage in; and
- Address the content and placement of all alcohol advertising.



# The Code

- The AARB Code sets criteria for acceptable alcohol advertising.
  - Covers all forms of advertising in Australia, including TV, print, radio, online, outdoor and sponsorship
- Content section is constructed using only provisions from existing alcohol advertising codes
  - we apply the industry's own standards.
- Placement code had no existing codes to reference - we identified provisions that would reasonably reduce young people's exposure to advertising.



# AARB Procedures

- Advertisers are provided opportunity to respond to complaints
- Complaints are put to Panel members who consider the ad with regard to the AARB Code
- AARB names and shames alcohol companies that advertise irresponsibly





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## Ad industry hits out at new review board

16 March, 2012 [Miro Sandev](#) [0 comments](#)



The advertising industry has lashed out at the creation of a new body to review complaints about alcohol advertising, branding it an activist forum and said it had no independence nor standing in the community.

The sharp rebuke comes shortly after the new national health body the Alcohol Advertising Review Board was launched in Perth last week.

The independent body, which has promised to hold advertisers to account for what it claims is the growing problem of alcohol abuse around the nation, is made up of health professionals and related groups.



# Ten alcohol ads named and shamed as harmful

■ **Cathy O'Leary**  
Medical Editor

Shot buckets of chocolate éclair liqueur and university "clubs" sponsored by American whiskey topped a list of the 10 worst alcohol promotions aimed at young people.

WA's McCusker Centre for Action on Alcohol and Youth drew up the list to show self-regulation of alcohol industry advertising and marketing was failing.

It was released ahead of today's launch by child health advocate Fiona Stanley of a national body to review alcohol advertising.

Health groups say that it will counter the marketing of alcohol at youth that is causing increasing

harm. McCusker centre director Mike Daube said top offenders included Bacchus shot buckets with 28 shots of flavoured liqueur, and pre-mix vodka cocktail casks, known as "voon bags". Also on the list were internet promotions such as Jim Beam on Campus, a website club for university students.

Most complaints about advertisements were dismissed by industry regulatory groups because they did not breach their codes of ethics.

Professor Daube said alcohol promotion was out of control.

"The drinks industry can't help themselves with these massive promotions which come at a time of increasing concern about young people drinking to get drunk," he said.



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## Alcohol Advertising Review Board launched by Fiona Stanley to stop 'free run' of booze ads

Alison McMeekin, Political Reporter *The Daily Telegraph* March 16, 2012 10:47AM [41 comments](#)

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**FORMER** Australian of the Year Fiona Stanley and other leading health campaigners are today launching a new national body to review alcohol advertising in Australia.

The new Alcohol Advertising Review Board hopes to counter what it claims is out-of-control advertising and marketing of alcohol, which is seeing increasing levels of alcohol-related harm.

It will consider and adjudicate complaints from the community about alcohol advertising, providing "an independent alternative to Australia's current inadequate and ineffective advertising self-regulation system".

Professor Stanley, who will chair the board, said children needed protection from alcohol promotion and advertising.

"Children and young people are being exposed to promotion of alcohol in advertising, in sport, on billboards, on buses, in bus shelters – almost wherever they look," she said.



Booze crackdown ... Professor Fiona Stanley. Picture: Andy Tyndall Source: The Daily



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## Health groups tackle 'tsunami' of booze ads

AM By Anna MacDonald

Updated March 16, 2012 12:15:35

**A coalition of experts say Australia's alcohol advertising code has failed to rein in the industry, which they say is out of control.**

Health groups have joined forces to form a new review board to investigate and publicise complaints about alcohol advertising.

The Alcohol Advertising Review Board, to be chaired by the former Australian of the Year Professor Fiona Stanley, is planning to name and shame companies that advertise irresponsibly.

Professor Mike Daube from the McCusker Centre for Action on Alcohol and Youth says the liquor industry's own system of self-regulation is failing dismally.

"Our children in particular and the community as a



**PHOTO:** Some alcohol advertisements have been accused of targeting children. (Getty Images: China Photos, file photo)

## THE CONVERSATION

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16 March 2012, 11:37am AEST

## New panel to "name and shame" irresponsible alcohol ads

AUTHOR

**Justin Norrie**  
Editor

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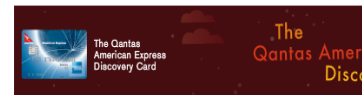
[Click here to get a copy of this article to republish.](#)



Alcohol abuse is estimated to cost Australia \$36 billion a year. Flickr/Aggie L'Abbe



The Sydney Morning Herald



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## Alcohol advertisers to be 'named and shamed' by new review board

Courtney Trenwith  
March 16, 2012 - 10:10AM

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**Poll: Is an independent alcohol advertising review board needed?**

- Yes, the industry is out of control 46%
- Yes, but it's not like alcohol advertising is 'out of control' 9%
- No, restricting advertising won't make any difference to drinking attitudes 28%
- No, the industry is already acting responsibly 13%
- No, it's the government's job to step in 4%

Total votes: 117 |

**Watchdog to keep booze ads away from children**

New board to regulate alcohol advertising

**LATELINE.**

National panel to investigate alcohol advertising

 | ABC News

**Health groups tackle 'tsunami' of booze ads**



Introducing a new watchdog for alcohol marketing

**Ten alcohol ads named and shamed as harmful**

**Alcohol ads face watchdog**

**Watchdog looms on booze ads**

New body to monitor alcohol adverts

**Ads blamed for teenage grog plague**



# The Launch: Industry Response

16 March 2012

ABAC response to announcement re Alcohol Advertising  
The plan announced today to establish the so-called Alcohol Advertising Review Board (AARB) is a stunt by a group determined to grab quick headlines. It will do nothing to protect the public already has an established and proven vehicle for alcohol advertising.

The Alcohol Beverages Advertising Code (ABAC) is recognised as one of the most accessible such systems in the world, accessible at no cost to the consumer.

Government representatives sit on the Management Committee, set standards for content and has complementary arrangements conducted by three-member Adjudication Panels, which must be representative. Members of the alcohol beverage industry have quickly withdrawn and amend to comply with Code provisions.

ABAC made 43 determinations on complaints received last year. The ABAC system also includes a voluntary pre-vetting service they are used. More than 1,000 advertisements and campaigns were significantly amended to comply with the ABAC Code.

Claims that ABAC is toothless or flawed simply because it is not a "peer review" through industry involvement are unfounded. By contrast, the Alcohol Advertising Review Board has no authority that the public will see it as a valid and approved alternative.

There are also errors of fact in the new group's document that its credibility.

Stephen Strachan  
Chair, Alcohol Beverages Advertising Code Scheme Ltd

On behalf of  
Winemakers' Federation of Australia  
Brewers' Association of Australia & New Zealand  
Distilled Spirits Industry Council of Australia

Media contact:

Nick Carne Mobile 0404 850 859 or email [nick@wfa.com.au](mailto:nick@wfa.com.au)

The ABAC  
Scheme Ltd

Media Release

## SHADOW ADVERTISING COMPLAINTS SYSTEM NOT REQUIRED

The Distilled Spirits Industry Council of Australia (DSICA) has today expressed its frustration at the decision to establish the Alcohol Advertising Review Board (AARB) as an unnecessary white elephant that 'simply create public confusion and will divert funds from targeted interventions to resolve alcohol misuse'.

The backers of the West Australia-based Alcohol Advertising Review Board (AARB) today have claimed that the currently operating Queensland Alcohol Advertising Code (ABAC) Scheme.

DSICA Chief Executive and member Mr Broderick said that the supporters of the AARB have failed to address where advertisements cause advertisements to be withdrawn.

Mr Broderick also said that, "The ABAC Scheme also has a robust self-regulatory, government-recognised, model for alcohol advertising, naming and packaging through the Alcohol Beverage Advertising Code (ABAC) Scheme."

"Every DSICA member is committed to a robust self-regulatory, government-recognised, model for alcohol advertising, naming and packaging through the Alcohol Beverage Advertising Code (ABAC) Scheme."

Mr Broderick also noted that the AARB is a person's person was anyone one of the legal aged drinkers by advertising.

ENDS



## AdStandards Bulletin

Issue 31. March 2012.

Don't be confused – we take alcohol ad complaints seriously

The current system of resolving complaints about alcohol ads has the support of industry and uses an independent view and has not sought support for its work from the industry.

## AANA lambasts alcohol ad review board

16 Mar 2012

### Brewers Association supports self-regulatory alcohol advertising

16/03/2012

The Brewers Association of Australia and New Zealand (Brewers Association) has today expressed its frustration at the decision to establish the Alcohol Advertising Review Board (AARB) as an unnecessary white elephant that 'simply create public confusion and will divert funds from targeted interventions to resolve alcohol misuse'.

Brewers Association CEO, Mrs Denita Wawn, said that "Australia already has a robust self-regulatory, government-recognised, model for alcohol advertising, naming and packaging through the Alcohol Beverage Advertising Code (ABAC) Scheme."

"ABAC provides an independent pre-vetting service and independent complaints adjudication process. It is funded through a levy paid by signatories to the Code including the Brewers Association."

"Unlike AARB, the ABAC Scheme is a person's person was anyone one of the legal aged drinkers by advertising."

Association of National Advertisers (AANA) has today expressed its frustration at the decision to establish the Alcohol Advertising Review Board as a powerless "action by industry."

## Bottle shops join in condemning advertising review board

Published on Wed, 21/03/2012, 01:03:00

By Amy Looker

The Australian Liquor Stores Association (ALSA) has weighed in on the **backlash from the industry** regarding the launch of the Alcohol Advertising Review Board (AARB).

Launched on Friday by the Cancer Council of WA and the McCusker Centre for Action on Alcohol and Youth, the AARB claims that the Alcohol Beverages Advertising Code (ABAC) has failed in its capacity to regulate alcohol advertising.

But ALSA chief executive Terry Mott today said the director of the McCusker Centre for Action on Alcohol and Youth, Professor Mike Daube, had failed to communicate with the industry on matters relating to advertising of alcohol products.

"ALSA is very surprised to see this development. Professor Daube probably has some other priorities that he would be better off concentrating on and one thing that maybe he could practice is communication, because communicating with people will get results," Mott told TheShout.

Mott said that Daube's lack of communication meant that collaboration between the industry and health campaign groups was difficult.

"Professor Daube refuses to work with industry and if he did he may be able to constructively offer some criticisms that the industry could actually work with him on... rather than simply trying to duplicate something the industry is already doing and has proven that works."

## In the first 12 weeks of AARB:

Complaints	
Number of complaints received	63
Number of advertisements these complaints referred to	53
Number of complaints considered by the AARB Panel	44
Number of complaints upheld	25
Number of complaints upheld in part	17
Number of complaints dismissed	2

44  
determinations

## In a whole year of ABAC:

Complaints	2009	2010	2011
Number of complaints received	117	87	119
Number of advertisements and packaging these complaints referred to	42	38	74
Number of complaints considered by the Alcohol Beverages Advertising Adjudication Panel (i.e. complaints that fell within the Code)	47	41	63
Number of determinations from complaints received that year	39	31	45
Number of complaints upheld (at least in part)	12	15	20
Number of determinations upholding complaints	10	11	15

45  
determinations

The ABAC Scheme Annual Report  
2011, p5.

# Advantages of the AARB

- Independent of alcohol and ad industries.
- Covers all forms of advertising (and marketing, promotion etc) in Australia.
- Strong Code provisions – including placement.
- Simple to lodge complaints.
- Proactive advertising monitoring role.
- Publicly names and shames irresponsible advertisers.



# Future of the AARB

- Publicise complaints review system
- Name and shame irresponsible advertisers - media advocacy
- Monitor industry response – we know they are monitoring us
- Further engage panel members
- Advocate for strong, independent controls on alcohol advertising



# Where Next?

- Alcohol and tobacco different – but many similarities – including opposition
- Seek alcohol-appropriate resolutions – but same context
- Comprehensive approach – Price, legislation/regulation, public education and information
- Advocacy to make it happen

“The development of alcohol policies is the sole prerogative of national authorities. In the view of WHO, the alcohol industry has no role in the formulation of alcohol policies, which must be protected from distortion by commercial or vested interests.”

Dr. Margaret Chan, Director General, WHO. BMJ, 11 April 2013

# Approach

- Comprehensive action at various levels.
- Work in WA and nationally where appropriate.
- Stimulate and inform community discussion.
- Influence young people directly and indirectly.
- Raise awareness of the:
  - Magnitude of harms
  - Approaches we know can work
  - Other options
  - Need to act without delay.

# Alcohol (and others)

- Overwhelming evidence – health, social, law enforcement, etc.
- Community concern – immediate impacts evident
- Much evidence on action required (Babor et al)
- Many potential players; great potential for advocacy, coalitions
- Encouraging developments (e.g. WHO DG comments, responses to Babor group)



# So in summary

- Tobacco – no room for complacency, but good developments
- Alcohol – work in progress