



## NCWNZ Action Item Response Sheet

### Please send your responses

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<b>Document</b>	<b>Proposal to introduce plain packaging of tobacco products in New Zealand – consultation document S12.14</b>
<b>Committee/Writer</b>	Consumer Affairs/Jan Brown, Convener
<b>Action Item due date</b>	<b>7 September, 2012</b>
<b>Responder, eg Name of Branch, NOS, individual</b>	
<b>Number of people contributing to response</b>	

The Government has agreed in principle to introduce a plain packaging regime for tobacco, subject to the outcome of a consultation process.

The consultation document (<http://www.health.govt.nz/publication/proposal-introduce-plain-packaging-tobacco-products-new-zealand>) sets out the Government's plain packaging proposal, gathers the views of interested individuals, businesses and organisations, informs New Zealand's trade partners and invites their comment, and seeks additional information relevant to the proposal, and considers their views before proceeding.

There is strong evidence that plain packaging would further reduce the appeal of tobacco products and smoking in general. For the purposes of the consultation, tobacco products is defined widely and includes all tobacco products that may be sold legally in New Zealand, including cigarettes, loose leaf tobacco and cigars.

Plain packaging means highly regulating the appearance of tobacco products in order to remove any opportunity for tobacco companies to promote their products or smoking behaviour in general. The introduction of plain packaging would align New Zealand with Australia which is introducing plain packaging to come into force fully by December 2012. "Plain packaging would help New Zealand meet international commitments under the global tobacco treaty, the Framework Convention on Tobacco Control" said Tariana Turia in her speech introducing the proposal.

Questions:

1. Do you support or oppose the proposal to introduce plain packaging of tobacco products in New Zealand?
2. Do you agree that plain packaging of tobacco products would help to:
  - Discourage young people from taking up smoking?

- Encourage people to give up smoking?
  - Contribute to a reduction in smoking prevalence in New Zealand and reduce people's exposure to second-hand smoke.
3. If you do not agree that plain packaging should be introduced, what other options do you think should be adopted to reduce smoking and the harm it causes?
  4. If adopted, do you think plain packaging of tobacco products might have any unintended or undesirable consequences:
    - Legal implications? (e.g. implications for freedom of expression under the Bill of Rights Act).
    - Limitations on consumer choice that are an unacceptable implication?
    - Adverse implications for competition or trade?
  5. Do you have any concerns that a plain packaging regime might lead to an increase in illicit tobacco trade and related "black market" or criminal activity?  
If so, can you provide any evidence to support your concern?
  6. Do you have any other comments on plain packaging of tobacco products that you would like taken into account in the submission?
  7. Do you think it will take longer for tobacco retailers to serve customers with plain packages tobacco products and if so, why, and by how much would this occur?