You can take on Big Tobacco and win

The Honourable Nicola Roxon
(Former Australian Health Minister and former Attorney-General)

World Conference on Lung Cancer
Sydney, Australia
27 October 2013
Overview

- What does “plain packaging” mean?
  - Regulated size, colour and packs with big graphic health warnings
  - (plus existing advertising and display bans)

- Why introduce plain packaging?
  - Kids – look at how alluring packs have become

- What tactics will be used to stop you acting?
  - Political influence, so-called “freedoms” and nanny state accusations, industry and trade arguments, legal arguments
SMOKING CAUSES LUNG CANCER

BRYAN DIED AGED 34
Brand
Variant

WARNING
Bryan was a teenager when he started smoking. Like many others he never thought it would kill him. He died aged 34, just 47 days after he was diagnosed with lung cancer. He wanted others to know – this is what happens to you when you smoke.

Thinking of quitting? Call Quitline 13 7848, talk to your doctor or pharmacist, or visit www.quitnow.gov.au

AUSTRALIAN FIRE RISK STANDARD COMPLIANT. USE CARE IN DISPOSAL.
Cigarette addiction affects generations.

Mother and daughter are both addicted to tobacco. Nicotine is the drug in tobacco that causes addiction.

You can quit. We can help.

1-855-QUIT-4-NEED (1-855-774-8463)
gimhketfree.gcuu.quit

WARNING

Health Canada

25 CIGARETTES

PLAYER'S

UN GOUT QUI T'APPARTIENT.

UN GOUT SAVOUREUX.

C'EST LE GOUT DU TABAC QUI COMPTÉ.
DON’T LET CHILDREN BREATHE YOUR SMOKE

The toxic chemicals in tobacco smoke damage your body’s cells and attack your immune system.

Brand
Variant
25
SMOKING CAUSES BLINDNESS

WARNING

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

Brand

Variant

25
ACCEPTING DONATIONS FROM THE TOBACCO INDUSTRY CAUSES POLITICAL BLINDNESS
Do you really like living in a Nanny State?

If you’re one of the 1.5 million adult Australians who choose to smoke, you’re no doubt aware of the associated health risks. The current packaging makes that abundantly clear. Now the government wants to remove all branding and increase the graphic health warning to cover most of the front of your pack. It’s clear the government doesn’t believe you can make your own decisions about what you should and shouldn’t do. And while rules are necessary in a modern society, there has to be a limit. If you think Plain Packaging Legislation is regulation gone too far, do something about it. Go to StopPlainPackaging.com, write to your local Member or Parliament on (03) 3277 111.
OMG... IT'S THE O**ING NANNY STATE!
We are supported by: **British American Tobacco Australia Limited** (ACN 000 151 100); **Philip Morris Limited** (ACN 004 694 428); and **Imperial Tobacco Australia Limited** (ACN 088 148 681).
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.

Cola

Don’t let the taxpayer foot the bill for a bad Bill
PlainPack.com
Legal threats and issues

Anti-smoking may cause serious damages

A Gentle Health Warning

from Big Tobacco

Well, they couldn't have packaged it more plainly than that...

Cartoon by David Pope, The Canberra Times. Used with permission.
SMOKING CAUSES LUNG CANCER

BRYAN DIED AGED 34

Marlboro Menthol

25

PINK

AMERICAN BLEND

Fumer tue