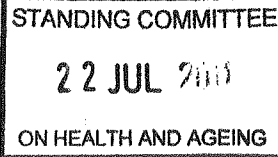


Clerk Assistant (Committees)  
House of Representatives  
PO Box 6021  
Parliament House  
CANBERRA ACT 2600

21ST JULY, 2011



Submission No. 12  
(Plain Packaging Bill)  
A.O.C. Date: 25/07/2011

**RE: INQUIRY INTO PLAIN TOBACCO PACKAGING (BRAND REMOVAL FROM CIGARETTE PACKS)**

I have listened with interest to the arguments concerning this issue and thoroughly agree with the present action proposed by the government in this regard. I do not feel that it is necessary to further add to these already competent and comprehensive discussions.

I suffer from the terminal cancer "**mesothelioma**" which was contracted from a single, relatively minor contact with **asbestos** in 1973. I can therefore fully sympathise with all the sufferers of lung cancer and other conditions shown to be connected to cigarette smoking.

I am aware that the cigarette manufacturers vehemently oppose the proposed legislation, and it is for this reason that I am writing to suggest some "**lateral thinking**" on this matter (which may fully satisfy the government's intent - but at the same time head off lengthy and expensive legal wrangles).

I recently bought a box of chocolates and as I was looking at them on the table beside me, it occurred to me that here was a packaging solution which might easily be applied to cigarettes. But it would require a rather different way of looking at cigarettes as a "**product**".

In the case of the chocolates, you have a box with all kinds of promotional material printed on it, including brand names, logos etc. Inside the box are the chocolates - all individually wrapped in an eye-catching, colourful "**wrapper**". Finally, inside the "**wrapper**" is the real reason for purchase, namely the chocolate confectionary. The "**enclosing box**" and the "**wrapper**" are really both incidental to this "**product**".

How can this scenario be applied to a pack of cigarettes? Well it is quite simple as it turns out. First of all (just like the chocolates) you have a box (for which the government wants to legislate). Inside the pack are the cigarettes. But the latter of course aren't **the real product**! The real "**product**" is the "**tobacco**". The "cigarette paper" and "filter" are just a "**wrapper**" and "**enhancing device**" respectively.

It is my suggestion that cigarette manufacturers be allowed to place "brand names", "logos" etc. on this product "**wrapper**" - provided that such material does not occupy more than 30% of the free area available. The remaining space would be required to carry a standard health warning such as "**Cigarettes Do Kill**". Other constraints may need to be devised as well, including:

1. Health warnings must be printed using the same general format etc. as printed brand names and occupy a space equal to all manufacturer's promotional material combined:
2. Only black ink is permitted (no colours) and then using only a **50% screen or equivalent** (to create a 'watermark' effect) as illustrated below:

FULL BLACK (NO SCREEN): **XYZ BRAND** --- 50% SCREEN: **XYZ BRAND**

I would consider this approach to be an acceptable concession as regards "*freedom to display corporate trappings*". Also, by the time the "**wrapper**" is seen, the "**product**" has already been purchased... so it will have little or no value for promotional purposes... but may still nevertheless act as some deterrent!

  
LLOYD GASKE