

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2011-2012, 30/31 May 2011

Question: E11-146

OUTCOME 1: Population Health

Topic: PLAIN PACKAGING

Written Question on Notice

Senator Ryan asked:

- a) Is the Department confident with the advice that it has received in relation to Australia's international trade and treaty obligations that it would not be paying compensation to tobacco companies if the Federal Government introduces and implements plain packaging of tobacco products?
- b) Has the Minister for Health and Ageing received or briefed on that advice and if so, what date/s did this occur?
- c) Can the Department confirm that the pantone colour of the tobacco packaging as publicly displayed by the Minister for Health and Ageing on 7 April 2011 is in fact the pantone colour recommended by the Expert Advisory Group to the Department?

Answer:

- a) and b)  
It would not be appropriate for the Department to reveal the content of legal advice. (Also refer to the answer provided to E11-446).
- c) The Expert Advisory Group did not recommend a particular pantone colour. The Expert Advisory Group was established to advise on plain packaging design, including to oversee consumer research on optimal design and design features. The 'drab dark brown' colour specified for plain packaging was determined based on the results of this consumer research.