

QoN 005-03 What would be the likely effect of applying the same taxation treatment or any additional taxes on e-cigarettes that would make them more expensive relative to traditional combustible cigarettes?

It is our opinion that applying the same or greater tax on e-cigarettes making them more expensive relative to traditional combustible cigarettes would lead to fewer smokers switching to these products and continuing to smoke combustible cigarettes. It is also quite possible that heavy taxation could drive the e-cigarette market online and/or to the black market,² as has been evidenced for combustible cigarette products (i.e. chop chop tobacco).

2. Hirono KT, Smith KE. Australia's \$40 per pack cigarette tax plans: the need to consider equity. *Tob Control*. 2018;27(2):229-233. doi:10.1136/tobaccocontrol-2016-053608