

The Secretary
House of Representatives Standing Committee
on Health and Ageing

email: haa.reps@aph.gov.au

Dear Sir/Madam

<p>Submission No. 47 (Plain Packaging Bill) A.O.C. Date: 26/07/2011</p>
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NSW Health/Cancer Institute NSW submission: *Inquiry into Tobacco Plain Packaging*

Thank you for the opportunity to make a submission to the House of Representatives Standing Committee on Health and Ageing in relation to the Inquiry into Tobacco Plain Packaging.

Smoking is the leading cause of preventable mortality and morbidity in NSW. Tobacco-related illness causes more than 5,200 deaths and over 44,000 hospitalisations each year in NSW. Additionally, the social cost of tobacco use in NSW each year is over \$8 billion.

NSW Health supports mandated plain packaging as part of a comprehensive approach to reducing smoking, with the inclusion of specified requirements for graphic health warnings. Initiation of plain packaging of tobacco products at the national level will complement a broad range of regulatory, policy and programmatic tobacco control and cessation activity designed to reduce tobacco-related harm in the NSW community.

The Committee may wish to consider the enclosed submission by the NSW Minister for Health to the Minister for Health and Ageing in response to the national consultation on the exposure draft *Tobacco Plain Packaging Bill 2011*. The Minister's submission supports the aims of the draft Bill and provides suggestions and comments concerning implementation and graphic health warnings.

Since the Minister's submission to the national consultation on the draft Bill, the report by Deloitte Australia, *Plain Packaging and Channel Shift* (May, 2011), has been drawn to the NSW Department of Health's attention by the Service Station Association. The Committee may wish to take this into account.

Please do not hesitate to contact Ms Joanne Smith, Director, Centre for Health Advancement, NSW Department of Health, on (02) 9391 9583 or email joanne.smith@health.nsw.gov.au if you have any queries in relation to this matter.

Yours sincerely



Dr Kerry Chant
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Deputy Director-General, Population Health