



Advisory Report into Tobacco Plain Packaging Legislation Released

The Standing Committee on Health and Ageing today released its report on the Tobacco Plain Packaging Bill 2011 and the Trade Marks Amendment (Tobacco Plain Packaging) Bill 2011.

The explanatory memorandum of the Tobacco Plain Packaging Bill notes that the legislation seeks to reduce the attractiveness of tobacco products, increase the impact of graphic health warnings, and reduce the ability of tobacco packaging to mislead consumers about the harms of smoking.

The Trade Marks Amendment (Tobacco Plain Packaging) Bill will enable the government to quickly remedy any unintended interaction between the Tobacco Plain Packaging Act 2011 and the Trade Marks Act 1995.

Committee Chair **Mr Steve Georganas MP** said: "Australia has long been considered a world leader in tobacco control, and has successfully reduced its smoking rate as a result of innovative anti-smoking measures. The implementation of tobacco plain packaging through passage of these Bills will assist in Australia reaching the COAG-agreed aim of reducing the national smoking rate to 10 per cent by 2018."

The Committee received submissions canvassing health, and retail and trade mark issues. As a Committee established to inquire into matters of health, the Committee chose to focus on the health aspects of the legislation. Based on submissions and testimony from public health experts, the Committee is of the view that, in combination with other preventative health measures, plain packaging will further reduce the smoking rate in Australia. **The Committee has therefore concluded that the House of Representatives should pass the Bills.**

The report is available on the Committee's website at:

<http://www.aph.gov.au/house/committee/haa/billtobaccopackage/report.htm>

For media comment, please contact Hannah Frank from the Office of Steve Georganas on (08) 8376 9000.

For all other enquiries, please contact the Committee Secretariat by phone on (02) 6277 4145 or visit the Committee's website: www.aph.gov.au/haa.