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COMMONWEALTH
 DEPARTMENT OF
 HUMAN SERVICES
 AND HEALTH

Senator John Herron
 Chairman
 Senate Community Affairs
 References Committee
 S159 20.3
 Parliament House
 CANBERRA ACT 2600

Dear Senator Herron

TOBACCO INDUSTRY AND THE COSTS OF TOBACCO-RELATED ILLNESS

Exempt \$ 237
 \$ 26
 \$ 42
 \$ 46



Exempt

to FOIA

b. 3C

b. 42

b. 4E

Yours sincerely



S J Duckett
Secretary

23 October 1995

ATTACHMENT A

COMMUNITY AFFAIRS

REFERENCES COMMITTEE

LEGISLATION COMMITTEE

The Senate Inquiry into the Tobacco Industry and the Costs of Tobacco-Related Illness

Exempt

1. 23.1A

2. 23.1B

3. 42

4. 46

Example

1. 20-37

2. 36

3. 40

4. 46

EX-100 2000A
C. 210
S. 42
S. 46

Exhibit

10-13-67

10-20

10-22

10-23

Example of a list
of items
to be
checked

E. K. ...
...
... 412
... 46

Example #

1000000

1000000

1000000

1000000

Example 10.15A
1. 10
2. 12
3. 16

Exempt S 133A
 S 36
 S 42
 S 46

Q18 It has been put to the Committee that generic packaging may, in fact, enhance the appeal of cigarettes to young people. Does the Department have any information on this? Is there any research that has addressed this issue?

In both a major piece of Canadian research into generic packaging (When Packages can't Speak Possible impacts of plain and generic packaging of tobacco products, 1995) and in Australian research into health warnings and contents labelling on tobacco products (Centre for Behavioural Research in Cancer 1992) it has been noted, as an aside, that while the intent of generic packaging is to replace positive brand imagery with negative brand imagery, such packaging could in fact have the opposite effect by becoming a heuristic with which teenagers could identify in their search for expression and peer approval. While the issue of generic packaging imagery is interesting, in Australia, the introduction of generic packaging is not consistent with current Commonwealth Government policy. However, this decision is shaped by major legal and Constitutional impediments to such action rather than by research indicating the potential for generic packaging to be adopted as a positive badge or symbol by youth.

Example

- ↳ 350A
- ↳ 3E
- ↳ 1.2
- ↳ 4E

)

Exempel - 646
642
626
624

E. K. ...
- 331A
- 32-
- 42
- 46-

Exempt S 36
 S 36
 S 42
 S 46

Example spot

- 1. 23/5/17
- 2. 2/6
- 3. 4/2
- 4. 4/6