



Fw: Plain Packaging [SEC=IN-CONFIDENCE]
Ian Goss to: Philip Noonan
 Cc: "Fatima Beattie", "Robyn Foster"
 Classification UNCLASSIFIED
 Privacy
 Categories

23/04/2010 04:17 PM

Classification: In-Confidence

Philip

FYI, Leo will advise Edwina and Karyn and confirm any briefing requirements. Note the intent is to amend current tobacco legislation not the TMs act.

Regards
 Leo O'Keeffe

----- Original Message -----

From: Leo O'Keeffe
Sent: 23/04/2010 03:41 PM ZE10
To: Ian Goss
Subject: Plain Packaging [SEC=IN-CONFIDENCE]

Ian,

Outcome of our meeting with DoHA. We met with Simon Cotterell (Asst Sec, Drug Strategy Branch) and Adrian White.

On Tuesday the Government will be announcing a number of health reforms. Included in this will be an announcement to introduce plain packaging for cigarettes.

The intention is that legislation will be developed to introduce this, but with further research, analysis and consultation to take place during the second half of the year. The Government is looking to have this in place by 1 January 2012.

Exempt

DoHA will provide us with some Q&A's after the announcement is made.

It we very clear from the meeting that DoHA have only recently been advised that this is what the Government was going to do. They certainly didn't know about this earlier in the week. Also

Exempt

They are aware of the backlash likely from tobacco companies and the US Chamber of Commerce and the real likelihood that these might challenge any legislation in court.

Leo