



**Cancer Society of New Zealand
Te Kāhui Matepukupuku o Aotearoa**

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Media Release

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**NSW puts tobacco out of sight in shops:
Cancer Society calls for New Zealand to follow**

The Australian state of New South Wales has passed ground-breaking new laws to protect children from tobacco marketing and the Cancer Society of New Zealand wants New Zealand to follow their lead.

Amongst other measures the new law will put tobacco products out of sight in most shops by the end of 2009, limit tobacco sales to a single point of purchase in each retailer; and, partly license the sale of tobacco.

"New South Wales children will no longer have tobacco products placed strategically in front of them in shops," said Cancer Society Chief Executive Dalton Kelly. "We want Kiwi kids to have the same level of protection."

"The move by NSW protects its children with little inconvenience for existing smokers and provides some much needed help for the 45% of smokers trying to quit" said the Cancer Society's Tobacco Control Advisor Belinda Keenan.

Research has shown that tobacco displays are a very effective form of advertising, promoting brand awareness amongst children and predisposing young people towards smoking.

"A New Zealand survey of 15 and 16 years olds showed that the more often they went into stores that displayed tobacco products, the more likely they were to start smoking," said Mr Kelly. "This should not come as a surprise. Clearly advertising works otherwise companies would not pay for it."

Reducing youth smoking is a critical issue for the Cancer Society because smoking causes nearly a quarter of cancer deaths.

"These are preventable deaths, and these are people who started smoking at 12, 13, 14 years of age, not as adults. We need to ensure that there is zero marketing of tobacco products to our kids and to do that we have to get tobacco out of sight in shops as a matter of priority".

The incoming government has 90 days to respond to a Health Select Committee Report which recommends that tobacco be kept out of sight in shops.

The Cancer Society is an independent organisation which represents people with Cancer, and their families, and is not government funded.

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Notes

The state parliament of New South Wales has passed legislation that will:

- make cars carrying children smokefree by law;
- put tobacco products out of sight in all supermarkets, petrol stations, news-agencies, general and corner shops by the end of 2009 or very early 2010 (and specialist tobacconists within 4 years);
- reduce tobacco sale to a single point of purchase in each retailer, remove it from shopper loyalty programs and partly license its sale; and
- limit tobacco sale from vending machines by restricting it to a token system with proof of age required.

The out of sight retail display requirement will be the first to come into effect in an Australian jurisdiction. The state of Tasmania has previously legislated for it, to come into effect in February 2011.

NSW government media release

http://www.cancerinstitute.org.au/cancer_inst/news/pdfs/2008-11-14_media-release_rees-government-protects-children-from-exposure-to-smoking-in-cars.pdf