



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

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Media Release

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**Victoria joins an international movement
to rip down the tobacco powerwall**

Across the western world tobacco powerwalls are being unceremoniously ripped down by communities sick of having tobacco marketed to their children.

Just days before Christmas the Australian state of Victoria has announced that it will join New South Wales, the ACT and Tasmania in protecting its children from in-store tobacco advertising.

"Within a few years most of Australia's children will be protected from tobacco marketing in shops", said the Cancer Society's Belinda Keenan. "But what about our children?"

In February next year the New Zealand government will have to respond to a Health Select Committee report which recommended a ban on tobacco displays. The Cancer Society hopes they will put kids first and support the move to introduce a ban on tobacco displays.

In addition to these Australian jurisdictions, tobacco displays have been introduced in Ireland, England and Wales, all but one Canadian Province, Iceland and Thailand. Scotland will debate legislation in 2009.

"The western world is waking up to the fact that marketing tobacco is not just about TV advertising. Product displays in shops are a powerful marketing tool which has been left largely unregulated. Having tobacco in huge displays in shops which kids regularly visit is undermining our message that smoking kills and simply unacceptable in this day and age," said Ms Keenan.

Public support for the ban on tobacco displays is very high in New Zealand, including amongst smokers. In addition most retailers understand and would readily accept a ban.

The Cancer Society says opposition is being generated by tobacco companies to preserve their own interests.

"The New Zealand Association of Convenience Stores has a British American Tobacco spin doctor working for them - and we'd caution the government to take anything they are saying with a grain of salt."

The Cancer Society is putting the pressure on the New Zealand government to protect the health of Kiwi kids and get tobacco out of sight and out of mind.

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

CONTACT

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NOTES

Australia

- New South Wales passed legislation banning tobacco displays (November 2008). Supermarkets and chain stores will have six months to comply, smaller retailers 12 months.
- Tasmania will phase out all displays by 2011.
- The Australian Capital Territory passed legislation banning tobacco displays in August 2008 which will come into effect on the 31st December 2009, and by the 31st December 2010 for specialist tobacconists.
- The Victorian government will introduce a complete ban on tobacco point-of-sale displays in retail outlets by 1 January 2011.

Europe

- England and Wales announced that they would ban tobacco displays in December 2008.
- Ireland introduced a ban on tobacco displays in July 2008. They will be put into effect in July 2009.
- Iceland banned tobacco displays in 2001 although the ban was not implemented until 2003 due to a (failed) legal challenge by British American Tobacco Nordic.
- Legislation banning tobacco displays will be tabled in Scotland in 2009.

North America

- All but one of Canada's provinces and territories now has a ban on tobacco displays.