



National Office
PO Box 12700
Wellington 6011

Telephone: 64 4 494-7270
Facsimile: 64 4 494-7271

Websites: www.cancernz.org.nz
www.daffodilday.org.nz
www.relayforlife.org.nz
Email: admin@cancer.org.nz

MEDIA RELEASE

4 November 2010

Government to get rid of tobacco displays

The Cancer Society and Action on Smoking and Health (ASH) are delighted to hear the Government has committed to removing tobacco displays from the point of sale.

Associate Minister of Health, Hon Tariana Turia, today announced tobacco displays or 'powerwalls' would go as part of a range of tougher measures on tobacco.

There will be increased enforcement, including removing trade rebates which are provided by tobacco companies as an incentive for retailers to sell tobacco. The Government will also closely follow Australian moves requiring tobacco to be sold in plain packaging. Australia is expected to introduce the plain packaging by 2012.

"This will hurt the tobacco companies. They don't like marketing avenues, such as displays and tobacco branding, being denied to them. We know from the noise they've made that they will not like this at all," said Ben Youdan, Director of ASH.

The announcement comes after recommendations by the Maori Affairs Select Committee to rid New Zealand of tobacco by 2025, although the removal of tobacco displays has been a priority for the last couple of years.

"We've called for the displays to go for a number of years, including presenting a petition to Parliament. They are used by the tobacco industry to attract and retain customers, so this will have a great impact on reducing the number of smokers," said the Cancer Society's Health Promotion Manager, Dr Jan Pearson.

The announcement coincides with the national Smokefree Conference in Auckland. Smokefree workers are gathered to discuss the vision for a Tobacco Free New Zealand.

Contact Ben Youdan: 021 733 444 or Jan Pearson: 0274 517359

Notes:

Proposed to legislation will amend the Smokefree Environments Act to:

- Ban tobacco retail displays
- Create restrictions on trading names that advertise tobacco
- Enhance enforcement powers over retailers who break the law
- Discounts and rebates will be legally void