

**From:** Hyde, John [John.Hyde@mp.wa.gov.au]  
**Sent:** Monday, 16 February 2009 4:08 PM  
**To:** Committee, Education & Health Standing  
**Subject:** tobacco promotion submission

The terms of  
reference for  
the Inquiry  
are -

(1) To  
consider the  
adequacy of  
the proposed  
actions in  
the bill to  
protect  
children and  
adults from  
the harmful  
consequences  
of passive  
smoking.

(2) To  
consider the  
adequacy of  
the proposed  
actions in  
the bill to  
protect  
children and  
adults from  
tobacco  
promotion.

The  
Committee  
will report to  
the House  
by 19 March  
2009.

Dear Dr Woollard,

Please accept the following release as a submission to your inquiry into smoking in WA.

I am concerned that this form of cigarette advertising is circumventing Parliament's original intent in the legislation, particularly in regard to point-of-sale advertising.

Please excuse the lateness of my submission, as I was unaware of your inquiry until the beginning of February.

John Hyde MLA

6 February 2009

Submission 59 - John Hyde

# Tobacco signage a new low - Hyde

Tobacco companies are using new signage to make a mockery of WA's anti-smoking laws, according to Perth MLA John Hyde.

And he wants the State Government to stop Lotterywest advertising and supporting cigarette venues.

"Delis and news agencies are being rebranded as Tobacco Stations and Free Choice Tobacconists without any of the mandatory warnings their death-causing products have to carry," said Mr Hyde.

"Legally, tobacco displays have to be limited to one square metre in total and carry health warnings.

"The tobacco industry is laughing at this State Government and subverting the intention of the advertising legislation.

"The new State Government is soft on big tobacco," said Mr Hyde, who revealed that in answer to a question on notice he submitted, Health Minister Kim Hames admitted they had not prosecuted one cigarette retailer over display violations despite 11 non-compliance reports.

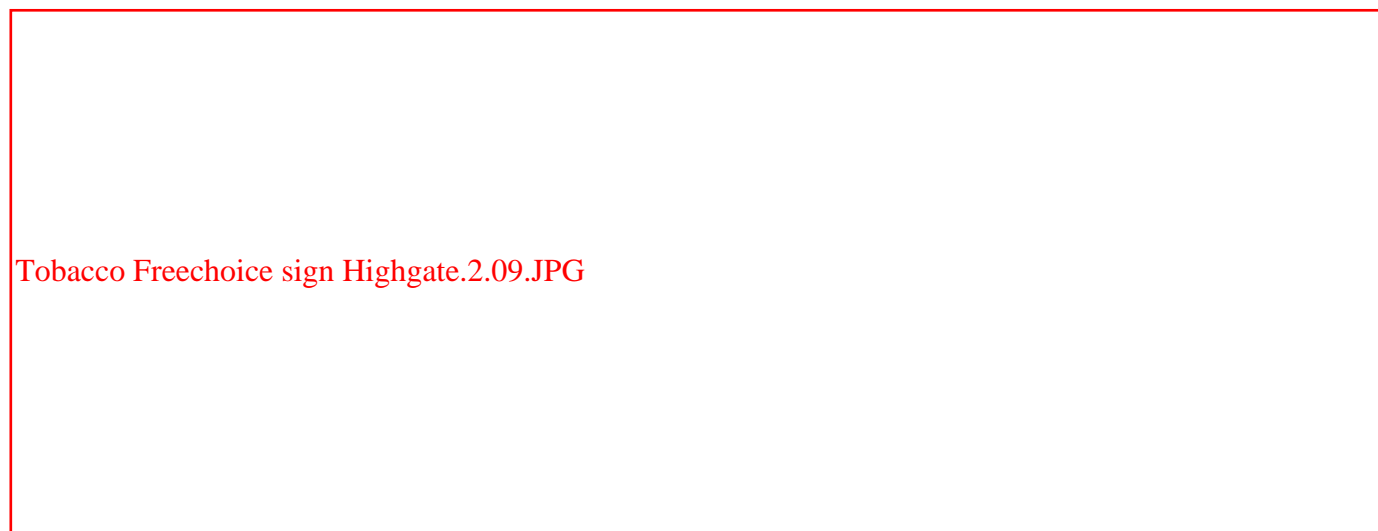
"Why won't this weak State Government hit big tobacco where it hurts – financially?"

Mr Hyde has demanded that the State Government remove Lotterywest funding and support to retailers who are flouting tobacco advertising regulations.

"It's shameful that Lotterywest which is dedicated to healthy outcomes is promoted alongside an addictive drug that kills hundreds of West Australians every month."

Mr Hyde said the use of "Freechoice" was deliberately deceptive.

"There is no "free choice" for tobacco addicts – how can a State Government allow impressionable youth and cigarette addicts to be conned into buying something that will kill them?"



Tobacco Station sign Highgate Beaufort St north.2.09.JPG