



CIGNALL PTY. LTD.

Unit 1, 21 Howleys Road  
Notting Hill VIC 3168  
Ph: (03) 9792 4211  
Ph: 1300 308 556  
Fax: (03) 9793 6677

A.B.N. 78 111 443 933  
A.C.N 111 443 933

5<sup>th</sup> October 2018

Parliamentary Officer (Committees)  
Select Committee into Elder Abuse  
Legislative Council  
Parliament House, 4 Harvest Terrace  
WEST PERTH WA 6000

Email: [pccs@parliament.wa.gov.au](mailto:pccs@parliament.wa.gov.au)

Dear Sir / Madam,

**Re: Personal Choice and Community Safety Committee**

Years of media campaigns highlighting the health impacts of cigarettes, along with the excessive cost of tobacco products in Australia, has seen many smokers look for an alternative. The tobacco market has seen the introduction of e-cigarettes and heat not burn products over the last few years with considerable sales in these products coming from countries such as USA, Japan, Korea, Italy and UK, just to name a few.

Although it is currently illegal to supply any e-liquid with nicotine, E-cigarettes are widely available in the Australian market. Due to the lack of quality control surrounding E-Cigarettes there are many instances of devices exploding and also tanks leaking liquid. There have also been recorded cases of companies found to have falsely declared the ingredients of their e-liquid which through testing have been found to contain nicotine.

As consumers look for a cheaper and healthier alternative, they are moving towards e-cigarettes which are sold in many retail outlets here in Australia, unfortunately without nicotine. A lot of consumers will trial e-cigarettes and like the price and concept, but will quite often purchase e-cigarettes cheaper through online overseas sources that will also include nicotine in the liquid.

This leaves Australian retailers financially out of pocket as they lose e-liquid and e-cigarettes sales to overseas countries, with New Zealand sales being in considerable growth now that nicotine is legal in e-cigarettes.

Heat not burn products are also becoming more well known in Australia due to their popularity in other countries which now includes New Zealand. These are readily available on the internet through overseas

suppliers, but unfortunately Australia is still behind the times by not recognising these products. Now there are several well-known brands of heat not burn products freely available overseas.

It is an agreed fact by all respected agencies (and reluctantly by Cancer Councils and the Australian Medical Association), that these products are less harmful than combustible cigarettes. This is also the view of the English, Canadian and New Zealand Governments.

People are still smoking despite the plain packaging and health implications of combustible cigarettes, so surely it would be beneficial to legislate on a less harmful product such as e-cigarettes or heat not burn products, particularly while we are seeing a growing trend in these products.

All the changes to the industry haven't stopped many people from continuing to smoke and in many cases, has encouraged them to look for an illegal, non-tax paying alternative. If e-cigarettes and heat not burn products can be proven to be a less harmful nicotine product, then surely that should be made available to those that still choose to smoke.

It is also important to note e-cigarettes products have no quality standards imposed and therefore come with no recourse to the supplier should any issues arise. The question of who is liable and/or responsible if there is a Health & Safety issue associated with these products.

The government needs to progress in its thinking and move to legislate on e-cigarettes and heat not burn products, which would not only provide some standards and guidelines to the products available, but would also return an income to retailers and increase the tax income to the government.

Should you require any further information, please do not hesitate to contact me.

Regards.

Cristie Bowler  
**National Operations Manager**