



Dr. David Worth  
The Principal Research Officer  
Education and Health Standing Committee  
Legislative Assembly  
Parliament House  
PERTH WA 6000

29 January 2009

Dear Dr. Worth,

**Inquiry into the Tobacco Products Control Amendment Bill 2008.**

Swedish Match appreciates the opportunity to put forward its views with regard to the Tobacco Products Control Amendment Bill 2008.

Swedish Match is Australia's largest marketer of 'fire-needs' products which includes matches, fire-lighters, fire-logs, BBQ fuels and gas matches marketed under the icon brand: Redheads. In addition, the company imports and markets a range of cigars, hence our desire to put forward views with regard to some of the proposed amendments.

**Proposal to ban smoking in cars in which a child is present.**

Swedish Match supports this proposed amendment because it does not believe that smokers should smoke near children, wherever that may be. Most particularly, the company does not believe that smokers should smoke in confined spaces such as inside cars when a child is present, and it applauds the public campaigns undertaken by health authorities to inform smokers of the health effects children may suffer when they are exposed to tobacco smoke.

Swedish Match acknowledges that a ban on smoking in cars when a child is present might be perceived as excessive regulation impinging on civil liberties and that it could be difficult to enforce. Nevertheless, the company holds firmly the view that the health of children is paramount and encourages the government to legislate to ban smoking in cars when a child is present.

**Swedish Match Australia • New Zealand • Pacific Islands**

Postal address:	Visiting Address:	Phone:	Fax:	E-Mail address:	ABN/GST
Private Bag 18 Clayton South VIC 3169 Australia	718 Princes Highway Springvale VIC 3171 Australia	+61 3 8558 9999	+61 3 8558 9977	contact@swedishmatch.com.au	38 081 215 321
P.O. Box 105-068 Auckland City, New Zealand	Area 4, Shed 23 Quay Street, Princes Wharf Auckland, New Zealand	+64 9 358 1210	+64 9 358 1214	contact@swedishmatch.com.au	65 - 427 - 737

## **Proposal to prohibit the display of tobacco products at point of sale.**

Swedish Match does not support this proposal. The company accepts the widely held view that smokers, including juveniles and young people, will seek to purchase and consume tobacco products whether or not they are displayed.

The company believes that community concerns about the health effects of active smoking could be effectively addressed by a rigorous enforcement of the current laws prohibiting the sale of tobacco products to anyone less than 18 years of age, with substantial financial penalties imposed on retailers who offend; the placement of A3 sized full colour graphic health warning signs immediately adjacent to tobacco product displays to re-inforce the health risks of smoking and education programs aiming, among other messages, to influence youth that smoking is 'not cool'.

The company encourages government to consult widely with retailers likely to be effected before deciding whether or not to prohibit the display of tobacco products in shops. Requiring retailers to put tobacco products out of sight has the potential to reduce tobacco product sales, and thus profits, and impose costs associated with the subsequent need to change shop fittings while the outcomes perceived to be inherent in the option may not be achieved.

While Swedish Match unreservedly supports all initiatives to discourage children from smoking, it does not believe that putting tobacco products out of sight in retail outlets will provide an effective solution to the issue.

### **Specialist Tobacconists.**

In the majority of Australian jurisdictions, laws applying to the display of tobacco products recognise a unique class of retail outlets that derive, at a minimum, 80% of the gross annual turnover of the business from the sale of tobacco products. Such retailers are known as Specialist Tobacconists and, in varying ways, the laws in each jurisdiction provide exemptions from tobacco products display restrictions or total bans applying to any other type of tobacco retailer.

Much the business of specialist tobacconists is the sale of cigars and cigars are not the tobacco product of choice for young people. Young people do not seek to purchase or consume cigars. The vast majority of cigar smokers are 30+ males who, given the significant cost of cigars, are particularly selective when deciding on a purchase therefore product visibility and pricing is important for both the customer and the retailer.

The *Tobacco products Control Act 2006* recognises the very few retailers in Western Australia that derive the greater majority of the gross annual turnover of the business from the sale of tobacco products, and provides exemptions to this class of tobacco retailer from the tobacco products display restrictions that apply to all other types of tobacco retailers.

Swedish Match encourages the government, should it adopt the proposal to prohibit the display of tobacco products at point of sale, to consider positively providing an exemption for retailers deriving at a minimum 80% of the annual gross turnover from the sale of tobacco products.

Yours sincerely

Reg Hodgson  
Manager Corporate and Government Relations