

14 FEBRUARY 2011

On 13 February 2011 the Council of Australian Governments agreed to work in partnership on National Health Reforms to deliver a better deal for patients and secure the long-term sustainability of Australia's health system. Every Australian government signed a [Heads of Agreement on National Health Reform \(PDF 3.36 MB\)](#) to give effect to these commitments. Pages on this website will be updated shortly to reflect this agreement.

[Home](#) [Consultations archive](#) Public consultation on plain packaging of tobacco products

Public consultation on plain packaging of tobacco products

In April 2010 the Australian Government announced that, in a world first, all tobacco products sold in Australia would be required to be sold in plain packaging by 1 July 2012.

The Government's legislative proposal on plain packaging aims to prevent tobacco advertising and/or promotion on tobacco product packaging in order to:

- reduce the attractiveness and appeal of tobacco products to consumers, particularly young people;
- increase the noticeability and effectiveness of mandated health warnings;
- reduce the ability of the tobacco product packaging to mislead consumers about the harms of smoking; and
- through the achievement of these objectives in the long term, as part of a comprehensive suite of tobacco control measures, contribute to efforts to reduce smoking rates.

To enable full stakeholder and community engagement in the process, the exposure draft of the Bill and the Consultation Paper are being released for public comment.

The Consultation Paper outlines the Government's approach to implementing plain packaging, its response to design testing and targeted consultations, and provides an explanation of the key provisions of the exposure draft *Tobacco Plain Packaging Bill 2010*.

Submissions must be **received** by the Department of Health and Ageing by **5.00pm, 6 June 2011**.

Consultation materials

- [Plain packaging of tobacco products consultation paper](#)
- [Tobacco Plain Packaging Bill 2011 - Exposure draft](#)

Dates and Process for Submissions

To enable full stakeholder and community engagement in the process, the exposure draft of the Bill and this Consultation Paper are being released for public comment for a period of 60 days. Interested parties and individuals are invited to provide written submissions commenting on the exposure draft Tobacco Plain Packaging Bill 2011 and this Consultation Paper including the proposals for plain packaging design. These submissions must be received by the Department of Health and Ageing by 5.00pm, 6 June 2011.

Email: tobaccoplainpackaging@health.gov.au

Mail:

Submissions should be addressed to:
Assistant Secretary, Drug Strategy Branch
Attention: Tobacco Reform Section

Department of Health and Ageing
GPO Box 9848
Canberra, ACT 2606

Health Reform publications

Improving Primary Health Care for All Australians

Taking Preventative Action

Australia's First National Primary Health Care Strategy

Delivering Better Cancer Care

Factsheets

What you said

What you thought

Your stories

Blog comments

Video comments

Quick Poll results

Consultation event summaries

About this website

Accessibility

Disclaimer

Privacy

Copyright

Contact us

Keep up-to-date

Subscribe to updates

Follow on Twitter

RSS feeds

Related websites

State and territory health reform websites