



A NEW OPPORTUNITY TO SAY "NO" TO PLAIN PACKAGING

Dear Trading Partner,

Imperial Tobacco Australia (ITA) thanks those retailers who answered the call and lodged a submission to the Federal Government, expressing their view on the draft Tobacco Plain Packaging Bill.

On Wednesday 6 July 2011, the Minister for Health introduced the Tobacco Plain Packaging Bill 2011 ("the Bill") into the House of Representatives. The following day, the Bill was referred to the Standing Committee on Health and Ageing for inquiry, providing another opportunity for interested parties to tell the government what they think of Plain Packaging.

The Committee is likely to report back to Parliament within a short number of weeks with recommendations. Debate on the Bill will resume in the House of Representatives in the Spring Sitting commencing 16 August 2011.

There is still time for you to have your say. The timeframe to make submissions on the Bill is by 22 July 2011.

ITA encourages all tobacco retailers to prepare a submission on the Bill, voicing their concerns on Plain Packaging. When sending your submission, you may choose to include views such as those shown on the back of this card.

You can post or email a submission. Submissions must be received by the Standing Committee on Health and Ageing by Friday 22 July 2011, but don't delay as the sooner they are sent in the better.

By email: haa.reps@aph.gov.au

By mail: Committee Secretary
Standing Committee on Health and Ageing
House of Representatives
PO Box 6021
Parliament House
CANBERRA ACT 2600

For further information regarding the Bill and preparation of submissions, please refer to the website below:
<http://www.aph.gov.au/house/committee/haa/billtobaccopackage/index.htm>



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You can make a difference by sending a submission to the Standing Committee on Health and Ageing to voice your concerns. When sending your submission, you may choose to include views such as:

- There is no evidence anywhere in the world that plain packs will work
- If cigarettes are not on display, plain packaging does not make sense and is bureaucracy gone mad
- Plain packaging is confusing for retailers and customers
- Plain packaging will increase transaction times, security risks and the likelihood of customers receiving the wrong product
- Plain packaging will make counterfeiting even easier. I follow the law, but I have to compete with retailers selling cheap cigarettes in counterfeit packaging
- The government is already losing \$1.1 bn annually in excise that is not collected on illicit tobacco products sold in Australia. Every dollar of excise lost is a dollar that must be raised from Australians through another tax.
- The government wants plain packaging of cigarettes. Next could be food and drink. Where will it stop?
- Plain packaging takes away the right of consumers to choose between legal products
- Send an email to submissions@au.imptob.com to automatically receive back an electronic copy of these above points for you to personalise and then submit to the email address on the front of this card.

If you have any questions, contact ITA Customer Service on 1300 308 208