

# TOBACCO INDUSTRY TACTICS AND INTERFERENCE

## MONITORING REPORT

JURISDICTION	Australia (national)	
PERIOD	1 – 30 November 2011	
REPORTER	Action on Smoking and Health (ASH) Australia	
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REINVENTING THE IMAGE	<i>AIM:</i>	<i>Enhance industry's image as improved, respectable</i>
TACTIC <i>Tl goal</i>	SOURCE OF INFORMATION	ACTIVITIES – WHAT, WHEN, HOW <b>NEW/CHANGED ACTIVITIES</b>
Public relations <i>Mould public opinion, use public consultations and media to promote TI positions</i>	TI media releases, submissions, annual returns at Big 3 sites: <a href="http://www.bata.com.au/">www.bata.com.au/</a> ; <a href="http://www.pmi.com/eng/pages/homepage.aspx">www.pmi.com/eng/pages/homepage.aspx</a> <a href="http://www.imperial-tobacco.com/">www.imperial-tobacco.com/</a> Financial reports, profits, media, submissions.	Active engagement and multi-million-dollar funding of retailer pre-election campaign against plain packs (below, Astro-turfing: Front Groups).
Corporate Social Responsibility (CSR) <i>Reinvent image, improve reputation and buy new friends</i>	TI websites above; charities BATA's CSR policy at <a href="http://www.bata.com.au/group/sites/BAT_7WYKG8.nsf/vwPagesWebLive/DO7XG264?opendocument&amp;SKN=1">www.bata.com.au/group/sites/BAT_7WYKG8.nsf/vwPagesWebLive/DO7XG264?opendocument&amp;SKN=1</a> PMI "culture of giving" at <a href="http://www.pmi.com/eng/about-us/charitable_giving/pages/charitable_giving.aspx">www.pmi.com/eng/about-us/charitable_giving/pages/charitable_giving.aspx</a> Imperial CSR at <a href="http://www.imperial-tobacco.com/index.asp?page=5">www.imperial-tobacco.com/index.asp?page=5</a>	BATA donates to charities (Mission Aust, Conservation Volunteers Aust, Surf Lifesaver Rescue Helicopter, Lifeline, Northcott, Guide Dogs NSW/ACT, Barnardos, ACT for Kids) and bushfire disaster relief.  PM donates to Aussie Helpers, Red Cross Appeal, Habitat for Humanity; bushfire relief. Worldwide: poverty/disaster relief, environment projects, anti-domestic violence.  Imperial donates to Freedom from Hunger, landmine clearance in Mozambique.
"Youth smoking prevention" <i>Depict smoking as an adult choice and appear to be protecting children from tobacco</i>	TI websites above. International Marketing Standards - ensuring no marketing activity aimed at youths	BATA says supports guidelines on youth marketing; supports targeted "Youth Smoking Prevention" campaigns via appropriate youth mediums. Imperial says it's working to train retailers on min age of sales, ensure min age clearly displayed and retailers confident in refusing underage sales. PMI says it supports regulations to help prevent youth smoking – min. age, licensing retailers, retail access laws; and funding educational programs.
"Harm reduction" <i>Push for weak regulation to allow development of new products and TI place at regulation table</i>	TI websites above; PMI at <a href="http://www.pmi.com/marketpages/pages/market_en_au.aspx">www.pmi.com/marketpages/pages/market_en_au.aspx</a> and detail at <a href="http://www.pmi.com/eng/tobacco_regulation/regulating_tobacco/pages/harm_reduction.aspx">www.pmi.com/eng/tobacco_regulation/regulating_tobacco/pages/harm_reduction.aspx</a>	PMI supports "comprehensive regulation of tobacco products based on the principle of harm reduction"
Recruiting strategies <i>Enhance TI image as place for talented individuals</i>	TI website recruitment (plus graduate career events in capital cities, full page media ads at various times)	BAT recruiting for R&D in UK at <a href="http://www.bat-science.com/">www.bat-science.com/</a> PMI recruiting Australian sales staff at <a href="http://www.pmi.com">www.pmi.com</a>
Association with unis including funding research <i>Enhance image of respectability, create doubt over health evidence</i>	University policies, papers – some online; direct enquiry with unis Latest developments at <a href="http://www.ashaust.org.au/lv4/campus.htm">www.ashaust.org.au/lv4/campus.htm</a>	Full extent of TI funding of uni research unknown. ASH survey of uni tobacco policies 2009 showed 15 of 39 campuses have a policy banning TI funding; 7 have partial policies; 14 have no current policy banning TI funding. Summary: <a href="http://www.ashaust.org.au/lv4/campus.htm">www.ashaust.org.au/lv4/campus.htm</a>

<b>FRIENDS IN HIGH PLACES</b>	<b>AIM:</b>	<b>Increase political influence to block, delay, weaken or undermine TC measures</b>
<b>TACTIC TI goal</b>	<b>SOURCE OF INFORMATION</b>	<b>ACTIVITIES – WHAT, WHEN, HOW NEW/CHANGED ACTIVITIES</b>
<p>Political support and funding</p> <p><i>Use donations to gain favours from politicians; make contacts in their offices</i></p>	<p>See amounts and dates of TI and related donations at <a href="http://www.democracy4sale.org/">www.democracy4sale.org/</a></p> <p><i>Sydney Morning Herald 9/11/11 "Tobacco pack for senators" (not online)</i></p>	<p>Concern at continued TI donations to Coalition parties and possible loopholes via third-party trusts, foundations, hospitality/retail entities.</p> <p><i>Imperial Tobacco sends packs of roll-your-own products to senators to "demonstrate packaging difficulties" in plain packs bills. Packs are "absolutely not a gift", company insists.</i></p>
<p>Lobbying</p> <p><i>Make deals and influence the political process</i></p>	<p>Former political advisers working for TI (and lobby groups used by TI listed at <a href="http://www.ashaust.org.au">www.ashaust.org.au</a> under Industry watch</p> <p><i>Greens' snapshot of Victorian lobbyist register cited in Melbourne Age 3/11/11 at <a href="http://www.theage.com.au/victoria/concern-over-big-rise-in-lobbying-firms-20111103-1mw3g.html">www.theage.com.au/victoria/concern-over-big-rise-in-lobbying-firms-20111103-1mw3g.html</a></i></p> <p><i>US Chamber of Commerce and 6 other groups release 13/11/11 no PR47284 at <a href="http://www.asianetnews.net">www.asianetnews.net</a></i></p> <p><i>The Australian 14/11/11 at <a href="http://www.theaustralian.com.au/national-affairs/cuba-fumes-over-tobacco-packaging-laws/story-fn59niix-1226194053123">www.theaustralian.com.au/national-affairs/cuba-fumes-over-tobacco-packaging-laws/story-fn59niix-1226194053123</a></i></p> <p><i>Parliament Hansard July-Nov 2011 - ASH analysis <a href="http://www.ashaust.org.au/lv4/PlainPxCoalitionPart1112.htm">www.ashaust.org.au/lv4/PlainPxCoalitionPart1112.htm</a></i></p>	<p>BATA made 11 submissions to govt inquiries in 2009 at <a href="http://www.bata.com.au">www.bata.com.au</a></p> <p>Nuance Group chaired by Nick Greiner (ex-BATA chair) owns duty free outlets at <a href="http://www.thenuancegroup.com/">www.thenuancegroup.com/</a></p> <p>Reports of lobbying of NSW Ministers (2010) for POS display ban concessions</p> <p><i>Article expresses concern at expanding role of political lobbyists operating in Victoria's government and parliament. "Companies that have used other firms to lobby the Victorian government include.... cigarette giants British American Tobacco and Imperial Tobacco.</i></p> <p><i>Tobacco-allied US groups - US Chamber of Commerce, National Assoc of Manufacturers, Emergency Committee for American Trade, US Council for International Business, National Foreign Trade Council, US-ASEAN Business Council and TransAtlantic Business Dialogue issue statement after Senate passage of plain pack bills, reiterating "deep concerns" at "draconian assault" that "will violate Australia's international trade obligations and undermine the rules-based international trading system, without advancing public-health objectives." The orgs report that "Some of us were able to relay these concerns directly to the Prime Minister in a meeting related to the APEC Leaders Summit in Hawaii."</i></p> <p><i>Tobacco-producing nations attack Australia in World Trade Organization over plain packs; tobacco-allied US business groups (see above) lobby Aust PM at APEC meeting in Hawaii.</i></p> <p><i>Lib-NP coalition MP speeches on plain packs in both Houses of Parliament in 2011 show they acknowledge TI-related lobbying and have mostly favoured TI arguments: "nanny state", "legal risk", "harm to small retailers", "no evidence".</i></p>
<p>Voluntary agreements</p> <p><i>Promote weaker agreements vs. legislation</i></p>	<p>Australia has only one voluntary agreement: on disclosure of contents and additives.</p> <p>TI promotes their view of regulation on TI websites.</p> <p><i>Dept of Health and Ageing</i></p>	<p>TI has opposed regulation that may affect sales, e.g. of tobacco flavourings.</p> <p><i>DoHA has commissioned specialist firm to report on feasibility of regulating disclosure of ingredients and emissions data.</i></p>
<p>False claims of "failure" of tobacco control policy in other countries</p> <p><i>Deter tobacco control reforms as "unworkable, damaging, ineffective"</i></p>	<p>Online submissions to Govt Inquiries on TI websites; and/or in list of subs to Parliamentary Inquiry; media releases, TI websites</p> <p>See also under Astro-turfing below</p>	<p>30+ anti plain pack submissions to Senate Inquiry at <a href="http://www.aph.gov.au/senate/committee/clac_ctte/plain_tobacco_packaging_09/submissions/sublist.htm">www.aph.gov.au/senate/committee/clac_ctte/plain_tobacco_packaging_09/submissions/sublist.htm</a></p> <p>More TI subs: to PHT consultation 2009 at <a href="http://www.health.gov.au/internet/preventativehealth/publishing.nsf/Content/submissions-1lp">www.health.gov.au/internet/preventativehealth/publishing.nsf/Content/submissions-1lp</a> and to NSW Inquiry 2006 <a href="http://www.parliament.nsw.gov.au/prod/parliament/committee.nsf/V3ListSubmissions?open&amp;ParentUNID=2F32130E883C2232CA25712C001925B8">www.parliament.nsw.gov.au/prod/parliament/committee.nsf/V3ListSubmissions?open&amp;ParentUNID=2F32130E883C2232CA25712C001925B8</a></p>

<b>"ASTRO-TURFING"</b>	<i>AIM:</i>	<i>Forge alliances to increase political clout and create impression of broad support</i>
<b>TACTIC</b> <i>TI goal</i>	<b>SOURCE OF INFORMATION</b>	<b>ACTIVITIES – WHAT, WHEN, HOW</b> <b>NEW/CHANGED ACTIVITIES</b>
<p>Front groups and alliances (fully/partly funded)</p> <p><i>Mobilise partners with funds and/or connections to influence and delay legislation/regulation</i></p>	<p>Butt Free Australia <a href="http://www.buttfree.org.au">www.buttfree.org.au</a> - was "Butt Littering Trust"</p> <p>BFA site <a href="http://www.buttfree.org.au/news-and-media/our-blog.html">www.buttfree.org.au/news-and-media/our-blog.html</a></p> <p>AHA at <a href="http://www.aha.org.au/sponsors.html">www.aha.org.au/sponsors.html</a></p> <p>Tobacco retailers and retailer groups (at right, have included at various times...)</p> <p>AAR ads/releases at <a href="http://www.australianretailers.com.au/latestnews.html">www.australianretailers.com.au/latestnews.html</a></p> <p>AAR release 10/11/11 (not online): "Labor and Coalition fail to stand up for small business"</p> <p>US Chamber of Commerce and 6 other groups release 13/11/11 no PR47284 at <a href="http://www.asianetnews.net">www.asianetnews.net</a></p>	<p>BFA founded and funded by BATA, partners with local govt and has lobbied against smokefree measures.</p> <p>BFA announces it is winding up, handing over its activities to KESAB (Keep Australia Beautiful) – which has accepted TI funding.</p> <p>BATA longtime AHA sponsor. AHA has strongly opposed smokefree laws.</p> <p>Alliance of Australian Retailers (AAR), Australasian Convenience and Petroleum Marketers Assc (ACPMA); Australian Assc of Convenience Stores (AACS), Australian Newsagents' Fed (ANF), Australian Retailers Assc (ARA), Cigar Retailers' Association (CRA), Council of Small Business Aust (COSBOA), Master Grocers Aust – Liquor Retailer Australia (MGA-LRA), Nat Assc of Retail Grocers Aust (NARGA), Nat Assc of Tob Retailers (NATR), Nat Independent Retailers Assc (NIRA), Retail Confectionery &amp; Mixed Business Assc (RCMBA), Service Station Assc (SSA); supermarkets, service station and other retail chains (at various times APCO, Coles, Foodworks, Free Choice, IGA, Woolworths); tobacconists (CTC, Smokelovers, Tobacco Station).</p> <p>AAR anti-plain pack media ads, fronted by "small retailers" but funded by PM, BAT and Imperial.</p> <p>AAR says Senate passage of plain packs bills show ALP and Coalition parties have "failed to stand up for small business" and repeats claim that the laws will "make it harder for small retailers... to quickly identify cigarette packs and to serve our customers quickly."</p> <p>Tobacco-allied US groups - US Chamber of Commerce, National Assc of Manufacturers, Emergency Committee for American Trade, US Council for International Business, National Foreign Trade Council, US-ASEAN Business Council and TransAtlantic Business Dialogue issue statement after Senate passage of plain pack bills, reiterating "deep concerns" at "draconian assault" that "will violate Australia's international trade obligations and undermine the rules-based international trading system, without advancing public-health objectives." The orgs report that "Some of us were able to relay these concerns directly to the Prime Minister in a meeting related to the APEC Leaders Summit in Hawaii."</p>
<p>Consultancies, think tanks</p> <p><i>As above</i></p>	<p>Inst of Public Affairs (right wing think tank, has accepted tobacco funding and had TI exec on board at <a href="http://www.ipa.org.au/">www.ipa.org.au/</a>;</p> <p>Consultants: Deloitte, PriceWaterhouse Coopers</p>	<p>Inst of Public Affairs (IPA) has claimed "illegality" of plain pack law under international trade and intellectual property agreements.</p>
<p>"Smokers' rights" groups, sites, campaigns</p> <p><i>Create image of grassroots support</i></p>	<p>PML Aust site <a href="http://www.ideservetobeheard.com.au/home.php">www.ideservetobeheard.com.au/home.php</a></p> <p>Tobacco and Alcohol Party of Australia 3/8/11 <a href="http://voiceforchoice.com.au/">http://voiceforchoice.com.au/</a></p>	<p>Philip Morris Ltd site "I Deserve To Be Heard" urges smokers to complain to MPs about plain packs, out of sight display, tobacco tax, smokefree places. Cards inserted in packs, handed out in pubs point to site.</p> <p>In a response to moves to regulate tobacco and alcohol, new 2 person political party is formed : the Tobacco and Alcohol Party of Australia.</p>
<b>INTIMIDATION</b>	<i>AIM:</i>	<i>Threaten negative consequences, attack opponents to deter health measures</i>
<b>TACTIC</b> <i>TI goal</i>	<b>SOURCE OF INFORMATION</b>	<b>ACTIVITIES – WHAT, WHEN, HOW</b> <b>NEW/CHANGED ACTIVITIES</b>
<p>Litigation and legal threats</p> <p><i>Challenge laws and intimidate opponents</i></p>	<p>Legal threats vs plain packs by TI, fronts</p> <p>ITA release 2/11/11 on ACAPMA (convenience - service stations') site <a href="http://www.acapma.com.au/news/917">www.acapma.com.au/news/917</a></p>	<p>See also Astro-turfing: Front groups, Think Tanks above</p> <p>Imperial Tobacco Aust welcomes delayed timeframe of Plain Packs bills but still "not good enough" – and Minister has "stubbornly resisted any consultation with the industry". ITA says bills not "reasonable, proportionate [or] evidence-based".</p>

	<p>BATA release 9/11/11 at <a href="http://www.bata.com.au/group/sites/bat_7wykg8.nsf/vwPagesWebLive/DO7WZEX6/\$FILE/medMD8NH7GG.pdf?openelement">www.bata.com.au/group/sites/bat_7wykg8.nsf/vwPagesWebLive/DO7WZEX6/\$FILE/medMD8NH7GG.pdf?openelement</a></p> <p>ITA release 10/11/11 (not online) "Plain packaging will pass from parliament to courts"</p> <p>PM Asia Ltd release 21/11/11 at <a href="http://www.pmi.com/eng/media_center/press_releases/documents/20111121_australia_plain_packaging_lawsuit.pdf">www.pmi.com/eng/media_center/press_releases/documents/20111121_australia_plain_packaging_lawsuit.pdf</a></p>	<p>BAT flags High Court challenge to plain packs bills, claiming they "remove the company's valuable property without compensation" and could force the government to pay tobacco companies "billions of dollars" compensation.</p> <p>Imperial Tobacco Aust GM Melvin Ruigrok warns that "flawed" legislation "will ultimately be challenged in the High Court" as "unnecessary, unreasonable and unjustified".</p> <p>Philip Morris Asia Ltd files suit against Aust government claiming plain packs law breaches Bilateral Investment Treaty with Hong Kong." Repeats claim that government "unable to demonstrate that [plain packs] will be effective at reducing smoking" and company expects "serious legal issues" will result in damages amounting to "billions of dollars".</p>
<p>Economic threats</p> <p><i>Gain concessions by playing on economic fears</i></p>	<p>See above, Front Groups.</p> <p>PML Aust site <a href="http://www.ideservetobeheard.com.au/home.php">www.ideservetobeheard.com.au/home.php</a></p> <p>BAT anti-plain pack site <a href="http://www.plainpack.com/home.aspx">www.plainpack.com/home.aspx</a></p> <p>BATA release 9/11/11 at <a href="http://www.bata.com.au/group/sites/bat_7wykg8.nsf/vwPagesWebLive/DO7WZEX6/\$FILE/medMD8NH7GG.pdf?openelement">www.bata.com.au/group/sites/bat_7wykg8.nsf/vwPagesWebLive/DO7WZEX6/\$FILE/medMD8NH7GG.pdf?openelement</a></p> <p>AAR release 10/11/11 (not online): "Labor and Coalition fail to stand up for small business"</p> <p>NIRA release 17/11/11 (not online): "New Tobacco Packaging Laws Will Create Chaos!"</p>	<p>Claims further regulation = confusion, inconvenience, security problems, lost revenue to illicit trade.</p> <p>AAR campaign vs plain packs claims unacceptable costs for small retailers. See Front Groups, above</p> <p>Philip Morris Ltd site "I Deserve To Be Heard" encourages smokers to complain to MPs vs plain packs, out of sight display, tobacco tax, smokefree places. Uses "nanny state", "personal rights", trade fears.</p> <p>BATA site threatens legal/cost consequences of plain packs – multi-million dollar payouts for claimed infringement of IP/trademark rights; also claims government plans huge legal costs to fight off expected TI challenge.</p> <p>BAT flags High Court challenge to plain packs bills, claiming they "could force Minister Roxon to pay tobacco companies billions of dollars" in compensation, and "will make criminal gangs countless dollars" by counterfeiting tobacco packs more easily.</p> <p>AAR says Senate passage of plain packs bills show ALP and Coalition parties have "failed to stand up for small business" and repeats claim that the laws will "make it harder for small retailers... to quickly identify cigarette packs and to serve our customers quickly."</p> <p>National Independent Retailers' Assoc claims plain packs laws will "create chaos" and that only 8 weeks between ban on manufacturing and 1/12/12 final ban on stocking "could be devastating to small independent retailers".</p>
<p>Illicit tobacco claims</p> <p><i>Undermine tobacco tax policies and bans on TAPS</i></p>	<p>Philip Morris website <a href="http://www.plain-packaging.com/">www.plain-packaging.com/</a> <a href="http://www.notaxhike.com.au">www.notaxhike.com.au</a></p> <p>ATO TI Forum minutes <a href="http://www.ato.gov.au/businesses/content.asp?doc=/content/00251020.htm&amp;page=8&amp;H8">www.ato.gov.au/businesses/content.asp?doc=/content/00251020.htm&amp;page=8&amp;H8</a></p> <p>PML Aust site <a href="http://www.ideservetobeheard.com.au/home.php">www.ideservetobeheard.com.au/home.php</a></p> <p>BAT anti-plain pack site <a href="http://www.plainpack.com/home.aspx">www.plainpack.com/home.aspx</a></p> <p>BATA release 9/11/11 at <a href="http://www.bata.com.au/group/sites/bat_7wykg8.nsf/vwPagesWebLive/DO7WZEX6/\$FILE/medMD8NH7GG.pdf?openelement">www.bata.com.au/group/sites/bat_7wykg8.nsf/vwPagesWebLive/DO7WZEX6/\$FILE/medMD8NH7GG.pdf?openelement</a></p>	<p>Online campaign by Philip Morris and as issue for ATO's Tobacco Forum. Philip Morris Ltd site "I Deserve To Be Heard" takes up argument alleging anti-tobacco health policies will increase illicit trade.</p> <p>BAT anti-plain packs website claims plain packs and tax rises will boost organised crime via counterfeiting rackets.</p> <p>BAT flags High Court challenge to plain packs bills, claiming they "will make criminal gangs countless dollars" by counterfeiting tobacco packs more easily; that "more young people" will "take it up after gaining greater access to cheap illegal cigarettes"; will cause "uncontrollable growth in organised gang activity on the black market".</p>
<p>Intelligence gathering</p> <p><i>Monitor trends, opponents, harass officials</i></p>	<p>TI uses FOI to gather intelligence from health depts on plain packs</p> <p>Latest at <a href="http://www.ashaust.org.au/lv3/action_plainpack.htm">www.ashaust.org.au/lv3/action_plainpack.htm</a></p>	<p>TI has filed at least 19 Freedom of Info applications with DoHA on Plain Packs issue.</p> <p>See also under Astro-turfing -Think Tanks above</p> <p>Tobacco companies Philip Morris and BAT have used FOI to seek thousands of files on proposed health reforms – at est cost to taxpayers of over \$360,000.</p>

TAPS (Tobacco Advertising, Promotion, Sponsorship)	AIM:	Attract "new smokers" (mainly children), maintain current use, encourage relapse; avoid restrictions, downplay harms; get "under radar" to associate with youth, glamour, success
TACTIC TI goal	SOURCE OF INFORMATION	ACTIVITIES – WHAT, WHEN, HOW <b>NEW/CHANGED ACTIVITIES</b>
POS discounting, retailer incentives <i>"Push to the pushers" to encourage aggressive retail promotion</i>	Informants working in retail, trade magazines Latest moves at <a href="http://www.ashaust.org.au/lv4/MarketingPloys.htm">www.ashaust.org.au/lv4/MarketingPloys.htm</a> <b>Retail employee reporting to ASH</b>	Ongoing multi-pack discount offers.  <b>Retail employee reports much movement of multi-pack packaging from tobacco companies to retailers and encouragement to push these options to consumers.</b>
Sport, entertainment, fashion promotion <i>Associate with youth, celebrity, glamour, success</i>	Media, TC networks <a href="http://www.facebook.com/MonitoringTobaccoAdvertising">www.facebook.com/MonitoringTobaccoAdvertising</a>	Australian acts continue to perform in international events with tobacco sponsorship.
Internet <i>Avoid TAPS restrictions, continue to promote esp. to youth</i>	TI sites above (Reinventing-PR); cheap cig sites at <a href="http://www.cheapcigarettes.com.au">www.cheapcigarettes.com.au</a> ; <a href="http://www.cheapcigarettes-here.com/">www.cheapcigarettes-here.com/</a> ; <a href="http://www.tobacco.net.au/">www.tobacco.net.au/</a> Imperial webpage 28/4/11 at <a href="http://www.imperial-tobacco.com/index.asp?page=167">www.imperial-tobacco.com/index.asp?page=167</a> PML Aust site <a href="http://www.ideservetobeheard.com.au/home.php">www.ideservetobeheard.com.au/home.php</a> BAT anti-plain pack site <a href="http://www.plainpack.com">www.plainpack.com</a> Imperial Nanny State site <a href="http://www.nonannystate.com.au/Home/Enter">www.nonannystate.com.au/Home/Enter</a>	Lots of TAPS on popular social networking sites - continues to be used to promote tobacco brands and use (Freeman , Chapman study 2010).  Imperial site still says (28/4/11) ...it is our view that the scientific evidence, taken as a whole, is insufficient to establish that other people's tobacco smoke is a cause of any disease. Therefore bans or restrictions on smoking in public places are disproportionate, unnecessary and unjustified on grounds of protecting public health. Philip Morris Ltd site "I Deserve To Be Heard" encourages disgruntled smokers to complain to MPs about plain packaging, out of sight shop display, tobacco taxes, smokefree public places. BAT website against plain packs. Imperial No Nanny State site promotes smoking as an issue of freedom/liberty, ignoring issue of TI targeting children.
Phone/email marketing <i>Push brand awareness as "research"</i>	<b>Health professional reporting to ASH 10/11/11</b>	<b>Health professional reports being phoned at home by company National Field Services doing random survey. Caller asks if anyone home aged 18-64; is the person current smoker; do any family members work in advertising, PR, journalism, etc. or for tobacco co or in tobacco sales, distribution or marketing. After final question NFS caller says survey is for BAT. ASH supporter says surprised no more questions, as there's debate in Senate on plain packaging. Caller says "That's why we're doing it." Says survey is for BAT. Not apparently concerned with views of non-smokers, so no more questions of the ASH supporter - would have been more if a smoker. Caller also asks if supporter willing to be added to database of potential participants for future focus groups, presumably for BAT client.</b>
Films, DVD, computer games <i>Market to youth</i>	Research, complaints; ASH volunteer observation	Est 80% of video games rated M or MA include smoking scenes. Many are available to and sold to adolescents.
Packaging, design, retail display <i>Use packet to advertise</i>	General observation of packets; retail informants Plain packs updates at <a href="http://www.ashaust.org.au/lv3/action_plainpack.htm">www.ashaust.org.au/lv3/action_plainpack.htm</a> Latest pack moves at <a href="http://www.ashaust.org.au/lv4/MarketingPloys.htm">www.ashaust.org.au/lv4/MarketingPloys.htm</a>	Old brands frequently updated/ relaunched/repackaged. PML inserting cards into some packs supporting its "I Deserve to be Heard" site opposing health policies. See Plain Packaging updates above under various tactics.
Print, radio, TV exemptions	Media observation	Tobacco advertising continues in limited edition and trade magazines as exempt under TAP Act.
Brand marketing, stretching, sharing	Media observation, TC networks	No new information.