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**BRITISH AMERICAN
TOBACCO
AUSTRALASIA**

Tuesday, January 2014

No impact on tobacco volumes since plain packs introduced

British American Tobacco Australia (BATA) spokesperson Scott McIntyre said today that people making telephone calls and people quitting smoking were two different things.

“It’s been just over a year since plain packs were introduced. It’s clear they’re not working and have had no impact on legal tobacco volumes,” Mr McIntyre said.

“There may well have been more calls to the Quitline following the introduction of plain packaging in comparison to when Graphic Health Warnings were introduced but the reality is legal tobacco sales overall have remained very stable.

“Australia’s plain packaging experiment is not delivering its intended purpose.

“While legal cigarettes sales have remained very stable, illegal black market purchases have increased suggesting Australians are actually smoking more.

“This is even more telling with a huge quit smoking advertising campaign from the government and the two CPI excise increases since the failed policy was implemented.

“Australia has seen a steady decline in smoking rates of nearly three per cent per year for many years.

“During the 13 months that plain packing has been in place this decline has halted slightly so that the rate is now closer to two per cent.”

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