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## **NEW RESTRICTIONS ON TOBACCO PRODUCTS DISPLAYS**

The display of tobacco products will be restricted in all retail outlets in South Australia under tough new regulations announced today by Mental Health and Substance Abuse Minister, Gail Gago.

“The new changes - to come into effect in November next year - further demonstrate the state government’s commitment to reduce smoking in the community which is killing 1500 South Australians every year, the biggest cause of premature death in our state,” Minister Gago said.

“The stricter regulations will reduce their exposure to the promotion of tobacco products by limiting advertising at retail outlets and also require sellers to display graphic health warning posters similar to those shown on cigarette packs.

“The restrictions will limit the size of tobacco displays to three square metres which must carry an A-3 sized stark image of the effects of smoking adjacent to the packets.

“Alternatively, displays of between one and three square metres must carry an A-4 size graphic warning,” Minister Gago said.

“The graphic displays are intended to shock people, particularly young people, into a fear of smoking.

“Most tobacco retailers will no longer be able to display cigarette cartons and will be limited to displaying only one packet of each product.

“Specialist tobacconists will be allowed a small amount of additional display area to accommodate their cigar range.

“We have also moved to prevent large stores from having prominent displays of tobacco products facing public areas, such as malls.

“All retailers and wholesalers will receive information kits about the restrictions in the new year

“The kit will include details about the restrictions, as well as other components of the new regulations including requirements for price tickets, price boards and health warning posters,” Minister Gago said.

“We have timed the introduction of the new regulations to coincide with the total ban on indoor smoking in SA coming into effect on November 1 next year.

“The lead up will also give retailers ample time to make the necessary, and in many cases substantial changes, to their outlets to comply with the new regulations.

“The new point-of-sale restrictions follow other recent state government initiatives designed to reduce youth smoking, including banning the sale of fruit flavoured cigarettes and split cigarette packets, and increasing the tobacco merchant’s licence fee to \$200 a year to fund licensing and enforcement.

“The state government has also become one of the first in the world to introduce legislation to ban smoking in cars when children under the age of 16 are passengers,” Minister Gago said.