

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-2011, 23 February 2011

Question: E11-034

OUTCOME 1: Population Health

Topic: PLAIN PACKAGING – IMPACT ON TRANSACTION COSTS

Written Question on Notice

Senator Bernardi asked:

- a) What is the financial impact in dollar terms of the sales transaction costs on retailers as a result of plain packaging for small retailers?
- b) What about for large retailers?
- c) If the Department has not done this analysis, why not and when does the Department expect to do this analysis?

Answer:

a – c)

The Department does not expect there will be a significant impact on sales transaction costs associated with the plain packaging measure. Plain packaged products will continue to carry the brand name on the top, bottom and front of packs. State and territory retail display laws provide for labelling and/or price tickets on shelves to enable products to be readily located by sales staff.

The Department will undertake a Post Implementation Review to assess any regulatory impact of the plain packaging measure on businesses, within one to two years of implementation.