

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-2011, 23 February 2011

Question: E11-055

OUTCOME 1: Population Health

Topic: PLAIN PACKAGING – IMPACT ON TRANSACTION COSTS

Written Question on Notice

Senator Ryan asked:

- a) Have you calculated the financial cost to small business regarding sales transactions?
- b) If not, what are your plans for consulting small businesses?

Answer:

a and b)

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 consulted with the following organisations representing small retailers in January and February 2011 about implementation of the plain packaging measure:

- Council of Small Business of Organisations of Australia;
- Australian Newsagents' Association;
- Master Grocers Association;
- Service Stations Association;
- Tobacco Station Group; and
- National Independent Retailers Association.

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.