

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Additional Estimates 2014 - 2015, 25 February 2015**

**Ref No: SQ15-000255**

**OUTCOME:** 1 - Population Health

**Topic:** Tobacco Plain Packaging Evaluation - Scope

**Type of Question:** Written Question on Notice

**Senator:** Leyonhjelm, David

**Question:**

What process will Siggins Miller undertake and what evidence will they look at to quantify the costs and benefits of the plain packaging measure?

**Answer:**

As one component of the consultation process for the Post Implementation Review (PIR) of the tobacco plain packaging measure, Siggins Miller is undertaking a targeted costing survey on the impacts of the measure. The costing survey is particularly targeted at key stakeholders who have direct line of sight of the detailed costs of the measure including tobacco companies, tobacco wholesalers and importers, tobacco retailers and tobacco packaging manufacturers, and government agencies. The costing survey results will inform the cost-benefit analysis (CBA) for the PIR. All the evidence presented to Siggins Miller will be assessed on its merits as part of the CBA. The Australian Government Office of Best Practice Regulation (OBPR) approved Siggins Miller's methodology for the costing survey and the CBA as meeting the OBPR requirements.