

*Hon Lea Stevens MP*

Minister for Health  
Minister Assisting the  
Premier in Social Inclusion

DHSCS04/53

23

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The Secretary  
Senate Community Affairs Legislation Committee  
Suite S1 59  
Parliament House  
CANBERRA ACT 2600

**Re: Senate Community Affairs Legislation Committee Inquiry into  
Tobacco Advertising Prohibition**

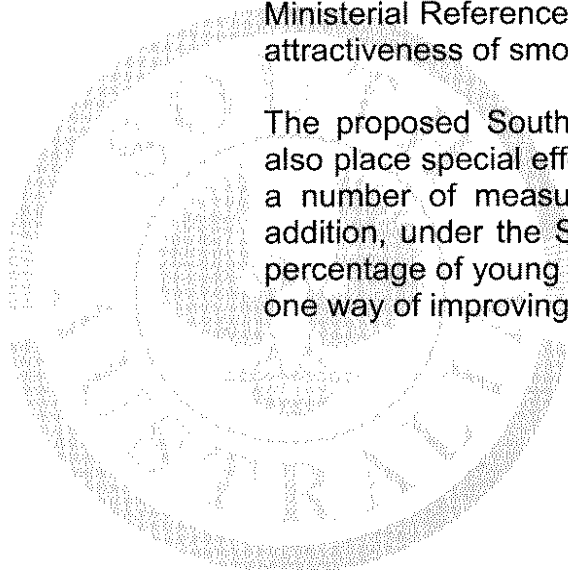
I refer to the advertisement placed in *The Australian* on 19 May 2004 calling for submissions to the Senate Community Affairs Legislation Committee Inquiry into Tobacco Advertising Prohibition. I am pleased to provide the following comments on behalf of the South Australian Government.

**(a) *The exposure draft of the Tobacco Advertising Prohibition (Film, Internet and Misleading Promotion) Amendment Bill 2004***

There has been an increasing trend by tobacco companies to use films and the Internet as pathways to encourage the uptake of cigarettes by younger people.

The South Australian Government is concerned about the deliberate portrayal of modelling of the attractiveness of smoking in films and other electronic media and as a result has asked the South Australian Ministerial Reference Group on Tobacco to advise on ways to reduce the attractiveness of smoking in films.

The proposed South Australian Tobacco Control Strategy 2004-09 will also place special effort on reducing the harm caused by tobacco through a number of measures targeting the health dangers of smoking. In addition, under the State Strategic Plan there is a target to "reduce the percentage of young cigarette smokers by 10 per cent within 10 years" as one way of improving the health and wellbeing of South Australians.



The proposed provisions under this Bill will reduce marketing channels for tobacco companies and is supported by the SA Government.

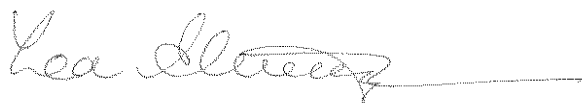
- (b) *The adequacy of the response to date of the Australian Competition and Consumer Commission (ACCC) to the orders of the Senate of 24 September 2001, 27 June 2002 and 12 November 2002, which require the ACCC to report to the Senate on various issues concerning tobacco.***

The South Australian Government commends the Senate on taking this initiative by ordering the ACCC to investigate the possible breaches of Commonwealth legislation and notes the ACCC's response.

There are strong public health reasons for making tobacco companies bear the cost of the burden of disease that the consumption of their product and its inhalation produces. These matters fall under the responsibility of the Commonwealth Government and related corporate law regulatory bodies.

If you have any questions relating to this submission please contact Ms Pamela Skardoon, Senior Project Officer, Health Promotion SA on (08) 8226 0772.

Yours sincerely

A handwritten signature in cursive script, appearing to read 'Lea Stevens', followed by a horizontal line.

**HON LEA STEVENS MP**

Minister for Health

Minister Assisting the Premier in Social Inclusion