

Proposal to introduce plain packaging of tobacco products in New Zealand

Consultation document

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Summary

The Government has agreed in principle to introduce a plain packaging regime for tobacco, subject to the outcome of a consultation process.

The attached document sets out the Government's proposal and rationale for plain packaging.

Also part of this consultation process is the [Regulatory Impact Statement](#) which was prepared to inform the Government's decision to undertake this consultation.

The consultation document sets out the Government's plain packaging proposal, gathers the views of interested individuals, businesses and organisations, informs New Zealand's trade partners and invites their comment, and seeks additional information relevant to the proposal.

The consultation document is in seven parts.

Part 1 provides an overview.

Part 2 sets out the Government's proposal for the plain packaging of tobacco products, including a formal statement of its policy objectives.

<http://www.health.govt.nz/publication/proposal-introduce-plain-packaging-tobacco-products-new-zealand>

Part 3 summarises the rationale for the plain-packaging proposal, including how it arises from New Zealand's domestic and international policy commitments for tobacco control. Part 4 introduces the separate Regulatory Impact Statement, which forms an integral part of this consultation.

Part 5 summarises the international research and evidence base relating to plain packaging.

Part 6 provides details of the consultation process and instructions on how to participate.

Part 7 poses a number of consultation questions designed to elicit responses to the key issues and fill any information gaps.

Appendix 1 contains a summary of New Zealand's tobacco control programme and recent initiatives to improve its effectiveness.

Appendix 2 provides a list of sources, references and links to key documents.

[Background policy documents and information](#) are also being made available during the consultation period.

How to have your say

This consultation is being undertaken by the Ministry of Health on behalf of the Government.

The closing date for submissions is: **5 pm, Friday 5 October 2012.**

Submitters are encouraged to make submissions by email, using the [attached submission form \(doc, 150 KB\)](#), to: tobacco@moh.govt.nz

The consultation response form can also be downloaded and filled out offline. Responses can also be mailed to:

Plain Packaging Consultation

Ministry of Health

PO Box 5013

Wellington 6145.

Downloads

[Proposal to introduce plain packaging of tobacco products in New Zealand: Consultation document \(pdf, 390 KB\)](#)

[Proposal to introduce plain packaging of tobacco products in New Zealand: Consultation document \(doc, 989 KB\)](#)

[Submission form: Proposal to Introduce Plain Packaging of Tobacco Products \(pdf, 104 KB\)](#)

[Submission form: Proposal to Introduce Plain Packaging of Tobacco Products \(doc, 150 KB\)](#)

Related areas

[Plain packaging of tobacco products](#)

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