

**Submission**

**No 52**

**INQUIRY INTO TOBACCO SMOKING IN  
NEW SOUTH WALES**

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**Theme:**

**Summary**

Submission to the Joint Select Committee on Tobacco Smoking:

There is no case for continuing to allow for the open display of cigarette packs. All marketing professionals are schooled on the impact of impulse buying. Indeed a huge part of sales marketing is based on this principle. That is why retailers are so determined to maintain sales counter cigarette displays. They realise this is responsible for a very large part of their sales. It is up to governments to protect the interests of the public and prevent their exploitation by those whose only interest is profit even if that results in disease and premature death. If government is concerned with public health especially the health of children and teenagers and if it wishes to make the greatest single contribution to reducing the health budget it should do everything possible to discouraging smoking. There is no cost to government, only saving, in such action.

A second initiative involving only moderate cost (but later leading to savings) would be for government anti-smoking campaigns to take over the sponsorship of a multitude of sports including childrens' sporting teams.

Failure of government to act because of industry "donations" to political parties is really bribery. It is one of the worst examples of corruption in Australian political life.

Harold Levien

**JSC TOBACCO SMOKING**

**26 APR 2006**

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