

Transcript

Station: **SKY NEWS AUSTRALIA** Date: **05/04/2011**
Program: **PM AGENDA** Time: **04:48 PM**
Compere: **DAVID SPEERS** Summary ID: **S00043201756**

Item: **BRENDAN NELSON SAYS HE SUPPORTS PLAIN PACKAGED CIGARETTES AND SAYS IT IS AN IMPORTANT INSTALMENT IN MAKING AUSTRALIA A LEADER IN TOBACCO CONTROL.**

INTERVIEWEES: BRENDAN NELSON, AUSTRALIAN AMBASSADOR TO BELGIUM, LUXEMBOURG AND THE EUROPEAN UNION

Audience:	Male 16+ 2000	Female 16+ 1000	All people 3000
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DAVID SPEERS: Let me ask you also about the issue of tackling smoking in Australia. You've been talking at the Australian Medical Association conference today. The government is moving ahead with plain packaging on cigarette packets, hoping to have this introduced next year. The Opposition is waiting to see the legislation on this. What's your view on this particular matter. As a former president of the AMA you have some pretty strong views on the problem of smoking.

BRENDAN NELSON: Australia has been for more than 20 years through successive governments a leader in tobacco control. This is the last important instalment. And I think every member of the Australian Parliament - doesn't matter whether on the hard left or through to the right of politics, every member needs to ask him or herself what is most important to me? The health and integrity of human life, and in particular



protecting the well being of young Australians who might be attracted to taking up smoking.

Part of the packaging and marketing of the tobacco industry is to see that the packaging reinforces images of identity and social aspiration that young people so long for in those formative years. And we have a responsibility and an opportunity now to break that. To put it into plain packaging that just says the name of the product that's being sold. It's got all the health warnings on it. And if people choose to lawfully take up smoking at the adult age that's their business.

So I will be very concerned if the Australian Parliament does not rise to the challenge of leadership and support this.

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ABs = Managers, administrators, professions. GBs = Grocery buyers.
