

## **MEDIA RELEASE**

**Wednesday 13 September**

### **Cancer Council welcomes landmark legislation to reignite the fight against smoking and nicotine addiction**

Cancer Council Australia welcomes the new landmark Public Health (Tobacco and Other Products) Bill 2023 introduced today, as a critical action to prevent and further reduce harm caused by tobacco products and nicotine addiction.

Smoking rates have more than halved in the last 30 years, yet tobacco smoking remains Australia's leading cause of preventable death, and illness, including cancer.

The legislation simplifies, modernises and helps future-proof tobacco control in Australia.

"More than 250,000 Australians are predicted to die of smoking-related cancers over the next 20 years. This is truly unacceptable because smoking-related cancers are entirely preventable," said Professor Tanya Buchanan, Cancer Council Australia's CEO.

"This legislation reflects the latest evidence and is a significant step in reducing smoking rates to less than 5% by 2030," Professor Buchanan notes.

"Australia has a proud legacy of world leading tobacco control initiatives, and we have the evidence, expertise, and experience to support more smokers to quit and stop new generations from starting,"

"We congratulate Health Minister Mark Butler on his commitment to restore this legacy, putting us back into a 'world leading' position," said Professor Buchanan.

"Cancer Council encourages every member of Parliament to take this critical opportunity to protect all Australians from Big Tobacco seeking profiting off their deadly products."

"This legislation gives more Australians the chance to live longer, healthier lives free from tobacco," Professor Buchanan concludes.

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#### **\*Notes to editor**

The Public Health (Tobacco and Other Products) legislation has a strong public health evidence base, with measures recommended by Cancer Council to:

- updating and improving graphic warnings on packaging, including extending warnings to individual cigarettes
- standardising the size of tobacco packets and products
- preventing the use of specified additives in tobacco products like menthols
- standardising the design and look of filters
- limiting the use of appealing names that imply reduced harm
- requiring health promotion inserts in packs and pouches

- improving transparency of tobacco sales volumes, product contents, and advertising and promotional activities.
- capturing vapes in advertising restrictions

### **Contact details**

For all media enquiries and interview opportunities, please contact:

- Cancer Council Australia.  
[media@cancer.org.au](mailto:media@cancer.org.au)  
02 8256 4109 (redirects to mobile outside of business hours)

### **About Cancer Council Australia**

Cancer Council Australia is Australia's leading cancer charity, working to reduce the impact of cancer for all Australians. Cancer Council Australia works with its members, the eight state and territory Cancer Councils to:

- Undertake and fund cancer research
- Prevent and control cancer
- Provide information and support for people affected by cancer
- Shape and influence policy and practice