

Tobacco Control Policy Fact Sheet

Australia: Packaging & Labeling

Health Warnings/Messages Features

| Smoked Tobacco Products | |
|--------------------------------------|--|
| Type of Warnings | Pictures (Photos) , Text Warnings/Messages |
| On front and back of packages | Yes |
| % of principal display areas covered | 82.5% |
| Rotation required? | Yes |
| Number of messages | 7 |

| Smokeless Tobacco Products | |
|--------------------------------------|------------------------|
| Type of Warnings | Text Warnings/Messages |
| % of principal display areas covered | 25% |
| Rotation required? | Yes |
| Number of messages | 2 |

Definitions of Key Terms - Alignment with the FCTC and its guidelines

| | Aligns | Does not align | N/A |
|--------------------------------|--------|----------------|-----|
| Tobacco Product | ■ | | |
| Outside Packaging and Labeling | ■ | | |
| Container | ■ | | |

Penalties

| | Yes | No |
|--------------|-----|----|
| Manufacturer | ■ | |
| Importer | ■ | |
| Wholesaler | ■ | |
| Retailer | ■ | |
| Other | ■ | |

Other Packaging and Labeling Requirements

| | Required | Some Restrictions | Not Required | Uncertain | N/A |
|---|----------|-------------------|--------------|-----------|-----|
| Warning requirements on unit packaging and labeling (e.g., packs) | ■ | | | | |
| Warning/messages required on outside packaging and labeling (e.g., cartons) | ■ | | | | |
| Warning texts must be in the principal language(s) of the country | ■ | | | | |
| A requirement that warnings or messages may not be placed where they may be permanently damaged or concealed when opening the pack | ■ | | | | |
| A requirement that tax stamps or other required markings may not be placed where they may conceal warnings or messages | ■ | | | | |
| A requirement to display qualitative (descriptive) constituents and emissions messages | ■ | | | | |
| Prohibition on the display of figures for emission yields (including tar, nicotine, and carbon monoxide) | ■ | | | | |
| Plain or standardized packaging | ■ | | | | |
| Prohibition on misleading tobacco packaging & labeling including terms, descriptors, trademarks, figurative or other signs (logos, colors, images that directly create a false impression that a tobacco product is less harmful than other tobacco products) | ■ | | | | |

Content of the Warnings/Messages

| | Yes | No |
|--|-----|----|
| Health Impacts | ■ | |
| Advice on cessation (e.g., the benefits of cessation or steps to take to stop smoking) | ■ | |
| Addictive nature of tobacco | ■ | |
| Adverse economic and social outcomes | | ■ |
| Impact of tobacco use on friends and family | ■ | |
| Quitline phone number and/or website | ■ | |

Last updated: September 17, 2019