

# Australia

## Tobacco Control Policies

Australia became a Party to the WHO Framework Convention on Tobacco Control on February 27, 2005.

**Smoke Free Places:** Smoking is prohibited in virtually all indoor workplaces, indoor public places, and on public transport, as well as in some outdoor places, through a combination of national and sub-national law - the latter of which is more stringent.

**Tobacco Advertising, Promotion and Sponsorship:** Nearly all forms of tobacco advertising and promotion are prohibited by national and sub-national laws. There are some limited exceptions such as restricted advertising at the point of sale in some specialist tobacconists, and payments to retailers and hospitality venues. Under national law, although financial or other sponsorship by the tobacco industry is not prohibited, publicity or public acknowledgment of that support is greatly restricted. Some States and Territories have banned all forms of tobacco sponsorship.

**Tobacco Packaging and Labeling:** Cigarettes packages must display: 1) one of 14 warning messages and corresponding graphics occupying 75 percent of the front face, 2) the same warning message and corresponding graphic with a corresponding explanatory message and Quitline phone number occupying 90 percent of the back face, and 3) an information message on one full side.

As of December 1, 2012, plain packaging of tobacco products available for retail sale in Australia is required. The packages must be "drab dark brown," made of cardboard, rectangular in shape, with no trademarks or other marks anywhere on the outer surface or inner surface of the package. Other than health warnings, the tobacco packages may contain only: brand, business or company name; relevant legislative requirements; and any other mark or trade mark permitted by regulations. Packages may not have inserts or onsets, make a noise, or produce a scent, and may not include any features designed to change after retail sale. Misleading packaging and labeling, including terms such as "light" and "low tar" and other signs, is prohibited.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Australia are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	No
Can subnational jurisdictions enact more stringent smoking restrictions?	Yes		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	No
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	No	Paid placement in media	Yes
Retail product display	No	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	No		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	7
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	82.5%	Warnings are written in the principal language(s)	Yes
Front	75%	Ban on misleading packaging and labeling	Yes
Back	90%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	29.30 AUD	Total taxes	74%
In US dollars	21.13 USD	Total excise	65%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

Last updated: September 17, 2019