



Cabinet Social Wellbeing Committee

Minute of Decision

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1 January 2020 Tobacco Excise Tax Increase

Portfolio **Associate Health (Hon Jenny Salesa)**

On 11 September 2019, the Cabinet Social Wellbeing Committee (SWC):

- 1 **noted** that an increase in tobacco excise has been previously legislated for and will take effect on 1 January 2020;
- 2 **noted** that smoking rates and tobacco consumption are reducing across all population groups;
- 3 **noted** that more needs to be done to accelerate reductions in smoking rates and tobacco consumption among low-income, Māori and Pacific populations for Smokefree 2025 to be achievable;
- 4 **noted** that the Ministry of Health has work underway to improve the effectiveness of stop-smoking services, with a particular focus on young Māori women;
- 5 **noted** that the Associate Minister of Health (Hon Jenny Salesa) is considering a range of other tobacco control measures and will report to the Cabinet Social Wellbeing Committee (SWC) in October 2019 seeking approval to consult publicly on a draft Action Plan for Smokefree 2025;
- 6 **noted** that, as part of the development of options for the Action Plan, officials are providing advice on the use of price as a mechanism for reducing tobacco consumption and smoking rates, within a comprehensive strategy to support smokers to quit and prevent initiation, including:
 - 6.1 addressing tobacco industry tactics to minimise the impact of the price increases on consumers;
 - 6.2 setting minimum or standardised prices for tobacco products;
 - 6.3 establishing an industry levy, analogous to the alcohol industry levy, to fund harm-reduction initiatives;

- 7 **invited** the Associate Minister of Health (Hon Jenny Salesa) to submit a draft Communications Plan, on the increase in tobacco excise taking effect on 1 January 2020, to SWC in due course.

Vivien Meek
Committee Secretary

Present:

Hon Kelvin Davis
Hon Dr Megan Woods
Hon Chris Hipkins
Hon Andrew Little
Hon Carmel Sepuloni (Chair)
Hon Dr David Clark
Hon Nanaia Mahuta
Hon Stuart Nash
Hon Jenny Salesa
Hon Kris Faafoi
Hon Tracey Martin
Hon Aupito William Sio
Hon Poto Williams
Jan Logie, MP

Officials present from:

Office of the Prime Minister
Officials Committee for SWC
Office of the Chair of SWC

Hard-copy distribution:

Associate Minister of Health (Hon Jenny Salesa)