

Smokefree Aotearoa 2025 Action Plan

Focus Area 6



Ensure the law is followed by industry

Our vision

Our vision is to eliminate the harm that smoked tobacco products cause in our communities by transforming Aotearoa New Zealand to a smokefree nation by 2025.

Our goal

Our goal is that, by 2025, daily smoking prevalence will be less than 5 percent for all population groups in Aotearoa New Zealand.*

Focus areas

The Smokefree Aotearoa 2025 Action Plan has six key focus areas, each with actions that we will take during the next four years and beyond to achieve Smokefree Aotearoa 2025 and ultimately end the harm smoking causes.

Focus Area 6: We'll ensure manufacturers, importers and retailers meet their legal obligations, and we'll introduce new penalties and offences for any organisation that doesn't follow the rules. We'll also improve information and coordination to make sure that there is effective compliance and enforcement.

Key actions for Focus Area 6

6.1 Introduce an amendment Bill that sets out an up-to-date offences and penalties regime.

Lead

Ministry of Health (in consultation with the Ministry of Justice and the Parliamentary Counsel Office)

Timeframe

2022

6.2 Review the current capacity and capability of the SFEO workforce and meet any gaps through, for example:

- increasing the number of SFEOs
- considering a broader workforce to support or undertake compliance and enforcement roles
- meeting additional training needs.

Lead

Ministry of Health

Timeframe

From January 2022

* The prevalence goal is for smoking only and excludes vaping and the use of smokeless tobacco products.



6.3 Commission research to better understand the size of the illicit tobacco product market and to measure the impact policy changes will have upon it.

Lead

Ministry of Health and
New Zealand Customs Service

Timeframe

From March 2022

6.4 Establish a compliance network working group to facilitate intelligence sharing between SFEOs and Customs officers and coordinate compliance efforts, including to prevent the illicit trade of tobacco products.

Lead

Ministry of Health and
New Zealand Customs Service

Timeframe

From January 2022

We will know we are succeeding when we achieve our three main outcomes of:

1 Eliminating inequities in smoking rates and smoking-related illnesses

2 Creating a smokefree generation by increasing the number of children and young people who remain smokefree

3 Increasing the number of people who successfully quit smoking

For more information, visit the Smokefree webpage on the Ministry of Health website at: health.govt.nz/smokefree2025

