

Opposition grows to cigarette advertising

The Australian Council for Health Physical Education and Recreation yesterday joined Dick Smith in his battle against cigarette advertising, calling on all people involved in the cigarette advertising "chain" to re-examine their professional ethics.

The statement by the council follows an advertising campaign by Dick Smith last week in which he attacked family publications for accepting cigarette advertisements allegedly directed at children and teenagers.

The council said it supported the stand Dick Smith was taking and took it one step further by urging actors, photographers, graphic artists, printers, advertising agencies and publishers to refuse to be associated with the promotion of a product which it said was known to one of the principle causes of ill health and death in Australia.

It said Dick Smith had, in paid advertisements and media interviews, exposed the double standards of the Federal and State Governments

which continued to permit cigarette advertising.

The president of the Australian Association of National Advertisers, Mr Robert Koltai, agreed the Government was being hypocritical but for different reasons. Mr Koltai said the Government wanted it both ways.

"It is quite happy to reap the excise on these products but continues to restrict the companies' ability to advertise them," he said.

As far as the AANA is concerned: "If its legal to sell,

it should be legal to advertise."

In the council's opinion, cigarette advertisements are usually designed to glamorise an unhealthy product and recruit young people to the smoking habit.

Commenting on the Dick Smith advertisements, the Australian Tobacco Institute said it respected his right to advertise but said it was a shame Mr Smith did not respect the tobacco companies' right to do the same.

— Elizabeth Knight