

Cigarette firms tip ads ban reprieve

Tobacco and advertising industry executives were confident last night that radical proposals to introduce tougher anti-smoking legislation would not be implemented by State and Federal Health Ministers who meet in Hobart tomorrow.

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The new code would require cigarette packets to carry tougher warning messages and would ban cigarette advertisements at sporting venues where events are being televised.

These new measures, to replace the existing voluntary code which has been administered by the Media Council of Australia since 1977, were drawn up last year by the Health Ministers' Conference tobacco products sub-committee.

According to a tobacco industry representative, the committee has agreed that the starting point for future discussions would be the revision of the existing code, not the creation of a new, more stringent code.

He said that tentative plans had been made for discussions between the industry, the committee and the Media Council in June.

Such a move will anger some State health ministers who have supported tougher measures.