

# ACCC Application

Pre-decision conference

13 February 2017



# Types of illicit tobacco

**Chop chop**



**Contraband**



**Non-compliant 'plain pack'**



**Counterfeit**



**Shisha**



## Example of non-compliant “plain pack” – 888



GHW size is 1.2cm from the top of the pack

An apparent breach of GWH regulation 2.2

Errors in wording in GHW: referring to “month cancer”

An apparent breach of GWH regulation 3.8

GHW size is 77% of area, not 90%

An apparent breach of GWH regulation 9.19

Does not appear to be RFR Compliant

Possible breach of Trade Practices (Consumer Product Safety Standard) (Reduced Fire Risk Cigarettes) Regulation

## Example of non-compliant “plain pack” – 888 cont’



Additional wording (tar, nicotine, CO measurements) on pack

An apparent breach of section 20 of the Tobacco Plain Packaging Act

Further, the ACCC considers these measurements to be misleading or deceptive, but they are still on the pack

## Example of non-compliant “plain pack” – 888 cont’



Additional wording on pack

An apparent breach of section 20 of the Tobacco Plain Packaging Act and of regulation 2.1.3 of the Tobacco Plain Packaging Regulations



Tobacco trademark printed on filter, as well as gold and black bands

Apparent breaches of section 26 of the Tobacco Plain Packaging Act and regulation 3.1.1 of the Tobacco Plain Packaging Regulations