

# Fight Against Big Tobacco: Political Strategies and Australian Vaping Regulation

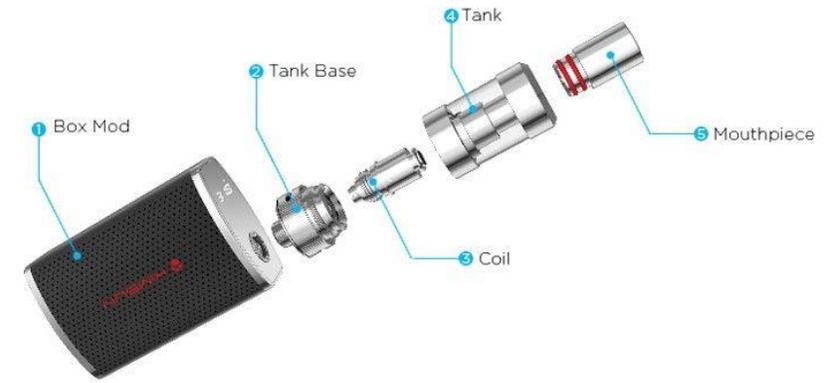
**Laura Hunter**  
Chief Executive, ACOSH



# The Vaping Crisis

- Tobacco and vaping control landscape
- What does advocacy around tobacco and vaping look like?
- What advocacy are we doing moving forward?







**How did we get here?**

# Health Minister imports until

By political reporter Anna Henderson  
Posted Fri 26 Jun 2020 at 9:56pm, upc



# Greg Hunt faces backbench import ban

Fergus Hunter and Rob Harris

June 25, 2020 – 6.43pm

next month. (ABC News: Matt Roberts)

Exclusive Policy Health & Education

## The secret mo behind va

*E-cigarettes are supposed to stop people sm  
shows big tobacco is all over the pus*

## Australian vaping law changes: e-cigarette users now need a doctor's prescription

New laws aim to curb the use of vapes among young people, but concerns are already being raised about websites aiming to get around them

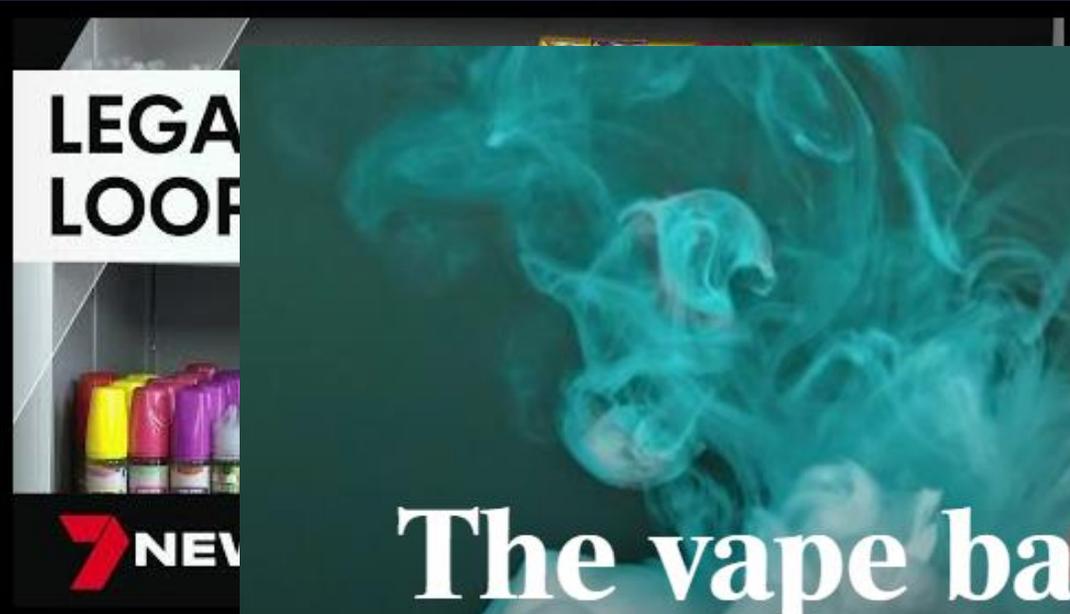
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I am non-nicotine...





Over 3  
or sm

# The vape ban has utterly failed. What now?

Vaping rates have exploded, organised crime controls the trade, and Australia stands on the brink of a public health disaster. Is it time we followed New Zealand's lead?

By NATASHA ROBINSON

## Teenage smoking rates rise in 25 years, research reveals

Increase in vaping among 14 to 17-year-olds in  
is a clear 'gateway' to smoking

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# Australia to ban non-prescription vapes in biggest smoking reforms in a decade

Quality standards to be introduced to tackle youth vaping, including restricting flavours, colours and other ingredients

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Mark Butler on vape sellers: 'We have been duped' - video



The Government will work with states and territories to stamp out the growing black market in illegal vaping, including to:

- stop the import of non-prescription vapes;
- increase the minimum quality standards for vapes including by restricting flavours, colours, and other ingredients;
- require pharmaceutical-like packaging;
- reduce the allowed nicotine concentrations and volumes; and
- ban all single use, disposable vapes.

# Vaping Reforms Bill 2024



**Therapeutic Goods and Other Legislation Amendment (Vaping Reforms) Bill 2024**



**Advocacy in tobacco  
control....**

**Busting Big Tobacco's bulls\*#t**

# What is Big Tobacco's bulls\*#t?



**BUST  
THE  
BLACK  
MARKET**

## **WHY THIS MATTERS NOW**

Health Minister Mark Butler is blaming the Australian public for the problem with vaping through lack of regulation.

But ban on vapes haven't worked in any other country. Why won't work here?

vaping rates have increased by 30% in the last five years.

And it is still growing quickly. Over 10 million Australians started vaping in the three months between November 2023 and January 2024.

The government is throwing millions of dollars of taxpayers' money at this untested approach when there is a much simpler, less expensive, and proven solution that everyone can get behind in **strictly regulating vape sales just like tobacco and alcohol.**

**FALSE**

**ALBO'S NEW VAPE BAN**  
**WON'T WORK.**  
**WILL HURT.**

TELL LABOR TO REGULATE IT LIKE TOBACCO AND ALCOHOL AT  
[BTBM.COM.AU](http://BTBM.COM.AU)

Published by B. Wulke, Anthony Albanese, Australia, Sydney

ooh!

COUNTRY W

 acosh  
Australian Council on Smoking & Health  
 AMA

# EXPLODING VAPE AWARD 2024

THIS CERTIFICATE IS AWARDED TO

## AUSTRALIAN TAXPAYERS' ALLIANCE

FOR ITS LACK OF TRANSPARENCY AROUND INDUSTRY FUNDING AND INVOLVEMENT IN MISINFORMATION ABOUT THE ILLEGAL TRADE OF VAPES.

  
 PROFESSOR ANDRE SCHULTZ  
PRESIDENT ACOSH

  
 DR. DANIELLE MCMULLEN  
PRESIDENT AMA



# ...how did we bust it?



Demonstrating  
united support



Lobbying



Geotargeted  
social media  
campaigns



Targeted  
advertisements

To Australia's Federal Politicians

# Please, protect our kids' health and pass the Vape Bill

A letter from Australian doctors across all fields of medicine, pharmacists, dentists, nurses, public health experts, teachers, mental health and social workers, advocates, guardians and parents.

The tobacco and vape industries and their allies are working hard to addict a new generation of young Australians to nicotine through their vaping products.

One in six Australian children aged 12-17 has vaped in the last month<sup>1</sup>. Nine in ten vape stores are located near schools<sup>2</sup>, and most teenagers report how easy it is to access vapes. The tobacco and vape industry's marketing strategy deliberately targets young people. The devices deliver large amounts of nicotine resulting in accelerated addiction.

We need to stop the tobacco and vape industry and their allies from making vapes easily accessible to children and young people.

The Bill will close the loophole that retail and online shops exploit to sell illegal vapes to children. If the Bill is passed, it means an end to convenience stores, delis and petrol stations selling vapes to children.

As our elected members, you have a critical opportunity to avoid undoing decades of success in preventing tobacco and nicotine use among children.

You can protect our children while ensuring people who want to quit have access to vaping products through a prescription model.

**87%** of Australian adults support reforms to stop the sale of vapes to people under 18 years<sup>3</sup>.

We stand with them and urge you to do the same. The time to act is now.

Support the Bill.

1. ABSAO 2023/2022: Australian secondary school students' use of tobacco and e-cigarettes. Prepared for the Australian Government Department of Health and Aged Care. Melbourne: Centre for Behavioural Research in Cancer, Cancer Council Victoria, 2023.
2. Study conducted in Western Australia in Jan 2023. See: Vape stores in Western Australia: growth, proximity to schools and socioeconomic gradient of density. Australian and New Zealand Journal of Public Health 2024;100:118.
3. Australian Institute of Health and Welfare. National Drug Strategy Household Survey 2022-23: Electronic cigarettes and vapes. Supplementary data tables. Canberra: AIHW, 2024. 86.8% of Australian adults aged 18+ support or strongly support "Prohibiting the sale of electronic cigarettes/vapes, including those without nicotine, to people under 18 years of age".



Professor Sandy Banks MB, Australian National University  
 Professor Peter Bellamy, Ngunya Aboriginal Spirituality  
 Professor Steve Cahill AO FRCR FRCR, National Coordinator Smoking Indigenous Smoking  
 Emeritus Professor Simon Chapman AO, The University of Sydney  
 Emeritus Professor Cecilia Cheong OAM FRCR  
 Emeritus Professor Mike Coates AO, Faculty of Health Sciences, Curtin University  
 Dr Kingsley Professor Paul Prescott, Royal Australian College of Surgeons (RACS)  
 Associate Professor Benji Pridmore, The University of Sydney  
 Professor Steven Pedergnig, The George Institute for Global Health  
 Dr Andrew Plesch, Paediatrician, Director, RCH National Child Health Hub  
 Professor Philip Robinson, Director, Department of Paediatrics and Sleep Medicine, The Royal Children's Hospital  
 Dr Mike Rowland, Respiratory and Sleep Paediatrician, The Royal Children's Hospital



Support the bill  
Find out more  
[www.acosh.org/vapefree](http://www.acosh.org/vapefree)



## VAPING AMONG CHILDREN HAS INCREASED FIVE-FOLD SINCE 2019.

Source: Australian Institute of Health and Welfare. National Drug Strategy Household Survey 2022-23. Electronic Cigarettes and Vapes.

## PLEASE, DON'T MAKE THE SAME MISTAKES MADE WITH TOBACCO.

Source: Australian Institute of Health and Welfare. National Drug Strategy Household Survey 2022-23. Electronic Cigarettes and Vapes.

“ Passing the vaping reform bill will mean an end to convenience stores, delis and petrol stations selling illegal goods to children ”

Doctors, pharmacists, dentists, nurses, public health experts, teachers, mental health workers and parents are **deeply concerned** about how easily kids can access vapes.

## IT'S TIME TO TRUST THE EXPERTS

## When teens were asked about vaping they said...

“ Help get kids off vapes and arrest the losers selling them. ”

14 year-old, female

Source: Commissioner for Children and Young People WA. Talking about vaping Survey 2023. WA young people's views and experiences of e-cigarettes.

“ Stop getting mad at kids for vaping and start targeting the people who sell vapes to kids ”

16 year old, female

Source: Council of Commissioners for Children and Young People, South Australia 2023 Vaping Survey. May 2023. Vape Use by Young People in South Australia from 2018. Council Resources for Vaping and Vape Use Support.

“ Accessing vapes is way too easy, all we have to do is go to a cheap servo... There really needs to be restrictions in place. If adults want students to stop I truly believe this is the only way. ”

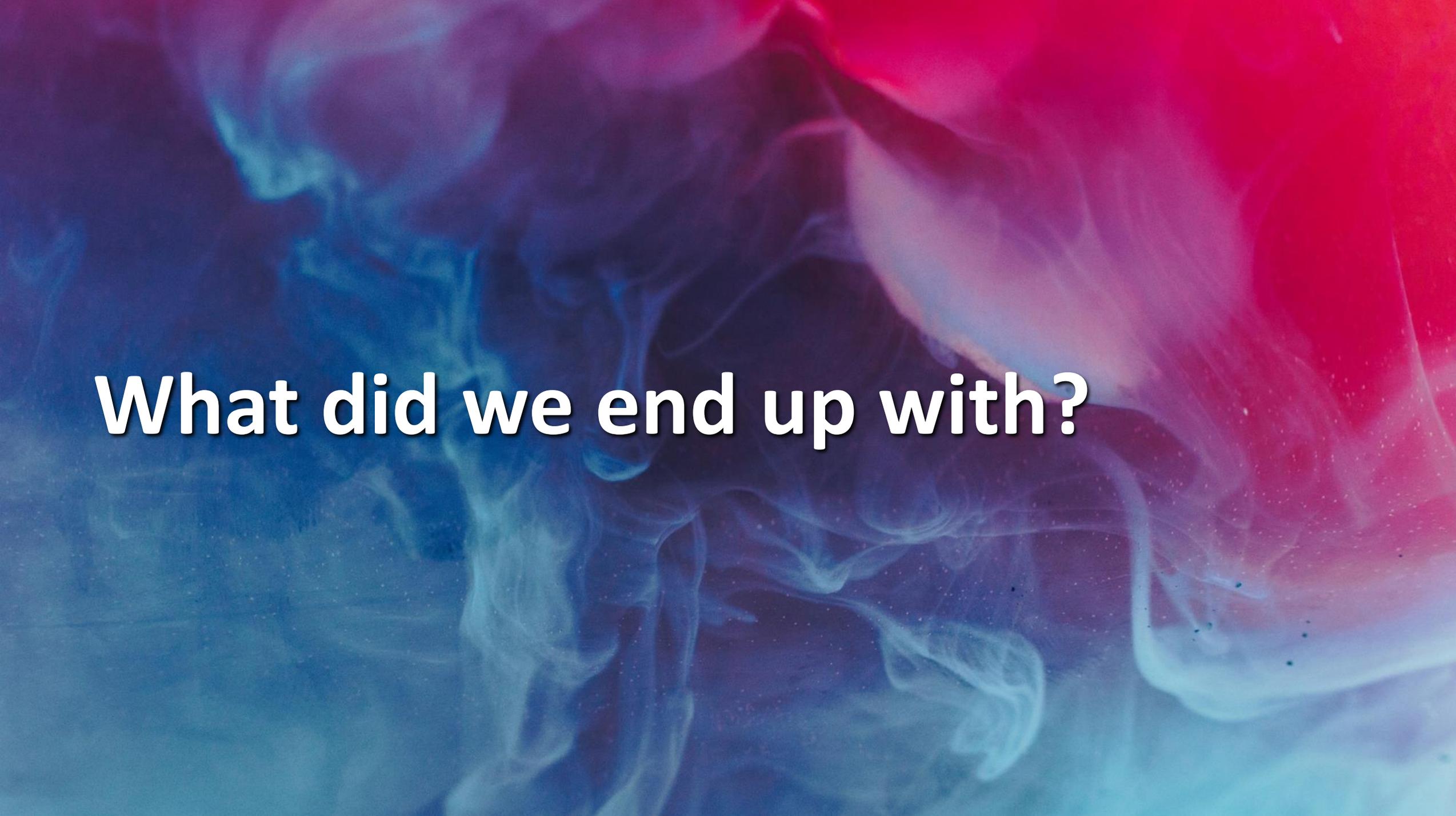
16 year old, female

Source: Council of Commissioners for Children and Young People, South Australia 2023 Vaping Survey. May 2023. Vape Use by Young People in South Australia from 2018. Council Resources for Vaping and Vape Use Support.

## Let's get vapes out of convenience stores and candy shops.



**30%**  
of young  
Australians  
have tried  
vaping

The background is an abstract, fluid composition of colors. On the left, there are deep blue and teal tones, while on the right, there are vibrant reds and pinks. The colors blend and swirl together, creating a sense of movement and depth, reminiscent of ink or paint in a liquid medium. The overall effect is ethereal and artistic.

**What did we end up with?**

With the Liberals non-committal on vaping, Labor has been driven into the arms of 'anti-prohibition' Greens

*Paul Karp*

July deadline means ALP eager to reach agreement, despite some advocates warning against watering down the crackdown

Labor and Greens strike anti-vaping deal - as it happened

Greens leader Adam Bandt denies his party watered down government's vaping laws

- ⊘ Banning and restricting the importation, manufacturing, and supply of non-therapeutic vapes to keep them out of reach of children
- ⊘ Closing the non-nicotine loophole, simplifying compliance and enforcement both at the border and within every state and territory
- ⊘ Supporting adults in quitting smoking by ensuring that vapes from pharmacies from 1<sup>st</sup> October are provided only following a consultation with a pharmacist (and only with a GP's prescription *until* 1<sup>st</sup> October)
- ⊘ Introducing penalties for non-pharmacy retailers/sellers who possess vapes, while ensuring individuals who use vapes are not penalised.
- ⊘ Establishing quality and product standards for vapes sold in pharmacies including plain packaging, maximum nicotine concentration levels, with flavours restricted to mint/menthol and tobacco

**Thank you**

