

PLAIN TOBACCO PACKAGING IN AUSTRALIA.

A time-line of significant events and news media coverage.



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3rd update

This time line will be regularly updated. Submit suggestions for additions to simon.chapman@sydney.edu.au

1. Australian plain packaging pre-history¹

15 April 1992: [Australian Ministerial Council on Drug Strategy](#) (composed of health and police ministers) proposes large new warnings and asks for a report on plain packaging.

This was after consideration of a report produced for it which recommended on the basis of its findings about the impact of packaging on the effectiveness of warnings that 'regulations be extended to cover the colours, design and wording of the entire exterior of the pack' (p18).

[Centre for Behavioural Research in Cancer](#). Paper 13: Adolescents' reactions to cigarette packs modified to increase extent and impact of health warnings:

17 July 1995: [Australian Medical Association](#) says it will be pushing for plain packaging.

24 July 1995: Advisor to (then) Australian health minister [Carmen Lawrence](#) rejects the idea of plain packaging, citing need to explore international trade and legal issues.

15 Dec 1995: Australian Senate [Community Affairs References Committee](#) releases its (160 page) report. 'The Committee considers that, on the basis of the evidence received, there is not sufficient evidence to recommend that tobacco products be sold in generic packaging.'

September 1997 Australian government [formally replies](#) to Senate Committee Report:

'In response to the mounting interest in generic packaging, the Commonwealth obtained advice from the Attorney General's Department on the legal and constitutional barriers to generic packaging. This advice indicates that the Commonwealth does possess powers under the Constitution to introduce such packaging but that any attempt to use these powers to introduce further tobacco control legislation needs to be considered in the context of the increasingly critical attention being focussed on the necessity, appropriateness, justification and basis for regulation by such bodies as the Office of Regulatory Review, the High Court, and Senate Standing Committees. In

¹ **First found mention of idea of plain packaging June 1986:** Canadian Medical Association annual general meeting supports motion of Dr. Gerry Karr in favour of plain packaging.
<http://legacy.library.ucsf.edu/tid/jxd28a99> ... timeline of further international developments at <http://www.smoke-free.ca/plain-packaging/history.htm>

addition, further regulation needs to be considered in the context of Australia's international obligations regarding free trade under the General Agreement on Tariff and Trade (GATT), and our obligations under International covenants such as the Paris Convention for the Protection of Industrial Property, and the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).”

6 Aug 2007 Becky Freeman, Simon Chapman & Matthew Rimmer publish The Case for the Plain Packaging of Tobacco Products on the [Social Sciences Research Network](#). It is published after peer review in *Addiction* (see below).

9 April 2008: Health Minister Hon Nicola Roxon announces establishment of [Preventative Health Taskforce](#)

April 2008: Release of Freeman B, Chapman S and Rimmer M. The case for the plain packaging of tobacco products. *Addiction* 2008;103:580-90.

7 July 2008: Taskforce Chairman Rob Moodie [announces](#) that Discussion paper will be produced

10 Oct 2008: Release for consultation of the [draft report](#) of the Preventative Health Taskforce recommending plain packaging

17–22 Nov 2008: Parties to the Framework Convention on Tobacco Control adopt [guidelines on advertising and package labelling](#) that recommend the use of plain packaging http://www.who.int/fctc/cop/sessions/third_session_cop/en/index.html

Oct 2008 to Nov 2009: [Consultation sessions](#) by the Preventative Health Taskforce

1 Dec 2008: Publication of report on crucial Australian research on plain packaging. Wakefield M, Germain D and Durkin S. How does increasingly plainer cigarette packaging influence adult smokers' perceptions about brand image? An experimental study. *Tobacco Control* 2008;17(6):416-21.

2009

15 April 2009: Preventative Health Taskforce announces that it has considered the more than [400 submissions](#) received on its draft report released in October

10 June 2009: Cannane S. Health taskforce may recommend plain cigarette packaging. [Lateline](#), Australian Broadcasting Corporation, (Sydney) 2009.

30 June 2009: Preventative Health Taskforce provides [final report](#) to Government for consideration

20 Aug 2009: Australian Senator Steve Fielding [Plain Tobacco Packaging \(Removing Branding from Cigarette Packs\) Bill 2009](#) introduces a bill to require plain packaging of tobacco products which was referred for consideration to the Senate Community Affairs Committee.

[Submissions](#) to the Inquiry at

Final Report on the Plain Tobacco Packaging (Removing Branding from Cigarette Packs) Bill 2009, 2010, Senate Community Affairs Committee.

1 Sept 2009: Minister releases the final report of the National Preventative Health Taskforce recommends plain packaging as part of a comprehensive package of measures to make Australia the healthiest country in the world by 2020.

[Preventative Health Taskforce](#). Australia: the healthiest country by 2020. National Preventative Health Strategy. Canberra: Commonwealth of Australia, 2009.

‘Plain packaging would prohibit brand imagery, colours, corporate logos and trademarks, permitting manufacturers only to print the brand name in a mandated size, font and place, in addition to required health warnings and other legally mandated product information such as toxic constituents, taxpaid seals or package contents. A standard cardboard texture would be mandatory, and the size and shape of the package and cellophane wrapper would also be prescribed. A detailed analysis of current marketing practices[11] suggests that plain packaging would also need to encompass pack interiors and the cigarette itself, given the potential for manufacturers to use colours, bandings and markings, and different length and gauges to make cigarettes more ‘interesting’ and appealing. Any use of perfuming, incorporation of audio chips or affixing of ‘onserts’ would also need to be banned.’

[Roxon](#) says at launch “we are killing people by not acting”.

Tobacco Working Group. Technical report no. 2. [Tobacco in Australia: making smoking history](#). Canberra: National Preventative Health Taskforce, 2008.

2. Papers in Peer Reviewed Journals and Scholarly e-Depositories re Australian Plain Packaging

Freeman B, Chapman S and Rimmer M. The case for the plain packaging of tobacco products. [Addiction](#) 2008;103:580-90.

Wakefield M, Germain D and Durkin S. How does increasingly plainer cigarette packaging influence adult smokers' perceptions about brand image? An experimental study. [Tobacco Control](#) 2008;17(6):416-21.

Germain D, Wakefield MA and Durkin SJ. Adolescents' perceptions of cigarette brand image: does plain packaging make a difference? [Journal of Adolescent Health](#) 2009;46(4):385-92.

Davison M. Plain packaging of cigarettes: would it be lawful? [Australian Intellectual Property Law Bulletin](#) 2010;23(5):105-8.

Mitchell, Andrew. Australia's move to the plain packaging of cigarettes and its WTO compatibility [Asian Journal of WTO and International Health Law and Policy](#) 2010;5(2)

Wakefield M. Welcome to cardboard country: how plain packaging could change the subjective experience of smoking. [Tobacco Control](#) 2011;20(5):321-2.

Chapman S and Freeman B. From brand to bland--the demise of cigarette packaging. [British Medical Journal](#) 2011;343:d4376.

Freeman B. Tobacco plain packaging legislation: a content analysis of commentary posted on Australian online news. [Tobacco Control](#) 2011;20(5):361-6.

Carter OBJ, Mills BW, Phan T and Bremner JR. Measuring the effect of cigarette plain packaging on transaction times and selection errors in a simulation experiment. [Tobacco Control](#) 2011 Available from:

Currow D and Dessaix A. Plain packaging for tobacco products. [BMJ](#) 2011;343:d5693.

Borland R, Savvas S, Sharkie F and Moore K. The impact of structural packaging design on young adult smokers' perceptions of tobacco products. [Tobacco Control](#) 2011

3. Anti-Plain Packs websites

1. [British American Tobacco Australia](#) and the Twitter accounts of CEO [David Crow](#), company spokesman [Scott Macintyre](#) and head of communications [Louise Warburton](#).

2. Find how much illegal tobacco is [sold in your electorate](#) (A BAT site)

(data on this site are based on a survey of some 900 smokers in four capital cities. No data were collected outside of those cities, yet this site provides estimates of illicit consumption in every electorate, extrapolated from city data.)

2. [Philip Morris](#)

3. Philip Morris' [I deserve to be heard](#)

4. [Alliance of Australian Retailers](#)

5. [Institute of Public Affairs](#) [the IPA is a right-wing “think tank”. See [here](#) for its connections with the tobacco industry

4. Pro- Plain Packs websites

1. [Action on Smoking & Health](#) (Australia) has maintained a time line since 2009

2. Cancer Council Victoria [Plain Packaging: the Facts](#)

Collection of opinion articles on plain packaging from The Conversation

<http://theconversation.edu.au/pages/plain-packaging>

5. Time-Line of Selected Significant News and Commentary on Plain Packs

2010

29 April 2010: Associated Press (then) Prime Minister [Kevin Rudd](#) announces plain packaging

Rudd K, Swan W and Roxon N. Prime Minister, Treasurer, Minister for Health. [Anti-Smoking Action](#). [Media release]. Canberra: Office of the Prime Minister, 29 April 2010

29 April 2010: [ASH Action on Smoking and Health UK](#) calls on UK Government to follow Australia's lead

5 Mar 2010: Chapman S. Plain packs: tobacco industry bares its butts to bluff Rudd. [Crikey](#)

29 April 2010: Freeman B, Chapman S. At last, truth in cigarette advertising. [Sydney Morning Herald](#) National Times

30 April 2010: Freeman B and Chapman S. On ciggies, Australia the world leader in public health reform. [Crikey](#)

30 April 2010: Legal experts back Canberra. [The Australian](#).

30 April 2010: [Imperial Tobacco](#) announces it will defend its trademarks. [Media release].

3 May 2010: [Opposition leader Tony Abbott](#) has difficulty stating likely position on plain packaging in election debate

4 May 2010: Lawyer [Prof Mark Davison](#) on the "huff & puff" from big tobacco

6 May 2010: Chapman S, Freeman B. The cancer emperor's new clothes: Australia's historic legislation for plain tobacco packaging. [BMJ](#) 2010;340:c2436

10 May 2010: ABC's [Media Watch](#) examines the spin from the Institute of Public Affairs' Tim Wilson on plain packs

11 May 2010: Release of Government's [formal response](#) to recommendations of Preventative Health Taskforce which specified that the intent of the legislation was to

- increase the noticeability, recall and impact of health warning messages;

- reduce the ability of packaging to mislead consumers to believe that some products may be less harmful than others;
- reduce the attractiveness of the tobacco product, for both adults and children; and
- reduce the appeal and desirability of smoking generally.

Australian Government. [Taking preventative action](#): Government's response to Australia: the healthiest country by 2020. Canberra: Department of Health and Ageing, 2010.

26 May 2010: IPA's [Tim Wilson "lashes out"](#) at Media Watch

26 May 2010: A [videoed debate](#) hosted by the Intellectual Property Research Institute of Australia of on legal aspects of plain packs notable for the contrasting presentations of the IPA's Tim Wilson and Monash University law professor Mark Davison. A [must watch!!](#)

[Davison M.](#) Banning tobacco logos: a look at the issues. Melbourne: Intellectual Property Research Institute of Australia University of Melbourne, 2010.

[Wilson T.](#) The cost of plain packaging? Melbourne: Intellectual Property Research Institute of Australia University of Melbourne, 2010.

29 May 2010: [7.30 Report](#). Tim Wilson from the IPA on the massive (\$3b) compensation he says will need to be paid

3 June 2010: Chapman S. Academic bloodsport at Melbourne University (commentary on the Davison-Wilson debate). [Crikey](#).

4 Aug 2010: [Ten News](#): eve of launch of Alliance of Australian Retailers campaign (Simon Chapman)

4 Aug 2010: [ABC Lateline](#). As above. Interview with the memorable Sheryle Moon

August 2010 An apparently fake [Facebook](#) page for Sheryle Moon is published. As at 4 Jan 2010 no one has "liked" it

11 Aug 2010: [ABC Lateline](#): collapse of Alliance of Australian Retailers after big retailers withdraw following controversial ads.

14 Aug 2010: [Health groups](#) call on Australian Competition and Consumer Commission to halt industry's misleading advertising campaign

29th Aug 2010: [Andrew Mitchell](#): Australia's move to the plain packaging of cigarettes and its WTO compatibility Asian Journal of WTO and International Health Law and Policy 2010;5(2)

10 Sept 2010: [ABC Lateline](#) reveals leaked documents about big tobacco involvement in retailer's campaign.

12 Sept 2010: [Coles and Woolworths](#) pull out of pro-cigarette campaign

21 Oct 2010: [Rachel Siewart](#) of the Australian Greens releases information about tobacco industry's freedom of information requests to government Tobacco industry fight to undermine health initiatives uncovered [Media release]. Canberra: 21 October 2010.

22 Oct 2010: [ABC Lateline](#): Institute of Public Affairs releases docs it says show plain packs will cost taxpayers \$\$\$

17 Nov 2010: Euromonitor Don Hedley describes the "perfect storm" of legislation affecting global tobacco. [Describes plain packs as a "nightmare"](#) that will cause "the mother of all battles"

20 Nov 2010: [ABC radio](#) special: The tobacco battlefield

22 Nov 2010: [ABC Lateline](#): UK to move on plain packs?

2011

Feb 2011: Completion and posting of report for Alliance of Australian Retailers claiming that plain packaging would [increase transaction time by 45 seconds](#)

Deloitte. [Potential impact on retailers from the introduction of plain tobacco packaging](#). February 2011. Sydney: Alliance of Australian Retailers, 2011.

1 March 2011: [BAT](#) releases report by Deloitte on illicit trade British American Tobacco Australia. Taxpayers lose \$1 billion while criminals make millions [Media release].

[Deloitte](#). Illicit trade of tobacco in Australia. February 2011. Sydney: Prepared for British American Tobacco Australia Limited, Philip Morris Limited and Imperial Tobacco Australia Limited, 2011.

6 April 2011: [ABC TV News](#), launch of pack prototypes

6 April 2011: BAT's [Scott Macintyre](#) reaction to launch of prototypes

6 April 2011: [ABC Lateline](#): reveals leaked documents about the

7 April 2011: Release of exposure draft of legislation for consultation

[Media release](#)

[Tobacco Plain Packaging Bill 2011](#) - Exposure draft: Explanatory memorandum, 2011,

7 April 2011: Australia notifies the [World Trade Organization](#) of its intention to implement plain packaging.

8 April 2011: Right wing think tank [rantings](#)

8 April 2011: Op Ed by David Hill in [Sydney Morning Herald](#). Tobacco industry has much to fear Mike Daube congratulates government Cigarette packet proposal lauded. [ABC News](#), (Perth)

8 April 2011: [Canadian health groups](#) praise Australian Government and urge similar action in Canada Health groups praise Australia for legislation to end package-based cigarette promotion.

17 April 2011: IPA's [Chris Berg](#) oppositional piece

20 April 2011: [Former tobacco exec Craig Seitam](#) "Plain packaging will hit sales hard, and big tobacco is worried"

29 April 2011: [Al Jazeera](#) coverage (Paul Grogan, Cancer Council; Scott Macintyre BAT)

May 2011: [The Original Faux Pas](#) dedicate "Leader of the pack" to Nicola Roxon

2 May 2011: Chapman, S. Ignore big tobacco's absurd fight against plain packs. [New Scientist](#)

4 May 2011: British American Tobacco UK releases New Deloitte report reveals that packaging laws have not directly reduced smoking [[Media release](#)]

[Deloitte](#). Tobacco packaging regulation: an international assessment of the intended and unintended consequences. London: 2011.

11 May 2011: Advertiser [Leo Bajzert](#), with tobacco account, writes. Many incendiary responses.

12 May 2011: BAT UK [video drama](#) on black market tobacco

17 May 2011: Chapman, S. Tobacco lobby's plain-pack threat not based on reality. [Crikey](#),

17 May 2011: [Abbott](#) cold on plain packs

17 May 2011: [ABC News](#) on BAT press conference announcing its opposition (David Crow, BAT; Anne Jones, Ian Olver, Nicola Roxon, Tony Abbott) also [Lateline](#) report

17 May 2011: [BAT campaign launch](#), with David Crow explaining his kids don't smoke. (Tony Abbott, Greens, Fiona Sharkie) . Plus [media release](#)

20 May 2011: [Jessica Irvine](#): It's plain to see what's behind the smokescreen on plain packs

20 May 2011: BAT boss [tells his kids not to smoke](#)

21 May 2011: Opposition backbencher [Dr Mal Washer](#) says of Opposition concerns "I support these reforms unequivocally and whatever my party decides to do, I don't give a shit"

23 May 2011: [Review of the evidence](#) by Cancer Council Victoria

24 May 2011: Freeman, B Chapman, S. The evidence is in - plain cigarette packs turn young smokers off, [The Conversation](#),

24 May 2011: Cancer Council of Victoria, [counter advertising](#) (industry boss spoof)

25 May 2011: Minister for Health berates Opposition for accepting political donations and failing to support proposal for plain packaging.

Roxon N. [Official Hansard](#). Commonwealth of Australia Parliamentary Debates. Wednesday 25 May, Forty-third Parliament, First session--Winter period. Canberra: Commonwealth of Australia, 2011.

25 May 2011: Some opposition politicians indicate they will [vote with government](#)

26 May 2011: Lateline: [Big tobacco takes fight o'seas](#): evidence that a former US ambassador to the World Trade Organisation has been lobbying Malaysia to oppose the Australian Government's proposal.

27 May 2011: [Michelle Grattan](#) op ed... 'Leadership lacking as Libs squabble over smoking: Abbott should put politics aside and do what he can to help stop a killer habit.' *The Age*.

28 May 2011: Four people [debate plain packs](#).

29 May 2011: Former tobacco company executive [Craig Seitam](#) explains why plain packs are a big blow to the industry

29 May 2011: Release of results of research shows plain packaging of cigarettes is [supported by the majority of Australians](#), despite the tobacco industry's continued attempts to undermine the groundbreaking health initiative.

30 May 2011: Chapman S. BATs ad campaign against plain packs: pull the other leg. [Crikey](#)

30 May 2011: [Ross Gittins](#) "poor little stupid nation" argument (brilliant!!)

31 May 2011: Opposition announces it will not oppose plain packs
<http://www.youtube.com/watch?v=99vJVdigDSc&feature=related>

31 May 2011: (as above) [Ten News](#)

June 2011: [Australian Alliance of Retailers](#) release report by Deloitte consulting firm claiming that 34% of customers will turn away from small retailers

[Deloitte](#). Plain packaging and channel shift. June. Sydney: Alliance of Australian Retailers, 2011.

6 June 2011: Over [250 submissions](#) received by government on plain packaging legislation

14 June 2011: Tobacco labeling – two views, Simon Chapman and lawyer Ainslie Van Onselen speaking at the conservative think tank, [The Sydney Institute](#)

By 8 July 2011: Government uploads 56 [submissions](#) received on draft legislation during its consultation about the Bill(s). including

[British American Tobacco Australia](#). Submission on the Plain Packaging Bill 2011. Canberra: Department of Health and Ageing Consultation website, 2011.

[Philip Morris Limited](#). Commoditising tobacco products through plain packaging will harm public health, violate treaties and does not meet the test of 'evidence-based policy'. Submission on the Tobacco Plain Packaging Bill Exposure Draft. Melbourne: 2011.

[Imperial Tobacco Australia Limited](#). Submission on the exposure draft of tobacco plain packaging bill and House Standing Committee on Health and Ageing Inquiry. 2011.

[Alliance of Australian Retailers](#). Submission on the exposure draft of tobacco plain packaging bill and House Standing Committee on Health and Ageing Inquiry. 2011.

7 June 2011: Dominican Republic raises concerns about legislation at [World Trade Organization](#) (TRIPS) council meeting. Support or sympathy for the Dominican Republic came from Honduras, Nicaragua, Ukraine, the Philippines, Zambia, Mexico, Cuba and Ecuador. New Zealand, Uruguay and Norway said Australia's draft law is justified. India did not comment on the law specifically but said studies show that plain packaging does reduce smoking. India, Brazil and Cuba stressed their view that countries have the right to implement public health policies without intellectual property being an obstacle — referring directly or indirectly to the 2001 Doha Declaration on TRIPS and Public Health.

7 June 2011: Lawyer [Prof George Williams](#) on why legal challenge will probably fail

9 June 2011: Chapman, S. Factoids and legal bollocks in war against plain packaging. [Crikey](#),

14 June 2011: [US Coalition the "Emergency Committee for American Trade"](#) on why they oppose plain packs (Dr Cal Cohen) ABC TV

27 June 2011: Philip Morris Asia serves a [notice of claim](#) under Australia's Bilateral Investment Treaty with Hong Kong

28 June 2011: David Campbell's [superb satire](#)

6 July 2011: [Bill introduced into House of Representatives](#), read and second reading moved

7 July 2011: House of Representatives [refers Bill](#) to Standing Committee on Health and Ageing

11 July 2011: Big tobacco [recruiting retailers](#) to call politicians.

18 July 2011: Mia Freedman – [in praise of nannies](#)

22 July 2011: Submissions close for House of Representatives Standing Committee on Health and Ageing - [Inquiry into Tobacco Plain Packaging Bill](#) 2011

4 Aug 2011: [Hearings](#) of the House of Representatives Standing Committee on Health and Ageing

4 Aug 2011: Cancer Council Victoria [updates evidence review](#) and uploads [review of Deloitte report](#) on illicit trade

4 Aug 2011: Opposition spokesman on primary health care, whining about process of hearings. <http://www.youtube.com/watch?v=CHTHPOtH7no>

5 August 2011: [BAT warns](#) illegal cigarettes will flood the market because they will be unable to meet deadline

9 Aug 2011: [ABC Law Report](#) on Canberra vs Big Tobacco

18 Aug 2011: Senate refers bill to [Legal and Constitutional Affairs Committee](#) which calls for submissions (by 2nd September)

22 Aug 2011: House of Representatives Standing Committee on Health and Aged Care tables the [report on its inquiry into Plain Packaging](#)

24 Aug 2011: [260 health and medical professors](#) back the legislation

24 Aug 2011: Second reading debate, third reading agreed to Passage of legislation through House of Representatives <http://www.aph.gov.au/hansard/reps/dailys/dr240811.pdf>

25 Aug 2011: [Bill introduced](#) and read a first time in Senate, then second reading moved

31 Aug 2011: Nicola Roxon [speech to Nossal Institute](#)

2 Sept 2011: news breaks that [Philip Morris using FOI laws to acquire information from researchers in the UK](#).

2 Sep 2011: Submissions received by [Senate's Legal and Constitutional Affairs Committee](#)

13 Sept 2011: Hearings of the [Senate's Legal and Constitutional Affairs Committee](#)

17 Sept 2011: Release [of new graphic health warnings](#) for tobacco products.

19 Sept 2011: Legal and Constitutional Affairs Committee provides report to Senate

19 Sept 2011: Nicola Roxon's [statement to the UN General Assembly](#) NCDs High-Level Meeting

20 Sept 2011: [radio documentary](#) on plain packs; station unknown (Simon Chapman)

21 Sept 2011: The Australian Government [announces](#) that it will provide an additional \$700,000 to the World Health Organization to increase the global fight against tobacco smoking.

26 Sept 2011: [World health Ministers congratulate Roxon](#) at United Nations meeting in New York

27 Sept 2011: [Gruen Transfer](#) advertising panel discussion on plain packs

11 Oct 2011: [Second reading debate in Senate](#) commences

2 Oct 2011: Senate [stalls debate](#)

14 Oct 2011: [BAT threatens to suspend supply](#) of cigarettes if Australian implementation date not changed.

18 Oct 2011: Minister gives [opening address](#) to Oceania Tobacco Control conference

19 Oct 2011: 30 minute [ABC radio documentary](#) on history of tobacco legislation in Australia, including plain packaging

2 Nov 2011: Nicola Roxon, announces that the implementation of plain packaging will be [delayed](#) until December 1, 2012 as a result of delays in the Senate review of the bill

9 and 10 November 2011: Second reading debate [continues](#) and Second reading agreed to, Third reading [agreed to](#)

10 Nov 2011: [Lengthy interview](#) with Simon Chapman, BAT spokesman Scott Macintyre & health Minister Nicola Roxon on plain packs Radio JJJ Sydney BAT confirms it will commence proceedings in [High Court](#).

10 Nov 2011: Legislation enters Senate [ABC Lateline](#) (Nicola Roxon. Eric Abetz, Scott Macintyre BAT)

21 Nov 2011: [Final passage](#) of amended Bill through House of Representatives

House of Representatives. Vote on Tobacco Plain Packaging Bill and Trademarks Amendment Bill as amended by the Senate. [Official Hansard](#) No 18, Monday 21st November, Forty-third Parliament, First session--Fourth period 2011:12913???.

21 Nov 2011: Philip Morris Asia Limited (PMA), Hong Kong, owner of Australian affiliate, Philip Morris Limited (PML), announces that it has begun [legal proceedings](#) against the Australian Government by serving a Notice of Arbitration under Australia's Bilateral Investment Treaty with Hong Kong.

[See related documents:](#) Attorney-General's Department. Investor-State Arbitration - Tobacco Plain Packaging. Canberra: Australian Government, 2011

24 Nov 2011: Chapman S. The world is no longer Big Tobacco's ashtray. [ABC-Unleashed](#)

28 Nov 2011: [Signing into law](#) by Governor General of *Tobacco Plain Packaging Act 2011*

1 Dec 2011: Tobacco companies told that they have a full [twelve months](#) to prepare to comply with legislation

1 Dec 2011: British American Tobacco initiates proceedings in Australia's High Court to test the validity of the law as it relates to property rights of two brands, Winfield and Dunhill. [Press release](#)

Imperial Tobacco similarly initiates proceedings.

- [Writ of summons \(BAT\)](#)
- [Writ of summons \(Imperial\)](#)

15 Dec 2011: Japan Tobacco files a [Writ of Summons](#) against the Australian Government alleging that the plain packaging law infringes its trademark rights

- [Writ of summons \(JTI\)](#)

15 Dec 2011: Health Minister [Nicola Roxon named Attorney-General](#) in Cabinet reshuffle, vows to continue fight for plain packaging

20 Dec 2011: Philip Morris Australia files a Writ of Summons in the High Court against the Australian Government alleging that the plain packaging law infringes its trademark and property rights

http://www.pmi.com/eng/media_center/press_releases/pages/201112200854.aspx.
<http://www.prnewswire.com/news-releases/philip-morris-limited-files-high-court-challenge-against-the-australian-government-over-plain-packaging-135897478.html> ;
<http://www.abc.net.au/news/2011-12-20/philip-morris-high-court-challenge/3740528>

- [Writ of summons \(PMA\)](#) and [Annexures](#)

22 Dec 2011: [Roxon accuses Phillip Morris](#) of corporate restructuring trick to assist its case

22 Dec 2011: Release of new Information [standard specifying enlarged graphic health warnings](#) for tobacco products

[Competition and Consumer \(Tobacco\) Information Standard 2011](#)

2012