

# Plain packaging in Australia— how it happened, and what have been the outcomes so far?

## ASPIRE 2025

SEMINAR

Wednesday 5 November 2014  
University of Otago,  
Mein St, Newtown, Wellington

Nearly two years have elapsed since Australia introduced plain packaging and there is already encouraging evidence on its benefits—along with an absence of the adverse consequences its opponents predicted. Perhaps predictably, given their dismal failure to predict the effects of other tobacco control policies, the arguments tobacco companies used to oppose plain packaging are now revealed as completely flawed.

Professor Mike Daube was Deputy Chair of the Australian National Preventative Health Taskforce that recommended plain packaging of tobacco products. Mike is uniquely qualified to talk to Australia's experience of both dealing with the opposition to plain packaging and the benefits this has brought.

We invite you to [register now](#) for this ASPIRE2025 seminar with Professor Mike Daube.

### Keynote Address: Professor Mike Daube

Professor Mike Daube is Professor of Health Policy at Curtin University, Western Australia, where he is Director of the Public Health Advocacy Institute. Prof Daube is President of the Australian Council on Smoking and Health and was previously President of the Public Health Association of Australia; he was Western Australia's first Director General of Health from 2001 – 2005.



Prof Daube has received numerous honours for his work, including the American Cancer Society's Luther Terry Distinguished Career Award. In 2014, Prof Daube was made an Officer of the Order of Australia (AO) in recognition of his distinguished service to medicine, particularly public health policy and reform, through advisory roles with leading national and international organisations, and youth.

### Seminar Schedule

- 3.00pm Coffee & registration
- 3.15pm Welcome
- 3.20pm Keynote address
- 4.10pm Questions & discussion

**There is no cost to attend this seminar, but places are limited.**

**To register, please contact Fran Wright at the University of Otago, Wellington by Monday 3rd November . Email: [fran.wright@otago.ac.nz](mailto:fran.wright@otago.ac.nz)**

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

## ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.

ASPIRE2025 conducts research to inform the Smokefree 2025 goal. We are proud to be partners with the Health Promotion Agency.