



**LHMU**  
Liquor, Hospitality & Miscellaneous Union



## **MEDIA RELEASE**

**Launch at 10.30am – details page 2**

**Tuesday 6 December, 2005**

### **Smoke-free ad campaign launched 'Nobody smokes here any more'**

An advertising campaign aimed at informing Tasmanians about the 1 January introduction of smoke-free pubs and clubs will be unveiled this morning.

The 'Nobody smokes here any more' campaign, which includes television commercials and full-page newspaper ads, will be launched by the Minister for Health and Human Services, the Hon. David Llewellyn.

The campaign was developed by a partnership comprising The Cancer Council Tasmania, Australian Hotels Association, Liquor, Hospitality and Miscellaneous Union, Quit Tasmania, and Department of Health and Human Services.

Tasmania will make history when it becomes the first Australian state or territory to make pubs and clubs smoke-free – by law and popular demand – on New Year's Day, 2006.

An Australian Institute of Health and Welfare report released in June this year showed that almost three quarters of Tasmanians (73%) favour a total ban on smoking in pubs and clubs – a higher proportion of the population than in any other state or territory.

The organisations behind the advertising campaign say it is aimed at helping hoteliers, bar staff and the general public make a smooth transition to smoke-free pubs and clubs.

They say the smoke-free move is a significant achievement that will reap big rewards in terms of the health and comfort of both bar staff and pub-goers.

The CEO of The Cancer Council Tasmania, Mr Lawson Ride, said the launch marked a significant day for public health policy in Tasmania and congratulated the Tasmanian Government and the many Parliamentarians who had supported the legislation.

"This law will contribute to a healthier society and allow people to work and socialise in healthy, clean, smoke-free environments," Mr Ride said.

"Almost two years after their laws were implemented Ireland is reporting very high compliance levels, no adverse economic effects for the industry and overwhelming community support."

The General Manager of the Australian Hotels Association (Tasmanian Branch), Mr Daniel Hanna, said: "The changes on 1 January 2006 are the final stage of a phased approach by the State Government to removing smoking from indoor areas of pubs and clubs. It is very important that patrons and the wider community understand what the changes are and how they will be affected. This campaign is an important step in keeping everyone informed.

“The hotel industry firmly believes that the better informed our patrons are, the easier they will find the transition to smoke-free venues. Venues will provide pleasant outdoor areas for smoking patrons and hopefully many new customers will enjoy the great smoke-free atmosphere inside.”

The Secretary of the Liquor, Hospitality and Miscellaneous Union (Tasmanian Branch), Mr David O’Byrne, said: “From January 1 2006 hospitality workers will now work in a safe, smoke free environment for the first time. This ends the discrimination hospitality workers have suffered for many years – only hospitality workers have been compelled to work in unsafe, dangerous, smoke-filled environments since law-makers acknowledged that in all other workplaces smoke-filled environments were dangerous and unacceptable.”

“Hospitality workers across the state welcome this change with open arms and thank the State Government for being the first state government in the country to take a stand and legislate to ensure hospitality workers work in a safe, clean environment. January 1 will be a great day for hospitality workers. The industry can now look forward to attracting generations of young Tasmanians in the knowledge that they can have a safe, long and rewarding career.”

The television ad will be seen on the state’s three commercial networks from tonight until the end of February. Newspaper ads will run tomorrow and on New Year’s Day (2 January in *The Advocate*). The campaign will also provide pubs and clubs with posters, coasters, stickers, and badges for bar staff to convey the key message.

Tasmania will be seven months ahead of Queensland and Western Australia in ending indoor smoking at licensed venues. The ACT plans to go smoke-free in December 2006, NSW and Victoria in July 2007, and South Australia in October 2007. The Northern Territory hasn’t set a smoke-free deadline.

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**Campaign launch:**

The ‘Nobody smokes here any more’ campaign will be launched by Health Minister David Llewellyn at **10.30am today** at the New Sydney Hotel, 87 Bathurst St, Hobart.

**For further information/interview:**

Lawson Ride, CEO, The Cancer Council Tasmania – tel. 0418 129 757

Daniel Hanna, General Manager, Australian Hotels Association (Tasmanian Branch) – tel.0418 126 697

David O’Byrne, Secretary, Liquor, Hospitality and Miscellaneous Union (Tasmanian Branch) – tel. 0417 374 865

Further information about the new Tasmanian smoke-free laws is available at [www.dhhs.tas.gov.au](http://www.dhhs.tas.gov.au).

Information about other state and territories’ smoke-free plans is available at <http://www.ashaust.org.au/SF'03/law.htm>.

**Copies of campaign materials** will be displayed at the launch.

### **Tobacco in Australia – fast facts**

- In 2004, 17.4% of Australians (18.6% of men and 16.3% of women) smoked daily.
- Smoking rates for Tasmanians are the second highest in Australia after the Northern Territory, with 21.5% smoking daily (22% of men and 21% of women).
- Tobacco smoking is the single largest preventable cause of death and disease in Australia.
- It kills more than 19,000 Australians every year, and disables many more.
- Smoking causes more than one in five cancer deaths, and a quarter of deaths due to heart disease.
- Every day, 50 Australians die prematurely because of smoking.
- Passive smoking (i.e. breathing in other people's smoke) can cause heart disease, lung cancer and nasal sinus cancer in adults, as well as irritation of the eyes and nose.
- Passive smoking may also be linked to cervical cancer, breast cancer, stroke, asthma and miscarriages, although further research is needed.
- Passive smoking can also cause a range of diseases in children, ranging from middle ear disease and asthma to SIDS (cot death).

### **From the Irish Office of Tobacco Control 2004 Annual Report:**

- introduction of the smoke-free workplace legislation in March 2003 has been hugely popular and successful, has been a highly effective measure in protecting workers and other third parties from the harmful effects of second-hand smoke.
- smoke-free workplace legislation has already brought health benefits to the public as early research indicators are highlighting.
- evaluation of the official hospitality sector data shows there has been no adverse economic effect from the introduction of this measure. Bar retail sales in volume terms increased during the last three-month period (year-on-year) following a four-year decline.
- numbers employed in this sector in the first quarter of this year increased to 23,200 – up 1,400 from the previous quarter. This represents the most significant quarterly increase in employment since the second quarter of 2002.
- response from all sectors to this measure has been very positive with very high compliance levels. This reflects the goodwill that exists for a clean smoke-free environment in the workplace.
- workers and the public continue to enjoy and benefit from this ground breaking public health measure.
- secondary impact of the introduction of the smoke-free workplace legislation has been a reduction in smoking prevalence, details of which have been published today by the OTC. The incidental reduction in Irish rates of 6% is in line with international evidence.