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High Court rules 6-1 in favour of plain packaging

The High Court of Australia's 6-1 ruling in favour of plain packaging represented a "resounding defeat" for Big Tobacco and a resounding win for public health, McCabe Centre for Law and Cancer Director Jonathan Liberman said today.

The High Court today published its reasons for upholding plain packaging legislation after the decision was announced in August.

By a 6-1 majority, the High Court found the legislation to be valid, because it does not effect an acquisition of any tobacco industry property. The Court held that neither the Government nor any other person obtains a proprietary benefit or interest as a result of plain packaging.

Mr Liberman said the judgement vindicated the Federal Government's willingness to enact the legislation and stare the tobacco industry down in court.

"The Court's reasons show a comprehensive win for the Government. This was the outcome that was always expected, notwithstanding the tobacco industry's unrelenting fear and misinformation campaign," he said.

Quit Victoria Manager of Tobacco Policy Kylie Lindorff said the judgement would embolden other countries pursuing plain packaging around the world.

"The tobacco industry's attempts to recruit a new generation of smokers and future cancer sufferers have been thwarted," she said.

"All cigarette products must be sold in plain packaging by December 1 and from that time, the tobacco industry will no longer be able to dress up their deadly products as glamorous or sophisticated.

"Finally, the outside of cigarette packets will reflect the ugliness of what's inside."

**For more information or to arrange an interview,
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