Implementation date and additional rounds
2006, 2012

Package coverage
Health warnings are required to cover 75% of the front and 90% of the back of the package. Overall, 82.5% of the package space is appropriated to health warnings.

Rotation schedule and history
Australia has produced two rounds of health warning labels. The first set of 14 health warnings was used from 2006 to 2012. A second round of 14 health warnings was released for use in 2012. Two sets of 7 warnings are alternated every 12 months.

Restrictions on misleading information
The Australian Competition and Consumer Commission has obtained court enforceable undertakings from major tobacco companies to remove misleading terms such as “light”, “mild” and similar descriptors.

Special notes
In 2011 Australia became the first country in the world to pass a law mandating plain packaging, banning the use of brand colors, logos, or other markings on tobacco packs. The law is expected to be implemented in December, 2012. Prior to 2012, tobacco packages were required to have health warnings covering 30% of the front and 90% of the back of the package. Overall, 60% of the package space was appropriated to health warnings.

WARNINGS

2012

WESTERN PACIFIC REGION
