

NEW ZEALAND

Timeline of Tobacco Control Policies and ITC Surveys (NZ, NZL)

Smoke free Aotearoa
2025 Goal

Jan 2004

- FCTC ratification
- Smoking banned in school grounds and early childhood centres

Dec 2004

- Smoking banned in all indoor workplaces and hospitality centres
- Tobacco product display at retail outlets restricted and a 'smoking kills' sign must be beside the display

Apr 2010

- 10% above CPI for manufactured and 25% above CPI for RYO. After that 10% p.a. above CPI increases for both types
- Additional 14% increase in excise taxes on RYO tobacco

Feb 2008

- 14 rotating pictorial warnings required to cover 30% of front and 90% of back of package

Mar 2011

- Government adopted the Smoke-free 2025 goal

May 2011

- Government announces plan to be smoke-free by 2025, reduce prevalence to below 5%

Jul 2011

- Internet sellers cannot show pack or brand images, must have health warnings
- Covert tobacco sponsorship of events banned
- Instant fines for selling tobacco products to minors
- Smoke free prisons introduced

2012

- Enforcement penalties for underage sales increased up to \$2000

May 2012

- 10% increase in tobacco excise tax extended to 2016 (further extended to 2020 in May 2016)

Jul 2012

- All tobacco products in shops required to be kept out of sight

2013

- Hospital targets for providing cessation advice to smokers extended to primary care in 2012/13

Nov 2014

- Reduced duty free allowances from 200 to 50 cigarettes

2015

- Quit line contract moved from Quit Group to Homecare Medical telehealth service
- 'Realignment' of smoking cessation services and change of advocacy contracts (reduced funding, loss of Smoke-free Coalition)

Mar 2017

- Intent to legalise sale of nicotine-containing e-cigarettes announced

Mar 2018

- Court decision allowing sale of HTPs.
- Increasing availability of e-cigs from this point

Mar 13, 2018

- Plain packaging regulations implemented (along with a set of 14 pictorial and text warnings covering at least 75% of the front and 100% of back of cigarette pack). Only plain packaging cigarette packs can be sold after Jun 6, 2018

May 2018

- Nicotine-containing e-cigarettes and HTP's are legal to buy, sell, import

Jan 2021

- 1.4% increase in excise duty rates for tobacco and tobacco products

2004

2008

2010

2012

2014

2016

2018

2020

2021

2022

NZ Wave 1

Mar 2007-Feb 2008
Smoker N= 1,376

NZ Wave 2

Apr 2008-Jan 2009
Smoker & Quitter N= 923

NZL Wave 1

Aug 2016-Apr 2017
Smoker N= 1,018
Quitter N= 131

NZL Wave 2

Jun-Dec 2018
Smoker N= 889
Quitter N= 81

NZL Wave 3

Anticipated
Jun 2020
Smoker N= 1150*
Quitter N= 450*



Survey Mode: Telephone (CATI), Web (CAWI)
Respondent Types: Cigarette Smokers and Quitters

*Target Sample Size

Updated Feb 2021