

SELECT COMMITTEE ON PERSONAL CHOICE AND COMMUNITY SAFETY

INQUIRY ON PERSONAL CHOICE AND COMMUNITY SAFETY

QUESTIONS ON NOTICE

- 1) Hon RICK MAZZA:** The question of what the Australian market would be worth, could you take that on notice and provide that to the committee?

Until potentially reduced risk products, such as vapour products, are legal within Australia it is difficult to provide an estimate of what the value of the market would be worth.

The Australian Vaping Advocacy, Trade and Research group (AVATAR), has estimated that there are 200 people employed by the South Australian vaping industry, bringing about \$60mn in revenue to SA.¹ In addition, a report published by the Australian Institute of Health and Wellbeing, which we tabled with this Committee, estimated around 120,000 Australians used vapour products weekly.

- 2) The CHAIRMAN:** Do you have any data available on the harms of second-hand vapour to bystanders that may catch some of the vapour of an e-cigarette?

Data has been presented on second-hand vapour from Public Health England in their report 'E-cigarettes: an evidence update' in August 2015. The report examines four studies on nicotine exposure in ambient air from passive vaping. Public Health England concluded that E-cigarette's release negligible levels of nicotine into ambient air with no identified health risks to bystanders.

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- 3) When were e-cigarettes regulated in the UK?**

¹ <https://www.adelaidenow.com.au/business/sa-business-journal/vaping-industrys-future-looking-clouded-as-proposed-sa-laws-would-restrict-ecigarette-sales/news-story/54a16418b1e3e445f67dbe7c10432964>

² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/733022/Ecigarettes_an_evidence_update_A_report_commissioned_by_Public_Health_England_FINAL.pdf

Before specific e-cigarette regulation was enforced in the UK, there were a number of regulations which classified e-cigarettes as a general consumer product, such as the general products safety directive.

The House of Commons Science and Technology Committee ³published a report in July 2018 on e-cigarettes. The report maintains that e-cigarettes were first introduced into the UK market in 2007. Following this, in 2014 the EU Tobacco Products Directive (TPD) came into force which covered the bulk of e-cigarette regulation in Europe. In 2016 Tobacco and Related Products Regulations transposed the TPD into UK law.

- 4) **Sorry, I was looking at the percentage of the e-cigarette side of the business, and you told me that you invested \$3 billion globally. Are you able to give us a rough figure in terms of five per cent, 10 per cent of your business dedicated to e-cigarettes, and how much dedicated to the traditional tobacco products?**

For 2018, revenue from vapour products comprised about 1.3% of BAT's total global revenue.

Taken together with the growing revenue from our tobacco heating and oral categories we fully expect that by 2030 a very significant percentage of BAT's revenue will be generated by our suite of potentially reduced risk products.

The preliminary results for the year ended 31 December 2018 are available via www.bat.com/

³ <https://publications.parliament.uk/pa/cm201719/cmselect/cmsctech/505/505.pdf>