

British American Tobacco

New Zealand's worst
transnational



Stiff competition

- Public Health

- Health Driven
- Aim to reduce use
- \$112.4bn GDP
- Multi agency
- Highly controlled

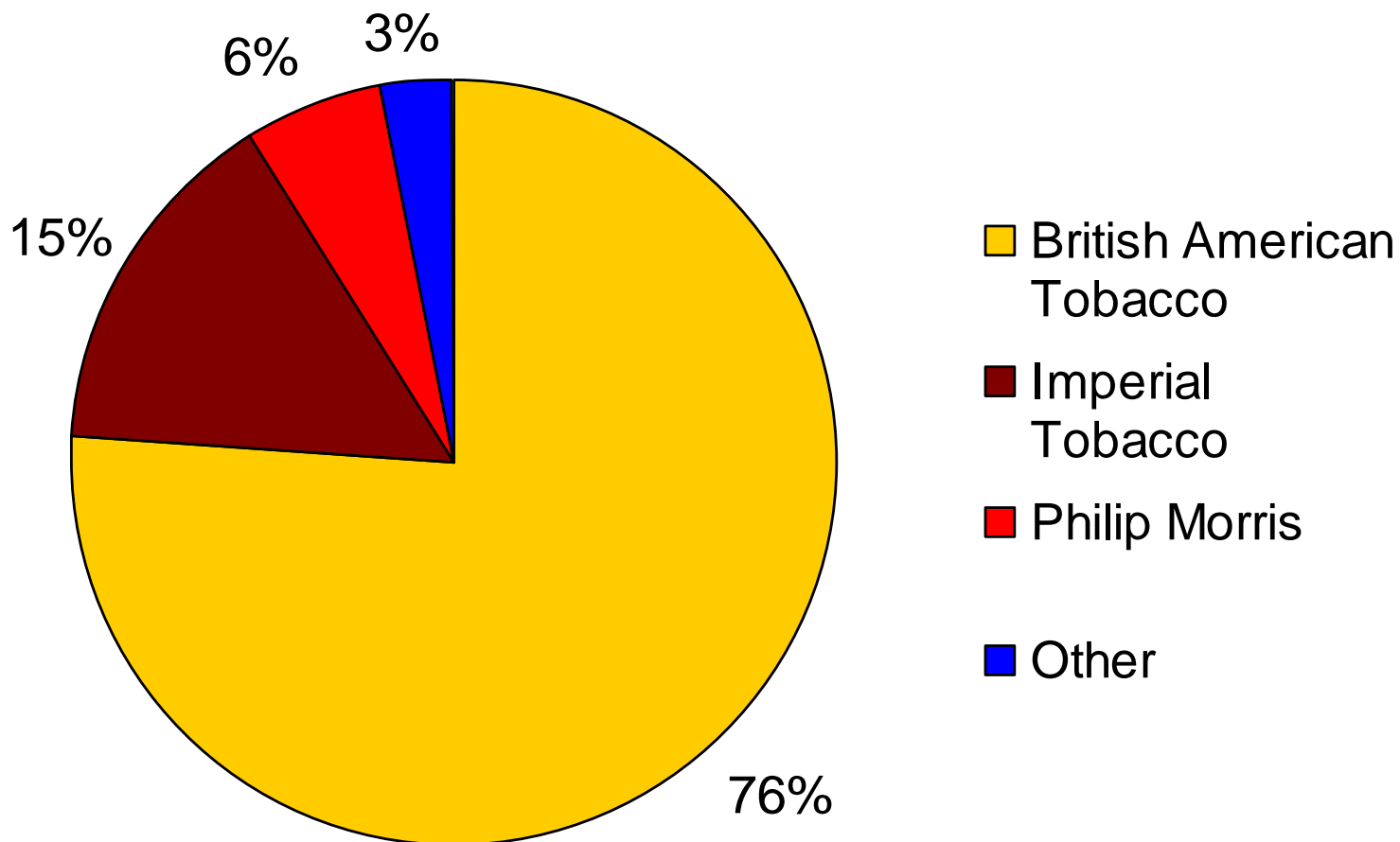


- Industry

- Profit Driven
- Aim to increase use
- \$87bn Revenue in 2007
- Multi national
- Legal and legitimate



BAT dominance in New Zealand



BAT's main brands?

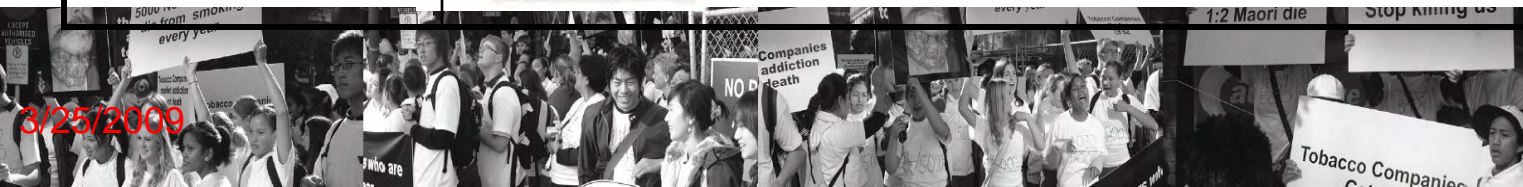
British
American
Tobacco



Imperial
Tobacco



Phillip Morris



Top 20 Brands in NZ

Brand	\$Rank	\$Sales	VAL % CHG since 2005
Wattie's	1	217,526,837	9.4
Cadbury	2	135,017,095	19.3
Griffin's	3	122,635,953	0.1
Anchor	4	119,919,347	0.9
Tegel	5	110,184,040	-8.6
QB	6	110,071,895	1.7
Meadow Fresh	7	98,701,918	1
Coca-Cola	8	92,354,731	1.1
Arnott's	9	89,497,713	3.6
Bluebird	10	84,487,581	-4.2
Sanitarium	11	84,269,976	7.2
Holiday (BAT)	12	72,367,142	1.8



A history of exploiting New Zealand

- Buying 'respectability'
- Undermining the law
- Messing with the science
- Hiding behind others
- Political interference



Buying 'respectability'



- In 1983 Auckland's first official surf rescue helicopter was sponsored by BAT
- \$200,000 total sponsorship



Buying 'respectability'

\$500,000 BAT donation to life education trust

\$300,000 to Keep New Zealand Beautiful



Relations with KNZB



- Promoting butt bins - 'smokin station'
- CEO of KNZB was Simon Johnstone
- CEO of 'smokin station' is Simon Johnstone



Buying 'respectability'



- 2003 donations to Art Deco Napier Trust, Napier rescue helicopter and Napier swimming pool
- Part of 'project Dory'



SUNDAY STAR TIMES MAGAZINE NOVEMBER 16, 2008

Sunday



Funky, friendly and fun, with time off to plant trees – that's life at work for the folks who make our cigarettes. By Jane Cadzow



Funking us all up – life at BAT

- “It’s a funky fun place” – *David Crowe, CEO BAT Australia*
- “All my heart and mind needs are met – it makes me happy and alive” – *BAT Employee*
- “One of the reasons I like working here is the amazing view” – *BAT NZ Employee*



Undermining the law

“Team Rothmans Mitsubishi Ralliart dominated the Smokefree Rally New Zealand”

Mitsubishi Press Release 1996





Undermining the law



Messing with the science

- Until **1961** packs of Rothmans warned:
 - “Does not affect heart and lungs”
- **1979**: Dr Carl Seltzer, Harvard University toured New Zealand:
 - “Doctor slams link between smoking and heart disease”
- Michael Thompson, Director of the Tobacco Institute of NZ:
 - “In 30 years of laboratory research, science has failed to establish a causal link between cancer and smoking”



Messing with the science

Initial start emphysema



**BRITISH AMERICAN
TOBACCO**

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9(i). AIMS OF PROJECT:

We hypothesise that smoking induced emphysema results from a genetic predisposition to the adverse effects of chronic smoke exposure and that the basis of this predisposition can be linked to one or more mutations in the genes that encode lung matrix degrading enzymes or their inhibitors.

Title	Dr	
Position	Senior Lecturer	
% Time spent on Project	50%	



Hiding behind others

The screenshot shows a web browser window titled "NZACS Premier Members - Windows Internet Explorer". The address bar displays "http://www.nzacs.com/premier_members". The page features the NZACS logo (New Zealand Association of Convenience Stores) and a navigation menu with links: Home, About NZACS, Premier Members, NZACS Board, Calendar of Events 2009, Members Section, Sustainability, CanTeen, AACs, and Contact Us. A banner for the "2009 NZACS Charity Golf Day Thursday March 5th Register Here" is visible, along with the British American Tobacco New Zealand logo. Below the navigation is a large image of a convenience store interior. The main content area is titled "NZACS PREMIER MEMBERS" and displays logos for several tobacco and convenience store brands: British American Tobacco, Cadbury Dairy Milk, The Coca-Cola Company, Bluebird, Herbert Morton, and Imperial Tobacco. At the bottom, there are logos for MARS and NESHE Good Food. Good Life. On the right side, there is a search bar, an RSS feed icon, a "LATEST NEWS" section with a list of news items, and a "MEMBER'S LOGIN" section with fields for "Login:" and "Password:". The browser's taskbar at the bottom shows various open applications and the system clock at 1:13 PM.



NZACS on retail displays

NZACS

New Zealand Association of Convenience Stores

- Accused New Zealand Cancer Society Chief Executive, Dalton Kelly of being ‘misleading and scaremongering’ about retail displays
- Accused Cancer Control Council of ‘scaremongering and misrepresenting’ research and information on the issue
- Roger Bull had a one page article in C-Store magazine defending tobacco displays and criticising health NGO’s effort to remove them



NZACS on retail displays

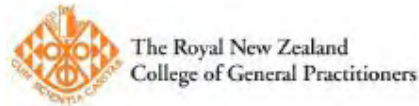
NZACS

New Zealand Association of Convenience Stores

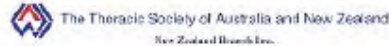
- NZCAS appeared on behalf of the tobacco industry to defend retail displays in a Health Select Committee Hearing.
- A lesson in lobbying:
 - NZASC Chair told Dr Jonathan Coleman MP to ‘stop texting and listen to me’
 - Admitted to illegal reimbursements to retailers for stocking tobacco. Triggered a full investigation by the MoH



Retail Displays



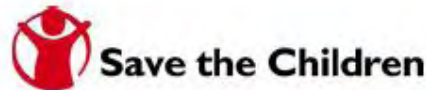
(On behalf of the agencies listed below)



THE ROYAL AUSTRALASIAN COLLEGE OF SURGEONS



Te Runanga o Aotearoa NZNO



3/25/2009

Thanks on behalf of BAT

“what underpins our Winning Organisation strategy has to be our employees, at every level and in every part of the business”
- Paul Adams, CEO, BAT



“We are dedicated to contributing positively to the community in which we operate” –
Peter Henriques, MD, BATNZ

