



The Asthma and
Respiratory Foundation
of New Zealand (Inc.)
Te Taumatua Huango,
Mate Ha o Aotearoa



ASH, the Cancer Society and the Smokefree Coalition
are pleased to present the day seminar

C'mon Baby, Light My Liar

Tobacco industry deception over light and mild descriptors,
and the Commerce Commission investigation

Thursday 23 November 2006, 8:30 am - 4:30 pm
at Lambton Room 1, The Terrace Conference Centre
Levels 2-4, St John House, 114 The Terrace, Wellington

COST: Registration is free but bookings are essential.
Bookings close 5:00 pm, Friday 17 November.

BOOKINGS: Register your attendance by e-mailing ashnz@ash.org.nz. Please include your name,
job title and organisation.
You can also register online at www.sfc.org.nz/seminarbooking.html.
If you can no longer attend, please e-mail ashnz@ash.org.nz.

PROGRAMME:

8:30 am	Registration
9:00 am	Hon Damien O'Conner (Associate Minister of Health)
9:15 am	Tim Dewhirst (Associate Professor, Management and Marketing, University of Saskatchewan, Canada)
10:30 am	Morning tea
11:00 am	Anne Jones (Chief Executive, Action on Smoking and Health Australia)
12:15 pm	Lunch
1:00 pm	Deb Battell (Commerce Commission Director of Fair Trading)
1:30 pm	Sue Robson (Lawyer with past involvement in the Commerce Commission)
2:30 pm	Afternoon tea
3:00 pm	George Thomson/Nick Wilson (Wellington School of Medicine)
4:00 pm	Wrap up
4:30 pm	Close

Further details will be announced as they come to hand on the Smokefree Coalition web site
(www.sfc.org.nz) and via the NZTAN mailing list.

**We hope you will take advantage of this great opportunity
and look forward to seeing you there!**