



About British American Tobacco New Zealand (BATNZ)

- BATNZ is part of the London-based British American Tobacco Group.
- BATNZ was created in September 1999 with the merger of Rothmans of Pall Mall (NZ) Ltd and WD and HO Wills (NZ) Ltd.
- British American Tobacco New Zealand is New Zealand's leading tobacco company, with a market share of approximately 72% of the cigarette market.
- BATNZ has approximately 100 employees around New Zealand and has its head office in Auckland.
- Steve Rush is the General Manager of British American Tobacco New Zealand.
- BATNZ contributed \$875m in 2011 to Government revenue in the form of excise and GST.
- In 2011, BATNZ contributed 1.8% of all government revenues including excise, GST and company taxes.

2011 Figures for British American Tobacco New Zealand (BATNZ)	
Excise and GST	\$ 875,191,000
Government revenues	\$ 50,640,000,000
% of total	1.7%
Excise and GST	\$ 875,191,000
Company taxes	\$ 47,156,000
Total BATNZ contribution	\$ 922,347,000
% of total Government revenues	1.8%

The tobacco industry in New Zealand

- The tobacco excise forecast in the 2011-12 budget was approximately \$1.2bn per annum to 2014. This equates to over \$5bn over the four years 2011-14.
- The New Zealand tobacco industry will contribute (excise & GST) approximately \$1.3bn to Government revenues.
- Since 1991, tobacco consumption has decreased by 42%. Smoking rates have declined from around 30% in 1986 to 22% in 2009. (Ministry of Social Development statistics)

2011 Tobacco Industry Figures for New Zealand	
Excise	\$ 1,054,835,000
GST	\$ 237,630,000
Total tobacco revenues	\$ 1,292,465,000
Total Government revenues	\$ 50,640,000,000
% of total Government revenues	2.6%