

Wellington Health Economics Group
Health Services Research Centre, School of Government
and
Health Services Research Association of Australia and New Zealand

**“Fat Taxes or Skinny Subsidies?
Asymmetric Paternalism as a framework for evaluating
policy choice”**

Judith Pinny, Massey University

Thursday, 25 March 2010

12.30 – 1.30 pm

**RWW501, Level 5, West Wing Railway Station
(Entrance through Railway Station please take Lift 3 to level 5)
Pipitea Campus, Victoria University, Wellington**

Judith is currently undertaking a PhD on the topic “Fat Taxes or Skinny Subsidies? – Taxing Food in New Zealand”. Her presentation will include a brief overview of her PhD research and a more detailed discussion of her theoretical framework of Asymmetric Paternalism.

An asymmetric paternalistic policy creates large net benefits for those who consume a lot of the product or are naïve users, but little harm on those that consume smaller amounts and are more rational in their decisions.

After initially reviewing the behavioural economic literature on Asymmetric Paternalism and Judith will then apply the framework to various options for a fat tax in New Zealand to contemplate the potential success of this proposed tax. This will occur against the backdrop of existing New Zealand cigarette and alcohol excise taxes. A brief comparative review of the food tax framework in Australia will also be undertaken.

Judith is an Assistant Lecturer, School of Accountancy, Massey University – Wellington Campus and PhD student, School of Accounting and Commercial Law, Victoria University of Wellington. Judith can be contacted at j.pinny@massey.ac.nz.

***Feel free to bring your lunch – our seminars are informal
You are welcome to bring your colleagues
RSVPs are not required and there is no charge
Enquiries to: maggy.hope@vuw.ac.nz, Ph 04 463 6565***

