

Item #17

Emails discussing Professor John Gibson's presentation on sugar
taxes

Emails regarding Professor John Gibson's Motu Public Policy Seminar on sugar taxes, 22
November 2016

Sent By: Bronwyn Croxson/MOH on 22/11/2016 1:45:16 p.m.
To: [REDACTED]
Copy To: [REDACTED]
Subject: Fw: John Gibson Motu Public Policy Seminar - email to Michael Johnson

Hi [REDACTED],

We have signalled this event in past Weekly Reports - and it is taken a while to nail a date with John. He is now confirmed to come to Wellington to give a public lecture on 1 December. MOTU is hosting it - and organising media coverage.

Happy to discuss or provide further information. Will provide an update in next week's weekly report. John wont be sending us his slides etc ahead of the presentation - but I am intending to summarise his last presentation in a briefing for ELT - would that be useful for you too?

Hope all is well

Best wishes

Bronwyn

Bronwyn Croxson
Chief Economist
Client Insights and Analytics
Ministry of Health
[REDACTED]

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----- Forwarded by Bronwyn Croxson/MOH on 22/11/2016 01:41 p.m. -----

From: [REDACTED]
To: Strategy and Policy@MOH, Client Insights and Analytics@MOH, Executive Leadership Team@MOH, [REDACTED]

Date: 22/11/2016 10:29 a.m.
Subject: John Gibson Motu Public Policy Seminar - relevant to sugar tax
[REDACTED] Finance and Performance@MOH,

Dear Colleagues,

As you may recall Professor John Gibson visited the Ministry of Health in June and gave a talk about his research which is very relevant to the sugar tax issue. Next week, on December 1st, Dr Gibson is back in Wellington for a Motu Public Policy Seminar. Please see the information below.

Quality, Quantity, and Price: Implications for Taxing Unhealthy Items

Speaker: John Gibson is Professor in the Department of Economics, University of Waikato

12.30-2pm, Thursday 1 December, Lecture Theatre 2, Old Government Buildings, 55 Lambton Quay

Demand studies increasingly use household survey data on budget shares, which vary with quantity, price, and quality. If demand models are estimated without allowing for responses on both the quality and quantity margins, effects of price on the quantity demanded are overstated. Some price rises may be mandated by policy makers so as to lower intake of unhealthy items like sugar-sweetened soft drinks, so a failure to correctly disentangle quality and quantity responses may result in disappointed policy makers.

In this talk, the origins and prevalence of this modelling problem are described and some possible solutions are discussed. While there are implications of these issues for current policy discussions in New Zealand the empirical evidence that is presented is drawn from elsewhere.

John Gibson is Professor in the Department of Economics, University of Waikato. He taught previously at the University of Canterbury, and the Economics Department and Center for Development Economics at Williams College. Since receiving his Ph.D. from Stanford University he has worked in the following countries: Cambodia, China, Fiji, India, Papua New Guinea, Russia, Samoa, Solomon Islands, Thailand, Tonga, Vanuatu, and Vietnam. His recent publications have appeared in the Economic Journal, Review of Economics and Statistics, Journal of Development Economics, and World Bank Economic Review. <http://motu.nz/assets/Uploads/John-Gibson-Flier-Taxing-Unhealthy-Items.pdf>

[Click here for the Motu flier for this event](#)

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