

# Selling and advertising tobacco products in Victoria

Factsheet - September 2025

OFFICIAL

This factsheet should be read along with the other factsheets available at the [health.vic website](https://www.health.vic.gov.au/tobacco-reform/resources-and-factsheets-tobacco-reform) <[www.health.vic.gov.au/tobacco-reform/resources-and-factsheets-tobacco-reform](https://www.health.vic.gov.au/tobacco-reform/resources-and-factsheets-tobacco-reform)>

## Do I need a licence to sell tobacco products in Victoria?

Yes. As of 1 July 2025, tobacco retailers (including premises with a tobacco vending machines) and wholesalers must apply for a licence to sell tobacco products in Victoria.

For more information and to apply for a licence visit the Victorian [Tobacco licensing website](https://www.vic.gov.au/tobacco-licensing) at <<https://www.vic.gov.au/tobacco-licensing>>.

## Do people who sell tobacco products have to be above a certain age?

No. There is currently no age requirement for people who can sell tobacco products in Victoria. Anyone who sells tobacco products must do so responsibly and comply with the law.

Everyone, no matter how old, must comply with laws banning the sale of tobacco products to people under 18.

Younger people sometimes find it hard to work out how old a person is, and may not wish to ask someone for proof of age. You may decide to have only adults sell tobacco products, or to require younger staff to check with an adult before selling tobacco products.

The manager is responsible for making sure that anyone they allow to sell tobacco products does so responsibly and complies with the law. If someone in your shop sells tobacco to a person under 18, you may be held responsible and fined.

## What signs must I display if I sell tobacco products?

If you sell tobacco products you must display an A4 sized “We don’t sell tobacco to U/18s” sign and display **one** A3 health warning/smoking cessation sign.

Premises with tobacco product vending machines must also display these signs.

They must be displayed next to the point of sale of tobacco products, or near the entrance to your premises so they are easy for customers to see.

If you use a price board you must display one of the A4 size graphic-health-warning signs, on or immediately next to the price board.

See the ‘Tobacco signage factsheet’ for more information about these signs, including how to access them.

## Can I sell single cigarettes?

No. You can only sell cigarettes in packets of 20.

## Where can’t I sell tobacco products?

You **must not** sell tobacco products from a temporary or mobile structure, even if part of that structure is permanent.

Examples of temporary or mobile structures:

- display stands
- booths
- tents or marquees
- vans or trucks.

You **must not** sell tobacco products from a retail outlet that has been set up for a specific sporting, music or arts-related event, such as the Australian Grand Prix or Big Day Out.

Mobile selling of tobacco products is also banned. You must not sell tobacco products that are carried about on a person's body.

If you own or operate a tobacco product vending machine, you must adhere to the restrictions concerning its location. See the 'Tobacco products vending machine factsheet' for further information.

### What tobacco products can't I sell?

You must not sell illicit tobacco, which is defined as:

- a tobacco product that does not comply with a tobacco product requirement of Part 3.3 of the Public Health (Tobacco and Other Products) Act 2023 of the Commonwealth; or
- a tobacco product in packaging that does not comply with a packaging requirement of Part 3.4 of the Public Health (Tobacco and Other Products) Act 2023 of the Commonwealth; or
- a tobacco product that does not comply with the requirements of the Excise Act 1901 of the Commonwealth; or (b) the Customs Act 1901 of the Commonwealth.

For further information, visit the [Department of Health, Disability and Ageing website](https://www.health.gov.au/topics/smoking-vaping-and-tobacco/tobacco-control/new-legislation) at <[www.health.gov.au/topics/smoking-vaping-and-tobacco/tobacco-control/new-legislation](https://www.health.gov.au/topics/smoking-vaping-and-tobacco/tobacco-control/new-legislation)>.

The Victorian Minister for Health (the Minister) can ban tobacco products that are designed to appeal to children and young people if:

- the tobacco product or its smoke has a distinctive fruity, sweet or confectionery-like character
- the tobacco product has packaging that appeals to children or young people
- the tobacco product is of a nature or is advertised in a way that may encourage children or young people to smoke.

The Minister can also ban a product that resembles a tobacco product.

### How do I know which tobacco products are banned from sale?

Ban orders are published in the Victoria Government Gazette. The Secretary of the Department of Health will notify known suppliers of banned products.

A list of banned tobacco products is available at the [health.vic website](https://www.health.vic.gov.au/tobaccoreforms) <[www.health.vic.gov.au/tobaccoreforms](https://www.health.vic.gov.au/tobaccoreforms)>.

The list of banned tobacco products may change in the future. The table below shows currently banned products.

In addition, all brands or types of cigarette papers, cigar and cigarillo wraps and cigarillos that possess a distinctive fruity, sweet or confectionary-like character are banned.

Product	Manufacturer
DJ Mix Lemon Fresh	D J Tobacco Co Ltd
DJ Mix Iced Green Apple	D J Tobacco Co Ltd
DJ Mix Strawberry	D J Tobacco Co Ltd
Peel Menthol Orange	D J Tobacco Co Ltd
Peel Sunny Peach	D J Tobacco Co Ltd
Peel Sweet Melon	D J Tobacco Co Ltd
Peel Super Lights Iced Green Apple	D J Tobacco Co Ltd
Peel Super Lights Strawberry	D J Tobacco Co Ltd
Peel Super Lights Lemon Fresh	D J Tobacco Co Ltd
Black Devil	Heupink and Bloemen Tabak B.V.
Pink Elephant	Heupink and Bloemen Tabak B.V.

### Can I display tobacco products or packaging in my shop?

No. Tobacco products and packaging must not be visible to the public from anywhere inside or outside your shop. Tobacco products include cigarettes, cigars and loose tobacco. Tobacco packaging includes individual packets and cartons of cigarettes, cigars and loose tobacco.

The ban on the display of tobacco products and packaging also applies to tobacco product vending machines.

An exemption will apply only to airport duty-free shops.

### Can I still sell tobacco products even though I can't display them?

Yes. You can still sell tobacco products, but the tobacco products and packaging must not be visible to the public from anywhere inside or outside your shop.

### How will people know I sell tobacco products if they are not displayed?

You may display one A4 copy of the "We Sell Tobacco Here" sign to show your customers that you sell tobacco products.

This sign is produced by the Department of Health. For further information and resources, visit the [health.vic website](http://www.health.vic.gov.au/tobacco-reform/resources-and-factsheets-tobacco-reform) <www.health.vic.gov.au/tobacco-reform/resources-and-factsheets-tobacco-reform>.

### How will people know what tobacco products I have for sale?

You may use a price board to advise customers of the tobacco products available for sale in your shop.

Price boards can list information about:

- the brand of tobacco products available for sale
- the flavour of tobacco products available for sale
- the pack sizes available for sale (for example, 20 cigarettes, 30 grams roll your own or cartons)
- the product prices of tobacco products available for sale, but not discount information or any other information indicating a tobacco product has been discounted. This means that 'specials' stickers and other forms of price discounting are not permitted on a price board.

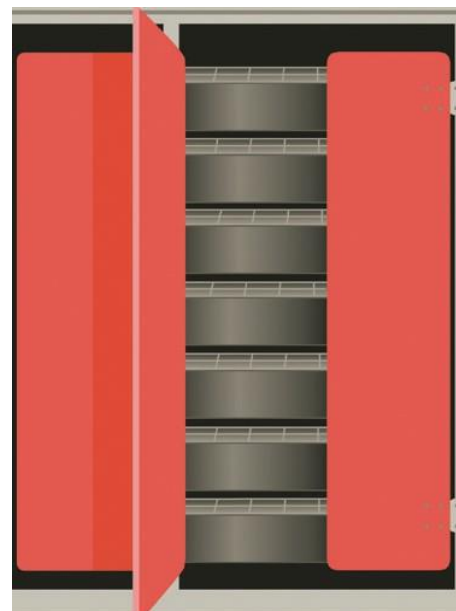
### What must a price board look like?

The price board in your shop must:

- be **no bigger** than 1.5m by 1.5m (150cm x 150 cm)
- have letters and numbers no bigger than 2.1 cm high and 1.5cm wide

- have letters and numbers printed in the same font, font size and font style
- be printed on one side only in black and white or up to four (4) colours, none of which is fluorescent
- not make information about one product more noticeable than another
- not make information more noticeable than other tickets or labels in your shop
- not highlight price information with artificial lighting greater than that used throughout the shop
- have one of the prescribed graphic health warning signs on, or immediately next to, the price board.

Product	Type	Size	Price
Brand A	Regular	20s	\$21.00
Brand A	Regular	20s	\$38.50
Brand B	Regular	20s	\$27.60
Brand B	Roll your own	30 grams	\$45.00
Brand C	Regular	carton	\$220.00
Brand D	Regular	20s	\$25.30



### How many price boards can I display?

You may display one (1) price board in your shop.

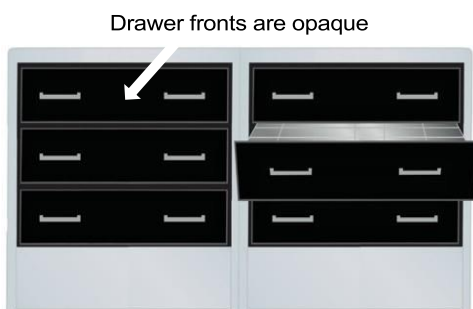
### How do I make sure people can't see tobacco products or packaging in my shop?

There are a number of ways to keep tobacco products and packaging out of sight from your customers. As long as the tobacco products and packaging are not visible to the public from anywhere inside or outside your shop, you may choose the method best suited to your shop. For example, you may store the tobacco products under the counter or in a drawer behind the counter. You may also store the tobacco products in another room out of sight of customers.

If you have a display cabinet on the wall of your shop, you can cover it with an opaque (non see-through) material; for example, a shutter or thick curtain that your customers can't see through. The pictures below show examples of how tobacco retailers can store tobacco products and packaging.



Tobacco products on shelves are covered with an opaque flap



Drawer fronts are opaque

An opaque curtain can be lifted to remove a product



Images adapted, with permission, from the NSW Department of Health.

### **How do I make sure people can't see tobacco products and packaging when I serve a customer?**

Tobacco products and packaging may only be visible when a customer asks for a specified tobacco product (see page 6 of this factsheet, 'What is a *'request for a specified tobacco product'?*'). The drawer, room or storage unit where the tobacco products are stored must stay closed or covered until a customer asks to buy a specified tobacco product.

You can open the drawer, room or storage unit to get the requested product for the customer, but you **must** close or cover it again as soon as you have retrieved the requested product.

### **How do I restock without the tobacco products or packaging being visible?**

Whenever possible, only restock when your shop is closed. If your shop is open 24 hours, restock only when the shop is quiet. Restock and perform inventory as quickly as possible. You should make every effort to make sure that tobacco products and packaging are not visible to the public at any time.

If you stop restocking or taking inventory to do something else, you must close or cover the drawer, room or storage unit so that the tobacco products and packaging are not visible to the public.

### **What happens when tobacco products are delivered to my shop during open hours?**

If the tobacco products are not restocked immediately, they must be removed from sight as quickly as possible.

### **What happens if the storage unit is damaged and tobacco products are visible in the damaged area?**

The damaged storage unit must be repaired or replaced as soon as possible.

Retailers must take all reasonable measures to prevent tobacco products becoming visible to the public if the storage unit is damaged. This may include removing tobacco products from the damaged storage unit or covering them with an opaque (non see-through) material until the unit is repaired.

### **How will I know where certain tobacco products are located in the storage unit?**

There are a number of ways to do this and you may choose the method best suited to your shop. For example, you could draw up a map or plan of the storage unit and keep this somewhere your customers can't see it.

You could label the outside of your storage unit, but only to help employees to find the correct product. Customers **must not** be able to read the labels and you are not permitted to display price tickets. If you are unsure whether a customer can read a label, it may be preferable to choose another method for assisting staff to locate products.

If you label your storage unit, the style or colour of the lettering and the lighting **must not** draw attention to the tobacco products, or the labels will be an advertisement, and you may be fined.

### **How will I know the price of the tobacco products?**

There are a number of ways to assist you with this and you may choose the method best suited to your shop. For example, you could refer to your price board for this information, or you could create a list of prices and keep it somewhere your customers can't see it.

You could also use labels, but these must be placed **inside** the storage unit.

If you use labels, the style or colour of the lettering and the lighting **must not** draw attention to the tobacco products, or it will be an advertisement, and you may be fined.

The drawer, room or storage unit where the tobacco products are stored must stay closed or covered until the customer asks to buy a specified tobacco product from you.

### **Can I show a customer tobacco products if they ask what stock I have, or aren't sure what they want?**

No. You may only open the storage unit if a customer asks for a specified tobacco product (see page 4 of this factsheet, 'How do I make sure people can't see tobacco products and packaging when I serve a customer?' and page 6, 'What is a *'request for a specified tobacco product'?*').

If the customer is not sure what tobacco products they want, show them your price board or ask questions to determine what they want before opening the drawer, room or storage unit where your tobacco products are stored.

When asking questions, you must not 'advertise' tobacco products by mentioning a particular product, for example, saying a specific brand. You may ask general questions, such as:

- 'What brand do you want?'
- 'What does the pack look like?'
- 'What flavour are they?'

### What is a request for a 'specified tobacco product'?

The following are examples of requests for a specified tobacco product:

- 'Can I have a pack of brand X 20s?'
- 'Can I have a pack of brand X?'
- 'Can I have brand X, flavour Y?'
- 'What have you got in brand X?'

The list above is not a complete list, at the very least the customer should request a specific brand.

These are not requests for a specified tobacco product:

- 'What have you got?'
- 'What is cheap?'
- 'What's on special?'
- 'I'll have the blue pack'.

If the customer does not request a specific product, you should show them your price board or ask questions to determine what they want before opening the drawer, room or storage unit where your tobacco products are stored.

### Can I advertise tobacco products?

No.

You **must not** display any branded or unbranded tobacco advertising anywhere inside or outside your shop. This includes the display of posters, desk pads, flags, stickers, back-lit tobacco advertising signs and tobacco advertising on vending machines.



You may display one A4 copy of "We Sell Tobacco Here" sign to show your customers that you sell tobacco products. For more information about this sign, see the 'Tobacco signage factsheet'.

### Can I offer free or discounted products to customers with the purchase of tobacco products?

No. You **must not** offer or supply any free or discounted products (such as CDs, tins or carry cases, cardboard sleeves or stickers) or other benefits (such as vouchers or credits) with the purchase of, or to promote the sale of, a tobacco product.



### Can I include tobacco products in shopper loyalty and rewards schemes?

No. Tobacco retailers must ensure that all tobacco products are excluded from shopper loyalty and rewards schemes.

The *Tobacco Act 1987* prohibits the supply of any benefit, coupon, voucher (such as fuel discounts) or any other thing under a shopper loyalty or rewards scheme operated by a retail outlet in connection with the sale of a tobacco product.

**Penalties for breaches of tobacco laws**

<b>Breach of tobacco law</b>	<b>Infringement notice</b>		<b>Maximum penalties – Magistrates Court</b>	
<b>Failure to display health warning</b>	<b>Natural person</b>	<b>Body corporate</b>	<b>Natural person</b>	<b>Body corporate</b>
Failure to display health warning	2 penalty units	5 penalty units	10 penalty units	50 penalty units
Failure to display U18 sign	2 penalty units	5 penalty units	10 penalty units	50 penalty units
Sale of fruit-flavoured or confectionery-flavoured cigarettes	12 penalty units	60 penalty units	120 penalty units	600 penalty units
Sale of tobacco from a temporary outlet	6 penalty units	30 penalty units	60 penalty units	300 penalty units
Sale of single cigarettes or cigarettes in a pack containing fewer than 20	6 penalty units	60 penalty units	120 penalty units	600 penalty units
Person carrying on a tobacco supply business who is in possession or control of any illicit tobacco	4 penalty units	60 penalty units	120 penalty units	600 penalty units
Person carrying on a tobacco supply business who intentionally or recklessly is in possession or control of a commercial quantity of illicit tobacco	N/A	N/A	840 penalty units or imprisonment for 5 years	4200 penalty units
Person who sells or supplies any illicit tobacco	4 penalty units	60 penalty units	120 penalty units	600 penalty units
Person who sells or supplies a commercial quantity of illicit tobacco	N/A	N/A	1800 penalty units or imprisonment for 15 years	9000 penalty units
Incorrect display of tobacco product or price board, including non-display of graphic health warning sign	3 penalty units	30 penalty units	60 penalty units	300 penalty units

One penalty unit in 2025-26 is \$203.51. The value of a penalty unit changes each year. For the current value of a penalty unit, visit the Department of Treasury and Finance website <[www.dtf.vic.gov.au/indexation-fees-and-penalties](https://www.dtf.vic.gov.au/indexation-fees-and-penalties)>.

To receive this document in another format email [<tobacco.policy@health.vic.gov.au>](mailto:tobacco.policy@health.vic.gov.au).

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