

Tobacco retailer signage in Victoria

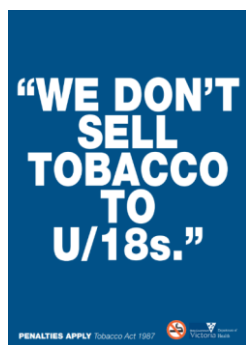
Factsheet – September 2025

OFFICIAL

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

What mandatory signs do I have to display if I sell tobacco products?

All tobacco retailers must display one of the A4 sized “We don’t sell tobacco to U/18s” sign shown below.



You must also display **one** of the A3 health warning/smoking cessation signs shown below.



Where should I display these signs?

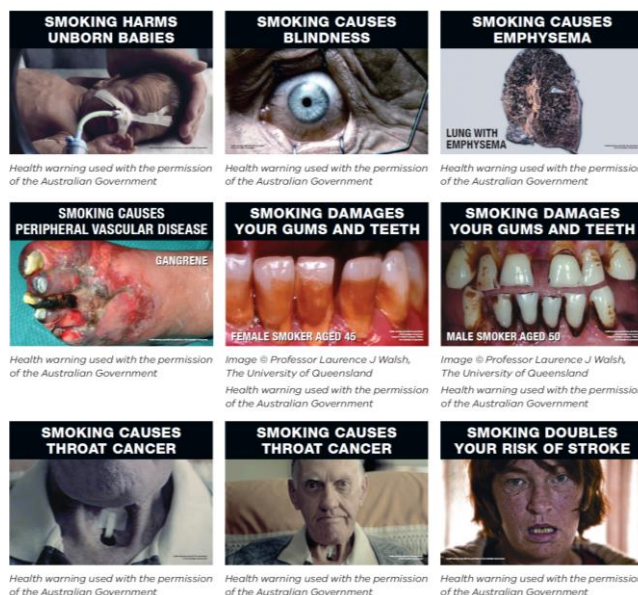
The U/18 and health warning/smoking cessation sign must be displayed next to each point of sale for tobacco products or near the entrance of your shop where customers can easily see it.

Venues with a tobacco vending machine must either display the signage at each machine or near the entrance to the venue.

All signs must be easy for customers to see.

Are there additional signage requirements if I have a tobacco price board in my premises?

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



These graphic health warnings are used by the Department of Health under licence from the Commonwealth of Australia and may only be used

as permitted by the Department of Health. Graphic health warning signs are available from the Department of Health. For further information and resources, visit 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>.

Are there other optional tobacco signs that I can display?

Yes. The A4 ‘No proof of age, no cigarettes’ sign (shown below) may be displayed to show your customers some of the acceptable forms of identification.



Tobacco retailers may also display an A4 “We sell tobacco here” sign (shown below) to tell customers that they sell tobacco products.



Where can I get these signs?

These signs are all produced by the Department of Health. For further information and resources, visit 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>.

What are the penalties if I don't display the signage?

Breach of tobacco law	Infringement notice	Maximum penalties – Magistrates Court		
		Natural person	Body corporate	
Failure to display health warning sign	2 penalty units	5 penalty units	10 penalty units	50 penalty units
Failure to display U18 signs	2 penalty units	5 penalty units	10 penalty units	50 penalty units
Graphic health warning on price board	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](https://www.dtf.vic.gov.au/indexation-fees-and-penalties) <www.dtf.vic.gov.au/indexation-fees-and-penalties>.

To receive this document in another format email <tobacco.policy@health.vic.gov.au>.

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