

# Tobacco product vending machines

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](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 machine) and wholesalers must apply for a licence to sell tobacco products in Victoria.

Every premises that has a tobacco vending machines on site must apply for a retail licence.

Suppliers and stockists of tobacco vending machines will also be required to apply for a licence.

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

## Where can tobacco product vending machines be located?

It is illegal to sell tobacco products to a person who is under 18. Therefore, tobacco product vending machines must be visible to and monitored by staff.

Vending machines may only be located in these locations:

- in the bar areas of licensed premises—in the line of sight of, and not more than five (5) metres from, the outer edge of the bar counter
- at approved venues and casinos—in the line of sight of a service counter
- at bottle shops—immediately next to the service counter.

## What can tobacco product vending machines display?

The same laws apply to tobacco product vending machines as to other tobacco retail outlets.

Tobacco products or packaging **must not** be visible inside or outside of the vending machine.

See the 'Selling and advertising tobacco factsheet'.

## How will people know the vending machine has tobacco products for sale?

You may display one A4 "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](https://www.health.vic.gov.au/health.vic) <[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)>

## How will people know the price of the tobacco products in the vending machine?

Vending machines can display prescribed price tickets to show price and other information about the tobacco products for sale.

Price tickets:

- must be **no bigger** than 5 cm wide and 7 cm high
- must have letters and numbers **no bigger** than
- 2.1 cm high by 1 cm wide
- must be printed in either black and white or up to four colours, none of which is fluorescent

- not make information form an image or visual effect.

Price tickets can list:

- name of the product line
- strength of the product line (for example 4 mg, 8 mg)
- flavour and number of items contained in the product line (for example 20s)
- a barcode or similar identifying code of the product line
- country of origin of the product line, including any symbol representing the country of origin.

### What signs must I display if I sell tobacco products from a tobacco vending machine?

Venues with a tobacco vending machine must display an A4 sized “We don’t sell tobacco to U/18s” sign and **one** A3 health warning/smoking cessation signs.

These signs must either be displayed at each machine or near the entrance to the venue in a way that it is easy for customers to see.

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

### Who is responsible for making sure that a tobacco product vending machine complies with the law?

The person or company in charge of the premises where the vending machine is located is legally responsible for the vending machine. They must make sure that persons under 18 do not purchase tobacco products from the vending machine.

This person or company must also make sure that:

- tobacco products and packaging are not displayed inside or outside the vending machine
- the vending machine is located in an appropriate place within the shop or premises (see page 1 of this factsheet, ‘Where can tobacco products vending machines be located?’).
- all prescribed signs are displayed on or near the vending machine.

### Penalties for breaches of laws relating to tobacco product vending machines

Breach of tobacco law	Infringement notice		Maximum penalties – Magistrates Court	
	Natural person	Body corporate	Natural person	Body corporate
Incorrect display of tobacco product or price ticket	3 penalty units	30 penalty units	60 penalty units	300 penalty units
Failure to display health warning sign	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
Person unlawfully placing or allowing placement of a cigarette vending machine	6 penalty units	30 penalty units	60 penalty units	300 penalty units
Occupier of a premises (on which a vending machine is situated) who permits a person under the age of 18 years obtain a tobacco product	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](http://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](mailto:tobacco.policy@health.vic.gov.au)>.

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