

# Changes to price boards

## Information for tobacco retailers and certified specialist tobacconists

Under the new Tobacco Regulations 2017, there are some small changes to price notices (commonly known as price boards) from 1 August 2017.

### What are the changes?

Most existing requirements continue. In summary, the changes mean a price board must:

- not contain any discount price information or any other information indicating a product has been discounted. This means that 'specials' stickers and other forms of price discounting are not permitted on a price board
- have letters and numbers in the same font, font size and font style
- not make information about one product more noticeable than another product.

In addition, operators of certified specialist tobacconists must display a prescribed graphic health warning sign on, or immediately next to, a price board.

### Price board requirements

A price board about tobacco products must:

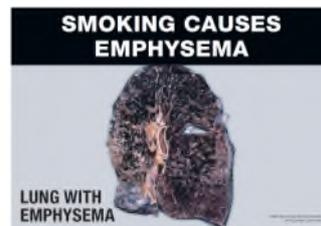
- be no bigger than 1.5 metres by 1.5 metres
- have letters and numbers no bigger than 2.1 centimetres high by 1.5 centimetres wide
- have letters and numbers printed in the same font, font size and font style
- be printed on one side only in black and white or up to four colours, none of which is fluorescent
- not make information about one product more noticeable than another
- not make information more noticeable than other tickets or labels in the shop
- not highlight price information with artificial lighting greater than that used throughout the shop
- have a prescribed graphic health warning sign on, or immediately next to, the price board.

A price board can list:

- brands available for sale
- pack sizes available for sale
- product flavours
- the prices, but not any discount price information or any other information indicating a product has been discounted.

Figure 1: Example of a price board

Product	Type	Size	Price
Brand A	Menthol	20s	\$25.00
Brand A	Regular	20s	\$20.00
Brand A	Menthol	25s	\$20.30
Brand B	Regular	30s	\$25.60
Brand B	Regular	50s	\$25.00
Brand C	Menthol	carton	\$70.00



### Why have these changes been made?

The purpose of the changes are to ensure that:

- price boards do not contain price incentives to purchase tobacco products
- information on price notices is depicted in a uniform manner
- graphic health warnings are displayed alongside price boards wherever tobacco products are sold.

## What if I sell e-cigarettes?

Retailers may display only **one** prescribed price board to advise customers of either e-cigarette or tobacco products available for sale. The price board must be at point of sale.

Operators of certified specialist tobacconists may display one price board at each point of sale to advise customers of either e-cigarette or tobacco products available for sale.

A price board cannot contain information about both tobacco and e-cigarette products.

Price boards about e-cigarette products have the same requirements as tobacco products, except that a graphic health warning sign is not required. The following additional information is permitted:

- ingredients of the liquid or other substance contained in a cartridge, capsule or other container for use in an e-cigarette
- volume of the liquid or other substance contained in a cartridge, capsule or other container for use in an e-cigarette
- wattage of the e-cigarette product.

Retailers selling e-cigarettes should read the *Supplement to the Tobacco Retailer guide: e-cigarette reforms*.

Operators of certified specialist tobacconists should read the *Supplement to the Specialist tobacconist guide: e-cigarette reforms*.

These supplements describe the changes made by the *Tobacco Act 1987* and the Tobacco Regulations 2017 in relation to the sale, advertising and display of e-cigarette products.

## More information

This fact sheet provides a summary of the laws applying to price boards.

For more information about retail tobacco and e-cigarette products laws and to access the e-cigarette supplements:

- call the Tobacco Information Line on 1300 136 775
- visit the tobacco reforms website [www.health.vic.gov.au/tobaccoreforms](http://www.health.vic.gov.au/tobaccoreforms) and search 'Resources and factsheets'.

To view the exact wording of the law from 1 August 2017, visit the Victorian Government's legislation website [www.legislation.vic.gov.au](http://www.legislation.vic.gov.au) and search *Tobacco Act 1987* and Tobacco Regulations 2017.

To receive this publication in an accessible format phone (03) 9096 0469, using the National Relay Service 13 36 77 if required, or email [tobacco.policy@dhhs.vic.gov.au](mailto:tobacco.policy@dhhs.vic.gov.au)

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