

Information sheet on the Tobacco business licensing scheme

This fact sheet provides an overview of the Victorian tobacco business licensing scheme, commencing 1 July 2025. Interested stakeholders can find more information on the Tobacco Licensing Victoria website.

What is the Victorian tobacco business licensing scheme?

The licensing scheme has been established under the *Tobacco Act 1987*. It regulates the lawful supply of tobacco products in Victoria, including tobacco, cigarettes, cigars or any other product containing tobacco designed for human consumption. E-cigarettes and vapes are not included in the licensing scheme as they are regulated by the Commonwealth government, with state-based enforcement undertaken by Victoria Police and the Department of Health (Vic).

The scheme makes it illegal to sell tobacco products in Victoria without a licence and involves checks on the suitability of tobacco sellers before they are granted a tobacco licence. Once a licence is granted, licensees must comply with the requirements of the Tobacco Act and Regulations, including the conditions attached to their licence. Dedicated licensing inspectors will check that businesses are complying with the law.

Who is responsible for the licensing scheme?

Tobacco Licensing Victoria (TLV) is responsible for administration of the licensing scheme. TLV are part of the Department of Justice and Community Safety. TLV are responsible for:

- licensing businesses that sell tobacco products
- investigating and enforcing the licensing scheme (from 1 February 2026).

Who needs a licence to sell tobacco products?

Any person or business in Victoria that sells tobacco products – either to the public or to other businesses – must have a tobacco licence.

There are two types of tobacco licence:

- **Retail licence:** For any business where there are sales of tobacco to the public, including online or from vending machines. This includes supermarkets, grocery stores, convenience stores, liquor licensed premises, petrol stations, tobacconists and online retailers.
- **Wholesale licence:** For any business that sells tobacco to other retail or wholesale business.

A business that sells both retail and wholesale tobacco will need both licence types.

A licence is required for every location where a business sells tobacco.

Businesses who are licensed in other Australian states or territories will still need to apply for a licence to sell tobacco in Victoria.

What are the timeframes for applying for a tobacco licence?

Businesses can apply for a tobacco licence from 1 July 2025. Submitting a licence application does not guarantee that you will be granted a licence.

If a business has not submitted an application before enforcement of the licensing scheme commences on 1 February 2026, they cannot sell tobacco and will commit an offence if they continue to do so.

Tobacco Licensing Victoria

WEB: www.vic.gov.au/tobacco-licensing

How does a business apply for a tobacco licence and what will be required?

Businesses can apply for a tobacco licence online through Service Victoria. This will be a digital process, similar to the way liquor licences are managed.

Businesses will need to know their business structure before starting the application (for example, are they applying for a licence as a sole trader, partnership or body corporate). This will determine some of the questions that are asked.

A link to the application form can be found on the Tobacco Licensing Victoria website.

What information will be needed when completing the application form?

The application will include:

- information about the tobacco business including the type of business, products they sell, any associated websites or social media.
- Information to be completed by key business personnel associated with the business (e.g. Directors, Partners and Executive Committee Members), including identity verification, providing a National Police Check, and disclosing their personal, financial and criminal history, and history of bankruptcy, and Director ID (where relevant).
- Uploading other documentation, dependent on business structure, such as current and historical Australian Securities and Investments Commission (ASIC) extracts and proof of incorporation, (where relevant).

How much will a tobacco licence cost?

A flat fee will apply for each business premises regardless of size or if it is a retailer or wholesaler.

The initial fee of \$1,175.20 is slightly higher than the normal annual fee of \$829.60 to account for a longer initial licence period of 17 months (Feb 2026 – July 2027).

Fees are due when the application is submitted and are not refundable. Fees can be paid via Visa, Mastercard or BPay.

When will licensing inspectors start visiting businesses and enforcing the scheme?

Tobacco Licensing Victoria (TLV) will begin to enforce the licensing scheme from 1 February 2026 and check that businesses selling tobacco are complying with the law.

Where can I find more information about the licensing scheme?

A key source of information for businesses is the tobacco licensing website:

www.vic.gov.au/tobacco-licensing

The website provides information about the application process, links to the Service Victoria application form and other forms required to manage a tobacco licence. Other supporting information is also available for businesses, including information in languages other than English.