



Transition Periods for Manufacturers, Importers and Retailers of Tobacco Products

The Public Health (Tobacco and Other Products) legislation commenced on **1 April 2024**. Among other things, the legislation:

- bans tobacco and e-cigarette advertising and sponsorship (with limited exceptions)
- sets requirements on the retail packaging of tobacco products (including graphic health warnings)
- specifies the appearance, physical features, and content of tobacco products
- requires the inclusion of health promotion inserts in the retail packaging of certain tobacco products
- requires certain entities to provide annual reports on tobacco product ingredients, tobacco product volumes and their marketing and promotional costs.

The Department of Health and Aged Care (the **department**) has published guides on the new laws, including guides on:

- advertising and sponsorship
- tobacco product packaging
- other tobacco product requirements
- health warnings and health promotion inserts.

The new guides are intended to help individuals and businesses understand their obligations under the new legislation.

They are available on the [department's website](#).

The requirements for tobacco and e-cigarette advertising and sponsorship commenced on 1 April 2024.

The requirements for tobacco products and packaging also commenced on 1 April 2024.

On 13 December 2024, an additional requirement commenced for cigarettes that contain a filter to include an on-product health message.

However, there are transition periods to allow manufacturers, importers and distributors time to become compliant with the new legal requirements.

Main transition period

The **main transition** period is until 31 March 2025.

During this time, tobacco products can comply with either the new legislation or the *Tobacco Advertising Prohibition Act 1992*, *Tobacco Plain Packaging Act 2011* and Regulations, and the Competition and Consumer (Tobacco) Information Standard 2011 (**old legislation**).

In addition, during the main transition period, a cigarette with a filter may:

- not contain an on-product health message but otherwise comply with the new legislation (including packaging requirements under the new legislation), or
- contain an on-product health message but otherwise comply with the old legislation (including packaging requirements under the old legislation).

Retailer transition period

The legislation provides for a further **3-month retailer transition period** from 1 April 2025 to 30 June 2025. During this period, tobacco product **retailers** can sell or return old stock that was supplied to them prior to 1 April 2025 that met the tobacco product and packaging requirements of the main transition period. This period is intended to allow retailers time to sell or return stock and adjust stock ordering ahead of the date of full compliance.

Full compliance

From 1 July 2025, all tobacco products (other than those for export out of Australia) must comply with the Public Health (Tobacco and Other Products) legislation.

Anyone who manufactures, buys or supplies (including wholesale or retail) tobacco products in Australia must ensure the tobacco products comply with the Public Health (Tobacco and Other Products) legislation.