





Smokefree Environments and Regulated Products Act (SERPA) Key Timeline

Purpose: Provide focus on the new provisions coming into force that build upon the existing obligations under SERPA for Smoked Tobacco Products.

1 January 2023

SERPA provisions come into force

21 September 2023 (after Regulations come into force)

(9 months after Act commences)

1 October 2023

12 November 2023 Late March 2024

1 July 2024 (18 months after Act commences)

→ 1 November 2024 → (22 months after Act commences)

Permit with MOH

1 April 2025 (27 months after Act commences)

tobacco products

Please refer to the Smokefree Environments and Regulated Products Act 1990 for further details

Retailers of Smoked Tobacco Products must no longer solely rely on statement (given oral or in written form) that a person is over 18 years old

Retailers of Smoked Tobacco Products must keep accurate records relating to all their regulated products

Distributors of Smoked Tobacco Products must keep accurate records relating to all their regulated products

NZ Manufacturers & **Importers of Smoked Tobacco Products** must keep accurate

records relating to all their regulated products

Exporters of Smoked Tobacco Products

must keep accurate records relating to all their regulated products

Retailers can apply to be an Approved Smoked Tobacco Retailer

Distributors of Smoked Tobacco Products can notify that they sell smoked tobacco products at wholesale

Distributors of Smoked Tobacco Products must have notified that they sell smoked tobacco products at wholesale

Retailers must have submitted application to be an Approved Smoked Tobacco Retailer (if they still wish to sell smoked tobacco products after 30 June 2024)

Retailer informed unsuccessful in application to be Approved Smoked Tobacco Retailer in relation to specified retailer premises

Approved Smoked Tobacco Retailers informed successful in application to be an Approved Smoked Tobacco Retailers in relation to specified approved tobacco premises

Consumers Legal smoked tobacco products only available from Approved Smoked **Tobacco Retailers**

Retailers must not sell smoked tobacco products if not an Approved Smoked Tobacco Retailer

Approved Smoked Tobacco Retailers can sell smoked tobacco products

Distributors of Smoked Tobacco Products should only sell smoked tobacco products in NZ to Approved Smoked Tobacco Retailers or notified distributors

NZ Manufacturers & Importers can apply via Customs for new CCA Licence/Import Permit with MOH business number to manufacture or import smoked tobacco products

NZ Manufacturers & Importers can submit application for smoked tobacco product approval

NZ Manufacturers Approved Smoked Tobacco Retailers & Importers must have new Customs must only sell CCA Licence/Import approved smoked

business number to manufacture or **Distributors of** import smoked **Smoked Tobacco** tobacco products **Products must** only sell approved smoked tobacco

products

NZ Manufacturers & **Importers must** only manufacture/import approved smoked tobacco products

Consumers cannot Approved Smoked Tobacco Retailers

→ 31 January 2026 → 1 January 2027

must have submitted Annual Returns and, if required, Annual Reports for 2025

legally be sold smoked tobacco products if born on or after 1 January 2009

Approved Smoked Tobacco Retailers

must not sell smoked tobacco products to anyone born on or after 1 January 2009