





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.

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

1 January 2023SERPA provisions

come into force

(after Regulations

come into force)

(9 months after Act commences)

1 October 2023 \longrightarrow 3 December 2023 \longrightarrow Late March 2024 \longrightarrow

(22 months after Act commences)

CCA Licence/Import

Permit with MOH

1 April 2025 (27 months after Act commences)

approved smoked

tobacco products

→ 31 January 2026 → 1 January 2027

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)

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

1 July 2024

(18 months after

Act commences)

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

& Importers can submit application for smoked tobacco product approval & Importers must
have new Customs

Approved Smoked
Tobacco Retailers
must only sell

business number
to manufacture or
import smoked
tobacco products

Distributors of
Smoked Tobacco
Products must
only sell approved
smoked tobacco
products

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

Approved Smoked Tobacco Retailers

must have submitted Annual Returns and, if required, Annual Reports for 2025 Consumers cannot 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