

# Draft - Maroondah Tobacco and E-cigarette Policy

**Date adopted:** << insert Day Month Year >>  
**Responsible Service Area:** Community Safety

## Purpose

Council recognises the importance of promoting a healthy and safe environment for all residents. In line with this commitment, we have developed this policy to address the potential health risks associated with smoking and vaping and to foster the well-being of our community.

The aim of this policy is to outline our vision to reduce the harmful effects of smoking and vaping in our community. This policy will outline strategies to reduce, discourage and de-normalise smoking and vaping. It will assist in supporting people to quit and explore the possibility of creating additional smoke-free areas within the City of Maroondah.

## Background / Context

Maroondah City Council is committed to protecting and enhancing the health and wellbeing of the community by reducing the harms associated with smoking, second-hand smoke, and e-cigarette aerosol exposure. Smoking remains one of the leading causes of preventable disease and premature death, contributing to a wide range of health issues including cancer, respiratory illness and cardiovascular disease. Vaping and the use of e-cigarettes also present emerging and evolving health risks, particularly relating to nicotine addiction, lung health, and the impacts on children and young people.

National and international evidence has highlighted the need for a comprehensive approach to tobacco and e-cigarette harm reduction. This includes reducing exposure to second-hand smoke and aerosol, supporting individuals seeking to quit, and creating public environments that discourage uptake—especially among young people. These approaches complement broader public health efforts to de-normalise smoking and vaping within communities.

A robust regulatory framework exists across Australia and Victoria to control the sale, use and advertising of tobacco and vaping products, with local councils playing a critical role in education, compliance activity and the designation of smoke-free and vape-free areas. Through this Policy, Maroondah City Council affirms its commitment to providing safe, healthy public spaces and to supporting community-wide harm-reduction efforts in alignment with state and national public health priorities.

## Current legislative controls

From 1 July 2024, stronger controls on the importation, manufacture, advertising, supply and commercial possession of all e-cigarette devices and components (with and without nicotine) were implemented by the Australian Government, in partnership with State and Territory Governments. There are significant penalties or imprisonment, for the supply and possession of vaping goods outside what is permissible.

## Policy Control Schedule

<b>Policy Title:</b> Maroondah Tobacco and E-cigarette Policy		<b>Policy type:</b> << Insert text >>
<b>Current version approved:</b> << Insert text >>		<b>Current version number:</b> << Insert text >>
<b>Parent policy:</b> << Insert text >>		<b>Policy review date:</b> << Insert text >>
<b>Child policy/policies:</b> << Insert text >>	<b>Policy responsibility:</b> Community Safety	

All vaping goods, regardless of whether they contain nicotine are now regulated under the Therapeutic Goods Act 1989. This includes vaping devices, vaping accessories and vaping substances. The retail sale of e-cigarettes is only permitted in pharmacies to those 18 years and older with a prescription.

In 2016 the Tobacco Act 1987 was amended to regulate the use of e-cigarettes in the same way as tobacco products.

While vaping itself is not currently banned in Victoria, there are regulations in place to restrict its use in certain areas. For example, vaping is prohibited in smoke-free areas, indoor public places, and on public transport.

Victoria has a comprehensive tobacco control legislation framework in place to regulate the sale, use, and promotion of tobacco products under the *Tobacco Act 1987*. These laws aim to reduce smoking rates, protect non-smokers from second hand smoke, and prevent young people from starting smoking.

The Victorian Tobacco Act prevents smoking in enclosed workplaces (including vehicles), indoor public places, outdoor dining areas, playgrounds, underage sporting events and entrances to public (state government) buildings<sup>1</sup>.

The Tobacco Act 1987 also prohibits tobacco advertising in most forms of media, including television, radio, print, and outdoor advertising. The aim is to reduce the visibility and appeal of tobacco products, especially towards young people.

A new tobacco retailer licencing scheme commenced on 1 July 2025 requiring Victorian tobacco retailers and wholesalers to be licenced with the Victorian Department of Justice and Community Safety (DJCS). Business can apply for and be granted a licence from 1 July 2025. The department will determine if the applicant is a suitable person to have a licence. From early 2026, enforcement of the scheme will begin.

Under the Tobacco Act, while Council is still responsible, Maroondah City Council Environmental Health Officers (EHO's) undertake:

- education visits to tobacco retailers.
- compliance action with tobacco retailers
- participate in the 'Cigarette Sales to Minors Test' Purchasing program, to identify tobacco retailers selling cigarettes to people under 18 years.

EHO's also monitor and promote no smoking and vaping in legislated smoke and vape free areas as well as Council's designated smoke and vape free areas under Council's Community Local Law. These include:

- [Victorian legislated smoke and vape free areas](https://www.health.vic.gov.au/tobacco-reform/smoke-free-and-vape-free-areas) (<https://www.health.vic.gov.au/tobacco-reform/smoke-free-and-vape-free-areas>)
- Croydon Town Square
- Ringwood Town Square

Council's smoke free areas have been published on the [Quit Victoria map](https://www.quit.org.au/map-of-smokefree-victoria) (<https://www.quit.org.au/map-of-smokefree-victoria>).

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<sup>1</sup> <https://www.health.vic.gov.au/tobacco-reform/smoke-free-and-vape-free-areas>

The *Victorian Public Health and Wellbeing Plan 2023-2027* outlines the key priorities over the next four years to improve the health and wellbeing of all Victorians. The plan identifies ten priority areas for action, including reducing harm from tobacco and e-cigarette use.

## Scope

The Policy supports a collaborative approach for implementation across the following Council service areas:

Service Area	Responsibilities
Community Safety	Community Health - compliance with Tobacco Act and referrals to relevant external agencies. Providing health promotion information on smoking and vaping.  Local Laws - compliance with Maroondah City Council Local Laws and smoke and vape free areas
Community Services	Maternal Child Health - smoking/vaping information for parents and carers  Youth and Children's services - smoking/vaping information for children, young people, parents and carers.
City Futures	Community Wellbeing - assist in health promotion activities for the community
Leisure and Major facilities	Sports Recreation and Events - supporting smoke and vape free events, sporting and leisure venues
Creative Places	Supporting smoke and vape free Council facilities and creative places
Operations services	Installation of appropriate 'no smoking/vaping signage' on Council land as required
Communications and Citizen Experience	Communicate on a variety of levels, information about smoking/vaping harms, smoke free areas and events and signage.
People and Culture	Implementation of Council's Smoke and Vape Free Workplace Policy for employees.

## Objectives

The key objectives of this policy are to:

- Support the reduction of smoking and vaping rates within Maroondah.
- Support reducing the exposure to secondhand smoke from tobacco and e-cigarette aerosols.
- Support the prevention of the uptake of smoking/vaping.

Subsequently, in achieving these objectives we also aim to reduce the litter created by cigarette butts and vapes.

## Relationship to the Maroondah 2050 Community Vision

<p><i>Community Outcome:</i></p> <p><i>Key Directions:</i></p>	<p><b>A healthy, inclusive and connected community</b> Everyone in Maroondah feels valued, welcome and respected, and has opportunities to thrive regardless of their background, identity or circumstances. Community members experiencing vulnerability, marginalisation or disadvantage have access to the support they need. Opportunities for social connection, and to enhance health and wellbeing, are encouraged.</p>
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*Community Outcome:* **A safe and liveable community**

*Key Directions:* Everyone in Maroondah feels physically and emotionally safe. Local neighbourhoods and activity centres are easy to move around. There are the housing options, amenities and services people need to live, work, learn and play locally. The unique attributes of Maroondah, and our local history and heritage, are valued and promoted.

## Alignment with Council's mission and values

Maroondah's Liveability, Wellbeing and Resilience Strategy 2021-2031 and Maroondah's Health and Wellbeing Action Plan 2023-2025 highlight Council's priorities to work in partnership to de-normalise smoking behaviours and reduce smoking-related harm through education, community awareness, regulation and increasing smoke-free public spaces.

Maroondah's Health and Wellbeing Action Plan 2023-2025 currently sets out the following actions:

- Consider an expansion of smoke-free areas under the Community Local Law 2023.
- Develop the Maroondah Tobacco & E-Cigarette Policy to reduce uptake of minors smoking and vaping.

This policy addresses how Council will work in partnership to implement a preventative approach to address the chronic health impacts of smoking and vaping and support people (particularly young people) thinking of taking up smoking or vaping or trying to quit.

## Policy position

Council acknowledges the overwhelming data on the financial, physical and mental health impacts of smoking, vaping and second-hand smoke and aerosols on the community. In particular, the unknown long-term health and social impacts on the high proportion of young people vaping and understands smoking and vaping have a disproportionate impact on vulnerable groups in the community.

Council has a role in facilitating smoke free areas and environments not covered by legislation to support community health and increase efforts to quit smoking and vaping. Council can ensure information on the harms of smoking and vaping and pathways to quit are accessible to the community through various channels, particularly aimed at young people and vulnerable groups in the community.

## Policy implementation

Through significant internal consultation with key service areas (24/235780 -Tobacco and E- cigarette Policy - Internal Consultation Workshop - June 2024), an implementation plan has been developed for this policy. Key priorities highlighted by the teams included better communication (E.g. signage) and co-designing of education materials, addressing littering and disposal issues and the introduction of additional smoke-free areas and events, with promotional material clearly stating that they are smoke and vape free.

## Implementation plan

[25/299958](#) - Maroondah Tobacco and E- Cigarette Policy Implementation Action Plan

## Policy Review

A formal review of this Policy shall be undertaken every five years.

## Related legislation

Therapeutic Goods and Other Legislation amendment (Vaping Reforms) Act 2024

Tobacco Act 1987

Tobacco Regulations 2017

Drugs, Poisons and Controlled Substances Act 1981

## Related policies, strategies, procedures and guidelines

Maroondah 2050

Maroondah City Council Plan 2021-2025

Maroondah's Liveability, Wellbeing and Resilience Strategy 2021-2031

Maroondah's Health and Wellbeing Action Plan 2023-2025

Maroondah's Smoke & Vape Free Workplace Policy (HR11-03)

Maroondah Employee Code of Conduct Policy (HR06-06)

## Definitions

**MAV** - Municipal Association of Victoria

**Electronic cigarettes, E-Cigarettes or Vaping devices** - personal electronic devices that use a heating device to produce a vapour or mist for direct inhalation. The inhaled aerosol usually contains flavourings, a range of toxic chemicals, and mostly contains nicotine as well.<sup>2</sup>

**Smoking** - Inhaling smoke from burning tobacco products

**Smoke free** - The terms 'smoke-free' in this policy do not imply that smoking will be banned everywhere.

**Tobacco products** - This includes a wide range of products, not just cigarettes, like cigars, pipes, and loose-leaf tobacco

**Vaping** - Inhaling the aerosols (vapour/mist from an e-cigarette).

**Vaping accessories** - include cartridges, capsules, pods or other vessels that are for use with a vaping device, including a container or part of a container which contains these liquids or substances.

**Vaping substances** - include nicotine in solution, any liquid or other substance for use with a vaping device, or a container (that is not a vaping accessory or vaping device) that contains nicotine in solution or any other liquid that is for use in or with a vaping device.

## Supporting documents

Victorian Population Health Survey 2023 - <https://vahi.vic.gov.au/reports/victorian-population-health-survey-2023>

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<sup>2</sup> <https://www.aihw.gov.au/reports/smoking/young-peoples-vapes-e-cigarettes>

<https://www.tobaccoinaustralia.org.au/chapter-18-e-cigarettes/18-3-extent>

<https://www.vichealth.vic.gov.au/our-health/vaping>

<https://thebcc.org.au/tag/vaping/>

<https://www.cancervic.org.au/get-support/stories/e-cigarette-crisis-Victoria>

<https://www.health.gov.au/topics/smoking-vaping-and-tobacco/about-smoking/effects>

<https://www.aihw.gov.au/reports/smoking/vaping-e-cigarette-use>

<https://www.aihw.gov.au/reports/smoking/tobacco-smoking-ndsh>

<https://www.health.gov.au/topics/smoking-vaping-and-tobacco/about-smoking/effects>

<https://www.aihw.gov.au/reports/smoking/young-peoples-vapes-e-cigarettes>

<https://nceph.anu.edu.au/research/projects/health-impacts-electronic-cigarettes>

<https://www.nhmrc.gov.au/health-advice/all-topics/electronic-cigarettes/ceo-statement>

Maroondah Community Local Law: <https://www.maroondah.vic.gov.au/About-Council/Our-organisation/Local-laws#MCC-CLL23>

<https://www.health.vic.gov.au/tobacco-reform/smoke-free-and-vape-free-areas>

