

Advertising Dogs for Sale



As a Dogs Victoria breeder, you need to be aware of the rules relating to the advertising of both puppies and older dogs.

Recent changes to legislation have seen many breeders become a little confused about what they must include in the advert to meet the requirements of both the Victorian State Government and Dogs Victoria.

What constitutes an advertisement?

An advertisement can be defined as **'a notice or announcement in a public medium'**.

This includes everything from a sign on your front gate or at the local shops, to an advert in a newsletter or newspaper, to digital and video content on social media platforms and websites.

Victorian State Government requirements – the Pet Exchange Register

Recent anti-puppy farming legislation changes have seen the introduction of the 'Pet Exchange Register' in Victoria. This register aims to provide **'increased traceability'** and to make it **'easier for prospective buyers to know that their pet has come from a valid source.'**

The Pet Exchange Register uses **'Source Numbers'** to register anyone who is involved in supplying dogs and cats to families or individuals – this includes shelters and pounds, foster carers, commercial breeding establishments, pet shops or small scale/hobby breeders.

In Victoria, all advertisements for puppies or kittens, adult dogs or cats, need to have **BOTH** the animal's unique microchip number and the Source Number listed. This applies whether you are selling or giving them away.

It is an offence if you do not provide these details in an advertisement, meaning both you and the place hosting or publishing the advertisement (such as an online provider or newspaper) can be fined if these numbers are not displayed.

Potential purchasers can visit the [Pet Exchange Register Website](#) and check that the Source Number they have been quoted is valid. They simply enter the number into the search area on the Pet Exchange Register Website and the details associated with the source number are displayed.

Important!

Only Dogs Victoria members who have a current/financial Breeder's Prefix can register for a 'Recreational Breeder' category Source Number.

Simply having a Dogs Victoria Membership number does not make you a Dogs Victoria 'Breeder' - you need to have qualified for a Breeder's Prefix and that prefix needs to be financial for you to register your litters with Dogs Victoria.

There are instances where you are NOT required to have or publish a Source Number –

- » If you are simply advertising that you are a breeder, you do not have to list your Source Number.
- » If you are advertising you have a litter 'on the way' or that you are expecting pups, you are not required to list your Source Number. However, as soon as your puppies are born, you will need to list BOTH your Source Number AND a microchip number for each puppy you advertise.

Dogs Victoria and Animal Welfare Victoria are aware that most pups are not microchipped until the time of their 6-week vaccination however the *Domestic Animals Act Section 12B* states that any advertisements for a live animal MUST include a microchip number.

This presents a dilemma for breeders, as most want to advertise available pups well before they are 6 weeks of age so that there is plenty of time to vet potential homes before pups are due to leave at 8 weeks of age.

Dogs Victoria is working with Animal Welfare Victoria to develop a way for breeders to legally advertise pups for sale from the time they are born, through to the time they are microchipped but it is unlikely the laws will change any time soon.

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If you would like to learn more you can visit the [Pet Exchange Register](#) or [Animal Welfare Victoria's website](#) where there is more information, along with answers to many frequently asked questions.

Dogs Victoria requirements for advertising

If you are advertising pups or older dogs for sale, Dogs Victoria also has a number of regulations that you must also abide by:

Dogs Victoria Regulation 20.1.26 requires that you provide:

- » Your Dogs Victoria membership number, and
- » The text 'Please contact Dogs Victoria on email: office@dogsvictoria.org.au to verify my membership.'
- » The microchip number(s) of the animals being sold

Dogs Victoria Regulation 20.1.17 requires that, as a member, you cannot sell or otherwise transfer from your care any puppy under eight [8] weeks of age so your advertising must reflect this.

Finally, you **CANNOT** use your Dogs Victoria Membership number or your Dogs Victoria-linked Source Number to advertise any puppies or older dogs (or other animals for that matter) **that have not been bred under Dogs Victoria's rules and regulations**, specifically:

- » Mixed-Breed dogs
- » Puppies or Older Dogs resulting from matings where one or both parents were not registered with Dogs Victoria or not registered on the Main Register
- » Puppies or Older dogs who are not registered with Dogs Victoria
- » Puppies, Older dogs, Kittens, or Cats bred by another person residing at your address

Advertising older animals for re-homing

If you are re-homing an older animal - maybe a dog that has been returned to you as the breeder because the owners could no longer care for it - you will still need to list your Source Number (which must be current) and a microchip number in your advertisement.

Breeders or breed clubs who facilitate rehoming on behalf of others, also need to be aware of the requirements. In these cases, the advertisement still needs to clearly state the microchip of the animal being rehomed, and the Source Number of the person 'selling' the animal regardless of whether the animal is being sold for money or given away.

Breed Clubs who are active in rescue may need to apply to the Pet Exchange Register for a Source Number if ownership of the animal is transferred to the club prior to rehoming.

Sample Advertisement

FOR SALE – Female Gordon Setter Puppy
"Molly"
Microchip # 956000009876543

****Insert Advertisement content here ****

Information relating to the puppy, its parents, health testing, sale conditions, Limited/Main Register papers, etc.

Note: "Molly" was born on the 1st January 2022 and will be available to head to her new home after the 26th February (when she reaches 8 weeks of age)

Contact: DVPrefix Gordon Setters

****Insert phone/email contact details of breeder here****

Source Number: RB 987654

Dogs Victoria Membership Number: 310009876543

Please contact Dogs Victoria on email:
office@dogsvictoria.org.au to verify my membership

