



# 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.

## 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

On first of July 2019 the 'Pet Exchange Register' was introduced 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.

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:

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## **Dogs Victoria Regulation 20.1.26**

- » 20.1.26 A member shall not:
- » 20.1.26.1 Sell or dispose of a dog to a commercial pet wholesaler or retail pet shop.
- » 20.1.26.2 Allow a dog owned by that member to be given as a prize or donation or to be auctioned.
- » 20.1.26.3 Advertise in any media or other display, the sale or disposal of a dog without the inclusion of the member's Dogs Victoria membership number, source number and, each dog's full microchip number. It is mandatory that the following wording is included in any advertisements: "Please contact Dogs Victoria on email: [office@dogsvictoria.org.au](mailto:office@dogsvictoria.org.au) to verify my membership". (Amended 15/08/22)

**Dogs Victoria Regulation 20.1.17** A member shall not, within Australia, sell or otherwise transfer from that member's care any puppy under eight [8] weeks of age. (Amended 15/05/17)

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 # 95600009876543

*\*\*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](mailto:office@dogsvictoria.org.au) to verify my membership**

