

What needs to be in an advertisement for a cat or dog?



Requirements for all advertisements, including in newspapers, Gumtree, Facebook, Twitter, WeChat, Snapchat etc



Rehoming a pet Including giving away

10 April 2018 – 30 June 2019

From 1 July 2019

Must include the microchip of each cat or dog being sold.

Must include the unique source number of the seller and the individual microchip number of each cat or dog being sold or given away. These requirements apply to puppies and kittens as well adult dogs and cats.



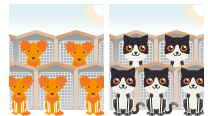
Foster Carers voluntarily enrolled with Council

These requirements apply to puppies and kittens as well adult dogs and cats.



Microbreeders

i.e. 1-2 fertile females



Recreational Breeders

i.e. Applicable organisation members with up to 10 fertile females



Farm working dog owners and breeders



Interstate sellers advertising in Victoria



Domestic Animal Business

Breeding, Animal Shelter, Council pound, Pet Shop

Must include the microchip of each cat or dog being sold, your domestic animal business number and your local council name.

Domestic Animal Businesses and other publishers must ensure that the unique source number of the business and the individual microchip numbers of each cat or dog being sold or given away is included. These requirements apply to puppies and kittens as well adult dogs and cats.