

MEDIA RELEASE

Saturday, 29 June 2019

MAKING PET ADOPTION MORE TRANSPARENT

Victorians can now find out where their new pet has come from, thanks to the Andrews Labor Government's new Pet Exchange Register which comes into effect on 1 July.

Member for Essendon, Danny Pearson MP, today announced the start of the Register with new traceability laws coming into effect, making it easier to detect and crack down on illegal puppy farms.

From Monday, all advertisements of dogs, cats, puppies and kittens for sale or free rehoming will need to include a source number linked to a person, breeder, business, rescue group, foster network, or shelter.

The Pet Exchange Register will give Victorians peace of mind that their new furry family member has been bred ethically with animal welfare as a priority, allowing them to find out exactly where it's come from.

All Victorians are encouraged to check the validity of the source number in advertisements on the Pet Exchange Register before buying or adopting a new pet. If there's no source number – report the ad, and don't buy the pet.

The launch of the Register builds on the Labor Government's puppy farm legislation – with pet shops no longer permitted to sell dogs or cats unless they are from a registered shelter, pound or voluntarily-registered foster carer. In addition, breeders are banned from owning a pet shop or shelter.

For more information, to enrol or to report concern about a pet advertisement, visit per.animalwelfare.vic.gov.au.

Quotes attributable to Member for Essendon, Danny Pearson MP

"We know that Victorians really care about the welfare of their pets – and we're really proud to be making animal breeding more transparent to detect and shut down illegal breeding."

"It's all about making sure pet owners know where their new family member is coming from, making sure pets are happy and healthy when they go to their new homes, and giving Victorians peace of mind that they're not propping up backyard breeders and dodgy pet shops."