

# Introducing **LIFE TAGS**

Information for dog owners

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Tasman District Council is introducing life tags. Each dog will receive one durable stainless steel dog registration tag to use for its entire life, instead of a new plastic tag every year.

## Benefits of life tags

- No more swapping tags every year
- Stainless steel, fibre-laser engraved tags designed to resist wear and stay readable
- The same tag number for life
- Faster and more accurate identification
- Fewer tags lost or delayed in the post

## What stays the same

- **You must still register your dog every year under the Dog Control Act 1996**
- Annual registration fees still apply
- Microchipping is still mandatory
- Dogs must always wear a registration tag
- Registration deadlines stay the same
- Late fees or infringement penalties still apply
- Dog control rules and enforcement powers still apply

Think of a life tag like a car number plate – you keep the plate but still pay your registration each year.

Only the tag is changing, not the rules.

Life tags modernise dog identification, not the law.

## Why is Council making this change?

- **Better for dog owners** – Simpler annual renewal, less hassle and fewer problems during registration season.
- **Better for the environment** – Removes thousands of plastic tags from landfill over time and supports Council's sustainability and waste reduction goals.
- **Better for service delivery** – Reduces printing and postage costs, cuts peak-season queues and administration pressure, and improves data accuracy and reliability.

## How registration will be checked

Because tag colours no longer change each year, Animal Control Officers will check registration using the unique tag number, Council registration systems, and the National Dog Database. This approach is already used successfully by many New Zealand councils.

## Your responsibilities as a dog owner

- **Keep your details up to date** – Because your tag number never changes, it's important Council has your current phone number, address and secondary contact details (if available).
- **Replace lost or damaged tags** – If a tag is lost, damaged, or unreadable, you can request a replacement (fees may apply, as they do now). Your dog will receive a new lifelong tag number.

To register your dog, update your details or find out more, visit [tasman.govt.nz/dog-registration](https://tasman.govt.nz/dog-registration) or call the Council on 03 543 8400.

