

## WHO NEEDS TO ATTEND?

Industry sectors that can advertise to consumers:  
OTC & complementary medicine, medical devices

Media, consumer advocates, regulatory and marketing staff, healthcare professionals, professional board members, advertising agencies, government, retailers

## WHY DO WE NEED TO ATTEND?

Therapeutic goods have a special place in the scheme of advertising, as they differ from normal articles of commerce.

A system of advertising controls is in place to help ensure sure that advertising of therapeutic goods meets standards that safeguard public health and safety, has integrity and delivers the promise made to consumers.

The current system applies to the advertising of therapeutic goods that can be directed to consumers, even where, for any reason, the product is exempt from inclusion in the Australian Register of Therapeutic Goods. It includes all medical devices and self-medication medicines, i.e. OTC and complementary medicines (e.g. herbal remedies, vitamin and mineral supplements, homoeopathic medicines, aromatherapy preparations, traditional medicines).

PLACES LIMITED

BOOK EARLY

PAY ONLINE

[www.tgacc.com.au/events](http://www.tgacc.com.au/events)

INTEGRITY IN ADVERTISING  
THERAPEUTIC GOODS TO  
CONSUMERS

## SEMINAR SCHEDULE 2009

FUNDAMENTALS - full day

Location	2009 Date	Time
<b>Sydney</b>	Wed 25 March	9am-4pm
Wesley Conference Centre, 220 Pitt St		
<b>Melbourne</b>	Fri 22 May	9am-4pm
Novotel 270 Collins St		
<b>Sydney</b>	Wed 17 June	9am-4pm
Wesley Conference Centre, 220 Pitt St		
<b>Brisbane</b>	Tues 23 June	9am-4pm
Novotel 200 Creek St		

### THERAPEUTIC GOODS ADVERTISING CODE COUNCIL

Level 22, 141 Walker Street  
North Sydney NSW 2060

Phone: 02 9460 2796  
Fax: 02 9460 2798

## WHAT WILL BE COVERED?

The 2009 schedule has been set for the first half of the year and comprises the established one-day seminar covering the essentials of the advertising requirements.

### FUNDAMENTALS (ONE FULL-DAY)

The purpose of this comprehensive seminar is to inform and update those involved in the advertising of therapeutic goods on the current requirements for the advertising of therapeutic goods to consumers in Australia - i.e. the application of the relevant legislation and the *Therapeutic Goods Advertising Code 2007* (TGAC).

This course covers the essentials of the 3 levels of advertising controls: regulation, co-regulation and self-regulation. The requirements of each level, and the relationship between each, will be explored.

Lots of examples will be given and 'workshopped' during the course of the presentations, to illustrate each aspect of the current system, including the application of the TGAC, the approvals process and complaints resolution mechanisms.

Note: For all sessions, the numbers are limited.

### PRESENTERS

The trainers are key people with whom you can expect to be dealing in your day-to-day business, as they work at the coal face of the system:

#### Judith Brimer

Executive Officer  
Therapeutic Goods Advertising Code Council (TGACC) and Complaints Resolution Panel (CRP)

#### Catherine Brunskill

Advertising Services Manager  
(Approvals officer)  
Australian Self-Medication Industry (ASMI)

#### Craig Davies

Director, Advertising and Export Section  
Therapeutic Goods Administration (TGA)

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Email: [jbrimer@tgacc.com.au](mailto:jbrimer@tgacc.com.au)

The right to cancel/postpone or change the program is reserved.

## REGISTER ONLINE

**Cost to attend each seminar \$220 p/p**  
(including GST and all fees and charges)

### Registration includes:

Full-day seminar, morning/afternoon teas, lunch and handout notes.

**Go to the website to register**

[www.tgacc.com.au/events](http://www.tgacc.com.au/events)

**Payment, by credit card only, is due at the time of registration.**

### Cancellation Policy

**Only cancellations received in writing at least 7 working days prior to the seminar will receive a refund.** A cancellation fee of \$50 applies.

Should you be unable to attend, a substitute delegate is welcome at no extra charge. The online registration process accommodates changes and additions.

ENQUIRIES: [jbrimer@tgacc.com.au](mailto:jbrimer@tgacc.com.au) or (02) 9460 2796