

## WHO NEEDS TO ATTEND?

Industry sectors that can advertise to consumers:  
OTC & complementary medicines, 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 world of advertising as they differ from normal articles of commerce.

A system of advertising controls is in place to help ensure 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 all 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 ARE LIMITED**

\* **BOOK EARLY**

\* **PAY ONLINE**

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

### THERAPEUTIC GOODS ADVERTISING CODE COUNCIL

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North Sydney NSW 2060

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INTEGRITY IN ADVERTISING  
THERAPEUTIC GOODS  
TO CONSUMERS

## SEMINAR SCHEDULE 2012

FUNDAMENTALS (F) and ADVANCED (A)

Location	2012 Date	Time	Type*
<b>Sydney</b> Wesley Conference Centre 220 Pitt Street	Wed 21 March Wed 20 June Wed 24 Oct	9am-4pm	F
<b>Melbourne</b> Novotel 270 Collins Street	Fri 11 May Thurs 22 Nov	9am-4pm	F
<b>Perth</b> Rydges Cnr King and Hay Streets	Fri 27 July	9am-4pm	F
<b>Adelaide</b> Sebel Playford Hotel 120 North Terrace	Wed 25 July	9am-4pm	F
<b>Brisbane</b> Sofitel Brisbane 249 Turbot Street	Fri 25 May Fri 9 Nov	9am-4pm	F
<b>Sydney</b> Wesley Conference Centre 220 Pitt Street	Wed 18 April Wed 19 Sept	9am-4pm	A
<b>Melbourne</b> Novotel 270 Collins Street	Fri 23 Nov	9am-4pm	A

\* F = Fundamentals A = Advanced

## WHAT WILL BE COVERED?

The 2012 schedule comprises an established one-day seminar covering the essentials of the advertising requirements and an advanced seminar for experienced advertisers.

### FUNDAMENTALS

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 *Therapeutic Goods Act 1989 Cwth*, *Therapeutic Goods Regulations 1990* and the *Therapeutic Goods Advertising Code* (TGAC).

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

Many 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.

### ADVANCED

The advanced seminar meets the needs of those already experienced in the advertising requirements and who are seeking more detailed information about structuring submissions and responses effectively (approvals, restricted representations, complaints). This session will have a strong regulatory focus and will assume that participants are experienced and have previously attended the "Fundamentals" full-day session.

The "in the know" sessions will keep you up-to-date on advertising reforms and Code amendments.

There will be the opportunity to discuss advertising issues of particular interest to you.

*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)

#### Mick O'Connor

Director, Recalls & Advertising Section  
Therapeutic Goods Administration (TGA)

#### Anthony O'Byrne

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

#### Ruben Jones (Brisbane)

Advertising Services Manager  
(Approvals Officer)  
Complementary Healthcare Council (CHC)

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

## REGISTER ONLINE

**Cost to attend each seminar \$295 p/p**  
(including GST and all fees and charges)

**Registration includes:**

Seminar, manual, morning/afternoon teas and lunch

**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.**

**The receipt sent at registration is a tax invoice.**

**In preparation, it is recommended that you read the Therapeutic Goods Advertising Code, which can be downloaded from the website [www.tgacc.com.au](http://www.tgacc.com.au).**

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#### Cancellation Policy

**Only cancellations received in writing at least seven working days prior to the seminar will receive a refund. A cancellation fee of \$70 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