

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 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

THERAPEUTIC GOODS ADVERTISING CODE COUNCIL

Level 22, 141 Walker Street
North Sydney NSW 2060

Phone: 02 9460 2796
Fax: 02 9460 2798


Integrity in Healthcare Advertising


Integrity in Healthcare Advertising

INTEGRITY IN ADVERTISING
THERAPEUTIC GOODS TO
CONSUMERS

SEMINAR SCHEDULE 2010

July – December

FUNDAMENTALS (F) - full day
ADVANCED (A)—half day

Location	2010 Date	Time	Type*
Adelaide Sebel Playford Hotel 120 North Terrace	Tues 7 Sept	9am-4pm	F
Perth Parmelia Hilton Hotel 14 Mill Street	Thurs 9 Sept	9am-4pm	F
Sydney Wesley Conference Centre 220 Pitt Street	Wed 20 Oct	9am-4pm	F
Brisbane Sofitel Brisbane 249 Turbot Street	Fri 5 Nov	9am-4pm	F
Sydney Wesley Conference Centre 220 Pitt Street	Wed 24 Nov	9am-3pm	A
Melbourne Rydges Hotel 186 Exhibition Street	Thurs 2 Dec	9am-4pm	F
Melbourne Rydges Hotel 186 Exhibition Street	Fri 3 Dec	9am-3pm	A

* F = Fundamentals A = Advanced

WHAT WILL BE COVERED?

The 2010 schedule has been set for the second half of the year and comprises an established one-day seminar covering the essentials of the advertising requirements and the advanced seminar.

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.

ADVANCED (HALF-DAY)

The aim of the advanced seminar is to meet 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 half-day advanced session will have a strong regulatory focus and will assume that participants are experienced and have already attended the standard full-day session in the past.

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)

Craig Davies

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

Anthony O'Byrne

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

Cost to attend each seminar \$245 p/p

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

REGISTER ONLINE

(including GST and all fees and charges)

Registration includes:

Seminar, morning/afternoon teas, lunch and hand-outs.

Go to the website to register

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 \$60 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 or (02) 9460 2796