

## 2017 seminar schedule

Below is the information on the upcoming seminars:

City	Date	Time	Location
Sydney	30.5.17	9:30 am – 5 pm	North Sydney - TBC
Melbourne	20.6.17	9:30 am – 5 pm	TBC
Sydney	14.11.17	9:30 am – 5 pm	North Sydney - TBC

### Cancellations and amendments

No refunds will be given if you are unable to attend the training, or otherwise choose to cancel your registration.

If you are unable to attend, you may transfer your registration to another person at any time up to and including the date of the event without any cost penalty.

Transfers must be notified in writing to ASMI, PO Box 764, North Sydney NSW 2059 or fax 02 9959 3693 or via email to [events@asmi.com.au](mailto:events@asmi.com.au)

ASMI reserves the right to cancel, re-locate or re-schedule any event. If an event is cancelled, re-located or re-scheduled, ASMI will refund registration fees in full but cannot be held responsible for any other costs incurred by you as a result of the cancellation, re-location or re-scheduling, including any travel or accommodation expenses.

### For more information

For more information about ASMI Therapeutic Goods Advertising Seminar call (02) 9922 5111



# Therapeutic Goods Advertising Seminar

*Training seminar on the Therapeutic Goods Advertising Code, and surrounding regulatory framework*



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## What is the ASMI Therapeutic Goods Advertising Seminar?

The Therapeutic Goods Advertising Code Council (TGACC) formerly held one day seminars covering the essentials of the advertising requirements. In 2013, the TGACC discontinued hosting these seminars.

In response to industry demand, ASMI has developed a face-to-face, one day training seminars on the Therapeutic Goods Advertising Code, and surrounding regulatory framework using the framework created by the TGACC.

This comprehensive seminar explains the regulatory framework that governs consumer advertising of therapeutic goods in Australia. It provides detailed information on the three levels of advertising control: regulation, co-regulation and self-regulation. Presenters explain each aspect of the current system, including the application of the Therapeutic Goods Advertising Code, the approvals process and complaints mechanisms.

## Who should attend the ASMI Therapeutic Goods Advertising Seminar?

This course is aimed at professionals working within the OTC & complementary medicine, medical devices industry sectors in the following areas:

- Advertising agencies
- Consumer advocates
- Government
- Healthcare professionals
- Marketing and communications
- Media
- Publishers
- Professional board members
- Regulatory consultants
- Retailers
- Sales

## Why should you attend?

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

A system of advertising controls has been put in place to make 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).

## Course content

The course covers each section of the Therapeutic Goods Advertising Code, illustrated with examples of compliant and non-compliant advertising. The training aims to foster in advertisers an understanding of the principles of the Therapeutic Goods legislation, by relating rules and regulations to everyday commercial practices and consumer understanding.

The seminar will be delivered by:

- Leanne McCauley, Director Advertising Compliance Unit, Therapeutic Goods Administration (TGA) Regulatory Practice, Education and Compliance Branch;
- Sarah-Jane Leon, Advertising Services Manager, ASMI
- Emi Gosling, Advertising Services Manager, ASMI and
- Jason Korke, former Chairman of the Complaints Resolution Panel

## Seminar agenda

Topic	Presenter
<b>Regulating the advertising of therapeutic goods – a legislative overview</b>	Leanne McCauley, TGA
Q&A	
<i>Morning tea</i>	
<b>The Therapeutic Goods Advertising Code</b>	Emi Gosling, ASMI
Q&A	
<i>Lunch</i>	
<b>What needs approval?</b>	Emi Gosling, ASMI
<b>Approval Process Workshop</b>	Sarah-Jane Leon, ASMI
Q&A	
<i>Afternoon tea</i>	
<b>The Complaints Resolution Panel</b>	Jason Korke, former CRP chair
Q&A	
<i>Close</i>	

## Cost

\$595 (+ GST) for ASMI members, \$995 for non-members (+ GST)

## Registration

Go to the ASMI website for registration information:

<http://www.asmi.com.au//events/asmi-training/tgac-training-seminars.aspx>

*Don't miss your opportunity register today! Places are limited and the event will close early if maximum capacity is reached before closing date*