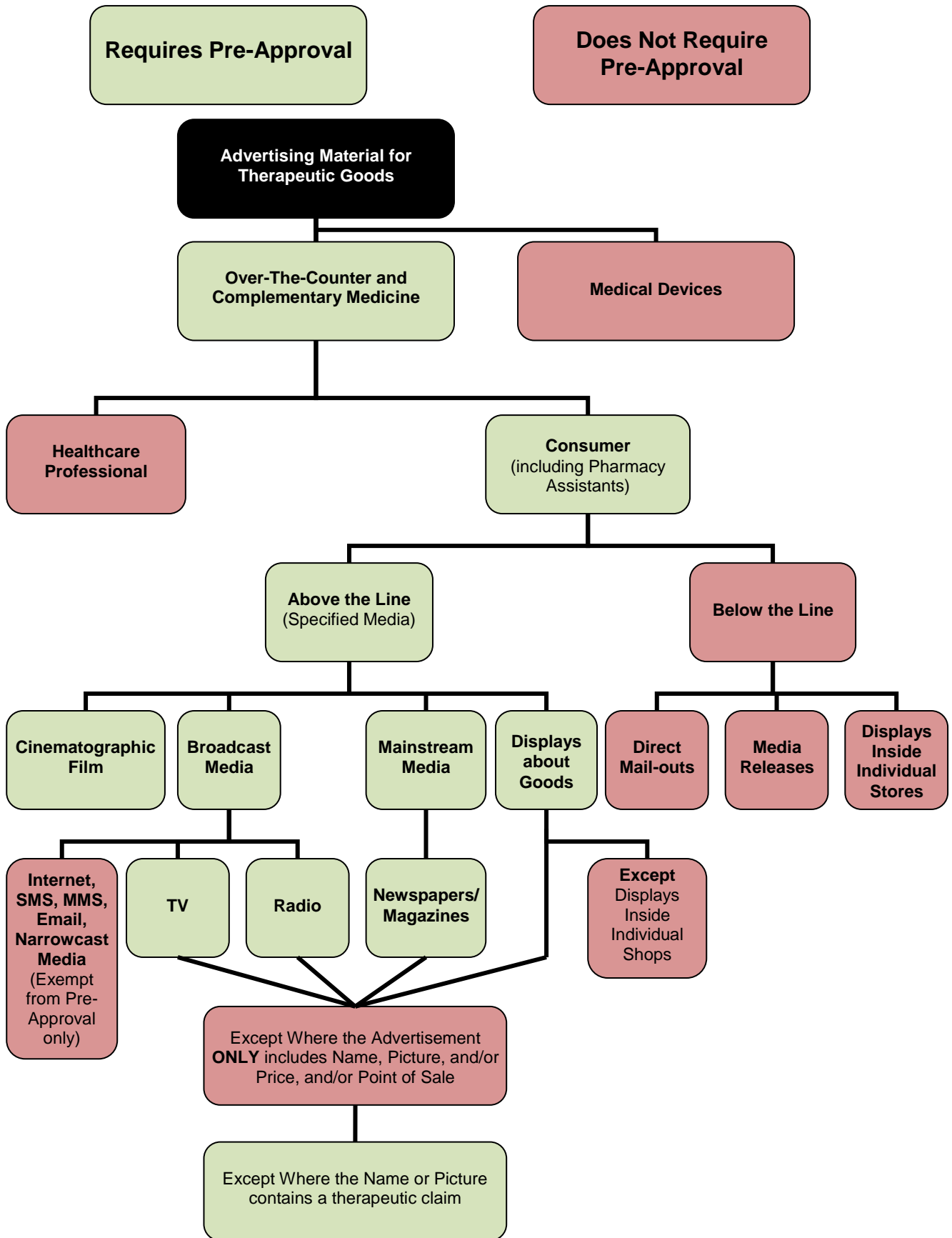


What Does and What Does Not Require Pre-Approval – Flowchart



Note: Consumer advertising material not requiring pre-approval still needs to comply with the Therapeutic Goods Advertising Code.

ASMI approves

- TV and radio advertising for both Over-The-Counter and Complementary Medicine
- Print advertising for Over-The-Counter

CHC approves

- Print Advertising for Complementary Medicine
- Cinematographic Film

Clarification on Pamphlets

Pamphlets need approval based on how they are delivered. If they are inserted into mainstream media such as newspapers and magazines then they are above-the-line and need pre-approval. If the pamphlet is a direct mail-out or handed out within a shop then it is below-the-line and does not need pre-approval.

Definitions

Healthcare Professional

Therapeutic Goods Act 1989 – Amendment 2009

- Medical practitioners, psychologists, dentists, pharmacists, optometrists, chiropractors, physiotherapists, nurses, midwives, dental hygienists, dental prosthetists, dental therapists or osteopaths'
- Persons who are engaged in the business of wholesaling therapeutic goods or purchasing officers in hospitals'
- Herbalists, homoeopathic practitioners, naturopaths, nutritionists, practitioners of traditional Chinese medicine or podiatrists registered under a law of a State or Territory'
- Are members of an Australian branch of one of the bodies listed in Schedule 1 of the Therapeutic Goods Regulations 1990

Specified Media

Therapeutic Goods Advertising Code 2007

- (a) mainstream media, within the meaning of s.42B of the Act; or
- (b) broadcast media, within the meaning of s.42B of the Act; or
- (c) cinematograph films; or
- (d) displays about goods, including posters:
 - (i) in shopping malls (except inside individual shops);
 - (ii) in or on public transport; and
 - (iii) on billboards.

Mainstream Media

Therapeutic Goods Advertising Code 2007

Any magazine or newspaper for consumers containing a range of news, public interest items, advertorials, advertisements or competitions.

Broadcast Media

Therapeutic Goods Advertising Code 2007

Any means (other than a means declared in the Therapeutic Goods Regulations to be an exempted means) by which the information is disseminated electronically in a visible or audible form or a combination of such forms.

Anthony O'Byrne
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Australian Self Medication Industry (ASMI)

