



Complementary Healthcare Council of Australia

Office of Advertising Compliance

Advertising Process Policy Application Acceptance Criteria

April, 2017

Purpose

The purpose of this policy is to ensure that advertising applicants provide sufficient information and accompanying material up front to the CHC Office of Advertising Compliance to enable their application to be processed and allocated to an Advertising Compliance Manager¹ for consideration.

Applicants meeting all application acceptance criteria can facilitate the most efficient processing and management of their application.

Scope

This Policy is applicable to all applications for advertising approval submitted to the CHC.

Responsibility

The CHC Advertising Compliance Managers have responsibility for maintaining this Policy, ensuring it is up to date, and that any changes are incorporated and assimilated as soon as possible.

Background

There is certain minimum information that should accompany each application for advertising approval if that application is to be accepted, processed and forwarded to an Advertising Compliance Manager for review.

Policy

Applications:

- Must not be accompanied by documents from a drop box or any other electronic file delivery system where access expires after a set period.
- Must use the form approved by the Secretary, as required in the Therapeutic Goods Regulations.
- Must be for complementary medicine advertisements to appear in specified media, other than broadcast media.

¹ Advertising Compliance Managers are referred to as Advertising Services Managers (ASMs) in the Therapeutic Goods Advertising Code 2015.



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- Must include a clearly legible copy of the proposed advertisement (in English only).
 - Advertisements that will appear in other languages must be submitted in English. It will be a condition of any issued approval that the applicant is responsible entirely for ensuring that all subsequent translations are identical to the issued approval.
 - Advertisements featuring English as well as a translation in a single execution must be accompanied by a NAATI certified translation (<https://www.naati.com.au/>) so that all elements appear in both languages.
- Must be accompanied by information necessary for the processing and review of the application as follows:
 - ☑ A physically signed application form with all sections completed
 - A single application form cannot be accepted for multiple-product advertisements unless all products appear in the same advertisement(s)
 - A single application form cannot be accepted for multiple advertisements for different therapeutic goods
 - ☑ A legible copy of the proposed advertisement (in English only)
 - ☑ An enlarged copy of the included packshot(s) if same are not legible in the proposed advertisement ensuring that those enlargements clearly show everything that will ultimately be legible. Packshots that differ to those in an advertisement cannot be accepted.
 - ☑ A copy of individual product label(s)
 - ☑ Link to/copy of current listed indications of use as entered in the ARTG (unless exempt)
 - ☑ A full copy of upheld complaint(s)
 - ☑ Copy of any research/surveys/data/studies etc mentioned in the proposed advertisement
 - ☑ A copy of documentation supporting authenticated testimonials (where used)

Applications that do not include all relevant information outlined above cannot be accepted for processing and the application will be returned to the applicant with advice that their application could not be accepted for processing as it is incomplete.

Applicants are to be advised that they must resubmit with all necessary information in order to have their application accepted for processing.

Until such time as an application has been properly processed, applications cannot be forwarded to Advertising Compliance Managers and no work be undertaken related to compliance reviews.



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Document History

Version 1: Issued August 2014

Version 2: Issued November 2016

Version 3: Issued April 2017

Approved By

Carl Gibson, Chief Executive Officer