



Complementary Healthcare Council of Australia

Office of Advertising Compliance

Advertising Review Process Policy

Applicant Revisions to Proposed Advertisements **June, 2014**

Purpose

The purpose of this Policy is to state clearly the number of revisions that advertising applicants can provide to CHC Advertising Services Managers during the review of a single application.

Scope

This Policy is applicable to all CHC ASM's and all applications for advertising approval submitted to the CHC.

Responsibility

The ASMs 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

It is reasonable that advertising applicants are provided with an opportunity to make some limited amendments to proposed advertisements submitted with an application for advertising approval. It is not reasonable for applicants to have an expectation that an unlimited number of amendments/updates/changes can be considered within the purview of a single application.

Policy

CHC ASMs will accept no more than two revisions to the proposed advertisement submitted originally with an application for advertising approval.

Any applicants wishing to have more than two considered may submit a new application.

History of the matter

At a meeting on Friday, 16 May 2014, with TGA Representatives (Mick O'Connor, David Poulton), Carl Gibson was advised that this was an acceptable approach.

Document History

Version 1: Issued June 2014

Approved By



**Complementary Healthcare
Council of Australia**
Office of Advertising Compliance

Advertising Review Process Policy
Applicant Revisions to Proposed Advertisements **June, 2014**

Carl Gibson, Chief Executive Officer