



Complementary Healthcare Council Of Australia Office of Advertising Compliance

March 2015

REVIEW OF CHC ADVERTISING PRE-APPROVAL PROCESSES

Over the last 12 months, we have been reviewing and auditing the Advertising Pre-Approval Service operated by the CHC Office of Advertising Compliance.

Our audit has led to significant improvements in efficiency and benefits to advertisers – in particular, we have implemented conditional approvals, and the average time for an approval is now days rather than weeks. Our experienced and responsive advertising compliance team is committed to ongoing improvement, and we anticipate further streamlining in future.

The Advertising Pre-Approval Service is conducted by the CHC on the basis of a contract with the Commonwealth, under the general oversight of the TGA. It follows a cost recovery model, so that fees charged to advertisers are intended to reflect the overall costs of administering the process.

Our detailed review has helped us develop a much more complete picture of the approvals process. We now know that, when all clerical and decision-making time is taken into account, new advertisements generally involve more than an hour of CMA/CHC staff time. Re-approvals and variations on existing approvals may take less than one hour.

To reflect this, the initial processing time for a new application will be **two hours**. Payment for the two-hour period will be required before the application is processed. The minimum processing time for a variation or re-approval of an existing approval will continue to be **one hour**.

In keeping with the principles of cost recovery, additional time will continue to be billed where required. This is not a change to the current process. When a new approval is able to be completed within the first hour, a refund for the additional hour will be issued to the advertiser.

The policy will commence from 14 March 2015.