



Complementary Healthcare Council of Australia

Office of Advertising Compliance

Advertising Review Process Policy

June, 2014

Teleconferences Conference Calls

Purpose

The purpose of this Policy is to set a frame work for the participation of CHC Advertising Services Managers in teleconferences and/or conference calls.

Scope

This Policy is applicable to all CHC ASM's, all applicants who have or intend to submit applications for advertising approval to the CHC, the TGA, and all requests received for an CHC ASM to take part in a teleconference or a conference call.

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

Given the workload of ASMs, and that their time is chargeable to applicants, an ASM cannot take part in a teleconference or a conference call without certain steps taking place first.

Policy

CHC ASMs are not obligated to take part in teleconferences or conference calls. However, they may do so when:

- There is sufficient time available taking into consideration overall workload and pending deadlines.
- Another CHC ASM can also be in attendance (if warranted).
- It is authorised by the CHC CEO.

Advertising Applicants must:

- Make their request in writing, including a proposed valid and very specific agenda related to a current open application. For example, a teleconference to discuss 'clarity' would not be a valid topic.



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- Provide a list of proposed attendees in advance.
- Allow sufficient time in advance for the teleconference to be properly scheduled at a mutually agreeable date and time.
- Indicate in advance how long the teleconference will be and have paid for the time requested wherever it is not covered by the initial hour.

In these forums, a CHC ASM may not:

- Invest more time than has been scheduled, and paid for where applicable.
- Provide advice – refer CHC Policy, “Consultation Services”
- Agree verbally or otherwise that any discussed changes can or will be approved.

A CHC ASM may not spend time participating in a teleconference or conference call when:

- The workload and/or pending deadline(s) do not leave sufficient time.
- There is no current open application for advertising approval.
- The relevant application for advertising approval has been closed with a final decision.
- The teleconference has not been properly scheduled and agreed (see foregoing). For example, in the event that an advertising applicant telephones an ASM and puts them on speaker.
- There is no valid agenda.
- The cost of the ASMs time has not been invoiced & paid for.

Document History

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Approved By

Carl Gibson, Chief Executive Officer