



Complementary Healthcare Council of Australia

Office of Advertising Compliance

Advertising Review Process Policy

Structure of Approval Numbers

July, 2016

Purpose

The purpose of this Policy is to clarify the structure that is to be applied to issued approval numbers by all Advertising Compliance Managers (ACMs¹) of the CHC.

Scope

This Policy is applicable to all approvals issued by the CHC.

Responsibility

The ACMs 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

Therapeutic Goods Regulation 5J states that the Secretary must allocate a distinguishing number (the approval number) to each approved advertisement and that the Secretary must inform the applicant of the approval number at the time of giving notice of the approval of the advertisement.

Since 2000, the CHC has issued approval numbers in the following format, CHC12345-06/07, ie

1. "CHC"
2. Sequential five-digit number
3. Dash
4. Month/year

Every time an approval is issued, the covering email notifies the applicant of the approval number and a copy of the approval is provided to the applicant.

However, it has come to our attention that some advertisers may be confused about their approval numbers in that the full approval number has not previously been part of the saved file name due to the inclusion of the 'slash' between month and year.

Policy

¹CHC ACMs (CHC Advertising Compliance Managers) are also referred to as ASMs (Advertising Services Managers) in the TGAC



Complementary Healthcare Council of Australia

Office of Advertising Compliance

Advertising Review Process Policy

Structure of Approval Numbers

July, 2016

Approval numbers issued by the CHC are to be structured as follows, CHC12345-0607:

1. "CHC"
2. Sequential five-digit number
3. Dash
4. MonthYear (no slash, dash or space)

This approval number is to form part of the saved filename. Saved filenames will commence with the approval number, followed by a list of individual products in the approval or a description of the product range in cases where there are too many products to list, eg CHC12345-0607 – [individual products/description of product range].

Relevant Legislation

Therapeutic Goods Regulations – as amended from time to time

History of the Matter

Not applicable.

Document History

Version 1: Issued July 2016

Approved By

Carl Gibson, Chief Executive Officer



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

Advertising Review Process Policy
Structure of Approval Numbers **July, 2016**

Document History

Version 1: Issued October 2015

Approved By

Carl Gibson, Chief Executive Officer