

Seminar: The Advertising of Therapeutic Goods and Services (and its regulation), Sept 8, 2017

In March 2016, a [seminar on this topic](#) attracted over 100 people to the Sydney University Health Law Centre. One outcome was a decision to hold a follow-up seminar in Melbourne in Sept-Oct 2017.

The 2017 seminar is being organised by the Monash Health Law and Society Group and the Monash School of Public Health and Preventative Medicine in association with Melbourne University Law School, Choice (the Australian Consumers' Association), Friends of Science in Medicine (FSM) and the Foundation for Effective Markets and Governance (FEMAG).

There have been significant developments since last year's seminar. These include the:

- [Australian Consumer Law Review Final Report](#),
- [Productivity Commission's final report](#) on the enforcement and administration arrangements underpinning the Australian Consumer Law (ACL),
- [Advertising compliance and enforcement strategy](#) for the Health Practitioner Regulation National Law,
- The [National Code of Conduct for Non-Registered Health Providers](#), which became [Victorian Law](#) on 1 February 2017.

Also, several relevant consultations by the [Medical and Medical Devices Review](#) including,

- [The Regulatory Framework for Advertising Therapeutic Goods](#),
- [Reforms to the regulatory framework for complementary medicines](#) and
- [Enhancing sanctions and penalties in the Therapeutic Goods Act 1989](#).

Venue: the [Monash Law Chambers](#) (555 Lonsdale St, Melbourne, 3000)

Program: (as at July 14, 2017).

09:00-09:30	Registration, coffee
09:30-09:40	Welcome, Introduction and Morning Chair – Alan Kirkland, CEO Choice
09:40-10:00	Case study - AMI-MWI-AMHC saga – Assoc Prof Ken Harvey, School of Public Health & Preventative Medicine, Monash University
10:00-11:00	Panel and audience discussion: Addressing the challenges in implementing the multi-regulator model for Australian Consumer Law. Panel members: <ul style="list-style-type: none"> • Michael W Gorton, Chair, AHPRA Agency Management Committee • Paul Zawa, General Manager, Victoria and Tasmania Enforcement, Enforcement Division, ACCC • Sitesh Bhojani, Barrister • Prof John Dwyer, President, Friends of Science in Medicine • Assoc Professor Karinne Ludlow, Monash Health Law & Society Group • Prof Christine Parker, Melbourne Law School
11:00-11:30	Morning tea
11:30-12:00	Update on Medicines and Medical Devices Review implementation: complementary medicine regulation, therapeutic goods advertising, enhancing penalties and sanctions. Adjunct Prof John Skerritt, Deputy Secretary for Health Products Regulation, Australian Department of Health
12:00-12:15	Audience response and questions
12:15-12:45	Update on 2016 Chiropractor case study and AHPRA response to complaints. Prof John Dwyer, President, Friends of Science in Medicine
12:45-13:00	Audience response and questions
13:00-13:45	Lunch

Seminar: The Advertising of Therapeutic Goods and Services (and its regulation), Sept 8, 2017

	Afternoon Chair: Prof John McNeil, School of Public Health & Preventative Medicine, Monash University
13:45-14:15	Problems with the regulation of stem cell therapy and its promotion – Assoc Prof Megan Munsie, University of Melbourne
14:15-14:25	Audience response and questions
14:25-14:55	Publicising complaints – the experience of NSW Fair Trading – Retiring Commissioner Rod Stowe
14:55-15:05	Audience response and questions
15:05-15:35	Afternoon tea
15:35-16:05	Australian Consumer Law Review. Allan Asher (FEMAG)
16:05-16:15	Audience response and questions
16:15-16:30	Concluding remarks – John Braithwaite (FEMAG)

For more information contact:

Dr Ken Harvey
Associate Professor
Department of Epidemiology and Preventive Medicine
School of Public Health and Preventive Medicine

Monash University
The Alfred Centre
99 Commercial Road
Melbourne VIC 3004

Mobile: +61 419181910
Email: kenneth.harvey@monash.edu
www.medreach.com.au

To register an expression of interest in attending please email:

Tania Richter
Project Officer, SPHPM
tania.richter@monash.edu

N.B. participants attending will be limited to ensure good interaction.