

6.2 SCHEDULED SUBSTANCES AND INTERNAL ANALGESICS

Promotional techniques for Schedule 2 or Schedule 3 substances and internal analgesics should be such that they cannot be construed as persuading consumers to purchase a medicine which may not be needed or a larger quantity of medicine than is sufficient to meet the reasonable needs of the purchaser.

Techniques which may be considered inappropriate and contrary to the provisions of the Code include the following examples:

- Promotion to sales assistants, or to any health professional, of prize competitions which are in any way related to sales to consumers of such products
- Distribution of samples to the public or issue of any coupon or voucher in connection with the distribution of samples
- Initiation of advertising of recommended 'cut price' deals to the general public which may stimulate increased volume of purchase
- Initiation of cooperative retail press Advertisements where recommended prices are featured in a manner which may stimulate increased volume of purchase
- Encouragement or support of promotional displays in off-site locations within reach of the public which may stimulate increased volume of purchase, eg. dump bins/gondola ends/dispensers/impulse bars at check-outs or other points of sale.

6.3 CHILDREN

No member shall promote any Proprietary Medicine to children.

Techniques which may be considered inappropriate and contrary to the provisions of the Code include the following examples:

- Encouragement or support of the positioning of therapeutic products where they are readily accessible to children
- Direction of advertising of therapeutic products to children
- Advertising of therapeutic products in a manner which is likely to lead to its use by children without parental supervision.

PART B: MANAGEMENT OF THE CODE

7. ADMINISTRATION OF THE CODE

- 7.1** The administration of the Code shall be co-ordinated by the Executive Director of the Association and supervised by the Executive Sub-Committee.
- 7.2** The Executive Sub-Committee will nominate a Code of Practice Complaints Panel to participate as and when necessary in the administration of the Code, and in accordance with Sections 8, 9 and 10 of the Code.
- 7.3** The Executive Sub-Committee shall ensure that the external members of the Complaints Panel nominated are independent of the Association and its members, of high public standing and with demonstrated experience and ability in the respective areas of expertise they bring to the Complaints Panel.
- 7.4** The Complaints Panel will be comprised of a Trade Practices lawyer; a nominee from the RACGP, a community pharmacist nominated by the PSA; three members of the Committee of Management (on a rotating membership); and the Executive Director.

Where Code complaints are heard, any Committee of Management member sitting on the Complaints Panel will be excluded if a conflict of interest or confidentiality arises, and shall be replaced by another member of the Committee of Management. The Complaints Panel will only be convened to hear and make recommendations on complaints/disputes. The quorum for the Complaints Panel shall be five, two of whom shall be external members.

- 7.5** To ensure that the Code accurately reflects current community standards and values, the Executive Sub-Committee shall regularly (and at minimum annually) review the Code. The Executive Sub-Committee, in consultation with the external members of the Complaints Panel shall consider ways in which the Code should be amended and/or updated and shall formulate recommendations to the Committee of Management.

8. COMPLAINT PROCEDURE

8.1 POLICY

It is the policy of the Association that all complaint procedures will be administered in accordance with general principles of fairness.

8.2 COMPLAINT HANDLING

(refer Appendix 1 for diagrammatic representation of Complaint Process)

8.2.1 The following procedure shall apply in the event of the Association receiving a complaint concerning the advertising and/or promotion of proprietary medicines by a member.

8.2.2 The Executive Director shall ensure that written notification is given to the Association of all complaints against a member.

8.2.3 The Executive Director shall on receipt of written notification of the complaint consider whether the Advertising Codes of the Media Council of Australia may have been breached. Where this likelihood exists, the Executive Director shall determine whether the complainant has independently approached the Advertising Standards Council and/or the Media Council of Australia. If not, the Executive Director will ensure that the Media Council of Australia is made aware of the complaint. However, the Association will retain the right to consider the complaint in relation to this Code and to apply sanctions, where appropriate.

8.2.4 The Executive Director shall ensure all complaints are acknowledged in writing within seven working days of receipt and are dealt with as expeditiously as possible.

8.2.5 The Executive Director shall ensure that the details of the complaint are notified to:

- the Chief Executive of the member company which is the subject of the complaint; and
- the Executive Sub-Committee.

8.2.6 The member company that is the subject of the complaint shall be given full details of the nature of the complaint. The member company will provide references/information as deemed by the Executive Director to be necessary. The member shall also be invited to state whether or not the information supporting the complaint is correct, and to give any answer or explanation which may be considered necessary.

8.2.7 If the Executive Director, after considering all information provided and making such further inquiry as necessary, forms the opinion that a breach of the Code may have occurred, he/she shall refer the complaint to the Complaints Panel.

- 8.2.8** Upon resolution of the complaint, the Executive Director shall confirm in writing to the Chief Executive of the member which was the subject of the complaint, the finding and actions agreed on to resolve the matter. The Executive Director shall also so notify the complainant and the Executive Sub-Committee.
- 8.2.9** If the Executive Director considers that no breach may have occurred, he/she shall so advise the complainant of the relevant appeal procedures contained in Section 10 of this Code.
- 8.2.10** If the Executive Director is unable to achieve a satisfactory resolution and/or compliance with the Code, he/she shall convene a meeting of the Complaints Panel to consider all information and responses to date and to make such further inquiry as is necessary or desirable. The Executive Director shall keep the parties to the complaint informed as to the stage of the complaint investigation procedure.
- 8.2.11** Should a complaint concern a member represented by a person who is a member of the Complaints Panel, that person shall, for that investigation, disqualify himself or herself and the President shall co-opt another member of the Committee of Management to act as a pro-tempore member of the Complaints Panel.
- 8.2.12** The Complaints Panel shall consider all information provided before making any decision. Parties to the complaint shall be given the opportunity to provide further information and/or make submissions to the Complaints Panel.
- 8.2.13** Upon completion of the Complaints Panel's investigations, which shall be completed within 21 days of the Executive Director convening a Panel meeting, the Executive Director will notify the parties to the complaint of the Complaints Panel's findings and determinations.
- 8.2.14** Should the Complaints Panel consider that no breach of the Code has occurred, it shall so advise the Executive Director. The Complaints Panel shall provide to the Executive Director in writing, reasons for its opinion.
- 8.2.15** If the Complaints Panel, after considering all information provided forms the opinion that a breach of the Code has occurred, it shall determine appropriate sanctions as provided for under Section 9 of this Code and so inform the Executive Director.
- 8.2.16** In the case where a breach of the Code has occurred, the Complaints Panel will advise the Executive Director of its findings and determination. The Executive Director shall notify the parties to the complaint within seven days.
- 8.2.17** The parties to the complaint shall be advised of the relevant appeal procedures open to him/her/it as contained in Section 10 of this Code.

8.3 GUIDELINES FOR COMPLAINTS

These guidelines are intended to assist both complainants and members against which complaints are made to ensure that a fair and full review is conducted. If these general criteria are not met, the complaint may be returned for more information, or the review may be conducted in the absence of a complete response.

8.3.1 Externally generated complaints

Complainants are encouraged to contact the member concerned prior to lodging a complaint as a satisfactory solution may be immediately available.

Where a complaint is generated from sources external to the industry, the complainant can simply report what is perceived as a problem provided the complainant states the nature of the practice being complained about, and a simple explanation of the reason(s) for the objection. Where the complaint is based on scientific issues, supporting literature is desirable to ensure a balanced review.

8.3.2 Industry generated complaints

Intercompany complaints should not be used simply as a competitive tool. Complaints from one member against another should include the following information to ensure a complete review.

- A summary page containing:
 - (a) Subject product
 - (b) Brief description of complaint itemising the specific claims at issue with complete rationale for alleged breach to be included as an attachment
 - (c) Section of Code alleged to be breached
 - (d) Details of attempts to resolve matter with the member concerned
- Medically based complaints — supporting data cross referenced to specific claims at issue and rationale for challenge.
- Marketing based complaints — alleged consequences (damage to complainant where appropriate) with supporting data if available.

In addition, complainants should note that:

- dialogue with the member concerned is not absolutely essential, but unless an adequate reason for not undertaking dialogue is given, then the complaint may not be accepted for evaluation until such attempts are made;
- when challenging a claim on medical/scientific grounds, it is not sufficient simply to state that the claim is not supported. Evidence should be provided to support the complainant's case;
- if these criteria are not met, then the Association may return the complaint to the complainant for further information.

8.3.3 Response by Subject Member

When a complaint has been accepted for evaluation, the subject member is asked to state whether or not the information supporting the complaint is correct, and to give any answer or explanation which may be deemed necessary.

When providing this information, the subject member should include:

- details of attempts to resolve the matter with the complainant;
- a brief summary of the response to each alleged breach;
- substantiating of the specific claims at issue with full supporting data.

8.4 ANNUAL REPORT

The Executive Director shall publish annually a report of all matters arising under Sections 8, 9 and 10 of this Code, including the names of the parties, the nature of the complaint, the stage reached and what sanctions, if any have been imposed.

9. SANCTIONS

9.1 SANCTIONS ABLE TO BE APPLIED BY CODE OF PRACTICE COMPLAINTS PANEL

9.1.1 One or more of the following sanctions against a member may be applied by the Complaints Panel where breaches of the Code have been established.

9.1.1.1 The requirement, notified in writing, that the member company give an undertaking in writing to discontinue any practice which has been determined to constitute a breach of the Code on or before a date determined by the Complaints Panel, such date being determined in line with the severity of the breach of this Code.

9.1.1.2 The requirement, notified in writing, that the member issue retraction statements and/or corrective statements or advertisements, as appropriate. The format, size, wording, mode of publication and method of distribution of such statements/advertisements shall be subject to the approval of the Executive Sub-Committee and/or the Complaints Panel prior to release and will in general conform to the original statement/advertisement.

9.1.1.3 Failure of the offending member company to comply with either or both of the above sanctions shall entitle the Complaints Panel to direct the Association to publish in the next edition of the Association's Newsletter details of the breach of the Code and the Association's consequent requirements for remedial action as described in 9.1.1.1 and 9.1.1.2.

9.1.1.4 Continued refusal by the offending member to undertake the required remedial action/s shall entitle the Complaints Panel to direct the Association to publish details in the trade press of the member's breach of the Code, the Association's requirements for remedial action/s and the prospect of suspension or expulsion from the Association in the event of the continued failure by the member to comply.

9.2 SANCTIONS ABLE TO BE APPLIED BY COMMITTEE OF MANAGEMENT

9.2.1 The Complaints Panel may recommend to the Committee of Management application of further sanctions. Such further sanctions may consist of one or more of the following or any other action deemed appropriate by the Committee of Management, under the procedures laid down in Section 8 of the Code.

9.2.1.1 Suspension of the member from the Association for a period to be determined by the Committee of Management, under the provisions of the Rules of the Association. (Refer Appendix 2)

9.2.1.2 The expulsion of the member from the Association, under the provisions of the Rules of the Association. (Refer Appendix 2)

9.2.1.3 Notification, wherever applicable, to the overseas parent company of the offending member of its expulsion from the Association.

9.2.1.4 Notification of the offending member's suspension and/or expulsion from the Association to the editors of all trade journals.

10. RIGHT OF APPEAL

(refer Appendix 3 for diagrammatic representation of Appeal mechanism)

10.1 COMPLIANCE WITH SANCTIONS

In the event of a member being required to cease or withdraw a promotional activity, the member shall at once make every endeavour to comply with the ruling pending any appeal against the decision pursuant to the Rules of the Association. A promotional activity thus suspended shall not be reactivated before the appeal process has been concluded, nor shall any other promotional activity thus suspended be recommenced during the period in question.

10.2 APPEAL AGAINST SANCTIONS BY COMPLAINTS PANEL

10.2.1 A disciplined member may lodge a written appeal to the Committee of Management setting out the grounds for objection to the sanction/s proposed by the Complaints Panel.

10.2.2 The appeal shall be considered at a meeting of the Committee of Management held not later than 28 days after receipt of the written appeal.

10.2.3 The disciplined member shall be advised of the date, time and place of that meeting and that the member may, either in person and/or through its legal representative, do either or both of the following:

- (i) attend and speak at that meeting;
- (ii) submit to the Committee of Management at or prior to the date of that meeting written representations relating to the appeal.

10.2.4 At the meeting of the Committee of Management held as referred to in 10.2.3 above, the Committee shall:

- give the member the opportunity to make oral representations;
- give due consideration to any written representations submitted to the Committee of Management by the member at or prior to the meeting; and
- by resolution determine whether to confirm, modify, or revoke the sanctions applied by the Complaints Panel.

10.2.5 Where the Committee of Management confirms the sanctions applied by the Complaints Panel, the Executive Director shall, as soon as practicable, inform the member in writing of the Committee of Management decision.

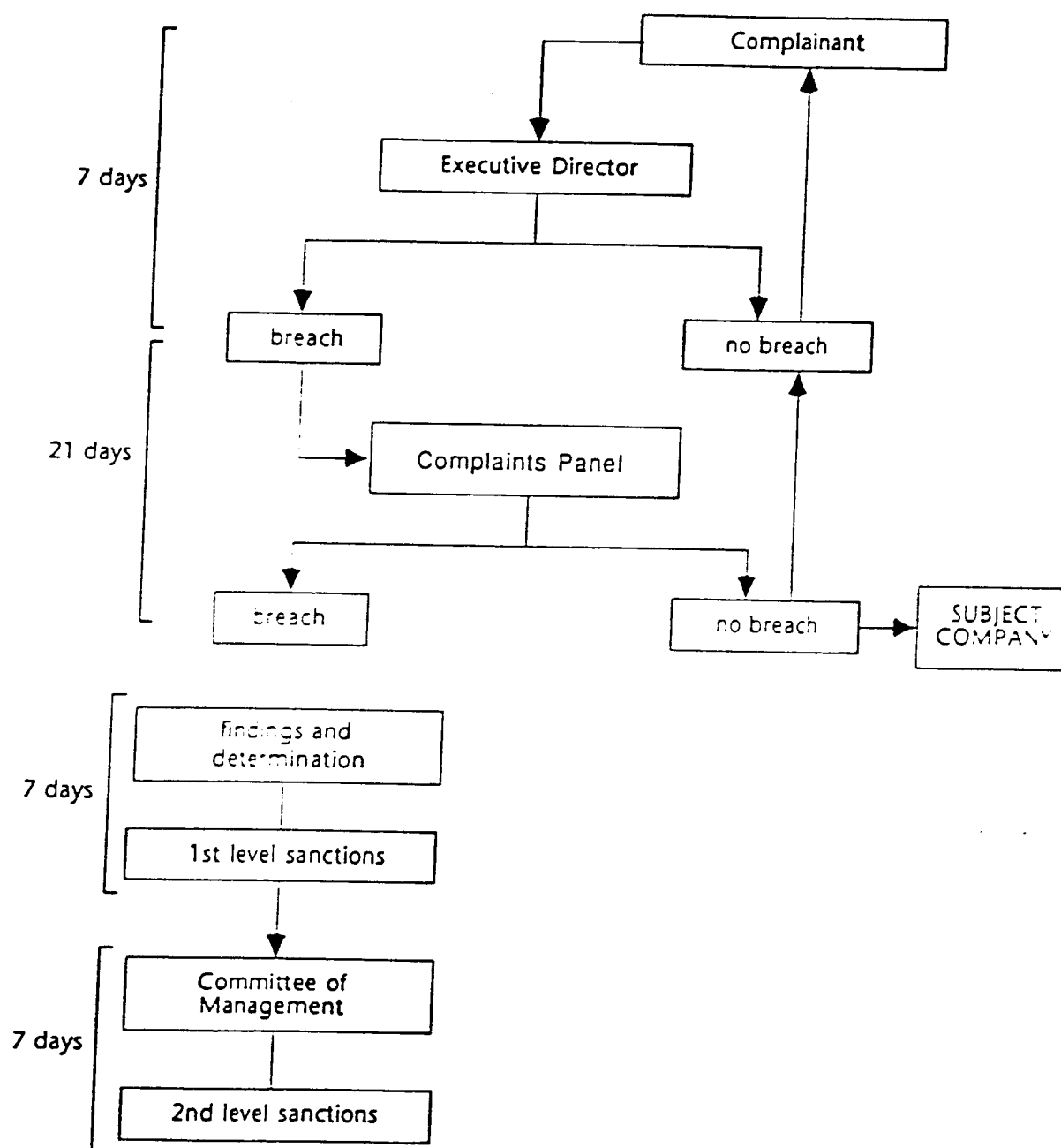
**10.3 APPEAL AGAINST SANCTIONS RECOMMENDED BY COMPLAINTS PANEL
AND IMPOSED BY THE COMMITTEE OF MANAGEMENT**

- 10.3.1** An appeal against suspension shall proceed in the same manner as an appeal against sanctions by the Complaints Panel, as described in sub-section 10.2 (10.2.1 to 10.2.5 inclusive).
- 10.3.2** Where the Committee of Management confirms a suspension, the Executive Director shall, as soon as practicable, inform the member in writing of the decision.
- 10.3.3** An appeal against expulsion shall proceed in accordance with the Association's Rules. (Refer Appendix 2).

10.4 APPEAL BY COMPLAINANT

- 10.4.1** A complainant, on being informed by the Executive Director that no breach of the Code is considered to have occurred, may appeal against this decision.
- 10.4.2** The complainant may request adjudication of the matter by the Complaints Panel. The Executive Director shall advise the member that is the subject of the complaint and the Complaints Panel accordingly.
- 10.4.3** The Complaints Panel shall consider all information provided. Parties to the complaint shall be given the opportunity to provide further information and/or make submissions to the Complaints Panel.
- 10.4.4** If the Complaints Panel, after considering all information provided and making such further inquiry as is necessary, forms the opinion that a breach of the Code has occurred, it shall impose sanctions in accordance with Section 9.1 of this Code or recommend to the Committee of Management appropriate sanctions as provided for under Section 9.2 of this Code.
- 10.4.5** Should the Complaints Panel consider that no breach of the Code has occurred, it shall so advise the Executive Director.
- 10.4.6** The Complaints Panel shall provide to the Executive Director written reasons for its opinion.

COMPLAINT PROCESS



Note: The Code allows for the Executive Subcommittee to be notified at each stage of the above process

EXTRACT FROM RULES OF THE ASSOCIATION**APPENDIX 2**

18

RULE 11 - DISCIPLINING OF MEMBERS

11.1 Where the committee of Management is of the opinion that an Ordinary Member or Associate Member:

- (a) has persistently refused or neglected to comply with a provision or provisions of the Association's rules, or
- (b) has persistently and wilfully acted in a manner prejudicial to the interests of the Association,

the Committee may, by resolution -

- (c) suspend the member from membership of the Association for a specified period; or
- (d) expel the member from the Association.

11.2 A resolution of the Committee of Management under rule 11.1 (d) is of no effect unless the Committee at a meeting held not earlier than 14 days and not later than 28 days after service on the member of a notice under rule 11.3, confirms the resolution in accordance with this rule.

11.3 Where the Committee of Management passes a resolution under rule 11.1 (d) above the Secretary shall, as soon as practicable, cause a notice in writing to be served on the member -

- (a) setting out the resolution of the Committee and the grounds on which it is based;
- (b) stating that the member may address the Committee at a meeting to be held not earlier than 14 days and not later than 28 days after service of the notice;
- (c) stating the date, place and time of that meeting; and
- (d) informing the member that the member may, either in person and/or through its legal representative, do either or both of the following:
 - (i) attend and speak at that meeting;
 - (ii) submit to the Committee at or prior to the date of that meeting written representations relating to the resolution.

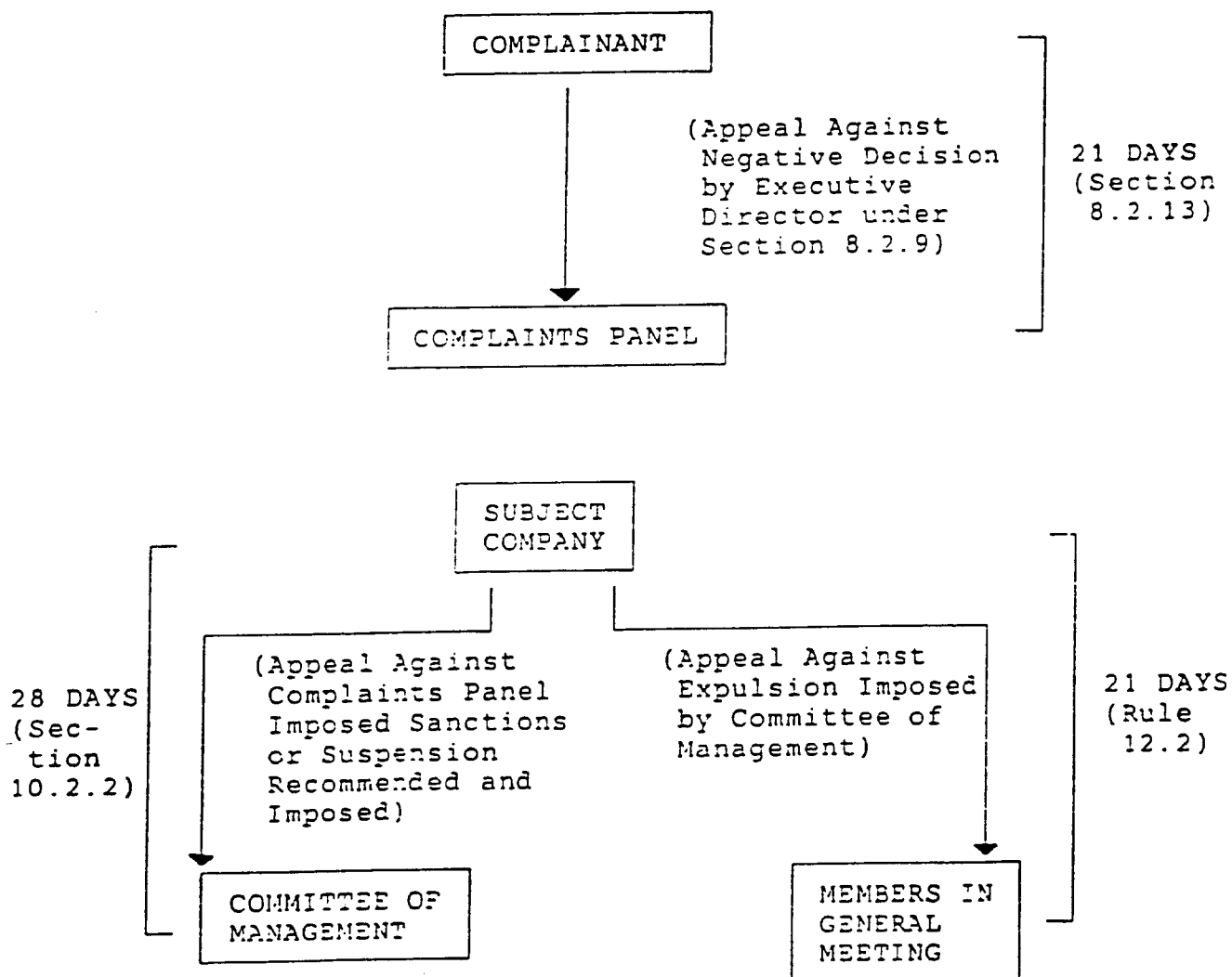
11.4 At a meeting of the Committee of Management held as referred to in rule 11.3, the Committee shall:

- (a) give to the member an opportunity to make oral representations;
- (b) give due consideration to any written representations submitted to the Committee by the member at or prior to the meeting; and
- (c) by resolution determine whether to confirm or to revoke the resolution.

RULE 12 - RIGHT OF APPEAL OF DISCIPLINED MEMBER

- 12.1** An Ordinary Member or Associate Member may appeal to the Association in general meeting against a resolution of the Committee of Management which is confirmed under rule 11.4 within 7 days after notice of the resolution is served on the member, by lodging with the Executive Director a notice to that effect.
- 12.2** Upon receipt of a notice from a member under rule 12.1, the secretary shall notify the Committee of Management which shall convene a general meeting of the Association to be held within 21 days after the date on which the secretary received the notice.
- 12.3** At a general meeting of the Association convened under rule 12.2 -
- (a) no business other than the question of the appeal shall be transacted;
 - (b) the Committee of Management and the member shall be given the opportunity to state their respective cases orally or in writing, or both; and
 - (c) the members present shall, in writing and on the form specified in Appendix IV of the Association's Rules, vote by secret ballot, and in accordance with rule 32 of the Association's Rules, on the question of whether or not the special resolution should be confirmed.
- 12.4** If at the general meeting the Association passes a special resolution in favour of the confirmation of the resolution, the resolution is confirmed. If no such special resolution is passed, the resolution is revoked with effect from the date of the general meeting.

APPEAL MECHANISM



PMAA ORDINARY MEMBERS**BARRATTS PHARMACEUTICALS PTY LTD**

8 Steel Street, PO Box 446, Blacktown 2148

Tel : 621 8100 Fax : 831 2381

Tony Marshall - Quality Assurance Superintendent
Greg Rieper - Factory Manager

BAYER AUSTRALIA LTD

Pharmaceutical Division

875 Pacific Highway, PO Box 903, Pymble 2073

Tel : 391 6000 Fax : 391 6107

Klaus Deimel - Gen Manager, Pharma Business Group (D/L 391 6102)
Vincent Tan - Marketing Manager
Jeff Hassall - Technical Director
Miss Patricia Lai Kwon - Regulatory Affairs

BIOVITAL PTY LTD

Unit 24/10 Yalgar Road, Kirrawee 2232

Tel : 545 1899 Fax : 545 1992

Dr Hans Klieber, Managing Director
Norbert Krause, Technical Director

BOEHRINGER-INGELHEIM PTY LTD

50 Broughton Road, Artarmon 2064, PO Box 1100, Artarmon 2064

Tel : 428 4011 Fax : 427 4654

Michael Richter - Managing Director
David Townley - Marketing Manager, Pharma Divn
Dr Peter Seville - Medical Director
David Prentice - Company Secretary
Bronwyn Capanna - Regulatory Affairs Associate
Harry Ngan - Clinical Services Mgr & Reg Affairs Manager

THE BOOTS COMPANY (AUSTRALIA) PTY LTD

21 Loyalty Road, North Rocks 2151, PO Box 120, Carlingford 2118

Tel : 630 5555 Fax : 630 6091

Phillip L Wright - Chairman
Ian D Craig - Managing Director (Private Fax 890 1308)
Alan G Baker - Manufacturing Director
Michael Locke - Marketing Director (Dir/Line 890 6302)
Dr Ian Robinson - Medical Director
John Douglas - Prescription Pharma Div Manager
Dianne Kennedy - Div Manager, Consumer Products Divn
Caryn Wallis - Scientific Affairs Manager
Anthea Steans - Scientific Affairs Manager
Michelle Quinn - Senior Product Manager, Healthcare

PMAA Members - Ordinary

BRISTOL-MYERS COMPANY AUSTRALIA PTY LTD

320 Victoria Road, Private Mail Bag No 7, Rydalmere 2116

Tel : 684 8444 Fax : 684 4987

Scott Weiss - Managing Director

Mark Hooper - Marketing Manager OTC products

Cecilia Howard - Marketing Manager

Mike Reidy - Technical Director

Mrs Debbie Sheridan - Technical Services Supervisor

CARTER-WALLACE (AUSTRALIA) PTY LTD

6 Aquatic Drive Frenchs Forest 2086, PO Box 216, Brookvale 2100

Tel : 452 5233 Fax : 452 3093

Alan W Nash - Managing Director

Dennis Parle - Operations Manager

John Wakeling - Marketing Manager

Peter Parkinson - Nat Consumer Product Sales Mgr

CENOVIS PTY LTD

65-125 Turrella Street, Turrella 2205, PO Box 31 Arncliffe 2205

Tel : 567 0371 Fax : 597 7387

Mrs Alexandra Yuille - Managing Director

Mrs Joan Rogers - Governing Director

Mrs Heidi Schuett - Technical Manager

Danny Williams - Marketing Manager

Roger Appathurai - Manufacturing Manager

CIBA-GEIGY AUSTRALIA LTD

140 Bungaree Road, Pendle Hill 2145 - PO Box 4, Wentworthville 2145

Tel : 688 0444 Fax : 896 2254 (Pharma) 688 0555 (Main)

Paul Bolt - Division Director

John Maitland - Marketing Manager

David Addison - Manager, Medical Dept

Mrs Elizabeth Walker - Production Manager OTCs

Carmen Langley - Drug Reg Affairs Manager

*PMAA Members - Ordinary***COLGATE-PALMOLIVE PTY LIMITED**

Level 15, 345 George Street Sydney 2000, GPO Box 3964, Sydney 2001

Tel : 229 5600 Fax : 232 8448

Graeme Murray - Managing Director & Executive Chairman
 Robert Koltai - Director, Corporate Affairs & General Counsel
 Geoff Walsh - Public Affairs Manager
 Maurice Fidler - Technical Director
 David Swift - Marketing Director
 Pauline Kegel - Corporate Affairs Department
 Mark Eva - Category Manager

Christina Road, Villawood 2163

Tel : 728 8844 Fax : 728 8898

Dr Malcolm R Nearn, Research & Develop Manager
 Chris Shuetz, Senior Development Chemist

COMBE INTERNATIONAL LTD

60 Young Street, PO Box 756, Frankston 3199

Tel : (03) 781 4799 Fax : (03) 781 1335

David C Murphy - General Manager

CYANAMID AUSTRALIA PTY LTD

5 Gibbon Road, PO Box 9, Baulkham Hills 2153

Tel : 624 9333 Fax : 674 5557, 674 6467

Anthony R Bates - Managing Director
 John L Rowan - General Manager, Lederle Laboratories
 Rex Baker - Technical Director
 Graeme P Shelley - Mktg Dir, Consumer Hlth Div, Lederle
 Mrs Beatrix Scarr - Regulatory Affairs Mgr, Lederle
 Dr J W Ketelbey - Medical Director, Lederle

DERMATECH LABORATORIES PTY LTD

21 Victoria Avenue, Castle Hill 2154

Tel : 899 3664, 899 3614 Fax : 680 3274

John Parsonage - Managing Director
 Russell McMurray - Technical Director
 John Staton (Scypharm) - Technical Consultant

E C De WITT & CO (AUSTRALIA) PTY LTD

25 Macbeth Street, Braeside 3195

PO Box 64, Mentone 3194

Tel : (03) 580 2755 Fax : (03) 580 2899

Denis Dikschei - Managing Director

*PMAA Members - Ordinary***EGO PHARMACEUTICALS PTY LTD**

21-31 Malcolm Road, Braeside 3195

Tel : (03) 587 1088

Fax : (03) 580 7647

Alan Oppenheim - Managing Director

Gerald Oppenheim - Chairman

Dr Jane Oppenheim - Scientific Director

Lynne Charisis - Product Manager

Rae Oppenheim - Marketing & Export Director

David Scott - Sales Manager

FISONS CONSUMER HEALTH

6 Chilvers Road, Thornleigh 2120, PO Box 42, Pennant Hills 2120

Tel : 875 2011

Fax : 484 8313, 484 3067

Richard Whelpdale - General Manager

Jim Hourigan - Marketing Manager, Cons Health Div

John O'Donnell - Technical Manager

Dr Melanie Miller - QA/Dev Manager

GLAXO AUSTRALIA PTY LTD

1061 Mountain Highway, PO Box 168, Boronia 3155

Tel : (03) 729 5100

Fax : (03) 729 5319

H Ken Windle - Managing Director

A (Tony) G Shearer - General Manager, Pharmaceuticals

Dr Christine Hirst - Director, Scientific Affairs

Dr J R Anderson - Operations Director

J M Philip - General Manager, Chemicals Division

Roger M Hollingworth - External Affairs Manager

John K Greenwood - Director of Human Resources

JOHNSON & JOHNSON PACIFIC PTY LTD

154 Pacific Highway, St Leonards 2065, GPO Box 3331, Sydney 2001

Tel : 439 0066

Fax : 439 4128

Ph J B (Fred) Vermeer - Managing Director

Dr Stan McDonald - Technical Director

Stephen Waller - Marketing Manager, Healthcare

Stephen Road, Botany 2019

Tel : 316 0466

Fax : 316 6041

Dr Anna Skopek - Technical Manager

Christine Loh - Regulatory Affairs

PMAA Members - Ordinary

KEY PHARMACEUTICALS PTY LTD

21 Leeds Street, Rhodes 2138, PO Box 121, Concord West 2138
Tel : 736 3811 Fax : 736 3316

Thomas A Gregory - Managing Director
Barry Werth - Marketing & Sales Director

KOLMAR (AUSTRALIA) PTY LTD

45 King Road, PO Box 285, Hornsby 2077
Tel : 476 1900 Fax : 476 1431

R Craig Hunter - Managing Director
Mark W Keith - Technical Manager

3M PHARMACEUTICALS PTY LTD

9-15 Chilvers Road, Thornleigh 2120, PO Box 101, Pennant Hills 2120
Tel : 875 6333 Fax : 875 1900

N Ray Mills - General Manager Health Care Group
Gordon McDonald - Marketing Director
Dr Lil Edis - Clinical Research & Regulatory Services Officer
Colleen Wood - Mgr Product Develop & Tech Services

MARION MERRELL DOW AUSTRALIA PTY LTD

Unit 1/25 Frenchs Forest Rd East, Frenchs Forest 2086
Locked Mail Bag 30, Frenchs Forest 2086
Tel : 950 5333 Fax : 950 5377

John A Baker - Managing Director
Wm M Ferguson - Marketing Manager
Dr Philip Ainley - Medical Director
Kerry McCarthy - National Sales Manager
Kathy Freeman - Controller

McFARLANE MARKETING (AUSTRALIA) PTY LTD

68-70 Railway Road, Blackburn 3130
Tel : (03) 894 4177 Fax : (03) 894 4180

James M Broadbent - Managing Director
William R Broadbent - Director
Dr R Borland - Director

MENTHOLATUM PTY LTD

12 Janine Street, Scoresby 3179
PO Box 398, Mulgrave North 3170
Tel : (03) 763 0322 Fax : (03) 763 2699

John R Gurney - Managing Director
Mark Elliott - Marketing Manager
Alex J Toogood - Chemist

*PMAA Members - Ordinary***MERCK SHARP & DOHME (AUSTRALIA) PTY LTD**

54-68 Ferndell Street, South Granville 2142, PO Box 79, Granville 2142

Tel : 645 0555 Fax : 645 1369

Paul Bell - Managing Director**Warwick Wilkinson - Dir Extern Affairs (Tel: 645 0475)(Fax: 743 7193)**

Jim Beattie - Technical Director

Lee Ausburn - Director of Economic & Public Affairs

Dr Rod Hall - Medical Director

NORTHFIELD LABORATORIES

180 Fosters Road, Hillcrest SA 5086

Tel : (08) 266 2266 Fax : (08) 266 0722

C D Miller - Chief Executive Officer

Peter Grant - Regulatory Affairs Manager

Tony Scammell - Product Development Manager

PARKE DAVIS PTY LTD

32-40 Cawarra Road, Locked Bag 42, Taren Point 2229

Tel : 526 9500 Fax : 525 6237

James J Collins - Regional President

Derek J Tye - Pharm Dir (D/L 526 9615) (Fax 525 2436)

Russell Elliss - New Product Develop Manager (Fax 540 1078)

Chris C Gregory - Dir, Consumer Health Products

Dr Daniel M Talmont - Medical Director

Dr Choo Hoffmann - Dir of Clinical Research A/sia

Ann Buxton - Medical Services Manager

F Boschenok - Quality Assurance Manager

Greg Fisher - Technical Director

PROCTER & GAMBLE AUSTRALIA PTY LTD

The Octagon, 99 Phillip Street, Parramatta 2150

Private Mail Bag No 75, Parramatta 2124

Tel : 685 4500 Fax : 685 4777

Robert A Shaw - Managing Director

Paul R Nix - Marketing Director

James M Gajewski - Technical Director

Dr Ron L Sampson - Dir of Product Development

Ms Catherine L Brunskill - Mgr, Regulatory & Clinical Development

PMAA Members - Ordinary

RECKITT & COLMAN PHARMACEUTICALS

44 Wharf Road, PO Box 138, West Ryde 2114

Tel : 325 4000

Fax : 325 4044

Production: 12 Wharf Road, West Ryde 2114
33 Hope Street, Ermington 2115

Peter O'Byrne - Managing Director (Tel : 325 4001, Fax 325 4040)

Graham Gale - Marketing Director

Ken K Lloyd - Quality Assurance Comptroller (Fax 325 4012)

Ron W Beck - Scientific Affairs Director

D L Johns - Sales Director

PO Box 76 Moorabbin 3189

Ian J Frigerio - Quality Assurance Manager

Tel : (03) 555 4111 Fax : (03) 553 3938

ROCHE PRODUCTS PTY LIMITED

4-10 Inman Road, PO Box 255, Dee Why 2099

Tel : 982 0222

Fax : 981 5708

Fred Nadjarian - Managing Director

David Lion - Director of Marketing OTC

Dr David Kingston - Medical Director

Dr W Sidwell - Director of Operations

Sue Alexander - Regulatory Affairs Manager

5 Jarrah Drive, Braeside 3195

Tel : (03) 587 1055 Fax : (03) 580 7586

Geoff J Handley - Technical Manager

SANDOZ AUSTRALIA PTY LTD

54 Waterloo Road, PO Box 101, North Ryde 2113

Tel : 805 3555

Fax : 887 4551

Donald Mozes - Managing Director, Pharma Divn

Andrew Robinson - Marketing Manager

Stephen Nicholson - Plant Manager

Ron Harman - External Affairs Manager

PMAA Members - Ordinary

SCHERING-PLOUGH PTY LTD

11 Gibbon Road, PO Box 231, Baulkham Hills 2153

Tel : 624 4444

Fax : 674 4279

David L Hancock - Managing Director Aust & NZ (Direct Line 838 7490)

David I Campion - Technical Operations Director

Robert Keating - Director of Pharmaceutical Marketing

Dr M C Rallings - Research Director

Ms Rowena Kir - Pharmaceutical Regulatory Affairs Director

Dr Deborah Boadle - Snr Regulatory Affairs Assoc

SCHOLL INTERNATIONAL (ANZ) PTY LTD

255a Boundary Road, Braeside 3195, PO Box 147, Cheltenham 3192

Tel : (03) 587 3355

Fax : (03) 580 0939

Steve Eastwood - Managing Director

John Field - Operations Director

John Innes - Marketing Director

THE SHELDON DRUG COMPANY PTY LTD

Level 67 MLC Centre, Sydney 2000, PO Box 201 GPO Sydney, 2001

Tel : 238 2380

Fax : 221 1987

Sam F Sheffer - Managing Director

SIGMA PHARMACEUTICALS PTY LTD

1408 Centre Road, PO Box 144, Clayton 3168

Tel : (03) 542 9777

Fax : (03) 542 9769

Elmo de Alwis - General Manager

Alan R Fincher - Managing Director

Jack R Fisher - Technical Manager

SMITH & NEPHEW (AUSTRALIA) PTY LTD

211 Wellington Road, Clayton 3168

Tel : (03) 566 1200

Fax : (03) 562 0500

George Savvides - General Manager

Dr J Brewer - Technical Manager

Ms C Cuthbertson - Regulatory Affairs

SOUL PATTINSON LABORATORIES PTY LTD

20 Forrester Street, PO Box 22, Kingsgrove 2208

Tel : 500 100

Fax : 502 2054

David Kaye - General Manager Manufacturing

Peter R Robinson - General Manager

PMAA Members - Ordinary

STAFFORD-MILLER LIMITED

5 Enterprise Avenue Padstow 2211, PO Box 185 Revesby 2212
Tel : 772 2888 Fax : 771 3626

Raymond L Smee - General Manager
Don M Fahey - Technical Manager
Trevor Bouffier - Operations Director
Anthony T Boatwright - Marketing

STERLING WINTHROP PTY LTD

82 Hughes Avenue, PO Box 3, Ermington 2115
Tel : 684 0888 Fax : 684 1018

Cec J Tucker - Dir, Industry & Public Affairs (Tel 684 0780)(Fax 684 4312)
Peter Francis - Managing Director & CEO
Don Anderson - Marketing Director
Paul Brown - Panadol Product Manager
Steve Gleeson - General Manager, Winthrop Labs
Peter Martin - General Manager, Manufacturing
Geoff Henthorn - Sales Director
Dr Laurie Coy - Medical Director
Paul Collins - Managing Director of Lane and Fink
Russell Hanna - Business Development Manager
Ms Karen James - Regulatory Affairs Manager
Dr Roy Jones - General Manager, Consumer
Ruby Ragonese - Senior Analytical Scientist, R&D Dept
Desley Henrickson - Category Manager, Cough & Cold

SYNTEX AUSTRALIA LIMITED

10/275 Alfred Street North, North Sydney 2060, PO Box 370 Milsons Point 2061
Tel : 922 7688 Fax : 922 2951

Jeffery A Stewart - Managing Director, Pharma Divn
Peter Baldwin - Sales Director
Brian Jonmundsson - Marketing Manager
Ms Robyn Mehanna - Mgr Scientific Affairs (Aust)
Dr Zeke Soloman - Director, Scientific Affairs (Asia/Pacific)
Alice Gock - Regulatory Affairs Associate
George Krassas - Regulatory Affairs Associate

UPJOHN PTY LIMITED

55-73 Kirby Street, PO Box 46, Rydalmere 2116
Tel : 638 0531 Fax : 684 2130

Anthony J Williams - Managing Director (Fax 898 0196)
Ian S Wheatley - Technical Director
Dr D R Woodhouse - Medical Director (Fax 898 0196)
Dr P A (Tish) Holliday - Reg Affairs Director
Chris Bilkey - Marketing Manager
L T Lovell - Finance Director

PMAA Members - Ordinary

WELLCOME AUSTRALIA LIMITED

53 Phillips Street, Cabarita 2137, PO Box 12, Concord 2137

Tel : 736 0666 Fax : 743 6378

Kenneth J Roberts - Managing Director
Paul O'Brien - Director, Consumer Healthcare
Mktg Mgr, Consumer Products
Dr Peter J Heery - Medical Director
Dr Robert G Kitchen - Scientific Adviser
D Walker - Medical Services Exec
P A Johnston - Production Manager

WHITEHALL LABORATORIES PTY LTD

102 Bonds Road, Private Bag 1, Punchbowl 2196

Tel : 534 1000 Fax : 533 3980

Allan Franz, Managing Director
Joe Osthoff - Marketing Director
John Burt - Finance Controller
Paul de Roubaix - Technical Manager
Peter Exadaktylos - QC Manager
Fran Davidson - Product Manager

H W WOODS PTY LIMITED

8-10 Clifford Street, PO Box 5, Huntingdale 3166

Tel : (03) 544 6466 Fax : (03) 543 8774

David M Shakespeare - Managing Director
Nancy M Daly - Pharmacist

WYETH PHARMACEUTICALS PTY LTD

Gregory Place, Parramatta 2150

PO Box 148, Parramatta 2124

Tel : 635 7144 Fax : 633 2919

James Robertson - Managing Director
Peter Klein - Commercial Operations Director
Ross Johnston - Technical Director
Dr Greg Rough - Medical Director
Glen Sung - Regulatory Affairs Manager
Elizabeth Miller - Regulatory Affairs Associate
R J Walker - Clinical Affairs Manager

PMAA ASSOCIATE MEMBERS**SUE AKEROYD & ASSOCIATES (DATADECK)**

7 Hillside Avenue (off Finch Street) Glen Iris 3146, PO Box 141, Glen Iris 3146

Tel : (03) 509 0722 Fax : (03) 509 0143

Ms Sue Akeroyd - Director

ALLIED MASTER CHEMISTS OF AUSTRALIA LIMITED (AMCAL)

718 Princes Highway, Springvale, 3171

Tel: (03) 548 1222 Fax: (03) 547 4680

Robert Hetherington - Product Manager - Amcal Brand

BEIERSDORF AUSTRALIA LTD

Head Office, Tower B, 112 - 118 Talavera Road, North Ryde 2113

Tel : 888 0977 Fax: 887 3487

John Wilson - General Manager

Alan Wright - Plant Manager (Smithfield)

63 Britton Street, Smithfield 2164

PO Box 6811, Wetherill Park 2164

Tel : 757 2299 Fax : 757 2190

BURSON-MARSTELLER PTY LIMITED

Level 23, AGL Building, 111 Pacific Highway, North Sydney 2060

Tel : 922 6577 Fax : 959 5422

Peter Kingsbury - Managing Director

Barrie Littlefield - Group Manager, Healthcare Communications

Chris Savage - General Manager, Sydney

Cheryl Sing - Manager, Healthcare Services, Melbourne

CLEMENGER SYDNEY PTY LTD

120 Pacific Highway, St Leonards 2065

Tel : 925 5333 Fax : 925 5242

Don Brockman - General Manager

Greg Daniel - Chairman & Managing Director

Craig Brown - Group Account Director

Howard Portrate - Account Director

PMAA Members - Associate

CONTRACT PHARMACEUTICAL SERVICES OF AUSTRALIA PTY LTD

1 Giffnock Avenue, North Ryde, PO Box 17, North Ryde 2113

Tel : 888 1628

Fax : 888 7613

Sol A Cohen - Managing Director

Hans Sydir - Production Manager

Ms Janet Stanistreet - Quality Assurance Manager

O R CORMACK PTY LIMITED

9-13 Leeds Street Rhodes 2138, PO Box 149 Ryde 2112

Tel : 736 1422

Fax : 736 3318

Graham L Condon - Director, Packaging Division

Timothy Cormack - Marketing Director

Matthew Cormack - Technical Director

CSR LIMITED, SUGAR DIVISION

Bowman Street, PO Box 40, Pyrmont 2009

Tel : 692 7654

Fax : 552 1712

Steve R Brown - Manager, Food Ingredients Group

Dr P Bowen - General Manager

I C Dear - Marketing Manager

CURTIS JONES & BROWN ADVERTISING PTY LIMITED

53A Ross Street, Glebe 2037

Tel : 552 2760

Fax : 660 5332

Bill Curtis - Partner

Phil Brown - Account Director

David Jones - Account Director

Gay McKinley - Account Director

Tisha Dawson - Account Director

Anne de Fraine - Account Director

PETER DOYLE ADVERTISING PTY LTD

101 Mort Street, Balmain 2041

Tel : 555 1766

Fax : 555 1717

Peter Doyle - Chairman

Ron Cumberland - Managing Director

PMAA Members - Associate

EDELMAN PUBLIC RELATIONS WORLDWIDE

Level 1, 51 Berry Street, North Sydney 2060, PO Box 716, North Sydney 2059

Tel : 929 8655

Fax : 929 0956

Robyn Sefiani - Chief Executive Officer

Kath Perry - Deputy General Manager

Meredith Lill - Group Manager, Consumer/Public Affairs

IMS AUSTRALIA PTY LTD

12 Holtermann Street, PO Box 372, Crows Nest 2065

Tel : 439 6255

Fax : 906 7573 Administration

438 4941 Marketing

Phillip Hart - Marketing Director

Jan Doyle - Director of Business Development

Marty de Morentin - Director of Data Centre

INSTITUTE OF DRUG TECHNOLOGY AUSTRALIA LIMITED

45 Wadhurst Drive, Boronia 3155

Tel : (03) 801 8888

Fax : (03) 801 8773

Dr Graeme L Blackman - Managing Director

Dr Peter G Lehman - Technical Director

SYDNEY :

Level 7, 275 Alfred Street North, North Sydney 2060

Tel : 931 6899

Fax : 931 6807

Dr Sandra N Webb - Director of Clinical Research

LINTAS : AUSTRALIA

10th floor, 65 Berry Street, North Sydney 2060

Tel : 925 1777

Fax : 957 1959

Max Gosling - Chairman

Judy Harris - Group Account Director

McCARTHY WATSON & SPENCER PRODUCTIONS PTY LTD

99 Walker Street, PO Box 1417 North Sydney 2059

Tel : 900 6000

Fax : 957 2858

Wayne McCarthy - Principal

Hugh Spencer - Principal

PMAA Members - Associate

MILPHARMA PTY LIMITED

13B Clearview Place, Brookvale 2100
Tel : 939 1322 Fax : 905 4415

Phillip Cronk - Managing Director
Margaret Cronk
Dr Michael Kwan

DDB NEEDHAM SYDNEY PTY LTD

76 Berry Street, North Sydney 2060
Tel : 923 0222 Fax : 954 9768

Jeremy Gimson - Director

GEORGE PATTERSON ADVERTISING/SYDNEY

107 Mount Street, PO BOX 941, North Sydney 2059
Tel: 957 7100 Fax: 959 3478

Rick Osborn - Manager Director
Barrie MacDonald - Manager, Healthcom Divn
Tim Phillip - Creative Director, Healthcom Divn

PHARMACTION PTY LIMITED

47-49 John Street, Brunswick East 3057
Tel : (03) 388 0911 Fax : (03) 387 2668

Suzanne Arnall - Managing Director
Kerrie Aitken - QA Manager
Annette Kerr - Regulatory Affairs Manager
Mel Drummond - Manager, Corporate Affairs
Mrs Helen Miller - Technical Director

PHARMSCIENCE

397c Wattletree Road, East Malvern 3145, PO Box 379, Caulfield East 3145
Tel : (03) 509 9817 Fax : (03) 576 0397

Lex Rudd - Managing Director

PRICE WATERHOUSE

821 Pacific Highway, Chatswood 2067, PO Box 742, Chatswood 2057
Tel : 412 6222 Fax : 412 3681

Barry T Hall - Partner
Alison Phin - Manager

PMAA Members - Associate

READERS DIGEST AUSTRALIA PTY LTD

122 Arthur Street, North Sydney 2060, PO Box 1042, North Sydney 2059
Tel : 922 5277 Fax : 957 5007

David Spears - Advertising Sales Manager Aust
Paul Mathew - Account Manager

R P SCHERER HOLDINGS PTY LTD

39-47 Stafford Street, Huntingdale 3166, PO Box 98, Oakleigh 3166
Tel : (03) 544 3233 Fax : (03) 543 6481

Barrie P Webb - Chairman & CEO
Geoffrey R Bolland - Director of Sales & Marketing
Dr Richard Oppenheim - Director Research & Development
William Leslie - Director of Operations
Fiona Wilson - Pharmaceutical Services Manager

SUDLER & HENNESSEY

Level 15, 65 Berry Street, North Sydney 2060
Tel : 931 6111 Fax : 929 8620

David L McLean - Managing Director & President International
Rob Pizzey - Group Account Director
Jim Martin - Group Account Director
David McDowall - Group Account Director

DFC THOMPSON PTY LIMITED

1/32 Leighton Place, Hornsby 2077
Tel : 476 4155 Fax : 476 6187

Des Thompson - Managing Director
Richard Stocks - Quality Assurance Manager
Scott Duncan - Operations Manager
Gloria Lowe - Office Manager