



**Australian Government**  
**Department of Health and Ageing**  
**Therapeutic Goods Administration**

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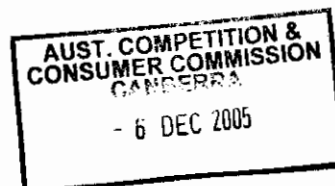
Mr Scott Gregson  
General Manger, Adjudication  
Australian Competition and Consumer Commission  
470 Northbourne Avenue  
DICKSON ACT 2602

Dear Mr Gregson

I am aware that Medicines Australia will be applying to the ACCC for interim authorization of the 15<sup>th</sup> edition of the Medicines Australia's Code of Conduct.

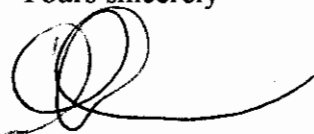
The Therapeutic Goods Administration (TGA) has been actively engaged in the revision of the Code. Improvements in this edition of the Code include:

- detailed reference to the National Medicines Policy and QUM in the Preface to the Code, to strengthen the framework within which marketing of prescription medicines occurs
- restricted placement of advertisements in prescribing software to those areas that are only intended for prescribers. This was in response to a specific complaint as well as concerns expressed from a number of contributors to the Review. The restricted placement will assist companies to ensure that they meet their obligations not to advertise prescription medicines to consumers as required under the therapeutic goods legislation
- new provisions regarding advisory boards, which was lacking in the current edition of the Code
- made amendments to the requirements for Starter Packs, flowing from the Galbally Review. It is particularly important that these changes are implemented quickly in readiness for the States and Territories repealing their legislation in favour of relying on the Code of Conduct to regulate supply of starter packs
- the three advertising principles from the Therapeutic Products Advertising Code, which will be the overarching Code under the Trans-Tasman Joint Therapeutics Agency, which is scheduled to commence on 1 July 2006. This provides a strong link between the MA self-regulatory Code and the overarching Code which will be underpinned in legislation.



The TGA supports the interim authorisation of the Code which Medicines Australia hopes to implement on 1 January 2006.

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized 'D' followed by a horizontal line that curves upwards at the end.

David Graham  
National Manager

cc Deborah Monk, Medicines Australia