



Australian Government
Department of Health and Ageing
Therapeutic Goods Administration

Dr Richard Chadwick
General Manager
Adjudication Branch
Australian Competition and Consumer Commission
GPO Box 3131
CANBERRA ACT 2601

Attention: Ms Monica Bourke

Re: Application for Revocation and Substitution A91150 – Medicines Australia Code of Conduct

Dear Dr Chadwick

Thank you for your letter of 7 July 2009 inviting the Therapeutic Goods Administration (TGA) to comment on matters relevant to the ACCC's consideration of an application for reauthorisation from Medicines Australia Limited for its Code of Conduct Edition 16 (the Code).

The TGA is supportive of the measures which seek to strengthen the requirements for the advertising of prescription medicines in the amended Code. These measures are consistent with Australia's co-regulatory system of advertising for therapeutic goods and will further enhance the public benefit of the Code.

The TGA will be represented on the Code of Conduct Committee as an observer.

I trust this response will be of assistance to you, but should you require any further advice, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink, appearing to be 'P. Bird'.

Dr Peter Bird
A/g Head, Office of Non-Prescription Medicines
Therapeutic Goods Administration

31 July 2009

