



**Australian  
Competition &  
Consumer  
Commission**

GPO Box 3131  
Canberra ACT 2601

23 Marcus Clarke Street  
Canberra ACT 2601

tel: (02) 6243 1111  
fax: (02) 6243 1199

[www.accc.gov.au](http://www.accc.gov.au)

Contact Officer: Monica Bourke  
Contact Phone: (02) 6243 1351

18 August 2009

<Address>

Dear <Salutation>

### **Medicines Australia Limited applications for authorisation A91183 & A91184**

The Australian Competition and Consumer Commission (the ACCC) has received further applications for authorisation from Medicines Australia Limited (Medicines Australia).

The applications take account of amendments introduced by the *Trade Practices Amendment (Cartel Conduct and Other Measures) Act 2009* which commenced on 24 July 2009. The conduct for which authorisation is being sought under applications A91183 and A91184 is the same conduct that Medicines Australia originally sought authorisation for on 30 June 2009 (applications for revocation and substitution A91150, A91155 and A91156).

In particular, Medicines Australia is seeking authorisation for the Medicines Australia Code of Conduct edition 16. The Code of Conduct sets standards for the advertising and promotion of pharmaceutical products. Compliance with the Code of Conduct is a requirement of membership of Medicines Australia.

A copy of the new applications A91183 and A91184 is available from the ACCC's website ([www.accc.gov.au/AuthorisationsRegister](http://www.accc.gov.au/AuthorisationsRegister)).

The ACCC sought submissions from interested parties in respect of applications A91150, A91155 and A91156 in July of this year. The ACCC is proposing to have regard to these submissions in considering whether to grant authorisation to Medicines Australia's Code of Conduct edition 16.

### **Timetable**

The ACCC will continue to progress its assessment of the applications in a timely manner. An updated indicative timetable is set out below for your information.

<b>12 August 2009</b>	Lodgement of application A91183 and A91184.
<b>September 2009</b>	Draft Determination in respect of applications A91150, A91155, A91156, A91183 and A91184
<b>October 2009</b>	Public consultation on Draft Determination including any conference if called.
<b>November/December 2009</b>	Final Determination in respect of applications A91150, A91155, A91156 A91183 and A91184.

This letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter please do not hesitate to contact Monica Bourke on (02) 6243 1351.

Yours sincerely



Joanne Palisi  
Director  
Adjudication Branch