



Australian
Competition &
Consumer
Commission

Our Ref: 49223
Contact Officer: Tess Macrae, Mark Basile
Contact Phone: (03) 9290 1835, (03) 9290 1855

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

20 December 2012

Dear Sir/Madam

**Medicines Australia Limited application for revocation and substitution
A91316-A91320 – final determination**

The Australian Competition and Consumer Commission (the ACCC) has issued a determination in respect of the application for reauthorisation (revocation and substitution) lodged by Medicines Australia Limited (**Medicines Australia**) on 4 July 2012.

Medicines Australia sought reauthorisation for its Code of Conduct (**Code**) Edition 17. The Code sets standards for the advertising and promotion of pharmaceutical products.

A copy of the ACCC's determination is attached, including a summary of its reasons. For the reasons set out in its determination, the ACCC has decided to grant authorisation for two years. The ACCC's assessment is set out in the evaluation chapter of its determination.

Application for review

Pursuant to section 101 of the *Competition and Consumer Act 2010*, a person dissatisfied with this determination may apply to the Australian Competition Tribunal for its review. An application for review must be made within 21 days of the date of this determination; that is, on or before 10 January 2013. If no application to review is lodged by this date, the ACCC's determination will come into force on 11 January 2013.

An application for review of the ACCC's determination should be lodged directly with the Australian Competition Tribunal. The Australian Competition Tribunal is a separate body from the ACCC and is located within the Federal Court of Australia.

For further information about the process involved in reviewing decisions in the Australian Competition Tribunal please refer to the Tribunal's website located at <http://www.competitiontribunal.gov.au/>.

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 Tess Macrae on (03) 9290 1835 or Mark Basile on (03) 9290 1855.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch