

**Medicines New Zealand Comment on the Consultation Regulation Impact Statement,
Regulating the advertising of therapeutic goods to the general public**



18 July 2013

Consultation Regulation Impact Statement, Regulating the advertising of therapeutic goods to the general public
Therapeutic Goods Administration
PO Box 100
WODEN ACT 2606
AUSTRALIA

By email to: advertising.consultation@tga.gov.au

Consultation Regulation Impact Statement, Regulating the advertising of therapeutic goods to the general public

Thank you for the opportunity to comment on this consultation.

Medicines New Zealand is in the industry association representing companies engaged in the research, development, manufacture and marketing of prescription medicines and vaccines*. A central objective of Medicines New Zealand is to promote the benefits of a strong research based industry in New Zealand.

Although this consultation has been initiated by the TGA and relates to the regulatory system in Australia, Medicines New Zealand would like to reiterate its position on retaining the status quo for direct-to-consumer advertising of prescription medicines in New Zealand.

Medicines New Zealand supports direct-to consumer advertising of prescription medicines in New Zealand, and self regulation of promotional material. This includes maintaining the TAPS pre-approval process and ASA complaints process, and industry Code of Practice.

Please do not hesitate to contact me if you have any queries.

Yours sincerely

A handwritten signature in black ink that reads "Philippa Davies".

Philippa Davies
Senior Advisor – Science and Technical