

4 June 2018

Advertising Compliance Unit,
Regulatory Practice, Education and Compliance Branch
Therapeutic Goods Administration
[Submitted via web portal]

Dear Sir/Madam,

Re: RACGP response to the TGA consultation: Complaints handling – Advertising therapeutic goods to the public

The Royal Australian College of General Practitioners (RACGP) thanks the Therapeutic Goods Association (TGA) for the opportunity to comment on the consultation document *Complaints handling – Advertising therapeutic goods to the public*.

This is a particularly relevant issue to general practice, as our patients use therapeutic goods that are advertised and available without prescription. Misleading advertising of such therapeutic goods is problematic, as it can lead to detrimental outcomes for patients.

RACGP believes that control of such advertising is therefore appropriate, and supports a transparent, streamlined approach to complaint handling – as has been proposed under the new TGA model.

The RACGP also believes that, in order for a complaint handling model to be really effective, there needs to be more severe consequences for deliberate offenders. The current proposal could be strengthened to achieve this.

Yours sincerely



Associate Professor Charlotte Hesp
Vice-President