

21 December 2016

Advertising Consultation
Regulatory Practice, Education and Compliance Branch
Therapeutic Goods Administration
PO Box 100
WODEN ACT 2606
[Submission made online]



To whom it may concern

Re: Therapeutic Goods Administration Consultation: The regulatory framework for advertising therapeutic goods

Submission from Outdoor Media Association

The Outdoor Media Association (OMA) is the peak national industry body representing 90% of Australia's Out-of-Home (OOH) advertising industry.

The OMA welcomes the opportunity to comment on the *Therapeutic Goods Administration Consultation: The regulatory framework for advertising therapeutic goods*.

The OMA writes to provide its support for the submission by the Advertising Standards Bureau (the Bureau). The OMA shares the view that the Bureau is the most appropriate body for the handling of complaints related to advertising of therapeutic products.

The Bureau is best placed to develop and maintain a robust and effective advertising complaints management process for therapeutic product advertising that provides confidence for consumers. The bureau has a wealth of experience in this area and as the central authority for receiving complaints about most other advertising across all forms of media, is well known to advertisers and consumers.

The OMA congratulates the Government for its aim to simplify the advertising regulatory framework. It is the view of the OMA that the recommendations made by the Bureau in its submission, will go some way towards achieving this aim.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Tess Phillips', is written over a white background.

Tess Phillips
General Manager, Government Relations