

Seminar: The Advertising of Therapeutic Goods and Services (and its regulation), September 8, 2017 – Final Program

Venue: the [Monash Law Chambers](#) (555 Lonsdale St, Melbourne, 3000)

09:00-09:30	Registration, coffee
09:30-09:35	Welcome, Introduction and Morning Chair – Alan Kirkland, CEO Choice
09:35-10:05	Case study - AMI-MWI-AMHC saga – Assoc Prof Ken Harvey, School of Public Health & Preventative Medicine, Monash University
10:05-11:00	<p>Audience and panel discussion: Addressing the challenges in implementing the multi-regulator model for Australian Consumer Law.</p> <p>Panel members:</p> <ul style="list-style-type: none"> • Michael W Gorton, Chair, AHPRA Agency Management Committee • Paul Zawa, General Manager, Victoria and Tasmania Enforcement, Enforcement Division, ACCC • Sitesh Bhojani, Barrister, past ACCC Commissioner • Prof John Dwyer, President, Friends of Science in Medicine • Assoc Prof Karinne Ludlow, Monash Law, Health and Wellbeing Group
11:00-11:30	Morning tea
11:30-12:00	Update on Medicines and Medical Devices Review implementation: complementary medicine regulation, therapeutic goods advertising, enhancing penalties and sanctions. Ross Hawkins, Head of the Regulatory Practice and Support Division, Australian Department of Health
12:00-12:15	Audience response and questions
12:15-12:45	Update on 2016 Chiropractor case study and AHPRA response to complaints. Prof John Dwyer, President, Friends of Science in Medicine
12:45-13:00	Audience response and questions
13:00-13:45	Lunch
	Afternoon Chair: Prof Robin Bell, School of Public Health & Preventative Medicine, Monash University
13:45-14:15	Problems with the regulation of stem cell therapy and its promotion – Assoc Prof Megan Munsie, University of Melbourne
14:15-14:25	Audience response and questions
14:25-14:55	Publicising complaints – the experience of NSW Fair Trading – Director Engagement and Complaints, Suzanne Crowle
14:55-15:05	Audience response and questions
15:05-15:35	Afternoon tea
15:35-16:05	Australian Consumer Law Review. Allan Asher, FEMAG
16:05-16:15	Audience response and questions
16:15-16:30	Concluding remarks – Prof John Braithwaite, Australian National University