

## ADVERTISING GENERAL CODE OF CONDUCT

Please be aware that you that you must comply with the general code of conduct requirements, if appropriate, and consider the points below before proceeding with advertising to promote your business.

IICT members may or may not be health practitioners, for the purpose of the *National Law*. The [Australian Health Practitioners Regulation Agency \(AHPRA\)](#) is the governing body for registered health practitioners who practise in a health profession. AHPRA defines a health profession as any one of the following:

Aboriginal and Torres Strait Islander Health Practitioner	Nurse	Paramedic
Chinese Medicine Practitioner	Midwife	Pharmacist
Chiropractor	Occupational Therapist	Physiotherapist
Dental or Medical Practitioner	Optometrist	Podiatrist
Medical Radiation Practitioner	Osteopath	Psychologist

A general code of conduct applies for all general health services which are not recognised as any of the health professions above and regulated by AHPRA. Therefore, please be aware of the following considerations before going ahead with any form of advertising (whether through television, radio, internet, print or any other form of media), to ensure that your advertising complies with the law.

All general health service providers must, before proceeding with advertisements, consider the following:

- **Distinguish between the disease and symptoms** -The advertisement must be clear as to whether the complimentary therapies treat the disease or symptom of the disease or condition.
- **Substantiating claims** - Always make sure that claims are substantiated with evidence.
- **Evidence of traditional use** -The advertiser must be able to provide evidence of traditional use for instance with Chinese medicine practice, its use is not sufficient enough to support a therapeutic claim in advertisements.
- **Acceptable evidence for advertising** - Any evidence included with advertising needs to be up to date, of a higher level, and be quantitative evidence. Anything that hasn't been updated for the past 5 years is not acceptable evidence.
- An advertiser using the words '**safe and effective**' must be careful as in many circumstances they can often be recognised as misleading.

**General health service providers must not:**

- Mislead about their products, services or qualifications.
- Make false claims about curing serious illnesses.
- Discourage patients from seeking other health care or refuse to cooperate with practitioners if they do.

If you are not a health practitioner associated with any of the above professions, you are unlikely to be required to comply with AHPRA's guidelines however, you must ensure that you comply with the general code of conduct requirements, if appropriate.

If you have any questions or require further information, please contact [support@myiict.com](mailto:support@myiict.com) or phone +61 2 5629 7777 Monday - Friday 10am - 4pm AEST.

This notice contains general advice only and does not take into account your personal circumstances. You should always seek advice relevant to your particular circumstances.

The contents of this notice are correct as at 15.09.2020. Please note that relevant laws, regulations and guidance can change at any time.