

Communiqué

1 June 2016

The Pharmacy Board of Australia (the Board) meets each month to consider and decide on any matters related to its regulatory function under the National Law¹ and within the National Registration and Accreditation Scheme (the National Scheme).

This communiqué aims to inform stakeholders of the work of the Board and matters regarding the National Scheme. Please forward it on to colleagues and employees who may be interested in its content.

May Board meeting

During its meeting on 20 May 2016, the Board received reports from and progressed matters raised through its committees. It also addressed a number of AHPRA and National Scheme-related matters, including further work to develop its budget and regulatory work plan for 2016-17. This will enable finalisation of the health profession agreement (HPA) between the Board and AHPRA which sets out the services that AHPRA will provide to support the Board to regulate pharmacists.

Responsible advertising

The Board would like to remind all registered pharmacists that they must comply with the provisions of the National Law on the advertising of regulated health services, relevant consumer protection legislation, and state and territory fair trading Acts and, if applicable, legislation regulating the advertising of therapeutic goods.

Good practice also involves ensuring that any promotion of therapeutic products is ethical.

All pharmacists must be familiar with the *Code of conduct* and *Guidelines for advertising regulated health services* (the guidelines). The guidelines provide any person who advertises a regulated health service or business that provides a regulated health service with guidance on the obligations of advertisers under the National Law.

The National Law bans specific types of advertising, including (but not limited to) advertising in a way that:

- a. makes misleading claims
- b. offers an inducement such as a gift or discount (unless the relevant terms and conditions are also included)
- c. uses testimonials, and/or
- d. creates unreasonable expectations of beneficial treatment, or encourages the indiscriminate or unnecessary use of a service.

The Board encourages pharmacists to check their websites against the banned types of advertising to avoid any inadvertent breaches of the National Law.

Further information for pharmacists will be included in the Board's next newsletter which will be published in June 2016.

¹ The Health Practitioner Regulation National Law, as in force in each state and territory (the National Law)

Family and domestic violence – Queensland and Victoria state reports released

The Board is committed to being part of the solution to major health and social problems as best we can within our mandate as a regulator of pharmacists.

Everyone should feel safe at home. Tragically, many people across Australia face great danger at home from the people closest to them. Family violence can affect anyone, regardless of their gender, age, ethnicity or sexuality and it not only impacts on victims, but also their family, friends and the wider society. Health practitioners who often work closely with families could also be in the right place at the right time to help families who fall victim to such violence.

The Board wants to make pharmacists aware of two significant reports recently released on this issue, including one in Queensland and one in Victoria.

The Queensland Government commissioned a special taskforce to conduct an inquiry into domestic and family violence in Queensland. The Taskforce's report '[Not Now Not Ever - putting an End to Domestic and Family Violence in Queensland](#)' made 140 recommendations to Queensland and national bodies, including three to the National Scheme.

In Victoria, the Royal Commission into Family Violence released its [report and recommendations](#) on how Victoria's response to family violence can be improved. The Commission's 227 recommendations are directed at improving the foundations of the current system, seizing opportunities to transform the way that we respond to family violence, and building the structures that will guide and oversee a long-term reform program that deals with all aspects of family violence. Though there were no specific recommendations directed towards AHPRA or National Boards, several referenced the important role the health system and health professional bodies have to play in influencing child safeguarding and in improving the accreditation and training for health practitioners in this area.

Further information

The Board publishes a range of information for pharmacists on its website at www.pharmacyboard.gov.au. For more information about registration, notifications or other matters relevant to the National Registration and Accreditation Scheme also refer to information published on www.ahpra.gov.au or send an [online enquiry form](#) or contact AHPRA on 1300 419 495.

William Kelly
Chair, Pharmacy Board of Australia
1 June 2016

[The Pharmacy Board of Australia](#) is the regulator of pharmacists in Australia and acts to protect the public by ensuring that suitably qualified and competent pharmacists are registered. The Board is responsible for developing registration standards, codes and guidelines for pharmacists and managing notifications (complaints) about pharmacists and pharmacy students. The Board does this through its powers under the Health Practitioner Regulation National Law, as in force in each state and territory, and the National Registration and Accreditation Scheme, supported by the Australian Health Practitioner Regulation Agency (AHPRA). The Board's work in regulating Australia's pharmacists in the public interest is underpinned by [regulatory principles](#), which encourage a responsive, risk-based approach to regulation.*

**Except in NSW and QLD which have co-regulatory arrangements.*