



Aboriginal and Torres Strait  
Islander health practice  
Chinese medicine  
Chiropractic  
Dental  
Medical  
Medical radiation practice  
Nursing and Midwifery  
Occupational therapy  
Optometry  
Osteopathy  
Paramedicine  
Pharmacy  
Physiotherapy  
Podiatry  
Psychology

## Australian Health Practitioner Regulation Agency

Q13.

### **Guidelines for advertising regulated health services: public consultation**

National Boards and the Australian Health Practitioner Regulation Agency (AHPRA) are seeking feedback about the revised *Guidelines for advertising regulated health services*.

**Please ensure you have read the [public consultation papers](#) before providing feedback as the questions are specific to the revised guidelines.**

Q23.

### **Privacy**

Your response will be anonymous unless you choose to provide your name and/or the name of your organisation.

#### **Privacy notice**

This consultation is being conducted by AHPRA and is hosted on a third-party website, provided by Qualtrics. The information collected will be used by AHPRA to evaluate the revised guidelines. The information will be handled in accordance with the privacy policies of AHPRA accessible [here](#) and Qualtrics [here](#).

Q25.

### **Publication of responses**

National Boards and AHPRA publish responses at their discretion. We generally publish responses on our websites to encourage discussion and inform the community and stakeholders.

We will not publish responses that contain offensive or defamatory comments or which are outside the scope of the consultation. Before publication, we may remove personally-identifying information, including contact details.

We can accept responses made in confidence. These responses will not be published. Responses may be confidential because they include personal experiences or other sensitive information. Any request for access to a confidential response will be determined in accordance with the Freedom of Information Act 1982 (Cth), which has provisions to protect personal information and information given in confidence.

You must let us know if you do **not** want us to publish your responses.

**Published responses will include the name (if provided) of the individual and/or the organisation that made the response.**

Q25.

## Contact details

We may contact you about your response.

Please write your name and contact details.

**(Skip if you wish to be anonymous)**

Senior Policy Adviser & Researcher

## Q24. Publication of responses

Please select the box below if you do **not** want your response to be published.

Please do **not** publish my response

## Q15. About your response

Q23. Are you responding on behalf of an organisation?

- Yes  
 No

Q24. Which of the following best describes your organisation?

- Health services provider  
 Professional indemnity insurer  
 Legal services provider  
 Professional body (e.g. College or association)

Education provider

Regulator

Government

Other

Q22. Please write the name of your organisation

Medical Council of New Zealand

Q17.

Which of the following best describes you?

*This question was not displayed to the respondent.*

Q19.

Which of the following health profession/s are you registered in, in Australia?

You may select more than one answer

*This question was not displayed to the respondent.*

Q8.

## Before you answer questions about the guidelines

**Please ensure you have read the [public consultation papers](#) before providing feedback as the questions are specific to the revised guidelines for advertising regulated health services.**

The following questions will help us to gather feedback about the revised guidelines.

Q9.

How clear are the revised guidelines?

The guidelines for advertising are clear and comprehensive. It explains why a certain option is preferred and the rationale for preferring that option.

Q10.

How relevant is the content of the revised guidelines?

The revised guidelines are relevant as advertising health services is something that many health practitioners engage in using different modes of advertising.

Q12.

Please describe any content that needs to be changed or deleted in the revised guidelines.

We do not have any changes to recommend. Your revised guidelines are consistent with our statement on Advertising which also prohibits the use of testimonials (<https://www.mcnz.org.nz/assets/standards/21146e764a/Statement-on-advertising.pdf>).

Q27.

Should some of the content be moved out of the revised guidelines to be published in the advertising resources section of the AHPRA website instead?

Yes

No

Q29.

If yes, please describe what should be moved and your reasons why.

Keeping the content within a document that you provide a link to on your website would be a neater way to access the information. If some of the content is moved to the advertising resources section, you would then need to ensure that you look in both places for the full set of rules.

Q22.

How helpful is the structure of the revised guidelines?

The structure is clear and comprehensive - the headings are descriptive and helpful. Using a number of headings and subheadings helps break up the revised guidelines making it easier to navigate and to focus on the section of interest.

Q32. Are the flow charts and diagrams helpful?

Yes

No

Q34.

Please explain your answer.

They explain the process visually which makes it clearer for the reader.

Q16.

Is there anything that needs to be added to the revised guidelines?

No.

Q38. It is proposed that the guidelines will be reviewed every five years, or earlier if required.

Is this reasonable?

Yes

No

Q40.

Please explain your answer.

A 5-year timeframe allows time for the profession and industry to get to grips with the new guidelines. Reviewing it too often may not be a good use of staff resources especially if not too many significant changes have occurred in a short timeframe.

Q24.

Please describe anything else the National Boards should consider in the review of the guidelines.

A considerable amount of advertising occurs on social media. You could consider including a link to the Medical Board of Australia's 'Social media: How to meet your obligations under National Law' in your guidelines.

Q36.

Please add any other comments or suggestions for the revised guidelines.

Nothing else to add.

Q27.

**Thank you!**

**Thank you for participating in the consultation.**

Your answers will be used by the National Boards and AHPRA to improve the *Guidelines for advertising regulated health services*.