

Media Release



30 April 2013

CHC Advertising Seminar - Registrations Open!

Registrations are now open for the Effective Advertising Seminar to be held at Rydges North Sydney, 11 June 2013, hosted by The Complementary Healthcare Council of Australia (CHC).

“The Seminar is designed to offer information surrounding compliance issues related to the advertising of complementary medicines in Australia. It will offer practical tools and take home tips that will assist delegates with their future advertising success”, said Dr Wendy Morrow, Executive Director of CHC.

The seminar will focus on the broad basics of the TGA compliance regime, offer information on advertising planning, discuss food standards, as well as provide enlightening information on the emerging role of social media.

“By offering essential information and practical tips, this seminar will give you the edge when it comes to successfully advertising CMs in Australia”, Dr Morrow said.

Seminar speakers include government regulators and experienced industry stakeholders offering practical tips. It is ideal for marketing and communication managers, CM regulatory staff, company managers, publishing staff and those who plan, develop and promote CMs in Australia.

Event details

11 June 2013

Rydges, North Sydney

To register visit the CHC website at www.chc.org.au, or contact Chelsea vanZyl on 02 6260 4022 or Chelsea.vanZyl@chc.org.au.

The Complementary Healthcare Council of Australia (CHC)

The CHC is the leading Australian industry body committed to a vital and sustainable complementary healthcare products industry. We believe in a holistic healthcare model based on promoting long-term wellness of the community. We are the principle reference source for government, industry and consumers regarding issues relating to the complementary healthcare industry including complementary medicines.

We are 100% for the CM industry and represent healthcare industry stakeholder groups such as importers, exporters, manufacturers, raw material suppliers, wholesalers, distributors, retailers, practitioners, consultants, marketers and consumers.

What are complementary medicines and natural healthcare products?

Complementary medicines and natural healthcare products cover a diverse range of products including vitamins, mineral and nutritional supplements, special purpose foods, herbal and homoeopathic medicines, aromatherapy products and natural cosmetics.

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