

Position Description

Medicines Australia's Code of Conduct Monitoring Committee Chairperson

| About Medicines Australia

Medicines Australia leads the research-based pharmaceutical industry of Australia. Our members discover, develop and manufacture medicines and vaccines that help people live longer, healthier lives and bring social and economic benefits to Australia. Our members invest in Australian medical research and take local discoveries and developments to the world. More information can be accessed via [Medicines Australia website](https://www.medicinesaustralia.com.au).

Australia's innovative pharmaceutical companies support the quality and safe use of medicines. As the custodians of these medicines, our members conduct themselves ethically, appropriately communicating relevant information to those relying on their medicines, including patients, their carers and families, healthcare professionals and the broader community. Through its Code, Medicines Australia members ensure their conduct is of the highest standard and that the environment in which they provide access to medicines is sustainable and fair.

Medicines Australia's Code of Conduct sets the standards for the ethical marketing and promotion of prescription pharmaceutical products in Australia, and provides a principles-based framework for appropriate and ethical decision making. It complements the legislative requirements of the Therapeutic Goods Regulations and the Therapeutic Goods Act. The Code of Conduct, which was established in 1960, has been revised on a regular basis, with the current [Edition 19](#) being available on Medicines Australia website.

Adherence to the Code of Conduct is a requirement of membership of Medicines Australia, and non-member companies are also required to comply through a condition of marketing approval of their prescription medicine products. It has been internationally recognised for its effectiveness in regulating the marketing and promotion of prescription medicines.

| About the Monitoring Committee

To support compliance with the Medicines Australia Code of Conduct, the Medicines Australia Monitoring Committee proactively monitors selected promotional material and activities of Member Companies on a regular and ongoing basis.

The aims of this monitoring process are to encourage compliance with the Code of Conduct, provide advice on compliance where necessary, obtain and publish statistical data on the rate of compliance and to provide an ongoing mechanism for the identification of potential future amendments to the Code of Conduct.

The Monitoring Committee may review all forms of promotional material and activities for those identified products in light of the Code of Conduct and thereby support the Quality Use of Medicines.

As set out in the Code of Conduct Edition 19 at Section 16.7, the Monitoring Committee will review in a calendar year:

- Websites with access restricted to healthcare professionals;
- Any promotional materials that are in electronic format only;
- Company policies and procedures to ensure compliance with Medical Representative training;
- Company policies and procedures to ensure that educational events for healthcare professionals comply with the Code;
- Company policies and procedures to ensure that interactions with non-healthcare professional stakeholders comply with the Code.

Companies are required to submit to the Committee an electronic copy of materials that were in use during a specified three-month period.

Committee Membership

The composition of the Monitoring Committee is prescribed in 17.3 of Edition 19 of the Code of Conduct:

- A Chairperson (a consultant with industry experience in marketing and knowledge of the Code of Conduct)
- A general practitioner representative, nominated by the AMA, RACGP and/or AGPN
- A representative from the College and/or Society associated with the therapeutic class of the material being reviewed
- A consumer representative, nominated by a health consumer organisation such as the CHF. Where the review is in relation to an activity or material directed at the general public or patients, a second consumer representative will be appointed.
- Up to a maximum of two representatives from Medicines Australia members, drawn from the following, as relevant to the subject matter under consideration for monitoring

The Committee may also have non-voting observers in accordance with Section 17.3. The Committee is assisted in administering its business by a Code Secretariat from Medicines Australia.

Committee members, including the Chair, will be appointed for a period of three years and will be eligible for re-nomination at the completion of their term for a maximum of two (2) terms.

| Key Responsibilities

The key responsibility for the Chair is to lead the Monitoring Committee so that it can proactively monitor conduct of Companies on a regular and ongoing basis, as set out in the Code of Conduct Edition 19 at section 16.7. The Chair will be actively supported in this role by the Code Secretariat.

Responsibilities for the Chair of the Monitoring Committee include:

- Be fully conversant of all provisions of the Medicines Australia Code of Conduct as set out in the latest edition, including membership and administration;
- Conduct Monitoring Committee meetings effectively, efficiently and in accordance with the current edition of the Code of Conduct; and creating an environment where all members of the Committee contribute equally and respectfully;
- Be aware of all voting procedures under the provisions of the Code of Conduct; and
- Maintain currency with the Code of Conduct through engagement with the Code Secretariat on any proposed amendments to the Code, the scheduled introduction date for these amendments and any implications for potential decisions and findings at a Monitoring Committee meeting.

The Committee is actively supported by the Code Secretariat, which is responsible for administrative and logistical details. Following any meeting, the Chair and members of the Committee review the minutes of the meeting and provide comment and propose amendments prior to the minutes being finalised and distributed to companies. The Chair may be consulted out-of-session from time to time to assist the Secretariat in shaping decisions or approaches.

Required Skills

To be successful in this role, the Chair must have:

- a background in advertising/marketing/public relations relevant to the pharmaceutical industry;
- experience working in/with the pharmaceutical industry;
- demonstrated knowledge and understanding of the Australian pharmaceutical industry; and
- demonstrated knowledge of the Medicines Australia Code of Conduct.

The Chair for a particular meeting is appointed from the panel based on that person having no conflict of interest with the company/ies producing the materials or undertaking the activities subject to review by the Committee

Consultants who act on behalf of a number of pharmaceutical companies may be ineligible for appointment to a panel due to the number of potential conflicting interests.

Participation Requirements

It is expected that the Monitoring Committee will meet no more than 6 times a year, with the Chair selected from a panel of two on a rotational basis.

In 2022, these are likely to be a hybrid of face-to-face meetings and online meetings, depending on the applicable operating environments. When face-to-face, they are likely to be in Sydney. Approximate meeting duration 4 hours. The annual dates for meetings will be set in December of the year prior.

Remuneration

Remuneration will be provided for:

- preparation for Committee meetings including reading time for agenda papers;
- attendance and chairing of the Committee meeting;
- finalisation of the minutes following the meeting; and
- reimbursement for parking (or taxi/ride-share within Sydney) to attend any face-to-face Committee meeting.

How to Apply

Email through their CV and an explanation of what they can bring to the role, outlining how they meet the position requirements (2 pages maximum). It would be advantageous to also include an overview of any potential conflicts of interest and whilst not mandatory, an indication of any previous chairing experience. **Submissions will close on 3 December 2021.** All queries and applications to secretarycodecommittee@medicinesaustralia.com.au.