

**Hi | Kia ora,**

Welcome to the latest TAPS user newsletter.

In this edition:

- **December / January TAPS approvals – what you need to know**
- **ASA Therapeutics & Health Code review**
- **New legislation**

## **December / January TAPS approvals - what you need to know**

### **TAPS Closedown**

The TAPS Adjudicators and ANZA office will **close on 20 December 2024** and **reopen on 6 January 2025**. So, if you need to have advertising TAPS approved for use very early in the new year, be sure to allow for this closure. During this time there may be limited emergency coverage on non-public holidays. Please check with your Adjudicator regarding their availability.

### **Purchase Orders for 2025**

And looking ahead to 2025, we recommend you get your 2025 TAPS Purchase Order's organised now to ensure a smoother start to your New Year TAPS work.

## **ASA Therapeutic & Health Advertising Code Review**

The Advertising Standards Authority has signaled that it intends to review the current Therapeutic & Health Advertising Code in 2025, with preparation for consultation with stakeholders underway.

The ASA seeks to review each of its Codes every five-six years to ensure they are contemporary. This review has been delayed because of the Therapeutic Products Act (TPA). While the TPA is to be repealed and replaced with new legislation (see below), the ASA has determined that the review is now overdue and should get underway.

ANZA will be in touch with all members to seek your feedback on the issues raised in the consultation document to help frame our submission when it is released in the new year.

### **New Legislation**

Having introduced legislation to repeal the 2023 (TPA), the Government has announced its intentions for legislation to replace the Medicines Act 1981 and the Dietary Supplements Regulations 1985.

First cab off the rank will be the Medical Products Bill (MPB). This will cover both medicines and medical devices, while recognising the regulatory differences between medical devices and medicines; and make provision for new technologies.

The Government has also agreed that natural health products would be regulated under a standalone bill, to be developed following engagement with the natural health products sector, however that will follow the MPB legislation. ANZA's immediate priority, therefore, is the MPB.

For ANZA, the focus is to protect responsible direct-to-consumer-advertising of prescription medicines (DTCA-PM). Together with the ASA we will again be advocating for the existing self-regulatory framework which, ANZA strongly believes, strikes the right balance between consumer protection and access to health information.

We will also be drawing attention to concerns over penalties related to advertising in the TPA and the definition of advertising in that legislation.

It is expected that the MPB will be passed in the current parliamentary term, that is before October 2026 and come into force in 2028. The timing for the planned natural health products legislation is unclear at this time, but it will be later than for the MPB.

If you have any questions regarding the MPB, please contact [lindsay@anza.co.nz](mailto:lindsay@anza.co.nz)

### **Happy Holidays**

To all TAPS clients, thank you for your support this year which is a continued demonstration of industry working together for responsible self-regulation of advertising. We wish you and your families a safe and enjoyable summer break and we look forward to working with you again in 2025.

## Contact Us

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Kind regards | Ngā mihi

**Lindsay Mouat - Chief Executive**



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