

Communiqué

The 31st meeting of the Chinese Medicine Board of Australia (the National Board) was held on 29 April 2014 at AHPRA's National Office in Melbourne. This communiqué provides key decisions made at the meeting.

This communiqué is published on the National Board website and an announcement to a broad range of stakeholders is also sent by email.

Please forward the communiqué to colleagues who may be interested in the work of the National Board.

Common guidelines and Code of conduct

The Board has published revised and new common codes and guidelines:

- revised Guidelines for advertising regulated health services
- Social media policy
- revised Mandatory reporting guidelines, and
- revised Code of conduct.

These guidelines, policy and code came into effect on 17 March 2014, and all registered health practitioners need to meet these new standards.

The Board consulted widely last year on the draft versions of these documents.

Much work has also gone into making sure that the format and language used in the documents meet plain language requirements, to make it easier to access and understand the important information in them.

More information has been published on the AHPRA and National Boards' websites. FAQs are available in the [news item](#) on the Board website.

Advertising guidelines: update

The *Guidelines for advertising regulated health services* were developed by the National Boards. These are now published under [Codes and guidelines](#) on the Board website.

The guidelines explain the requirements of the Health Practitioner Regulation National Law, as in force in each state and territory ([National Law](#)) in relation to advertising and the use of testimonials in advertising. The National Law does not allow testimonials to be used when advertising a regulated health service (section 133).

On 26 March the Medical Board of Australia announced it would revise the guidelines to make them clearer about the use of testimonials. Read the [news item](#) on the Medical Board of Australia website.

The Chinese Medicine Board of Australia, along with the other 13 National Boards, has agreed to revise and clarify the wording on testimonials as part of implementing the new *Advertising guidelines*. The revised *Advertising guidelines* are expected to be published on the Board's website on 20 May 2014.

We will keep practitioners informed and, in the meantime, AHPRA is managing complaints about advertising in line with the information in the advertising FAQ (see *FAQ and additional information* in the [news item](#)) on the Board website.

To clarify, practitioners are not responsible for removing (or trying to have removed) unsolicited testimonials published on a website or in social media over which they don't have control.

Communications

The National Registration and Accreditation Scheme for Chinese medicine practitioner registration has been in operation for almost two years. The Chinese Medicine Board of Australia (the National Board) is conducting number of meetings/forums to engage more directly with the profession. This has been identified as a strategic priority for 2014/15.

The Board decided to hold its June meeting in Sydney. It will also meet with the Chinese Medicine Council of NSW and will conduct its first pen forum from 5.30pm till 7.30pm on Monday 23 June 2014. The National Board will invite Chinese medicine practitioners and professional associations to this forum to discuss regulation and encourage the integration of registration standards, codes and guidelines into your daily practice.

Board committees

The Board has appointed national committees to advise the Board and to make decisions where the Board has delegated functions under the National Law.

The following committees are currently made up of National Board members and in some cases also others appointed for their expertise as required:

- Communication Committee
- Finance Committee
- Notifications Committee
- Policies, Standards and Guidelines Advisory Committee
- Registration Committee
- Accreditation Committee

The Board has decided to restructure some of its committees from July 2014. More details will be provided in July.

AHPRA update

Three year review

The Australian Health Ministers' Workforce Council has published the terms of reference for the three-year review of the National Registration and Accreditation Scheme. Kim Snowball has been appointed to independently lead the review. Kim has held a variety of senior leadership roles in both the public and private health sectors.

The full terms of reference for the review are [available for download here](#). But in short the three-year review will examine:

- the extent to which AHPRA and National Boards are meeting the objectives and guiding principles of the National Scheme
- the operational performance of the National Scheme
- the National Law, including mandatory reporting, the Australian Health Workforce Advisory Council and new professions entering the scheme
- governance effectiveness, including within the National Scheme and with our key stakeholders,
- the sustainability of the National Scheme, with a specific focus on new professions in the Scheme and funding for smaller professions.

Important information for practitioners

The National Board publishes a range of information about registration, including its expectations of practitioners, at www.chinesemedicineboard.gov.au. For more details or help with questions about your registration please send an online enquiry form or contact AHPRA on 1300 419 495.

Yours sincerely,

Professor Charlie Xue

Chair

Chinese Medicine Board of Australia

21 May 2014

Communiqué