

Tonic Media Network Pty Ltd

Ethical Advertising Guidelines

Tonic Media Network (Tonic) was developed to communicate health information to consumers, and supplement the range of information that is provided within the limits of traditional consultation. We know how important it is for clinicians and healthcare services to be able to trust that their patients are receiving accurate, unbiased information based on sound evidence of effectiveness and/or appropriateness for the Australian healthcare environment. As such, we take our responsibility to your patients seriously, and are committed to ethical standards in the acceptance of advertising for the TonicTV network.

Tonic's business model relies on a combination of revenue from sponsorship and advertising from government, non-government and commercial sources, and production of content. We aim to create a 'real TV' experience for viewers that is engaging and captures their attention, and advertising is also key element in creating the look and feel of real TV.

Tonic's content complies with the requirements for provision of health information to patients as set out by the Australian Health Practitioner Regulation Agency (AHPRA). Accordingly, Tonic applies the following Guidelines in the acceptance (and rejection) of advertising or sponsorship campaigns for broadcast:

What you won't see:

1. Product advertising that is inconsistent with a healthy lifestyle, such as but not limited to:
 - High calorie and/or high energy food and beverages including alcohol;
 - Unhealthy lifestyle and/or food advertising targeting children;
2. Gambling advertising;
3. Advertising for prescription medications (not permitted under legislation), and non-prescription medications or products for which there is limited evidence of efficacy;
4. Advertising for products claiming a therapeutic benefit not supported by reasonable evidence, or not likely to be supported by the General Practice fraternity;
5. Any products or services that have had an adverse ruling from the TGA or AHPRA (or other professional body).

What you may see:

1. Advertisements for allied health services such as dentistry, physiotherapy, optometry or pharmacy;
2. Advertisements for weight control products and services that are evidence based and promote a balanced diet and increased physical activity (e.g. Weight Watchers, Jenny Craig);
3. OTC (over-the-counter)/non-prescription medications that are supported by a reasonable evidence-base (such as paracetamol);
4. Disease awareness and public service campaigns including but not limited to:
 - Federal and state government campaigns e.g. smoking cessation, responsible use of alcohol, immunisation, etc;
 - Not for Profit organisations e.g. Heart Foundation, Arthritis Australia, etc;
 - Charitable organisations e.g. Salvation Army, WWF, Care Australia, Oxfam, etc;
5. Non-health-related advertising, including but not limited to:
 - Food and beverages that do not fall into the high calorie/high energy or unhealthy categories; Banking, Insurance, Workers Compensation and Legal Services;
 - Retailers (such as Woolworths, Coles, Aldi, Harvey Norman etc) although only for products that fall within these guidelines;
 - Personal care products that do not make an unsubstantiated therapeutic claim;
 - Fashion and related products that do not promote unhealthy body types;
 - Car advertisements that do not promote speed or irresponsible driving;
 - Educational institutions, products and training;
 - Small business from your local area

Tonic accepts that it cannot foresee all potential issues with advertising, and where an advertisement is broadcast that is not acceptable to the practice clinicians or patients, Tonic encourages practices to contact us directly. In keeping with our internal complaint management procedures, Tonic commits to reviewing all feedback promptly and providing a response and relevant actions as soon as practical. This may include removal of the advertisement/sponsored content where appropriate, or feedback as to the reasons for leaving the content on broadcast.

Tonic may contact practices in advertising campaign areas from time to time to seek feedback and/or acceptance for advertising that may not easily be categorized within these Ethical Advertising Guidelines.