



THERAPEUTIC ADVERTISING PREVETTING SYSTEM

BACKGROUND

The TAPS system has been developed from the Therapeutic Advertising Advisory Service TAAS. This voluntary advisory service was set up by the Association of New Zealand Advertisers in May 1999 to assist advertisers, ad agencies and the media to comply with the Advertising Standards Authority Code for Therapeutic Advertising.

It was introduced with support of the then Associate Minister of Health, Hon Tuariki Delamere, and most organisations with interests in advertising of Therapeutic products.

ANZA, representing the majority of New Zealand's major advertisers contracted the services of an independent consultant, Mr Nigel Andrews to act as an Advisor on Therapeutic Advertising, to the wider industry.

Nigel Andrews had excellent credentials to undertake the contract. With 30 years experience in pharmaceuticals marketing and a continuing high level of professional interest in the industry, Nigel Andrews was ideally suited to develop TAAS. His reputation for providing high quality advice and direction have earned him an enviable position in a difficult role.

As from 1 November 2000, TAAS was developed into a mandatory pre-vetting system at the behest of all members of the Advertising Standards Authority.

In contracting out the TAPS service to an independent consultant/ adjudicator, ANZA maintains a neutral role with its advertiser members.

In 2003, as a response to an increasing number of TAPS approvals, Peter Pratt was appointed as a second TAPS Adjudicator. Peter's previous role as Team Leader Compliance (Therapeutics) at Medsafe has equipped him well for the TAPS role.

ANZA does not ask for or receive copies of any advice given to any user of the TAPS service. The association thereby maintains its own independence, vital to the ongoing integrity of both TAPS and ANZA.

As the administrator of TAPS, ANZA is responsible for:

- The appointment contract with the TAPS Adjudicators (Nigel Andrews and Peter Pratt)
- The appointment contract with an Alternate Adjudicator
- Approving requests for service of the user pays TAPS system. This applies to first time users.
- Invoicing users during the first week of the month following completion of the pre-vetting job.
- Ensuring payments are received by ANZA before the end of the month.
- Following up outstanding accounts.
- Paying the Adjudicators by the end of the month in full for jobs completed and invoiced the previous month. Non-recoverable expenses (training, travel, meetings) also paid by ANZA.
- Briefing and consulting Adjudicators on all industry matters concerning advertising of Therapeutic products.
- Arranging and chairing two Therapeutic Advertising Pre-Vetting System Code Consultative Committee (TAPS CCC) meetings per annum. This Committee comprises representatives of major industry organisations and reviews advertisements for the prior period and also discusses developments of the Code.

TAPS Users Costs - Formal Approvals

Members of ANZA, CAANZ and other ASA member organisations, are debited at the rate of \$61.50 + GST per quarter hour.

Non-Members are debited at the rate of \$96.75 + GST per quarter hour.

TAPS Delegated Authorities

Advertisers and other approved organisations who have a properly qualified executive to consider and approve advertisements within their own company are invited to apply for a TAPS Delegated Authority (DA). The CEO of DA companies must approve their executives DA application.

The Delegated Authority will be considered and approved by a Committee comprising a representative from ANZA and the TAPS Adjudicators.

The DA will be issued with their own unique TAPS number. The responsibility for considering advertisements will be vested only with that person.

The Media will recognise the unique number.

The DA will be able to call the TAPS Adjudicator for advice, if necessary. Calls in excess of 5-10 minutes will result in the Adjudicator advising that the advice and/or approval number will be charged for.

The TAPS Adjudicator will have overriding responsibility for advertisements to comply, appending a TAPS number, key number and initials to approved advertisements.

Cost of Registration and Use of Delegated Authority

Annual subscription, invoiced by ANZA to companies requesting DA.

ANZA member companies with	1 DA	\$ 500.00 plus GST
	2 DA's	\$ 650.00 plus GST
	3 DA's	\$ 800.00 plus GST
	4 DA's	\$ 950.00 plus GST

Non Member companies with	1 DA	\$ 650.00 plus GST
	2 DA's	\$ 800.00 plus GST
	3 DA's	\$ 950.00 plus GST
	4 DA's	\$1,100.00 plus GST

Registration as a Delegated Authority

Complete details and forward to ANZA.

TAPS DA Committee will consider and as approved, provide initial briefing and training. Unique DA number to be issued.

Authority will be confirmed on receipt of annual DA Subscription.

Briefing & Training

DA's will receive training seminar initially, and at least one additional briefing seminar per annum, conducted by the ASA and TAPS Adjudicator.

Application for TAPS Approvals - New Users of TAPS

Details of companies requesting TAPS approvals must be provided to ANZA prior to the adjudicator commencing work.

Previous users of TAPS or ANZA members need not register with ANZA.

ANZA will advise the Adjudicator of organisations/companies with unsatisfactory payment history.

Jeremy J Irwin
Executive Director
Association of New Zealand Advertisers Inc