

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: ACCC

Question: SBT 56

Topic: Pharmacy Advertising

Reference: Hansard page no. 131 - 21 October 2015

Senator: Edwards , Sean

Question:

CHAIR: Just the usual one from me: pharmacy advertising, double pricing. There was some action going on where it was all secret squirrels last time. Has there been any movement that you can talk about?

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ECONOMICS LEGISLATION COMMITTEE

Mr Sims: We will certainly have some enforcement action very soon on that one. That one is quite close. We have done a lot of work on that, and we cannot say much now but—

CHAIR: Should I write to you and look for an outcome when you get it? Will that trigger you to respond to me when you actually have an outcome?

Mr Sims: If you want to write to us, by all means, but we will take it on notice now. We will let you know—

CHAIR: When you have got an outcome if you could let me know, that would be terrific.

Mr Sims: We will most certainly do that.

Answer:

On 24 November 2015, Epharmacy Group Pty Ltd, the owner of the websites Chemist Warehouse, My Chemist and Epharmacy, paid three infringement notice penalties totalling \$32,400 in relation to representations on each of its websites.

The ACCC's media release detailing the matter can be found at

<http://www.accc.gov.au/media-release/epharmacy-pays-32400-in-penalties-following-accc-infringement-notices-for-alleged-false-or-misleading-representations>.