

Senate Community Affairs References Committee

ANSWERS TO QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Inquiry into the National Health Amendment (Pharmaceutical Benefits Scheme) Bill  
9 November 2010

Question no: XX

OUTCOME

Topic: Generic Medicines Awareness Campaigns

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Senator Trood asked:

I am just giving notice of the question, which relates to the amount of money that has already been spent on the education program in relation to generics. There was a fund set aside of \$10 million or something?

Answer:

**Previous Campaign**

In 2008-09 \$5.1 million was expended on a targeted generics awareness campaign. An evaluation found that it had delivered a five per cent increase (72-77 per cent of those surveyed) in the number of consumers who felt confident in using generics, and that 89 per cent of media coverage was favourable towards generic medicines.

**Current Campaign**

Through the 2010-11 Budget, the Government has provided a further \$9.85 million to the National Prescribing Service to implement a second public awareness and education campaign, designed to build on the success of the 2008 campaign. This campaign is expected to commence in early 2011.