



MEDIA RELEASE

For immediate release

18 June 2009

ACCC authorises College Code of Practice *First medical practitioner code to be authorised*

The Australasian College of Cosmetic Surgery (ACCS) today welcomed the ACCC's recognition of the public benefits provided the College's Code of Practice, the first medical practitioner code to be authorised by the ACCC.

The Code of Practice, which was authorised after extensive public stakeholder consultation, will provide patients with greater protection and it will require all College members to meet exemplary standards.

The Code covers among other things, advertising and other promotional conduct, informed consent guidelines, monitoring of the code and an extensive governance regime.

There will also be independent compliance audits and the College will report to the ACCC on the operations of the code and on the outcomes of audits.

In welcoming the Commission's authorisation of the Code of Practice, College President Dr Russell Knudsen said that consumer friendly codes of practice are essential because cosmetic procedures are purely elective.

"The College is of the strong view that cosmetic medicine and surgery patients require an effective code of practice and that is why the College sought ACCC authorisation," Dr Knudsen said.

Dr Knudsen noted Commission Chairman Graeme Samuel's earlier statement that codes which 'promote the provision of accurate and complete information to consumers, and the ethical and professional conduct of members, are likely to produce public benefits'.

"The College is in complete agreement with Mr Samuel's point. Yet there was considerable resistance to the College's new Code, particularly from organisations representing plastic surgeons.

"However, we are very pleased to be leading the way and encourage other specialty medical colleges and professional organisations to develop and submit their codes of practice to the ACCC for authorisation," Dr Knudsen concluded.

Continues



The Australasian College of Cosmetic Surgery

Suite 3 Level 4, 169 Macquarie Street
Parramatta NSW 2150

The Code of Practice will be administered by three external bodies:

- **Complaints Panel** – to consider complaints alleging breaches of the Code
- **External Appeals Committee** – to hear appeals against decisions of the Complaints Panel
- **Code Administration Committee** – to review the operations of the Code

The College will now move to fully implement the code and announces the following appointments to the various governance bodies established within the code:

Complaints Panel

Chair – Hank Spier- former CEO ACCC, Chair, Mortgage Industry Tribunal.
Anna Lennon
ACCS nominee

External Appeals Committee

Chair- Charles Sweeney QC, Melbourne Bar

Code Administration Committee

Chair – Bill Dee- former senior officer of the ACCC and an expert on Code Administration.

The Code Administration Committee is to include a consumer representative. The Complaints Panel will commence operations immediately and the College has already commenced a compliance education program among its members. A copy of the College's Code of Practice may be downloaded from the College's website: www.accs.org.au .

For further information or interviews, contact:

Alan RM Jones p. 0420 757 009 email: arm.jones@hotmail.com

* * *

The Australasian College of Cosmetic Surgery is a multi-disciplinary body of general surgeons, plastic surgeons, dermatologists, ear nose and throat surgeons, ophthalmologists and other doctors who specialise in cosmetic surgery. The goal of the ACCS is to ensure the safe provision of cosmetic surgery and cosmetic medical procedures to the Australian general community through supply of appropriately trained and certified medical practitioners. The College has made a full application to the Australian Medical Council to have Cosmetic Medical Practice recognised as a new Medical Specialty. That application may be viewed at:

www.cosmeticmedicalpracticesubmission.info