

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.