

Media release

1 August 2016

Charges laid for false and misleading advertising

AHPRA has charged a New South Wales chiropractor with breaching advertising requirements, alleging his website advertised chiropractic services in a way that was likely to be false, misleading or deceptive. The charges were laid last week.

As this matter is now before the courts we are unable to comment further on this particular case.

Speaking generally about its role in health regulation, AHPRA CEO Mr Martin Fletcher said the agency took its role of protecting the public very seriously.

‘Anyone advertising a regulated health service, regardless of whether they are registered health practitioners or not, must meet the requirements of the law. Patients and consumers have a right to not be misled by unclear or deceptive advertising’, said Mr Fletcher.

Chiropractic Board of Australia Chair Dr Wayne Minter AM said it is important that patients are well informed and understand the treatments recommended by their chiropractor, as with treatments from all the regulated health professions.

‘Chiropractors must practise in an evidence-based way, and their advertising must not make false or misleading claims about treatments. As a patient you have a right to understand the potential risks or benefits about a treatment for your individual circumstances. If you’re not sure, get a second opinion’, said Dr Minter.

For more information

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