Attention: Chair

Dr Jim Fairweather to: **natboards**

Cc: cowie, michael.mckibbin

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Dear Members of the Board,

With the overwhelming concern from almost every Australian chiropractor I urge you to reconsider finalising the current document outlining the codes and guidelines for Australian chiropractors. This deadline should be extended until all are happy with the document. The board should email the document for consideration to all registered chiropractors for review. This document clearly needs some more serious editing.

I feel the document definitely has an demeaning and authoritarian undertone to it. Also I feel it aims to convey the feeling that chiropractors are untrustworthy and require strict policing as we are unable to make correct clinical and ethical decisions. I mean we are university trained health care providers with the equivalent level of clinical knowledge as a medical graduate in our own specialized field.

I am also concerned that according to the code chiropractors must not advertise. Given that we cannot advertise at all how are the public going to discover the benefits of chiropractic. We don't have the push from the government departments to help educate the community that medicine does.

The medical profession advertises themselves, their services and products all the time. This is seen in the form of individual practices' signage and marketing, via the governments "education and awareness campaigns" and via drug company commercials. Shouldn't the medical profession meet the same standards as chiropractors and be prohibited from advertising.

Why is there such a negative tone to this document when the chiropractic patient's opinion of their chiropractor's and chiropractic treatment is so high? Where in this document does it outline to the public all the health benefits of chiropractic fantastic reasons to visit their local chiropractor?

As they stand these guidelines could deny millions of Australians access to chiropractic care. Thus negatively impacting on the health and wellbeing of the community as a whole.

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