TGA Compliance Principles 2026 and 2027

1 Safeguarding Therapeutic Goods

Ensures protection from unsafe products and provides visibility to the public on action taken, via:

1. Proactive scrutiny of advertising, especially in digital spaces.
2. Disruption of unapproved and falsified goods, including those sold via e-commerce and social media.

2 Educate to Empower

Proactively engaging with the public, industry and other stakeholders via guidance, education and other mechanisms, ensuring that we are:

1. Inclusive by providing accessible education for consumers, health professionals, and industry.
2. Countering misinformation and disinformation, particularly online, including via social media and influencer content.

3 Protect Those Most at Risk

Protecting and engaging those most vulnerable via diverse and adaptive strategies, including:

1. Targeted strategies for at-risk populations.
2. Collaboration with community leaders for culturally appropriate content and to achieve compliance.

4 Leverage Digital Capability

Providing an active response to rising digital and technological risks, by:

1. Modernising compliance tools, in part enabling enhanced monitoring of online activity.
2. Addressing risks from AI-generated misinformation and deceptive endorsements.

5 Strengthen Enforcement

Providing public and industry confidence in the work we do, by:

1. Taking swift, proportionate action and responding to emerging trends. accountability and reinforces public confidence.
2. Increasing visibility of compliance actions.
3. Targeting non-compliance via digital channels, including influencers and online marketplaces.

Priority focus areas

From **1 January 2026**, TGA compliance and enforcement activities will focus on the below therapeutic goods. Our next review of these priority focus areas is scheduled for **March 2026**.

1. Direct to consumer in vitro diagnostic (IVD) Kits
2. Erectile dysfunction medications
3. Foetal dopplers
4. Listed medicine advertising
5. Medicinal cannabis
6. Melatonin
7. Software as a Medical Device (SaMD)
8. Substandard and falsified therapeutic goods
9. Sunscreens
10. Weight loss medications
11. Therapeutic goods used in cosmetic procedures
12. Vaping goods

In addition to these priority areas, we manage many individual compliance activities and investigations. We may take compliance action on any non-compliance detected whether the matter falls within a compliance priority or not.

Other TGA compliance programs

There are a number of other compliance programs across our organisation that are not covered by this list, such as:

- compliance activities associated with complementary medicine listings
- monitoring and vigilance of medical device inclusions (medical devices post-market reviews)
- the pharmacovigilance and good clinical practice inspection programs
- the good manufacturing practice (GMP) compliance program
- software and AI medical device compliance.