

Annual Report

2012 - 2013



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Annual Report

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Executive Summary

In 2013, the CHC developed its Advocacy Agenda ...

Advocacy definition: a political process by which a group aims to influence public-policy and resource allocation decisions within political, economic, and social systems. It can include many activities that an organisation undertakes including media campaigns, public speaking, commissioning and publishing research or polls or the filing of an amicus brief.

The CHC Advocacy Agenda aims to:

- ✓ question the way policy is administered
- ✓ participate in the agenda setting by raising significant issues
- ✓ pave the way to propose policy solutions

The strategic framework described in the CHC Advocacy Agenda provides a statement of commitment to the provision of a coherent, synergistic approach to sustainable growth in the Complementary Medicines Industry in Australia. To achieve its goal of an innovative, vibrant, compliant industry that holds its place in consumer health, the Complementary Medicines industry has prioritised four areas needing action.

Complementary Medicine Industry Action Priorities and Advocacy

Agenda

Priority 1: Appropriate Regulatory Environment

Specific regulatory requirements recognised and levelled appropriately
ANZTPA and international regulatory environment – mutual recognition
Barriers to Entry – Licensing of Sponsors, product pre-evaluation
Enabler for Priorities 2, 3 and 4 to work effectively

Priority 2: Improving Consumer Health

Complementary Medicines included in Health Policy
Contributing to the Preventive Health Agenda
Recognition of Existing Evidence
Registration of Complementary Medicine Practitioners
Role of Universities in Teaching Complementary Medicine

Priority 3: Innovation through Evidence

Research and Building Evidence
Innovation and Evidence
Sequester Funding for Complementary Medicine Research
Communication of Evidence to Practitioners & Consumers
Data Protection
New Substances and Formulations
Boosting Research & Development

Priority 4: Opportunities for Growth

Export 'Clean and Green'
The Asian Century
Indigenous Medicine
Manufacturing Competitiveness
Workforce Development



**For more information on
the CHC Advocacy
Agenda, you can
download the full
Agenda from our
website www.chc.org.au**

President's Report

CHC Achievements – A Reflection on the Past Twelve Months

The Australian Complementary Medicine Industry has faced one of its most challenging periods in recent memory but I am pleased to say that despite difficulties faced, we have emerged from the 2012-2013 financial year in a strong position. In a year that included regulatory challenges with the potential to severely impact our industry, the CHC has been driven by its 2009 to 2014 Strategic Plan that was reviewed by the Board in January. In a busy year for the regulatory team, we have made no fewer than 22 regulatory submissions to some 17 complementary medicine consultations on seven 'complementary medicine reforms'.



CHC Status

Over the past twelve months, there has been an increased recognition of the CHC as THE peak body for Complementary Medicines, as evidenced by the significant increase in TGA pre-consultation with the CHC on critical issues. The fourth of our Parliamentary Receptions, held in the Mural Hall of Parliament House on June 23, offered members the opportunity to witness, and join, a conversation that could shape the future of our industry. Amongst industry leaders, bureaucrats and fellow politicians of both major parties, the Shadow Minister for Health, the Hon Peter Dutton and the Parliamentary Secretary for Health and Ageing, the Hon Catherine King spoke on the growing mainstream positioning of complementary medicines, and their potential impact on the health of our country.

Political and other Relationships

The CHC has sought, with some success, to expand the reach of our influence through a comprehensive political and community engagement program. With Health and Ageing the focal point, the CHC engaged more extensively with Federal and State Departments, State Business Agencies, Food Authorities and Health Agencies through policy briefings, round tables, working groups and committees to cement the Complementary Medicine Industry's position as a science and R&D, manufacturing, economic and population health outcome focused industry which impacts numerous sectors.

Strategy

We have driven the political agenda this year by releasing the CHC Advocacy Agenda, describing the needs of our industry. Plus, a mid-term review of our Strategic Plan has resulted in further refinement over the next year to focus on data protection and other positive regulatory reforms to drive innovation and industry growth.

Media

Becoming increasingly proactive in the media and timely reactive PR to industry issues has been high on our agenda, and there is a plan to increase the proactivity in this coming year. The consolidation of CHC Communications into the Edge Newsletter has been welcomed by members and the next twelve months will see its audience expanded to include political and government contacts.

The Board

This year has seen strong Board participation, including representation from our largest and smallest sponsors and manufacturers. The Board represents all aspects of the industry including Raw Material Suppliers, Retailers and several smaller market players.

Committees

A focus on member engagement has seen the Board Sub-Committees and Technical Working Groups continue to facilitate member ability to influence, respond to the increased demand for submissions, better representation and ensure member positions on vital issues for the industry.

Regulatory Wins

There have been several regulatory achievements this year, some of which have been highlighted in the Regulatory Report but perhaps the most significant was the inclusion of Complementary Medicine expertise on the new Australian Therapeutic Goods Advisory Council (a key recommendation of the TGA Transparency Review) in response to strong representation by the CHC.

In response to comprehensive submissions from the CHC to its consultations on the Evidence Required to Support Indications for Listed Medicines, the document circulated for the second round of consultation was without the requirement for an expert report to be signed off by a PhD or medical doctor. The Evidence Guidelines remain a work in progress and we can expect to see significant improvements in the weight loss, biomarkers and RDI areas as well, thanks to the consistent efforts of the CHC.

As always, one of the CHC's key areas of focus has been to represent members by responding to industry issues, calls for consultation and submissions. Thanks to the strong relations we have built with government departments in recent times, we have had the opportunity to influence change by presenting as a united front for industry.

Looking Forward

It is vital to continue pushing the significant progress we have made this year and so, for the next twelve months, our key focus will be to enable significant progress in complementary medicine regulatory reforms, industry innovation and growth for all sectors. You will also see continued focus on the branding of the CHC, stakeholder relationships and a growth in recognition of complementary medicines and the Complementary Healthcare Council, never losing sight of the Strategic Priorities as set by the Members.



Daniel Hoenig (DSAA), Hon Bronwyn Bishop MP, Richard Henfrey

Treasurer's Report

The not-for-profit sector in Australia covers over 700,000 groups, ranging from the thousands and thousands of local groups – sporting clubs, recreational associations, social welfare groups, historical societies and cultural groups through to national organisations such as the Australian Football League and Opera Australia and international organisations such as Oxfam, Greenpeace and The Salvation Army. What we all have in common is that we don't operate to make a profit for our owners or members. This does not mean we are not financially accountable – in fact we are often accountable to more stakeholders than most businesses.

It is the Treasurer's role to have an overview of the systems that are used, monitor spending and be able to advise the board of our financial position, especially if new projects are to be undertaken as to their affordability. Much of the backbone of the work has been performed by the office, and so I thank Ben, Wendy, Phil, Gail, Xiao Wan, Vanessa and Julie for their commitment.

In spite of the intense reform activity, we have had a successful financial year and Hardwicks are preparing our financial audit and confirming that we have fulfilled our responsibilities. We have an anticipated surplus of \$18,718, a considerable effort considering that Ben, Wendy and I also undertook a detailed analysis of the accounts and reporting processes.

Although we had a decrease in overall income, this was offset by an increase in membership and event fees and a decrease in costs that has allowed us to achieve a small profit.



Looking Forward

In the current economy, we can be very pleased with our position and I believe that we can afford to push forward and continue our regulatory, political and innovation strategies. The vital projects, such as those presented in this Annual Report must continue, they are the reason that we are here, to help our members, but also as Treasurer, I see that we have reached a size where growth helps our income, without a major cost to our expenditure.



Pat Farmer, John Baker and Andrew O'Keefe

Over the past five years the CHC has grown into a strategic, goal oriented, focussed organisation with a strong and skilled Secretariat team. Influential with stakeholders, and with a passionate Board, the CHC exists purely for the industry and our members.

CHC Board

CHC Treasurer



John Baker
GoVita Springwood



Mark Bissett
Catalent Australia

CHC Vice-President



Sally Brumley
Leura Health Foods



Frank Caruso
Caruso's Natural Health



Ian Chant
TSI International

CHC President



Wayne Coote
Pathway International



Anthony Grieg
Amway Australia



Richard Henfrey
Blackmores



Paul Mannion
Health World



Wayne Morey
The Pharmaceutical
Plant Co



Dusko Pejnovic
Lipa



Vincent Tan
PharmaCare



Paul Rose
Pfizer
Retired June 2013



Radek Sali
Swisse
Retired July 2012

CHC Secretariat



Wendy Morrow
Executive Director

Emma Burchell
Head of Regulatory
Affairs

Karen Hocking
Head of Political
Affairs & Industry
Development

Sophie Newsome
Head of Marketing
& Communications

Dee Watson
Executive Business
Manager



Tricia Campbell
Advertising Services
Manager

Ruben Jones
Advertising Services
Manager

Phillip Anderson
IT & Administration

Shanna Choudhary
Project Officer



Casuarina Forsythe
Media &
Communications

Chelsea van Zyl
Business Development

Josephine Parkin
Administration
Assistant

Julie Yoo
Finance

Executive Director's Report

In this final message as your CHC Executive Director, I wanted to share some of my personal reflections, leadership perspectives and future expectations. 2012-13 was a remarkable year for the CHC. At the beginning of the year, our Board and Secretariat refreshed and renewed our Strategic Plan to ensure that we maintained our focus within the environment of intensive, on-going regulatory reform and constantly changing political landscape. Our focus on stakeholder engagement and building strong partnerships over the past twelve months has been combined with ongoing work in the politico-regulatory and industry development and innovation arenas.

This year the CHC has responded to over 24 regulatory reforms and initiated a number of innovative projects. To name just a few:

- ✓ CHC Advocacy Agenda;
- ✓ 2013-14 Pre-Budget Submission;
- ✓ 10 year Industry Plan;
- ✓ Manufacturing Competitiveness;
- ✓ alive Australia partnership;
- ✓ CHC Panel of Eminence;
- ✓ Website Redevelopment;
- ✓ Internal Governance Project;
- ✓ Industry Partnerships;
- ✓ International Standards Organisation- Manufacturing and Raw Material Standards Project;
- ✓ Registration of Practitioners (under AHPRA);
- ✓ CHC Marketing Code of Practice modernisation;
- ✓ Professional Development Programs & Industry Seminars and Events.



Which is great, but we can still do so much more to meet our potential.

The CHC is now well poised to capitalise on the increasing focus on our industry through an ever increasing presence. The current volatile political and regulatory environment means that the CHC must act proactively and build on the strengths of a shared focus with the broader industry. Stakeholder engagement is a priority for the CHC. A main focus of this past year has been the identification and fostering of relationships with key organisations and relevant personnel. This is to ensure that we are included in the critical decision making processes affecting complementary medicines.

The CHC has come a long way in the past five years, from a passive and reactionary organisation to a vibrant, dynamic force to be reckoned with. I am proud of our many CHC achievements:

- Realignment of the *CHC Strategic Plan* in 2009, to ensure the vision, mission and values of the organisation reflected members' needs;
- Restructure of the Secretariat to support and implement the strategic plan by way of a Workforce Development Plan, incorporating a Performance Review Process to highlight employee achievements and professional development needs.
- High-level negotiation and communication with the Therapeutic Goods Administration with an increased effort on pre-consultation;
- Development, implementation and evaluation of strategies targeting key stakeholders, including Governments and their agencies, practitioners, consumers and other healthcare organisations;
- Rebranding of the organisation to revitalise key CHC information and member services, enhancing industry relevance and resulting in improved member satisfaction and increased political standing; whilst maintaining high service delivery standards;
- The *2013-2014 CHC Pre-Budget Submission* that has produced the opportunity to develop a *10-year Complementary Medicine Industry Plan*, to be driven by an industry-led committee comprising government, regulator, agency, industry, academic and consumer participation;

- Modernisation of the *CHC Marketing Code of Practice*;
- Investigation of a *complementary medicine industry accreditation scheme for enhancing the capability of the complementary medicine industry* to provide a barrier to entry into the complementary medicine industry, effectively preventing uninformed entry into the industry.
- Investigation of a *strategic framework for building the capability of the complementary medicine industry* that will be used to underpin the development of the *10-year Complementary Medicine Industry Plan*;
- Development of the 2012 *CHC Constitution* to enable transfer to a Company Limited by Guarantee
- Restructure of the CHC Financial Policies and Practices to provide increased confidence in the management of CHC investment in strategic activities;
- Collaborative development of the *CHC Advocacy Agenda 2013*, which brings together innovation, manufacturing, appropriate regulation, research and health policy for the overall benefit of Australian industry;
- Led the development of strategic partnerships that have boosted the CHC political profile and garnered high-profile media coverage for the organisation with a limited budget;
- First *Complementary Medicine Industry Audit* in 2011 describing the state and size of the industry;
- Introduced consumer portals through nationally available magazines, with *Naturally Australia* and *alive Magazines*;
- Introduction of complimentary access to the Natural Standards Database as a member benefit to assist industry with compiling evidence dossiers, and to improve retailers' access to reliable information on complementary medicines;
- Developed a close working relationship with ASMI, successfully collaborating to provide several critical industry submissions;
- Development of industry guidance documents, in particular those designed to protect the right of industry to provide professional information to Complementary Medicine Professionals, and the supply of quality raw materials;
- Establishment of the Complementary Medicine Industry's Annual National Conference to provide a platform for the dissemination of critical innovative ideas for industry growth;
- Survived the global financial insecurity of the previous five years and, in fact, increasing membership through this time.
- Improvement of member communications by utilising targeted, effective communication methods, including the launching of our new *Edge* newsletter in 2013 to serve as the communication hub.
- Redesign of the CHC website to mirror the four strategic pillars that drive the CHC;
- A new, growing partnership with NICM to support increased investment in research for complementary medicines, in particular to support product claims;
- Focused political initiatives, leveraging off the Industry Audit, and a proactive media strategy to drive the aim of the CHC to progressively shape the agenda;
- Development of cohesive industry positions on identified priorities and dissemination of vital information.

Two final CHC leadership perspectives that I would like to share with you: Firstly, as Executive Director, I rarely held all the answers, but I surrounded myself with talented people, I encouraged accountability, collaboration and transparency within the Secretariat, and I was active and hands-on with my leadership. I believe that this approach underpinned our successes. Secondly, a word of caution about something I could not fully achieve; I believe that the CHC must not only have standards expressed through its Code of Conduct, but our members must embrace this standard and stand separate to those players that are not genuine or reputable members of our industry.

It has been a pleasure to serve the CHC Members as Executive Director. It has truly been a meaningful experience for me. I want to personally thank the CHC Secretariat, Board and Members for your work this and every year. I wish this industry all the best in the future and look forward to the growing role that Complementary Medicines will have in improving the health of our country.

Industry Development & Innovation

A Board committee, the Industry Development and Innovation committee, was created from the existing Trade and Innovation committees. The scope of the committee includes those initiatives that include promoting positive regulatory reform options, industry standards and projects that encourage the growth and sustainability of the broader complementary medicines industry.

The committee has identified a number of priority areas where the CHC, on behalf of industry, can drive for positive change, including by providing possible solutions for improving industry competitiveness, for example:

- ✓ complementary medicine appropriate product registration pathway to incentivise registration;
- ✓ mechanisms to facilitate market exclusivity (data protection);
- ✓ mutual recognition with comparable overseas regulators;
- ✓ access to appropriate industry support schemes including export development and import replacements;
- ✓ targeted support for export facilitation, skills developments and/or traineeships.

Registration of Practitioners Project

Australia has a statutory registration body that regulates a range of healthcare practitioners, the Australian Healthcare Practitioner Regulation Agency (AHPRA, <http://www.ahpra.gov.au>).

Registration provides for the establishment of minimum standards of education, complaint and disciplinary procedures and protection of title. Notable exceptions to the registered professions include Naturopaths and Western Herbal Medicine Practitioners, and with a number of recent regulatory changes making it likely that these professions may have reduced access to tools of trade and limitations on their ability to receive advertising and educational material from practitioner-only companies. In effect, many of these changes will mean that these practitioners have no standing above that of the ordinary layperson from a regulatory point of view.

The CHC has been working with representatives from a number of associations and other key stakeholders to gain support for lobbying for statutory registration of these important healthcare professionals in order to protect these practitioners' standing and rights and ensure industry sustainability.

Review of the CHC Marketing and Supply Code of Practice

It is the CHC's aim to improve public health and wellbeing through education and information on the use of complementary medicines, to support and enhance a robust, vital and sustainable complementary healthcare products industry, and to support the ethical and responsible promotion of complementary medicines. Our Members subscribe to the tenet that ethical business practices are an integral component of a sustainable industry.

During the last year the CHC Marketing and Supply Code of Practice has been through several rounds of consultations, including CHC committee review, member and Board member comment, and external stakeholder feedback. This is to ensure that the Code is reflective of community needs but not so onerous as to prohibit reasonable business practices and innovation.

The revised Code is the result of a collaborative agreement between all therapeutic goods industry members to strengthen and standardise, as much as practicable, their Codes of Practice through the development of an industry framework based on a common set of high level principles.

In addition, the CHC is pleased to have a representative on the Department of Health & Ageing Advisory Group on the Promotion of Medicines, a whole-of-medicine industry group to discuss the recommendations from the Working Group on the Promotion of Therapeutic Products, including the lack of ability to control non-members of industry associations.

CHC Membership

The CHC has maintained its presence as the peak industry body for complementary medicines in 2012-13. Through engagement with, and feedback from, all facets of the Complementary Medicine industry the CHC is strategically placed to represent its members in the changing dynamic of the Complementary Medicine industry.

Through engaging our members in working committee's including the Retail Advisory Committee, we ensure that our members are actively involved in the strategic direction of the complementary medicine industry. It is important to ensure regular interaction with our members and with our working committees.

Engaging our Members

Membership is an essential component of the CHC strategy. We aim to have continued growth of our member base and to maintain satisfaction from our current members. New members are encouraged to become involved, as new ideas and approaches are always welcome in continuing the development of the CHC.

The Secretariat has been actively encouraging our members to be more involved in CHC activities. The involvement of members will help in shaping the political agenda, driving key strategies and developing industry focused initiatives. Through events such as our Parliamentary Reception members have the opportunity to network with politicians, media and other CHC Members. These interactions are invaluable in developing industry cohesiveness and morale.

Membership Benefits and Services

Members of the CHC are offered a wide range of benefits and services to complement their business. We run annual events where members receive either discounts or complimentary registrations aimed at encouraging attendance and involvement in the Complementary Medicine industry. The increasing range of interests of member companies of the CHC demonstrates an increased awareness in the Complementary Medicine industry of the benefits and strengths of the CHC. The unparalleled support offered in areas of regulatory reform updates, technical alerts, industry news and media releases is targeted to our member companies and highlights current issues and industry developments that may affect their business. We welcome feed back from members and encourage interaction both within the CHC membership base and within the industry as a whole. Through member interaction and feedback the CHC continues to grow and strengthen its role as the peak industry body for complementary medicines in Australia.

Communicating our Message

The CHC engages with members through a series of targeted communications including the fortnightly CHC *The Edge* newsletter, newsflashes, advisory emails, technical alerts and updates. Throughout 2012-13 the CHC distributed 30 media releases, 26 *The Edge* newsletters, 42 member-only newsflashes and advisory emails, and 46 technical alerts and updates. The Council has also continued to expand its reach among health-specific and mainstream media. We have confronted industry challenges and voiced industry concerns on issues such as research priorities, misleading media reports, and innovation and intellectual property protection, as well as highlighting the significance of the industry to the Australian economy and its impact on population health outcomes. This has resulted in articles and features appearing in national print and online publications, with the CHC increasingly becoming the first point of contact for media on Complementary Medicine issues.

2012-13 CHC Events – Parliamentary Reception and Annual Conference

Supplementing our communications activities is our annual program of events, including the National Conference (September 2012), Regulatory Obligations Seminar and Parliamentary Reception (March 2013), and Effective Advertising Seminar (June 2013).

2012 National Conference and Industry Awards

The CHC 2012 National Conference welcomed around 250 delegates and guests to the sunny shores of Manly for a spectacular program of speakers, debates and discussions on critical Industry issues, abundant networking opportunities and the celebration of industry achievements.

Biggest National Conference to Date – opened by TGA National Manager.

The CHC was proud to welcome Dr John Skerritt, National Manager of the Therapeutic Goods Administration (TGA) to formally commence proceedings at the CHC's 2012 National Conference.

Amongst the 200 strong Conference delegates, and joining Dr Skerritt for the duration of the Conference was Trisha Garrett, Head of the Office of Complementary Medicines, TGA, who was on hand to address delegates' questions.

Opening the Conference, Dr Skerritt recognised Complementary Medicines as a growth Industry and highlighted the TGA's priorities for 2012/13;



John Skerritt, CHC Annual Conference 2012

including the establishment of ANZTPA and the continued integration of the Industry into wider Government Health Policy, as well as major Blueprint implementation areas such as advertising reforms, levels of evidence, coded indications and listing compliance reviews. Dr Skerritt also acknowledged the importance of regulation relative to the level of risk and highlighted that the TGA are striving to minimise the regulatory burden on good industry operators.



Speakers

Following Dr Skerritt and continuing the impressive Day 1 line up, delegates were thrilled to hear from Dr Ross Walker, who examined ‘What is Health?’ with his compelling and engaging style, as well as our international guest speaker, Dave Foreman – the Herbal (or should that be ‘Erbal’) Pharmacist who enlightened delegates on the current state and future direction of the Complementary Medicines market in the US.

Also enlightening delegates and offering considered insights into issues facing the Complementary Medicine Industry were Professor Ian Brighthope, who explored the forces against the Complementary Medicine Industry, Jon Adams of University of Technology Sydney (UTS),

Michelle Palmer, Executive Director NPNZ

who made us think more deeply about the evidence base and what it means for the Complementary Medicine Industry and Craig Rispin, who thoroughly stimulated and inspired delegates.

Providing authoritative and thought-provoking perspectives on the State of the Market, delegates heard from Brendan Shaw of Medicines Australia and Anne Develin of The Pharmacy Guild, as well as Michelle Palmer on the creation of ANZTPA from the viewpoint of those across the water and the progression of the NZ Natural Health and Supplementary Products Bill.



Ian Brighthope, Nutrition Care



Anne Develin, Pharmacy Guild

interest, touching on topics including Indigenous Medicines, Value Adding to Tasmanian Atlantic Salmon and Protecting Reputation in a Digital World.

Break Out Sessions

The 2012 Conference catered for delegates from all sectors of the Industry, offering a choice of focussed break out sessions, with discussions around Innovation in Research and Commercial Applications and Connecting with the Consumer. The break out sessions were highly popular, allowing people to delve further into their chosen area of



Craig Rispin, Business Futurist and Innovation Expert



David Claudie and Sue Semple, University of SA

Access Video Footage Online

This year we developed video and audio footage of the presentations available to anyone who missed out or to delegates wanting to revisit the presentations.

For a small cost attendees are now able to easily access the footage online - from anywhere at anytime. Whether you want to check out individual presentations that you missed or view the whole Conference there is an option to meet your needs. Simply click here to find out more about accessing the footage and associated costs then fill in the online form and view the presentations today!

Networking, Sponsors and Prizes Galore

The Conference informally kicked off on Tuesday September 11, 2012 with the CHC Welcome Reception. Held at Sable Bar overlooking the ocean, this was a fantastic opportunity to gather and connect with delegates ahead of the formal conference proceedings.



Justin Di Lollo, Hawker Britton

A special guest appearance was made by Bessie the purple cow, who joined delegates with the rest of the team from the Complementary Medicines Group and their sponsored speaker Dr Will Bignell - those in attendance will have received their souvenir photo from the evening!

Delegates made the most of the networking opportunities during the morning and afternoon tea and lunch sessions, which were hosted amongst the exhibition space. With a full contingent of exhibitors, including Nutradry, OnQ Recruitment and Kingsway Compounding, delegates enjoyed exploring new products or services vital to the development of Industry.

Conference sponsors and exhibitors were also responsible for other unique offerings – including the provision of speakers (CMG, Lipa, Pathway and Swisse), sustainable coffee cups unmistakably provided by CMG (with added chocolate) and energy drinks from Amway, which were gladly received by delegates the morning after the Awards Dinner.

As part of the CHC's 'Exhibitor Passport' delegates entered themselves into a prize draw, with winners announced on Day 2 of the Conference. Prizes were generously donated by exhibitors and included:

Tom Tom Start Classic 3.5 donated by Plasdene Glass-Pak

Won by: Anne Yassine from Catalent

Coles Myer voucher \$100 donated by Insurance Made Easy

Won by: Max Hacker

Movie Gold Pass \$70 donated by Nutradry

Won by: Mikko Helle from Vitamin Solutions

Another generous prize was on offer from On Q Recruitment. Delegates simply entered their details into the draw at the On Q Recruitment Exhibition Stand and were in with a chance of winning an iPad.

The lucky winner announced on Day 2 of the Conference was Kate McFadyen from Blackmores!

Annual General Meeting and Members Only Session

Day 2 of the Conference saw the assembly of a large number of CHC Members for the 2012 Annual General Meeting and the critical Members Only Session.

The CHC's achievements of the previous 12 months were highlighted and Members were notified of the adoption of the new Constitution, the upcoming publication of the Code of Practice and the re-appointment of Board Members.

The Members Only Session consisted of insightful and lively high level discussion, amongst a room full of highly engaged Members, around the current and future Complementary Medicine regulatory environment. The constructive deliberations were extremely valuable and beneficial in progressing the CHC and Industry agenda.



Kate McFadyen and Pieter Mees, OnQ Recruitment

2012 Industry Awards Night



The theme of Evidence flowed through to the Industry Awards Dinner, which saw over 250 guests fill the black and white themed ballroom, with guests either matching the theme in their black and white outfits or adding a splash of colour – after all ‘It’s not always black and white’!!

It was straight into the Awards announcements this year, anticipation running high following a strongly contested round of nominations.

Award winners were invited onto the stage to collect their awards, including Ian Gamble of Amway as Industry Contributor of the Year and Richard Oppenheim receiving the prestigious Lady Cilento Award. Guests witnessed a number of emotional

acceptance speeches, winners taking in their well-deserved and strongly fought for recognition.

Guests were serenaded throughout the evening by the magnificent 7 piece band, SoulArte, whose energetic and engaging performance saw the dance floor full and demanding an encore at the end of the evening.



Parliamentary Reception 2013



Richard Henfrey, CHC President

Both sides of the House showed their support for the complementary medicines industry at the annual CHC Parliamentary Reception by attending speeches presented by The Hon Catherine King MP, former Parliamentary Secretary of Health and Ageing, and Shadow Minister for Health and Ageing, the Hon Peter Dutton MP.

The reception also welcomed former politician and elite athlete, Pat Farmer, who gave an inspiring talk and video presentation of his run from the North to the South Pole. Pat emphasised the important role that vitamin supplements played in this epic endurance feat as well as the importance of staying focussed and not giving up.

For the second year, the reception formed the platform for the introduction of the CHC's federal budget submission.



Emma Burchell, Hon Peter Dutton MP, Donna Staunton



Hon Catherine King MP



Pat Farmer and the Girls of the CHC Secretariat

Standards and Compliance

Codes of Practice & Industry Guidelines

The CHC strongly supports self-regulation, with the complementary medicine industry maturing into a responsible industry that provides a framework to guide ethical behaviour by industry participants. Non-members are not obligated, but are strongly encouraged to abide by the CHC Codes, as industry Codes.

Advertising Compliance & Complaints Resolution

The CHC strongly supports self-regulation, and has members that take their responsibilities under the CHC Marketing Code seriously, and consider the Code as a framework to guide ethical behaviour by industry participants. Non-members are not obligated, but are strongly encouraged to abide by the CHC Marketing Code, as an industry Code.

The Complaints Resolution Committee (CRC) is established under the current CHC *Code of Practice for the Marketing of Complementary Healthcare and Healthfood Products* to manage the co-regulatory system for the marketing of complementary medicines to consumers and healthcare professionals, including:

- below the line advertisements to the general public, including retailers;
- advertisements to healthcare professionals;
- complaints from Government, Industry, consumers and other bodies; and
- taking appropriate action to remedy the situation.

The CHC acknowledges and extends its appreciation to the Therapeutic Goods Administration for its support of the CRC for the 2012-13 financial year, but notes that funding into the future will not be provided by the TGA. This function will now be resourced from within the CHC Secretariat.

The CHC thanks all Complaints Resolution Committee members and commends them for their dedication.



Complaints Resolution Committee 2012-2013

Philip Daffy	Independent (Chair)
Sue Akeroyd	Sue Akeroyd & Associates
Michael Apollonov	NSW Food Authority
John Baker	Go Vita Springwood
Nathan Cheong	Fit Bioceuticals
Janine Cull	NSW Food Authority
Petra Henniger	PharmaCare
Reg Lehmann	Integria
Leah Hechtman	NHAA
Jon Wardle	UTS
Virginia Deigan	TGA (observer)
Wendy Morrow	CHC

Summary of Complaints: 1 July 2012 – 30 June 2013

(with comparative figures for previous two financial years)

	Total			Complaints against CHC Members			Complaints against Non-CHC Members		
	12/13	11/12	10/11	12/13	11/12	10/11	12/13	11/12	10/11
No. Complaints received	16	25	31	5	4	4	11	21	27
Finalised ¹	24	16	35						
Multiple Complaints ²	2	2	2	1	1	1	1	1	1
Forwarded to TGA ³	7	5	7	0	0	2	7	5	5
Referred to CRP	1	4	9	1	1	1	0	3	8

- 14 complaints were finalised from the 2011-2012 financial year. 6 complaints carried over to the 2013-2014 financial year for determination.
- Number of companies against which more than one complaint was received.
- As per Code of Practice clause 8.4.4 where a complaint received involves risk to public safety or the therapeutic good has not been included in the Australian Register of Therapeutic Goods (ARTG)*.

CRC Decisions

Complaint Substantiated	7
Complaint NOT Substantiated	7
Complaint Referred*	9

* Complaint Referred = to TGA, CRP or Food Authority.

Totals reflect complaints finalised from the 2011-12 financial year and that some complaints had not been considered in the reporting period.

Political Affairs

During this past year, the CHC has continued to build on its work in the Political Affairs arena. Our membership of the Federal Labor Business Forum, and our work with lobby groups Barton Deakin and Hawker Britton, has contributed to our strong advocacy presence and the respect of stakeholders. We have held a number of crucial meetings with key political players, including the Hon. Tanya Plibersek MP, the Hon. Catherine King MP, the Hon. Shayne Neumann MP, the Hon. Peter Dutton MP, and the Hon. Warren Snowden MP. In each meeting, we have raised a number of vital issues as they have arisen, in particular issues surrounding the ongoing regulatory reforms, the Therapeutic Goods Amendment Bill 2013 (2013 Measures No. 1), and recognition of the broader role that complementary medicines need to play in the preventive health agenda.

In addition, the CHC has been working hard to build and maintain valuable relationships with government agencies and industry stakeholders, including, but certainly not limited to, the Department of Industry, Innovation, Climate Change, Science, Research and Tertiary Education (DIICCSRTE), Austrade, the National Institute of Complementary Medicine (NICM), the Pharmacy Guild, and Rural Industries Research and Development Corporation (RIRDC).

The CHC submitted a pre-Budget submission for the 2013-14 financial year, which outlined key priorities for the complementary medicines sector: development of an appropriate industry framework to drive recognition of the contribution of complementary medicines to Australian consumer health; removing barriers to innovation; and supporting the Indigenous and Research communities in preserving Indigenous Medicine knowledge.

While Government was not able to provide the requested funding, we were fortunate that there was a level of support for the development of an appropriate industry framework. The CHC has been liaising with DIICCSRTE to unite a range of broader industry leaders and Government stakeholders in order to form the Complementary Medicines Industry Plan Working Group (CMIPWG). The intention of the working group is to develop a complementary medicines industry plan, outlining a ten year development strategy for the industry, articulating a way forward and addressing priority issues including skills, regulations and regulatory barriers, innovation and productivity, R&D, manufacturing competitiveness and policy reform.

We have also developed our Advocacy Agenda with the purpose of disseminating industry key messages, with the document designed for both pre-and post election lobbying. The document outlines four key areas where Government action is required in order to achieve our goal of a sustainable, vibrant, compliant industry that holds its place in consumer health.

These four areas include:

Appropriate Regulatory Environment

The current environment of escalating regulation of complementary medicines, based on a modified medical model contributes significantly to the difficulties faced by our industry.

In the main, the current regulatory system is effective and achieves its objectives. However, there are improvements that need to be made, and the regulatory reforms currently being implemented run the risk of removing the 'light touch' regulatory approach that should be applicable to these low risk complementary medicines products.

Innovation through Evidence

A viable, innovative and responsible complementary medicines industry is dependent on research to support quality, safety, efficacy, and cost effectiveness, and to develop new products. There is currently little or no incentive to support the development of complementary medicines if there is no possibility of data protection and/or market exclusivity. By comparison with the United States of America and the United Kingdom, research infrastructure for complementary medicine in Australia is not well developed.

There is enormous potential for complementary medicines to demonstrate savings through disease prevention and health promotion. More research is urgently needed for economic analysis to help guide individuals, industry and Government spending on health.

Opportunities for Growth

Whilst offering significant population health benefits, the complementary medicines industry currently faces a number of barriers to innovation. Industry has identified potential pathways to promote innovation and a sustainable industry, whilst upholding the objectives of the regulatory changes currently underway.

Additionally, Australian manufacturers need government support to take advantage of the opportunities surrounding the Asian Century. In particular, assistance with exporting Australian-branded and indigenous medicines would greatly increase the contribution that the complementary medicines industry can make in this arena. With an increasingly wealthy and growing population, there will be demand for a range of goods and services, including health and aged care, complementary medicines and high-quality food products.

Improving Consumer Health

Health is a foundation stone of the nation's wellbeing and prosperity. Good health drives workforce participation and productivity in turn delivering financial resilience and quality of life. Without significant reform in the medium term, the demand for health resources threatens to exceed supply and overwhelm the system – the time is right for a robust national discussion on healthcare.

There is a real and immediate role for complementary medicines in the improvement of public health through primary and secondary prevention of illness, creating healthy communities and businesses, and by encouraging and empowering all Australians to take better care of their health.

Proactive government support of complementary medicine research, education and policy development can enable health providers to better utilise this valuable opportunity.

As industry members will be aware, there are a number of barriers to growing this vital Australian industry, and our Advocacy Agenda pays particular interest in providing solutions to these barriers.

Regulatory Affairs

The strategic focus over the past 12 months has been to build on our regulatory engagement and key relationships within the Therapeutic Goods Administration to influence the agenda and place the industry in a sustainable position for the implementation of the Governments Blueprint reforms¹ in the coming years.

The CHC, in shaping the national complementary medicines agenda, supports appropriate regulatory reform that aims to increase efficiencies in the Industry. We work collaboratively with the regulators to ensure industry's voice is heard through lobbying, policy development and research. The CHC promotes the objectives of the Australian National Medicine Policy (NMP), which endeavours to bring about better health outcomes for all Australians, focusing in particular on people's access to, and wise use, of medicines.

Positive Reform Agenda for Complementary Medicines

The CHC has driven the agenda by lobbying on behalf of members on regulatory and technical matters that directly impact the Complementary Medicines Industry. This year has seen numerous regulatory reviews and proposals for reform. Of particular significance is the Therapeutic Goods Administrations (TGA) Blueprint Reforms, which outlines the Australian Government response to several major reviews of therapeutic goods regulation, a process of reform set to continue into 2016.

¹ TGA's Blueprint Reform encompass separate broad Government reviews including - Transparency Review, Auditor-General's report on Therapeutic Goods Regulation: Complementary Medicines, Informal Working Group on Complementary Medicines, Working Group on Promotion of Therapeutic Products, Health Technology Assessment Review, Regulatory Framework for Advertising Therapeutic Goods and the Medical Devices Regulatory Framework.

The CHC has been pivotal in shaping the policy and regulatory agenda. The Government established the Australian Therapeutic Goods Advisory Council in 2012, a key recommendation of the Transparency Review. At the establishment of this Committee, complementary medicine expertise was not specifically included. The CHC advocated strongly for there to be a representative with specific complementary medicines expertise on this committee. We are now pleased to welcome Associate Professor Lesley Braun to represent the Complementary Medicine industry in this capacity.

Evidence Required to Support Indications for Listed Medicines

The CHC continues to be the voice for Complementary Medicines. Harnessing the depth of skill in industry the CHC provided the TGA with comprehensive submissions to its consultations on the Evidence Required to Support Indications for Listed Medicines (May 2012) and Mark 2 Consultation (22 October 2012). The CHC lobbied the Government to remove the requirement for an expert report to be signed off by a PhD or medical doctor. We made detailed suggestions for improvements; including streamlined templates for industry and criteria for appropriate Sources of Established Evidence.

The CHC were successful in maintaining the current requirement for 25% of the RDI to make a nutrient reference claim for a vitamin or mineral. The draft evidence guideline included a substantial increase to the percentage of RDI, adequate intake or nutrient reference value for that vitamin/mineral to at least 50%, in relation to statements supporting supplementation.

An extensive amount of work has been invested into forming appropriate parameters for evidence of efficacy for listed medicines associated with weight loss. Of particular importance will be the translation of clinical research in the area of biomarker risk reduction.

The revised evidence guidelines are yet to be formally released; however the new guideline is expected to clearly outline requirements for listed medicine compliance for the understanding of industry and consumers.

Permitted Indications for Listed Medicines

The permitted indications for listed medicines project was another major consultation focus for the secretariat this year, being both engaged in the pre-consultation and formal consultation phases of this project. Key achievements so far in this reform have been to significantly reduce approximately 90 indications proposed for removal down to less than 6 indications.

In order to develop a comprehensive list of indications to put forward to the TGA, we considered input received from the Office of Complementary Medicine & Industry Consultative Group (OICG), existing indications available for use in ELF, indications available for use from other international regulatory bodies for example, Health Canada (HC), European Medicine Agency (EMA), Foods with Nutrient Function Claims (FNFC) and FSANZ High Level Health Claims. We have lobbied for the expansion of the coded indications list from the originally proposed 600 indications to over 2000 indications. Perhaps most significantly, we have vouched for there to be a level of flexibility for industry to extrapolate from the list of permitted indications to generate claims that are of the same meaning or intent.

Positive Reform to the Advertising Regulatory Framework

The CHC coordinated an industry forum based around the TGA consultation document, 'Regulating the advertising of therapeutic goods to the general public' (version 4.6, May 2013). The CHC, in its submission to the TGA, highlighted particular concern with the inclusion of a new proposal for advertising directed to healthcare professionals. This proposal put forward an option to only recognise health practitioners regulated under the Health Practitioner Regulation National Law, for the purpose of advertising. As such this would currently exempt a range of healthcare professionals including Naturopaths and Herbal Medicine Practitioners.

Whilst the CHC is fully supportive of Naturopaths and Herbalists being included under the Australian Health Practitioner Regulatory Agency (AHPRA), we outlined valid reasons why registration is currently untenable. The CHC has lobbied extensively on behalf of industry to maintain the current advertising exemption for health professionals, as outlined in the Act and considerations for alternative interim measures until registration of the professions can be attained.

Australian New Zealand Therapeutics Products Agency (ANZTPA)

The progression of the Australian New Zealand Therapeutics Products Agency (ANZTPA) continues to see business to business changes providing efficiencies both here and across the Tasman. The CHC has been actively involved in ANZTPA projects this year including how the ANZTPA joint regulatory framework and the Trans-Tasman Early Warning System may best be implemented. We have also been involved with the TGA and MedSafe on the development of the Over-the-Counter business process reform.

New Zealand Natural Health and Supplementary Products Bill

This environment of regulatory change is providing the foundations for continued in-depth discussion amongst the industry as to the most appropriate regulatory framework for complementary medicines. Of particular interest is the progression of the Natural Health and Supplementary Products Bill in the NZ Parliament. The Bill has progressed through to its second reading in the NZ Parliament and as the Australian industry approaches ANZTPA the CHC will be keeping a close eye on how natural health products will be regulated across the ditch.

International Engagement

The CHC continues to liaise with and build upon its connections in the international regulatory space including IADSA and GOED. We have been particularly active as a participating member of the Standards Australia's National Mirror Committee on Traditional Chinese Medicine (TCM) including its sub-committees on the quality and safety of TCM manufactured products and raw materials.

Standards Australia recognises the CHC as an important and strategic participant and contributor in providing national guidance in the field of standardization and this facilitates early visibility on international Standards development activities and initiatives. The international standards work is taking place under the International Organization for Standardization (ISO)'s Technical Committee (ISO/TC 249) Traditional Chinese Medicine. Since its inception in 2009, the Australian Committee has voted on draft international standards as they have been developing and has been instrumental in drafting resolutions and contributing to the success of the meetings.

Industry Engagement - CHC Policy, Technical Committees & Working Groups

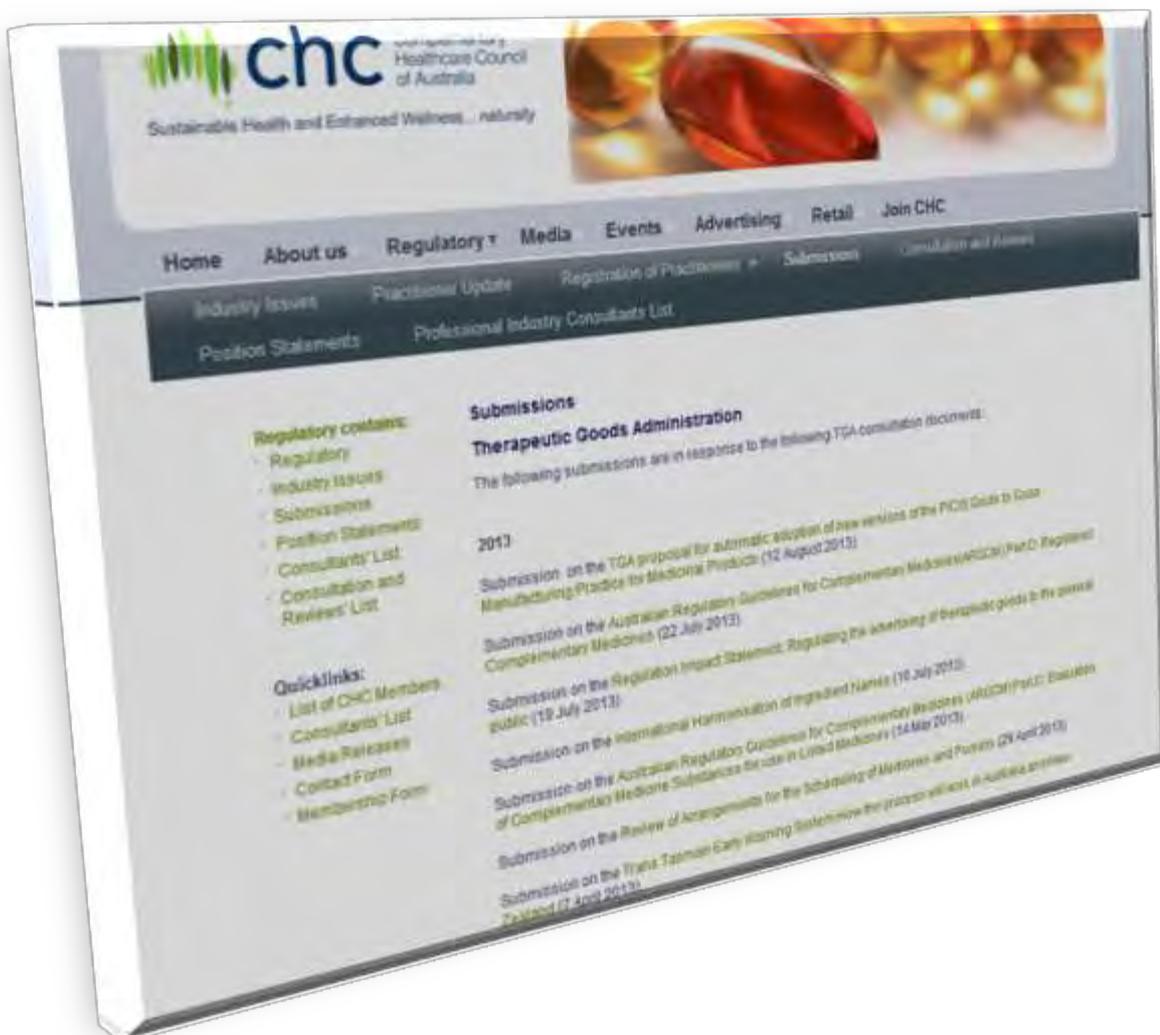
The CHC fosters a sense of belonging and passion amongst our members by facilitating access to collaborative decision-making on regulatory and standards issues through a range of CHC Committees and Working Groups. The work of these experienced Committee members is pivotal in the CHC providing leadership in its regulatory and political endeavours.

The CHC acknowledges and extends its appreciation to all committee and working group members for their dedication and hard work on behalf of industry. A full list of external and Secretariat committees and working groups is depicted on page 26.

Future Directions and Goals for the Regulatory Affairs Team

The Secretariat is set for another engaging year in progressing a positive complementary medicines regulatory reform agenda and ensuring appropriate outcomes with regard to regulatory change, through the representation of our members and collaboration with the regulators and industry stakeholders.

By developing submissions, industry agreed positions, and being proactive on relevant issues related to the Complementary Medicine Industry, the Committees and Working Groups will continue to be productive and results driven.



CHC Submissions 2012-2013

Therapeutic Goods Administration

- Submission on the [TGA proposal for automatic adoption of new versions of the PIC/S Guide to Good Manufacturing Practice for Medicinal Products](#) (12 August 2013)
- Submission on Labelling and Packaging of Complementary Medicines v2 - External Reference Group (26 July 2013)
- Submission on the [Australian Regulatory Guidelines for Complementary Medicines Part D: Registered Complementary Medicines](#) (22 July 2013)
- Submission on the [Regulation Impact Statement: Regulating the advertising of therapeutic goods to the general public](#) (19 July 2013)
- Submission on the [International Harmonisation of Ingredient Names](#) (10 July 2013)
- Submission on the [Australian Regulatory Guidelines for Complementary Medicines Part C: Evaluation of Complementary Medicine Substances for use in Listed Medicines](#) (14 May 2013)
- Submission on the [Review of Arrangements for the Scheduling of Medicines and Poisons](#) (29 April 2013)
- Submission on Labelling and Packaging of Complementary Medicines – External Reference Group (12 April 2013)
- Submission on the [Trans-Tasman Early Warning System How the process will work in Australia and New Zealand](#) (7 April 2013)
- Submission on the [Permitted \(Coded\) Indications for Listed Medicines](#) consultation paper (15 March 2013)
- Submission on the [ANZTPA Discussion Paper 'Description of a possible joint regulatory scheme for therapeutic products under ANZTPA'](#) (21 February 2013)
- Submission on the [Australian Regulatory Guidelines for Complementary Medicines Part B: Listed Medicines](#) (18 February 2013)
- Submission on the System of Australian Recalls Actions (SARA) Prototype Database (15 February 2013)
- CHC [Issues Paper on the Substantiation of Claims to Comply with the Therapeutic Goods Advertising Code](#) (18 January 2013)
- Submission on the [Australian Regulatory Guidelines for Complementary Medicines Part A: General Guidance](#) (7 November 2012)
- Submission on the revised draft guideline: [Evidence required to support indications for Listed medicines \(excluding sunscreens and disinfectants\), version 2.0 August 2012](#) (22 October 2012)
- Submission on the TGA Standard (Coded) Indications Project - pre consultation phase (7 September 2012) [Consultation document and Draft list of Standard \(Coded\) Indications](#)
- Submission on the [Medicine Labelling and Packaging Review](#) (24 August 2012)
- Submission to the proposed revision of the draft Compositional Guideline for Tocotrienols Complex – palm (19 December 2012)

Food Standards Australia New Zealand

- Submission on the [Proposed Future Regulation of Nutritive Substances and Novel Foods in the Australia New Zealand Food Standards Code](#) (May 2012)
- Submission on [Proposal P293 Nutrition, Health and Related Claims](#) (30 March 2012)

Government Stakeholder Submissions

- The Complementary Healthcare Council's 2013/14 Federal Pre-Budget Submission (February 2013)
- Submission on NZ Natural Health Product Bill Summary. The Complementary Healthcare Council provides a summary paper on the New Zealand Natural Health Products Bill (Government Bill 324-1)
- Submission addressing the [Review of the National Industrial Chemicals Notification and Assessment Scheme \(NICNAS\)](#) (27 July 2012)

CHC External Committee Representations

- Complaints Resolution Panel (CRP)
- Department of Agriculture, Fisheries and Forestry (DAFF) Biologicals Consultative Group
- Department of Agriculture, Fisheries and Forestry (DAFF) Biologicals Risk Working Group
- Department of Agriculture, Fisheries and Forestry (DAFF) ICON Redevelopment Project (BICON)
- Department of Health and Ageing Codes of Conduct Advisory Group
- International Alliance of Dietary Supplements Association Adverse Event Reporting Global Guidance document Working Group
- International Alliance of Dietary Supplements Association Technical Working Group (IADSA)
- ISO - Standards Australia's National Mirror Committee on Traditional Chinese Medicine and associated working groups – TCM product manufacturing and raw materials
- National Institute of Complementary Medicines (NICM)
- NPS - Non Prescription Medicines Industry Group
- Office of Complementary Medicines/Industry Consultation Group (OICG)
- Pharmaceutical Industry Working Group (PIWG)
- TGA Electronic Listing Facility User Testing Group
- TGA Focus Group on the International Harmonisation of Ingredient Names Project
- TGA Informal Working Group on Complementary Medicines
- TGA Labelling and Packaging External Reference Group
- TGA Office of Manufacturing Quality - Complementary Medicine Technical Working Group
- TGA Over the Counter Business Process Reform (OTC BPR)
- TGA Prototype of the Database of Adverse Event Notifications Testing Group
- TGA Therapeutic Goods Order No. 78 Working Group
- Therapeutic Goods Administrations Industry Consultative Committee (TICC)
- Therapeutic Goods Advertising Code Council (TGACC)
- Therapeutic Goods Committee (TGC) and sub committees

Industry Representation and Conferences

- ARCS Scientific Congress - Chairperson to the 'Importance of Translation Research in the Field of Complementary Medicine
- Australasian College of Nutritional and Environmental Medicine (ACNEM), Food and Nutritional Sciences Division of the CSIRO, and Nutrition Society of Australia (NSA) *3rd International Conference on the Science of Nutrition in Medicine and Healthcare.*
- Australian Food and Grocery Council (AFGC) Industry Leaders Forum- Parliament House
- Australian Research Centre in Complementary and Integrative Medicine (ARCCIM) Launch, Faculty of Health, UTS.
- Canberra Institute of Technology - presentation to Advanced Diploma Naturopathy students
- CHC Complementary Medicine Industry Forum (Advertising RIS Consultation)
- China Healthcare Association Meeting
- Federal Budget Dinner

- Food Standards Australia New Zealand and Therapeutic Goods Administration - Food/Medicine Interface Meeting
- Luncheon meetings with the Hon. Tanya Plibersek MP and the Hon. Warren Snowdon MP
- Medicines Australia Annual Parliamentary Dinner
- Meetings with the Hon. Catherine King MP and the Hon. Shayne Neumann MP
- Meetings with the Hon. Greg Combet's advisors and with the Department of Industry, Innovation, Climate Change, Science, Research and Tertiary Education (DIICCSTRE)
- Parliamentary Friends Group and The Pharmacy Guild of Australia - Launch of the Australian Centre for Health Research publication "The PBS as an Investment – Not just a cost"
- Pharmacy Guild of Australia Annual Parliamentary Dinner
- Prime Minister Kevin Rudd Address the Nation – National Press Club
- RACI Pharmaceutical Science Group seminar – Update on GMP developments and Release for Supply
- TGA Complementary Medicine Road show – Listing Compliance Reviews and new look and feel ELF
- TGA Workshop: Improving accessibility and quality of post market regulatory information

CHC Committees and Working Groups

- Advertising Industry Working Group
- CHC Pharmacovigilance Working Group
- Complaints Resolution Committee
- DAFF Working Group
- Finance & Audit Board Committee
- Food/Medicine Interface Working Group
- Homoeopathic Working Group
- Industry Development and Innovation Board Committee
- Manufacturing & GMP Technical Committee
- Marketing and Communications Board Committee
- Marketing Code Governance Committee
- Political Affairs Board Committee
- Practitioner Medicine Technical Committee
- Raw Material Suppliers Technical Committee
- Registration of Practitioners Advisory Committee
- Regulatory Policy Board Committee
- Regulatory Technical Committee
- Retail Advisory Committee
- Sports Supplement Industry Group

Professional Development

– Seminars & Education

The CHC has provided a direct strategic focus to support the professional development of industry and consumers in their choice to use complementary healthcare products as an integral component of healthcare by providing a comprehensive professional development program of seminars and educational tools.



Education

The CHC sees it has a vital role in facilitating and building the knowledge within the complementary medicines workforce and consumer front line.

The CHC recently launched an Introductory Certificate in Complementary Medicines adding to the suite of certificates, currently comprised of:

- Introductory certificate in complementary medicines
- Foundation studies for complementary healthcare products
- Complementary healthcare products - nutritional supplements
- Complementary healthcare products - herbal supplements
- Complementary healthcare products - homoeopathics and herbal essences

A further two courses are set to be launched soon including:

- Complementary healthcare products - therapeutics
- Complementary healthcare products - sales and advertising

The Certificates are flexible and can be completed separately with the foundational knowledge. Together the six certificate course (excluding the introductory certificate) will comprise the diploma of complementary healthcare products.

The courses are easily accessible through online delivery, allowing self paced learning. In addition to the study materials, students have access to the Natural Standards Database – a high quality evidence-based resource on complementary medicines. The CHC offers flexible payment options to meet student requirements so students can commence study sooner. Further information on any courses offered by the CHC is available at <http://moodle.chc.org.au> or by emailing education@chc.org.au



CHC Education New Year's Resolution Campaign on the CHC Website

Natural Standards Database (NSD)

Evidence-based resources are essential in the complementary medicine industry whether you are in product development, dispensing out of a health food store, a pharmacy or private clinic. The CHC has invested on behalf of the Complementary Medicine Industry to provide access to the Natural Standard database, including regular topic focused webinars, for its financial members. The Natural Standards collection of systematic reviews is primarily geared toward clinicians who intend to provide information to help make informed therapeutic decisions. Natural Standard/ Harvard Medical School Monographs are also included on selected topics.



The NSD is a reference tool that can be searched by nutrient or herb via a traffic light system to ascertain the level of evidence currently available. Evidence grades reflect the level of available scientific data for or against the use of each therapy or product for a specific medical condition.

Consumer Communication

A key role for the CHC is assisting consumers to make informed health choices. The introductory certificate in complementary medicines is designed to appeal to a broad consumer audience – those who wish to be better informed about the complementary medicines or those seeking career opportunities.

The Natural Standards Database (NSD) also provides a consumer friendly summary of the evidence available on complementary medicines and therapies. The Patient Information Database, with links to the Bottom Line Modality Monographs, is the Natural Standard component that is primarily geared toward patients and consumers. The Patient Information Database provides a wide variety of information on herbs and conditions, including background, scientific evidence, traditional and theoretical usage, dosing, safety and interactions.

Patient information files have been produced in an effective manner by focusing primarily on the type of information a consumer would likely seek. Terminology has been geared toward the lay person without removing critical content, and the patient information files are easy to search using the sidebar menu for navigation. The Patient Information Database is a useful, thorough, and integral component of the Natural Standard Database.

Effective Advertising Seminar 2013

A list of great speakers and inviting content welcomed almost 50 delegates to our Effective Advertising Seminar. The seminar informed and updated delegates regarding advertising compliance issues and developments for complementary medicines. Engaging speakers covered these issues as well as provided a few pointers and tips on general marketing communications such as advertising planning, copywriting and social media. Feedback points towards demand for this information as well as greater detail and guidance where possible. This is something we will endeavour to continue.

Regulatory Obligations Seminar

The CHC would like to thank delegates who attended the highly successful Regulatory Obligations Seminar, held in Canberra on 18 March 2013.

We were delighted to host five senior TGA speakers along with a number of experts from DAFF, to not only present but willingly answer delegate questions.

Dr Wendy Morrow, Executive Director, CHC opened the day with the CHC Head of Government Affairs and Industry Development, Karen Hocking. Both delved into the Marketing Reforms, covering the changes and recommendations to the CHC Code of Practice and what this means for industry. The Code guides our membership, so this piece of work is at the heart of maintaining a compliant and productive industry.



Following this were TGA representatives, who spoke on various aspects of the Blueprint Reforms. TGA Chief Operating Officer, Jill Jepson focused on forecasting upcoming consultations and ANZTPA, and the Head of the Office of Complementary Medicines, Trisha Garrett, provided an ANAO implementation update. Other areas covered by the TGA included, compliance reviews on listed Complementary Medicines, manufacturing quality compliance, and advertising reforms.

A key piece of information from the TGA was the raft of proposed regulatory changes (Bills) that are unlikely to be submitted to Parliament (or passed) this year as new legislation. The CHC have been working with the TGA and other stakeholders to

Trisha Garrett, Head of the OCM, TGA

engage in meaningful dialogue that includes considered and well timed regulatory changes. We have always stated that rushed changes are not appropriate and the CHC was instrumental in demanding comprehensive consultation with input from key industry experts.

Representatives from DAFF spoke on biological imports, ICON project, imported food, plant imports and border compliance which concluded with a productive Q&A session.

The Q&A session proved to be incredibly valuable to seminar delegates, and something we will consider repeating in the future.

The CHC would also like to thank the vast majority of delegates who provided constructive feedback with ideas to work on for future events, such as reader friendly PowerPoints, variety of speakers and content with take away points to enhance learning. Your feedback is extremely important to us for future event planning.



Panelists at the CHC Regulatory Obligations Seminar

The 2012 CHC Industry Awards were presented to

Lady Cilento Award

Richard Oppenheim

Most Outstanding Industry Contributor of the Year

Ian Gamble, Amway of Australia

Vince Russell Retailer of the Year

Kevin Ewin, Go Vita Eastland and Go Vita The Glen and

Enis Saegenschnitter, Go Vita Munno Para

Most Outstanding Salesperson of the Year

Craig Fallshaw, Complementary Medicines Group

Raw Material Supplier of the Year

Network Nutrition

Manufacturer, Wholesaler or Distributor of the Year

Lipa Pharmaceuticals

Most Outstanding Contribution to Research,

Education or Training

Henry Osiecki

Most Outstanding Marketing Campaign

Swisse Vitamins, Powering Australia's Olympic Dream



Richard Oppenheim, recipient of the Lady Cilento Award



CHC Executive Director with the 2012 award winners

Providing industry leadership
for better informed consumers

Ensuring affordable, effective, safe and
high quality complementary healthcare
products are available to informed consumers

Providing a national voice through the media

Fostering a sense of belonging, passion and
corporate social responsibility

KEY STRATEGIC OBJECTIVES

Shaping the agenda

Consumers are supported in their choice to use
complementary healthcare products as an integral
component of their healthcare

Influencing regulation at the political and
administrative levels

Encouraging innovation for industry growth

