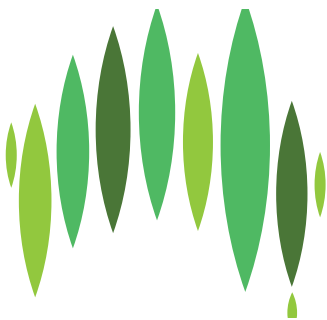




# Annual Report

2013 - 2014



**cma** Complementary  
Medicines  
Australia



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## **From the President**

Our organisation, and the complementary medicines industry, has gone through significant change over the past 12 months. It has been a year of reform, which has turned out to be a real turning point for our industry.

First of all, I would like to give a sincere welcome to Carl Gibson who, in September last year, took over as the new CEO of the industry peak body. Carl is a highly experienced public affairs executive with a significant background in the development of public policy.

This year, he has already garnered incredibly positive outcomes for our organisation and our industry, by enhancing our profile and gaining the recognition of our industry's contribution to Australian society.

I would also like to take this opportunity to thank our former Executive Director, Dr Wendy Morrow, for her five years of contribution to the organisation and the industry. We wish her all the best for the future.

I am very pleased that we have achieved our long-held goal of changing the name of our organisation to Complementary Medicines Australia. The new name presents an ideal opportunity to drive forward the preventative healthcare agenda and articulate the benefits of complementary medicines to all Australians. I am delighted that this change has been received so positively by the various stakeholders in our industry.

Thank you to all CMA members that contributed to the work of our organisation during this last year. A number of our committees have been refreshed and have provided vital assistance to the Secretariat in a broad range of areas and realms of expertise.

I would also like to warmly welcome Natasha Flynn, Kerry Cunningham, and Justin Howden as CMA Board members. The extensive experience, skills and vision they bring to our refreshed Board Committees will surely help to drive CMA's strategic direction for the coming year.

Among the many initiatives undertaken by CMA this year, one of the significant achievements I would like to highlight is the stronger emphasis on advocating for reduced regulatory burden for our industry. As the leading industry association for complementary medicines, we successfully took up the Federal Government's challenge to identify unnecessary red tape and to effectively communicate our position. We have a very busy and exciting time ahead of us in relation to ensuring right-touch regulation for our industry.

I look forward to seeing our organisation work towards becoming an even stronger industry advocate and welcome the opportunity of working with you all to achieve this for the coming year.



**Richard Henfrey**  
**President**



# From the Chief Executive Officer

It is incredible to believe that a year has passed already since the last Annual Conference and Industry Awards, where my appointment as the new CEO was formally announced. It has been an exciting and busy year, and it has been my honour to represent the organisation.

The name change to Complementary Medicines Australia (CMA) provides a much sharper, more focused and positive image to assist us in building a high profile organisation. The change has resulted in a large number of positive comments from stakeholders, including our members, the media and decision makers. In addition to the name change, CMA has refreshed, updated and expanded our website, enriched the work and representation on our committees, and relaunched our newsletter as 'The Supplement'.

We have been active in the media promoting the benefits of preventative healthcare, and we have not been afraid to take on our critics head to head. The implementation of our rapid response plan has helped us take back the media agenda and address the detractors.

It has been a positive time for our industry. With the change in the Australian political landscape in 2013, CMA welcomed the Government's focus on reducing over-regulation of industry and ensuring an appropriate regulatory environment for complementary medicines. In line with the new Government's target for slashing the cost of regulation by \$1 billion a year, CMA launched our deregulation agenda; '*Light Touch Right Touch for Complementary Medicines*', focusing on reforms to provide a total deregulation saving of \$70 million per annum. CMA is pleased to have this opportunity to contribute to the regulatory reform of our industry, to ensure we cut red tape, invest in future growth and drive the preventative health care agenda in Australia.

CMA held a number of highly successful events during the year, including the 2013 National Conference and Annual Awards Dinner, the Regulatory Obligation seminar, the launch of Complementary Medicines Australia & Industry Audit 2014 and the recent Parliamentary reception. Through these events, CMA has provided a firm platform for the significant contribution of our industry to the Australian economy, and at the same time, succeeded in identifying and highlighting the critical obstacles that limit industry growth.

We welcomed nine new members to Complementary Medicines Australia, and I want to thank each and every one of our members for your valuable support during the year. Together we continue to promote our industry – an industry that is focused on preventative health and an industry that makes a real difference to peoples' lives.

Together we are Stronger.



**Carl Gibson**  
Chief Executive Officer



# Treasurer's Report

The role of a not-for-profit organisation is primarily to advocate the political and regulatory agenda of its members, rather than make profits. However we have to be cognisant of the fact that it is the financial investment of our members that underpins the organisation and our aim is to balance the budget while advocating change.

As Treasurer I can report that this has been a year of reform and change for the organisation. We welcome a new head of Finance Carol Hart, a qualified accountant who brings with her experience from another trade association.

I am hugely grateful to Carol for her reforms and I also want to thank Phil Anderson for his continued help and unwavering support. We are sorry to see Julie Yoo leave the organisation and wish her well as she joins her husband moving home and starting on a new adventure.

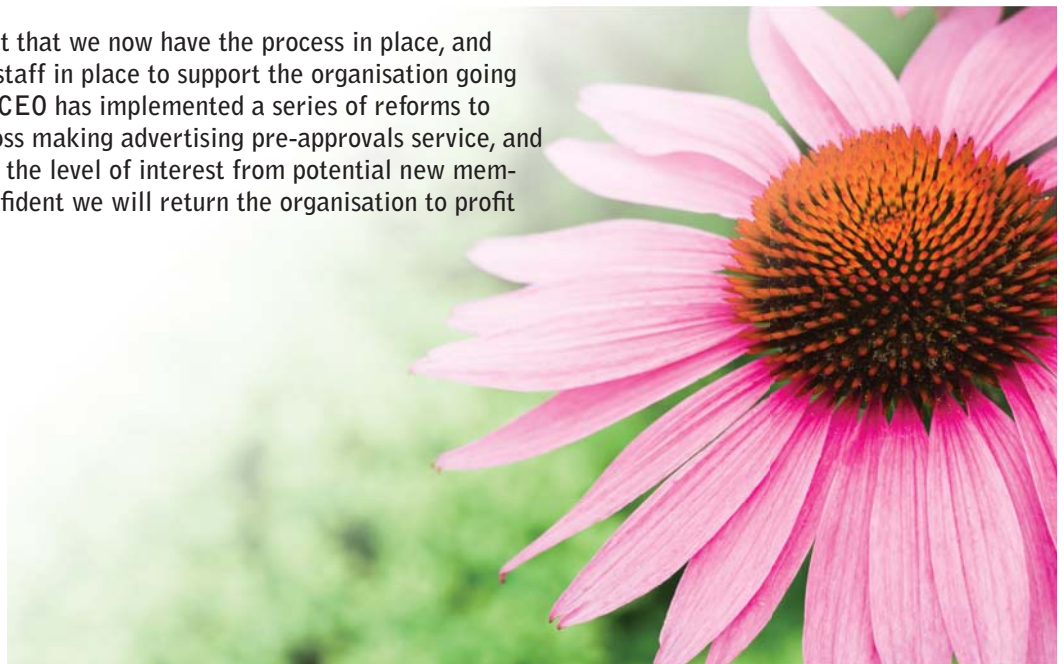
We unfortunately lost two major members during the year, and we also made a financial loss running the advertising pre-approvals service. However, we did manage to mitigate most of the loss by attracting nine new smaller members and implementing cost cutting measures. We have also made some changes to our accounting process to bring our reporting in line with best practice.

This has been a challenging year financially because of the change to accountancy practices, losing two major members and running the pre-approvals service we report a deficit of \$53,565.

I am confident that we now have the process in place, and the qualified staff in place to support the organisation going forward. Our CEO has implemented a series of reforms to address the loss making advertising pre-approvals service, and together with the level of interest from potential new members I am confident we will return the organisation to profit next year.



**John Baker**  
CMA Treasurer



# CMA Board



**Richard Henfrey**

**President**  
Blackmores  
Chief Operating Officer



**Sally Brumley**

**Vice President**  
Queanbeyan Mega Health  
& Leura Health Foods  
Owner



**John Baker**

**Treasurer**  
Go Vita Springwood  
Owner / Manager



**Ian Chant**

TSI Pharmaceuticals  
Managing Director



**Paul Mannion**

Health World  
Technical Director



**Dusko Pejnovic**

Lipa Pharmaceuticals  
Chief Executive Officer



**Wayne Coote**

Pathway International  
Managing Director



**Frank Caruso**

Caruso's Natural Health  
Managing Director



**Mark Bisset**

Catalent Australia  
General Manager Australia/Asia



**Natasha Flynn**

Health Direction  
National Sales and Marketing Manager



**Kerry Cunningham**

Blackmores  
Director of Partnerships and Capability Growth



**Justin Howden**

Swisse  
Head of Government Relations, Public Policy  
Appointed September 2014



**Carl Gibson**

Complementary Medicines Australia  
Chief Executive Officer



# CMA Secretariat



**Carl Gibson**  
Chief Executive Officer



**Emma Burchell**  
Head of Regulatory Affairs



**Karen Hocking**  
Head of Government Relations  
& Industry Development



**Carol Hart**  
Head of Finance



**Dee Watson**  
Business Manager



**Philip Anderson**  
IT Manager



**Miho Kikuchi**  
Industry Development



**Alice Callahan**  
Communication, Marketing and  
Events



**Chelsea van Zyl**  
Business Development

Staff not pictured: Dr. Wendy Morrow **Executive Director** - Resigned September 2013  
Shanna Choudhary **Project Officer** - Resigned October 2013  
Casuarina Forsyth **Media & Communications** - Resigned February 2014  
Julie Yoo **Finance** - Resigned June 2014

## CHC Office of Advertising Compliance



**Tricia Campbell**  
Advertising Services  
Manager



**Ruben Jones**  
Advertising Services  
Manager

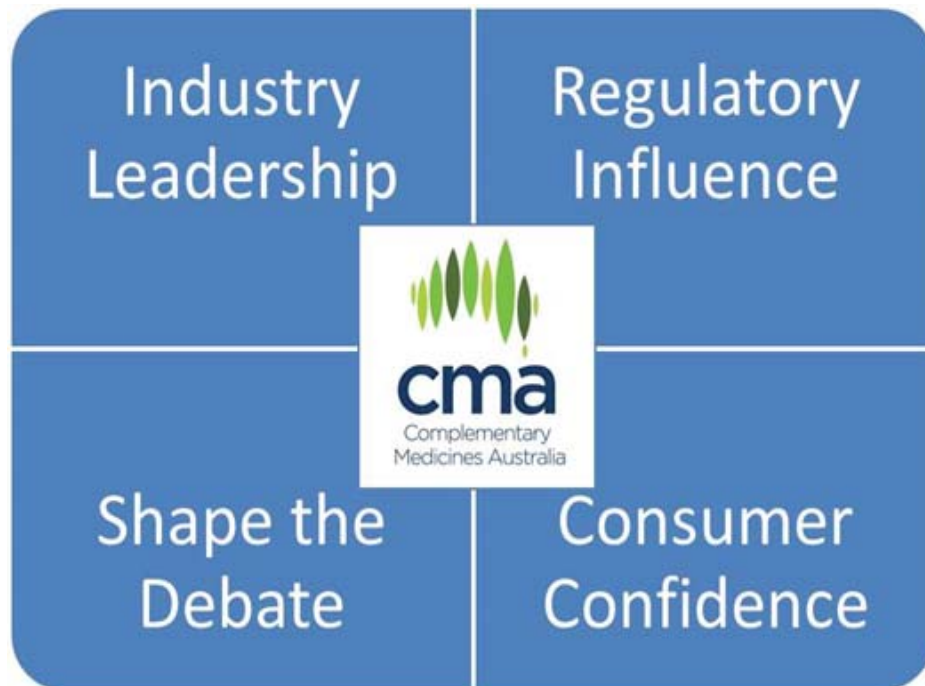


**Kirili Anderson**  
Advertising Services  
Manager

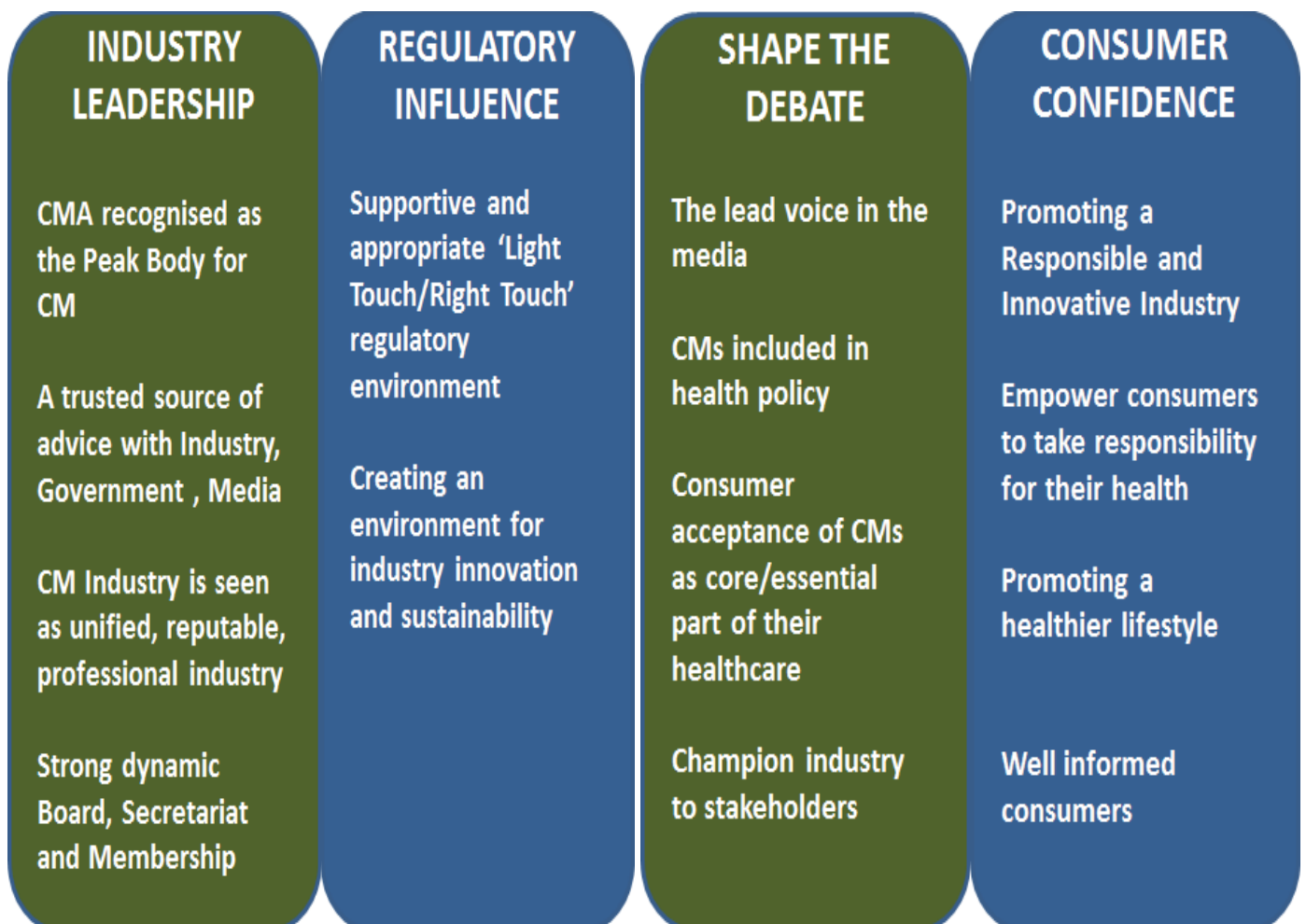
Staff not pictured: Tony Lewis **Advertising Services Manager**



# CMA Strategic Plan



## CMA Vision





# Political, Industry Development and Innovation



Over the past 12 months, CMA's Political, Industry Development and Innovation committee (P&IDI) has placed its focus on concretely addressing the most critical issues affecting our industry. The committee ranked, according to importance, a series of issues and opportunities facing the complementary medicines (CM) industry.

In line with the new Government's deregulation policy, the P & IDI committee took the opportunity to advocate for a review of the objectives of the TGA's blueprint reforms. We held a series of discussions over a range of regulatory matters, including prioritising the issues which need to be addressed and the calculation of the potential value of deregulation.

Manufacturing competitiveness was an issue that was recognised as a priority. In order to maintain a dedicated focus on activities related to the promotion of enhanced competitiveness for Australian based CM manufacturers, in September 2013 we welcomed Ms Miho Kikuchi to our team as an industry development associate.

In addition, given the potential for Australian manufactured CMs to contribute to the Australian economy through exports, our committee has proactively worked with export-associated stakeholders and has provided CMA members with opportunities to develop their exports to the Asian region.

## Light Touch Right Touch Regulation for Complementary Medicines

The P&IDI committee together with the Regulatory Policy committee developed an industry paper 'Light Touch Right Touch Regulation for Complementary Medicines' in response to the Government's Deregulation Agenda. The paper outlines the top three priority recommendations for improving the regulatory environment for Australian CMs businesses.

## Update Advocacy Agenda

With the change in Government, the P&IDI committee reviewed CMA's Advocacy Agenda to ensure the communication of key industry messages in the most succinct and effective manner.

To achieve a sustainable, vibrant industry, and to gain recognition of the value that CMs can contribute to both public health and to Australia's economy, CMA is advocating for the Government to take action in four priority areas.

- An appropriate regulatory environment that encourages and supports innovation
- Improving consumer health, with a specific focus on preventative healthcare
- Innovation through evidence and support for investment
- Opportunities for growth, both locally and internationally



## Pre-Budget Submission for the 2014/15

CMA submitted a pre-Budget submission for the 2014/15 financial year with the aim of highlighting our economic contribution to manufacturing, research and development and, through improved population health outcomes, reducing the pressure on the Government's health budget. CMA called for a change in health focus from supporting an ailing and expensive illness model to a wellness model that empowers Australians to take a new approach to healthcare, an approach that promotes well-being.

## Export Project

Given Australia's economic integration with Asia, openness to the region will be a critical factor in the future success of the Australian CMs industry. On behalf of the industry, our committee has worked on an export project with the aim of increasing market access into three Asian markets: China, Indonesia and Vietnam. The project's report, commissioned from ITS Global, includes information on the nature of the barriers to trade and investment, potential exports to the target markets, and the prospects for removing export barriers through free trade agreements.

## Collaborative Work with Austrade and the Export Council of Australia (ECA)

CMA has been working collaboratively with Austrade to enhance export business opportunities for our members. The Austrade webinar for our members on the Indonesian market had a hit rate of 35%, which was the best hit rate for Austrade up until now (their best rate had been around 10% in the past). Austrade acknowledges the potential of the CMs export business, as well as the significant influence of CMA.

We have also been working closely with the Export Council of Australia (ECA) by sharing information on upcoming activities between our organisations. On behalf of the CMs industry, CMA has been invited to several events organised by the ECA, such as Australia's International Business Survey (AIBS) 2014 launch, the Business 20 (B20) Trade Taskforce Consultation, and META Deregulation Hub Launch.

## In Good Health - "Complementary Medicines Industry Survey 2014"

This year, CMA conducted its second industry survey, with the participation of 156 companies. The aim of the survey was to ensure we have up-to-date information about the breadth and depth of our industry. The survey was not only a follow up on our first CMs Industry Audit Report published in 2011, but also highlighted the major concerns for CMs industry businesses with regards to operating in Australia. The survey clearly indicated that our industry is in good health, despite the strong currency, excessive regulatory burdens and the lingering effects of the Global Financial Crisis.

## Launch of CM Manufacturing Webpage

CMA launched a common landing webpage dedicated to manufacturing as a resource for our CMs manufacturing members. The CMs industry currently faces challenges to remain competitive within the manufacturing sector. In light of this situation, our industry needs to work more collaboratively and it is essential to enhance information sharing among CMs manufacturers. The webpage's content includes information related to trade, R&D and innovation, seminars and events.





# Regulatory Affairs



CMA's strategic focus over the past 12 months has been to build on our regulatory engagement and key relationships within the Therapeutic Goods Administration and other government departments to influence an appropriate light touch, right touch regulatory framework for complementary medicines in Australia.

In shaping the national complementary medicines agenda, CMA strives for regulation to be seen in a new light. In response to the Australian Government's Guide to Regulation, CMA saw an opportunity to put its vision forward on what appropriate regulation may look like. That is, an appropriate regulatory framework that aims to increase efficiencies in the Industry while maintaining consumer safety.

We continue to work collaboratively with the regulators to ensure industry leadership through policy development, research, and advocating other possible improvements that will lighten the regulatory load of the Australian complementary medicines industry.

## Evidenced Required to Support Indications for Listed Medicines

CMA regulatory members have contributed greatly to earlier consultations on amendments to the guidance document for the evidence required to support indications for listed medicines. An extensive amount of work was invested into forming appropriate parameters for evidence of efficacy for listed medicines. Of particular importance was to maintain the ability to justify the inclusion of clinical research in the area of biomarker risk reduction.

As highlighted at our annual Regulatory Obligations seminar, the evidence checklists that accompany the guidance document could be further revised and streamlined to be user friendly for members. A TGA-Industry working group has now been established to focus on these amendments which, when completed, will be published as annexes to the guidelines.

CMA, under its deregulation agenda is, like the Government, committed to see a reduction in the cost of unnecessary or inefficient regulation. CMA supports that the package of reforms to complementary medicines be refined such that they minimise regulatory burden and impact on a compliant industry while ensuring safe, affordable, effective, and high quality complementary medicines are available in a timely manner to informed consumers.

## Permitted Indications for Listed Medicines

The permitted indications for listed medicines project is a major, ongoing consultation for members. CMA has been engaged with the regulators in this work both in pre-consultation and formal public consultation phases. Key achievements so far in this reform have been to significantly reduce the number of indications proposed by TGA for removal, expansion of the coded indications list from the originally proposed 600 indications to over 2000 indications and 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.

In March this year, CMA regulatory members engaged in an extensive consultation on the appropriate wording of approximately 1200 scientific indications proposed for inclusion into the permitted indications list. Relevant considerations in shaping feedback included current regulatory requirements, that the indications satisfied the eligibility for listing provisions and was capable of being supported by evidence.

While the proposed legislative amendments associated with the permitted indications reform have been put on hold pending broader consideration of the government's deregulation agenda, members have actively been responding to aspects of the reform that can be implemented within the existing framework. To this end, focus has turned to a list of priority indications that may refer to restricted representations, the use of which requires prior approval under the *Therapeutic Goods Act 1989*. CMA has submitted to the TGA an application for a group approval to use a range of restricted representations in advertising.



## OCM Business Process Review

CMA members are actively involved in the TGA-Industry working group for the Business Process Review to Complementary Medicines. Such a project provides an opportunity to expand on concepts outlined in CMA's deregulation agenda and to gain efficiencies in the market authorisation process for registered complementary medicines and new substance applications.

The BPR process ultimately aims to streamline applications according to the risk associated with each type of medicine and apply risk-appropriate evaluation processes. A review to the business processes of the TGA aims to provide industry participants with greater transparency and predictability of the regulatory processes and provide a more efficient and cost effective evaluation process.

## International Standing Setting

CMA provides a volunteer representative on the Standards Australia Technical Committee for Traditional Chinese Medicine within the International Organisation for Standardization (ISO) TC 249. This work takes place via the Standards Australia mirror committee HE-031, including its sub committees on the quality and safety of TCM manufactured products and raw materials.

Standards Australia recognise CMA 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. Since its inception, the Australian Committee has voted on draft international standards as they have been developing and has been instrumental in drafting resolutions, contributing to the success of meetings. This year ISO/TC 249 published its first two international standards: ISO 17217-1:2014 - Traditional Chinese medicine - Ginseng seeds and seedlings Part 1: Panax ginseng C.A Meyer and ISO 17218:2014 - Sterile acupuncture needles for single use.

## New Zealand Natural Health and Supplementary Products Bill

The NZ 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. As the Australian complementary medicines industry approaches ANZTPA, CMA will be keeping a close watch on how natural health products will be regulated across the ditch.

## Industry Engagement - Regulatory & Technical Committees

CMA fosters a sense of belonging and passion amongst members by facilitating access to collaborative decision-making on regulatory standards and policy issues through a range of committees and working groups. The work of these experienced committee members is pivotal in CMA providing leadership in its regulatory and political endeavours.

CMA wishes to acknowledge and extend its appreciation to all committee and working group members for their dedication and hard work on behalf of industry. A full list of committees and working groups achievements is illustrated in the following pages.

## Future Regulatory Directions

The CMA secretariat is set for another engaging year ahead and through the representation of our members, collaboration with regulators and industry stakeholders, will continue to progress a positive, light touch right touch regulatory framework for complementary medicines.

By developing submissions, industry agreed positions, and being proactive on relevant issues related to the Complementary Medicine Industry, the work of the CMA on behalf of industry will continue to be productive and results driven.





# Submissions



## Therapeutic Goods Administration:

### 2014

- CMA Submission to the TGA on the priority list of Permitted Indications (10 October 2014)
- CMA application to TGA for a group approval to use a restricted representation in advertising (26 September 2014)
- ARGCM updates to indications permitted for use in listed medicines (25 August 2014)
- Evidence required to support indications for listed medicines – Journal Impact Factors (21 August 2014)
- CMA submission to TGA ARGCM Part D: Registered Complementary Medicines (12 August 2014)
- CMA submission to TGA on Section 14/14A form and guidance document (11 August 2014)
- CMA proposal for a National Registration and Accreditation Scheme for Complementary and Alternative Healthcare Practitioners ( 1 July 2014)
- CMA submission to the TGA on review of the Low Value Turnover Exemption Scheme (23 May 2014)
- CMA submission to TGA draft traditional medicine indications permitted for use in listed medicines (29 January 2014)

### 2013

- Submission to the TGA: Release for supply for medicines manufacturers guidance (6 September 2013)
- Submission to the TGA: Approach to disclosure of commercially confidential information (29 August 2013)
- 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 to the TGA on the Australian Regulatory Guidelines for Complementary Medicines (ARGCM) Part D: Registered Complementary Medicines (22 July 2013).

## Other Government Stakeholder Submissions:

### 2014

- CMA submission to Queensland Department of Health: Consultation Draft Medicines, Poisons and Therapeutic Goods (3 October 2014)
- CMA submission to FSANZ Proposal P1030 Health claims - Formulated supplementary sports foods and electrolyte drinks (30 September 2014)
- CMA submission to DFAT on Free Trade Agreement between Australia and China (11 September 2014)
- CMA transcript submission to the public hearing of the NSW Health Care Complaints Commission - Inquiry into the Promotion of False or Misleading Health-Related Information or Practices (10 September 2014)
- CMA request to the NHMRC under FOI for documents in relation to the Homeopathy Review (August & September 2014)
- CMA submission to the Senate Standing Committee on Economic Inquiry into Australia's Innovation System (27 August 2014)
- CMA submission on the Competition Policy Review (June 2014)
- CMA submission to Joint Standing Committee on Treaties: Free Trade Agreement between Australia and Korea (12 June 2014)



- CMA submission to National Health and Medical Research Council on the Effectiveness of Homeopathy for Treating Health Conditions (2 June 2014)
- CHC submission to the Australian Health Ministers' Advisory Council on a National Code of Conduct for healthcare workers (30 April 2014)
- CHC submission to the Committee on the Health Care Complaints Commission - Inquiry into the Promotion of False or Misleading Health-Related Information or Practices (7 February 2014)
- CHC 2014/15 Federal Pre-Budget Submission (January 2014)

## 2013

- CHC Submission to the Implementation Subcommittee for Food Regulation, Health Claims Working Group on the implementation of FSANZ Standard 1.2.7 (6 December 2013)
- CHC Submission to the National Health and Medical Research Council Research Translation Faculty - National Case for Action (30 November 2013)
- CHC Submission to the Advisory Council on Intellectual Property Review of the Innovation Patent System (October 2013)
- Member of Industry Reference Group for implementation of FSANZ Standard 1.2.7 (October 2013)
- CHC Submission to the National Health and Medical Research Council on Complementary and Alternative Medicine Resources for Clinicians (13 September 2013)

## CMA 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)
- 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 evidence checklist working group
- Pharmaceutical Industry Working Group (PIWG)
- TGA - Office of Complementary Medicine Business Process Review Working Group
- 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)
- Therapeutic Goods Administrations Industry Consultative Committee (TICC)
- Therapeutic Goods Advertising Code Council (TGACC)



# Advertising Compliance & Complaints Resolution

Edition Two of the Marketing Code (CHC Marketing Code of Practice: Complementary Medicines & Health Food Products) was published in September 2013 following several rounds of consultation with CHC committees, members and external stakeholders. The Marketing Code was revised to be aligned with other key therapeutic industry codes of conduct, which are all now based on a common set of high level principles.

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

The Complaints Resolution & Monitoring Committee (CRMC) is established under the Marketing Code 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.

We thank all Complaints Resolution & Monitoring Committee members and commend them for their dedication.

	13/14		12/13		11/12		10/11		09/10	
<b>No. Complaints received</b>	<b>15</b>		<b>16</b>		<b>25</b>		<b>31</b>		<b>33</b>	
<b>CMA Member / Non Member</b>	<b>4</b>	<b>11</b>	<b>5</b>	<b>11</b>	<b>4</b>	<b>21</b>	<b>4</b>	<b>27</b>	<b>5</b>	<b>28</b>
<b>Finalised<sup>1</sup></b>	<b>14</b>		<b>24</b>		<b>35</b>		<b>35</b>		<b>41</b>	
<b>Forwarded to TGA<sup>3</sup></b>	<b>4</b>		<b>7</b>		<b>5</b>		<b>7</b>		<b>6</b>	
<b>Referred to CRP</b>	<b>2</b>		<b>1</b>		<b>4</b>		<b>9</b>		<b>9</b>	

Notes:

1. Totals reflect that some complaints were not finalised during the reporting period. Some complaints also had multiple outcomes (e.g. were both considered by the committee and referred)
2. Number of companies against which more than one complaint was received.
3. 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).





## 2013 National Conference

The 2013 National Conference welcomed around 250 delegates and guests to the stunning Sofitel Sydney Wentworth, in the financial heart of the Sydney CBD, for a stimulating program of speakers, debates and discussions on cutting edge research, innovation and product development, abundant networking opportunities and the celebration of industry achievements.

It was our biggest National Conference to date and we were delighted to achieve a stimulating two days exploring the theme 'Evolution or Revolution...the future of complementary medicine' through a spectacular program of International and Australian speakers.

The Conference informally kicked off at the Welcome Reception, hosted by Alive Australia Publishing on Tuesday 3rd September. This was a fantastic opportunity to gather and connect with delegates ahead of the formal conference proceedings. Day Two of the Conference saw the assembly of a large number of Members for the 2013 Annual General Meeting and the critical Members Only session.



The organisation's achievements of the previous 12 months were highlighted, Members were notified of the adoption of the revised Marketing Code of Practice, and the announcement was made of the Board elect.

We were pleased to see so many members join us for the 2013 Annual General Meeting and the Members Only session. Participants heard the insights of our panel of media experts on the topical issue of: A Whole of Industry Approach to Combat Negative Media. This Members Only Session reiterated how crucial it is that we have a unified and robust industry voice.

## 14th Annual Industry Awards Dinner

The 'A Splash of Red' themed Industry Awards Dinner, sponsored by Aker BioMarine, saw over 250 guests fill the splash of red themed ballroom, with guests embracing the theme and incorporating a splash of red into their outfits or on their lips.

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



# The 2013 Industry Awards Winners

Lady Cilento Award

**Sue Akeroyd - Sue Akeroyd & Associates**

Most Outstanding Industry Contributor of the Year

**Terri Albert - Catalent Australia**

Vince Russell Retailer of the Year

**Sally Brumley - Leura & Queanbeyan Health Foods**

Most Outstanding Salesperson of the Year

**Kate Borthwick - Herbs of Gold, Western Australia**

Raw Material Supplier of the Year

**Network Nutrition**

Manufacturer, Wholesaler or Distributor of the Year

**Catalent Australia**

Most Outstanding Contribution to Research, Education or Training

**Belinda Pilmore - Institute of Personal Care Science**

Most Outstanding Marketing Campaign

**Ethical Nutrients Immune Defence - Health World**



## Regulatory Obligations Seminar 2014

There was a fantastic turnout at the Regulatory Obligations Seminar held at the Novotel Sydney Central on the 16th June 2014.

Due to the high calibre of speakers, the seminar was attended by over 100 people, making it the most highly attended Regulatory Obligations Seminar to date. Delegates gained an advantage by hearing informative presentations directly from three senior Government officials from the Therapeutic Goods Administration (TGA) and a line up of industry experts.

Delegates were given the opportunity to ask questions of all the speakers to find answers to the important issues facing industry today.

TGA representatives Ms Trisha Garrett and Dr Kayelene Raynes conducted informative sessions covering the update on the implementation of the TGA's blueprint reforms, including the latest advice of the TGA's commitment to the Governments deregulation agenda and a workshop style session on the application of the new evidence guidelines. Mick O'Connor wrapped up the TGA section of the program with a presentation on advertising therapeutic goods.

Following the TGA, delegates heard from industry experts Anna Bearpark and Teresa Nicoletti. Anna gave an industry perspective on using the new evidence process, including useful tips for delegates on the efficient completion of the checklists using existing business processes.

Teresa informed delegates about legal and compliance matters governing the use of therapeutic goods.

Presentations from Paul Mannion and Carl Gibson wrapped up the day with detailed information on the impact of the complementary medicine reforms and the industry deregulation agenda.



## Launch of Complementary Medicines Australia 2014



The who's who of complementary medicines celebrated the launch of Complementary Medicines Australia in style at the Taj Blue Hotel in Woolloomooloo on 31 July. Association President, Richard Henfrey told guests that the new name for the peak body representing the complementary medicines industry presented an ideal opportunity to drive forward the preventative health agenda and articulate the benefits of complementary medicines to all Australians.

Carl Gibson the CEO of Complementary Medicines Australia announced the results of the recent Industry Audit and told the audience that the Industry was in Good Health and has grown 54 per cent to \$3.5 billion over the past five years, but regulatory red tape was the top business burden restricting future growth. CMA gave special thanks to the event sponsors; Pathway International, Alive and Melrose Health.



## Parliamentary Reception 2014

Key Politicians mingled with CMA Members and their guests at the Parliamentary Launch of Complementary Medicines Australia on the 24th September 2014 in the Private Dining Rooms at Parliament House.

The Deregulation Agenda was the hot topic of discussion at this year's event and the actions needed to cut red tape, to grow our industry and drive the Wellness Revolution towards preventive health management.

CMA President Richard Henfrey welcomed guests to the packed Parliamentary Reception and explained that our new name Complementary Medicines Australia projects a sharper focus for our organisation and offers greater clarity when we speak with key stakeholders including policy makers and politicians.

Guests heard from The Hon Bronwyn Bishop as the keynote speaker for the event. Madam Speaker spoke of her ongoing support for an industry that has not only grown exponentially in the past five years, but is also admirable in its focus on preventive health, helping Australians live fuller healthier lives and reducing the costs associated with chronic illness.

Madam Speaker also voiced her understanding of the issues faced by members of the CM industry due to excessive regulatory burden and the commitment of the government red tape, deregulating, cutting unnecessary costs, and giving consumers real choice.

The event was attended by a record number of Politicians and their advisors and was touted as a great success by all those in attendance.





**“ Complementary Medicines Australia**  
is the only organisation that exists to  
represent the views across the whole of  
the complementary medicine  
industry nationally.

**Together we are stronger ”**

**Carl Gibson**  
**Chief Executive Officer**  
**Complementary Medicines Australia**



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