



## MEDIA RELEASE

### **CHC Welcomes Appointment of CEO of Australian National Preventive Health Agency (ANPHA)**

The Complementary Healthcare Council's Executive Director, Dr Wendy Morrow, welcomed the appointment of Ms Louise Sylvan as permanent CEO of the Australian National Preventive Health Agency (ANPHA). *"The appointment of a permanent CEO to the Agency is further validation that the Government is serious about progressing the preventive health agenda and is looking to make the most of its \$870 million investment."*

*The Complementary Medicines Industry embraces the appointment of Ms Sylvan to this role. Coming from her position as a Productivity Commissioner, her involvement in the area of health, as well as her experience around policy development, service delivery and stakeholder engagement will go a long way in her new role and I look forward to an opportunity to work with her on driving forward the preventive health agenda."* Dr Morrow went on to say.

The CHC strongly supports the work of the ANPHA and hopes that the Complementary Medicines Industry will be closely involved in the work of the Agency and the recently formed ANPHA Advisory Council. *"Sustainable health and wellbeing is an integral aspect of the Complementary Medicines Industry and as such the CHC welcomes any activity that maintains the position of preventive health at the top of the agenda."* Dr Morrow commented.

As the peak industry body in Australia for Vitamins, Minerals and Supplements - known as Complementary Medicines – CHC Members and Industry Associates are leaders in Preventive Health. The CHC represents an industry devoted to improving the health of the Australian community through the promotion of sustainable health and wellbeing. Through education and the provision of information, the CHC itself is working towards the development of the most informed Complementary Medicines consumer base in the world.

Preventive health is an essential move towards improving the cost-effectiveness of the Australian healthcare system and alleviating pressure on the Government's health budget. The CHC hopes to be able to work in conjunction with the ANPHA towards a sustainable, proactive wellness based healthcare system, of which complementary Medicines are a major enabler of at the individual consumer level.

For further information about the Complementary Healthcare Council of Australia and our work, please visit our website:

[www.chc.org.au](http://www.chc.org.au)

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**Complementary Healthcare Council of Australia** Sustainable health, enhanced wellness...naturally  
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