



Media Release

The Hon. Catherine King, MP Highlights Significance of Complementary Medicines Industry at CHC Parliamentary Reception

The Complementary Healthcare Council of Australia (CHC) welcomed the Hon. Catherine King, MP to open the Complementary Medicines Industry Leaders 2012 Parliamentary Reception on Tuesday 20th March in the presence of Industry leaders and fellow parliamentarians.

Parliamentary Secretary for Health and Ageing, Catherine King, spoke to leaders of the Complementary Medicines Industry about the future direction of the Industry post TGA reviews. With Health Minister, the Hon. Tanya Plibersek, MP in attendance, Ms King highlighted a number of the reforms coming out of the, “*TGA reforms: A Blueprint for TGA’s future*” document released by the Government late last year. Ms King also noted the Government’s recognition of the significance of the Complementary Medicines Industry.

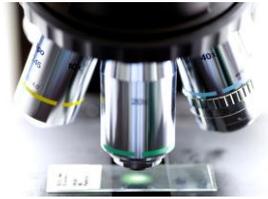
“The Australian Government realises the importance of the complementary medicines industry to Australians, to our economy, and to the growing numbers of Australians who choose complementary medicines for their health and wellbeing” she said.

Responding to Ms King’s opening was CHC President and Blackmores Director, Richard Henfrey, who was accompanied at the Reception by Blackmores Chair, Marcus Blackmore. Thanking Ms King for making the Keynote Address, Mr Henfrey went on to provide an overview of how far the Complementary Medicines Industry has come even since the inaugural Industry Leaders’ Parliamentary Reception in 2010 and, noting Ms King’s comments, the future direction of the Industry and the CHC. He emphasised the continued collaboration between Industry and the TGA in implementing reforms and also highlighted the recommendations set out in the CHC’s Pre-Budget Submission.

Mr Henfrey also formally introduced the CHC’s new consumer magazine, *Naturally Australia*, produced in conjunction with National Media Partner, Roxby Media. With photos from launch events across the country displayed on screens on stage, Mr Henfrey noted the achievements the magazine represents.

“With 100,000 copies distributed nationally, this is ostensibly the biggest consumer health magazine in Australia. Accompanied by a new consumer information portal and Facebook page, and with social media apps in development, this initiative propels the CHC and the Industry forward in terms of addressing the needs of and truly engaging with a community seeking independent professionally written advice on nutrition lifestyle and health,” he went on to say to.

Also speaking to the large crowd of politicians, their advisors and industry peers were Swisse CEO, Radek Sali, and Lipa Pharmaceuticals CEO, Dusko Pejnovic. Their passion for improving population health evident, they discussed the reality of the current climates in innovation and manufacturing respectively. Mr Sali noted the drive of the Industry to innovate and develop whilst challenged by a lack of protection around Intellectual Property. Mr Pejnovic shared with the room staggering statistics around employment and export in the complementary medicines manufacturing sector and highlighted opportunities for future growth.



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To check out *Naturally Australia* magazine, visit the website at: www.naturallymag.com.au and for more information on the CHC's Pre-Budget Submission visit the Political and Consumer Affairs pages of the [CHC website](http://www.chc.org.au).

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CHC Contacts

Executive Director
Communications and Media Relations

Dr Wendy Morrow	04 0707 2151
Sophie Dimmock	02 6260 4022