

Media Release



08 April 2013

Complementary Healthcare Council supports McKeown Report

The Complementary Healthcare Council of Australia (CHC) welcomes the release of the McKeon review: *Strategic Review of Health and Medical Research - Better Health through Research*, for its depth and broad ranging recommendations.

“We support the Review’s aspirational aim of Australia having the worlds best health-care system within 10 years, through new interventions and procedures that alleviate sickness, and enhance well-being, as well as reducing the cost of delivering healthcare”, said CHC Executive Director Dr Wendy Morrow.

“Enhancing well-being is the pillar of good health. We support the Review’s suggestion of imbedding research into healthcare, as well as fostering a culture of commercialisation into research. We need new strategies and processes to drive improvements in healthcare delivery through a renewed and fully integrated health and medical research sector. Research must translate into policy that accommodates a role for CMs in the preventive health agenda, such as integration of CMs in the work-plan of the Australian National Preventive Health Agency”, said Dr Morrow.

Australian consumers are driving the complementary medicines (CMs) industry. Health practitioners are prescribing CMs¹ and the CM industry is one of Australia’s most successful. “The reality is that CMs and related therapies are a big part of our health system and are here to stay”, said Dr Morrow.

The Complementary Healthcare Council of Australia (CHC)

The CHC is the leading Australian industry body committed to a vital and sustainable complementary healthcare products industry. We believe in a holistic healthcare model based on promoting long-term wellness of the community. We are the principle reference source for government, industry and consumers regarding issues relating to the complementary healthcare industry including complementary medicines.

We represent complementary healthcare industry stakeholder groups such as importers, exporters, manufacturers, raw material suppliers, wholesalers, distributors, retailers, practitioners, consultants, marketers and consumers.

What are complementary medicines and natural healthcare products?

Complementary medicines and natural healthcare products cover a diverse range of products including vitamins, mineral and nutritional supplements, special purpose foods, herbal and homoeopathic medicines, aromatherapy products and natural cosmetics.

For Media Interviews contact

CHC, Executive Director
CHC Marketing and Communications

Dr Wendy Morrow 0407 072 151
Richard Arranz 0408 388 015

www.chc.org.au

¹ The Complementary Medicines Information Use and Needs of Health Professionals: General Practitioners and Pharmacists 2008 report