

# Media Release



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## Complementary medicines support research priorities

The Complementary Healthcare Council of Australia (CHC) supports the Government's National Research Investment Plan, recently announced, aiming to meet the challenges of national importance.

CHC supports more government funded research that respectively promotes population health and wellbeing, and lifts productivity and economic growth; two of the five identified Strategic Research Priorities said Executive Director of the CHC, Dr Wendy Morrow.

"The complementary medicines industry has identified more publically funded research as a priority, as well as growing our competitive advantage in quality manufacturing, technical expertise and innovation", said Dr Morrow.

"The complementary medicines industry is well posed to continue to support health outcomes as well as further develop a strong Australian economic and technical resource base in the Asian region", said Dr Morrow.

"A review every three years of research priorities will assist with identifying emerging issues and proactively move to make Australia more competitive", said Dr Morrow.

Australian consumers increasingly support the complementary medicines industry as part of their overall health and wellbeing, and Asian markets and industries recognise Australian companies as quality manufacturers, and innovators of complementary medicines products.

### **The Complementary Healthcare Council of Australia (CHC)**

The CHC is the peak Australian industry body committed to a thriving and sustainable complementary medicines and healthcare products industry. We believe in a holistic healthcare model based on the prevention of illness, long-term community wellness and consumer choice.

We are 100% for the complementary medicines and healthcare products industry, as distinct from the pharmaceutical and over-the-counter (OTC) medicines sector.

Our Board and membership represent complementary healthcare industry stakeholders such as importers, exporters, manufacturers, raw material suppliers, wholesalers, sponsors, distributors, health-food retailers, health practitioners, consultants, consumers and marketers. Collectively, our members engage with and are driven by Australian consumer choices every day.

Complementary medicines and natural healthcare products cover products such as vitamins, mineral and nutritional supplements, special purpose foods, natural cosmetics, herbal and homoeopathic medicines, and aromatherapy products.

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