

# Media Release

4 September 2013

## CHC Appoints new Chief Executive Officer

The Complementary Healthcare Council of Australia (CHC) today announced the appointment of Mr Carl Gibson as the peak industry body's new Chief Executive Officer. Mr Gibson will commence in the role in October 2013.

Announcing the appointment at the CHC Annual Conference in Sydney, CHC Board Member and President, Richard Henfrey said; "Carl Gibson was appointed following an extensive search. The CHC Board unanimously agreed that he was the right person to build on the foundations put in place by Dr Wendy Morrow, and to champion the complementary medicines industry with government and other key stakeholders."

"Carl is a highly experienced public affairs executive and will bring a wealth of knowledge to the sector. He has a background of significant involvement in the development of public policy and the Board has no doubt that Carl will enthusiastically champion the CHC's mission to encourage a change in emphasis in health policy from a disease care model to one based on lifelong health and wellness and he will continue to advocate to ensure Australians have access to affordable, safe, high quality and efficacious complementary medicines".

Commenting on his appointment Carl Gibson said; "I am delighted to take up this challenging role. Australia has a high quality complementary industry and I believe the CHC has a fantastic opportunity to actively participate in the debate about the future of healthcare in Australia. There is no doubt that we need to move from the traditional illness model to a wellness model. Treating illness is getting more and more expensive and is unsustainable. Complementary medicine including vitamins, minerals, herbs and nutritional supplements, play an important part in the lives of many Australians, and empower people to take a new approach to healthcare, one that promotes well-being."

"The fact is that, two in every three Australians, use complementary medicines on a regular basis. They know the real benefits of preventative healthcare. As complementary medicines become more mainstream, our job at the CHC, is to ensure regulation is appropriate and that we campaign for a policy framework that supports and promotes the use of complementary medicines, giving consumers real choice and confidence."

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Editors Notes:

**Carl Gibson Biography**

Carl Gibson started his career in the UK as a public servant before joining the Conservative Party as a media and political adviser (from 1990 to 1994). He served during John Major’s term as the British Prime Minister. His career spans nearly 30 years and he has specialised in Regulation, Public Policy and Campaign Communications. He was part of the senior leadership team that transformed Misys and British Energy, and has extensive experience in campaigning for regulatory reform. He was most recently Head of Brand & Communications at Australia’s leading natural health company, Blackmores.

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

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

The CHC Board and membership represents the entire complementary healthcare industry value chain, including importers, exporters, manufacturers, raw material suppliers, wholesalers, sponsors, distributors, health-food retailers, health practitioners, consultants, consumers and marketers. Collectively, our members are responsible for a \$2 billion Australian industry and 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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