

Media Release

4 September 2014

CMA Welcomes New Head of Health Department

Mr Carl Gibson, Chief Executive Officer of Complementary Medicines Australia (CMA), welcomed the announced appointment of Mr Martin Bowles PSM as Secretary of the Department of Health.

“With previous senior executive roles in education and health, and a broad range of business experience, Mr Bowles is well equipped for the move into managing this key portfolio. The health and wellbeing of an ageing population is becoming increasingly important, so there is a crucial role to be played by Mr Bowles when he takes over the reins of the Department of Health,” said Mr Gibson.

“Complementary medicines are an often underestimated part of the health care system that contribute strongly to wellbeing and to ensuring that all people have access to care, as emphasised by the WHO *Traditional Medicine Strategy 2014-2023*.”

“The WHO Strategy supports countries to harness the potential contribution that complementary medicines can make to health and wellness, and to the promotion of safe and effective use of complementary medicines through appropriate integration into health systems. Health policy in Australia does not yet recognise the contribution of complementary medicines or Indigenous medicines, and a significant gap exists in the translation of the existing evidence base into integrative medical practice.”

“In Australia, the complementary medicines industry has much to offer in terms of contribution to the preventative health agenda, and I look forward to an opportunity to work with Mr Bowles on driving better and more cost-effective health outcomes for the Australian community.”

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