

# Your membership makes us stronger

The voice of the complementary medicines industry

## Membership Benefits

- Effective media management promoting positive news stories and defending the industry from critics
- Campaigning for regulatory reform and positive policies that promote our industry
- Effective Government engagement
- Insightful seminars and leading conferences giving you the edge
- Informed consumers with our partnership with alive Publishing
- Access to the 'Natural Standards Database' one of the worlds leading, evidence-based CM resources
- A recognised contact for advice on regulatory issues in Australia and overseas
- Regulatory and Technical Alerts and Updates
- Regular News Alerts
- Engagement in industry working committees
- Opportunities to provide input on industry issues, government policy and regulations
- Invitations to leading industry events including our Annual Conference, Compliance Seminars and practical workshops
- The opportunity to be awarded and recognised for your contribution to the industry at the Annual Industry Awards Dinner



NATIONAL CONFERENCE  
**30 OCTOBER 2014**  
PARK ROYAL DARLING HARBOUR



Complementary Medicines Australia  
Beyond Bank Building  
105 Mawson Drive  
Mawson  
ACT 2607  
[www.cmaustralia.org.au](http://www.cmaustralia.org.au)



# Stronger Together

## -Your Membership Matters -

Regulatory Influence

Industry Leadership

Shaping the Debate

Consumer Confidence

# The Association that works for you

Connecting your business to the resources that you need

## We are Complementary Medicines

Complementary Medicines Australia, is the leading expert association exclusively committed to a vital and sustainable complementary medicines industry. We believe in a holistic healthcare model based on promoting long-term wellness of the community.

We are unique in representing all stakeholder groups in the complementary medicines industry. Our members include importers, exporters, manufacturers, raw material suppliers, wholesalers, distributors, retailers, practitioners, consultants, direct marketers, multi-level marketers and consumers.

Collectively, our members are responsible for a \$3.5 billion Australian industry and engage with and are driven by Australian consumer choices every day.

Complementary Medicines Australia, is the principal reference point for members, the government, the media and consumers to communicate about issues relating to the complementary medicines industry.

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.

## Industry Codes of Conduct

Australia's Complementary Medicines set the global benchmark for quality and safety. We subscribe to the view that ethical business practices are an integral component of a sustainable industry.

CMA implements the Marketing Code of Practice: Complementary Medicines & Health Food Products to provide a high level of guidance to industry.

## We are your voice in the media

Complementary Medicines Australia is implementing an effective media engagement plan to ensure that we are the principal reference point for media outlets. CMA is also focusing on producing proactive and positive media releases in order to provide a level of balance to media stories.

Complementary Medicines Australia uses a media monitoring service, Dow Jones Factiva – to ensure our awareness of both negative and positive media stories.

### Panel of Eminence:

The Panel consists of complementary medicine advocates and experts in their respective field, ready to deploy their trusted opinions at any time.

### Rapid Response Plan:

Complementary Medicines Australia works with the National Institute of Complementary Medicines and the broader industry, to ensure an effective rapid response to negative media stories. The impetus for the rapid response plan is that industry has historically missed the news cycle by the time a considered and scientific response has been released.

In response to a negative news story, the industry is now in a position to deploy an immediate rebuttal, with industry supporters and advocates deployed to provide support to the primary response. Early feedback is that the Rapid Response Plan is effective and a welcome industry initiative.



## INDUSTRY LEADERSHIP

Complementary Medicines Australia, is the peak body for the Complementary Medicines Industry. We work in collaboration with other world class organisations to promote the Preventive Healthcare Agenda.

We are proud to work closely with the National Institute of Complementary Medicines, New Zealand Natural Products, China Healthcare Association, Australasian Integrative Medicine Association, The Council for Responsible Nutrition and International Alliance of Dietary/Foods Supplement Association, and more.

### Our Work Program includes

- Promoting Preventive Healthcare
- Support accreditation and registration of Practitioners
- Support industry development with innovation & exports
- Industry Events: National Conference, Regulatory Seminars and workshops
- TGA & Parliamentary Secretary Engagement
- Regulatory issue specific workshops

## REGULATORY INFLUENCE

Complementary Medicines Australia provides leadership on regulatory and technical matters that affect our industry, achieved through the Regulatory Policy Board Committee, 4 Technical Committees and 5 Working Groups.

The Industry Association responded to over 25 Consultations in the last year ensuring the views of the complementary medicines industry are represented and heard.

# Campaigning for the future

An effective advocate for Complementary Medicines

## SHAPE THE DEBATE

To achieve a sustainable, vibrant industry, and to truly recognise the value that complementary medicines can contribute to both public health and to Australia's economy, Complementary Medicines Australia is advocating for the Government to take action in four priority areas.

- **Appropriate Regulatory Environment - 'right touch' regulatory environment that encourages and supports innovation;**
- **Improving Consumer Health - with a specific focus on preventative healthcare ;**
- **Innovation through Evidence -and support for investment;**
- **Opportunities for Growth - both locally and internationally.**

## Our Work Program includes

- Political Advocacy Program
- Parliamentary Reception
- Budget Submission

## CONSUMER CONFIDENCE

- Complementary Medicines Australia partners with alive to publish our alive consume magazine
- Effective Communications: Reactive to Proactive media Program
- Deploy Industry Rapid Response Plan to combat negative media
- Build connections with consumer groups
- Consumer Friends of CMA
- High standards of codes of practice with an effective complaints procedure

