Media Release

15 September 2016

CMA Welcomes Government Response to the Sansom Review of Medicines Regulation

Complementary Medicines Australia (CMA) has today welcomed the government response for the *Expert Review of Medicines and Medical Devices Regulation* (the Sansom Review) announced by the Minister for Health, the Hon. Sussan Ley MP this morning.

Speaking from the CMA Annual Conference, the premier complementary medicines industry event of the year, Mr Carl Gibson, ceo of CMA said: "The report contains several transformational recommendations that will be of immense benefit to the complementary medicines industry and to consumers, and we are especially encouraged by the inclusion of mechanisms to encourage firms to invest in bringing new products to the market and to invest in greater levels of research and development."

"The sweeping reforms to the advertising and complaints framework will be simplified and streamlined, and with strong compliance measures against misleading advertising, will bring alterations that are long overdue."

"The Sansom Review has been a benchmark process, with wide stakeholder consultation, and while the details of the implementation will be critical to ensure delivery on the intent, the recommendations outline a regulatory framework for complementary medicines that will be critical to the continued growth of the industry and its contribution to Australia's preventive health agenda."

"We would like to acknowledge the work of the Expert Panel and the Government to strike the right regulatory balance to create an environment that continues to support safe, high quality products, whilst encouraging innovation and allowing Australian businesses to respond to global trends. The Health Minister and the review leaders are to be congratulated on the Review and the recommendations delivered in the final report."

"Australia's Complementary Medicines industry is backed by a regulatory regime that is regarded as one of the most stringent in the world, where complementary medicines are regulated to pharmaceutical quality standards. This means that these products must be manufactured to medicinal standards in TGA approved and licensed facilities. The review retains the existing core protections and exceptional standards while enhancing the sustainability and transparency of the system for consumers, industry and policy makers," Mr Gibson went on to say.

The report can be found here.

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