

CMA Benefits of Membership



Who We Are:

Complementary Medicines Australia (CMA) is the peak industry body for the complementary medicines industry, representing members from across the whole value chain, including sponsors, manufacturers, raw material suppliers, distributors, consultants, retailers, allied health professionals and educators.

CMA promotes appropriate industry regulation and advancement to ensure consumers have access to complementary medicines of the highest quality.

1 Quality First and Foremost

Australia's complementary medicines set the global benchmark for quality and safety. Our members believe that ethical business practices are an integral component of a sustainable industry.

We work closely with our members and the regulator to ensure that Quality is not only maintained but improved, with a quality improvement process and an adulteration alert system. Members sign up to a code of conduct which is respected industry wide.

2 The Voice of the Industry

CMA has an effective media plan to promote positive news stories, champion the industry, and defend against any potential negative media. Our Media Panel of Eminence consists of industry advocates and experts ready to deploy their trusted opinions at any time.

3 Navigate the Regulatory Maze

Australia's regulatory system is the strongest in the world and our products have a well-earned reputation for quality, safety and efficacy. Because the regulatory system can be difficult to navigate our expert team of regulatory professionals is on hand to help.

4 Influence Public Policy

CMA is driving the preventative health agenda with an effective advocacy program in Canberra to promote and grow our industry. We also host an industry leaders' program and roundtable discussions with politicians to help inform the political debate. CMA has delivered market exclusivity for new ingredients and protection for research.

5 Driving Growth and Exports

Driven by consumer demand our industry continues to grow year on year. CMA advocates for new ingredients so the industry can bring new and innovative products to market.

We work with government to open new markets for our exports and lead international trade delegations, as well as ensuring we strengthen our important trading relationship with China and the rest of Asia. Our goal is to double exports in two years.

6 Supporting Practitioners

CMA believes practitioners are the front line for our products and the industry. We work closely with practitioner associations to strengthen professionalism and ensure they have access to the latest advice to help consumers.

7 CMA Member Newsletter: The Supplement

Stay in touch with the latest developments and news with our fortnightly member newsletter.

8 Networking Events & Conferences

CMA runs a series of insightful seminars and workshops, covering a wide range of topics from regulations to exports to innovation. Each year, members gather to attend the main event of the industry calendar, the CMA National Conference & Industry Awards.

9 Annual Industry Awards: Celebrating Success

The opportunity to be recognized and celebrated for your contribution to the industry at the Annual Industry Awards

10 Breaking News

Keep up to date with the latest industry and regulatory developments with our exclusive member alerts



Stronger Together: Your Membership Matters

Join us today

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