



2011

Annual Report



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CM INDUSTRY PROFILE

In Australia:

- 74% of Consumers use CMs
- ~AUS \$1.9 bn in revenues
- Products available through 30,000 points across Australia
- Australian CM Industry exports to Brazil, Canada, Chile, France, Hong Kong, India, Italy, Korea, Malaysia, New Zealand, Philippines, Singapore, Spain, Sweden, Taiwan, Thailand, UK, USA

Quick stats* - Australia has:

- CM Companies: 254
- Pharmacies: 6084
- Supermarkets: 4451
- Health Food Stores: 774
- Integrative Doctors: 1100
- Complementary Practitioners: 25345
- Higher Education Courses: 41

CHC Profile

- Our members interact directly online with 1 million+ consumers;
- The Complementary Healthcare Council (CHC) is the peak industry body exclusively and passionately committed to a vital and sustainable complementary healthcare products industry. We believe in a holistic preventive healthcare model based on promoting lifelong wellness in the community;
- the CHC is unique in representing all stakeholder groups in the complementary healthcare industry. Our members include importers, exporters, manufacturers, raw material suppliers, wholesalers, distributors, retailers, practitioners, consultants, direct marketers, multi-level marketers and consumers.

The CHC represents stakeholders by:

- influencing regulation at the political and administrative levels (Shaping the agenda)
- encouraging innovation for industry growth (Shaping the agenda)
- providing a national voice through the media (Being the voice of the industry)
- fostering a sense of belonging, passion and corporate social responsibility (Providing leadership to industry)

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CHC COMPLEMENTARY MEDICINE INDUSTRY AUDIT



Complementary Medicines Industry Audit 2011 15



Complementary Medicines Industry Audit 2011 17



16 Complementary Medicines Industry Audit 2011



18 Complementary Medicines Industry Audit 2011



Complementary Medicines Industry Audit 2011 19



CHC COMPLEMENTARY MEDICINE INDUSTRY AUDIT



Complementary Medicine Companies	5
Pharmacies	517
Supermarkets	445
Health Food Stores	95
Integrative Doctors	110
Complementary Practitioners	2,357
Higher Education Courses	4

Complementary Medicines Industry Audit 2011

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Complementary Health Care Council
Australia

Complementary Medicines Industry Audit 2011



Complementary Medicine Companies	254
Pharmacies	5,084
Supermarkets	4,451
Health Food Stores	774
Integrative Doctors	1,100
Complementary Practitioners	25,345
Higher Education Courses	41

- > ~AU\$1.9 billion in revenues
- > 74% of consumers use CM products regularly
- > 75% can name the exact CM product they take and why
- > CM Products available through more than 30,000 points across Australia
- > CHC members interact directly online with 1 million+ consumers
- > Australian CM Industry exports to Brazil, Canada, Chile, France, Hong Kong, India, Italy, Korea, Malaysia, New Zealand, Philippines, Singapore, Spain, Sweden, Taiwan, Thailand, UK, USA



(SOURCES)

IBIS World
www.ibisworld.com.au

Retail World
www.retail-world.com.au

Data Monitor
www.datamonitor.com

Retail Pharmacy
www.retailpharmacy.com.au

EuroMonitor
www.euromonitor.com

Australian Natural Healthcare
www.australianaturalhealthcare.com

Roy Morgan Research
www.roymorgan.com

AZTEC
www.aztecresearch.net

Australian Bureau of Statistics
www.abs.gov.au

AC Nielsen
<http://au.nielsen.com>

Complementary Medicines Industry Audit 2011

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HIGHLIGHTS OF 2010/11

Regulatory Reform

- The CHC started work in conjunction with stakeholders to scope out model guidelines necessary for the Complementary Medicines Industry in relation to levels of evidence for claims.
- The CHC continued to drive a range of technical committees and working groups, working proactively with regulatory authorities to enhance the regulatory framework for Complementary Medicines.
- The CHC continued to keep stakeholders up to date with industry developments on issues that include but are not limited to: regulatory requirements; international trade and regulatory agreements; technical developments; manufacturing and labelling requirements and advertising rules and claims.

Professional Development

- The CHC started developing an Industry Accreditation Scheme to underpin the Retailer's Code, also currently under development. The first phase has been to launch the certificates and modules that will be required to meet the standard of the Code.
- Unique to the CHC, each certificate is designed specifically for the Industry and is suitable for anyone from marketers and retailers to manufacturers and suppliers and especially consumers.
- The certificates aim to provide in-depth training in key areas of the Industry to improve knowledge and understanding, as well as 'informed choice' for the consumer.
- Certificates can be accomplished individually, are self-paced and delivered online. For further information, please visit the website or contact CHC.

Website: <http://moodle.chc.org.au/>

Email: education@chc.org.au

Information

- The CHC introduced the Natural Standard database which will be available to CHC members exclusively.
- Consumers can join the CHC and access the full database which is one of the worlds leading sources on Complementary Medicines.
- The CHC started economic analysis and impact modelling of Complementary Medicines as to preventive health outcomes, healthcare budget cost abatement, workplace productivity, personal productivity and economic contribution.

Innovation

- The CHC started work in conjunction with stakeholders to assess commercially acceptable mechanisms for introductions of specific compounds, approved and used in other countries that have sufficient safety and quality records and can improve consumer health outcomes in Australia.
- The CHC prepared to undertake analyses of best practice in the regulation of Complementary Medicines which facilitates and encourages innovation to provide improved consumer health outcomes and allows for commercially acceptable Intellectual Property protection.



STRATEGIC DIRECTION

Our vision

Sustainable health and enhanced wellness .. naturally.

Our mission

Encouraging a change in emphasis in health policy from a disease care model to one based on lifelong health and wellness.

Ensuring all Australians have timely access to affordable, safe, high quality and efficacious complementary medicines.

Improving public health and wellbeing through education and information on the use of complementary healthcare products.

Supporting and enhancing a robust, vital and sustainable complementary healthcare products industry.

Forging alliances with government, media and consumers to ethically and responsibly promote complementary healthcare products and their value to the health and wellness of our community.

The Complementary Healthcare Council's Strategic Priorities 2009–2014

Shaping the agenda
Being the voice of industry
Providing leadership to industry

In nationally **shaping the agenda** through lobbying, policy development and research, the CHC represents the interests of a wide range of complementary healthcare companies and individuals, from large multi-disciplinary corporations to small niche businesses.

The CHC is achieving this strategic priority by using our policy development, lobbying and communication skills to help our members' owners, service partners and managers deal with the wide range of business and regulatory issues that confront them on regular basis.

We are the principal reference point for members, government, media and consumers—providing informed and balanced communication about complementary healthcare industry issues.

Strategic objectives

- The CHC influences, and works proactively towards, a positive business and political environment for complementary medicines.
- The CHC promotes industry innovation and sustainability.



Being the **voice of industry** encompasses communications, media and membership activities, and means ensuring that the industry speaks with one voice on standards and industry-wide issues. The CHC Secretariat provides members with access to expertise and advice. Additionally, members receive targeted news updates containing regulatory, scientific and technical information from Australia and around the world.

Members have access to industry decision-making through the CHC's internal working groups and committees, which operate across technical, regulatory and marketing areas. This gives our members the opportunity to influence policy and operational matters.

The CHC's Codes of Practice define standards for practice in the industry's various sectors. These standards promote self-regulation as an effective industry benchmark and set CHC members apart from other industry players.

Strategic objectives

- The CHC promotes industry alignment and cohesion.
- The CHC influences, and works proactively towards, a positive business and regulatory environment for complementary medicines.

Providing **leadership to industry** by operating as an effective, efficient peak body that reflects the industry's dynamism, professionalism and passion, the CHC ensures that the industry's unique product categories are considered at all levels of government, and that its specific needs are taken into account during policy and regulatory development.

The CHC develops and increases a professional, passionate and dynamic membership base that represents the whole of the complementary healthcare industry.

The CHC develops and maintains effective corporate partnerships, sponsorship and strategic alliances to promote industry goals and values.

The CHC and Secretariat are well governed and financially stable—providing a sound base to support the industry and deliver results for our members.

Strategic objectives

- The CHC proactively communicates and disseminates information
- The CHC has a satisfied and growing membership.
- The CHC has strategic leadership.



PRESIDENT AND EXECUTIVE DIRECTOR REPORT

It's been an exciting year for the CHC and our industry. In line with the political climate and changes in the health sector, we have focussed on influencing the preventative agenda. The relationship building and lobbying through our Political and Consumer Affairs position, and particularly the launch of our Industry Audit and the planned budget submission for R&D funding, have reflected a revitalised and proactive drive to progress our agenda.

Our industry audit highlighted the strong economic contribution of our sector on the Australian economy:

- **Manufacturers:** there are 26 factories on the ground here making product every day;
- **Jobs:** 5000+ highly skilled direct jobs in Scientific, Manufacturing, Marketing, Sales and export with more than 60,000 indirect jobs across retail, clinics, logistics, distribution, labs/science;
- **Revenues:** approx \$1.9 billion per annum across vitamins, minerals, herbals, homoeopathics and other supplements;
- **Exports:** more than 20 countries across Asia, Europe and the Americas are supplied;
- **Productivity;** 74% of consumers choose to use the products to prevent illness, or minimise its impact on them in daily life, with benefits accruing to employers and Government in the billions.

With the election of the Gillard Government and The Hon Catherine King MP as Parliamentary Secretary for Health and Ageing, we have seen a shift in the balance of power in the health sector with the clear winner being the consumerist groups. The CHC has responded by strengthening its media profile and has undertaken a proactive media program backed by timely responses to industry issues.

Our Positive Influence in the Volatile Political Environment:

Stakeholder engagement is a priority for the CHC. A main focus has been the identification and fostering of relationships with key organisations and relevant personnel, to ensure that we are included in the critical decision making processes affecting complementary medicines.

The CHC is well poised to capitalise on the increasing focus on our industry through an ever increasing presence. The Ministries that we have been working to increase the profile of our industry over the past twelve months include:

- Health and Ageing: National Medicine Policy, TGA, Regulation
- Innovation, Industry Science and Research: Ausindustry and Programs in Innovation, Research, Manufacturing and Export
- Treasury: Budget submissions, Productivity, Population health outcomes
- DFAT: Austrade (export assistance) and Invest Australia (attracting investment in growing, processing and manufacturing of CM ingredients and products)
- Finance and Deregulation: Costs and benefits of deregulation vs overregulation

The current volatile political and regulatory environment means that the CHC must act proactively. Focused political initiatives, leveraging of the Industry Audit, and a proactive media strategy are driving the aim of the CHC to progressively shape the agenda. The CHC has developed, and will continue to develop, industry positions on identified priorities, and will continue to disseminate vital information. The role of the CHC Committees and Working Groups (highlighted later in this Annual Report) are crucial to ensuring industry opinions are canvassed and I ask that all members consider both active involvement in the committees and requests for comments.



Ronda Jacobs
President 2008 – 2011



Wendy Morrow
Executive Director
2008 – Current



No less than five major Government Reviews with a potentially life-changing impact on Complementary Medicines were initiated and mostly concluded within the 2010-2011 financial year: ANAO (Australian National Audit Office); Complementary Medicines Regulatory Reform Working Group; Transparency Review; Promotion Code Committee; and Advertising.

The CHC played a very strong leadership role in these discussions, and our key achievements included the extremely successful launch of the Industry Audit at Parliament House, building interest and laying the groundwork for our Budget submission. The second of our Industry CEO Forums, held at Parliament House on May 25, offered members the opportunity to witness a conversation which could shape the future of our industry. Amongst industry leaders, bureaucrats and fellow politicians of both major parties, the Shadow Health Minister accepted the mainstream positioning of complementary medicines, and their impact in preventive health.

Australia New Zealand Therapeutic Products Agency - opportunity to lobby for an appropriate regulatory environment for Complementary Medicines

A significant announcement on June 20, 2011 was the intention by the Australian and New Zealand Governments to establish the Australia New Zealand Therapeutic Products Agency (ANZTPA).

We supported the Government's decision to exclude Complementary Medicines from the proposed model of ANZTPA. The CHC will lead the discussions on this rare opportunity for the Australian regulators to consider introducing an independent regulatory authority for Complementary Medicines, consistent with the approach that has been adopted in New Zealand. An independent regime recognising the philosophical differences between Complementary Medicines and drugs, and consistent with the low risk nature of Complementary Medicines, would enable the industry to achieve meaningful Trans Tasman harmonisation that was so nearly concluded in 2007.

Our continued focus: The CHC is now far more proactively engaged with the Parliamentary Secretary and other key decision makers to discuss major policy industry issues, including:

- The need for consideration of an appropriate regulatory environment for CM's;
- Government and Industry co-funding for research of CMs, particularly cost benefit analyses;
- A framework to enhance manufacturing competitiveness internationally for Australian manufacturers and brands; and
- Support of industry innovation in the form of data protection.

It is absolutely clear that a powerful industry body can positively impact on political and regulatory decisions, as well as industry and consumer perceptions. We are continuing to build a strong and united platform for a positive environment for Complementary Healthcare products.

Thank you for joining with us to help achieve improved health and wellbeing outcomes for all Australians.



TREASURER'S REPORT

The Financial Statements show a loss of \$355,000 which means a reduction in retained earnings of the same amount to \$360,000.

The role of your Board and the CHC staff is, and always has been, to work to provide the maximum benefits for you, our members. You have heard from Richard how a Strategic Plan was prepared by you, our members, and how the implementation of that plan has progressed. It is not the task of the CHC to collect funds from its members and put them in the bank for a rainy day. Members funds are there to be used to look after your best interests in the industry, be they political, regulatory, or educational.

Last year the cost of these investments into our future came not only from the current revenue but also from our previous revenues.

Obviously it is still very important to maintain a reserve and we do have a healthy liquidity ratio, which is sitting now at 1:1.3 - better than the recommended reserves (1:1.15). I can assure you we have the necessary procedures in place to keep a proper balance between revenue and expenses going into the future.

There have been staff changes in the accounting staff and a strengthening of the Finance and Audit Committee, and we should welcome Ben Jennings, Principal of Jennings Partners and Adrian Sturrock, CFO for Blackmores to the team.

I should add that June 30, 2011, all income categories bar one showed an increase which would indicate that your association is still growing and I reiterate my predecessors comment that it is a CHC goal to diversify our revenue streams thus reducing reliance on membership fees.



John Baker
Treasurer 2010 – Current



Chris Karabalis
Treasurer 2006 - 2010



CHC BOARD (PHOTOS) 2010 - 2011

The CHC Board comprises a blend of experience, skills and vision necessary to ensure the success of the complementary healthcare industry. Driving the CHC's strategic direction for 2010-2011 were the following industry leaders:

CHC President: Ronda Jacobs (Catalent Australia) – Resigned at the July Board Meeting 2011

CHC President: Richard Henfrey (Blackmores) – Current President as from July Board Meeting 2011

CHC Vice-President: Sally Brumley (Leura Health Foods and Queanbeyan MegaHealth)

CHC Treasurer: John Baker (Go Vita Springwood) – commenced October Board Meeting 2010

Mark Bisset (Catalent Australia) – commenced April Board Meeting 2011

Frank Caruso (Totally Natural Products)

Wayne Coote (Pathway International)

Anthony Greig (Amway of Australia)

Warren Morey (Melrose Health)

Dusko Pejnovic (Lipa Pharmaceuticals)

Radek Sali (Swisse Vitamins)

Chris Karabalis (Healthy Life Woden) – resigned October Board Meeting 2010

Stuart Behncken (sanofi-aventis) – resigned June 2011

John Stanton (Vitaco) – resigned June 2011



Richard Henfrey



Wayne Coote



Warren Morey



Ronda Jacobs



Tony Greig



John Baker



Chris Karabalis



John Stanton



Stuart Behncken



Sally Brumley



Frank Caruso



Dusko Pejnovic



Mark Bisset



Radek Sali



CHC BOARD COMMITTEES 2010-2011

Regulatory Policy Committee

Chair: Paul Mannion (HealthWorld, Technical Director– from June 2011), Stuart Behncken (Head of Product Innovation, sanofi-aventis – to June 2011)

Members: Angelo Andronis (Integria), Barry Schadel (Australian NaturalCare Products), Dusko Pejnovic (Lipa Pharmaceuticals), Elvina Hsi (Nutra-Life), Fiona Wilson (Swisse Vitamins), Frank Caruso (Totally Natural Products), John Miller (John Miller Consulting), Wayne Coote (Pathway), Michael Gepp (Pathway), Nicholas Mercieca (Integria), Vincent Tan (Pharmacare), Rosemary Lee (Blackmores), Sharon Reeves (Nature's Sunshine Products), Amber Yates (Vitaco Health (NZ))

The Committee advises the CHC Board in the development of CHC Policies, Position Statements and Perspectives on legislative and regulatory issues affecting or likely to affect CHC members as well as issues or key areas of public policy which affect the mandate of the CHC.

Innovation Committee

Chair: Radek Sali (CEO, Swisse Vitamins)

Members: Narelle Whiting (Neways), Austrade (ex officio), Justin Howden (CHC), Wendy Morrow (CHC).

The Committee advises the CHC Board in the development of CHC Policies and procedures for influencing research, development and innovation opportunities for the industry in Australia as well as to leverage policy and financial support from relevant Government Departments.

Marketing and Communications Committee

Chair: Wayne Coote (Managing Director, Pathway International)

Members: Warren Morey (Melrose Health), John Miller (John Miller Consulting), Sally Townsend (Blackmores), Terri Albert (Catalent), Justin Howden (CHC), Sophie Newsome (CHC)

The Committee oversees the development and implementation of strategic communications relevant to the key audiences of the CM Industry as well as to implement promotional campaigns and events. These are designed to increase awareness as to positioning and to provide strategic advice on how best to attract, retain and expand membership participation and revenue in accordance with the Board strategy.

Trade Committee (under development)

Chair: Dusko Pejnovic (CEO, Lipa Pharmaceuticals – from June 2011), Richard Henfrey (Director - Strategic Sourcing, Blackmores – to June 2011)

Members: Mark Bissett (Catalent), Gary Smith (Sphere Pharmaceuticals) Jim O'Reilly (Young Living Essential Oils), Justin Howden (CHC), Karen Hocking (CHC) (Austrade ex officio)

The Committee advises the CHC Board in the development of CHC policies and procedures for influencing the trade environment in Australia, including policy, legislative and regulatory issues affecting or likely to affect CHC members' ability to manufacture competitively, import and export and trade locally. It also promotes the Import Replacement and the Economic Contribution of the industry across jobs, investment, innovation, exports and health system cost abatement.



Retail Advisory Committee

Chair: Sally Brumley (Leura Healthfoods)

Members: Andrew O’Keefe (Go Vita Distributors), Chris Karabalis (Healthy Life Woden), Con Kounnas (The Allergy Centre), Enis Saegenschmitter (Go Vita Munno Para), Frank Caruso (Totally Natural Products), Paul Giulieri (The Health Shop Pines), Peter Balogh (Go Vita Tanunda), Russell Theodore (Go Vita Darlinghurst), Janelle Cupit (CHC), Wendy Morrow (CHC).

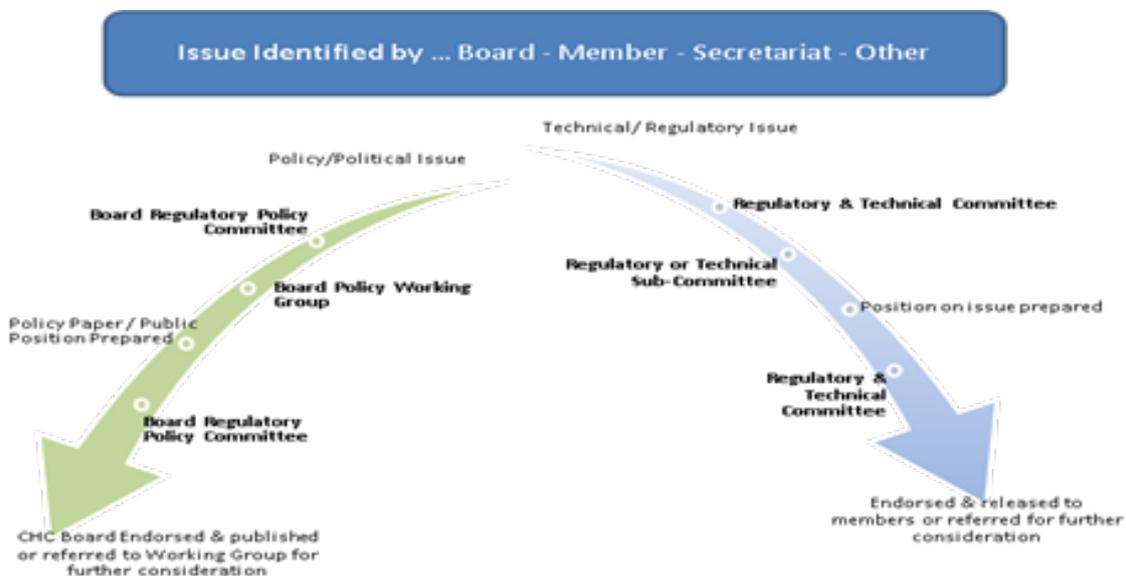
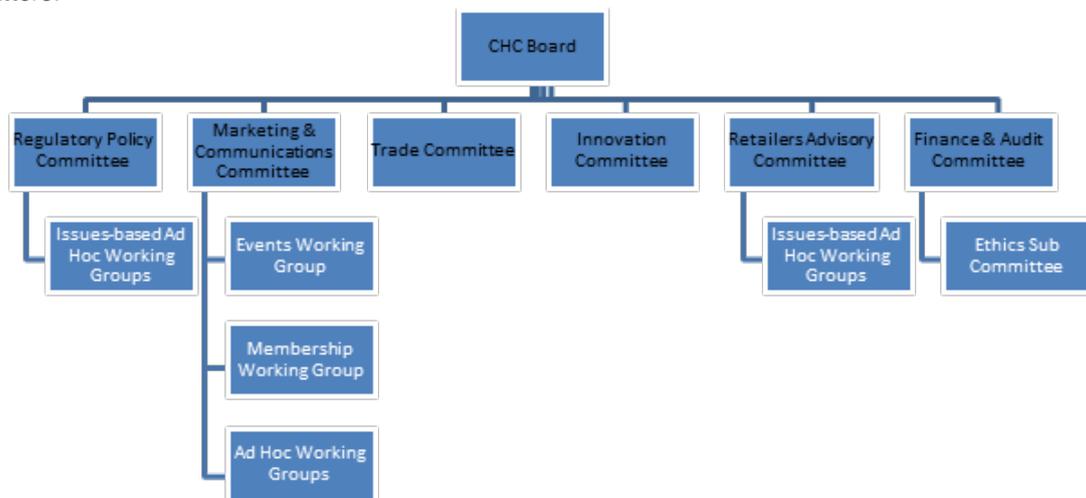
The Retail Advisory Committee (RAC) was set up by the CHC to act in an advisory capacity to the CHC Board on issues of importance to retailers in the industry. The RAC is comprised of national representatives, with all members having direct retail interest and expertise, ensuring that issues of importance to retailers across Australia are addressed.

Finance and Audit Committee

Chair: John Baker (Director, Go Vita Group – from October 2010), Chris Karabalis (Healthy Life Woden – to October 2010)

Members: Richard Henfrey (Blackmores – to June 2011), Adrian Sturrock (Blackmores – from June 2011), Tony Greig (Amway), Wendy Morrow (CHC), Ronda Jacobs (Catalent Australia – to June 2011)

The Committee assists the CHC Board in fulfilling its obligations and oversight responsibilities relating to the CHC’s financial matters.





CHC SECRETARIAT (PHOTOS)

Executive Director

Dr Wendy Morrow



Wendy Morrow

Political & Consumer Affairs Director

Justin Howden



Justin Howden

Executive Business Manager

Dee Watson



Dee Watson

Public Affairs and Media

Sophie Newsome



Sophie Dimmock

Senior Regulatory Affairs

Emma Burchell



Emma Burchell

Compliance and Regulatory Affairs

Karen Hocking



Karen Hocking

Membership Engagement

Janelle Cupit



Gail Savage

Finance and Administration

Gail Savage



Phillip Anderson

IT and Administration

Philip Anderson

Advertising Services Manager

Tricia Campbell



Tricia Campbell

Advertising Services Manager

Ruben Jones



Ruben Jones



CHC SECRETARIAT COMMITTEES & WORKING GROUPS

Technical Committees and Working Groups

Driven by the CHC Regulatory Affairs Team, the CHC technical committees and working groups continue to progress many of our strategic goals by giving members access to industry decision-making on regulatory and standards issues through the CHC's Working Groups and Committees.

Regulatory Technical Committee

Chair: Ian Gamble (Amway)

Members: Sue Ackeroyd, Ingrid Botha, Michael Gepp, Petra Henniger, Rosemary Lee, Ray Maio, Nicholas Mercieca, Michael Micallef, John Miller, Sharon Reeves, Fiona Wilson

The Committee provides advice and resources to the CHC on scientific, technical and regulatory issues facing the complementary healthcare industry.

Practitioner Medicine Technical Committee

Chair: Graeme Joiner (HealthWorld)

Members: Daniel Baden, David Doolan, Nicholas Mercieca, Peter Ochsenham, Jenny Smith, Pam Stone

The Committee provides advice and resources to the CHC where issues arise with practitioner only complementary healthcare products.

Manufacturing and GMP Committee

Chair: Ray Maio (Engel Hellyer & Partners)

Members: Jon Athanasopoulos, Mark Bethune, Craig Breadmore, Ingrid Botha, David Craig, Darren Dzedziczak, Alan Earl, Ray Maio, John Miller, Dusko Pejnovic

The Committee provides advice and resources to the CHC on manufacturing and GMP issues facing the complementary healthcare industry.

Raw Material Suppliers Committee

Chair: Michael Gepp (Pathway)

Members: Tamar Bhandarkar, Dennis Chesser, Richard Dandan, Hilary Glover, Helen He, George Kokkinis, Kevin Krail, Kevin Le, Vijay Rane, Sarah Sukkar, Roman Sulovsky

The Committee provides advice and resources to the CHC on raw material used for complementary medicines.

Sports Supplement Working Group

Members: Ian Collins, Helena Dickenson, Christopher Gibb, Con Manavakis, Kylie McBeath, Peter Memete, Michael Micallef, George Papanikolaov, Helen Rankin, Kiran Raval, Mark Sehn, George Votsikas, Ross White, Rosemarie Zionzee

The Working group provides advice and resources to the CHC where issues arise within the sports supplements industry.

Homoeopathic Working Group

Members: Daniel Baden, Simon Bott, Ben Brander, Richard Holyman, Chris Logan, Trish McKenna, Michael Micallef, Peter Ochsenham, Jan Owen, Lise Pedrotti, Clive Richards, Peter Torokfalvy

The Working Group provides advice and resources to the CHC where issues arise with homoeopathic and anthroposophic medicines.

AQIS Working Group

Members: Ian Gamble, Michael Gepp, Con Manavakis, Peter Purbrick, Roman Sulovsky, Nigel Van Reyk, Sheila Zhou

The working group provides advice and resources to the CHC where issues arise with the importation and biosecurity of complementary medicines in Australia.



Welcome to the Natural Standard Research Collabora...



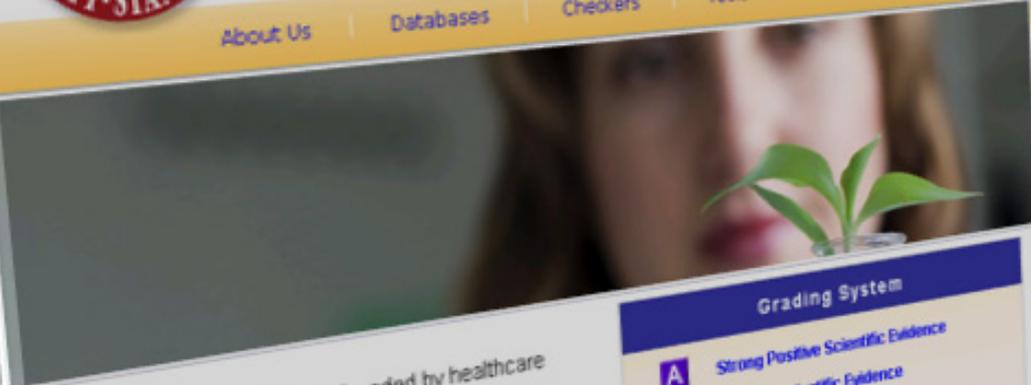
Natural Standard

The Authority on Integrative Medicine

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Website last updated on 10/21/2011

[About Us](#) | [Databases](#) | [Checkers](#) | [Tools](#) | [Continuing Education](#) | [News & Events](#) | [Testimonials](#)



Natural Standard was founded by healthcare providers and researchers to provide high-quality, evidence-based information about complementary and alternative therapies. Grades reflect the level of available scientific data for or against the use of each therapy for a specific medical condition. [More >](#)

Grading System

A	Strong Positive Scientific Evidence
B	Positive Scientific Evidence
C	Unclear Scientific Evidence
D	Negative Scientific Evidence
F	Strong Negative Scientific Evidence

Natural Standard provides Evidence-based, Peer-reviewed, Consensus-driven, Decision-support Tools for:

Media Center

- [NewsAlerts](#)
- [eNewsletter](#)
- [RSS Feeds](#)
- [Webinars](#)
- [AudioPodcasts](#)
- [Blog](#)
- [Social Media](#)
- [Share This](#)





POLITICAL & CONSUMER AFFAIRS

The Political and Consumer Affairs Team plays an integral role in implementing the CHC Strategic Plan with primary emphasis on the Strategic Priority of Shaping the Agenda, and secondly on Voicing the Industry.

The CHC developed and implemented the positioning of the CM industry reflecting its real elements as tightly regulated, robust and fact based, science and R&D centred, manufacturing and export oriented, as well as a major employer of highly skilled manufacturing workers.

The team has focused on promoting this Industry positioning to politicians, policy makers, media, trade and consumers, handling issues as they arose, but moving to a more proactive issues management approach over the year.

Activities

The team has achieved this through a series of marketing activities including:

- Development and distribution of specific policy positions on key issues facing the industry
- Representation and contribution at political round tables and policy briefings at Federal and State level
- Fostering new and improving existing relationships between CHC and politicians, policy makers, media, trade and consumers
- An annual program of proactive and reactive media releases, fortnightly newsletters and Members news alerts
- An annual program of events including:
 1. The AQIS and Complementary Medicines Seminar (Aug 2010);
 2. The 2010 National Conference (Oct 2010);
 3. The Trade Seminar (Mar 2010);
 4. The Parliamentary Reception (May 2011); and
 5. The Regulatory Obligations Seminar (Jun 2011)
- A policy outreach program working to promote the industry and its economic impact both in business and health terms, to and through key industry groups such as Australian Industry Group (AIG), Australian Chamber of Commerce and Industry (ACCI), Australian Trade Commission (Austrade), Committee for Economic Development of Australia (CEDA), Research Australia, and Business Chambers'.

Achievement Highlights and Looking Forward

A particular outcome of note was that through the activities conducted over the year, the official summary of the National Medicine Policy Forum in July can be expected to support the concept that:

“Future considerations and deliberations of the NMP should be across the impact and benefits of the whole Medicines sector: Prescription Medicines, OTC Medicines, *Complementary Medicines* and Vaccines”.

Another outcome of note for the Industry was the publication of the CHC's **inaugural CM Industry Audit**. Assembling and presenting the key statistics on the industry in one place at one time, this is a 'platform' document which will successfully position the industry with politicians and policy makers, regulators and the media. The Hon Peter Dutton, Shadow Minister for Health and Ageing stated “this is a watershed moment for the industry, the time it crossed from cottage to commercial’ as he opened the CHC's Parliamentary Reception at which the Industry Audit was launched, at Parliament House, Canberra in May 2011.

The Industry Audit not only presented key industry statistics but analysed National figures and delivered State estimates on the key metrics around factories, jobs, R&D, laboratory services, higher education, practitioners, logistics and retail which are being promoted to State Government Business groups. The Industry Audit has been instrumental in repositioning the CM industry as a bona fide manufacturing and export sector in its own right, and we believe is being used as inputs to State level Industry Policy.



The CHC has invested on behalf of the Complementary Medicine Industry to provide access to the Natural Standard database for its financial members.

'Natural Standard' was founded by healthcare providers and researchers to provide high-quality, evidence-based information about complementary and alternative therapies and products. Grades reflect the level of available scientific data for or against the use of each therapy or product for a specific medical condition.

Natural Standard provides evidence-based, peer-reviewed, consensus-driven, decision-support tools for sponsors, manufacturers, suppliers, retailers, practitioners and consumers.

It is an American site and some terms will be different to those used in Australia. Additionally, not all products contained within the database are available in Australia or permitted under Australian regulations. CHC suggests that new users **take time** to familiarise themselves with such terms and the potential differences to standard terms used in Australia, however we see this as major step forward in Industry development through providing mass availability of one of the leading databases on CM's to all CHC members.

CHC has also commenced the process of co-development, with a professional media partner, of a specific CHC consumer web site, social media distribution and an iphone app for CM consumer interface with CHC. This will generate improved consumer/industry relationships and add enormous value to the innovative work being undertaken in this area by individual sponsors. Supporting this consumer oriented initiative throughout 2011/2012 will be further activities aimed at generating uptake of the Natural Standards database by CHC members, and of the CM Professional Education Program by consumers.

The establishment of the formal Board Committees on Trade and Innovation during the year will also be important in proactively addressing Federal and State policy and operational issues in these critical areas. Headed respectively by Dusko Pejnovic (CEO of Lipa Pharmaceuticals), and Radek Sali (CEO of Swisse Vitamins) these committees can be expected to make significant contributions over the 2011/2012 financial year.



PARLIAMENTARY RECEPTION

25 May 2011 Parliamentary Reception, Parliament House, Canberra

The CHC welcomed Peter Dutton, Shadow Minister for Health and Ageing, who opened the Reception and launched the inaugural Complementary Medicines Industry Audit at Parliament House, Canberra in May. Virtually overflowing from Mural Hall, around 70 Industry members and associates spent the evening in the company of around 20 of the Nation's leaders, including Malcolm Turnbull, Bronwyn Bishop, Bill Heffernan, Warren Entsch, Joel Fitzgibbon and Steven Hutchins who together witnessed the launch of the Industry Audit.

The Audit statistics were so powerful attendees were amazed at the breadth and depth, commercial capacity and scientific base of the industry. The findings of the Audit have been captured in the Complementary Medicines Industry Directory which brings together key statistics on the value chain participants that make up the Complementary Medicine Industry, providing an overview of the breadth and depth of the industry.



*Senator Mary Jo Fisher, Ronda Jacobs CHC President
082008 – June 2011, John Alexander OAM, MP.*



*Shadow Minister for Health and Ageing, the Hon.
Peter Dutton MP and Ronda Jacobs CHC President
082008 – June 2011.*



Shadow Minister for Health and Ageing, the Hon. Peter Dutton MP.



Frank Caruso, Totally Natural Products; John Baker, Go Vita; Karen Andrews MP; Stuart Behncken, Sanofi-aventis.



Justin Howden, CHC; the Hon. Malcolm Turnbull MP; John Alexander OAM, MP; Ryan Gorman, Network Nutrition.



Radek Sali, Swisse Vitamins; the Hon. Bronwyn Bishop MP Richard Henfrey, Blackmores; the Hon. Bronwyn Bishop MP.





2010 NATIONAL CONFERENCE – GOLD COAST, QUEENSLAND

Launching the CHC's inaugural National Conference on the Gold Coast was an enormous achievement for the CHC, seeing around 150 delegates in attendance at both the Conference and the Awards Dinner. Delegates heard from over 20 exciting presenters, enjoyed access to poster presentations and trade exhibitors and made the most of networking opportunities throughout the 2 days.



John Miller, John Miller Consulting; Frank Caruso, Totally Natural Products; Ronda Jacobs, CHC President 2008 – June 2011.



Rohan Hammet, National Manager TGA.



Dr Wendy Morrow, CHC.



CHC NATIONAL CONFERENCE EMBEDDED IN CM INDUSTRY CALENDAR

Consolidating its position as the Complementary Medicines National Conference and possibly the most significant event of the CM calendar, the successful 2010 National Conference will be followed this year with the CHC's second Annual National Conference, being held on the 27th and 28th October 2011.

Moving away from the glitz of Movie World, the CHC has opted for a more tranquil venue for 2011, allowing delegates to maximise knowledge absorption, time and space for networking. The conference will be located beachside at Manly, Sydney and will see around 200 delegates attend around 20 sessions over the 2 days, enjoying an abundance of networking opportunities and hearing from new and inspiring speakers on topics, including:

- Politics and Policy, Regulation and the Food/Medicine Interface - when is a Duck not a Duck?
- N Acetyl Cystine & Mental Illness, Omega-3 & Chronic Diseases, Prostate Cancer & Botanicals
- CM consumers minds: where they are now and might be in the future?
- Health Economics
- CM marketing trends and opportunities: engaging consumers, social media, online best practice
- Innovation, Best Practice in I.P., Crisis Management and Business Resilience
- Environment Matters, Sustainability and Life Cycle Thinking

The Annual Awards will also be held beachside, making the most of the atmospheric location and celebrating the achievements of the Industry over the last 12 months. Being introduced to kick off the 2011 National Conference will be the inaugural CHC Complementary Medicines Industry Golf Day, another event to look forward to on the CHC calendar.



GETTING OUR MESSAGE OUT - THE EDGE

Over the last year the CHC has developed and implemented the delivery of The CHC Edge newsletter. This fortnightly newsletter is aimed at:

- All categories of the CHC Membership
- Media contacts
- Government contacts
- Consumers
- Industry

The newsletter is now firmly established in the CHC communication channels and is beginning to attract a number of enquiries around advertising – the newsletter becoming a popular channel of communication and promotion amongst Industry peers.



Members News/The CHC Edge Newsflash

This CHC publication is available to Members only. Key Industry or CHC information is disseminated to Members via this channel, whether regarding a TGA Staffing reshuffle, announcement of a new CHC Board Member or an update on a successful CHC event, this publication is a fantastic way for Members to keep up to date on Industry movements and CHC actions. Recently rebranded as The CHC Edge Newsflash, in line with The CHC Edge Newsletter branding, Members are now easily able to recognise a CHC publication when it arrives in their inbox.



CHC Annual Industry Leaders' Parliamentary Reception

**Annual Industry Leaders' Parliamentary Reception -
Shadow Minister for Health and Ageing Opens with a Full House**



REGULATORY AFFAIRS

During the previous year the CHC's Regulatory Affairs Team has been strongly advocating for members on regulatory and technical matters which directly affect the complementary medicines industry. The year has seen a regulatory environment of reviews and proposals for reform, such as the:

- Transparency Review;
- Advertising Reforms;
- Recommencement of Australia New Zealand Therapeutic Products Agency (ANZTPA);
- Review of Food Labelling Law and Policy;
- Reforms to the Freedom of Information Act; and
- Promotion of Therapeutic Products Working Group (Codes of Practice).

The Regulatory Affairs Team voiced members' interests and concerns by providing the Government, regulators and other relevant stakeholders with a number of submissions to influence regulatory decisions affecting the complementary medicine industry. In addition, the Regulatory Affairs Team attended a number of key stakeholder meetings and working groups to ensure the needs of the industry were met.

Australia New Zealand Therapeutic Products Agency

The Government announced it will work with New Zealand over the coming five years to transition towards a joint agency for the regulation of therapeutic goods. Although in the initial stages it appears that complementary medicines will not be included in the joint agency arrangements, the CHC are cognisant of the need to develop regulatory frameworks which are able to accommodate all therapeutic products.

Voice of Industry - Transparency Review Panel - review of the TGA's public disclosure arrangements

The CHC's Regulatory Affairs Team represented the complementary medicines industry and worked hard to ensure the industry would not be negatively impacted by the review into the Therapeutic Goods Administration's (TGA) public disclosure arrangements. By actively participating on the review panel, the CHC were able to prevent a formal recommendation of a label disclaimer on complementary medicines, and put forward options to ensure the public are better informed about the benefits and risks of therapeutic goods. Overall, a positive outcome was achieved for the members of the CHC through the Regulatory Affairs Team's presence on the panel. At this point in time the review has been published however, the Government is yet to indicate its intention with regard to the 21 recommendations.

Regulatory Reform Working Group

The CHC worked collaboratively with the TGA to make recommendations on possible areas of reform to the framework for complementary medicine regulation. By being at the forefront of the discussions, the CHC helped to shape the agenda and ensure the best possible outcomes were obtained. The resulting proposals will be provided to the Government for their consideration.

Definition of a Complementary Medicine

Last year the TGA removed the definition of a 'complementary medicine' from the Therapeutic Goods Act 1989; a move that the CHC strongly opposed. The CHC liaised with the TGA and the then Parliamentary Secretary, the Hon. Mark Butler, about the impact to industry through this action.

On the 1 July 2011, the Therapeutic Goods Regulations 1990 were amended to include the definition of a 'complementary medicine' and the definition for a 'designated active ingredient' for a complementary medicine. The CHC ensured that industry has a clearly defined statement about what constitutes a complementary medicine and furthermore, that 'traditional use' remains in the legislation.



Future Directions and Goals for the Regulatory Affairs Team

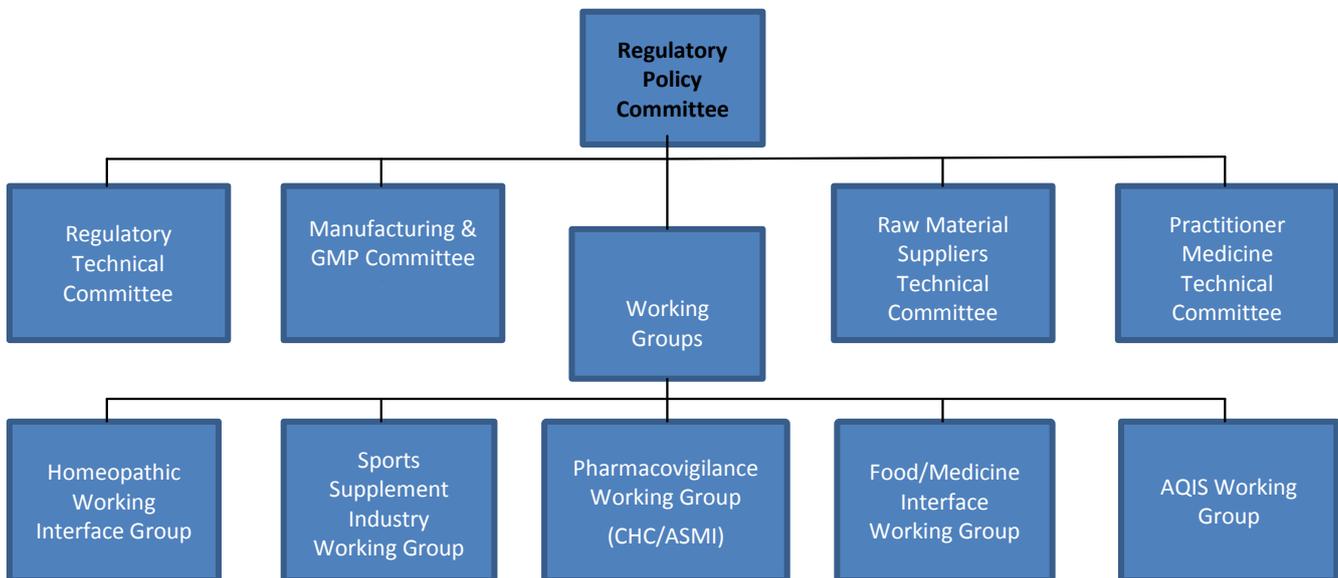
The Regulatory Affairs Team is looking forward to another busy year of representing industry’s best interests supported by CHC members, in collaboration with the TGA and industry stakeholders, and helping to ensure appropriate decisions with regard to regulatory change.

By developing submissions and industry agreed positions, and being proactive on relevant issues related to the complementary medicine industry, the Committees and Working Groups will continue to be productive and effective.

Technical Committees and Working Groups

The Regulatory Affairs Team continue to progress many of the CHC’s strategic goals by giving members access to industry decision-making on regulatory and standards issues through the CHC’s Working Groups and Committees. These are highlighted elsewhere in this report.

The Policy and Technical Committees and Working Groups (below) have been reinvigorated to increase member participation and provide a platform where members can openly discuss issues and possible solutions. This will ensure the CHC has effective strategies to influence government decisions for positive policy change.





CHC SUBMISSIONS AND EXTERNAL COMMITTEES

Therapeutic Goods Administration

July –December 2010

- Submission to the National Coordinating Committee on Therapeutic Goods Seeking Information from Compounding Pharmacies (30 July 2010)
- Submission on the Advertising Therapeutic Goods in Australia: Consultation Paper (27 August 2010)
- Submission on GMP Clearance for Overseas Manufacturers (15 November 2010)
- Submission on TGA Internet Site Redevelopment: Consultation on Content and Structure (1 December 2010)

January – June 2011

- Submission on MSM scheduling (19 January 2011)
- Submission on the TGA Transparency Review (11 March 2011)
- Submission on the Required Advisory Statements for Medicine Labels - Proposed Update 6 (6 April 2011)

Food Standards Australia New Zealand

July – December 2010

- Submission on the Nutrient Reference Values in the Australian New Zealand Food Standards Code (30 July 2010)

January – June 2011

- Submission on the Proposal P242 Food for Special Medical Purposes (9 February 2011)
- Submission on Application 1037 Steviol Glycosides - increase in permitted levels (9 February 2011)
- Submission on Application A1049 and Application A1046 - Herbicide-tolerant Soybean line (28 March 2011)
- Submission on Application P1010 Review of Sports Food Products Discussion Paper (27 May 2011)

Other Stakeholder Submissions

July –December 2010

- Submission on the CHC's Position Statement on the Promotion of Therapeutic Products (30 July 2010)
- Submission on the Guide to the Mandatory Reporting Law in Relation to Consumer Goods, or Product Related Services, Associated with Death or Serious Injury or Illness - Consultation Draft August 2010 (20 Sept 2010)

January – June 2011

- Submission on Accreditation and Registration Standards for Naturopathy and Western Herbal Medicine (31 January 2011)
- Submission on the Implementation of Model Schedules for Commonwealth Serious Drug Offences (11 March 2011)
- Submission on the Options for Regulation of Unregistered Healthcare Practitioners (15 April 2011)



External Committee Representations

Australian Quarantine & Inspection Service Biological Imports Consultative Group (AQIS)

Australian Quarantine and Inspection Service Biologicals Consultative Group

Australian Quarantine & Inspection Service ICON Redevelopment Project (BICON)

Complaints Resolution Panel (CRP)

Healthcare Recall Advisory Council & Reference Group

International Alliance of Dietary Supplements Association Technical Working Group (IADSA)

IADSA Adverse Event Reporting - Global Guidance Document Working Group

National Institute of Complementary Medicines (NICM)

National Medicines Policy (NMP) Working Group – Informed and Active Consumer

National Medicines Policy Partnership Forum (NMPPF)

Office of Complementary Medicine/Industry Consultation Group (OICG)

Pharmaceutical Industry Working Group (PIWG)

TGA Complementary Medicines Regulatory Reform Working Group

TGA Internet Site Redevelopment External Reference Group

TGA Office of Manufacturing Quality Complementary Medicines Technical Working Group (CM TWG)

TGA Public Disclosure Arrangements Working Group

TGA Therapeutic Good Order No. 78 Working Group

TGA Transparency Review Committee

Therapeutic Goods Administration Industry Consultative Committee (TICC)

Therapeutic Goods Advertising Code Council (TGACC)

Therapeutic Goods Committee (TGC) and subcommittees

Completed Advisory Board

Working Group on the Promotion of Therapeutic Products



STANDARDS AND COMPLIANCE

Complementary Healthcare Council Codes of Practice in Development

Code of Practice for the Marketing of Complementary Healthcare and Healthfood Products

The work to review the Code of Practice for the Marketing of Complementary Healthcare and Healthfood Products (the Marketing Code) has progressed during the year. Dr Wendy Morrow represented the CHC on the cross-industry Working Group for the Promotion of Therapeutic Goods. The Working Group developed high level principles to be incorporated in each therapeutic industry sector code, together with determining operational elements that should be covered by industry codes as a minimum. These principles and elements promote the quality use of therapeutic products and the ethical conduct of all parties, apply across all industry sectors, and will be used to gauge the extent of alignment of the sector codes.

The Marketing Code Governance Committee (formerly Code Administration Committee) met once in 2011 to discuss the requirements of the updated code, including:

- appropriate monitoring;
- a complaints system;
- effective sanctions; and
- education and training.

The Practitioner Medicine Technical Committee (PMTTC) held a day-length meeting in May to provide input into the Code – specifically, in relation to the expansion of the ‘Promotion to Healthcare Professionals’ section. This work has been undertaken to bring the code into alignment with the therapeutic industries’ high level principles and the recommendations of the Working Group.

The revision process continues and is due for completion by January 2012.

Promotion of the Marketing Code included the circulation of Member updates and education about the complaints process established under the Code. The first two of a series of guides, ‘How to make a complaint about the advertising of a complementary healthcare product’ and ‘How to respond to an advertising complaint about your complementary healthcare product’ were published on the CHC website.

A new complaints database was launched, with live data collection commencing during the year. The database will help facilitate the administrative processes, and more importantly, enable instant statistical reporting of complaints as required.

Code of Ethics

The Code of Ethics is intended to establish the basic principles and professional obligations that serve to protect consumers, and also identifies the expectations of members with respect to other members and to their activities. A first consultation draft has been written for review by the CHC Board.

Retailer’s Code of Practice

The Retail Advisory Committee agrees that the maintenance of high standards plays a paramount role in the retailing of the industry’s products, and that all practical steps should be taken to ensure fair and honest dealings within the market. A first consultation draft has been written for review by the Retailer’s Advisory Committee.



Raw Material Supplier's Code of Practice

Raw Material Supplier Committee members have put a lot of work into the development of the updated Raw Material Supplier's Code of Practice, and have produced several revisions of the document. This work continues, to ensure a code that is effective and well respected by both Industry and external stakeholders.

Advertising Compliance & Complaints Resolution

The Complaints Resolution Committee (CRC) is established under the CHC Code of Practice for the Marketing of Complementary Healthcare and Healthfood Products and comprises representatives of Industry – direct marketing/ selling, professional and consumer groups and Government authorities. The primary purpose of the CRC is to manage the co-regulatory system for the marketing of complementary healthcare and healthfood products. This includes:

- below the line advertisements to the general public, including retailers;
- advertisements to practitioners;
- complaints from Government, Industry, consumers and other bodies; and
- taking appropriate action to remedy the situation.

The CHC acknowledges and extends its appreciation to the Therapeutic Goods Administration for its continued support of the CRC.

As per the Code, the CRC members hold office for a period of two years; the CHC Board approved the committee membership for 2010 and 2011. The CHC thanks all CRC members and commends them for their dedication.

The Complaints Resolution Committee met on five occasions and held one teleconference during the 2010-2011 year: in August for the 74th meeting of the CRC, in October, December, February, April, and in June (teleconference) for the 79th meeting.

Complaints Resolution Committee 2010 - 2011

Les Dell	Direct Selling Association of Australia (Chair)
John Baker	Go Vita Springwood
Philip Daffy	Blackmores
Michael Apollonov	NSW Food Authority
Raymond Khoury	Practitioner
Nicole Burren	sanofi-aventis
Norah McGuire	Consumer
Wendy Morrow	CHC
Natalie Goodall	TGA (observer)

Alternates:

Janine Curl	NSW Food Authority
Marlene Keese	TGA (observer)
Peter Ochsenham	Brauer Professional
Reg Lehmann	Integria
Petra Henniger	Pharmacare Laboratories



Summary of Complaints: 1 July 2010 – 30 June 2011
(with comparative figures for previous two financial years)

	Total			Complaints against CHC Members			Complaints against Non-CHC Members		
	10/11	09/10	08/09	10/11	09/10	08/09	10/11	09/10	08/09
No. Complaints received	31	33	62	4	5	23	27	28	39
Finalised ¹	35	41	43						
Multiple Complaints ²	2	1	7	1	1	4	1	0	3
Forwarded to TGA	7	6	21	2	2	7	5	4	14
Referred to CRP	9	9	4	1	1	2	8	8	2

- 14 complaints were finalised from the 2009-2010 financial year. 10 complaints carried over to the 2011-2012 financial year for determination.
- No. companies against which more than one complaint was received.
- As per Code of Practice clause 8.4.4 where a complaint received involves risk to public safety or the therapeutic good has not been included in the Australian Register of Therapeutic Goods (ARTG)*.

CRC Decisions

Complaint Substantiated	10
Complaint NOT Substantiated	0
Complaint Referred**	24

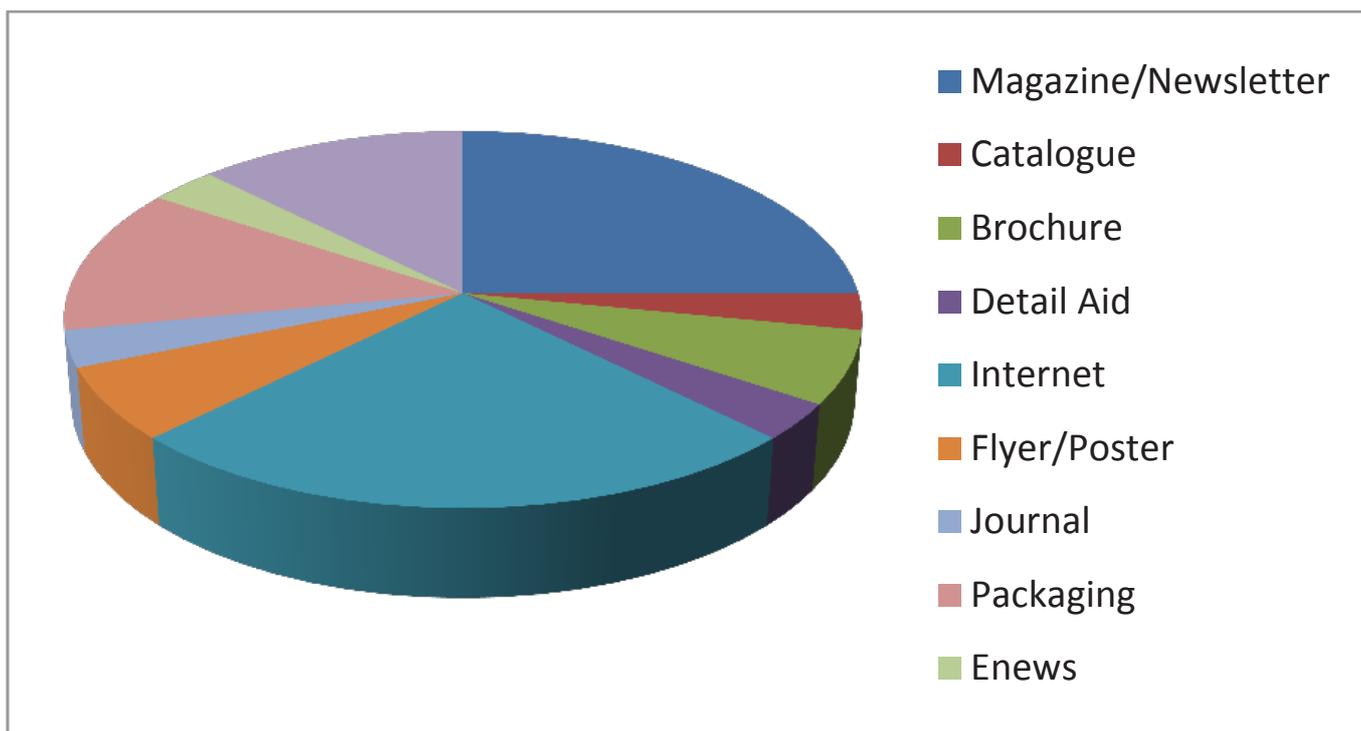
**Complaint Referred = to TGA, CRP or Food Authority.

Totals reflect that some complaints had more than one outcome (e.g. were substantiated and referred) and that some complaints had not been considered in the reporting period.

Source of Complainants

Industry			Consumer			TGA			CRP			Other*		
10/11	09/10	08/09	10/11	09/10	08/09	10/11	09/10	08/09	10/11	09/10	08/09	10/11	09/10	08/09
13	12	27	7	7	16	1	0	1	1	5	5	9	7	13

*For example consumer organisation and State regulatory authority.



During the year eight of the ten Sponsors against whom complaints were substantiated complied with the Committee's request for corrective action. Those sponsors not complying with the Committee's request for corrective action were referred to the Therapeutic Goods Administration or the NSW Food Authority for further investigation. The positive response of non-Members to the Committee's requests and recommendations indicates that the Code and the co-regulatory complaint system is effective and has the respect of the Industry.



PROFESSIONAL DEVELOPMENT – SEMINARS & EDUCATION

25 Aug 2010 AQIS Seminar, Sydney

The first seminar of the 2010/11 Financial Year focused on issues concerning AQIS and Complementary Medicines and was held in response to a high volume of queries from CHC Members. The CHC worked in conjunction with the Australian Self Medication Industry Association (ASMI), as a sponsor of the seminar. Around 60 CHC and ASMI delegates enjoyed presentations from a number of AQIS representatives, including Rob Williams, Program Manager for Biological Quarantine Operations, as well the opportunity for a Q&A session and networking with the AQIS representatives.



Rob Williams, AQIS



Nora Galway, AQIS



08 March 2011 Trade Seminar, Sydney

With the creation in early 2011 of the Trade Board Committee came the CHC's first International Trade seminar. With the help of The Hon. Bronwyn Bishop MP, the CHC launched the Trade Committee in Sydney, in the presence of around 75 delegates and speakers including Tim Harcourt, Chief Economist at Austrade and Richard Henfrey of Blackmores, the original Chair of the Committee.



*Justin Howden, CHC, The Hon. Bronwyn Bishop MP,
Dr Wendy Morrow, Executive Director CHC.*

21 June 2011 Regulatory Obligations Seminar, Brisbane

Despite the Volcanic Ash doing its best to keep delegates at home, the Regulatory Obligations seminar in June was a big hit. The reincarnation of the popular Sponsors Obligations seminars saw around 70 delegates enjoy the warmer weather of Brisbane and the opportunity to hear from AQIS, TGA, Southern Cross Plant Science and ERA Consulting, as well as NSW Food Authority who presented on the much debated topic of the Food/Medicine Interface, which caused such a stir amongst delegates that the debate will be reignited at the 2011 National Conference.



Dr Wendy Morrow, Executive Director CHC.



Looking Ahead

We will continue to develop the CHC Events calendar, working with the Marketing and Communications Board Committee to create and deliver exciting and informative events for our members and other Industry delegates.

September sees a supplementary event being added to the original calendar for 2010/11. Following the release of the TGA's amended Pharmacovigilance Guidelines, the CHC will hold a half day seminar, in Canberra, entitled, 'Pharmacovigilance Responsibilities of Sponsors of Medicines'. With the TGA's Dr Jane Cooke, Head of the Office of Product Review, as the headline speaker, this event aims to assist members in understanding their responsibilities around adverse event reporting for listed and registered medicines.

We are beginning to settle into a consistent events calendar, meaning Members will be able to more easily plan their organisation's learning and networking activities around CHC events. However, we strive to maintain an understanding of the varying and evolving requirements of our Members through feedback and input from event delegates, Members and Committees, in order to improve our events; ensuring Members receive great value for money and securing their place as 'must-attend' events for the Complementary Medicines Industry.



CHC PROFESSIONAL DEVELOPMENT - EDUCATION

Investing in your Industry's Future

Specialist Education builds the skill base at the consumer front line.

Essential to the CHC's mandate of providing leadership to the industry, is facilitating the building of skills and knowledge within the workforce.

Nowhere is this more crucial than at the consumer front line.

The ability to assist a customer with informed confidence is vital to building loyalty and sales.

Until recently the absence of an education program specifically catering for the Complementary Healthcare Industry was a key unmet need being voiced by our members.

Now CHC has coordinated a team of experts to develop an industry accredited education program specifically designed for the Complementary Healthcare sector.

Trialled since early 2011 the courses in Complementary Health Care have already attracted 152 enrolments! Such a strong response is very encouraging at this early stage of program roll out.

Diploma of Complementary Healthcare Products*:

The program launched with three certificate courses followed by a fourth in May 2011.

1. Foundation Studies for Complementary Healthcare Products
2. Certificate in Complementary Healthcare Products – Nutritional Supplements
3. Certificate in Complementary Healthcare Products – Herbal Supplements
4. Certificate in Complementary Healthcare Products – Homoeopathics and Herbal Essences

The remaining two courses will be launched in 2012 and together the six courses will comprise the Diploma of Complementary Healthcare Products.

5. Certificate in Complementary Healthcare Products – Therapeutics**
6. Certificate in Complementary Healthcare Products – Sales and Advertising**

*Each certificate can be completed separately.

** Available 2012

What Industry Needs to Remain Strong and Grow

Now with the availability of these courses, employers can feel confident that staff are receiving practical, expert education.

Developing staff is a key input into staff satisfaction and loyalty levels.

Businesses will benefit from increased skill levels at the consumer front line which lead to an improved customer experience, loyalty and sales.

The courses also provide vital knowledge to broader sections of the industry such as sales and marketing staff, laboratory and product development staff as well as office and customer service staff.



Meeting the needs of Students

The courses in Complementary Healthcare products are easily accessible through on-line delivery and conveniently allow students to set their own learning pace and access the on line tutor.

The informative and practical courses offer a broad range of choice of subjects, and the ability to tailor the course to suit your needs.

The CHC offers flexible payment options to meet student requirements so they can start studying sooner.

It is easy to find out more:

For further information on any courses offered by the CHC please log on to

<http://moodle.chc.org.au/>

Or contact us on

education@chc.org.au

We look forward to you joining CHC in 'strengthening the industry through education'



PR MEDIA - OUR ACTIVITIES IN THE MEDIA

Public Affairs and Media Update Annual Report 2010/11

Communicating with Stakeholders

During the 2010/11 Financial Year, the CHC has issued:

- 20 press releases
- 13 CHC The Edge Newsletters (January 2011 – June 30th 2011)
- 15 Members News Updates which were rebranded as Newsflashes, in line with the Newsletter branding

Media Releases

The CHC has used media releases to promptly react to a number of Industry issues highlighted in the media over the 2010/11 financial year.

We are also becoming increasingly proactive, issuing a number of media releases promoting the CHC and the Complementary Medicines Industry positioning on a variety of topics.

July 2010

- Homeopathy will not be banned by NHS ...
- Complementary Medicines Industry Excluded from Working Group looking at High Risk Medicine Promotion

August 2010

- Consumers need Not Panic - Calcium Supplements May Not Increase the Risk of Cardiovascular Events

September 2010

- CHC rejects claims that the CM market is “unpoliced” or that criticism of the TGA is “widespread”.
- BMJ’s effects of glucosamine research flawed and limited.
- Complementary Healthcare Council of Australia looking forward to increased commitment to ‘wellness and prevention’ health policy.

October 2010

- Register before October 15 for a preventative healthcare and sustainable future
- Glitz and Glamour at Movie World for Complementary Healthcare Professionals
- DNA sequencing to enable human selection of food characteristics
- Media to register before October 24 for international health conference

November 2010

- Australia’s Complementary Healthcare Industry attracts a star studded list of keynote speakers to its 2010 Gold Coast conference
- The CHC welcomes the National Preventive Health Agency
- Move to a Sound and Healthy Nation
- CHC supports consumption of fish oil during pregnancy and lactation

December 2010

- CHC, TGA, CHF Collaborative Committee
- Echinacea Reduces Severity of Cold Symptoms by 10%



February 2011

- CHC lead remedy warning

Tuesday 01 Mar 2011 PHARMACYDAILY.COM.AU

CHC lead remedy warning

THE Complementary Healthcare Council is urging Australian consumers to seek the guidance of a healthcare professional when considering the use of

The patient had been on the Votog treatment course for three months, and had potentially ingested 896µg of lead daily for the period.

April 2011

- Complementary warning

Tuesday 05 Apr 2011 PHARMACYDAILY.COM.AU

Complementary warning

THE Complementary Healthcare Council says there is no need for a review of Australian regulations for complementary medicines, after a spate of media reports about the risks associated with purchases from overseas websites.

healthcare professional or from a reputable retailer," she added. She also urged consumers to beware of interactions with complementary medicines, saying: "It is of the utmost importance when buying complementary

- Call for exposure of CAM dangers

4 - 10 Apr 2011

News

Call for exposure of CAM dangers

Posted 4 April 2011

A case of renal failure reported in the Medical Journal of Australia (MJA) has led to calls for more exposure of dangers associated with some complementary and alternative medicines.

A spokeswoman from the Complementary Healthcare Council (CHC) said the Australian complementary medicines industry is the most tightly regulated in the world, with all registered drugs assessed for quality and safety by the TGA. She said isolated instances, such as those referred to in the MJA, do not mean regulations need to be reviewed, but that consumers need to be better educated about online purchases.

June 2011

- ANZTPA back on the agenda

Tuesday 21 June 2011 PHARMACYDAILY.COM.AU

ANZTPA back on agenda

YESTERDAY the Prime Ministers of Australia and New Zealand agreed to proceed with previously ditched plans for the regulation of therapeutic products across both countries.

Previous agreement to set up the ANZTPA eventually foundered because New Zealand wasn't able to pass enabling legislation, with the stumbling block being regulation of complementary medicines.

We have also been featured in a number of the leading Industry publications, including:

- Retail World Magazine
- Retail Pharmacy Magazine
- Start Up Smart web site
- Senior Lifestyle Magazine
- Austrade Directory
- American Chamber of Commerce's 50th Anniversary Publication



Quality, viability and support

The Complementary Healthcare Council (CHC) was formed as the result of the amalgamation of the Nutritional Foods Association of Australia and the Australian Council of Responsible Nutrition and quickly became the peak body for the complementary healthcare products industry in Australia.

The group represents members throughout the value chain, including Amway, Blackmores, Catalent, Go Vita, Herbalife, Health World, Integra, Lipa Pharmaceuticals, Melrose Health, Network Nutrition, Nutritioncare, Pathway International, Pharmicare, sanofi-aventis, Swisse Vitamins, Totally Natural Products, Vitaco Health and 290 more!

The CHC's key aim is to support industry viability and growth through innovation, while ensuring consumers have access to complementary medicines of the highest quality.



HEALTH FEATURE – COMPLEMENTARY MEDICINES 63

More than just an alternative

They have been called blends of gobbledygook, treatments of 'dubious' value, and genuinely useful medicines. Yet there is no denying that the complementary medicines market has taken off and shows no signs of slowing down. By Amal Awad.

64 HEALTH FEATURE – COMPLEMENTARY MEDICINES



More than just an alternative



Complementary Healthcare Council
of Australia



Your business, your voice

You're busy, you're doing well, you're managing and growing a successful, profitable business in the complementary healthcare industry.

Get "The CHC Edge" – joining the CHC will deliver you:

Technical Alerts: Ensuring you and your staff are kept abreast of ever-changing industry regulation.

Industry Alerts: Ensuring you and your staff are kept up to date with the latest trends locally and internationally.

Industry Seminars: Providing regular opportunities to meet fellow industry players and hear from leading speakers on the latest in Regulations, Business Management, AQIS/Customs, Scientific and Technical Issues.

Education and Training: Providing the CHC's unique and tailor made training program lifting consumer satisfaction with staff knowledge of the industry, products and benefits.

Public Relations: Running a proactive and positive campaign to Stakeholders and Consumers whilst tackling negative, alarmist media headlines and handling industry critics who try to undermine consumer confidence.

Government Relations: Providing complementary healthcare industry positions on policy so they are heard and understood by Politicians, Policy Makers and Regulators.



Join The
Complementary
Healthcare
Council TODAY –

Give your business
"The CHC Edge"

We are your voice,
your advocate.



Leave it all to us

As a member of the CHC let us add value for you and allow you to focus on driving your own business.

Contact us TODAY to discuss your membership needs

Complementary Healthcare Council

Ph: +61 2 6260 4022

Email: members@chc.org.au

Web: www.chc.org.au



Australia's Complementary Medicines Industry

Did you know, in Australia:

- 74% of Consumers use CMs
- ~AUS \$1.9 bn in revenues
- Products available through 30,000 points across Australia
- Australian CM Industry exports to Brazil, Canada, Chile, France, Hong Kong, India, Italy, Korea, Malaysia, New Zealand, Philippines, Singapore, Spain, Sweden, Taiwan, Thailand, UK, USA

Quick stats - Australia has:

- CM Companies: 254
- Pharmacies: 6084
- Supermarkets: 4451
- Health Food Stores: 774
- Integrative Doctors: 1100
- Complementary Practitioners: 25345
- Higher Education Courses: 41

CHC is the peak industry body in Australia for Vitamins, Minerals and Supplements with around 450 Industry members

Our members interact directly online with 1 million+ consumers

Contact us today to find out how to take advantage of Australia's world leading capability

Complementary Healthcare Council of Australia

Phone: +61 (0)2 6260 4022

Web: www.chc.org.au



SAFEGUARDING THE INDUSTRY YOUR BUSINESS IS BUILT ON NOW AND INTO THE FUTURE

In the 2010/2011 financial year the CHC has successfully placed itself as the unique peak industry body representing 450 businesses involved in all facets of the Complementary Medicines Industry. The CHC is now widely recognised as the peak body for Complementary Medicines in Australia and internationally.

Our Retail Advisory Committee (RAC) has been proactively working on a number of projects such as a new Retailer Code of Practice and participating, including providing valuable feedback, in the Professional Development Program.

Our Retail membership has had a boost in numbers with the Go Vita Distributors joining the CHC on behalf of all of their stores.

Engaging our Members

Continuing on with the strategy of “the stronger our member base, the louder our voice” has meant that the CHC has been working extremely hard over the past year to secure new members and retain the existing members. Our members are the CHC’s most important asset and we will continue to work hard by representing the members Industry’s best interests as their peak body.

The Secretariat has been actively encouraging our members to become more actively involved in assisting the CHC to shape the political agenda, pushing forward on issues and initiatives that industry wants to see progressed. Our Parliamentary Reception in May saw many of our members indeed come face to face with political leaders. More and more the involvement of our members in our advocacy program has seen the CHC take its place as the voice of the Complementary Medicine Industry.

Our members include:

Importers, Exporters, Manufacturers, Raw Material Suppliers, Wholesalers, Distributors, Retailers, Practitioners, Professional Consultants, Direct Marketers, Multi-Level Marketers, Associations and Consumers.

New Membership Categories

Our members are our most important asset and the CHC continues to work hard by representing members as their peak body. With this in mind the end of the 2010/2011 financial year has seen an increase in membership categories, allowing the CHC to expand its membership base.

The 4 new membership categories are; Packaging Manufacturers, Laboratory Services, Corporate Consultants and Educational Providers.

The CHC has been working closely with industry to understand the needs of these potential members and is now actively pursuing membership in these categories.

Member Benefits and Services

Increasingly the CHC represents the interests of a wide range of Complementary Medicine companies and individuals, from large multidisciplinary corporations to small niche businesses. In recognition of this we now have greatly improved and targeted offerings to our membership.

Member Benefits and Services provided are:

Merchant Services Retailers Only

Discount on St George Merchant Facility

Offer for Insurance for Health Food Retailers by Guild Insurance

Technical Alerts & Updates

Informing you of technical and regulatory issues



CHC Website

Logon and password to access member only services such as Natural Standard database

CHC News

Members only Edge Newsletter & Newsflash - full of industry information, current issues and research (including Retailers' Newsflash)

Media Releases

Keeping members abreast of all media issues being dealt with by the CHC

CHC events at discounted rates

Ensuring you remain at the forefront of your industry

Use of CHC Logo

Policy and jpeg copy of logo supplied to ALL members

Eligible to hold office

Influence the direction and work of the CHC

Opportunity to Participate in the CRC

Participate in Industry Self-Regulation

Invitation to the Business Leaders Forum

Providing consultation and networking amongst key industry players

Opportunity to participate in CHC Board Committees

Lead the industry in shaping the regulatory framework, lobbying government and representing the CHC Internationally

Eligible to vote

Influence the direction and work of the CHC

Invitations to CEO Forums

Providing a forum for discussion and networking amongst industry players

Participate in the Industry Awards

Providing networking amongst key players in your industry

Opportunity to participate in CHC Technical Working Groups

Lead the industry in shaping the regulatory framework

Consultation on Industry Issues

Assist the industry in shaping the regulatory framework

Professional Development

Providing Education for Retailers, Consumers and any other interested members

Events

A number of events each year including a Parliamentary Reception and National Conference & Awards Dinner



Thank you to our Committee Members

This year has seen a noticeable increase in the involvement of our members, particularly on CHC Committees and Working Groups. An increase of interest from members will mean in the future the Committees and Working Groups will have to increase their size.

The staff at the Secretariat would like to extend a very big *Thank You* to all of our committee members for the substantial contribution they have and are making to the CHC and the future direction of our industry.

Moving forward, the CHC endeavours to provide effective representation and support for our members so the Complementary Healthcare Council's resources and influences are maximised for the improvement of industry and consumers.

The Secretariat will continue to increase our member engagement by way of committees and events participation. The CHC is widening the topics of our events in order to capture and involve each member segment of the CHC.



ANNUAL INDUSTRY AWARD WINNERS 2010

Best Consumer Publication – Electronic Print or Website

Blackmores Australia Website
www.blackmores.com.au

Most Outstanding Marketing Campaign

sanofi-aventis – Nature's Own Complete Sleep campaign

Most Outstanding Contribution to Research, Education or Training

Phil Daffy & Chris Oliver, Blackmores Research Symposium

Manufacturer, Wholesaler or Distributor of the Year

Go Vita Distributors

Raw Material Supplier of the Year

Pathway International

Most Outstanding Sales Person

Juliet Robinson, Herbs of Gold

Most Outstanding Industry Contributor of the Year

Ian Gamble, Amway of Australia

Vince Russell Retailer of the Year Award

Con Kounnas, The Allergy Centre

Lady Cilento Award

Ann Cattelan, Healthworks Consulting



Ann Cattelan with Ronda Jacobs.





Acknowledgements

The Complementary Healthcare Council of Australia would like to thank the following sponsors and exhibitors for their support and contribution to this year's National Conference and Annual Industry Awards.

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