

Strategic Plan 2013-2015

Providing industry leadership
for better informed consumers

Ensuring affordable, effective, safe and
high quality complementary healthcare
products are available to informed consumers

Providing a national voice through the media

Fostering a sense of belonging, passion and
corporate social responsibility

KEY STRATEGIC OBJECTIVES

Shaping the agenda

Consumers are supported in their choice to use
complementary healthcare products as an integral
component of their healthcare

Influencing regulation at the political and
administrative levels

Encouraging innovation for industry growth

