

Complementary Medicines Australia

Our Five Year Strategy

Healthy People Healthy Future

2020-2025



cma Complementary
Medicines
Australia

CMA Strategy Outline

Our Mission

To promote and enhance the supply of Complementary Medicines and Health foods in Australia (Constitution of Complementary Medicines Australia).

Purpose

The Complementary Medicines Australia (CMA) strategy outline provides an over-arching direction for CMA over the next five years.

CMA's Strategic Plan envisages the peak body harnessing the organisations leading role in the Australian industry and continuing to forge pathways globally for the advancement of the industry. The plan also lays out interactions with government, industry partners, professional bodies and consumers for the advancement and promotion of complementary medicines.

WHO WE ARE

Complementary Medicines Australia (CMA) is the national not-for-profit organisation dedicated to the complementary medicines industry. CMA supports members across the supply chain, including manufacturers, importers, exporters, raw material suppliers, wholesalers, distributors and retailers.

CMA: OUR VISION

It is CMA's aim to improve public health and wellbeing through education and information on the use of complementary medicines; to support and enhance a robust complementary healthcare products industry; and to support the ethical and responsible promotion of complementary medicines.

Vision: 2025
Healthy People Healthy Future

WHAT WE DO

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

CMA works closely with the medicines regulator, the Therapeutic Goods Administration (TGA) and other Australian government agencies, such as Austrade and the Department of Foreign Affairs and Trade (DFAT) to ensure a strong and sustainable industry.

WHY WE DO IT

Complementary medicines are a significant, mostly privately funded, component of the healthcare landscape. We also know our population is ageing and chronic disease is on the rise.



COMPLEMENTARY MEDICINES ARE A
PREVENTATIVE SOLUTION TO THE GAPS
IN CONSUMERS' HEALTHCARE NEEDS

Carl Gibson, CEO

CMA's aim is to foster greater health and wellbeing in a sustainable framework. Research indicates that complementary medicines may represent substantial potential in chronic disease prevention, leading to positive health care cost savings.

HOW WE DO IT

We combine our advocacy and regulatory expertise with evidence-based research to promote appropriate regulatory reforms and implement preventative health policy.

This appears in many mediums, including government briefings and fact sheets, websites and a national members publication, annual events, and expert commentary through our extensive media reach.

WHO BENEFITS

The Australian industry has been a success story in recent years due to a growing international demand for our complementary medicine products, which are seen globally as safe, effective and of exceptional quality.

WHERE WE REACH

The significant growth in complementary medicines has been reported in many countries around the world, including the United States, Canada, China and across Asia.

The demand for complementary medicines is growing rapidly in China as an increasingly health-conscious population searches for products that enhance their wellbeing. ¹

The Australian complementary medicine industry audit shows that the industry has generated revenues of \$5.2 billion. Due to increasing interest and demand from consumers in Australia and internationally, and a more stable cross-border e-commerce policy in China, the industry now exports over \$930 million per annum.



The Australian complementary medicines sector is well positioned to compete for emerging market opportunities. Complementary medicines, such as vitamins, minerals, supplements and health products, are highly regarded in international markets for being 'clean, green and safe'. Australia's strong regulatory frameworks and respected complementary medicines research institutes provide favourable attributes for Australian businesses to capitalise on rising demand for high-quality complementary medicines.

¹ Australian Trade and Investment Commission (2017), *Complementary Medicines in China: A guide for Australian business*, Commonwealth of Australia

A message from the President

The complementary medicines industry supports individuals and communities to better care for their health and enhance their wellbeing. The sector is seeing a steady increase in growth across the globe as consumers proactively manage their health.



The Australian natural medicines industry is proud to be a key figure amongst the global sector, particularly as regulatory standards between countries are becoming more aligned.

Australia is known for having one of the strongest regulatory models for medicines and brand “TGA” is a real and meaningful point of difference for our products when they are competing on the world stage. Our ongoing work with the regulator will see the execution of a set of progressive reforms that will continue to support healthy consumer confidence.

We are, in many ways, an industry whose time has come and over the next forward plan I believe the industry will continue to see greater integration of complementary medicines with conventional medicine as recognition grows regarding the science supporting optimal nutrition and health.

A message from the Chief Executive

The provision of high quality products is fundamental to the goal of the Australian complementary medicines industry’s ‘Healthy Industry Healthy Future’ vision for 2020-2025.



The Australian industry is fortunate to be recognised as a premium brand in the complementary medicines sector, stemming from our strict manufacturing standards and Australia’s well-deserved reputation for a clean and well-regulated environment for food and medicines.

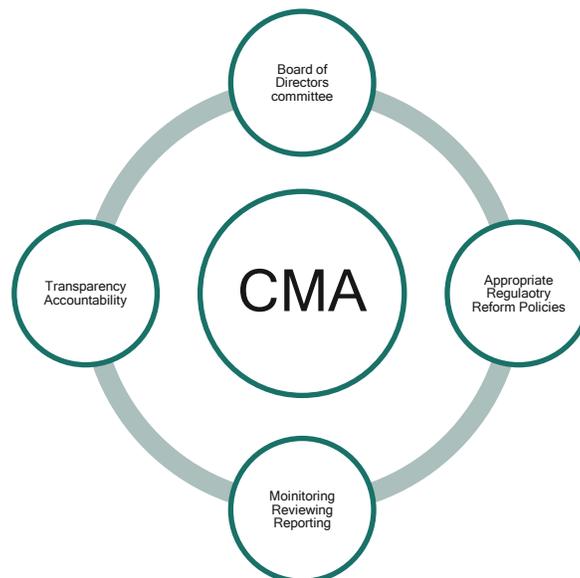
There is growing evidence that complementary medicines offer a valuable and cost-effective way to improve health outcomes. Complementary medicines research is essential in establishing the safety and efficacy of Complementary Medicines, contributing to understanding best practice for integrative health care practitioners, and in the development of innovative new medicines. The Australian complementary medicines industry has much to offer; quite simply, the best of natural health.

Governance

Complementary Medicines Australia has developed a strong governance framework comprising a board, executive directors, members and a finance and audit committee. We are governed under a constitution which seeks to create sustainable, long term value for all our stakeholders and beneficiaries. This framework guides all operating processes, systems, risk management and relationships, by which our organisation is directed and controlled.

In partnership with our core values, our board, executives and committees regularly meet, informing and guiding the decisions and actions of our work. With the depth of experience across health, regulation, research, legal, financial and business management, all processes, policies and procedures are rigorously reviewed, monitored and reported.

CMA strives for sustainability in all our processes. Our integrity and accountability are imperative and we have formal policies in place to manage any conflicts of interest. All financial decisions are scrutinised by the finance and audit committee to ensure all aspects of our reporting are consistent, transparent and ethical.



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.

Our Strategic Plan

Each year, millions of Australian consumers use complementary medicines as part of their approach to better health and wellness. Every Australian deserves access to high quality, affordable and effective complementary medicines.

Complementary Medicines Australia 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.

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

CMA represents stakeholders by:

- Advocating for Complementary Medicines as part of an integrative healthcare agenda
- Encouraging innovation and promoting the science of complementary medicines
- Strengthening our current export markets and opening up new markets for our high-quality exports, with an aim of further doubling our exports in two years from \$1 Billion to \$2 billion.
- Taking a leadership position and strengthening our partnerships whilst fostering a sense of belonging, passion and corporate social responsibility
- Influencing regulation at political and administrative levels

Our Strategic Platforms

Your Choice Naturally



A consumer-led approach where complementary medicines are part of an integrated and preventive healthcare framework supported by safety, quality and robust cost-effectiveness.

Science of Complementary Medicines



Lead the region in evidenced-based complementary medicines through the development of a cohesive and innovative science program and the translation of evidence into practice.

Trade and Export



Strengthen and expand trade and export opportunities for Australian-manufactured complementary medicines to the Asia Pacific region.

Leadership and



Partnerships

Drive and support better health outcomes through strengthened relationships. Expand partnerships globally for the continued advancement of the industry.

Best Practice Regulation



Influence and inform appropriate regulatory and policy reform, and its implementation.

**THE SUCCESS OF OUR STRATEGIC DIRECTION
IS UNDERPINNED BY:**

Effective strategy
communication

Strong leadership to
drive the strategy

Delivery of mission
outcomes

Regular engagement
and review of
external
environment impact

An assesment of
our work to the
most pressing
areas of need

A clear
understanding of
the outcomes

Strategic Partnerships

GOVERNMENT

As the leading voice in the complementary medicines industry, CMA advocates for best practice regulation that is fit for purpose. Our 2019-20 Pre-Budget submission to Government details a range of initiatives for greater investment into a preventive health reform vision for the nation that, we believe, is achievable and sustainable.

POLICY MAKERS

With our connections both in Australia and internationally, CMA advocates to the federal government and public health stakeholders to identify and respond to current and emerging issues.

CMA has developed long-standing, cohesive relationships with executives of the Australian Government Department of Health and the Therapeutic Goods Administration in the appropriate best practice regulation for complementary medicines. We work with other Government agencies such as Austrade and DFAT with regard to opportunities for growth and access to target markets.

In addition, we liaise with the Food Standards Australia New Zealand (FSANZ) and the Australian Department of Agriculture, Codex Alimentarius contact for food standards development and working groups.

RESEARCH COMMUNITIES

Australia is home to world-leading research institutes who play a key role in ensuring Australians have access to reliable evidence on complementary medicines. CMA are proud to be partnered with the Australian Research Centre in Complementary and Integrative Medicines (ARCCIM), the NICM Health Research Institute and the National Institute of Integrative Medicines (NIMM).

ALLIED HEALTH PROFESSIONALS

CMA partners with a number of allied health professionals working in a range of settings to improve community health and wellbeing. We are a gold sponsor of the World Naturopathic Federation (WNF), which represents the profession across the globe.

INTERNATIONAL ALLIANCES & INDUSTRY PARTNERS

In this ever-globalising world, strategic alliances are becoming increasingly relevant to business owners of all sizes and industries. With the ultimate result being a synergy, where each party will benefit more from the alliance than from the individual effort.

CMA works globally for the advancement of the sector, guiding the evolution of policy and regulation and providing a nominated executive council member for the global alliance of the food supplement sector (International Alliance of Food Supplement Associations - IADSA).

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

CMA plays a pivotal role in international standards setting by being an active member of the Standards Australia Mirror Committee for Traditional Chinese Medicines. As an Australian member of the International Organization for Standardization (ISO), we contribute to the development of standards supporting consumer protection and promoting best practice.

Standards Australia recognise this contribution as an important and strategic contributor in providing national guidance in the field of standardisation and this facilitates early visibility on international standards development activities and initiatives.

The international standards work takes place under the International Organization for Standardization (ISO)'s Technical Committee (ISO/TC 249) Traditional Chinese Medicine. Australian delegates attend the ISO/TC249 International Plenary Meetings annually and support various working group meetings throughout the year.

MEDIA

As the voice of the complementary medicines products industry we keep our members, the government, media and the community, up to date with the latest industry-wide news. We do this via meetings, roundtables, events, opinion poll reporting, opinion pieces, social media platforms and features in national print and online media.

Complementary Medicines

Regulated in Australia as medicines under the *Therapeutic Goods Act 1989*, complementary medicines include vitamins, mineral and nutritional supplements, homeopathic, aromatherapy products and herbal medicines. The term 'complementary medicines' also comprises traditional medicines, which includes traditional Chinese medicines, Ayurvedic, Australian Indigenous and Western herbal medicines.

Complementary Medicines Australia (CMA)

CMA is the peak industry body for the complementary medicines industry, representing stakeholders across the value chain, including manufacturers, raw material suppliers, distributors, consultants, retailers, allied health professionals, researchers and educators.

CMA promotes appropriate industry regulation and advancement to ensure consumers have access to complementary medicines of the highest quality. We have been conducting annual audits of the industry for 10 years and are pleased to present our most comprehensive audit to date.

INDUSTRY PARTNERS

American Botanical Council (ABC)
American Herbal Pharmacopeia (AHP)
Association of Natural Health Practitioners (ANMP)
Australian College of Pharmacy
Australian Integrative Medicine Association (AIMA)
Australian Made Campaign Limited (AMCL)
The Australian Traditional-Medicine Society (ATMS)
China Healthcare Association (CHCA)
China Chamber of Commerce for Import & Export of Medicines and Health Products (CCCMHPIE)
ChemLinked
Chinese Medicine Industry Council of Australia (CMIC)
Consumer Healthcare Products Australia (CHP)
Council for Responsible Nutrition International (CRN-I)
Direct Selling Australia (DSA)
International Alliance of Food Supplement Associations (IADSA)
LaTrobe University
MEDIQ: Queensland Clinical Trials Network
MINDD Foundation
Natural Health Products New Zealand
Naturopaths and Herbalists Association of Australia (NHAA)
New Rural Industries Australia (NRIA)
NICM Health Research Institute (NICM)
National Institute of Integrative Medicine (NIIM)
OneCam (The co-ordinating collaborative for Australia's leading practitioner associations)
The Practitioner Research and Collaboration Initiative (PRACI)
United Natural Products Alliance (UNPA)
University of Mississippi's National Center for Natural Products Research (NCNPR): Botanical Adulterants Prevention Program
World Naturopathic Forum



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