



**CEO Transition  
Announcement**

**A Personal Message and  
thank you from**

**Carl Gibson**

I wanted to personally share the news with you of my decision to retire from Complementary Medicines Australia. A new Chief Executive Officer is coming on board on 13 June 2023.

After 10 years of service as your Chief Executive & Public Officer, and a career spanning nearly 40 years, it is time for me to retire and hand-over CMA to new leadership.

I am excited to let you know that an appointment has been made and an announcement is coming very soon on the new CEO; you will be pleased to hear it is someone who is youthful, passionate, and extremely capable.

I leave CMA in good health and in good hands.

I look back on my ten-year's of service and our journey to health together, and I am incredibly humbled and proud of our achievements.

We have Campaigned, Protected, and Grown the industry.

CMA has Campaigned for appropriate regulation and we have the most progressive regulatory system in the world, a regulatory environment that that rewards investment with market exclusivity for new ingredients and protects clinical trials. It may not be perfect, but our regulatory system is the envy of the world.

CMA Protects the industry from critics and detractors. We have become a strong voice for the industry and we have defend the right to use 1,200 traditional evidence claims. Without which we would have few claims and consumers would lose trust. CMA also protects the industry from illegal imports with our joint project with the regulator that has so far led to over 850,000 illegal products being seized and destroyed and 13,000 unlawful listings of products being removed for sale from eCommerce sites.

CMA has Grown the industry from \$2 billion to over \$6 billion in sales, by working to open new export markets and secure preferential trade tariffs. We have grown our export market over the last 10 years from near zero to today accounting for \$1 billion in revenues. Our exports now account for over 20% of all products manufactured in Australia being exported, as consumers trust in Australian brands.

But the work isn't over and I am pleased that the new CEO will build on the foundations and take the organisation forward. CMA will continue to campaign for complementary medicines to be at the heart of a preventive health strategy campaign, and campaign for the return of rebates for natural therapies.

It is fair to say that this job has been my life for the last 10 incredible years, and we have achieved a lot together. But this has been at the detriment to my own health and I have neglected my family and friends. So as I prepare to retire I pledge to reintroduce myself to my family and friends.

From the bottom of my heart this has been an incredible journey, and a true privilege. I thank you for your support, loyalty and friendship and wish you all the best of natural health for the future.

A handwritten signature in black ink, appearing to be 'C. S.', with a long horizontal flourish extending to the right.

# Carl Gibson, CMA Chief Executive

A Celebration of Industry Service 2013-2023  
Industry Reforms: Ten Big Wins in Ten Years



**1** A strong, united industry association  
CMA has a clear identity and purpose



**2** An enhanced regulatory system  
We now enjoy a new, world-class, fit-for-purpose and progressive regulatory system



**3** A healthy - industry  
Revenues have doubled from \$3billion to \$6billion+



**4** Preservation of traditional evidence  
1,200 traditional evidence claims have been preserved and protected



**5** Export Market Growth  
Exports have grown from near zero to \$2 billion, with new markets opening up and preferential export tariffs



**6** Rules reformed  
Clarification and simplification of the advertising rules and the axing of the Complaints Resolution Panel



**7** Number one exports to China  
Australia has become the number one exporter of complementary medicines to China, our most important export market



**8** Market exclusivity for new ingredients  
Provision of access to the latest innovation to the industry and new products to our discerning consumers



**9** Winner, Association of the Year, 2019  
CMA was recognised for radical reformations internally and for industry success



**10** Rewarding Investment  
Investment has been rewarded by the development of evidence-based research and protection for clinical trials

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