



The Hon Karen Andrews MP
Minister for Industry, Science and Technology

MEDIA RELEASE

SUPPORTING COMPLEMENTARY HEALTHCARE EXPORTS

5 December 2018

The Liberal-National Government has established a taskforce to review the impact of recent consumer law changes on the complementary healthcare sector.

Minister for Industry, Science and Technology Karen Andrews today announced the Complementary Medicine Taskforce, after changes to the Australian Consumer Law and Country of Origin Labelling requirements last year, helping to meet consumer demand for more information on where products are made.

“The Morrison Government is committed to helping local industry tap into our export markets, and ensuring our business community has opportunities to sell more products overseas,” Minister Andrews said.

“We’re helping Australian businesses sell more of their high-quality products and services to overseas consumers, helping these businesses expand and employ more staff, driving economic growth.”

“The Morrison Government has heard the strong industry representations on this issue, and this Taskforce will assist our manufacturers by enabling further consideration and assessment of industry concerns.”

The law change has led to some complementary healthcare producers no longer being able to claim their product is made in Australia or carry the Australian Made, Australian Grown logo. This logo is widely recognised in export markets and promotes Australian high-quality products.

Minister Andrews said it’s important for all industry stakeholders and consumer groups to understand “Made in Australia” and use of the logo.

“The Taskforce will examine the impact of changes to Country of Origin Labelling laws on manufacturers of vitamins, minerals and supplements and their origin claims,” Minister Andrews said.

“The complementary healthcare sector in particular is an important and growing contributor to our economic prosperity. The industry employs around 29,000 people and estimates show that exports currently exceed \$1.2 billion.

“We are proud of the quality of Australian made products and want to ensure the regulatory environment facilitates these products being exported into global markets.”

The taskforce is expected to report to government in early 2019.

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