

CMA Media Release

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Ruling on 'Australian Made' Products Raises Question Marks Over Exports

The Federal Court has this week ruledⁱ that the encapsulation in Australia of imported fish oil and vitamin D would no longer be able to be labelled as 'Made in Australia'. In response, Mr Carl Gibson, CEO of Complementary Medicines Australia (CMA), has said: "The outcome of the court case underlines how Australian companies are being caught up as an unintended consequence of recent law reforms and being negatively impacted by the current application of the new ACCC *Country of Origin Guideline for complementary healthcare products*."

"It is disappointing that the revised Country of Origin guidance, released in March this year, has lost the emphasis on the processes of manufacturing that substantially transforms a product for it to be genuinely "Made in Australia". It means that by extension over 200 licensees to the Australian Made logo are in danger of having their 'Made in Australia' credentials revoked and a growing manufacturing industry disrupted".

"If complementary medicines that are manufactured and tested in Australia can no longer claim 'Made in Australia', the result will have far reaching implications. It introduces a very real risk that large manufacturing plants, central to our industry retaining its Australian identity, will move offshore in the same manner as other medicine sectors. The potential cost is our industry's \$1.2 billion export market to China, future export opportunities, and a work force that supports a \$4.9 billion dollar industry."

"Consumers care about the quality of the products they choose, and central to this is the ability to identify with a consistent logo and National branding. For Australia this authenticity comes in the form of the green and gold Australian Made (AMCL) logo, which provides us with a competitive advantage in international markets."

"Trade with international markets is crucial for the long term prosperity of the Australian complementary medicines industry. Australian products are well recognised as a premium brand in the complementary medicines sector, thanks to our strict quality and safety manufacturing standards."

Australia is currently on the verge to overtake the USA as the number one importer of complementary medicines into China. The opportunities offered by the Chinese market alone are significant, with the healthfood market, which includes vitamins and minerals, herbal extracts and Traditional Chinese Medicine, currently valued at US\$30 billion and projected to grow by 10 per cent every year until 2025.ⁱⁱ

"CMA is working with Government to secure an outcome that guarantees Australian manufacturing jobs and secures our export markets," said Mr Gibson.

ⁱ [Court rules](#) fish oil capsules not 'Made in Australia'

ⁱⁱ Austrade (2017) Complementary Medicines in China: A guide for Australian business

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