



Green and Gold 'Australian Made' Icon- Wrapped In Red Tape

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Members of the Complementary Medicines Industry are calling on government to act on recently published ACCC Country of Origin guidelines that will see the Australian complementary medicines industry stripped of using the "Made in Australia" logo.

The revised Country of Origin guidance, released in March this year, means that by extension over 200 licensees to the Australian Made logo are currently in danger of having their 'Made in Australia' credentials revoked and the hurdles increased. If complementary medicines that are manufactured and tested in Australia cannot claim "Made in Australia", the result will cause unnecessary yet serious impact on the industry and wider global reputation including reduction in investment into Australia, job losses and hinder industry growth.

Mr Carl Gibson, CEO of Complementary Medicines Australia said: "The complementary medicines industry has grave concerns about the detrimental effect on many businesses, resulting from the majority of products no longer qualifying to make a 'Made in Australia' claim or use the green and gold 'Made in Australia' logo. This introduces a very real risk to our industry's \$1.2 billion export market to China and threatens a 30,000 strong work force that supports a 4.9 billion dollar industry."

Industry spokesperson, Dr Aniss Chami, CEO, Vitex Pharmaceuticals said: "The higher input costs of labour, electricity and regulatory compliance means our industry does not and cannot compete globally on price. Competitive advantage is based on our high-quality testing and manufacturing standards. Australian consumers need to know that the vitamins they consume have been manufactured in Australia under the most rigorous regulatory framework in the world.

"Forcing the Australian manufacturing industry off-shore is not in the interests of Australian consumers, or the thousands of workers employed in the industry," concluded Dr Chami.

CMA, on behalf of industry, will continue to work with the Government to ensure support for manufacturers and a level of certainty for businesses, in the consistent application of Country of Origin and Australian Made provisions. To this extent, we have [formally written](#) to the Minister for Industry, Karen Andrews MP, and asked that Government urgently move forward with an amendment to the *Competition and Consumer Regulations 2010*, which would define all finished medicinal products manufactured in Australia, under Good Manufacturing Practice (GMP), as meeting the criteria for substantial transformation in this country.

For media interviews with Industry Spokesperson, Dr Aniss Chami, CEO, Vitex Pharmaceuticals,

please contact: Christine Nguyen +61 (02) 9098 3333

For further information contact:

CMA, Chief Executive, Carl Gibson +61 457 028 974

Industry snapshot:

Complementary Medicines Australia (CMA) is the peak industry body for the complementary medicines industry, representing members across the supply chain, including manufacturers, importers, exporters, raw material suppliers, wholesalers, distributors and retailers. CMA promotes appropriate industry regulation and advancement to ensure consumers have access to complementary medicines of the highest quality.

Complementary medicine manufacturing is one of the fastest growing manufacturing sectors in Australia. More than 80 manufacturers directly employ 2,500 people and the broader industry employs more than 29,000 people and pays \$170 million in wages.

Over the last five years the complementary medicines industry has grown its export market to over \$1 billion in sales, with over 60 per cent of Australian complementary medicine companies involved in exporting.^[1] Over 29,000 people^[2] are employed in the complementary medicines industry and our products are sought after all over the world because of the world class quality standards of manufacturing.

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^[1] Complementary Medicines Australia, 2014, *Complementary Medicines Industry Survey*

^[2] Complementary Medicines Australia, 2018, *Australia's Complementary Medicines Industry Snapshot* <
http://www.cmaustralia.org.au/resources/Documents/Australian%20Complementary%20Medicines%20Industry%20snapshot%202018_English.pdf>