



Consumer Healthcare
Products Australia

Advancing Responsible Self-Care

Member Value Statement

January 2024 to December 2024

chpaustralia.com.au

Who is CHP Australia?

CHP Australia is the peak body and lead voice representing the self-care industry in Australia. We work on behalf of our members to represent the consumer healthcare sector as a key player in self-care, ensure our members' concerns and issues are being heard, and drive regulatory reform so Australians are empowered to confidently manage their health.

We promote the economic and social value of the self-care industry, protect and promote its reputation, and support consumer education on the responsible use of nonprescription medicines and self-care products.

This member value statement highlights our achievements from 1 January to 31 December 2024, and is a summary of the services we have provided to members.

Thank you for being part of CHP Australia and helping shape the future of consumer healthcare. For more information about membership benefits, contact us on info@chpaustralia.com.au



CHP Australia's Executive Roundtable, Canberra Stakeholder Networking Breakfast and our 50th Anniversary Celebrations strengthen relationships between industry stakeholders and our members



9 out of 10 Australians use nonprescription medicines regularly, with 14,000 nonprescription medicines and products helping to keep Australians productive



Every \$1 spent on the most common nonprescription products saves the Australian economy \$4, leading to a saving of almost \$10.4bil through avoided GP visits and reduced absenteeism

Get involved – help shape our work

Subcommittees and Working Groups enable members to actively engage with CHP Australia's initiatives and drive our strategic direction. Members contribute ideas and expertise on regulatory, advertising and policy matters. We greatly value the involvement of our Working Group members and would like to thank all members who give their time to achieve our shared goals.

108 members on the following Subcommittees and Working Groups

- ✓ **Regulatory Policy Subcommittee**
- ✓ **Complementary Medicines Working Group**
- ✓ **IP Working Group**
- ✓ **Manufacturing Working Group**
- ✓ **OTC Working Group**
- ✓ **Public Affairs Subcommittee**
(formerly Stakeholder Management Subcommittee)
- ✓ **Self-Care Subcommittee**
- ✓ **Sustainability Subcommittee**
- ✓ **Marketing and Communications Subcommittee**

Representing your interests

CHP Australia ensures that your priorities are heard through policy and public affairs initiatives that address your key issues and promote self-care and access to the Therapeutic Goods Administration.

We advocate for your interests to the government, media, and numerous other key stakeholders. Each year, we host a yearly stakeholder summit with the government, opposition and TGA leadership.



186 stakeholder meetings attended on your behalf, including:

18 International activities and developments

23 Manufacturing and supply-chain

79 Regulatory and Ingredient defense

29 Self-Care

29 Stakeholder and Advocacy

9 Sustainability

In addition to meeting with different stakeholders, we also monitor legislative, regulatory and policy proposals and write submissions on behalf of members to advocate for your industry.



60

consultations on behalf of members



42

TGA



11

Parliament



7

Other Agencies

Key Achievements and Highlights

CHP Australia is the voice of the consumer healthcare products industry with external stakeholders and in the media. CHP Australia advocates for issues important to the industry, promotes the economic and social value of the industry, protects the sector's reputation, and supports consumer education about the responsible use of nonprescription medicines, consumer-facing medical devices and self-care.

Leading on Issues Management



We co-founded and oversaw the Therapeutic Goods Environmental Alliance, comprising CMA, GBMA, and MA.



We led government engagement on NRT importation barriers with multiple government agencies and Ministers.



We advocated for and secured ARCS Medical Device Regulation training courses



Life Ed rolled out the CHP-sponsored anti-vaping health literacy module, Take a Breath, to over 20,000 students.



We advocated for self-care in the *Strengthening Medicare Taskforce Report*.



Our Self-Care Stakeholder Breakfast in Parliament saw engagement from 20 government and opposition MPs, as well as seven non-MP stakeholders.



We renewed engagement with the government and TGA on Switch (down-scheduling of S4 products to S3).



We continued to work with academics and fund research to promote the health, social, and economic benefits of greater self-care.



We engaged the Minister for Health, the Minister for Foreign Affairs, and the WHO on the Resolution on Self-Care.

Keeping you up to date

All staff working for member companies can sign up for our eNews, FYIs, Alerts, and event notifications. You can choose from specific regulatory intelligence as well as digests of industry updates. In 2024, we sent:



55

Regulatory
intelligence updates



28

Calls for feedback on
consultations and inquiries



10

Public Affairs related updates
and requests for feedback



**Members registered for
website members' area**

Access confidential briefings, working
group papers, additional guidance,
regulatory updates and more.



**Non-Member subscribers
to newsletters**

Get info directly to your inbox, act
fast, and stay informed.

Member events

As a member of Consumer Healthcare Products Australia, you benefit from a series of webinars, member forums and special events each year. Visit our website for more information on training that will ensure your team is up to date with the latest developments in our sector.

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Webinars and
Member Forums

9



TGAC Workshops
and in-house
training for
members

7



Special Events:
Awards, Roundtables,
Celebrations,
Stakeholder Events

Members benefit from TGAC training, workshops and events

In response to industry demand, CHP Australia has developed training workshops on the Therapeutic Goods Advertising Code and supporting regulatory framework. Therapeutic goods differ from normal articles of commerce. A system of advertising controls has been put in place to make sure that advertising of therapeutic goods meets certain standards. We help you make sense of these requirements.

The TGAC Workshops are facilitated by the AdCheck Compliance Consultants. All content is supported by anonymised examples. The workshops cover:

- Overview of the legislation that supports the Code (Therapeutic Goods Act and Regulations)
- An overview of the TGA complaints process
- The interface between foods, cosmetics, and medicines
- A detailed review of the Code, including:
 - The application of the Code
 - General requirements for all adverts
 - Information required to be included in an advert
 - Testimonials and endorsements (including social media and influencers)
 - Restricted and prohibited representations

Learning is facilitated through presentations, videos, workshops, quizzes, and homework. Numerous examples are used to demonstrate concepts covered in each section.



7

TGAC Workshops



5

Virtual Workshops



2

Face-2-face Workshops



144

Participants



2

Inhouse TGAC Workshops



45

Participants

We can also provide bespoke in-house training, customized to your needs. Contact the experts at AdCheck to discuss your needs. A quote for the service will be provided once needs are identified.

AdCheck Services

AdCheck is an independent, advertising advisory service (provided by CHP Australia) offering expert compliance checks and guidance on all forms of direct-to-consumer advertising of therapeutic goods.

In addition to compliance checks, reviews and guidance, our AdCheck team also offers concept consultations, digital and social media guidelines, as well as **FREE TVC** Classifications following compliance checks.



2024 in Review

| | |
|--------------------|--------------|
| Total Applications | 2,303 |
| Total Assets | 3,670 |
| Yearly Growth | 8% |



Clients in 2024

| | |
|---------------------------------|------------|
| Total Clients | 122 |
| New Clients | 24 |
| CHP Member as % of clientele | 30% |

Experience – With over 25 years of experience, our AdCheck team has in-depth expertise on the intricacies of the Therapeutic Goods Act, Regulations and Advertising Code, which is arguably the most detailed, complex legislation for consumer goods. We stay up to date on any changes and maintain a strong relationship with the TGA and the Department of Health and Aged Care.

Coaching and compliance training – We provide coaching and advice on how to reach compliance for an ad; we don't just provide an 'it needs fixing' response.

Unique AdCheck verification number and complaints – We are known and respected throughout the industry for our expertise in compliance for therapeutic goods; a CHP Australia AdCheck number assigned to compliant ads represents quality and assurance and can be verified upon request. If a complaint arises, we will professionally assist you, as indicated in our Terms.

Our services are used by 122 different companies, including pharmacies, consumer healthcare product sponsors and manufacturers, non-therapeutic goods sponsors and manufacturers, advertising agencies and healthcare communication agencies.