



Consumer Healthcare
Products Australia
Advancing Responsible Self-Care

ADVANCING RESPONSIBLE SELF-CARE

ANNUAL REPORT

2024-2025

CHP Australia

Purpose & Mission

Consumer Healthcare Products Australia (CHP Australia) is the peak body and lead industry voice representing manufacturers and distributors of nonprescription and over-the-counter medicines and the consumer healthcare products sector. We champion the availability of safe, reliable, and evidence-based self-care products to empower Australians in managing their health and wellbeing proactively.

CHP Australia advocates for self-care as a core principle of national health policy, recognising that 90% of Australians rely on over 14,000 nonprescription products available in pharmacies, supermarkets, and convenience stores.

Through education, advocacy, research, and partnerships, we support Australia's healthcare system with robust policies, evidence-based solutions, and strong consumer health literacy.

Purpose

Safe and accessible self-care options for all Australians

Mission

To advance the health and wellbeing of Australians by ensuring access to safe, reliable and evidence-based products and solutions



CHP Australia Strategic Goals 2024–2026

IMPROVE THE HEALTH OF AUSTRALIANS
BY ADVANCING CONSUMER SELF-CARE

- 1 Actively Shape the Regulatory Environment to Advance Self-Care
- 2 Actively Shape Government Policy to Advance Self-Care
- 3 Innovate Service Delivery to Strengthen Membership Base



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Message from the Chair and CEO

The 2024–2025 year has been one of growth, transition and achievement for CHP Australia.

We have continued to expand our reach, strengthen the visibility of self-care, and deliver increasing value for our members, all while navigating a period of significant change.

In December 2024, we farewelled our erstwhile Chief Executive Officer, Dr Deon Schoombie, who retired after an exceptional career spanning more than 20 years with CHP Australia. Deon's leadership and commitment to self-care have left an enduring mark on our membership, and the broader consumer healthcare products industry. It was fitting that he received the Self-Care Excellence Award in 2024 in recognition of his outstanding contribution. We wish him all the very best as he embarks on a well-deserved and adventure-filled retirement.

CHP Australia also extended a warm welcome to Judy Stenmark as our new CEO from 1 January 2025. With her extensive experience as the former CEO of the Global Self-Care Federation, Judy has quickly hit the ground running. In her first 6 months with CHP Australia, Judy had engaged with government and industry stakeholders, lead key initiatives, and continued to advance the self-care agenda in Australia.

2024–2025 saw CHP Australia celebrate our 50th anniversary at the Ivy in Sydney. This special evening brought together members, partners and friends from across the industry to celebrate five decades of progress and highlighting how the industry works together with government and partners to deliver accessible healthcare solutions to Australians. At this event, we were also able to farewell Deon in style.

Our AdCheck service continued to go from strength to strength, achieving its most successful year to date. The resulting growth in revenue enabled CHP Australia to reinvest in projects that benefit our members and the community, such as initiatives ranging from environmental sustainability to grass roots partnerships with Life Education, Pain Australia, and the University of Newcastle.

2025 also saw the introduction of FutureScope, a refreshed conference format designed to spark engaging conversations and connections. The shorter, late-afternoon format proved a success, featuring thought-provoking speakers and networking opportunities that were very well received.

Driving regulatory reform and supporting our members in navigating these changes remains central to our work. Over the past year, there

have been many wins, and a few continuing challenges. Sponsors and manufacturers have so many obligations in relation to sustainability from various legislative and regulatory bodies across the country, we have commissioned a research project to identify and clarify these obligations for members, so that you our industry will be a leader in meeting legal sustainability requirements in Australia. Further, our advocacy with TGA and DCCEEW lead to the publishing of retail resources in relation to PFAS, ensuring that the healthcare consumer industry is recognised as its own category.

TGA accepted CHP Australia's suggested amendments to probiotics guidance, labelling and practicalities for testing requirements, ensuring that members' experiences and expertise are accurately represented and your concerns were accurately represented in new requirements.

In relation to advertising, our updated Digital And Social Media Guidelines have been tested with TGA and are now available to all members in the Members Only section of our website. Further, we have gained clarification for members on TGAC s11, s24 and Annex 2, allowing members to more confidently proceed with samples, citations, testimonials and endorsements.

Through CHP Australia's ongoing of TGA's Digital Transformation IWG we have continued to represent the consumer healthcare products industry's perspective, resulting in tangible improvements, such as TGA's website and digital assets.

CHP Australia would like to acknowledge all members with paracetamol products who played an active role in securing a rescheduling transition process which was pragmatic, nationally consistent, and representative of the



*Deon Schoombie, Chief Executive Officer
(Retired Nov 2024)*

full spectrum of stakeholders, including various industries, consumers, and the States and Territories.

We would like to extend our sincere thanks to our Board and members for their continued trust, engagement and investment. Your commitment enables CHP Australia to advocate effectively and deliver tangible value across the consumer healthcare sector.

Finally, we want to acknowledge and thank the CHP Australia team for their dedication, professionalism and unwavering commitment to improving consumer health.

As we look ahead, we remain focused on our vision to empower Australians to better manage their health through self-care, and we look forward to the year ahead.



Phil Lynch
Chair,
CHP Australia



Judy Stenmark
Judy Stenmark
Chief Executive Officer
Commenced Jan 2025



Deon Schoombie
Dr. Deon Schoombie
Chief Executive Officer
Ceased Dec 2024

For more information please visit adcheck.com.au

AdCheck Service- Launch of Expedited Service

It is 5 years since the launch of AdCheck. The service has been extremely well received across all sectors of industry including marketers, agencies, publishers and retailers. Each year our client base has increased- often through word of mouth-and we now have many loyal users of the service.

To continue to provide even better service, we launched the Expedited Service in July'24 offering a quick 4 hour turnaround- giving clients more flexibility than ever before.

The offering of a full end to end service for TVC's (from storyboard right through to on-air classification) has been building in popularity and all regional and national networks continue to fully accept the CHP classifications.

 **200+** companies used AdCheck



pieces of advertising reviewed since launch, including TV, radio, in-store, online, print



Ran multiple training workshops to build industry expertise on the TGAC (Therapeutic Goods Advertising Code)

Digital & Social Media Guidelines

CHP Australia provides detailed guidelines to assist advertisers



AdCheck **5** years

Highlights of the AdCheck Service Include:

AdCheck is backed by Consumer Healthcare Products Australia (CHP Australia)'s 50 years of experience in consumer healthcare compliance.

Pressed for time? Expedited TGAC compliance reviews and TVC classifications take just 4 business hours.

AdCheck clients have access to compliance support at every stage of advertising, from submission to certification, and beyond.

AdCheck provides robust third-party reviews because non-compliance can lead to penalties and reputational damage.

AdCheck's expert trainers provide bespoke TGAC training sessions for staff, supporting your business to create advertising in an informed and strategic manner from the outset.

More information can be found on our website: adcheck.com.au



Voice of Industry

Setting the industry agenda

SELF-CARE FOR A SUSTAINABLE AUSTRALIAN HEALTHCARE SYSTEM

Self-care is the practice of individuals managing their health using the knowledge and information available to them.

Self-care interventions are evidence-based tools supporting self-care, accessible fully or partially outside formal health services (e.g., medicines, counselling, diagnostics, digital technologies). With almost half of the world's population lacking access to essential health services, the WHO recommends self-care interventions for every country, as a critical path to reach universal health coverage, promote health and serve the vulnerable.

The Role of Self-Care in modernising Australia's Healthcare System

Effective self-care involves collaboration between individuals and healthcare systems and services.

Growing populations demographic shifts, chronic condition management, climate change and rising infectious disease risks have increased Australia's need for healthcare access.

Australians require preventive care options and health literacy to

expedite recovery when medical issues arise.

Responsible Use of Medicines

Globally, self-responsible use of non-prescription medicines and therapeutic goods is a crucial self-care intervention, allowing individuals to manage treatable conditions without visiting an HCP or Emergency department.

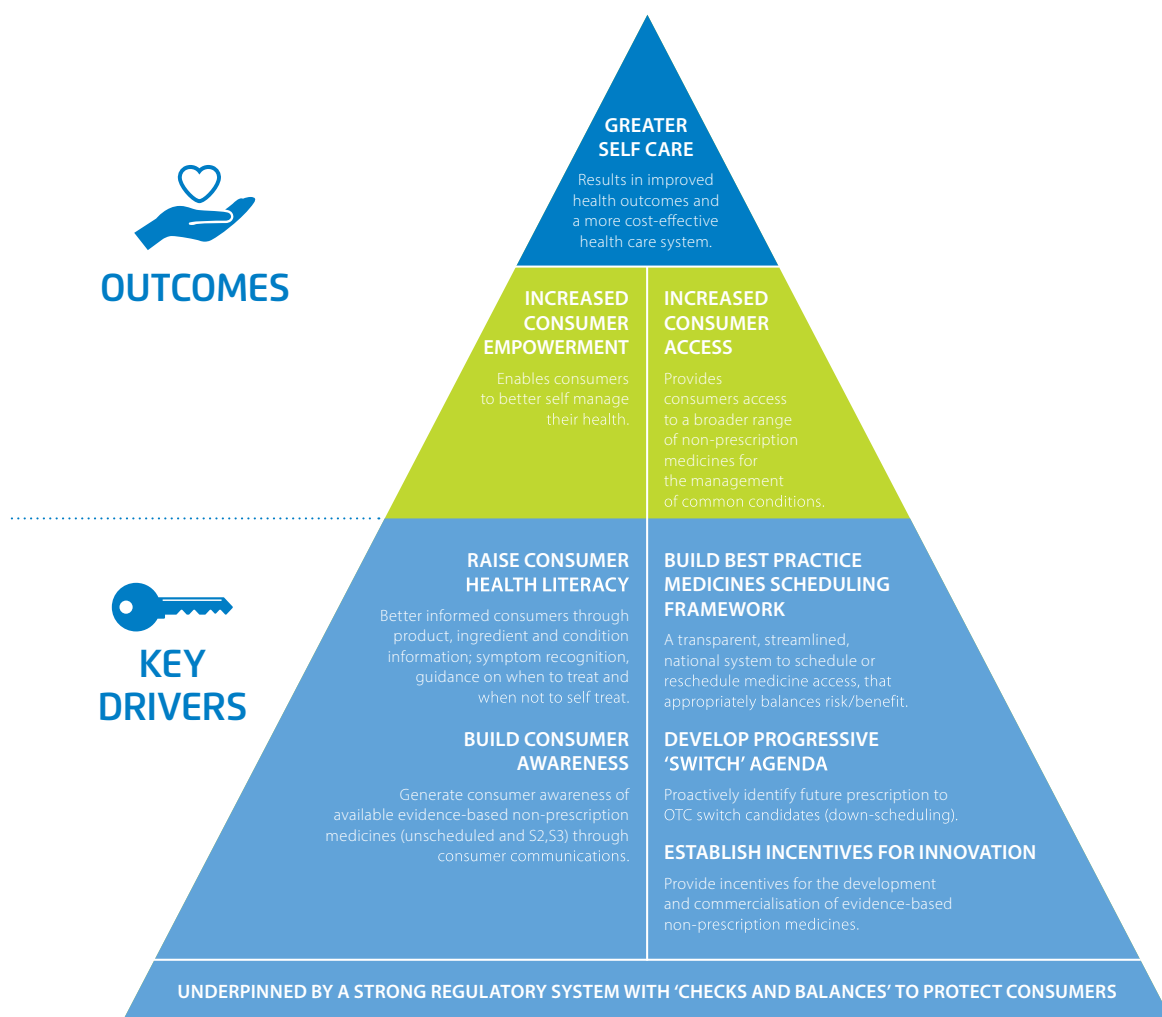
Economic Benefits of Self-Care

Healthcare costs have risen fourfold over the last 25 years, while limited resources constrain the system.

Short-term investments in self-care yield long-term savings for governments and healthcare industries, while improving health outcomes.

In Australia, maximising self-care could potentially save \$1300-\$7515 per hospital patient each year as well as lower readmission rates.

2.9-11.5% of ED services and 7-21.2% of GP services can be safely transferred to pharmacy in Australia, offering a saving of \$511M-\$1.67B each year.



©Consumer Healthcare Products Australia (CHP Australia)

ADVOCATING FOR INCREASED CONSUMER ACCESS AND BALANCED REGULATION

CHP Australia continued its advocacy in 2024/2025 for greater consumer access to nonprescription medicines and consumer-facing medical devices as well as for proportionate, risk-based, evidence-based regulation.

We achieved our outcomes by working collaboratively with:



Members



Research organisations



Peak healthcare professional bodies



Other Commonwealth and State Government agencies



The TGA and Standards organisations



Peak consumer bodies



Advertisers, Broadcasters and Publishers



Other industry bodies (Australian and International)

We have key contacts with 70+ organisations in addition to the Department of Health and the TGA.

In terms of proportionate and risk-based regulation, our key achievements are described in the following “Driving Regulatory Reform” section.

In addition to our work with the TGA on regulatory reforms, we also continued our advocacy in relation to Sustainability, Manufacturing, Supply Chain and Exports by engaging with stakeholders, monitoring the environment, contributing to reforms and keeping members up-to-date on a wide range of issues.

In relation to Sustainability, these included:

- Commissioning a legal research project to identify the legal obligations for sponsors in relation to sustainability
- Working with TGA and DCCEEW to provide resources for retailers in relation to PFAS
- Engagement with the Environment Minister’s Office re environmental priorities
- Regular meetings of the CHP Australia Sustainability Subcommittee
- Collating and sharing information about Product Stewardship initiatives and exemplars
- APCO reforms and the future of the National Packaging Covenant
- APCO consultations re fees and transition to EPR model
- APCO webinars
- Consultation on a strengthened industry-led EPR approach for packaging
- DCCEEW reforms, consultations and webinars (e.g. Design for Kerbside Recyclability, Reforms to packaging regulation, mandatory design standards, etc)
- Productivity Commission – Participation in the Circular Economy Inquiry
- GSCF Blister Life Cycle Assessment project
- Meetings with retailers re blister packs
- Meetings with the TGA re their role in sustainability reforms
- Meetings with the Return of Unwanted Medicines (RUM) program

In relation to Manufacturing, Supply Chain and Exports these included:

- Ongoing membership and participation on DISR's Supply Chain Roundtable (SCRT)
- Submissions in relation to: GMP of Herbal ingredient manufacture; Proposed changes to Medicine Shortages Reporting and Medicine Discontinuation; Sunsetting of TGO 70C (Standards for Export Only Medicines); Recalls; PIC/S updates and adoptions; Child Resistant Packaging Standards, etc
- Supply Chain Resilience Initiatives – ongoing monitoring
- The establishment of a GMP Clearance Reform WG
- Monitoring TGA reforms in relation to Recalls, Product Alerts and Product Corrections (URPTG - renamed PRAC)
- Proposal for parallel processing of GMP and product applications
- Participating in the TGA's GMP Forum
- RFS Technical Working Group (and development of guidance)
- TGA GMP Clearance Reforms (in preparation for Digital Transformation outcomes)
- Allergens, cleaning validation and labelling (GMP and labelling impacts)
- APIs approved for use in both Listed and Register medicines – same ingredient/same source/same Route of Administration - differing GMP requirements
- Probiotics guidance, labelling and practicalities for testing requirements as part of manufacture and stability testing.
- GMP/Technical Agreement Template project

Leading on Issues Management

Economic and System Benefits

Empowering Australians to self-care means fewer preventable hospital admissions, better chronic disease management and smarter use of limited healthcare resources. Strengthening self-care could save between \$1,300 and \$7,500 per hospital patient each year by reducing avoidable GP and emergency presentations.

Our Focus: Investment in self-care delivers measurable returns, easing system pressure while improving outcomes for individuals and communities. We continue to advocate for sustainable funding models and formal recognition of self-care as a cornerstone of healthcare reform.

Scope of Practice

Pharmacists and allied health professionals are essential enablers of self-care. Expanding their scope allows consumers to access timely, evidence-based support for minor ailments, medication management and preventive care. Up to 20 per cent of GP and emergency visits could be safely managed in community pharmacy settings, improving access and freeing up clinical capacity.

Industry Impact: We are working directly with pharmacists to understand real-world needs and use patterns, shaping our work on medicine down-scheduling (Switches) to ensure policy, education and consumer access move forward together.

Digital Health Enablement

Digital tools extend the reach of self-care by giving Australians round-the-clock access to credible health information, telehealth and medication guidance. Better integration between pharmacy, primary care and digital health infrastructure builds confidence, coordination and convenience.

Industry Impact: In partnership with the University of Newcastle, we are developing a digital health literacy model to enable healthcare professionals to deliver and scale digital health interventions through pharmacies, positioning community pharmacy as a central driver of digital health access.

National Health Literacy Strategy

Only 22 per cent of Australians rate their health literacy as high, yet it underpins every aspect of self-care. A National Health Literacy Strategy would unite sectors in improving how Australians find, understand and act on health information.

Industry Impact: We continue to urge the Australian Government to prioritise this strategy, ensuring health information, services and systems are accessible, inclusive and designed to build Australians' confidence to manage their own health.

National Consumer Engagement Strategy for Health and Wellbeing

Embedding consumer voices in the design and evaluation of health policy ensures reforms reflect lived experience and real-world needs.

Our Win: Our sustained advocacy directly contributed to the launch of the National Consumer Engagement Strategy for Health and Wellbeing, establishing a national framework that places consumers at the heart of health policy and service design.

Driving Regulatory Reform

CHP Australia continued to influence outcomes at a time of unprecedented regulatory reform. Our work with members, the TGA and other stakeholders drives outcomes that are practical, proportionate, effective and implemented within realistic timeframes.



In the 12 months since July 2024, we had over

230 meetings

with external stakeholders (including over 70 meetings with the TGA).

In the same period, we considered 44 regulatory consultations and made submissions in relation to 32.

Through our Teams, Working Groups and Subcommittees we discussed reforms and issues with members and agreed on industry positions. Through hundreds of interactions with individual members we explored regulatory complexities and provided support and advice to members.

This close collaboration between the Secretariat, the Members and other stakeholders is what drives our advocacy.



Advertising

Therapeutic goods advertising remained a major focus. Our advocacy included participation in TGA consultations, advice to members, workshops, and regular engagement with the TGA and stakeholders. Our role on the Therapeutic Goods Advertising Consultative Committee (TGACC) continued to provide influence and insight. Key activities included:

- Close liaison with the TGA to communicate member views
- Supporting members in navigating TGAC and guidelines, including scientific claims, sampling, testimonials, endorsements and social media advertising
- Engagement with other stakeholders to align positions
- Detailed submissions to public and targeted consultations
- Assistance with TGA complaints and sanctions processes
- Monitoring emerging issues such as greenwashing
- Updating CHP Australia's Digital and Social Media Guidelines
- Feedback on the TGA's approach to low-risk non-compliance
- Key submissions on HCP advertising guidance, TGACC review, substances advertised as vitamins, social media advertising, definition of advertising activities, compliance priorities, and the cosmetic/medicine interface
- Meetings with the TGA on TGAC interpretation, samples, complaints processes and general guidance



Sunscreens

The past year saw significant focus on sunscreen regulation. Working with members, the TGA and other stakeholders, we sought balanced and pragmatic outcomes on:

- Responses to the CHOICE review and related media coverage
- Increased scrutiny of SPF testing laboratories and sunscreen recalls
- TGA use of the Australian Sunscreen Exposure Model (ASEM)
- Updates to ARGS/URTS reflecting new ingredient pathways and ASEM
- Standards Australia proposal on foam/mousse dosage form instructions
- Participation in the 6th International UV and Skin Cancer Prevention Conference
- Impact analysis and scheduling proposals for Homosalate, Oxybenzone and Benzophenone, including expert input to Scheduling Committees
- Response to ATO Draft GST Determination to maintain GST-free status for primary sunscreens
- TGA adoption of AS/NZS 2604:2021 with a five-year transition
- Introduction of new in-vitro and hybrid SPF test methods



Emerging issues

CHP Australia's secretariat are able to keep members up-to-date through our:

- Membership of GSCF Working Groups and Subcommittees
- Close collaboration with sister organisations such as AESGP, APSMI, CHPA, CHPNZ, FHCP, PAGB and SCASA
- Regular contact and liaison with more than 70 Australian organisations and government depts
- Environmental monitoring
- Issuing ALERTs and FYIs to the members
- Liaising with members individually and collectively
- Provision of Meeting reports from external representation at TGA forums



Medical Device Reforms

We continued to grow our expertise in Medical Devices and influence regulatory outcomes. Our participation in the TGA's RegTech Forum provided insight and a platform for advocacy. Key activities included:

- Active membership in the TGA RegTech Forum
- Regular CHP Australia Devices Working Group meetings
- Attendance at relevant workshops and consultations
- Submissions on UDI implementation, Essential Principles, regulation of devices containing medicinal/biological materials, UDI regulations, audit framework, and flexible IFU formats
- Ongoing advocacy regarding Software as a Medical Device, Real World Evidence, AI regulation, OTGs and exempt devices, vigilance programs, mandatory adverse event reporting, and boundary/combination products
- Our feedback contributed to ARCS introducing medical device regulatory training
- Our advocacy led to UDI compliance exemptions for retail-supplied devices



Scheduling and Scheduling Environment

Throughout the year we continued to assist members and collaborate with stakeholders to facilitate successful switch applications. We also worked with stakeholders to address obstacles to Appendix M implementation and scheduling issues as they arose. Key activities included:

- NSW Poisons Advisory Committee membership
- Liaison with TGA and pharmacist organisations on App M and scheduling proposals
- Submissions to ACMS/ACCS in support of members and down-scheduling generally
- Submissions to ACMS/ACCS identifying unintended consequences of proposals (e.g. from the TGA's "de-duplication" project)
- Submissions to ACMS/ACCS were made in relation to:
 - Atropa belladonna (interim decision)
 - Adrenaline
 - Azelaic acid
 - Benzophenone
 - Chromium-DL-methionine (Chromium organic chelates)
 - Ethylene oxide, propylene oxide, epichlorohydrin (interim decision)
 - Homosalate
 - Medium and Long Chain Alkyl Sulfates
 - Oxybenzone
 - Pyridoxine, pyridoxal or pyridoxamine (B6) (interim decision)
- Sodium Hydroxide and Potassium Hydroxide
- Symphytum officinalis (comfrey) (interim decision)
- Ongoing discussions with the TGA re better alignment and streamlining of the TGA's down-scheduling and product application processes
- Active role in the paracetamol re-scheduling transition to ensure a pragmatic, nationally consistent approach to label exemptions with the TGA and the States and Territories
- Assisted members after scheduling decisions, for example with effective dates, State and Territory labelling exemptions, product applications, etc
- Monitoring of the NZ classification environment



TGA's Digital Transformation Program

Through collaboration, feedback and participation, we are working to ensure that the consumer healthcare perspective is being properly incorporated into the TGA's Digital Transformation Project. Key activities included:

- CHP Australia membership of the TGA's Digital Transformation IWG
- Advancing member's issues with current systems and interests going forward
 - Receiving regular updates from the TGA and providing to members
 - Inclusion as a standing agenda item at Liaison meetings
 - Collecting issues to be addressed
 - Secretariat and member feedback to TGA
 - Secretariat and member participation on TGA pilots, working groups and webinars
- Seeking member volunteers to participate in testing
- Feedback on various manufacturing, registration/listing and scheduling reforms related to this project
- Ongoing feedback on the TGA website has resulted in tangible improvements (e.g. "What's New")



Others

We also provided advocacy and member support across a wide range of regulatory issues, including:

- Annual Charge Exemption (ACE)
- Anti-microbial resistance (WHO and TGA engagement)
- ARGOM updates
- Aspartame safety
- Cannabis/CBD reforms
- Child-resistant packaging standards
- Codex food labelling
- Compounding pharmacy practices
- 26BB/Poisons Standard de-duplication
- Dextromethorphan developments
- Disinfectant regulation
- E-cigarettes and vaping reforms (including NRT considerations)
- Consumer Medicine Information digital distribution
- Evidence guidelines for listed/complementary medicines
- Greenwashing considerations
- Harmonisation efforts with NZ (including labelling)
- Labelling reforms related to TGO92 sunseting
- Listed medicines ingredient pathways
- NZ legislative and scheduling developments
- Nitrosamine guidance and international alignment
- OTC application transparency, guidance updates and project proposals
- Paracetamol safety, labelling and classification issues
- Permissible Indications and Ingredients determinations
- Pharmacovigilance requirements
- Phenylephrine and pseudoephedrine international developments
- Probiotic naming, quality and labelling guidance
- Regulation of tampons and menstrual cups
- TGA adoption of international scientific guidelines and PIC/S
- Listed medicines stability data compliance review
- TGA fees and charges
- Titanium dioxide international updates
- Permission to use Vitamin K2 as a vitamin name

Sustainability at CHP Australia

CHP Australia continued to build on our commitment and support for members' sustainability objectives, introducing a dedicated sustainability pillar into the CHP Australia 2024-2026 strategic plan to reflect that this is a high priority area for action and member support.

Plastics and packaging have remained a key focus area in response to policy calls emerging from the State and Territory Environment Ministers regarding greater circularity in the management of products and packaging in Australia. We have continued our advocacy regarding the opportunities and challenges for the consumer healthcare products industry regarding packaging regulation in both targeted consultation and the public consultation. The Packaging Regulation Reforms from the Department of Climate Change, Energy, the Environment, and Water (DCCEEW) have been a high focus and priority for members.

Key areas of focus for members for sustainability include:

Plastics and Packaging:

- UN Global Plastics Treaty
- DCCEEW packaging regulation reforms and mandatory design standards
- APCO 2030 strategic plan for circular economy and implementation of eco-modulated fees
- Advocating for resourcing of advanced recycling infrastructure to DISR/DCCEEW
- Continuing work on the Blister Pack recycling project
- Members working on supply chains and exploring more recyclable packaging formats
- Education and information sharing on RecyClass framework

- Changes to NZ kerbside recycling regulations and exploring pathways for advocating for harmonisation

Pharmaceuticals in the Environment:

- IChEMS framework and ongoing concerns about where medicines regulation could intersect with Industrial Chemicals regulation
- Maintaining a watch on global developments, including the EU's revised Urban Wastewater Treatment Directive allocating substantial costs to medicines and cosmetics industries based on a "polluter pays" principle.

CO2 footprint:

- Emissions reporting obligations – mandatory for certain businesses under the Climate Related Financial Disclosures requirements that commenced in 2024



Friends of CHP Australia

CHP Australia is proud to collaborate with a diverse range of partners who share our commitment to advancing self-care and strengthening self-care policy across Australia. Together, we're driving practical, grassroots initiatives that build health literacy in schools and communities, empowering Australians to take a more active role in their health and wellbeing.



- Begin *Safe Storage of Medicines in the Home Guidelines* research
- Expected completion 2025



- Take a Breath continues to be one of the most relevant and topical modules offered in late primary school
- Impact evaluation project in development



- Continued support of GPs in Schools Network
- Presentation at Facilitator's Event
- 8,000+ students across 50+ schools now have a better understanding of self-care



- CHP Australia rep appointed Co-Chair of Policy and Advocacy Committee
- CHP Australia driving policy asks and advocacy activities with government and other stakeholders



- 2 publications on supporting digital self-care in pharmacy in 2024-2025
- Final research output expected in 2026



- Partnership began for parliamentary engagement on Quality Use of Medicines
- Aligning on key messages to raise profile of QUM and medicines safety

CHP Australia Board



Dr. Aniss Chami
Vitex Pharmaceuticals



Alison Holland
Aspen Pharmacare



Andrew Jenkin
iNova Pharmaceuticals
(Vice-Chair)



Phil Lynch
Independent
(Chair)



Alan Oppenheim
Ego Pharmaceuticals



Nadia Stone
Kenvue
(ceased 31/10/2025)



Sylvain Vigneault
Viatris
(ceased 10/2024)



Anish Patel
Haleon



Ayumi Uyeda
Bayer



Rob Barnes
Independent (Treasurer)
(Commenced 5/2025)

CHP Australia Board Composition

The CHP AUSTRALIA Board composition, nomination, elections and executive roles are all governed by the CHP AUSTRALIA Constitution.

The CHP AUSTRALIA Board consists of up to ten Directors as follows:

- Up to six Directors elected from the Official Delegates of the CHP AUSTRALIA Ordinary Members (Elected Directors)
- Up to four Directors appointed by the Board (Skills-based Directors)

The Elected Directors each hold office for two years and every year three of the Elected Directors retire from the Board. In advance of each annual retirement, CHP AUSTRALIA calls for expressions of interest and holds elections for the three Director positions to be vacated. This ensures that there are opportunities for new Directors while maintaining continuity of expertise.

While each Elected Director must be the Official Delegate of an Ordinary Member, the Skills-based Directors can be drawn from a much wider set of candidates (including, for example, Honorary Life Members, Associate Members and non-members).

The CHP AUSTRALIA Elected Directors as at 30 June 2025:

- **Aniss Chami**, Vitex Pharmaceuticals
- **Alison Holland**, Aspen Pharmacare
- **Andrew Jenkin**, iNova Pharmaceuticals (Vice Chair)
- **Alan Oppenheim**, Ego Pharmaceuticals
- **Anish Patel**, Haleon
- **Nadia Stone**, Kenvue

The CHP AUSTRALIA Skills-based Directors as at 30 June 2025:

- **Rob Barnes** (Treasurer)
- **Phil Lynch**, (Chair)
- **Ayumi Uyeda**, Bayer

CHP Australia Members

Ordinary Members (at time of printing)

abbvie

arrotex

aspEN
AUSTRALIA

BAXTER
LABORATORIES



ARM & HAMMER
CHURCH & DWIGHT
AUSTRALIA

COMBE

ego
the science
of healthy skin™

ENSIGN
LABORATORIES

H.W Woods Pty Ltd

HALON

inova
pharmaceuticals

kenvue

NAKED
SUNDAYS

Nestlé

Ross
Laboratories

symbion

Tismor.
HEALTH & WELLNESS

vitex
pharmaceuticals

Associate Members (at time of printing)

AEA
Archer Emery & Associates

AVICENNA
CONSULTING

brand medicine
international
compound your potency

bread

cencora
PharmaLex

Circana.

CUBE²

Engel, Hellyer &
Partners Pty Ltd

eurofins | Dermatest

gadens

HEALTH
INGREDIENTS
CO.

iLG
iLearning Group

NEXUS
PUBLIC AFFAIRS

pharma
to market

Precision
Public Affairs

Purvis
Regulatory Consulting

Scientific & Regulatory Solutions
Food, Beverage & Pharmaceutical Consultants

tvsn

DIGITAL
vine

ENA
TECHNOLOGIES
Your Partner in Enabling Success

Subcommittees and Working Groups

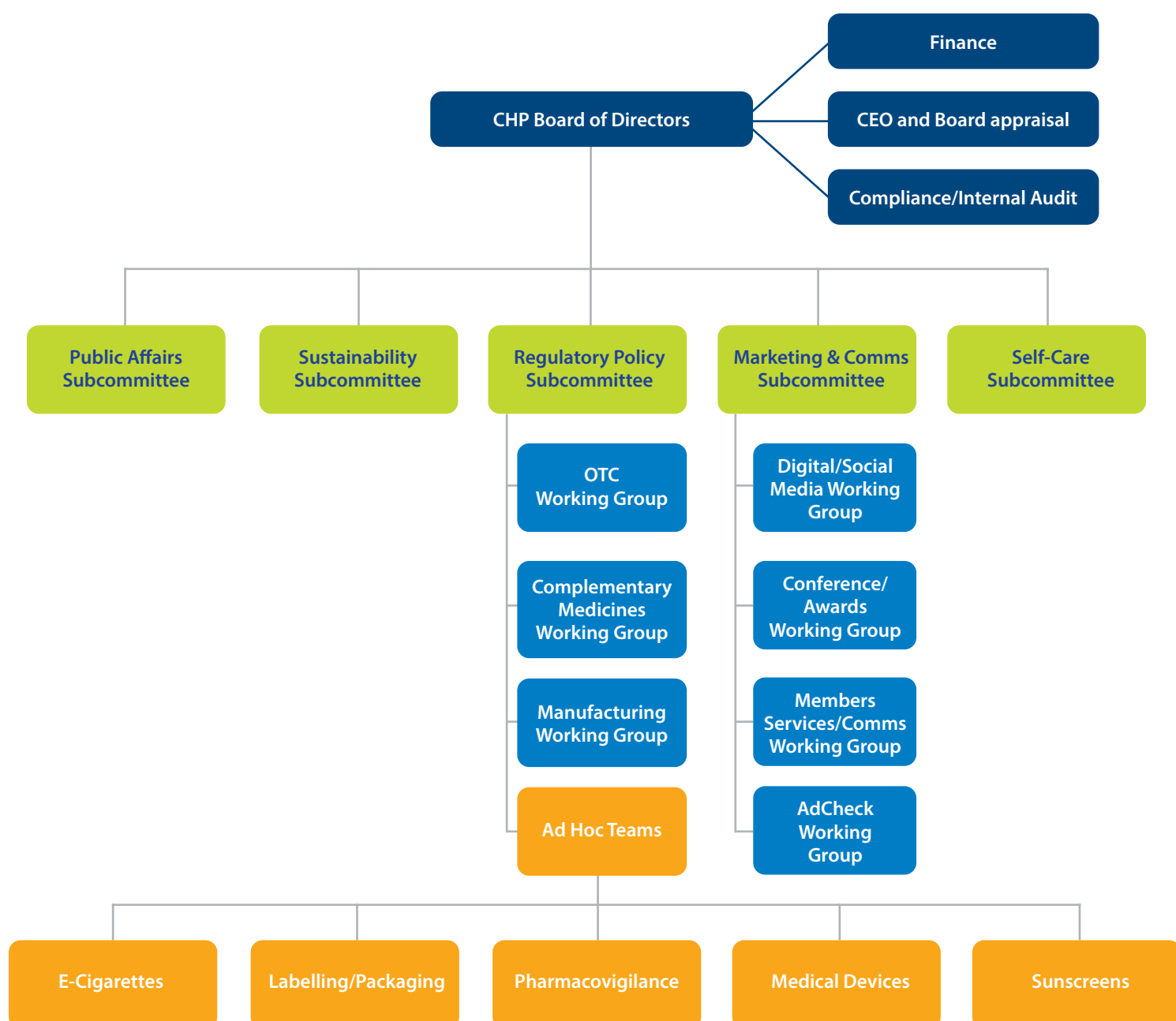
CHP Australia subcommittees and working groups provide you with the opportunity to be directly involved with CHP Australia's work programme and help deliver our strategic plan. Members of these groups meet regularly to plan activities and guide how we shape the regulatory environment, advocate on key issues and provide member services and engagement.

This gives members the opportunity to:

- Contribute to the CHP Australia position on key issues
- Shape industry work
- Keep up to date with current issues
- Meet with the TGA

We greatly value the involvement of our subcommittees and working group members and would like to thank all members who give their time to achieve our shared goals.

For more information on how to get involved email us at info@chpaustralia.com.au



CHP Australia – Your Support Team

CHP AUSTRALIA SECRETARIAT



Dr Deon Schoombie
CEO (Retired Nov 2024)



Judy Stenmark
CEO (Commenced Jan 2025)



Lily Villyas
Financial Controller



Steve Scarff
Regulatory and
Legal Director



Brenda Davy
Business
Development Director



Catherine Gwynne
Manufacturing
and OTC Manager



Luna Zivadinovic
Public Affairs Manager



Annaliese Scholz
Complementary Medicines
and Sustainability Manager



David Low
Member Services and
Events Manager



Julie Viatos
Quality Use of Medicines
(QUM) Manager

ADCHECK SERVICE



Kevin Christopher
Advertising Compliance
Manager



Josie Braid
Advertising Compliance
Senior Consultant



Leenus Mariathas
Advertising Compliance
Senior Consultant



Emily Ma
Advertising Compliance
Senior Consultant

WE'RE HERE TO HELP

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AdCheck Enquiries:

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CHP Australia Events

TGAC Workshop - Virtual & F2F



Conducted 8 workshops

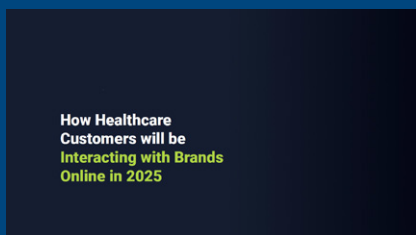
Webinars

11/9/24 Unlocking the atomic habits of digital marketing with Cube

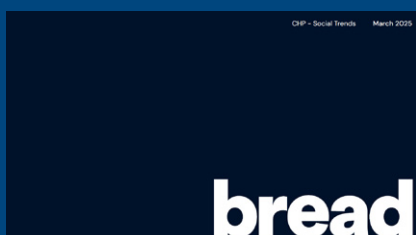


17/10/24 How AI is Reshaping Search; Future-proofing Your Digital Strategy with Brand Medicine International

20/11/25 How Healthcare Customers will be Interacting with Brands Online in 2025 with Vine Digital



12/3/25 Social Trends Shaping Consumer Expectations with Bread Agency



1/5/25 Growing Selfcare across the Consumer Healthcare Industry with XPotential



Other Events

22/8/24 CHP Australia 50th Anniversary



31/10/24 Self-Care Excellence Awards





Services

CHP Australia Member Services



Advice and Support

- Pool of expertise to utilise
- Confidential advice on regulatory, technical, marketing and media management issues
- Member workshops to navigate current/pending regulatory reforms



Advocacy and Representation

- "Voice of industry" on issues impacting industry, segments, ingredients
- Member conduit to media, stakeholders, government, TGA
- Parliamentary Events
- Strength in numbers



Shaping Industry Initiatives

- Committee, working group involvement
- Share experiences with other members
- Contribute to the CHP Australia position/shape industry work



Staying informed

- Keep up to date on issues
- Local and international monitoring of issues with briefs and alerts to members
- E-newsletters, alerts, events, seminars, workshops, web portal



Self Regulation

- CHP Australia Code
- CHP Australia Complaints Panel



Member Events

- World Class Industry Events
- Education Seminars
- Member Forums
- Self-Care excellence Awards



Member Training

- In house training and inductions
- Therapeutic Goods Advertising Training
- Member workshops

GENERAL ENQUIRIES

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**Consumer Healthcare
Products Australia**