

Strategic Plan 2023-2028

Vision: To achieve the world's best health for all Australians by ensuring they have immediate access to the best available medicines.

Mission: To champion what is possible as a result of the latest advancements in medicine, and advocate for patients to have fast, universal access to new treatments. We communicate and partner with community, governments and health sector organisations to put the enabling policies and mechanisms in place.

Who We Are: Medicines Australia leads the research-based pharmaceutical industry of Australia. Our members discover, develop and manufacture the medicines that are the foundation of a healthy and prosperous society, including prescription pharmaceutical products, biotherapeutic products and vaccines. Our members invest in Australian medical research and take local discoveries and developments to the world.

We are trusted partners in the medicines ecosystem, ensuring that our conduct is of the highest ethical standard, and that the environment in which we provide access to our medicines is sustainable and fair.

Patients at the Centre

- We advocate for Australians to have reimbursed access to world-class medicines as soon as they are registered* in Australia.
- We work to ensure patients are active participants in decision-making about current and future medicines.

* 'registered' means medicines that have been evaluated for quality, safety and efficacy by the Therapeutic Goods Administration

Value of Industry Innovation

- We strive for a globally competitive ecosystem in Australia which attracts investment in R&D, clinical trials and manufacturing, contributing to economic prosperity.
- We call for increased public investment in a modern PBS, because it results in better health outcomes and efficiencies for government, which in turn drives innovation in medicines.

A Thriving Society

- We measure and communicate how Medicines help Australians contribute to their full potential, benefiting society and the economy.
- We support nation-wide, integrated, patient-level health data sets, to provide real world evidence of better health outcomes and productivity.