

Annual Report

2024-2025





Acknowledgement of Country

Medicines Australia acknowledge the traditional custodians of the lands on which we research and work, and we pay our respects to Elders past, present and emerging. We recognise and respect their cultural heritage, beliefs and continuous relationship with the land.

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About Medicines Australia

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 medicine 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.

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 the community, governments and health sector organisations to put the enabling policies and mechanisms in place.

Strategic Roadmap 2023-2028

Medicines Australia's work plan is driven by a 5-year Strategic Roadmap, which groups our priorities around three key pillars. The Strategic Roadmap was agreed for 2023-2028 following a series of workshops with the Board, the Advisory Council and Managing Directors of our Member representatives.



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 efficiency by the Therapeutic Goods Administration.



Value of Industry Innovation

We strive for a globally competitive ecosystem in Australia that 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**, benefitting society and the economy. We support nationwide integrated patient-level **health data sets** to provide real-world evidence of better health outcomes and productivity. 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.

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

Chair's report

It is with great pride and a deep sense of responsibility that I present my first Chair's Report for Medicines Australia. Since commencing in March 2025, I've had the privilege of joining an organisation with a strong reputation and a shared commitment to advancing health outcomes for all Australians.

Since stepping into the role, I've completed a listening and learning tour of member companies to hear firsthand their priorities and concerns. These conversations are already shaping my approach and reaffirm the vital role Medicines Australia plays as a strong and united voice for innovative medicines and biotechnology. I thank our members and important stakeholders, whom I also engaged with, for their candour and valuable insights.

I would also like to thank the Board Directors who completed their service during this financial year. They include Chair, Dr Anna Lavelle AM FTSE, Urs Voegeli, Prashant Nikam, Lizzie Marrett, Patrick Desbiens and Dirk Otto. Each brought valuable experience and insight to the Board, and I sincerely thank them for their service and contributions.

In October 2024, we welcomed five new Directors to the Board: Owen Smith, David Pearce, Nirelle Tolstoshev, Tori Brown and Kathryn Evans. Their diverse perspectives and deep industry knowledge are already strengthening our strategic direction.

Our strong partnership with CEO Liz de Somer and her team continues to underpin our advocacy and impact. Liz's appointment to the Health Technology Assessment (HTA) Review Reference Committee ensured the sector had a voice during this significant reform process. As we move from review to implementation, we remain committed to realising bold, evidence-based changes that improve timely access to new treatments for Australians.

I also want to acknowledge the outstanding leadership of Dr Anna Lavelle AM FTSE, who stepped down as Chair on 7 March 2025 after serving as an independent Director since 2017, and Chair since 2018. During her tenure, Anna led important governance reforms and significantly strengthened Medicines Australia's strategic position with the Federal Government, particularly throughout major policy reform, the COVID-19 pandemic and the establishment of the HTA Review.

Anna's experience across science, academia, health services and policy made her exceptionally well placed to lead our organisation. Her contribution was formally celebrated at a farewell dinner hosted by the Board and members in Canberra earlier this year. On behalf of all Directors and members, I thank Anna for her remarkable service and for the generous and thoughtful handover she provided.

As Anna reflected, "Medicines Australia has worked hard to place itself in a very strong position to negotiate with all parts of government and key stakeholders, including patient advocates." I am honoured to continue that important work. Scientific and technological advances are rapidly transforming our sector, bringing both opportunity and complexity. Expectations for faster access, regulatory agility and value recognition continue to grow. Medicines Australia's role in representing the sector and engaging constructively with policymakers and stakeholders has never been more important.

I am confident in the strength and unity of our Board, members, and leadership team. Together, we will continue to build on the strong foundations laid before us and champion policies that support innovation, sustainability, and better health outcomes for all Australians.



Sue MacLeman

Chair and Director of Medicines Australia



CEO Report

2024-25 has been a defining year for Medicines Australia, marked by momentum, collaboration, and continued pursuit of policy reform. Our members remain the beating heart of this organisation, shaping direction, underpinning success, and giving voice to our shared purpose. Thank you for your commitment, which makes all our work possible.

The year began with a leadership transition, as we farewelled our outgoing Chair, Dr Anna Lavelle AM FTSE, and welcomed our new Chair, Sue MacLeman. I acknowledge Anna's exceptional stewardship and thank Sue for bringing energy and vision as we enter a new phase of influence and growth.

Health Technology Assessment (HTA) reform was our most prominent priority. The release of the final HTA Review report, Accelerating Access to the Best Medicines for Australians Now and into the Future, at our flagship PharmAus event, signalled a major shift in how Australia evaluates and adopts innovation. I was honoured to serve on the Reference Committee and contribute to a blueprint for reform. The companion publication, *Enhance HTA: An Enhanced Consumer Engagement Process in Australian Health Technology Assessment*, reinforced a critical truth: patients must be at the centre of every decision.

Following the launch, we analysed the 50 recommendations with members to develop a three-year Roadmap of Reforms, which informed our pre-Budget submission and sparked sector-wide discussion. Our leadership continues through the newly formed HTA Implementation Advisory Group, where I represent industry alongside Deputy Chair Anne Harris, ensuring we have a strong role in shaping implementation.

Progress has been possible thanks to our technical working groups, strategic committees, and expert members. Your contributions ensure our submissions are evidence-based, patient-focused, and solutions-oriented. This year, we delivered detailed policy submissions on clinical trials, regulatory reform, and pricing, providing the government with credible, future-focused advice. We also strengthened Australia's position as a clinical research destination, advocating for faster ethics approvals, consistent frameworks, and policies that attract global investment.

Our #StrongerPBS campaign continued to build momentum, engaging political, professional, and public audiences to reinforce the value of a well-funded Pharmaceutical Benefits Scheme. At every opportunity, we pressed for earlier access, smarter regulation, and a system that rewards innovation and delivers for patients.

We advanced ethical conduct and compliance through a new edition of the Code of Conduct and an interactive Code platform, reflecting evolving expectations and our commitment to transparency and trust. Our collaboration with the government in this area is vital to building confidence in the sector.

Sustainability was another focus, with initiatives supporting environmental responsibility while enabling innovation. Our community investment also grew, highlighting the sector's broader contribution to health and social outcomes beyond a specific medicine.

All our achievements are anchored in one principle: the patient is the focus of everything we do. Whether through faster access to therapies, clinical trials offering new hope, or strong ethical practices, every step must advance health and wellbeing across Australia.

Medicines Australia remains committed to investing strategically in programs with measurable impact, while maintaining a strong financial position. I also thank our dedicated staff for their drive and professionalism – together with our members, you are a powerful force for positive change.

As we look ahead, our momentum is strong. With collaboration, a clear reform agenda, and deep engagement with government and stakeholders, we are well-positioned to deliver lasting impact for Australian patients.



Liz de Somer
Chief Executive Officer
Medicines Australia



2024-25 Highlights



PharmAus24 & Minister’s HTA Review Launch

Hosted PharmAus24, where the Minister for Health released the HTA Policy and Methods Review Report.

HTA Implementation Advisory Group (IAG)

Established the independent HTA Implementation Advisory Group (IAG) with two Medicines Australia representatives appointed.



\$18.8M National One Stop Shop (NOSS)

Secured a \$18.8 million Federal Government commitment to develop the National One Stop Shop (NOSS) for clinical trial approvals.

Membership Strength & Collaboration

Representing 47 member companies, supported by 20+ Working Groups, Committees and Networks with 230+ active representatives.



Code of Conduct - 65th Year Edition 20

Released a new edition of the Code of Conduct in its 65th year, with a major shift to digital Code education

#StrongerPBS Campaign Reach

Reached 1.77 million people through the #StrongerPBS public awareness campaign.



Health Technology Assessment

Health Technology Assessment (HTA) reform remained firmly on the agenda throughout 2024-25 as Medicines Australia's key policy priority. The review of HTA policy and methods, a key commitment in Medicines Australia's Strategic Agreement with the Commonwealth, commenced in early 2023 and delivered a final report in 2024.

Medicines Australia CEO Elizabeth de Somer was a member of the HTA Review Reference Committee that conducted the review and wrote the final report. The report, entitled *Accelerating Access to the Best Medicines for Australians Now and into the Future*, was launched by the Minister for Health and Aged Care, Mark Butler, at Medicines Australia's flagship PharmAus event at Parliament House on 10 September 2024. A companion report was launched at the same time called *Enhance HTA: An Enhanced Consumer Engagement Process in Australian Health Technology Assessment*. The HTA Report outlined 50 recommendations needed to improve policy, systems and pathways to accelerate patient access.

To coincide with the report launch, Medicines Australia published a communications pack to explain the integrated system reforms within the report. The pack included sixteen 'fact sheets' for our members and stakeholders, explaining the key recommendations and what they mean for different therapeutic areas such as oncology treatments, cell and gene therapies, vaccines, and medicines for rare and ultra-rare diseases. Together the recommendations represent an opportunity to reform the system to speed up access in several ways: through streamlining administrative processes, improving predictability of outcomes, recognising the full value of innovative medicines, front-loading the process with critical consumer and clinician input, and utilising a broader range of data sets to support HTA applications.

Values Framework

Medicines Australia analysed the report, with the input of members, and developed a Roadmap of Reforms which showed how the recommendations could be implemented over three years using a phased approach. This Roadmap was shared with stakeholders to stimulate discussion about implementation. In our January 2025 Pre-Budget Submission, we called for the implementation

of our proposed roadmap, beginning with priority recommendations that will have immediate impact.

These included Recommendation 40 on comparator selection, Recommendation 39 on reducing the discount rate, Recommendation 25 on enhancing consumer involvement, Recommendation 20 on establishing a bridging fund, and Recommendation 7 on introducing a streamlined pathway for submissions using cost-minimisation analysis. These industry priorities will drive the process of achieving whole-of-system reform to ensure Australians have equitable and timely access to life saving and life-changing medicines.

To maintain the focus on HTA reform while the HTA Review Reference Committee was writing their report, Medicines Australia convened a multi-stakeholder roundtable on 26 July 2024 to discuss three key aspects of reform: the development of a qualitative value framework, the establishment of a bridging fund, and the utilisation of managed entry. There was unanimous agreement on the necessity for reform, and the roundtable concluded that the following steps would help to get there: maintaining attention on the need for HTA reform, conducting further stakeholder discussions on other recommendations of importance, and working with stakeholders to develop models for discussion. A report of the event was published on our website: *Driving HTA Reform: A Summary of Learning from the HTA Roundtable*. Medicines Australia has ensured that interested stakeholders are up to date on the progress of the IAG and the ongoing need for reform through webinars and newsletters.

On 20 November 2024 Minister Butler announced the establishment of the Independent HTA Implementation Advisory Group (IAG), and appointed Medicines Australia CEO Liz de Somer and Board Deputy Chair Anne Harris as industry's representatives. Professor Andrew Wilson AO was appointed as Chair. The other members include representatives from patient groups, clinical practice, industry and government. Minister Butler charged the IAG with preparing advice to prioritise more equitable access for patients, process changes to support more streamlined HTA and improved stakeholder engagement in HTA. The IAG held its first formal meeting on 3 February 2025 and has been meeting monthly to consider the recommendations in detail. The IAG has been convened for a twelve-month period. An interim report is expected by the end of July, with a final report due in January 2026. Medicines Australia will continue to work collaboratively with the Government and other stakeholders to achieve implementation of these much-needed reforms.

Partnering with Government

Strategic engagement to support reform and investment

Government relations are central to Medicines Australia. The Australian Government is a regulator, purchaser and policymaker. As such, trusted relationships are essential to deliver reforms that benefit patients and attract investment. With the sector spanning innovation, manufacturing, supply chains, climate response, trade and international policy, sustained engagement is vital. Medicines Australia acts as a conduit so policy reflects real-world insight and a shared ambition for world-class healthcare.

Driving the Health Technology Assessment (HTA) Review: A Year of Advocacy Wins

Medicines Australia's top advocacy priority was the HTA Review. Key outcomes included the release of the final report and the establishment of the Implementation Advisory Group (IAG) to guide implementation.

A major milestone was a Board forum with the Minister for Health to examine the report and issues such as comparator selection. Several problematic draft recommendations, including a proposed price reduction, were excluded, reflecting sustained advocacy and detailed submissions.

The report was launched at PharmAus24, where the Minister outlined preliminary views in his keynote. Before release, he also briefed Managing Directors in person, including an extended Q&A, underscoring the depth of engagement.

The Government agreed to form the IAG, chaired by Professor Andrew Wilson. Medicines Australia secured transparent terms of reference and an additional industry seat, ensuring broader representation than the previous HTA Reference Committee.

Securing Bipartisan and Crossbench Support

Commitments to HTA reform were secured from both the Minister for Health and the Opposition, reinforcing bipartisan support. A Board forum with patient groups also opened dialogue with the Minister for Finance, Senator the Hon. Katy Gallagher, who acknowledged the PBS was at a tipping point and required greater investment.

The Minister for Health committed publicly to HTA reform as a second-term priority, confirmed in writing by both

major parties during the 2024 federal election. Crossbench backing also grew, with champions such as Dr Monique Ryan MP offering critical support for future legislation.

Beyond HTA: Ongoing Policy Engagement

Alongside HTA, Medicines Australia advanced other priorities. Work continued on the 2022-2027 Strategic Agreement to ensure full implementation of the Agreement before 2027 and prior to commencement of any new Agreement negotiations. Engagement on the financial regulations relating to the Moderna Manufacturing Establishment Agreement secured, renewed National Immunisation Program (NIP) commitment.

Medicines Australia responded to the Medical Services Advisory Committee (MSAC) decision to fund a radioligand therapy not approved by the Therapeutic Goods Administration (TGA), working with the TGA to provide unified advice. Advocacy on Pharmaceutical Benefits Advisory Committee (PBAC) decision to defer over 20 submissions without consultation due to evaluation capacity, prompted the Minister to direct an additional PBAC meeting, avoiding delays to patient access.

Medicines Australia also raised implications of United States (US) trade policy on supply chains, opposed tariffs and reaffirmed support for the PBS, stressing that HTA reform would help alleviate U.S. concerns and support ongoing access to medicines.

Shaping Broader Government Priorities

CEO Liz de Somer represented the sector across influential forums including the Chief Medical Officer's Advisory Group for Health and Climate Strategy, the Finance and Industry Ministers' Roundtable on Procurement, the National Reconstruction Fund Industry Working Group, Home Affairs' Critical Infrastructure Group, the Manufacturing Industry Skills Alliance and Defence Trade Controls - embedding Medicines Australia in the policy settings shaping the sector's future.

Ongoing Member Access to Government

Dedicated meeting days with the Minister for Health's office remained highly valued and oversubscribed, reflecting strong member demand for direct dialogue with Government and the strength of government-industry relations. Efforts continue to expand access and deepen engagement to support members and improve patient outcomes across Australia.

#StrongerPBS Campaign

#StrongerPBS: Mobilising a National Conversation on Medicines Access

Launched in September 2023, the **#StrongerPBS** campaign is a powerful, long-term public education and awareness initiative developed to highlight the impact of delays in accessing medicines through Australia’s Pharmaceutical Benefits Scheme (PBS).

More than a campaign, #StrongerPBS is building an informed and activated community, driving national attention to the urgent need for reform, and providing a platform to patients and clinicians to share their experiences.

Led by Medicines Australia, the campaign has rapidly evolved into a compelling and creative call to action - uniting the sector, engaging the public, and capturing the attention of decision-makers.



“At the end of the day
lives are affected,
quality of life is
affected and people
are dying.
Something needs to
be done and it needs
to be done fast.”

– Maria,
Living with Breast Cancer

Stronger
PBS

=

Stronger
Medicare

A Public Platform with Real-World Impact

At its core, #StrongerPBS is about storytelling. Real patients. Real clinicians. Real delays. These voices, including those of two mothers with advanced cancer who bravely shared their struggles, have formed the heart of the campaign’s narrative. Their stories cut through the complexity of the PBS and make the issue tangible and urgent for Australians.

The strategic direction by Medicines Australia ensured an “always-on” digital presence through organic and geo-targeted content across Meta and LinkedIn, boosting visibility among HTA stakeholders and federal decision-makers. Complementing this, a high-impact radio campaign aired nationally to reach commuting Australians and reinforce the frustration of delays, likening the wait for medicines to being stuck in traffic.

To deepen engagement, the campaign was anchored by the creative concept: “Australia, The World’s Biggest Waiting Room.” This striking metaphor culminated in the installation of a literal waiting room at one of Sydney’s busiest bus stops on Enmore Road, just ahead of PharmAus24. The installation attracted public and media attention, became a social media focal point, and inspired further grassroots activity, with member companies replicating the installation inside their own offices, boosting visibility with key health policy stakeholders.

Strategic Amplification Through Industry Collaboration

To amplify the campaign further, a Special Interest Group (SIG) of 11 Medicines Australia member companies was formed. Together, the SIG engaged Ogilvy Health to design and deliver a multi-media campaign. The result was a national campaign extending into radio, digital news publications (via a strategic partnership with NewsCorp), and social and mainstream media, coordinated to maximise awareness during peak health policy moments.

This collaborative model, combining the strengths of Medicines Australia’s campaign strategy with the creative power of industry investment, has proven effective in both reach and impact.

Audience Reach

1.77 million people reached

via Facebook

2.2 million potential views

through NewsCorp media partnership

3.3 million radio ad impressions

nationwide

417,000+ impressions

from bus stop advertising

Website Engagement

88,500+ clicks

to the campaign website

39,000 total website visits

Aug–Oct

609 community pledges

submitted online

Media Impact

216 media stories

across national and local outlets

32.6 million potential reach

via media impressions

Leadership Voice

High-profile interviews with Medicines Australia CEO

on Channel 7 News, ABC Radio National, 2GB, 4BC and 6PR

Policy Submissions

July 2024 to June 2025

This financial year, Medicines Australia responded to Government consultations, Parliamentary Inquiries and Hearings, and various key stakeholder consultations, showcasing our dedication to advancing the innovative pharmaceutical industry.

Through these submissions and engagements, Medicines Australia strives to shape policies that foster industry growth, improve patient access to innovative medicines, and contribute to better health outcomes and economic prosperity in Australia.

Below are key submissions from Medicines Australia. Publicly available submissions can be viewed and downloaded from our website.

1. Submission to **TGA's Consultation on Medicine Shortages and Discontinuations**: Proposed changes to reporting requirements
2. **2025-26 Pre-Budget submission**
3. **2025-26 Pre-Budget submission**: AusBiotech and Medicines Australia – Australian Life Sciences Council
4. **RDTF Pre-Budget Submission 2025-26: National One Stop Shop**
5. **2025-26 Pre-Budget Submission: Australia's Cell and Gene Catalyst**
6. Response to Public Consultation of the Discussion Paper **Towards the National Immunisation Strategy for Australia 2025-30**
7. Submission to the Department of Health and Aged Care's Consultation on the **Development of the new National Genomics Policy Framework**
8. Submission to the Department of Health and Aged Care on **Draft Cost-Recovery Implementation Statement for Listing Medicines on the PBS and Designated Vaccines on the NIP 1 July 2025 – 30 June 2026**
9. Submission to the Department of Industry, Science and Resources on **Strategic Examination of R&D**
10. Submission to the Productivity Commission Consultation on **Pillar 4: Delivering Quality Care More Efficiently**
11. Submission to the Department of Industry, Science and Resources on **Introducing Mandatory Guardrails for AI in High-Risk Settings**: Proposal Paper
12. Submission to the TGA's Consultation on **Clarifying and Strengthening the Regulation of Artificial Intelligence (AI)**
13. Submission to the Department of Health and Aged Care's Consultation on **Safe and Responsible Artificial Intelligence in Health Care – Legislation and Regulation Review**
14. **Instructions for Use for Medical Devices – TGA Consultation on Availability of Instructions for Use in More Flexible Formats**



Clinical Trials

Clinical trials are key to Australia's health system and economy, providing patients with early access to breakthrough therapies while contributing to national research capabilities and economic growth.

Medicines Australia, through the Research & Development Taskforce (RDTF), continues to champion reform through active collaboration with government and industry.

A significant milestone has been the Federal Government's commitment of \$18.8 million to develop the National One Stop Shop (NOSS) platform, a centralised digital system to streamline approvals and harmonise clinical trial processes nationwide.

Progress under the leadership of Professor Ian Chubb and the Inter-Governmental Policy Reform Group (IGPRG) has been significant, bringing together diverse stakeholders and marking a turning point in the modernisation of Australia's clinical trials environment. This initiative complements broader reforms such as the National Clinical Trials Governance Framework and Ethics Committee Accreditation Scheme, contributing to improving trial efficiency, reducing duplication, and expanding patient access to innovative therapies.

The proposed establishment of a national Life Sciences Council would further strengthen coordination and strategic oversight of Australia's growing life sciences sector. Such a Council would inform a whole-of-government approach to health innovation across the lifecycle – from early-stage research through to clinical trials, translation, development and commercialisation – in partnership with industry.

The economic benefits of clinical trials are substantial, supporting over 8,000 high-skilled jobs and contributing billions annually through investment, exports and R&D.

Sustained funding for NOSS and later-stage trials will help attract foreign sponsors, expand innovation, and ensure Australian patients benefit from timely access to advanced medical treatments.

Medicines Australia will continue to advocate for appropriate and sustainable funding of the NOSS and remains committed to working collaboratively with the Government to support its development and implementation. Investing in the NOSS is not just a commitment to the health and well-being of Australians; it is an economic imperative that fosters innovation, creates jobs, and positions Australia as a global leader in research and development.

A National One Stop Shop will give Australians access to a clinical trials of potential life changing and life saving treatments. Its is an investment in people, in research and in the economy.

Liz de Somer
CEO Medicines Australia

Medicines Australia 2024 to 2025 Complaints Register

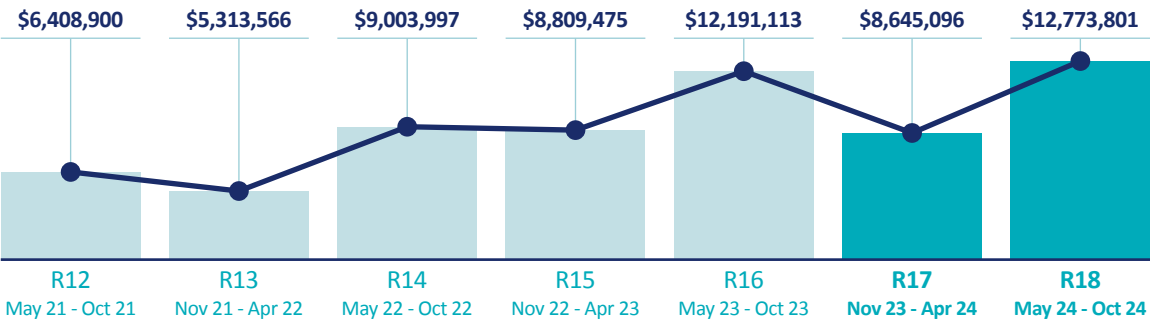
Complaint	Subject Company	Complainant	Outcome
1174	Member company	Non-member company	(ii) No breach (Code Committee) (ii) Breach (Code Committee) (ii) Breach (upheld by the Appeals Committee) (iii) No breach: Counter-complaint (Abuse of the Code - Code Committee)
1175	Member company	An individual	Resolved through independent facilitation (prior to Committee, no adjudication necessary)
1176	Member company	A healthcare professional	Breach (Code Committee)
1177	Member company	Non-member company	Breach (Code Committee)

Medicines Australia Monitoring Committee Reviewed Activity 2024 to 2025

Review Activity	Subject area	Date	Number of members participating in the review	Outcomes
Policies and procedures	Hospitality	July 2024	12	58% satisfactory. 42% received constructive feedback.
Promotional material	Neoplastic Disorders	Sept 2024	15	53% satisfactory. 47% received constructive feedback.
Policies and procedures	Interactions with non-HCP stakeholders	Nov 2024	10	100% satisfactory
Promotional material	ENT & Eye	March 2025	4	100% received constructive feedback.
Policies and procedures	Grants & Donations	May 2025	12	67% satisfactory. 33% required clarification— subsequently all deemed satisfactory.

There were no Code of Conduct complaints generated as a result of the above monitoring activities.

Cumulative Summary – Total Transfers of Value reported



The 2025 financial year was a significant year for Ethics & Compliance, defined by a comprehensive review of ethical standards, the release of a new Edition of the Code, and a major shift in digitally delivering Code education.

It was a period of deep engagement, listening to stakeholder feedback throughout the Code Review consultation, and shaping that input into clear directions for Edition 20 of the Code of Conduct. Ongoing conversations with members helped ensure the new edition is fit-for-purpose, aligned with today's operating environment, and consistent with global standards.

At the same time, key initiatives supported the transition: an interactive version of the Code, a searchable complaints database for members, and a suite of new educational resources. These were backed by a structured engagement plan to ensure industry had the guidance and confidence needed to adapt.

Code Review 2024: Inclusive, Informed, Endorsed

The Code belongs to members, and Medicines Australia administers it on their behalf. Members are empowered to shape its future, and during this review, they did just that.

Medicines Australia took a highly consultative, member-driven approach, underpinned by transparency, broad engagement, and focus on practical implementation. From the launch of the Consultation Paper to delivery of a revised Code, the process was rigorous, time-bound, and collaborative. The Code Review Working Group (CRWG) played a central role, supported by Consultant, Deborah Monk.

The review achieved its objectives: keeping the Code relevant to changes in industry, healthcare, and the patient landscape; aligning with regulatory standards and community expectations; clarifying where needed; and updating guidance and resources. These outcomes were shaped by 50+ written submissions, three stakeholder forums, and ultimately endorsed through consensus at the AGM.

The process brought together not only members but also non-members, healthcare professionals, and patients. Interest was clear, with more than 800 participants attending three dedicated webinars tailored to different stakeholder audiences.

Digital by Design: Making the Code More Accessible

Medicines Australia launched a new interactive, web-based Code of Conduct, transforming how the industry accesses and applies the Code. Coinciding with Edition 20, the digital format features the Code Resources Toolkit, four new pieces of Guidance, updated materials, four webinars, and 55 Help Desk Notes, all integrated to support practical understanding and everyday use.

Designed for diverse working styles, the format enhances accessibility, deepens understanding, and strengthens compliance across the industry. Feedback has been overwhelmingly positive, with users highlighting clarity and ease of navigation.

A searchable database of complaints spanning the past 10 years was also made available to members, providing context and precedent to support confident, compliant decision-making.

Complaints, Appeals and Monitoring

Complaints Handling: an effective reactive compliance mechanism

Medicines Australia received four complaints in 2024-25. Full details of adjudicated matters are available on our website.

Not all complaints proceed to formal adjudication. Where received from outside industry, an independent facilitator may assist in resolution (e.g. Complaint 1175).

In addition, three concerns were managed through alternative pathways as they fell outside the Code or were withdrawn by the complainant.

Monitoring Compliance: an effective proactive mechanism

Monitoring continues to deliver member value by reviewing promotional materials and internal policies, providing feedback and opportunities to strengthen compliance.

The Monitoring Committee's 2024-25 reviews covered hospitality, promotional materials, grants and donations, and interactions with non-HCP stakeholders. Outcomes showed strong compliance, with constructive feedback provided where needed. No complaints were generated from these activities.

Ethics and compliance

Transparency Reporting: maintaining public trust

Interactions between industry and stakeholders play a vital role in improving patient care and advancing research. By publishing these interactions, members demonstrate commitment to transparency and integrity.

Transfers of Value to Healthcare Professionals

All Members report payments and transfers of value via disclosureaustralia.com.au. During this period, the 17th and 18th rounds of biannual reporting were published since the transparency initiative began in 2015. The total reported value remained steady at just over \$21 million.

Third-Party Meeting Sponsorship

Members support independent healthcare professional education through sponsorship of events run by colleges, universities, and other organisations. The 17th and 18th reporting rounds were released, totalling \$36.77 million, a 22% increase from last year.

Patient Organisation Support

Medicines Australia published the twelfth annual report on Members' financial support for Patient Organisations (POs). Members supported 130 POs nationwide, with total support reaching \$10.24 million in 2024, a 13% increase and the highest total since reporting began.

Continuing Education Program

Medicines Australia's Continuing Education Program (CEP), delivered through the University of Tasmania's UMORE, sets a recognised standard for educating medical representatives. It now incorporates key Code Toolkit materials, reinforcing quality and relevance.

Congratulations to the winners of the Medicine's Australia Continuing Education Program (CEP) Awards.



Cathryn Badenhorst
Code of Conduct
Achievement Award



Long-Am Lan
UTAS prize for
Excellence Semester 1



Tejal Chauhan
UTAS prize for
Excellence Semester 2
and CEP achievement
award

In 2024-25, 2,562 students enrolled, including nearly 600 in Program 1: Code of Conduct. A new Bridging Program to Edition 20 attracted 1,882 enrolments. Satisfaction ratings remained high (87-97%) with strong endorsement of real-world applicability.

The CEP Awards were announced virtually in April 2025, celebrating achievement and attracting strong trade media coverage.

"The Medicines Australia CEP has been instrumental in building my confidence and enhancing my ability to navigate industry regulations and ethical promotion."

UTAS Prize for Excellence & CEP Achievement Award winner,
Tejal Chauhan (AstraZeneca)

Governance

Effective administration of the Code relies on the commitment of the Code, Appeals and Monitoring Committees, Medicines Australia staff, and members.

Code of Conduct Committees

Committee membership was refreshed following the three-year tenure cycle, re-engaging stakeholders such as AMA, RACGP, RACP and ASCEPT. Patient representation was broadened beyond CHF, widening lived experience input. The refresh balanced continuity and renewal, supported by targeted onboarding.

TGA: A Critical Compliance Stakeholder

The Code aligns with the Therapeutic Goods Act 1989, intersecting closely with the TGA. Medicines Australia maintain a strong relationship, consulting regularly and incorporating their guidance into our work. This was particularly the case with the recent Code Review.

Strengthening International Ethics Engagement

International engagement was strengthened through leadership in the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) Code Review, presentation in Geneva, and active participation in the Ethics and Business Integrity Committee (eBIC). Medicines Australia also contributed to the IFPMA Appeals Committee and supported the Ethoscope Working Group, advancing global ethics through training, resources, and education.

Stakeholder Engagement & Impact

Stakeholder engagement is central to Medicines Australia's mission of advancing patient access, policy reform and health equity.

In 2024-25, partnerships across industry, community, research and government continued to strengthen. From championing gender equity and First Nations health to shaping national research frameworks and engaging on global innovation platforms, our collaborations ensured the industry's voice was present where it mattered most.

Women in Life Sciences Luncheon 2025

Co-hosted with AusBiotech on 7 March, the Women in Life Sciences Luncheon brought together more than 600 leaders to mark International Women's Day under the theme #AccelerateAction. The event highlighted the value of diverse leadership and collective action to dismantle structural barriers and accelerate gender equity in senior roles.

NACCHO / Pharma Collaboration Committee (NPCC)

The NPCC, a joint initiative with the National Aboriginal Community Controlled Health Organisation, continues to progress policies aligned with self-determination and the Closing the Gap targets. In 2025, priorities included equity in cancer care, participation of Aboriginal and Torres Strait Islander peoples in clinical trials, and HTA reform focused on First Nations health outcomes.

Blood Cancer Taskforce

As a member of the national Blood Cancer Taskforce, Medicines Australia contributed to new national guidelines for Acute Myeloid Leukaemia. Led by clinicians and supported by the Department of Health and Aged Care, the guidelines aim to improve diagnosis, care consistency and survival outcomes.

Advancing Childhood Cancer Research Roundtable

In partnership with Neuroblastoma Australia, Medicines Australia co-hosted a March 2025 roundtable to address key barriers in childhood cancer research, including small patient populations and regulatory constraints.

The forum united patients, researchers and industry to explore new funding models and streamlined approval pathways based on global best practice.

Consumer Partnerships in Research Awards

To champion the role of consumers in research, Medicines Australia provided in-kind support to promote the inaugural Consumer Partnerships in Research Awards. With 59 entries across five categories, the Awards celebrate meaningful collaboration between patients and researchers. Winners will be announced mid-2025.

Parliamentary Engagement

Medicines Australia continued close collaboration with patient advocacy groups to support parliamentary events that raise awareness and drive reform. These included the Australian Patient Advocacy Alliance Summit, Parliamentary Friends of Autoimmune Diseases, Breast Cancer Network Australia's parliamentary panel, and Inherited Cancers Australia's Legacy Long Lunch. We also supported Rare Voices Australia's National Rare Disease Summit and exhibited the #StrongerPBS campaign at the national Parkinson's Australia Conference. These partnerships strengthen policy dialogue and advance shared advocacy goals.

BIO International Convention 2025

Held in Boston from 16 to 19 June, BIO 2025, the world's largest biotechnology convention, attracted over 20,000 delegates. Our participation ensured Australia remained connected to global innovation, sustainability initiatives and partnership opportunities, supporting a healthier, more resilient future.

ARCS Australia Conference 2025

At the ARCS Annual Conference (3 to 5 June), Medicines Australia leaders contributed thought leadership on clinical trial services, regulatory reform, product information, and cross-functional excellence. Chair Sue MacLeman joined a panel on high-risk drug development. Acting CEO Anne-Maree Englund participated in the opening CEO panel on healthcare transformation. Senior leaders and consultants delivered workshops and panels exploring regulatory, medical and commercial collaboration to enable faster, fairer access to medicines.

Key Events

Horizon Scanning Forum – Medicines of Tomorrow

Under our Strategic Agreement with the Commonwealth, Medicines Australia convenes an annual Horizon Scanning Forum. The purpose of the forum is to identify major therapeutic advances that may represent a significant disruption to the treatment paradigm and require planning and preparation for Government regulation, reimbursement, and delivery in terms of resources, systems and processes.

The second Horizon Scanning Forum, held on 22nd March 2024 in Canberra in the midst of HTA Review public consultations, highlighted the urgent need for reform to accommodate new therapies that are not years away, but are entering the market now.

The importance of Horizon Scanning was also recognised in the following recommendation in the HTA Review:

“Establish and resource an Australian horizon scanning function that improves stakeholder engagement in considering the implications of new and emerging health technologies and support healthcare forward planning and priority setting by healthcare payers.”

PharmAus24

The PharmAus24 event, held at Parliament House on 10 September, with the theme Accelerating patient access to new medicines, attracted more than 350 attendees, including Parliamentarians, government representatives, industry leaders, clinicians, researchers, and patient advocates.

Twenty-six interactive exhibits, ranging from skin health technology and migraine screening tools to immersive demonstrations of menopause and macular disease, showcased the real-world impact of timely access to medicines.

Key moments included a speech from the Hon. Mark Butler MP, Minister for Health and Aged Care, who used the event to release the HTA Review.

A light-hearted PBS Quiz involving Parliamentarians and Managing Directors communicated the history of the PBS and worked to raise the profile and importance of one of the world's longest standing public health programs.

Great networking opportunity with people from across the industry, lots of great interactive displays for people to engage with.”

PharmAus24 Attendee

Communications played a pivotal role in the success of PharmAus24, from branding and event promotion to post-event coverage and stakeholder engagement. The event demonstrated Medicines Australia's ability to convene diverse voices and influence key decision-makers while maintaining a high-quality, professional platform for sector advocacy.

Post Budget Breakfast Briefing Events

Further consolidating its thought leadership, Medicines Australia hosted two Post-Budget Briefing events on 26 March 2025. A breakfast session for members provided analysis of Federal Budget health measures and insights into the political landscape, drawing over 80 attendees. Speakers included Anne-Maree Englund (Medicines Australia, Head of Strategic Policy Implementation), Professor Andrew Wilson (Chair, HTA Implementation Advisory Group), and CT Group's Jack Piggott, who provided an overview of the political polling they conduct. Later that day, over 60 Patient Groups attended a parallel briefing at the National Press Club, followed by a networking event with industry representatives that was attended by more than 100 stakeholders, strengthening cross-sector connections and shared purpose.



Groups

Working groups are essential to achieving our goals as a membership. They are a critical way for members to contribute and work together with Medicines Australia staff and stakeholders. Medicines Australia values this structure as the work insights and expertise of members are critical to our shared success.

Access to Medicines Working Group (AMWG)

is formed by the Department of Health and Medicines Australia to help them work together more effectively and to consider issues regarding timely and appropriate access to new medicines for the PBS.

Joint Oversight Committee (JOC) has oversight of the AMWG.

Strategic Agreement Steering Committee (SASC)

works to assist Medicines Australia to deliver the ongoing Strategic Agreement commitments in accordance with the Board's strategic priorities, including the HTA Review.

Health Economics Working Group (HEWG)

provides advice and support in areas of health economic and market access trends, issues and initiatives which may impact the pharmaceutical industry and timely access to innovative prescription medicines and vaccines for all Australian patients.

Consumer Advocacy Working Group (CAWG)

is focused on ensuring patient voices are involved, valued, and embedded in healthcare decision-making. The CAWG aims for the patient community and the pharmaceutical industry to have a respectful working relationship.

Government Working Group (GWG)

provides advice and support relating to government relations, issues and initiatives which may impact the pharmaceutical industry and timely access to innovative prescription medicines and vaccines for all Australian patients.

Regulatory Affairs Working Group (RAWG)

provides advice and support in areas of sustainable regulatory trends, issues and initiatives which may impact on the pharmaceutical industry and timely access to innovative prescription medicines and vaccines for all Australian patients.

Medicines Australia Vaccine Industry Industry Group (MAVIG)

provides advice and support related to the registration and funding of vaccines and aims to enhance processes and policies supporting a strong evidence-based vaccines sector.

Rare Diseases Working Group (RDWG)

has a vision to create a sustainable, world-leading healthcare system that makes a meaningful difference to the lives of Australians living with a rare disease. This includes amplifying the importance of early screening and diagnosis; and fast, equitable access to innovative medicines.

Chief Financial Officer (CFO) Network

is an open group for member company representatives. Two meetings were convened during the year to consider topical issues including: generative AI for finance, international tax updates, corporate tax changes to thin capitalisation rules, OECD's Pillar Two Global and Domestic Minimum Taxes, royalties, taxation of intangible assets for large multinationals and critical infrastructure reporting. The network also assisted with a submission to the Department of Defence during the year.

Communications Network

is an open group for member company representatives that meets monthly to discuss topical media and reputation issues, Medicines Australia events, campaigns and other initiatives that require communications support or engagement. The network has assisted with amplifying the Stronger PBS campaign and sharing background information to support media responses.

Legal Counsels Network

is an open group for member company representatives. This group was established this year, and two meetings were convened during the year. The Group considers topical issues including legal updates, proposed and impending legal and regulatory changes, policy updates, other relevant legislative changes, topical professional development.

Code Compliance Network (CCN)

is a network of people who share a similar knowledge of the Code, and work in roles that are influenced heavily by the Code. The Network comprises nominated personnel from Medicines Australia companies, numbering 70 people. Four meetings were convened during the year, during which the regular 'ethical crunch' session provided a membership perspective to some of the trickier and more complex issues arising from the Code. In addition, the Network gave active input into the Code review and the development of key Code Guidance.

Groups

Action groups

The Strategic Agreement sets the scene for bold reform and new initiatives that will help support faster access to the latest innovative medicines, vaccines and therapies.

To support the implementation of the Strategic Agreement, agile Action Groups are convened as needed for areas requiring immediate focus. During 2023-24 there were three Action Groups: Code Review Pop-ups; HTA; and cell and gene and rare input to the HTA Review.

Medicines Australia is grateful for the interest and enthusiasm that the members have shown for the Action Groups, and the significant amount of work which they complete in a short amount of time.

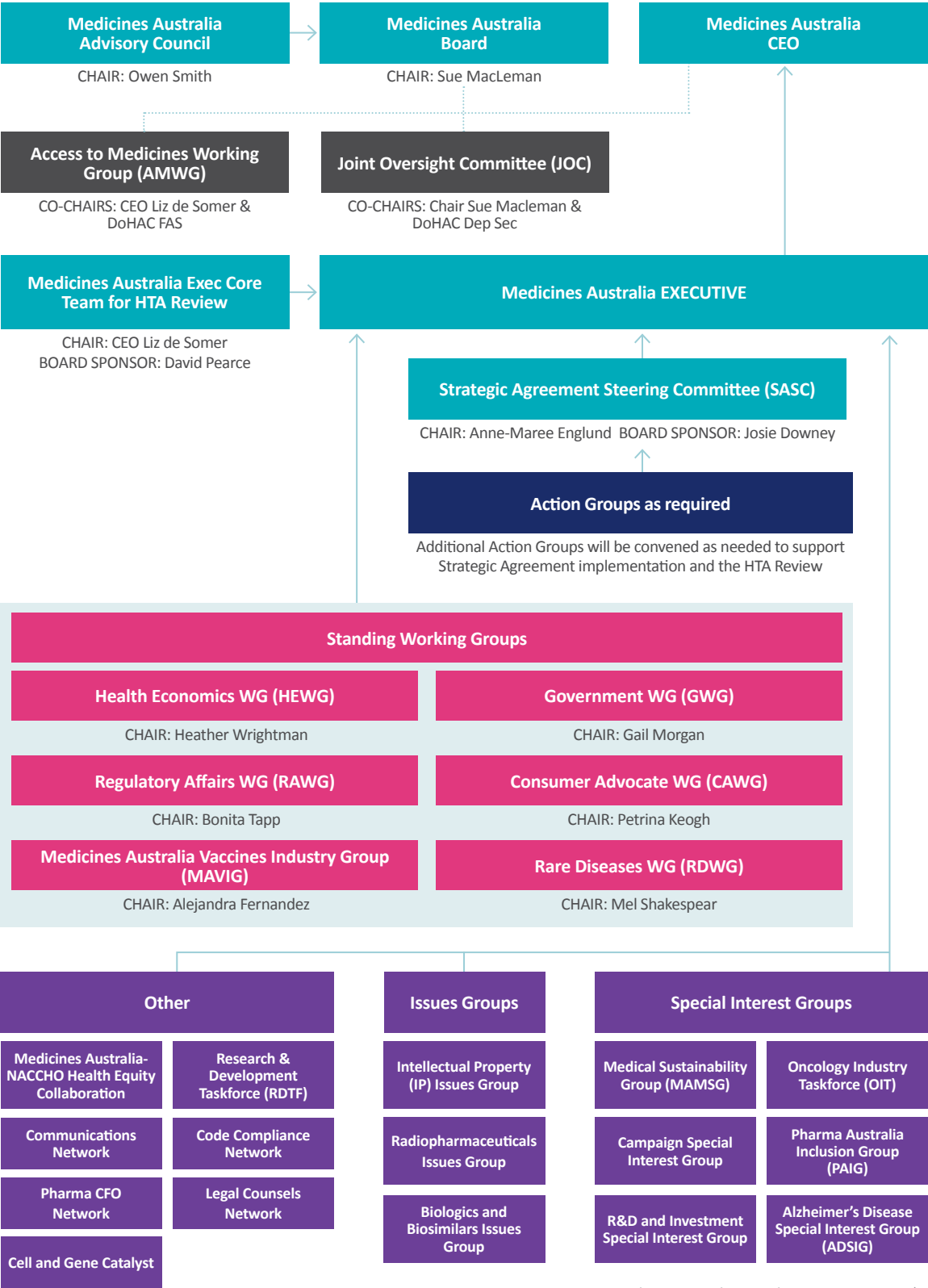
Special interest groups are groups of self-nominating members that have come together to progress a common interest in alignment with Medicines Australia's strategic priorities. The Current Groups are operating effectively and are working hard together to their workplans. The Current Special Interest Groups are:

- **Oncology Industry Taskforce (OIT)** has set clear objectives: to be the industry's voice on oncology treatment access, ensure a sustainable industry, build a reputation for collaboration and proactivity, accelerate equitable access to innovative medicines through policy change, and lead globally in providing the right medicine to the right patient at the right time.
- **Pharma Australia Inclusion Group (PAIG)** is building a more inclusive industry where all people are equally valued, rewarded and thrive. Inclusion is the foundation of equity and impacts all aspects of an organisation. Inclusive workplaces are key to strengthening talent attraction and retention and creating conditions that bring out the best in all people. PAIG is committed to establishing the pharmaceutical industry as a known leader in inclusion.
- **R&D Special Interest Group (R&DSIG)** is evaluating the case for new government incentives to attract pharmaceutical industry R&D in Australia (including clinical trials) and recommend incentives that would deliver increased global investment in Australia.
- **Alzheimer's Disease Special Interest Group (ADSIG)** is working to understand the healthcare infrastructure and workforce capacity roadblocks to patients being diagnosed with Alzheimer's disease and accessing treatment and identify areas of priority where industry can play a role. The Group also seek to encourage government focus on the needs of people with Alzheimer's and the anticipation of potential medicines in this area (formation and delivery of National Dementia Strategy)

- **Medicines Australia Medical Sustainability Group (MAMSG)** is committed to driving industry change and ensuring the medicines industry is a leader in sustainability across all aspects of its operations. The Group aims to investigate and collaborate across five areas: Emissions reduction, Waste reduction, Sustainability of supply chains, Supporting the Australian Government in achieving its targets under the Paris Agreement, Partnering with the Australian Government Department of Health and Aged Care.
- **Research and Development Task Force (RDTF)** is a multi-sector collaboration between Medicines Australia, AusBiotech and the Medical Technology Association of Australia (MTAA). The membership consists of research and development experts, particularly in clinical trials, and offers a unique industry perspective to stakeholders across Federal and State Governments as well as the broader health and research and development sector.
- **Cell and Gene Catalyst (The Catalyst)** is a national joint venture established and co-led by AusBiotech and Medicines Australia. The Catalyst aims to accelerate Australia's cell and gene industry ensuring everyone in Australia has access to advanced therapeutics and to position Australia as a global leader in this field to drive economic growth in the sector.
- **Campaign Special Interest Group** is a group of members who have committed funds and expertise to amplify and extend the reach of the #strongerPBS campaign.
- **Medicines Australia-NACCHO Health Equity Collaboration** is a collaborative initiative between Medicines Australia members and The National Aboriginal Community Controlled Health Organisation aimed at advancing Aboriginal and Torres Strait Islander health outcomes through a collective commitment to the principles of self-determination and the National Agreement on Closing the Gap.



Groups



Board of Directors



Sue MacLeman
Chair
BPharm LLM MMktg
FTSE FAICD



Adam Roach
Member Representative
Senior Vice President,
Head of Japan & Asia
Pacific, BeOne Medicines



Anne Harris
Deputy Chair
Member Representative
Managing Director,
Pfizer Australia and New
Zealand
Cluster Lead, Pfizer
Developed Asia



David Pearce
Member Representative
General Manager
Oceania, Takeda
Pharmaceuticals Australia
Pty Ltd



Gabi Mittas
Member Representative
General Manager, ANZ
Amgen Australia Pty Ltd



Professor John Skerritt AM
Selected Director



Josie Downey
Member Representative
Managing Director, Merck
Healthcare Pty Ltd



Kathryn Evans
Member Representative
General Manager
Australia, argenx



Nathalie McNeil
Member Representative
VP and Managing
Director, ANZ, Abbvie
Pty Ltd



Nirelle Tolstoshev
Member Representative
General Manager: Astellas
Pharma Australia Pty Ltd



Owen Smith
Member Representative
General Manager,
Australia & New Zealand,
Bristol Myers Squibb



Tori Brown
Member Representative
President NAPAC, General
Manager ANZ, Eli Lilly
Australia Pty Ltd

Director Resignations: 2024 - 2025 FY

- Urs Voegeli - 31 Jul 2024
- Prashant Nikam - 31 Aug 2024
- Lizzie Marrett 30 Oct 2024
- Patrick Desbiens - 30 Oct 2024
- Dirk Otto - 30 Oct 2024
- Dr Anna Lavelle - 7 Mar 2025

Director Appointments: 2024 - 2025 FY

- Owen Smith, David Pearce, Nirelle Tolstoshev,
Tori Brown, Kathryn Evans - 30 Oct 2024
- Sue MacLeman - 21 Mar 2025

Advisory Council

The Advisory Council’s role is to provide advice to the Board on trends and issues impacting the pharmaceutical industry in the medium to long term to support the Board’s role in shaping strategy. Members who served during the year included: Patrick Desbiens (Chair), Owen Smith (Chair), Tamara Dawson, Glenys Beauchamp, Greg Allen, Renae Beardmore, Leigh Farrell, Richard Vines, Kathryn Evans, Sergio Duchini, and Anne-Marie Perrett.

Governance

Membership

Medicines Australia extends its sincere thanks to all members for their continued commitment to strengthening the voice and impact of Australia’s innovative medicines sector, both nationally and globally. More than 20 Working Groups, Committees, Networks, and Special Interest Groups played a pivotal role in advancing member priorities. These groups, comprised of more than 230 passionate representatives of our members, individually collaborated with Medicines Australia staff and key stakeholders to drive progress across a range of complex policy, regulatory, and strategic issues. Their contribution has been instrumental in shaping outcomes that benefit patients, industry, and the broader healthcare system.



Pictured: Melanoma Institute Australia, Corporate Engagement and Partnerships Manager, Dianne Mason and Bristol Myers Squibb (BMS) General Manager ANZ, Owen Smith, at the BMS Patient and Parliament Summit 2024.

Photo Credit: Bristol Myers Squibb



Membership

Medicine Australia members

Class 1



Class 2



Class 3



Class 4



New members

In 2024-25 Medicines Australia welcomed three new members – Chiesi (Class 1), Argenx (Class 3) and RXPX (Class 4)

Industry Snapshot

Highlights of the pharmaceutical industry's impact and contribution



**90,000
Australians**

participated in clinical trials (2022)

**\$270 billion
invested globally**

each year by Medicines Australia members



\$3.5 billion added

to Australia's GDP (2023–2024)

**466 days
average wait**

for PBS listing vs 60 days global best practice



vs



**\$118 million
Federal Government
commitment**

to the National One Stop Shop for clinical trials

Impact

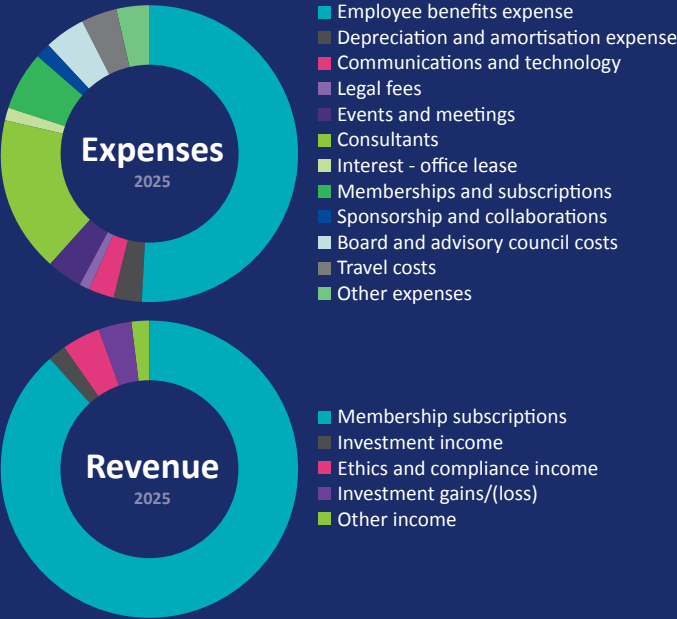
Financial Snapshot

47

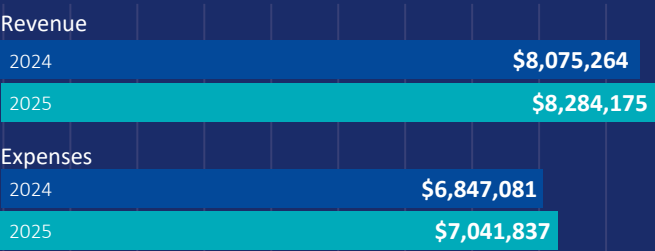
Number of Members
(2024: 44)

\$1.2m

Profit
(2024: \$1.2M)



Expenses and Revenue Comparison



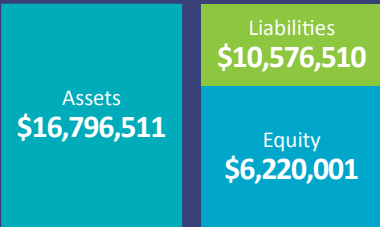
Key Financial Ratios

2024 – 2025

	2024	2025	Trend
Current Ratio	1.85	1.67	▼
Personnel Expense Ratio	0.50	0.51	▲
Leverage Ratio	2.50	2.70	▲
Cash Reserves Ratio	0.93	1.03	▼

Financial position and cash

On 30 June 2025



Average time to get paid
134 days
▼ 47 days from FY24
Value of unpaid invoices \$1,643,611

Average time to pay suppliers
53 days
▲ 6 days from FY24
Value of unpaid invoices \$998,757

Communications - Connecting the Sector

Strategic, timely and influential communication has been vital to Medicines Australia’s work throughout 2024-25, ensuring the collective voice of the pharmaceutical sector is heard, understood and respected. From campaign development and stakeholder engagement to media relations, publications, and digital content, the Communications team has continued to deliver measurable impact aligned with organisational priorities and policy objectives.

This year, a core focus of communication activity was supporting advocacy for timely and equitable access to innovative medicines through health technology assessment (HTA) reform. In line with the 2022–27 Strategic Agreement, Medicines Australia played a leading role in preparing the sector and broader community for the long-awaited release of the HTA Review in September 2024, which set out 50 recommendations to improve the current system.

Medicines Australia amplified this policy work through a strategic, multi-channel communications approach. The Communications team issued **26 media releases** to national and trade media on key policy topics, including the **HTA Review, Pharmaceutical Benefits Scheme (PBS) reform, PBAC consultations, and the Code of Conduct**. These efforts resulted in more than **600 media mentions**, significantly increasing visibility and reinforcing Medicines Australia as a trusted voice in **public health policy discourse**.

The organisation’s Member Communications Network was central to campaign consistency. Monthly meetings provided updates on HTA progress, media and stakeholder engagement, and relevant content and assets for coordinated distribution. **Regular webinars** also informed members of developments, with recordings available on the secure Member Portal for broader access.

Weekly Wrap, the organisation’s flagship internal **newsletter**, sustained strong member engagement with an **average open rate of 42.2%** - well above the industry benchmark. **Fact sheets** distilling key HTA Review recommendations were developed and distributed via the website, Member Portal, and **LinkedIn**, to aid understanding across diverse audiences. LinkedIn also proved a powerful tool for thought leadership, with Medicines Australia’s audience increasing by **2,119 followers, reaching nearly 16,000 people** across the healthcare ecosystem. Posts using the **#HTAReform hashtag shaped public debate** and strengthened brand presence.

This year, communications has continued to function not only as an enabler of transparency and engagement, but as a strategic lever - mobilising the sector, informing the public, and influencing decision-makers in pursuit of faster, fairer access to medicines for all Australians.



26
media releases
to national and trade
media on key topics



42%
open rate
on internal newsletter



600
media mentions
significantly increasing
our visibility



16,000
followers
– increase of 2,119

Spotlight: Medical Sustainability in Australia

Medicines Australia Medical Sustainability Group (MAMSG)

Environmental sustainability is now a fundamental pillar for industries worldwide, and the medicines sector is no exception. Climate change presents dual challenges for human and environmental health, driving the need for sustainable supply chains, emissions management, and waste reduction. In Australia, this urgency is heightened: the health sector contributes roughly 7% of national emissions, while extreme weather events increasingly threaten health system resilience.

In July 2024, Medicines Australia CEO Liz de Somer was appointed to the newly formed Climate and Health Expert Advisory Group (CHEAG) by Professor Paul Kelly, Chief Medical Officer (CMO) and Deputy Chair of the group. CHEAG advises the Australian Government on climate and health policy, including the National Health and Climate Strategy, with secretariat support from the National Health, Sustainability and Climate Unit (NHSCU) within the interim Australian Centre for Disease Control. This strategy now guides national action on sustainability and climate resilience, with strong Ministerial leadership advancing implementation.

Assistant Minister for Health and Aged Care, The Hon Ged Kearney MP, has championed reforms promoting circularity, emissions reduction, and responsible supply chains, balancing patient safety and product efficacy with environmental priorities.

MAMSG, established as the nation's first industry-wide Special Interest Group for environmental sustainability in medicines, focuses on five strategic areas:

- Emissions reduction
- Waste reduction
- Sustainable supply chains
- Supporting Australia's Paris Agreement targets
- Partnering with the Department of Health and Aged Care

In 2024–25, MAMSG engaged with the NHSCU on Australia's role in the International Collaboration to Decarbonise Healthcare Supply Chains, leveraging procurement to reduce embedded emissions in medicines, devices, and consumables. The Group also collaborated on healthcare waste reduction to lower emissions.

MAMSG led a sector-wide submission to the Department of Climate Change, Energy, the Environment and Water's Packaging Legislation Reform consultation, guided by the MAMSG Ten Principles of Packaging Reform, ratified in 2023 with Minister Kearney's support. These principles reflect practical industry needs and are shaping national reform processes.

“Balancing patient safety and product efficacy with a commitment to circularity and environmental sustainability is not easy – but we are doing it. The Ten Principles, RE100 initiative, and work on decarbonising active pharmaceutical ingredient supply chains are all crucial, complementing the National Health and Climate Strategy.”

The Hon Ged Kearney MP

Through strategic government partnerships and coordinated industry engagement, MAMSG is translating national sustainability goals into measurable sector outcomes, positioning Australia as a global leader in medicines sustainability and contributing to a healthier, climate-resilient future.

Supporting the Community

The medicines industry plays a vital role in health outcomes, but our impact extends beyond science and clinical care. At Medicines Australia, we believe true health includes human connection, compassion, and social support. The initiatives below reflect our commitment to community spirit, generosity, and service.

Supporting the 2024 Communities at Work Christmas Appeal

Medicines Australia staff contributed to one of Canberra's largest seasonal donation drives for vulnerable families. Through the office Giving Tree, new toys and non-perishable food items were collected, delivering relief, joy, and a sense of care. This initiative demonstrates our enduring commitment to social wellbeing, recognising that small acts of kindness have lasting impact.

Supporting Families When It Matters Most

Medicines Australia staff supported **Ronald McDonald House Charities** in 2025 through the **Meals from the Heart** program, preparing and serving dinner for families with seriously ill children. Providing a warm meal and human connection helps families focus on caring for their child, reflecting our commitment to patient wellbeing beyond the clinic.

Blood Bank Donation

Medicines Australia Staff donated blood via **Australian Red Cross Lifeblood**, supporting patients nationwide. Blood and plasma donations are critical to emergency surgeries, cancer care, and chronic disease management. Individual contributions like this demonstrate how small actions can have life-saving impact.

Corporate Social Responsibility: Shalom Gamarada Indigenous Residential Scholarship Program

Medicines Australia supports education, equity, and opportunity for Aboriginal and Torres Strait Islander students. The program provides safe, affordable housing for Indigenous medical students at UNSW.

One recipient, **Anne Dillon**, a 24-year-old Aboriginal and Latin American woman in her fifth year of a Bachelor of Medical Studies/Doctor of Medicine, has held a Medicines Australia-supported scholarship since 2021. With housing and wraparound support, Anne has excelled in clinical placements across paediatrics, child protection, and adult surgery, building critical experience for her future as a rural GP.

Anne's achievements highlight the power of targeted support to unlock potential, build capability, and strengthen Australia's future healthcare workforce. Outside her studies, Anne is a soccer defender, painter, and knitter, recently recognised in the **Randwick Women's Art Prize**, showcasing her creative contributions to the community.



Kosi Challenge 2025

The Kosi Challenge, led by Rare Cancers Australia, unites patients, families, communities, and industry to climb Mount Kosciuszko and raise funds for Australians living with rare cancers. In 2025, Medicines Australia sponsored the awards and our staff team, the **Medicines Australia Summit Stompers**, raised nearly \$6,000 to support research, advocacy, and care. Since its inception, the Challenge has raised over \$5 million, ensuring Australians facing rare cancers are not alone.

Medicines Australia Team



Elizabeth de Somer
Chief Executive Officer



Geraldine Rossiter
Senior Executive Assistant



Gail Morgan
Head of Strategy and Government Relations



Anne-Maree England
Head of Strategic Policy Implementation



Melanie Shakespear
Director Policy & External Engagement



Petrina Keogh
Senior Manager Stakeholder Relations



Heather Wrightman
Senior Manager Policy



Nicholas Ward
Senior Manager Chief Economist



Bonita Tapp
Manager Policy (Regulatory and Health)



Alejandra Fernandez
Policy Officer



Rachael Coghlan
Director Communications



Clare Mazitelli
Digital Media & Communications Officer



Sarah Morrison
Communications and Events Officer



Alison Bleathman
Head of Operations & Company Secretary



Sophie Seck
Senior Manager, Ethics & Compliance



David Newman
Senior Manager Information Technology Systems



Gary Butcher
Office Manager



Brent Weston
Finance Officer



Lucy O'Brien
Ethics & Compliance Officer

Medicines Australia Values

Excellence, passion, integrity, and collaboration are core values emphasised for the benefit of members in Medicines Australia.

Excellence

- We strive for excellence for our members
- We take pride in our work
- We are self-starters who are always looking for new ways to work

Passion

- We are driven and passionate about our work
- We care about the outcome for our members
- We are always learning and growing

Integrity

- We trust and respect each other
- We use evidence to make decisions to achieve for our members
- We are able to respectfully call out bad behaviour
- We bring our authentic self to the workplace

Collaboration

- We are ambitious together for our members
- We have respectful interactions at all times, whether we agree or disagree with others
- We are excellent active listeners
- We are open to new ideas
- We make an effort to share knowledge



Medicines
Australia