Consumer Healthcare Products Australia

ADVANCING SELF-CARE. DELIVERING IMPACT.

ANNUAL REPORT

2025–26

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Purpose, Mission and Strategic Priorities

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.

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



STRATEGIC PRIORITIES

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

Message from the Chair and CEO

A year of shaping regulation and making the case for prevention

This year, CHP Australia worked to keep the regulatory and policy landscape workable for members, while building recognition of the role self-care can play in Australia's health system.

Regulatory advocacy took up much of our year. The review of TGO 92, the standard for labels on non-prescription medicines, was the clearest test of our advocacy and negotiation skills. Our approach stayed consistent, and we are pleased with the outcome. You can read more about this on page 8. Regulation that protects consumers and is practical and proportionate for industry remains our top priority for members. Special thanks to our regulatory team for consistently delivery great outcomes for our industry.

Our advocacy is informed by our members. Their willingness to contribute through our committees, working groups and consultations remains one of CHP Australia's greatest strengths and ensures the positions we take forward are well informed, credible and representative.

We also continued to make the case for self-care as part of a more sustainable health system. Modelling of the proposed Preventive Care+ program points to potential health-system savings of $85m per cohort from a $59m investment, a net benefit of $26m.

Sustainability is becoming a bigger consideration for our sector. We assisted members navigate emerging packaging and environmental obligations, while exploring for practical solutions that recognise the unique requirements of consumer healthcare products industry.

AdCheck continued to grow, protecting consumers and industry through voluntary compliance assessments. AdCheck saw revenue increase by 16% above the previous year and 4,059 advertising assets reviewed.

> "Regulation that protects consumers and is practical and proportionate for industry remains our top priority for members."
>
> ***Judy Stenmark, CEO***

Message from the Chair and CEO cont.

"We would rather help shape change than simply react to it. So we take evidence and real industry experience into policy discussions, keep constructive relationships with government and regulators, and ensure people understand what the contribution of self-care to improved health outcomes."

- Phil Lynch

We are grateful to our members for their continued support, expertise and engagement, and to our Board, committees, partners, and the CHP Australia team for their contribution throughout the year. The strength of the organisation continues to come from the people and organisations willing to share their knowledge, contribute their time and work collectively toward better outcomes for our sector and for Australian consumers.

Next year, we will focus on supporting appropriate access to safe and effective consumer healthcare products, advocating for proportionate and effective regulation, strengthening the place of self-care and prevention in health policy, and helping our sector respond practically to sustainability challenges.

We are proud of the progress made during 2025–26 and look forward to building on it together.



Phil Lynch

Chair, CHP Australia

Judy Stenmark

Chief Executive Officer, CHP Australia

Our Year in Numbers

Representing our members, strengthening self-care and supporting a responsible consumer healthcare sector.



ADVOCACY & ENGAGEMENT

38
Regulatory submissions

75
Regulatory Alerts and FYIs

29
Parliamentarians attended Canberra Connect

106
Government and regulator meetings

ADCHECK AT A GLANCE

4,059
Advertising assets reviewed

2,531
Applications reviewed

592
Expedited reviews

38
New AdCheck users

MEMBER CONNECTION

12
Events and Webinars held

10
Industry Pulse newsletters

18
Committee and working group meetings

Supporting practical and proportionate regulation

In 2025–26, CHP Australia worked with the TGA and other regulators on a range of industry issues, including: sunscreens, labelling, regulatory processes and guidance, and therapeutic goods advertising. Members' practical industry experience informed our positions.



SUNSCREENS

CHP Australia engaged with the TGA on sunscreen ingredient scheduling, SPF testing and new SPF test methods, and possible broader reform of Australia's sunscreen regulatory framework.

IN FOCUS
Pragmatic adoption of new SPF test methods, and advocacy on behalf of members in relation to ingredient scheduling and regulatory reform.

LABELLING & AUSTRALIA–NEW ZEALAND ALIGNMENT

CHP Australia established a working group to consider future reforms to labelling requirements and continued discussions on opportunities for greater regulatory alignment between Australia and New Zealand.

WHAT'S NEXT
TGO 92 is being replaced by TGO 116, with a transition period to 1 October 2031 (see next page).

REGULATORY PROCESSES & GUIDANCE

CHP Australia discussed a great deal of regulatory process and guidance issues with the TGA, including reporting on application processing-times, and set up a working group to review the Australian Regulatory Guidelines for OTC Medicines (ARGOM).

IN PROGRESS
A working group is reviewing ARGOM as part of broader OTC guidance work.

THERAPEUTIC GOODS ADVERTISING

CHP Australia participated in both public and targeted consultations, raising matters including testimonials and endorsements, sampling, generic information, citations in advertising, as well as complaints processes.

FOR MEMBERS
Providing clarity and certainty to members regarding the TGA's advertising requirements.

ALSO ON THE REGULATORY AGENDA

- SCHEDULING
- INGREDIENT-SPECIFIC ISSUES
- LISTED MEDICINES GUIDANCE
- MANUFACTURING (GMP)
- RECALLS
- MEDICAL DEVICES
- MEDICINES SUPPLY
- TGA DIGITAL TRANSFORMATION

Replacing TGO 92: the labelling review

Major labelling update > Critical advocacy > Outcomes for members.

WHAT HAPPENED

Therapeutic Goods Order 92 (TGO 92 -the standard for labels of non-prescription medicines) was due to sunset on 1 October 2026. In the lead up to the sunsetting, CHP Australia held a number of meetings with members and TGA to discuss the issues with the current order. The aim was to develop a pragmatic approach to the sunsetting and future labelling reforms.

As the sunsetting date approached, a public consultation paper was issued by TGA detailing extensive reforms to labelling and packaging, many of which were impractical, or would have a substantial impact on industry's ability to ensure timely consumer access to products. CHP Australia submitted a comprehensive response reflecting the views of members.

WHERE IT LANDED

The TGA received more than 100 responses.

In August 2026 the TGA published its outcomes, confirming that it would not adopt some of the more contentious proposals, including limits to embossing/debossing of labels and packaging, lowering the threshold for declaration of gluten, and an overly broad definition of pollen. They did confirm a four-year transition period, however, at this stage, a full draft of the new order was not made available.

Given the absence of the draft order, lack of clarity about the published outcomes, and continuing uncertainty about the precise requirements, including for listed medicines, CHP Australia successfully advocated for a five-year transition period. This allows an extra 12 months to evaluate, interpret and advocate for any corrections to the new order.

After close collaboration with the TGA, we were pleased with the final outcome for members.

KEY DATES

16 Dec 2025 Consultation opens	**20 Jan 2026** Version 1.2 released	**17 Mar 2026** Final response date	**Aug 2026** TGA outcomes	**Late Sep 2026** TGO 116 published	**1 Oct 2026** TGO 92 sunset	**1 Oct 2031** Transition ends

CHP AUSTRALIA'S POSITION

Ensuring compliance with the new Order requires a full draft, a clear explanation of what has changed, and enough time to assess the impact of changes. For members, the five-year transition means that sponsors have sufficient time to plan and implement updated labelling in a way that minimises impact to their business.

Putting self-care and prevention on the policy agenda

$261m **Potential net savings across health-system**

Net saving if Preventive Care+ ran across ten annual cohorts (Mandala analysis).

PREVENTION

$26m net saving per cohort

$85m in projected savings against a **$59m** program cost.

PARLIAMENT

Capital Connect 2025

Direct engagement with **parliamentarians** and health-sector stakeholders on **self-care, medicines safety, Quality Use of Medicines** and consumer healthcare.

POLICY

Evidence-led advocacy

CHP Australia and the Australian Self-Care Alliance took **practical proposals for prevention and self-care** into **national policy discussions**, including through the **2026–27 pre-Budget process**.



ALSO ON THE POLICY AGENDA

- HEALTH LITERACY
- MEDICINES SAFETY
- QUALITY USE OF MEDICINES
- DIGITAL HEALTH
- PREVENTION
- HEALTH ECONOMICS

A practical sustainability resource for members

In 2025–26, CHP Australia produced a resource to help members understand their sustainability obligations and advocated for reforms that recognise the safety and quality for therapeutic goods.

Sustainability Obligations for Consumer Healthcare Products

Edition 1 (June 2026), developed through CHP Australia's Sustainability Subcommittee to support member planning, risk management and compliance.

THREE AREAS MEMBERS NEED TO WATCH

01 | PLASTICS & PACKAGING

Packaging reform, product stewardship and extended producer responsibility.

02 | CLIMATE & EMISSIONS

Expanding reporting, disclosure, governance and climate-related risk.

03 | PHARMACEUTICALS & ENVIRONMENT

Waste, disposal obligations and responsible product stewardship.

PACKAGING: A KEY AREA OF ADVOCACY

Sustainability reform needs to deliver better environmental outcomes without compromising product safety, quality, efficacy or access. CHP Australia supported national sustainability and extended producer responsibility principles while advocating for practical transition pathways, greater international alignment and approaches to recycled materials that recognise the specific requirements for therapeutic goods.



EXTENDED PRODUCER RESPONSIBILITY

PACKAGING REFORM

PRODUCT STEWARDSHIP

CIRCULAR ECONOMY

CLIMATE DISCLOSURE

PHARMACEUTICAL WASTE

Research, policy and recycling with partners

In 2025–26, CHP Australia worked with six partners on research, policy advocacy, medicines safety and packaging recycling.

UNIVERSITY OF NEWCASTLE

Supported research into digital self-care and community pharmacy, culminating in a comprehensive research report, and 4 publications in academic journals.

AUSTRALIAN SELF-CARE ALLIANCE

Joined CHP Australia in taking proposals for prevention and self-care into the 2026–27 pre-Budget process.

PHARMACEUTICAL SOCIETY OF AUSTRALIA

Partnering in Canberra to promote quality use of medicines and the role of pharmacists in self-care.

GLOBAL SELF-CARE FEDERATION

Connecting Australian priorities with the global self-care agenda.

PAINAUSTRALIA

Developing a consumer-informed medicines safety resource, building on work around medicines safety in the home.

PHARMACYCLE

Continuing work on practical solutions for blister-pack recycling and pharmaceutical packaging.



6 active partners and collaborators working with CHP Australia across research, pharmacy, health policy and sustainability.

AdCheck

A year of continued growth

AdCheck continued to grow in 2025–26, with strong demand for its advertising compliance services and particularly strong uptake of the Expedited Service. Revenue was 16% higher than the previous year and 11% above budget.

4,059
Advertising assets reviewed

2,531
Applications reviewed

592
Expedited applications

38
New users

137
Users during the year

$345
Average revenue per asset reviewed

+16%
revenue vs previous year

+11%
revenue above budget

BUILDING FOR THE FUTURE

A June 2026 growth workshop considered opportunities to strengthen and future-proof AdCheck, including new customer segments, service expansion and process improvements.

Bringing our community together

This year CHP Australia held two member roundtable lunches, the Self-Care Excellence Awards and the FutureScope prevention event, and ran eight member webinars.



INTERNATIONAL SELF-CARE DAY ROUNDTABLE LUNCH

JULY 2025

Members came together with senior health leaders to mark International Self-Care Day and discuss the future of self-care.

SELF-CARE EXCELLENCE AWARDS

NOVEMBER 2025

Awards recognising achievement in marketing, innovation, health literacy, sustainability and pharmacy.

EXECUTIVE ROUNDTABLE LUNCH

APRIL 2026

An intimate member event featuring expert perspectives on health literacy and therapeutic goods regulation.

FUTURESCOPE: THE PREVENTION PAY-OFF

JULY 2026

FutureScope brought together leaders from across healthcare to explore prevention and self-care through policy, economic, lived-experience and service perspectives. The event also provided a platform for new Preventive Care+ economic modelling and a broader conversation about investing earlier in Australians' health.

MEMBER WEBINARS

- AI and SEO
- Edelman Trust Barometer Special Report – Trust & Health Australia
- Foundations for Successful AI Transformation
- Launching Your First AI Pilot
- Optimise for AI: Shape the 3rd Party Content That Counts
- Sustaining Remote Performance & Engagement
- Designing Your AI Roadmap
- World Environment Day

Membership built around members



CHP Australia's 18 Full Members and 22 Associate Members shaped our advocacy through committees and working groups, and received regulatory guidance, briefings and practical resources in return.

A VOICE AND DIRECT ENGAGEMENT

Member expertise and experience helped shape CHP Australia's regulatory and policy advocacy across access and supply, labelling and packaging, sunscreens, medicines shortages, advertising, complimentary medicines, and self-care medical devices. Members took part in 18 committee and working group meetings this year, and annual member meetings gave companies time to raise their priorities and challenges.

EXPERTISE AND MEMBER-ONLY INSIGHTS

CHP Australia provided members with regulatory guidance, support and practical resources to help navigate a changing operating environment. Targeted briefings gave members access to specialist expertise and timely updates on emerging regulatory, policy and industry developments.

SUBCOMMITTEES, WORKING GROUPS AND TEAMS

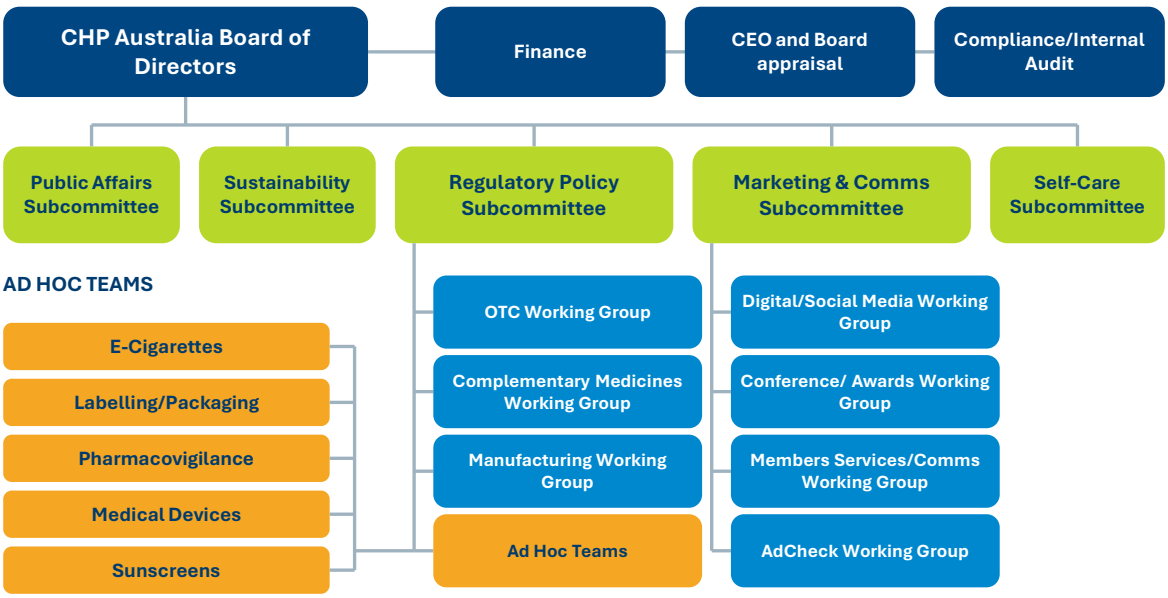
CHP Australia committees give members the opportunity to be directly involved in CHP Australia's work program and help deliver our strategic plan. Members of these committees plan activities and guide how we shape the regulatory environment, advocate on key issues and provide member services and engagement.

This gives members the opportunity to:

- Contribute to CHP Australia's position on key issues
- Help shape industry work
- Keep up to date with current issues
- Raise issues directly with the TGA

We greatly value the involvement of our subcommittee, working group and team 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 Board

Board composition

The Board's composition, nomination, elections and executive roles are all governed by the CHP Australia Constitution. The Board consists of up to ten Directors.



Phil Lynch
Independent
Chair



Andrew Jenkin
iNova Pharmaceuticals
Vice-Chair



Rob Barnes
Independent
Treasurer



Alan Oppenheim
Ego Pharmaceuticals



Alison Holland
Aspen Pharmacare



Anish Patel
Haleon



Aniss Chami
Vitex Pharmaceuticals



Ayumi Uyeda
Bayer

ELECTED DIRECTORS

Up to six Directors elected from Official Delegates of CHP Australia Full Members. Each Elected Director must be the Official Delegate of an Full Member.

SKILLS-BASED DIRECTORS

Up to four Directors appointed by the Board. Skills-based Directors can be drawn from a much wider set of candidates, including Honorary Life Members, Associate Members and non-members.

ANNUAL RETIREMENT AND ELECTIONS

Elected Directors each hold office for two years, and every year three of the Elected Directors retire from the Board. Before each annual retirement, CHP Australia calls for expressions of interest and holds elections for the three positions to be vacated. This creates opportunities for new Directors while maintaining continuity of expertise.

Building on our momentum

The year ahead presents significant opportunities for CHP Australia and our members. We will continue to strengthen the role of self-care in national health policy, support members through a changing regulatory environment and build practical services that respond to emerging industry needs.



ADVANCING SELF-CARE

Continuing to build the case for self-care, prevention and health literacy as part of a more sustainable Australian health system.

STRENGTHENING MEMBER VALUE

Growing AdCheck and continuing to evolve CHP Australia's services, resources and support around member needs.

LEADING ON EMERGING ISSUES

Helping members navigate new challenges and opportunities across sustainability, regulation and health AI.

LOOKING TO 2027

Preparing for the **World Congress on Self-Care in Sydney in October 2027,** creating a global platform to showcase Australian leadership and bring the broader self-care community together.

LOOKING FORWARD TO SEEING YOU THERE!

World Congress on Self-Care

Conference Organisers: Nectar Creative Communications
P: 1300 878 815 E: selfcarecongress2027@nectarcc.com.au
www.selfcarecongress2027.com

As the consumer healthcare landscape evolves, CHP Australia will continue to lead with evidence, collaboration and a clear focus on better health through responsible self-care.

CHP Australia Members

FULL MEMBERS 18

abbvie
arrotex arrow APOTEX
aspen AUSTRALIA
BAXTER LABORATORIES
BAYER
CHURCH & DWIGHT AUSTRALIA
COMBE
ego the science of healthy skin
ENSIGN LABORATORIES Custom and Contract Manufacturing Chemists since 1955
H.W Woods Pty Ltd
HALEON
inova pharmaceuticals
Kenvue
Nestlé
Ross Laboratories
symbion
Tismor. HEALTH & WELLNESS
vitex pharmaceuticals

ASSOCIATE MEMBERS 22

AEA Archer Emery & Associates
AVICENNA CONSULTING
brand medicine international compound your potency
bread
cencora PharmaLex
Circana.
CUBE
Engel, Hellyer & Partners Pty Ltd
eurofins | Dermatest
gadens
HEALTH INGREDIENTS CO.
Ian Adams and Associates
IQVIA Australia Pty Ltd
NEXUS PUBLIC AFFAIRS
pharma to market
Pharmacy Club
Purvis Regulatory Consulting
Scientific & Regulatory Solutions Food, Beverage & Pharmaceutical Consultants
Stratosphere
tvsn
DIGITAL vine
ENA TECHNOLOGIES "Your Partner in Scientific Services"

Consumer Healthcare Products Australia

Advancing self-care. Delivering impact.

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