

## Sue Akeroyd Awarded the “Didge”—ASMI Award for Excellence 2004

Commissioned by the Committee of Management and advised by the Secretariat, the ASMI Award for Excellence is given in recognition of service to the self-medication industry.

The award may be made to a team or an individual. In this year's case ASMI has selected a very special individual. We looked for efforts on behalf of ASMI that led to the delivery of outcomes for the whole-of-industry, and we applied the agreed criteria for the award:

- Membership in ASMI
- Special service to ASMI and/or the whole of industry
- Service exceeding satisfactory participation on a subcommittee under normal circumstances
- Agreement of the ASMI Secretariat and the Committee of Management (and committee chair where appropriate).
- Both productive long service and promising work by those new to the ASMI committee structure may be recognised.

Our trophy is itself a thing of excellence and a reminder of our commitment to a unified voice. The plaque on this beautiful didgeridoo reads “ASMI Award for Excellence in recognition of service to the Australian Self-Medication Industry.”

The 2004 recipient, Sue Akeroyd of Sue Akeroyd & Associates, is certainly to be commended for long service and impact.

We received from TGA this characterisation of Sue:

The recipient has had a long association with the TGA. As a member of the TGA / Industry team, she has actively and enthusiastically participated in the development of guidelines relating to the regulation of complementary medicines.

She has been a Member of TMEC (the forerunner to CMEC) and the Therapeutic Goods Committee (TGC). She was present when Senator Tambling announced the complementary medicines reform package in 1999,

which saw the launch of the Office of Complementary Medicines and has worked closely with many members of the OCM since then.

Sue has been solely responsible for the need to create a ‘Ministry of Curly Questions’ within the TGA, to research and provide answers to her seemingly never-ending supply of complex queries and ‘what if’s’.

Above all though, she has been constructive in her comments and the Director and staff of the OCM and the TGA as a whole, would like to acknowledge her substantial contribution to the Australian complementary and OTC medicines industries.



*Sue with MC David Murphy and Juliet Seifert*

In addition to the respect she has earned from TGA, Sue has had a long term involvement in the activities of the cosmetics, foods and medicines industries—and this involvement often predates the government agencies and personages now responsible for regulating these industries. Her memory is a reliable source of how things came to be and who was responsible. Luckily for industry and government, her sagacity is a renewable resource.

Her reputation is perhaps best known within the complementary medicines sector where she has been a

contributing protagonist for significant improvements in the Australian regulatory environment for complementary medicines.

She was a key contributor in the development process of the Listable system of market entry for complementary medicines, first proposed by the TGA in October 1993, with subsequent involvement in TGA-industry liaison to shift of this system into a form of electronic submission, which has served as a foundation to the TGA moving towards greater use of electronic resources as an efficient form of regulatory practice.

Since 2001 she has been intimately involved in ASMI contributions to the new and comprehensive Australian Regulatory Guidelines for Complementary Medicines, which has reached a point of completion with its official launch by the TGA now imminent.

Sue Akeroyd has been a consistent contributor to the activities of ASMI for over a decade, consistently serving on the ASMI Regulatory & Technical Subcommittee and as past chair of the ASMI Complementary Team, providing guidance not only on the immediate regulatory issues facing industry, but often identifying the unforeseen, an early warning system for regulatory implications affecting industry tomorrow. Her contributions have helped ensure ASMI responses to issues are not a reactive fix to an immediate problem, but a strategic solution that copes with a rapidly changing regulatory environment.

She has been a driver for excellence in ASMI systems and communications—this newsletter included.

At the presentation, Executive Director, Juliet Seifert noted that 15 years ago when she was being first briefed on her new position, Sue was noted by the outgoing executive John Pentecost as one of six people in industry one must know. “The Alkaloid,” Pentecost called her affectionately. And while the nickname has fallen into disuse, the affection remains. Congratulations, Sue!