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MEDIA RELEASE

New ASMI award to recognise excellence in health public relations

Public relations firms will have the opportunity to showcase their work in the health sector as part of a new category of awards to be announced during the Australian Self Medication Industry (ASMI) national conference in Sydney in November.

The ASMI Marketing & Sales Awards, to be announced at the conference, will include the new category, *'Best PR Initiative'*. The award will honour PR firms who have excelled in undertaking campaigns in support of products in the over-the-counter sector, including complementary medicines, consistent with the Quality Use of Medicines (QUM).

The ASMI Conference, with the theme, *"Self Care: How Much Is Your Responsibility?"* will be held on Thursday 12 November at Australian Technology Park, Redfern.

The Marketing & Sales Awards will be announced at a gala dinner following the conference. Simon Corah, ex CEO of M&C Saatchi and now CEO of growth consultancy Growth Mantra, will be MC for the Award dinner.

"This category is expected to attract a diverse array of entries from the public relations industry. I am very excited to be playing a part on the judging panel, helping to identify the best examples Australia has to offer," Mr Corah said.

ASMI Marketing and Development Director, Graham Birch said the new category is aimed at recognising excellence by public relations firms in helping consumers to better manage their health.

"PR agencies are using innovative approaches to help consumers understand the responsible and safe use of medicines and treatments, and we think it is time that they received proper recognition," Mr Birch said.

Other categories of awards to be announced include:

- Best launch of a consumer healthcare product
- Best advertising/promotional campaign, including re-launch, of an existing consumer healthcare product
- Best self care program
- Best sales force initiative - grocery and/or pharmacy

Entries for all categories of awards will close 12 September 2009. Details regarding awards criteria, guidelines and judging are available at the conference website:

www.asmi.com.au/events/default.aspx

About ASMI: The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy.

www.asmi.com.au

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