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MEDIA RELEASE

New President and office bearers at ASMI

The Australian Self-Medication Industry (ASMI) today announced the election of new office bearers to guide the future direction of the organisation.

The Committee of Management of ASMI, which controls and manages the affairs of the association, made the following appointments:

- Newly elected ASMI President - Lindsay Forrest, Regional Director, Reckitt Benckiser Australia & New Zealand;
- Newly elected ASMI Vice President (Secretary) - Jayne Senior, Managing Director, Mentholatum Australasia Pty Ltd;
- Re-elected ASMI Vice President (Treasurer) - Trevor Norman, Director of Finance, Operations and Administration, Combe Asia-Pacific.

The Executive Director of ASMI, Dr Deon Schoombie congratulated the newly elected team and extended his gratitude to the immediate past president of ASMI, Mr Ralf Dahmen.

“Ralf has been president of ASMI since 2003, and during that time he has presided over a greatly strengthened and authoritative national body. Under his leadership, ASMI’s voice and credibility across the industry, and its relationships with stakeholders and government have been greatly enhanced.

“Ralf’s vast experience in the pharmaceutical industry over some 25 years has allowed us to develop important partnerships and to become a much more effective advocate for the consumer healthcare sector. I would like to extend my sincere appreciation for his service to the association,” Dr Schoombie said.

Ralf was made an Honorary Life Member of ASMI in November 2009. He is currently the Managing Director of Omega Pharma Australia & New Zealand.

The incoming President, Lindsay Forrest currently holds the position of Senior Vice President and Regional Director/CEO for Reckitt Benckiser Australasia (RB), having moved to RB following the global acquisition of Boots Healthcare.

Lindsay held the position of Regional Director for RB, and previously Boots, for more than eight years. Formerly, he was Boots' Regional Director in Europe; Regional Director Asia; and Managing Director New Zealand, spanning some 25 years of service. He has served for the last six years on the ASMI Committee of Management.

Jayne Senior has held the position of Managing Director of Mentholatum Australasia Pty Ltd since October 2006, and has nearly 20 years' experience in senior marketing and general management roles. She has served on the ASMI Committee of Management since 2007.

Trevor Norman holds the position of Director of Finance, Operations and Administration with Combe Asia-Pacific and previously spent 17 years as the Financial Controller at Mentholatum. He has served on the ASMI Committee of Management, and Executive Sub Committee, since September 2003.

Dr Schoombie said: "I would like to congratulate Lindsay on his election as President. He has vast knowledge and experience across the pharmaceutical industry and has made valuable contributions to many aspects of industry during his time on the ASMI Committee of Management.

"I would also like to congratulate Jayne Senior on her election as Vice-President (Secretary) and Trevor Norman on his re-election as Vice-President (Treasurer)," he said.

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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