



MCIA

Medicinal Cannabis Industry Australia

Annual Report 2019-20

A not-for-profit member driven organisation

Contributing value to the medicinal cannabis industry

MCIA works within six pillars of activity to enhance value to the industry and members, and deliver on the vision of
“Building an industry that enhances wellbeing through facilitating access to quality Australian medicinal cannabis products for Australian and global patients, and where the industry and its products are built on sound science and underpinned by industry processes and standards that ensure patients, the medical community and governments have confidence in the sector and its products, services and information.”



Elevating industry standards and initiatives that enables patient access to trusted products underpins innovation, and drives a culture of integrity, transparency and fairness across the medicinal cannabis industry.

Targeted advocacy with balanced, contextual and inclusive representation, and promotion of industry issues.

Advocate for key policies and outcomes to support the sector including in areas such as patient access, regulatory efficiency, harmonisation and compliance, product integrity.

Sharing of experiences information and ideas to contribute to a collective knowledge that supports confidence in the medicinal cannabis industry and its products.

Build confidence with patients, doctors, the healthcare sector, community and Government through the MCIA Code of Conduct and other technical guidance documents. Trust and integrity are the cornerstones of a sustainable medicinal cannabis industry.

Identify and support local and global growth opportunities for the industry.

Lift the industry voice to influence policy and regulatory developments, contribute to public debates, promote policy and data through proactive advocacy, and foster industry leaders.

Support special interest groups to enable members with mutual interests create a forum to share ideas and enable insight and perspectives to support MCIA policy development e.g. Healthcare Practitioner/Patient SIG

Connect members, allowing them to set aside competitive differences and work together to champion a view made stronger through a unified position. Directly interface with

government (policy and regulators) and other key stakeholders.

Increase awareness and knowledge through networking and information opportunities for members and events such as ACannabis.

Work collaboratively with regulators to promote and shape a framework supportive of delivering Australian quality products to Australian patients in a timely and affordable manner.

Work with our members to develop industry standards, codes of practice, technical guidelines, etc in order to improve transparency, fairness and patient/healthcare practitioner confidence.

MCIA Board



Peter Crock
Chair MCIA & CEO,
Cann Group



Rodney Cocks
Chief Executive
Officer & Director,
Cronos Australia



Elisabetta Faenza
CEO, LeafCann
Group



Russell Harding
Executive Chairman
& CEO, MedReleaf
Australia



Patty Holmes
Global Medical Affairs
Director, Althea
Company



Carol Ireland
CEO and Managing
Director, Epilepsy
Action Australia, and
MCIA/MCC
collaboration, patient
advocate



Ido Kanyon
CEO, AusCann

MCIA Committees

Board Committees

- Membership Committee
- Communications Committee

Advisory Council

- Healthcare Practitioner/Patient Advisory Council

Working Groups

- Policy & Legislative Affairs Working Group
- Research Working Group
- Standards & Regulatory Affairs Working Group

Chair Report

It is with pleasure that I present this report to the second Annual General Meeting of the Medicinal Cannabis Industry Australia (MCIA), albeit in very different circumstances to our AGM this time last year. Despite the challenging year, the industry has demonstrated its resilience and has continued its rapid development.

MCIA was established to develop a voice for the licensed medicinal cannabis industry and ensure the industry develops in a responsible and responsive manner. We are very pleased that earlier this year we entered into a collaboration arrangement with the Medicinal Cannabis Council (MCC) to form a unified voice for the industry. This arrangement enables MCIA to better serve our collective members.

MCIA's vision is to have an innovative, responsible and legally compliant industry delivering both economic and social value while focusing on individual well-being, and during 2019/20 we have continued to build the foundations and implement strategies to deliver on this vision.

MCIA has delivered on a number of planned initiatives during the year including **ACannabis** - the industry's inaugural medicinal cannabis industry conference, with over 250 delegates. We were lucky to be able to host ACannabis in Melbourne in early March prior to the impacts of COVID changed our way of operating. This was an excellent opportunity to bring the medicinal cannabis ecosystem together and

provides a great platform for the future. The inaugural conference was successful and has created visibility and a voice for MCIA/ACannabis and is a great platform for future events, providing a source of education, awareness and information. The value proposition that MCIA had developed ACannabis on was a holistic look at the sector and this was recognised and valued by delegates and partners.

Another significant achievement during the year was the establishment of a **Parliamentary Friends of Medicinal Cannabis Group** in the Federal Parliament. The group will provide a non-partisan forum for Members and Senators to meet with representatives of the Australian medicinal cannabis industry, medical experts and patient advocates to raise awareness of the medicinal cannabis industry to Parliamentarians and within the broader community. The Parliamentary Friends of Medicinal Cannabis Group will be co-convened by two parliamentarians with medical backgrounds - Dr Andrew Laming MP, and Dr Mike Freelander MP, and Senator Rachel Siewert. This Group will be an important forum for parliamentarians to learn about the benefits of medicinal cannabis and will play an important role in improving education and public awareness of medicinal cannabis across the community. The first event for the Group will be held later this month.

MCIA was pleased to launch the **MCIA Code of Conduct** at ACannabis, a significant tool for

the industry to build sector wide trust. The Code, developed through MCIA's Standards & Regulatory Affairs Working Group, will govern members' promises of quality and safety around product, to deliver an industry built on transparency and integrity that can gain the confidence of doctors and healthcare practitioners, and the trust of patients.

I noted in my report last year that MCIA had had active engagement with the Government, various regulatory authorities and members of Parliament. This has continued at an ever increasing pace. We have continued to hold regular meetings with the Office of Drug Control (ODC) and Therapeutic Goods Administration (TGA), with both these organisations participating in our first member engagement session, and made a number of comprehensive submissions to various forums. These are listed elsewhere in this annual report, but I would like to single out our recent submission on the scheduling of CBD. This submission showed the power of like-minded organisations coming together to express different views, have constructive discussion, supported by investment in evidentiary research and develop a well articulated and robust submission that will deliver improved outcomes for patients, the community and industry. MCIA will continue to advocate for and represent the interests of its members in Canberra and using other relevant Forums.

MCIA is focused on accelerating access for patients. As medical research increases, and

more countries regulate for the use of medicinal cannabis, we can see the importance of what is effectively a new class of compound in medicine. We share that many people in the patient community are frustrated that more than four years on from the Australian Parliament passing legislation to enable the cultivation of cannabis for medicinal and research purposes, many patients are still not able to access Australian product. To elevate this and support MCIA's policy in this important area, we have recently announced the development of the **MCIA Healthcare Practitioner/Patient Advisory Council**. You will hear more about this high level Council in coming weeks and we look forward to their advice to help shape MCIA's activities and advocacy around patient access.

Australia is well placed to lead the world with quality medicinal cannabis, deliver next generation patient well-being, and develop a new export industry. MCIA remains focused on improving the access for patients to Australian products underpinned by Australian quality in a timely and affordable manner. The Australian licensed sector will have significant capacity coming online over the next couple of years. This should see Australian patients being able to access Australian quality product in a timely and affordable manner.

While MCIA has made significant progress over the past twelve months, it continues to rely on the support and contribution of our members. I would particularly like to thank our founding members for continuing to do much of the heavy lifting, and all our new members who have joined us over the last year. Your collective support and involvement has enabled MCIA to progress on as many fronts as possible. In particular, I would like to thank my fellow board members -Rodney Cocks, Russell Harding, Patty Holmes, Elisabetta Faenza, Ido Kanyon and Nick Woolf.

I would like to acknowledge the valuable input of our working groups which has seen great contribution from technical and policy people within our member companies to help shape MCIA's policy frameworks and submissions and inputs to industry processed.

Lastly, I invite you all to attend **ACannabis Evolve**, which will be ACannabis virtually in March 2021. This event will enable us to continue the networking and knowledge building created by the inaugural ACannabis conference. **ACannabis Evolve** will put the Australian medicinal cannabis industry centre stage and help improve communication and understanding of needs and requirements across patients, industry and Government.

I have enjoyed the privilege of leading this very important industry association since its inception, and look forward to working with everyone that is part of this exciting new industry to ensure that it delivers positive outcomes and impact for all.

MCIA wants to be your trusted partner in shaping the Australian industry, facilitating access for patients and enhancing Australia's place in the global medicinal cannabis industry. I am confident with the MCIA membership and team that we can achieve this.

Peter Crock
Chair,
Medicinal Cannabis Industry Australia (MCIA)



Objectives

Medicinal Cannabis Industry Australia (MCIA) is the peak industry organisation for Australia's licensed medicinal cannabis industry. It represents the mutual interests of members and other stakeholders to build a professional industry based on legitimacy, credibility and recognition for the Australian sector in domestic and international arenas. It acts as the voice for the licensed medicinal cannabis sector.

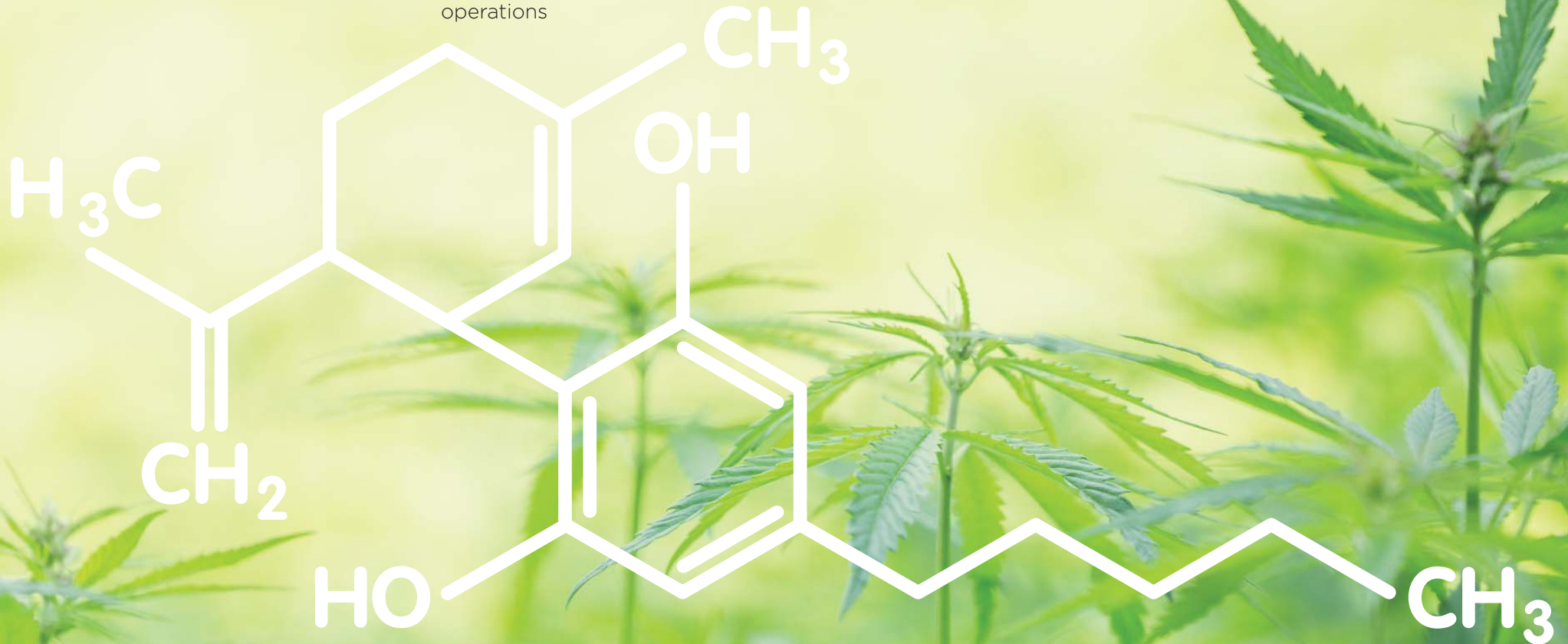
Specific objectives are to:

- facilitate and promote the growth, development and reputation of the medicinal cannabis industry
- promote regulatory consistency across Australia and facilitate a self-regulatory environment that accelerates access for Australian products to Australian and global patients
- promote awareness and confidence in medicinal cannabis
- promote best practices in all aspects of the industry's operations

Industry Outcomes

MCIA, through its activities, will support/develop:

- Well informed patients, healthcare sector and industry, based on sound data and research
- A better skilled industry - operating at best practice
- Access to more effective tools and processes
- A harmonious and collaborative industry which works to grow the industry within the context of community and environmental responsibility
- Enhanced innovation and leadership
- A legitimate and legally compliant industry



Highlights of 2019/20

MCIA/MCC collaboration

In May 2020, MCIA and Medical Cannabis Council (MCC) entered into a collaboration arrangement to create a unified voice for the Australian medicinal cannabis industry. This arrangement recognised the important role that the Australian medicinal cannabis industry can play in improving health outcomes for Australian patients and thus, MCIA and MCC believe that the industry will be best served by speaking with one voice.

This collaboration will enable the sector to more effectively shape and build an industry that enhances wellbeing and which is built on sound science and is underpinned by industry processes that deliver confidence. The industry continues to face domestic and global challenges, most recently disruption resulting from COVID-19. MCIA and MCC see that this collaboration is timely and will best position the industry to address challenges and maximise opportunities.

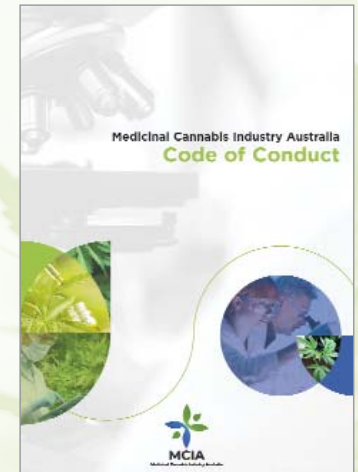
With this collaboration, MCIA is the voice of a diverse Australian medicinal cannabis industry and represents the medicinal cannabis value chain from patient to plant. Through leadership and engagement, MCIA will foster a culture of integrity, fairness and transparency across its membership, and will influence change that has a positive impact on our industry.

Submissions

- MCIA Submission to the House of Representatives Standing Committee on Health, Aged Care and Sport Inquiry into the Approval Processes for New Drugs and Novel Medical Technologies in Australia
OCTOBER 2020
- MCIA Submission to the TGA: Interim Decision on Amendments to the Poisons Standard (Medicines/Chemicals)
OCTOBER 2020
- Submission to the Legislative Council Legal and Social Issues Committee, Parliament of Victoria Inquiry into the use of Cannabis in Victoria
- MCIA Submission to the TGA: Amendments to the Poisons Standard (Medicines/Chemicals)
MAY 2020
- MCIA Submission to the Office of Drug Control Medicinal Cannabis Cost Recovery Framework
MARCH 2020
- MCIA Submission to the Senate inquiry into the current barriers to patient access to medicinal cannabis in Australia
DECEMBER 2019

Code of Conduct

Medicinal cannabis has an important role to play in improving health outcomes. MCIA believes that patients should have easy and affordable access to a quality controlled, true to label, compliant product that that is already demonstrating the potential to positively contribute to a broad range of conditions. MCIA works to help the industry develop a culture of doing things the right way, ethically, with integrity, and in full compliance with the law. This will build the trust and confidence of all communities with which MCIA members engage. As such, the MCIA Code has been developed to help build confidence with patients, regulators and the community.



The Code will also contribute to and support a well-functioning medicinal cannabis industry. The Code addresses issues that have potential to impact on the integrity and reputation of the medicinal cannabis industry. The Code will assist MCIA members to be recognised as committed to developing and operating in an industry that is built on trust, accountability, and assurance. The Code aims to promote high standards of integrity across the medicinal cannabis industry so that patients and healthcare professionals can have confidence in their dealings with the Industry and its members and their products.



Highlights of 2019/20

Advocacy/ Stakeholder engagement

- Worked with parliamentarians to create a Parliamentary Friends Group for Medicinal Cannabis (to be launched in Nov 2020)
- Submissions to the ODC, TGA, Senate and House of Representatives, followed by response and engagement on implementation
- Engagement with TGA re advertising guidelines, import protocols, scheduling, testing and compliance, and representation on key TGA Working Groups
- Engagement with the ODC on the implementation of regulatory reforms and improvements
- Participation in public consultations and hearings
- Briefing papers and policy statements
- Engagement with the State and Federal Government, regulatory authorities, Advisory Councils and members of Parliament
- Engagement with patient advocacy groups, medical sector and other community stakeholders

Representation

- Presented to the Minister Hunt's Medicinal Cannabis Advisory Council
- Member of the TGA Industry Working Group on GMP
- Appeared at the Senate Inquiry in Patient Access Hearing
- Meetings with various Ministers, Minister's advisers, ODC and TGA

Capacity building/ education

Engagement with Skills Impact in developing qualifications and competency units
Participation in ACRE Guidance Group
Engagement with patient advocacy groups and healthcare practitioner groups

Industry intelligence

Working with MTPConnect to develop a 'state of industry' report (the inaugural report scheduled for release in late 2020)

Events

Including:

- ACannabis - an Industry led Australian medicinal cannabis conference bringing together the industry's ecosystem
- Member events - ad hoc networking events on topics of interest
- Member Engagement Sessions - introduced in the COVID environment to enable ongoing member contact and networking

- ACannabis - the inaugural ACannabis conference was held on 3 & 4 March and brought together the whole of the medicinal cannabis industry
MARCH 2020
- Member event Dec 2019 - Roundtable discussion with Dr. Jonathan Page Chief Science Officer, Aurora Cannabis and Adjunct Professor at the University of British Columbia
DECEMBER 2019
- Joint event with FreshLeaf Analytics and release of the FreshLeaf Analytics Q3 2020 Report on medicinal cannabis Patient, Product and Pricing Analysis
SEPTEMBER 2020

