

7 March 2023

MCIA launches Olivia Newton-John Service to Industry Award to recognise excellence in the medicinal cannabis industry

“The Medicinal Cannabis Industry Australia is pleased and excited to launch the Olivia Newton-John Service to Industry award”, said Mr Peter Crock, MCIA Chair, “and we are particularly honoured to have Olivia’s husband Mr John Easterling with us at ACannabis to formerly open the call for nominations for the inaugural 2023 Service to Industry Award”.

MCIA is the voice for Australia's medicinal cannabis industry and is focused on representing the mutual interests of members to build a sustainable and responsible industry, that is trusted, valued, puts patients first and recognised for its quality and innovation.

“This award reflects the maturity of our industry and will acknowledge someone who embodies these core values”, said Mr Crock.

“Awards such as this drives innovation and knowledge sharing, both within and outside the industry. They recognise the best and brightest across our industry, and will assist to showcase Australian industry success to domestic and global stakeholders”.

The MCIA sponsored Olivia Newton-John Service to Industry Award will honour Olivia’s work in raising awareness of and advocating for medicinal cannabis as a new plant-based therapy and supporting research that can help develop therapies and educate patients and healthcare professionals about kinder options for treating cancer.

The Award will acknowledge those in the Australian industry who have provided exceptional service to the industry and carry on the values shown by Olivia Newton-John.

Nominations for the 2023 award will be opened at [ACannabis](#) by Mr John Easterling on Wednesday 15th March in Melbourne. Awards will be presented later in the year. Moving forward, nominations for the Award will open annually in July and be presented at the annual ACannabis dinner that will be launched in 2024.

Media contact:

Peter Crock, Chair, MCIA
0419 307 467

Rosemary Richards, Executive, MCIA
0411 564 128

About MCIA:

MCIA is the peak industry organization and voice for Australia’s medicinal cannabis industry. Our focus is on building a legitimate industry that enhances wellbeing through facilitating access to quality Australian medicinal cannabis products for Australian and global patients. MCIA provides stewardship for an economically sustainable and socially responsible industry that is trusted and valued by patients, the medical community and governments. The Australian 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.

More information is available at: www.mcia.org.au

About ACannabis:

ACannabis Conference and Exhibition is hosted annually by MCIA. Covering cultivation, manufacturing, products and patients, the conference will examine innovations in research, compliance, regulations, education, and technology. ACannabis brings together participants from across the medicinal cannabis ecosystem, including policy makers, regulators, researchers, global leaders, healthcare professionals, patients and industry participants. In 2023, ACannabis is held over 14- 15th March, CENTRPIECE, Melbourne.

Registrations at www.acannabis.com.au