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## Animal Medicines Australia: Productivity gains start with smarter regulation and supported innovation

**Canberra, ACT** – Animal Medicines Australia (AMA), the industry body representing the animal health and veterinary medicines sector, has welcomed the Australian Government's commitment to productivity through the Treasurer's Economic Reform Roundtable.

AMA Executive Director, Ben Stapley, said the animal health sector is ready to play its part in driving productivity gains across agriculture and the wider economy.

"The animal health industry is a vital contributor to the productivity and competitiveness of Australia's \$37 billion livestock sector and to the health and wellbeing of 28 million pets nationwide," Mr Stapley said.

"We know where the productivity levers are: ensuring regulatory settings support innovation, building local resilience, and fostering new technologies and scientific breakthroughs. Smarter regulation and efficient systems will deliver real productivity improvements across agriculture and the animal health sector while protecting food safety, animal welfare, biosecurity and sustainability."

AMA has called on the government to:

- Work to align domestic regulatory assessments to minimise duplication with global counterparts in the US, EU and UK.
- Improve data protection and the reward for innovation; and
- Address key workforce challenges in the animal health sector.

"By addressing these priorities, we can ensure Australia has the expertise to apply innovation, harness technology, and unlock productivity growth for decades to come," Mr Stapley said.

The animal health industry plays a critical role in safeguarding Australia's food security, biosecurity, improving animal welfare, and supporting sustainable production. With an efficient regulatory environment, a sustainable workforce, and strong investment in innovation, the sector is well placed to deliver long-term productivity gains that benefit all Australians.

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**Animal Medicines Australia** is the peak body that represents the leaders of the animal health industry in Australia. Our member companies are responsible for a range of veterinary medicine products that prevent, control and cure disease across the companion animal and livestock sectors.



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AMA also notes the government's [detailed response](#) to last year's final report on the structure and governance of the APVMA, which drew on multiple reviews conducted between 2019 and 2023.

"The lessons are clear – industry has long identified where practical productivity improvements can be made," Mr Stapley said. "At the Reform Roundtable, we encourage the government to work with industry to reduce red tape, strengthen the workforce, and invest in innovation so the animal health sector can thrive."

## ENDS

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