



Animal
Medicines
Australia

Embracing the benefits of animal health



AMA POLICY PRIORITIES



About Animal Medicines Australia

Animal Medicines Australia (AMA) is the peak industry body representing the leading animal health companies in Australia.

AMA member companies are the local divisions of global innovators, manufacturers, formulators and registrants of a broad range of veterinary medicines. These companies work at the cutting edge of animal health science to prevent, control and treat illness and injury across the livestock, equine and companion animal sectors.

Products from our members account for more than 90% of all animal health product sales. In the livestock sector, which is forecast to contribute to **\$41.7 billion** to Australia's agricultural export market in 2024-2025, AMA members' medicines

increase farm productivity and deliver significant and sustainable improvements in environmental, safety and health outcomes.

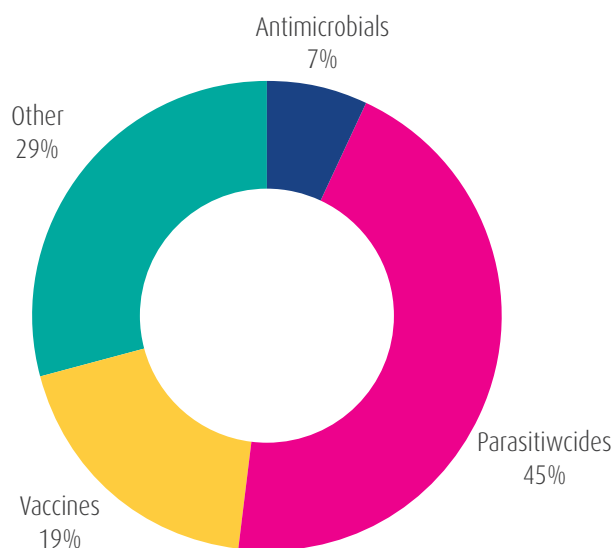
Animal medicines underpin the high quality and safety of animal products for local consumption and for export.

In the companion animal pet sector, where pet owners spend over **\$21 billion** annually to keep pets fed, healthy and well accessorised, animal medicines facilitate healthier, longer and better-quality partnerships between people and animals. Data from AMA's Pets in Australia: a national survey of pets and people found there are over 28 million pets in Australia with 69% of households owning one or more.

Industry snapshot

Preventative **health products**, including vaccines (19%) and parasiticides (45%) make up a large proportion of total annual product sales, while antimicrobials comprise around 7% of total annual product sales and the remainder (29%) including products such as pain relief, anti-inflammatories, nutritional supplements etc.¹

Historically, the economic contribution of Australia's animal industries has been dominated by livestock production – the nominal gross value of Australian's livestock and livestock products is \$41.6 billion in 2024-25.



¹ APVMA, Annual Sales Data: <https://www.apvma.gov.au/about/accountability-and-reporting/annual-product-sales-data>

..... Animal Medicines Australia Members



Animal Medicines Australia (AMA) seeks commitments from the Government in supporting the following priorities:

Top Priorities

- | | |
|---|---|
| 1 | Creating incentives for investment in animal medicines |
| 2 | Funding public and community benefits of better animal health and welfare |
| 3 | Supporting livestock sector to respond to challenges from climate change, biosecurity and pandemic preparedness |
| 4 | Nationally consistent companion animal policies |

AMA and its members have a long-standing commitment to an animal health industry that is responsible and sustainable.

We look forward to continuing to work with government to improve animal health outcomes across the livestock, equine and companion animal sector.





Priority 1

Creating incentives for investment in animal medicines



Regulatory streamlining and efficiency

- ▶ APVMA Operational Reforms
- ▶ Enhancing national consistency in animal health control of use



Increase incentives for innovation

- ▶ Increase data protection period for animal health products



Monitoring, compliance and independence of the regulator

- ▶ Public investment in monitoring, compliance and enforcement activities

Recommendations:

- ✔ **Re-commitment to best practice regulation in animal health** to protect regulatory rigour, including in monitoring and compliance activities, manufacturing licensing, labelling and pharmacovigilance.
- ✔ Establish a **National Working Group to deliver national harmonisation** of control of use for animal medicines.
- ✔ **Increase data protection for veterinary medicines** to at least equal those given to agricultural chemicals to provide incentives for innovation.
- ✔ **\$8 million over 5 years for APVMA post-market monitoring, compliance and enforcement activities.**



Priority 2

Funding public and community benefits of better animal health and welfare



Support
veterinarians and
vulnerable pet
owners



Increase
investment in
emergency
preparedness
and response



Supporting
emergency
veterinary care for
natural disasters
and injured wildlife

Recommendations:

- ✓ **\$9.5 million per year** to expand the Commonwealth Prac Payment to provide financial support for veterinary medicine students undertaking practical work placements in rural and regional areas and
- ✓ **\$5.76 million per year** for a Rural Bonding Scheme to forgive HECS-HELP debt to encourage early career veterinarians to practice in rural and regional areas.
- ✓ **Invest \$10 million** towards developing and implementing a pilot program for the provision of support and veterinary services for vulnerable people and their pets.
- ✓ Increase investment in emergency preparedness and response by at least **\$250 million per annum**.
- ✓ Develop and implement a mechanism that allows for **consistent secure payment for veterinary services delivered in natural disasters** and to unowned animals, including wildlife.



Priority 3

Supporting livestock sector to respond to challenges from climate change, biosecurity and pandemic preparedness



Incorporate animal health improvements into carbon accounting systems



Implement a coordinated approach to biosecurity and pandemic preparedness



Expanding Australia's comprehensive human health AMR surveillance program (AURA) to include animal health

Recommendations:

- 
Fund Zero Net Emissions from Agriculture Cooperative Research Centre (CRC) to conduct an independent review of the benefits of animal health for inclusion in carbon accounting systems.
- 
Invest \$6 million per annum for 3 years towards developing and **implementing a coordinated approach to biosecurity and pandemic preparedness** by bringing together governments, academia and relevant industries.
- 
Invest \$11 million per annum towards expanding Australia's comprehensive **human health AMR surveillance program (AURA)** to include animal health.



Priority 4

Nationally consistent companion animal policies



Implement
a National
Companion
Animal Policy



Support the establishment
and recognition of new
qualifications, training programs
and accreditation frameworks

Recommendations:

- ✓ **Invest \$8 million over 5 years** towards establishing a coordinating committee comprising government, industry and community representatives to develop and **implement a National Companion Animal Policy**.
- ✓ **Invest \$5 million towards supporting the establishment and recognition of new qualifications, training programs and accreditation frameworks** that directly contribute to improved pet health and welfare.





**Animal
Medicines**
Australia

Animal Medicines Australia Pty Ltd

Level 2, 15 National Circuit
Barton ACT 2600
Australia

E enquiries@animalmedicines.org.au

T +61 2 6257 9022

animalmedicinesaustralia.org.au



[company/animalmedicinesaustralia](https://www.linkedin.com/company/animalmedicinesaustralia)



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