

Val Johanson *BSc, MSc Qual.*

Johanson & Associates Consulting

'Natural Health Matters'

CURRICULUM VITAE

Val Johanson

(January 2005)

Consultant to the Government, Academia, Research and Industry on Natural Health
Product Regulation, Advertising and Technical Matters, Lobbying, Crisis
Management, Event Organisation, Strategic Planning, Export Opportunity, Investment
Capital and International Regulatory Trends

Personal Particulars

Name	Val Johanson
Position	Principal Consultant
Company Name	Johanson & Associates Consulting - <i>'Natural Health Matters'</i>
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Qualifications

B.Sc	Sydney University, Australia
MSc Qual.	Sydney University, Australia

Work Experience

July 2004 - present Consultant, specialising in providing advice to industry, government, research institutions and related organisations world-wide including:

- Complementary Healthcare Council, Australia
- Compl Med, Western Sydney University,
- Australian Natural Healthcare Industry
- Asian supplement and herbal remedy companies
- Natural Practitioner Organisations
- Asian Government Officials
- State Government Departments

- Australian Journal of Pharmacy
- Australasian Council of Nutritional and Environmental Medicine

1997 - July 2004 Executive Director, Complementary Healthcare Council,
Australia

- Developed the Complementary Healthcare Council into an active, credible, professional and well respected industry Association
- Managed the amalgamation of the Australian Council of Responsible Nutrition (ACRN) and the Nutritional Foods Association to form the Complementary Healthcare Council of Australia (CHC)
- Successfully lobbied for review of the Australian regulatory environment for complementary medicines, including advertising and claims
- Developed positive relationships with all major political parties
- Organised several Natural Healthcare Summits and dinners in Parliament House to promote the value and benefits of natural healthcare
- Developed an effective Code of Practice for Marketing and Advertising
- Established an efficient and effective self regulatory mechanism
- Steered the industry through the world's largest recall of medicines
- Facilitated the development of a Sustainable Health Policy based on wellness and prevention
- Established strong relationships internationally
- Spearheaded the trans Tasman harmonisation negotiations

1995 - 1997 Technical Director, Nutritional Foods Association
(subsequently became the Complementary Healthcare Council)

1991 - 1995 Head of Surveillance, Therapeutic Goods Administration,
Canberra, Australia

- Established the Surveillance Unit
- Head of Surveillance investigating and prosecuting illegal operators

1986-1990 Federal Bureau of Consumer Affairs

- Established the Food Regulatory Division
- Head of Food Standards Division developing food standards with State regulators
- Secretary to the Australian Food Standards Committee
- Member of the Public Health Committee on Health Claims on Foods
- Commenced the Government's harmonisation of food law with New Zealand
- Member of the Interdepartmental Committee that established the Australian / New Zealand Food Authority

- 1981-85 Food Regulatory Division, Commonwealth Dept of Health
- Secretary to the Food Science and Technology Committee
 - Acting Secretary to the Food Standards Committee
 - Developed the Cabinet Submission that resulted in uniform food law in Australia
- 1980-81 Therapeutic Goods, Commonwealth Dept of Health
- Information Retrieval Officer for drug evaluators
- 1979- 80: National Advisory Service for the Handicapped,
Commonwealth Dept of Social Security
- Responsible for the introduction of disabled access to public restrooms in several tourist facilities in Australia.
- 1962- 1964 Kanematsu Institute, Sydney Hospital
- Research officer researching the effects of various drugs on kidney disease and obesity.

Positions held

Research Officer at Kanematsu Institute
Head of Food Standards, Federal Bureau of Consumer Affairs
Head of Surveillance, Therapeutic Goods Administration
Technical Manager of the Nutritional Foods Association of Australia
Executive Director of the Complementary Healthcare Council of Australia

Member of:

Complementary Medicines Evaluation Committee (CMEC)
CMEC Herbal Subcommittee
CMEC Subcommittee on Evidence for therapeutic claims
Tambling Reform Committee
Australian Pharmaceutical Advisory Council (APAC)
Therapeutic Goods Advertising Code Council (member and Chair)
Joint Industry/Government Herbal Task Force
Industry/Government Crisis Management Group
Herbal Medicines Research and Education Council (HMREC) Sydney University
Board of Comple Med, Western Sydney University
Interim Advertising Council
Executive member of the International Alliance of Dietary Supplement Associations (IADSA) representing the South West pacific Region
Head of the IADSA Herbal Regulatory Task Force
Head of the IADSA Quality of Raw Materials Task Force

Head of the trans Tasman Harmonisation Task Force
Therapeutic Goods/Industry Consultative Forum
TGA/Industry Crisis management Committee
Complaint Resolution Committee (Self Regulatory)
Complaint Resolution Panel (Co- regulatory)

Participation in International Forums

- Codex
- Commonwealth Secretariat Herbal Business Forums in Pacific Islands and the Carribean
- Consulted by the regulatory authorities in the State Drug Administration in China on the regulation of complementary medicines, particularly in the area of advertising.
- Invited to lead the recent herbal medicine trade delegation to Taiwan
- Leader of Trade Mission to Asia- November 2004
- Invited by the Malaysian National Pharmaceutical Control Bureau to speak at their Seminar on Controls of Quality and Safety of Traditional Medicines and Health Supplements

Other Activities

- Speaker at numerous national and international conferences, including Singapore, Bangkok, Canada, New Zealand, Malaysia, Budapest
- Provide regular articles for several health journals and newsletters
- Network extensively with state and Federal regulators and other stakeholders internationally
- Spokesperson for media
- Successful political lobbyist
- Organiser of conferences, conventions, seminars and expos
- Identification of investment capital
- Organiser of Trade Missions to explore export opportunities