

YOUR SPM

 **SPM** Sydney
Pharma Marketing
Professional Development & Networking Group

November 2022



Greg Hunt on The Future of Medicines in Australia

WITH FORMER MINISTER FOR HEALTH AND AGED CARE, THE HON. GREG HUNT AS KEYNOTE SPEAKER, THE SYDNEY PHARMACEUTICAL MARKETING GROUP WAS PROVIDED AN ENLIGHTENING, HIGHLY INSIGHTFUL AND WIDE-RANGING PRESENTATION ON THE FUTURE OF MEDICINES AND TREATMENTS IN AUSTRALIA.



The Sydney Pharmaceutical Marketing (SPM) Seminar returned to the city on Tuesday 15th November at Doltone House, Darling Island. Excitement and enthusiasm surrounded the event, with a strong roll-up to hear former Minister for Health and Aged Care, the Hon. **Greg Hunt**, address the meeting on the 'Future of Medicines and Treatments in Australia'. With over 100 Sydney Pharma Marketers in attendance, Hunt impressed and provoked much discussion with his presentation.

After an impressive overview of his personal achievements and accolades (including being named 'Best Minister in the World' in 2016) by Chairperson Simon Davies, Hunt captured the audience with his strong grasp of the subject and highly personable style. He was consistently at pains to emphasise the human factor that drives all of the work that is done by the department of health and its leadership in their effort to provide faster medical decisions and better outcomes.

Delving into the future of Research and Development of medicines and

treatments in Australia, Hunt provided detail on the Medical Research Future Fund (MRFF); a \$6.3 billion 10-year plan to fund new drugs, therapies, and treatments through to market.

Consistent with his personable style Hunt shared some of his career philosophies, a key one of which is to be prepared to own your mistakes! After a 'face-mask fail' caught on camera during the pandemic that caused some embarrassment for the former Health Minister, he emphasised the importance of self-awareness and taking ownership for self-inflicted adversities. Hunt left his audience inspired to pursue their own unique story, avoid living someone else's and ultimately to seek their own personal happiness.

With his agreeable personal communication style of blended pragmatism, outstanding articulation, and measured humour, Hunt's deeply informative presentation met with high appreciation from all pharma marketers in attendance.



Chairperson **Simon Davies** opens SPM and welcomes **Greg Hunt**



The Honourable **Greg Hunt**

Greg Hunt shares a moment with members of the SPM steering committee



Sydney Pharma Marketing Group (SPM): how it works

Responsible for the organisation of **SPM** is a steering committee of highly experienced pharma marketers, from across the breadth of industry and limited to one member per company. The committee is chaired by one of them on a rotational basis. The Chairperson for organising the successful recent meeting was Simon Davies, Managing Director Bastion Brands.

The steering committee is responsible for determining topics and invited speakers, always on the basis of relevance, educational value and interest to pharma marketers.

The Steering Committee is:

- **Cathie Hilton** – Aspen Pharmacare
- **Peter Davis** – Boehringer-Ingelheim
- **Paul Hester** – MSD
- **Steven Zulumovski** – Mundipharma
- **Julian Humphrey** – Novartis
- **Andrew Tayler** – Novo Nordisk
- **Nick Goodwin** – Pfizer
- **Gavin Walsh** – Princeton Health (Platinum partner)
- **Simon Davies** – Bastion Brands (Gold partner)

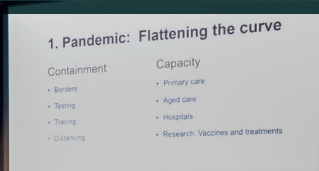


Sponsors **Gavin Walsh**, GM Princeton Health and **Simon Davies**, MD Bastion Brands express their organisations' commitment to ongoing support for funding SPM. Our sincere thanks to both.



Greg Hunt gives his insights into the future of Medicines in Australia

Flattening the curve. Hunt discusses the challenges in dealing with the pandemic as Minister of Health



Greg Hunt presents at SPM



LinkedIn Group

The Sydney Pharma Marketing LinkedIn Group has been set up to enable members to be kept informed of events and developments around SPM. Already it has more than **242 members**. You are invited to join by sending a request through to LinkedIn. Just search for Sydney Pharma Marketing Group and click on 'Join'

Sponsorship

There are two financial sponsors of **SPM**, Princeton Health and Bastion Brands, who make possible the funding of quality speakers, staging and the logistics associated with events. Together they bring a formidable experience of the pharmaceutical industry, coupled with invaluable expertise in running such events to a proven standard of excellence.

The Steering Committee extends its sincere thanks to both companies for their support enabling speakers of such quality to be available to the **SPM** meetings.

Reciprocal Membership

As a member of the Sydney Pharma Marketing Group, you are cordially invited to attend meetings of the Melbourne Pharma Marketing Group whenever you are in Melbourne and it fits into your schedule. You will be kept informed of upcoming events in both cities through LinkedIn. Another great reason for joining!

Next SPM Meeting

The next meeting of the Sydney Pharmaceutical Marketing Group will be held in March 2023; keynote speaker to be confirmed soon.

Question Time





Pharma marketers meet and reacquaint at SPM



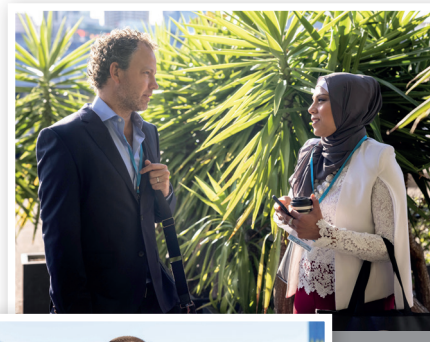
Question Time





Pharma marketers assemble and enjoy SPM





**SPM delivers
great speakers
and networking
opportunities**



If you attended **Greg Hunt's** presentation at **SPM**, we trust that you enjoyed it.
If you missed it, we hope to see you at the next **SPM** in **March 2023**

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