



## **Juliet Seifert**

### **Vice Chair**

#### **CAREER EXPERIENCE**

Juliet served as Executive Director of the Australian Self-medication Industry from July 1989 to August 2010

ASMI is the peak industry body representing the vast majority of manufacturers of non-prescription medicines. The ASMI Secretariat is acknowledged by both state and federal governments as the consultation point with industry; and by its members as the focal point through which individual needs can be channelled and thus achieve greater weight in a total industry context.

The primary purpose of the position is to foster community, professional and government acceptance and understanding of the role of consumer healthcare products in community health throughout Australia, through a proactive development of industry profile.

Juliet also worked some years in the retail sector: first with Woolworths Limited, as Commonwealth Training Co-ordinator; then as Manpower development Executive with Retail Traders' Association of New South Wales; then established and operated the New South Wales Retail Industry Training Council, being the first in a national network of such councils; subsequently assisted in the establishing of the National Retail ITC and other state councils; and later acted as Deputy National Director of the Australian Retailers' Association from May 1985 to March 1989.

Between 1967 and 1970 Juliet worked in part-time teaching positions (French and German) at Cranbrook School, St Scholastica College and Ravenswood Girls' High School.

## **JULIET SEIFERT**

Education: Master of Arts - Vocational and Industrial Training  
Macquarie University, 1984

Bachelor of Arts  
Sydney University, 1969

Other Courses: Certificate in Association Management  
Mt. Eliza Australian Management College, 1993

Advanced Certificate in Association Management  
Mt. Eliza Australian Management College, 1998

Sydney Leadership Program (Benevolent Society) 2002

Various other professional development courses including team building, marketing, negotiation, project management and dispute resolution.

Past Professional Memberships:

Australian Society of Association Executives  
Australian Institute of Pharmacy Management  
Australian Institute of Management

Past Professional / Industry

Representation:

Australian Pharmaceutical Advisory Council (APAC)  
Australian Pharmacy Research Centre  
Communication Research Institute, Board of Governors  
Medicines Partnership of Australia  
Pharmaceutical Health and Rational Use of Medicines (PHARM)  
- Special Task Force on Consumer Medicines Information  
Pharmaceutical Society of Australia (PSA)  
- Industry Liaison and  
- Pharmacy Self-Care Committees  
Therapeutic Goods Advertising Code Council  
Therapeutic Goods Administration / Industry Consultative Committee  
World Self Medication Industry (WSMI) – Executive & Board Member

**Appointments 2012-2015:**

Inaugural member of Australian Therapeutic Goods Advisory Council  
Industry Advisory Board, Macquarie University Centre for the Health  
Economy  
Vice Chair (2) Courage to Care (NSW)  
B'nai B'rith Council (NSW)