

Case study 1

MGC Pharmaceuticals

Successful legalisation of medicinal cannabis in Australia

Background

In the wake of rapid legislative change around medicinal cannabis, MGC Pharmaceuticals (MGC) needed a communications strategy to assist better engagement with government and market themselves as leaders in the medicinal cannabis industry.

Aim

To build relationship with government stakeholders and position MGC Pharmaceuticals as industry leaders.

Strategy

We designed a government relations strategy focused on building relationships with policy makers and arranged several meetings between MGC and both Federal and State government stakeholders.

We conducted a survey of the hemp industry after changes were suggested to the Therapeutic Goods Administration's poisons scheduling on hemp oil and hemp seed oil. The results from the survey produced a report arguing that the suggested scheduling changes would have an adverse effect on producers of dermatological cannabis products.

Outcome

The TGA did not go ahead with the full raft of changes in part because of this report on the industry.