

Media Statement

**New roadmap calls for smarter regulation to help Australians fight skin cancer**

**Sydney, Monday 16 March 2026.** Arising from the deliberations of a major industry roundtable held late in 2025, Accord has today published two important policy proposals to drive improved sunscreen regulation – a roadmap report and a thought starter paper<sup>1</sup>.

“Sunscreens are vital for skin cancer prevention and we need to urgently rebalance their regulation so that Australians can access more innovative, affordable and user-friendly sunscreens”, Accord Executive Director Damian Mitsch said.

“Our roadmap report has been prepared against a backdrop of ongoing concerns regarding SPF variability and uncertainty that is impacting on sunscreen manufacturer decision making and has reduced consumer confidence.

“The report addresses how current regulatory settings are unintentionally adding to consumer confusion and limiting the availability of new sunscreen technologies that could encourage greater use to help reduce the nation’s skin cancer burden.

“Australia has one of the highest rates of skin cancer in the world, with melanoma diagnoses projected to continue rising and total healthcare costs from skin cancer estimated at \$2.47 billion each year. By 2030, the total economic impact of melanoma is expected to reach \$8.7 billion.

“Despite the risks, Australians use far less sunscreen than health authorities assume. While regulatory models assume annual use of around nine litres per adult, actual average use is closer to 115 millilitres per year.

“Barriers to optimising the safety, effectiveness and quality of sunscreens are investigated in the roadmap report and practical solutions have been outlined. The roadmap report calls for a more proportionate regulatory approach that recognises the public health risk associated with Australians not using sunscreen.

“Cohesive reforms are needed to address ingredient safety, SPF testing, labelling and product performance within an integrated regulatory system.

“Accord is sharing the roadmap report and thought starter paper with government, including the TGA, and also all other relevant stakeholders.

<sup>1</sup> *Sunscreen in Australia: a roadmap to more effective and efficient regulation and Solving Sunscreen – From theory to practice: a thought starter*



“We are calling on government to get on board with a partnership approach for smarter regulation, ideally guided by the recommendations of the roadmap report. Our goal is to restore confidence for consumers and eliminate uncertainty for sunscreen manufacturers”, Mr Mitsch said.

Among its key recommendations, the report proposes:

- A dual regulatory pathway that allows simpler approval for sunscreen products that are similar to existing products, with post-market monitoring
- Greater recognition of approvals by trusted international regulators to reduce duplication
- Streamlined manufacturing and ingredient approval processes
- Adoption of international ISO sunscreen testing standards
- Clearer labelling and consumer information to improve public understanding of the effectiveness of sunscreens

The Accord roadmap report and thought starter paper can be found via the Accord website:

- [Sunscreen roadmap](#)
- [Sunscreen thought starter](#)

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