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# Submission to the Department of Economic Development, Jobs, Transport and Resources (DEDJTR)

There are economic and social benefits to Victoria that are derived from Government investment in health and medical research, development, commercialisation and innovation. The first is the capacity to deliver better health outcomes for Victorians and the rest of the world. The second is the creation of high-value jobs and the transition toward a high-technology globally competitive economy. The third is the training and retaining of high-calibre, talented people who power the health innovation ecosystem in Victoria.

The full social and economic benefits of medical research can only be realised by the translation of discoveries through development and commercialisation processes to deliver benefits to patients. Industry expertise is key to ensuring that Victorian ideas and discoveries return their full potential value to society. The productivity of Victoria's biotechnology industry is internationally recognised and continued strategic policy support of the broader healthcare innovation ecosystem will ensure the future prosperity of our people, our industries and our State.

Research commissioned by DEDJTR highlights the importance of biotechnology, medical technology, pharmaceuticals and health innovation in Victoria<sup>1</sup>. The State's Future Industries Fund is focused on securing Victoria's economic prosperity. By supporting and promoting growth of the sector's infrastructure and facilitating development and commercialisation of new drugs, devices, diagnostics and digital health technologies, the BioMelbourne Network is a key partner in assisting the State to deliver on the objectives of the Future Industries Fund, and other DEDJTR growth and development objectives.

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<sup>1</sup> Economic Impact Analysis – Victorian Medical Technologies & Pharmaceuticals Sector  
Prepared by: Thomson, Russell., Doran, Patrick February 07, 2017

## Executive Summary of Recommendations

This submission outlines nine recommendations in the areas of job creation, growing the commercialisation and innovation ecosystem, and global positioning and promotion.

### **Job creation**

1. Develop a payroll tax deferral system
2. Invest in a 'Bridge to Industry' program
3. Establish an 'Experienced Executive' grant program

### **Grow the MTP innovation and commercialisation ecosystem**

4. Establish a Medical Technologies and Pharmaceuticals Innovation Hub
5. Reform grants under Future Industries Fund
6. Undertake a scoping study for a Victorian biotech innovation manufacturing facility
7. Introduce a Victorian Commercialisation and Research Translation (VCaRT) voucher

### **Global market positioning and promotion**

8. Establish an MTP Global Opportunities program
9. Develop metrics and maps for success

## Recommendations

This submission to DEDJTR makes recommendations that will help to secure Victoria's economic prosperity by creating jobs, supporting translation, commercialisation and manufacture of products for the healthcare market and promoting the Victoria's medical technology and pharmaceutical capabilities in global markets.

### Job creation

The medical technology and pharmaceutical (MTP) sector is a significant and growing employer in Victoria. The sector offers opportunities in highly skilled jobs, as well as clean, safe low-skill opportunities. The sector is growing and increasing that rate of growth can accelerate job creation.

#### **Recommendation 1: Develop a payroll tax deferral system for medical technology and pharmaceutical companies in the pre-revenue phase to create new employment opportunities**

Victoria has the lowest payroll tax threshold in Australia. This creates a barrier for high growth potential medical technology and biotechnology companies looking to expand their workforce to accelerate products toward global markets.

A payroll tax deferral system would provide a significant incentive for job-creation, while simply delaying income to the State and having no long-term impact on revenue.

Deferral systems have been used in multiple Australian jurisdictions, notably to support companies or industries struggling to survive. Victoria has an opportunity to be a leader and foster growth rather than merely reduce decline.

Criteria for a deferral system could be developed in relation to sector, size of enterprise, number of jobs created and the likely duration of jobs created. Time frames and payment structures could also be developed for payment of deferred tax.

### Recommendation 2: Invest in a 'Bridge to Industry' program to support new graduates and early career researchers to transition into industry

Many BioMelbourne Network members operate in niche markets and have identified recruitment of appropriately skilled personnel as a key barrier to jobs growth. This is not a deficiency of our university system; rather it is precisely because our members are innovators that the nature of the work is highly specific to each business.

Members report that new graduates (even those with PhD qualifications) typically require one to two years of on-the-job training before they become productive in the workforce. This represents a significant investment before any return can be gained, but once they are trained, employees become the highly skilled, high value employees that Victoria needs to foster future industries and drive job creation.

There is a wealth of talent in our health and medical research and STEM graduates – at PhD and post-doctoral level – who are very keen to make the transition to industry but lack the pathway to do so. The highly specific and technical work in industry roles means that a 'one size fits all' skills course or training model does not fit the particular needs of the sector – on the job training is the best way to boost productivity in the workforce.

A 'Bridge to Industry' program providing co-investment for the first one to two years of employment of STEM graduates/researchers would stimulate short term job creation, while also creating Victoria's workforce for the future. Co-investment by the State would de-risk the initial 'talent pool' investment for the growth stage companies, and build our critical mass in the skills and training in the sector.

The program could be for establishment funding for new positions and be based on Business Victoria's Postdoctoral Research Fellowships<sup>2</sup>, with the differences being:

- Jobs would continue after funding ceased
- Funding would be for two years rather than three
- Grants would be available for the employment of STEM graduates without necessarily holding a PhD
- Grants would not be available to universities
- The program could be extended to workers transitioning out of industries in decline, such as the automotive industry

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<sup>2</sup> <http://www.business.vic.gov.au/support-for-your-business/awards/victorian-postdoctoral-research-fellowships>

### **The objectives of the program would be to:**

- Create new jobs
- Provide financial support to companies for employee skill development until the employees become productive in the workforce
- Grow Victoria's 'talent pool' of skilled employees
- Increase industry's research and development capacity
- Boost the sector's contribution to Victoria's economic growth

### **Benefits to the State**

- Increased employment
- Creation of a pool of high-skill employees to grow the innovation ecosystem
- Increased research and development capacity contributing to Victoria's economic development
- Down-stream job creation through increased innovation

### **Recommendation 3. Establish an 'Experienced Executive' grant program to attract global talent to Victoria**

Leaders and entrepreneurs in the biotech/medtech space are sought-after the world over. Typically, they are experienced executives who step out of corporate or scientific career to lead a company – a rare commodity. As well as nurturing emerging talent and leaders through entrepreneur programs and training at universities, Victoria needs to attract back expat Australians and entice world-class executives to Melbourne.

BioMelbourne Network members, particularly start-ups and small and medium enterprises, have identified the need for assistance to access to global talent and engage experienced executives. Bringing world-class entrepreneurial experience into Victoria would benefit the sector, not just the companies employing the executives.

The 'Experienced Executive' grant program could be along the lines of Business Victoria's Network Programs<sup>3</sup> but with a focus on businesses collaborating to develop networks overseas with a view to attracting talent to Victoria.

Alternatively, DEDJTR could enter into discussions with BioMelbourne Network to purpose build a grant program to which high growth potential start-ups and small to medium enterprises (SMEs) in the MTP sector in the State of Victoria could apply.

### **Objectives of the program could include:**

- Improve Victoria's access to executives experienced in the sector who have entrepreneurial drive
- Attract expats with the appropriate experience back to Victoria

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<sup>3</sup> <http://www.business.vic.gov.au/support-for-your-business/grants-and-assistance/grow-your-business/network-programs>

- Grow Victoria’s ‘talent pool’ of experienced executives
- Increase industry’s capacity to drive development
- Boost the sector’s contribution to Victoria’s economic growth

### **Benefits to the State**

- Attraction of a pool of high-skill executives to grow the innovation ecosystem
- Increased research and development capacity contributing to Victoria’s economic development
- Down-stream job creation through increased innovation
- Up-skilling Victoria’s emerging innovation workforce

### Grow the MTP innovation and commercialisation ecosystem

There is a key strategic role for the State in ensuring that Victoria can take a research discovery through the entire product development lifecycle through to commercialisation. From early stage research, pre-clinical testing, to clinical trials and manufacture, so that the benefits can be delivered to patients here and also exported globally to shape the delivery of healthcare across the world.

The challenge that needs to be addressed is the relatively low levels of translation of research discoveries into patient-ready products and services. Oftentimes where Victorian research is successfully commercialised, it is done overseas and the benefits are lost to the State as described in a number of previous reviews of Australia’s health and medical research system. BioMelbourne Network contends that this is often due to a dearth of partnerships and collaboration across the sector. Member companies report that there are often greater incentives and appetite to create healthcare product “test-beds” for Victorian health innovation products overseas, when they would prefer to be able to work with partners here in Victoria, for the benefit of Victorian patients.

Additionally, some research is conducted in isolation from biotechnology and medical technology manufacturers, resulting in great discoveries cannot be translated into feasible, viable products on a commercial scale.

When considering health and medical R&D, Victoria has supported and delivered outstanding “R”, but is yet to adequately resource and progress the “D”. This market failure is not being fully addressed by private industry, as the research outcomes are too early for venture capital investment, beyond the reach and remit of existing funding agencies and not significantly robust to attract industry partnering.

### **Recommendation 4: Establish a Medical Technologies and Pharmaceuticals Innovation Hub**

BioMelbourne Network proposes establishing a “medical innovation hub”, a central physical location which would provide commercial office space for startups and high growth potential SMEs. More than an address, the innovation hub would be a space for engagement, events, meetings, co-working and knowledge sharing. This would include the

engagement of a dedicated cohort of advisors with knowledge and networks across the gamut of pharmaceutical and medical technologies, to facilitate connections between technology developers and the appropriate service providers or experts in the field.

The space would be a central soft-landing welcome site for international guests and visiting experts as “the place” for visitors to engage in the Melbourne health innovation ecosystem. Regular drop-in sessions and meet ups held on-site would provide access to information and connections to essential start-up support services, covering a range of topics including IP, legal, business planning, regulatory, design and engineering, clinical trial design, international market access and understanding government grant and support programs and grants.

### **Objectives of the program would be**

- Increase collaborations, networking and partnerships
- Build profile, skills and knowledge of entrepreneurs, start-ups and SMEs
- Improve access to commercialisation skills and expertise
- Position companies for investment and growth
- Invest in human capital; growing local capability and attracting talent to Melbourne
- Grow international profile and global connectivity

### ***Space***

Place is important for innovation. Our vision is for a 300-400m<sup>2</sup> space in the CBD that accommodates multipurpose use in a contemporary setting. Space for offices, hot-desks and co-working, breakout spaces for casual meetings and coffee, dedicated board room for company use as well as meeting spaces to host seminars, workshops and mentoring sessions. The space would also host the BioMelbourne Network team, who would be on hand to advise and connect, providing a “concierge” service on how to navigate the health innovation ecosystem.

A place the sector can call home in the city, that brings together industry, government, research and business to foster connectivity, collaboration and prosperity.

### ***Events***

BioMelbourne Network hosts seminar and workshop sessions for the benefit of companies in the Victorian biotechnology, medical technology and pharmaceutical sector. These events are presented by independent, external advisors and international guests on topics such as innovation, commercialisation, market strategy, technology trends, strategic planning, business intelligence, growth and investment.

The purpose is to provide support and encourage growth of small companies by giving them access to relevant information, services and technology that would benefit their businesses. Having a dedicated hub would allow us to extend this offering into hosting global market access programs, pitch sessions and mentoring programs dedicated to supporting start-ups and entrepreneurial activity in the biotech, medtech and pharma sector.

## Benefits to the State

- Provide start up and high growth potential companies with affordable office space that clusters capability and know-how.
- Provides access to knowledgeable advice, access to information on government grants, and connect to the advisers that can help solve problems and open doors.
- Networking Hub – regular social and networking events will establish and connect a network of entrepreneur, experts and business executives for networking, mentorship and advice.
- Showcase space for making global connections – The hub will host international VIPs who are visiting Melbourne to explore all that our ecosystem has to offer.
- Knowledge hub – Provide flexible co-working space Work away from work – Meeting rooms, break out spaces and office space, a change of view, space right in the middle of the city.
- Melbourne launchpad for international companies – Provide place for international companies looking to establish operations in Melbourne with an initial launch-pad space from which to grow and extend their business into Australia and the Asia-Pacific from Melbourne.
- Community – Connecting to the expertise that start-ups and growth stage companies need. Provide access to experts on IP, capital raising, HR, communications, regulatory, reimbursement, market access, digital technology, manufacturing and distribution

Ideally this would also include access to commercial wet lab space and R&D facilities that were fit-for-purpose for undertaking commercial product development. The scale of this investment would be beyond that currently available through existing co-working support schemes, such as that offered by LaunchVic.

## Recommendation 5: Reform grants under Future Industries Fund

According to its webpage, Future Industries<sup>4</sup>

*“is about supporting investment in high-growth industries through industry excellence and development projects, including establishing collaborative networks and building supply chain readiness capabilities.”*

BioMelbourne Network supports this aim but members advise that grants under Future Industries are too complex for an agile market. The level of grant complexity has been identified by members as a barrier to uptake, as has the difficulty of negotiating multi-party legal arrangements. Companies, both large and SMEs, express concern about the difficulty establishing and maintaining the requisite complex partnership arrangements.

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<sup>4</sup> <http://www.business.vic.gov.au/support-for-your-business/future-industries>

Other concerns include:

- The lack of deadlines for decisions on applications – members report that ‘deals go dead on the table’ while they await a response
- The ‘register interest’ or ‘come and have a talk’ approach creates uncertainty and ‘burns’ valuable time
- Unclear criteria against which applications are evaluated
- A perceived lack of transparency in the decision-making process
- Requirements for multiple partners favour universities and disadvantage manufacturers and SMEs.
- Schemes are not agile enough to support sector-specific needs in the dynamic global healthcare market.

BioMelbourne Network supports the objectives of the State’s sector strategy for Medical Technologies and Pharmaceuticals and submits that it is necessary to reform funding programs to achieve those objectives.

At the time of writing, there is no fact sheet available for the Sector Growth Program so this submission cannot comment on its design. There is a fact sheet for Advancing Victorian Manufacturing<sup>5</sup> and there are proposed initiatives<sup>6</sup> but there is insufficient detail currently available to allow an assessment of the programs or to inform companies strategic decision making and budget planning cycles.

Programs under Future Industries should be reformed so they support the activities needed to grow the commercialisation ecosystem and translate good research into products that deliver better clinical outcomes for Victorians and the people of the world. The sector needs a program that:

- Is designed in consultation with industry
- Has clearly defined eligibility and evaluation criteria
- Evaluates and responds to applications quickly
- Is transparent in its decision-making
- Receives applications from individual companies as well as groups of companies

**Objectives of a reformed Future Industries could include support for:**

- Advanced manufacturing initiatives for new product introduction and new product lines
- Support to bring manufacturing activities back to Victoria
- Boosting manufacturing productivity through automation, robotics, Internet of Things (IoT) and data analytics

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<sup>5</sup> [https://economicdevelopment.vic.gov.au/\\_data/assets/pdf\\_file/0004/1544350/10764-DEJTR-EIT-Advancing-Victorian-Manufacturing-factsheet.pdf](https://economicdevelopment.vic.gov.au/_data/assets/pdf_file/0004/1544350/10764-DEJTR-EIT-Advancing-Victorian-Manufacturing-factsheet.pdf)

<sup>6</sup> <http://www.business.vic.gov.au/support-for-your-business/grants-and-assistance/advanced-victorian-manufacturing>



- Incentives for MTP manufacturing supply chain development/migration in Victoria
- Manufacturing infrastructure for pivotal (small) batch manufacture for clinical trials
- Creating clinical test-bed opportunities with end-users for agile product development
- Support for pre-clinical product development, including formulation, prototyping and toxicology

The key benefit to the State would be better outcomes flowing from small reforms to an existing program – with little or no additional cost.

#### Recommendation 6: Undertake a scoping study for a Victorian biotech innovation manufacturing facility

There is a critical need for manufacturing facilities that can service emerging growth stage biotech companies during product development phase, including pre-clinical, scale up and pre-commercial activities. There is a depth of experience and infrastructure within the large Victorian pharmaceutical companies and contract manufacturers. However, these facilities operate at a commercial scale and deal with defined final products, and are often not set up to service small batch requirements in a way that is agile and responsive to emerging companies with products in development stage.

It is generally not commercially feasible or technologically viable for large pharmaceutical manufacturers to be able to service the needs of emerging biotech companies. The needs of biotech companies cannot be met by university facilities, because facilities must comply with global regulatory audit standards, including full quality control systems and processes.

BioMelbourne Network recommends a scoping activity be undertaken in consultation with the sector to develop a business case for an “innovation manufacturing facility”. This could identify potential industry partners who could support such a facility, and assess the current and future needs from emerging biotech companies.

The value to the State would be capturing early-stage manufacturing activities for Victoria, that will create a pipeline of products for future commercial scale-up. This would enable companies to undertake product development activities locally, including manufacture for clinical trials, and progress assests along the value chain, increasing the “D” in Victoria’s “R&D” capabilities.

#### Recommendation 7: Introduce a Victorian Commercialisation and Research Translation (VCaRT) voucher

Victoria has some of the brightest biomedical researchers, engineers (including IT) and clinicians in Australia and it boasts considerable medical technology and biotechnology industry capability. What Victoria needs is to translate capability into commercialisation by incentivising collaboration.

Medtech and biotech are energised by multidisciplinary research and entrepreneurial drive.

Victoria has the ingredients for highly successful MTP industries – what it lacks is the links to foster product co-development. These links are essential to successful commercialisation. Key links need to be made between clinicians and R&D specialists; clinicians and engineers with technical product developers and entrepreneurs.

Victoria needs to facilitate interaction between “problem owners” such as clinicians, who bring their knowledge of healthcare challenges, and “problem solvers” who include engineers, R&D specialists, biomedical researchers, IT professionals, manufacturers and those with industry experience.

VCaRT voucher would be a front-end kick-starter initiative to seed development of technologically based solutions that would support the development of new medical devices and technologies that will provide benefits to the healthcare system in Victoria.

**VCaRT objectives include:**

- Link clinicians who need a solution to engineers and R&D specialists with capabilities
- Link end users with product developers
- Deliver prototype devices for product development and manufacturing
- Promote product commercialisation in Victoria
- Create clinical test-beds for product validation and commercial viability
- Create export opportunities for global healthcare market

VCaRT links the people with needs, to the people with capabilities and the people with entrepreneurial drive to commercialise the resulting products in Victoria.

**How VCaRT works**

A pilot program would be funded by the State at \$300,000 per annum for the duration of the contract. Management of the VCaRT program could be put out to tender, partnered with an independent organisation, or managed by the DEDJTR. The VCaRT manager would administer and manage the program including functions such as, advertising and promotion, application management and assessment, registering researchers, high level evaluation of the IP landscape and publicity around achievements. VCaRT vouchers would facilitate collaboration and access researchers, engineers and specialist R&D service providers. Five \$50,000 vouchers per annum would be offered per year, with the remaining funds retained by the VCaRT manager to administer the process.

Applications would outline the unmet clinical need and the potential size of the market and outline a project plan for the funding allocation with registered suppliers. SMEs and research institutes would be invited to register as third-party suppliers for VCaRT vouchers. Potential applicants would have access to registered suppliers to assist with project plans for the application.

VCaRT supports the development of products with an identified clinical need, a sound technical solution and a clear market opportunity. VCaRT is a low-cost kick-starter fund with an emphasis on developing proto-types for evaluation and product development. VCaRT will deliver clinical solutions for unmet needs, develop medtech, healthtech and biotech prototypes for product development and create enduring links between clinicians, researchers and industry.

### **Benefits to the State**

- Energise the medtech and biotech sectors
- Link clinical problems to technological solutions
- Develop products to solve unmet clinical need
- Connect Victorian researchers with industry
- Connect Victorian SMEs to healthcare providers
- Provide a basis to commercialise and manufacture new products in Victoria
- Initiating collaborations to leverage additional research funding from federal sources for development
- Provide opportunities for Victorian small and medium enterprises (SMEs) to expand their development pipeline and assess commercialise viability in Victoria
- Link and foster the next generation of entrepreneurs in medicine, engineering, commercialisation and manufacture.

### **Global market positioning and promotion**

Biotech, medtech and pharmaceuticals are enormous global markets, with a wealth of opportunity for Victoria, as the state is already internationally renowned in this space. Victoria should position itself to capitalise on the growing global opportunities for trade and investment in the sectors.

Victoria needs a sophisticated and targeted effort to raise the profile of MTP capabilities, such as medtech manufacturing and clinical trial capability in Victoria, to increase the confidence of companies looking to invest in Victoria, and to promote Victorian capabilities in targeted niche sectors where we have true competitive advantage.

The State has a program for inbound trade missions, which have proven successful for many sectors. However, markets and potential partners in the medtech, biotech and pharmaceutical sectors are niche and do not lend themselves to broad delegations or conferences. Very specific leads and information are needed in order to develop the partnerships necessary to attract medtech, biotech and pharmaceutical R&D and manufacturing activities to Victoria, including clinical trials.

### **Recommendation 8: Establish an MTP Global Opportunities program**

The State should establish a program to leverage existing industry outreach with state support to bring trade and investment opportunities to Victoria – an MTP Global Opportunities program (MTPGo).

The MTPGo would add value to outbound travel support programs that focus on major conferences and exhibitions (annual BIO conference and Advamed Medtech Conference) by providing a mechanism to foster two-way market engagement. It would also complement existing programs such as the Victoria Invitation Program (VIP) with the aim of capturing the industry-led trade, export and investment opportunities that arise all year around, in a framework that is transparent and responsive to industry needs and timelines.

## **Objectives**

- Leverage State Govt investment in targeted outbound missions and company business development activities to facilitate two-way market engagement and bring opportunities to Victoria
- Support targeted business development activities by providing year-round support for researched and targeted in-bound trade activities
- Connect industry-developed business leads with the VGBO offices globally
- Bring interested leads to Victoria and create opportunities for investment in manufacturing, clinical trials and R&D activities.

## **How MTPGo works**

BioMelbourne recommends an initial investment of \$2M over three years to trial the program.

- Companies seeking to apply to the program must first, at their own initiative generate international leads and contacts. Companies could avail themselves of the assistance available from the Victorian Government Business Offices (VGBO) to establish and prioritise business leads
- Companies would provide a list of leads to the relevant in-market VGBO as candidates for the MTPGo program
- Eligible Victorian companies apply for MTPGo support by providing evidence that they've qualified the lead and quantified the potential prospect activity in Victoria
- MTPGo would require a co-contribution from companies, with funds used to cover the expenses associated with bringing the prospect to Victoria. A maximum should be set for each company; BioMelbourne considers that \$5,000 support per visit would be reasonable, and companies could be eligible for up to 3 per year.
- To leverage the State's investment and promote collaboration, successful applicants would be obliged to arrange for the international prospect to meet with at least two other Victorian companies or institutes, or participate in other ecosystem development activities (DEDJTR activities or other seminars, workshops, etc.)
- Reporting would require the company awarded the MTPGo grant to report back to the VGBO the short-term outcomes of the prospect visit and identify any interests in the wider Victorian innovation ecosystem for VGBO follow-up

With a modest co-investment from the State, BioMelbourne Network could maintain a database of contacts in the major institutions and companies (our members and other

interested entities) and facilitate the ecosystem development activities of MTPGo representatives.

### **Benefits to the State**

- Increase in the number of Victorian companies travelling overseas and promoting Victoria
- Increase business visitors to Victoria, resulting in increased spend in local economy
- Leverage investment in the State's Events and Trade programs<sup>7</sup>
- Exposing prospects to Victoria as a tourist destination
- Improved collaboration between Victorian companies
- Assuming 400 new business trips to Victoria, there would be 1200+ new business connections over three years
- All meetings would be with industry qualified prospects - so conservatively assuming 20% of meetings resulted in contracts of \$250,000 or more per annum, the net economic benefit to the state would be a minimum of \$60M per year, or over the life of the program, \$180M.

### **Recommendation 9: Develop metrics and maps for success**

The State produces valuable reports on the medical technology, biotechnology and pharmaceutical sectors in Victoria, and from time to time commissions research. These documents can be useful for marketing and promotion, but they date very quickly. They have a role to play in informing policy development. However, retrospective publications, often reliant on data two or more years old, are of limited utility for tracking short term successes and trends, promoting recent successes and identifying rapidly emerging gaps that could be filled or mitigated by policy adaptations.

### **Objectives**

- Develop fit for purpose metrics for the industry
- Capture growth outcomes
- Create MTP sector capability maps
- Produce quarterly reports of real time market analytics to be utilised to update DEDJTR collateral and identify gaps to inform policy
- Match emerging capability with emerging markets and target marketing to maximise return on investment

### **How it would work**

BioMelbourne would, in partnership with DEDJTR, develop metrics for the sector, using real time industry intelligence to capture success and core capabilities. We would capture growth outcomes and undertake ongoing mapping to produce quarterly reports.

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<sup>7</sup> <http://trade.vic.gov.au/how-we-can-help/programs-trade-missions-and-events/trade-mission-programs>

Reports would be received by a joint DEDJTR/BioMelbourne Network Industry Analytics Working Group (IAWG), which would review reports and determine:

- How positive results can be incorporated into government factsheets, web copy, marketing materials and general collateral
- Identify negative trends and consider mitigation measures
- Conduct a gap analysis to provide regular input to policy makers on how to best position Victoria in the global market

Following quarterly IAWG meetings, a report would be provided to industry, equipping companies to respond to emerging opportunities.

### **Benefits to the State**

- Regularly updated sector information would make Victoria's marketing globally attractive
- Access to metrics for success would equip Victorian companies to position themselves in the global market, bringing returns to the state
- Regular market analytics would allow policy makers to respond rapidly to emerging trends
- Ability to target niche markets where the state is succeeding and capitalise on that success
- Capturing growth outcomes will inform and inspire local investors
- Provide industry intelligence that assists companies with business strategy

### **Indicative budget**

BioMelbourne Network could provide in kind support through administering development and collection of metrics and conducting on-going analytics. We would also harness the resources of our members to gain access to vital data.

The only State support would be funding an analyst, at an annual cost of \$150,000, ideally with a triennial commitment.

The IAWG, updating marketing materials and reporting would be covered under the annual DEDJTR budget.

## About BioMelbourne Network

BioMelbourne Network is a not-for-profit membership association for organisations engaged in biotechnology, medical technology, pharmaceuticals and health innovation in the State of Victoria.

Playing a critical role in connecting business, researchers, finance and healthcare, BioMelbourne Network supports the growth of sector infrastructure and facilitates the development and commercialisation of new drugs, devices, diagnostics and digital health technologies here in Melbourne.

For the past 16 years, the Network has championed an environment that enables Melbourne's biotechnology sector to innovate, succeed and influence the evolution of healthcare locally and globally.

We do this by:

- Working with the government to optimise policy, tax and regulatory settings
- Running over 40 events of varying sizes per year that offer access to key stakeholders, local and international intelligence and networking opportunities
- Promoting state and federal programs and initiatives
- Working with the Victorian State Government to lead and co-ordinate international trade missions
- Collaborating with other relevant industry associations to promote cross-sector engagement and global connectivity
- Inviting international industry representatives to Victoria, hosting their stay and facilitating introductions with our member organisations
- Promoting Victoria as a "unique biotech destination" to international press and engaging with local, national and international press on behalf of the sector
- Representing the sector at key local, national and international events
- Supporting smaller businesses to grow their operations in Victoria by providing advice and relevant introductions.