**Buy Local Push with ‘Pathway to Market’ Program Opening for Homegrown Medtech Makers**

With a focus on local procurement, MTPConnect has launched its **Pathway to Market - Medtech Capability Uplift Program** today. The program is designed to get more home-grown medtech products purchased and used by local hospitals and health services, with applications to participate **now open**.

It is an initiative of the Australian Medtech Manufacturing Alliance (AMMA), delivered by MTPConnect in partnership with BioMelbourne Network and supported by the Victorian Government. AMMA, led by BioMelbourne Network and seed-funded by the Victorian Government, has recently been established in partnership with peak industry bodies to drive local procurement and medtech industry growth.

**Karen Parr, CEO BioMelbourne Network,** the organisation leading AMMA, said: “This program is a powerful example of what we can achieve through collaboration. We’re uniting government, industry, and healthcare to create a stronger pathway for local SME medtech companies to succeed.

“We’re helping bridge the gap between invention and implementation, ensuring great, local ideas become real solutions in our hospitals and health system.

“This program is about more than helping businesses navigate procurement. It’s about unlocking the full value of Australian innovation for our health system. We’re proud to lead this effort, working together to connect, upskill and advocate for our high-value sector that’s turning cutting-edge ideas into tangible health outcomes, local jobs, and sovereign capability.”

**MTPConnect CEO Stuart Dignam** said the new consortium-backed program is about supporting sovereign innovation by positioning companies to successfully compete for local health contracts.

“Hospital and health service procurement requirements and processes are complex and can be challenging for local medtech manufacturers to come to terms with,” Mr Dignam said.

“Our program will equip local SME medtech companies with the capabilities needed to navigate procurement pathways and, ultimately, help more companies to secure contracts to supply into hospitals and health services.

“By delivering this new program we want to make sure that medtech innovations are not only invented here, but truly made and sold in Australia – so we reap the rewards, creating manufacturing jobs, ongoing royalties and boosting vital healthcare sovereign capabilities.”

The program is being piloted in Victoria as a stepping stone to a national initiative.

Successful applicants will undergo a capability assessment and attend tailored practical workshops to get prepared to navigate local health markets, understand how to align with hospital procurement needs and structure competitive tender bids.

The comprehensive program includes an intimate and expert-led Masterclass providing deep insights on local procurement pathways and will wrap-up with an Open Day at the Victorian Medtech Showcase in October, where participating companies will have the opportunity to present their products and connect directly with major health service buyers and clinical leaders.

Applicants must be a registered Australian-based for-profit business with operations in Victoria and be producing one or more near-market or market-ready medical device(s) (TRL 7-9).

Applications to join the program are now open on [MTPConnect’s website](https://www.mtpconnect.org.au/programs/pathwaytomarket) and close on 30 May 2025 at 5:00pm AEST.

Guidelines for eligibility criteria and application instructions are available online.

Successful applicants will be notified in mid-June and the program will commence on 3 July 2025.

-ENDS-

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**About BioMelbourne Network:**

BioMelbourne Network is Victoria’s leading industry association for organisations engaged in biotechnology, medical technology, and health innovation since 2001.

BioMelbourne Network has more than 200 companies and 6,000 members and focuses on building an engaged and collaborative health technology community through data and insights, promotes and advocates for sector growth, and provides members with opportunities to accelerate in research, innovation, commercialisation and manufacturing.

**About MTPConnect:**

[MTPConnect](http://www.mtpconnect.org.au) is Australia’s Life Sciences Innovation Accelerator – an independent, not-for-profit organisation championing growth of Australia’s vibrant medical products sector. MTPConnect operates accelerator programs to support the development of cutting-edge medical technology, biotechnology and pharmaceutical innovations. www.mtpconnect.org.au

**About Australian Medtech Manufacturing Alliance (AMMA):**

AMMA is dedicated to addressing the critical challenges facing local SME medtech manufacturers, with a focus on enhancing procurement pathways and increasing the share of locally-made medtech in Australia’s healthcare system. Led by BioMelbourne Network, AMMA is a partnership of peak industry bodies, backed by a network of industry and health champions and supported by seed funding from the Victorian Government’s Department of Jobs, Skills, Industry and Regions. Victoria serves as the program’s pilot state, setting the foundation to drive a national agenda for medtech innovation and manufacturing.

