



FY25

ANNUAL REPORT



Medical Technology
ASSOCIATION OF AUSTRALIA



2024-25 MTAA ANNUAL REPORT

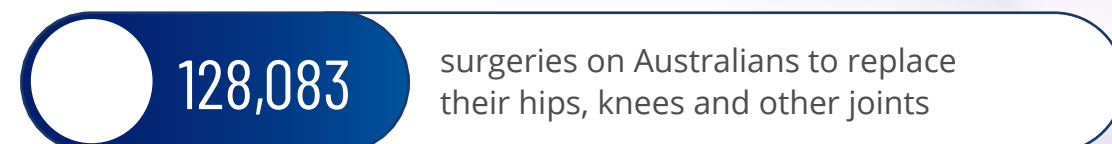
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INDUSTRY FACTS AND FIGURES

Advancements in medical technology have supported the health of Australians by contributing to:



Key highlights of MedTech's economic contribution include:



KEY ACHIEVEMENTS AND FIGURES



133

total members with
89 Industry Members and
44 Associate Members



686

total representatives on
MTAA committees



12

MTAA startup members



2,051

participants
completed MTAA
training



1,174

participants
completed the
OTP training



810

participants completed
the Code of Practice
(E13) training



1,228

attendees at
MTAA events



7,178

subscribers to MTAA
communications



33%

increase in new
followers bringing
the total to 13,774

ABOUT MTAA



The Medical Technology Association of Australia (MTAA) represents the manufacturers and suppliers of medical technology (MedTech) used across Australia to diagnose, prevent, treat, and manage disease and disability. MTAA members provide the majority of non-pharmaceutical products used in healthcare settings to address these needs.

MedTech covers a broad range of products, from everyday essentials like syringes, wound dressings, and wheelchairs to advanced technologies such as pacemakers, MRI machines, hip replacements, robotic surgery tools, and remote monitoring devices. Additionally, digital health technologies, such as remote patient monitoring and digital therapeutics, are revolutionising how we monitor and manage our health, providing real-time data and personalised care.

Our members play a vital role in equipping healthcare professionals with the skills and training needed to maximise the benefits of complex medical technologies, ultimately improving health outcomes for patients. They contribute to research and development through industry-sponsored fellowships, clinical trials, and projects in hospitals, universities, and research centres—driving innovation and the commercialisation of medical technologies that address Australia's healthcare needs and enhance quality of life.

MTAA's associate members include partner organisations and individuals supporting the MedTech sector across the whole value chain, from concept to patient use. This group includes legal and logistics experts, consultants, compliance agencies, health economists, researchers, universities, industrial designers, and product commercialisation specialists. Their valuable expertise enables MTAA to deliver on its goal of bringing technology to patients, improving health outcomes and quality of life across the nation.

OUR MISSION, VISION AND VALUES

Our work is to champion medical technology for a healthier Australia. When our work is done, medical technology will be valued as a key driver of a healthier Australia. We work with integrity, collaboration, influence and leadership

SENIOR LEADERSHIP TEAM

Ian Burgess

Chief Executive Officer

Jasjit Baveja

Director, Regulatory and Industry Policy

Paul Dale

Director, Policy

Karen De Leeuw

Director, Finance & Administration

POLICY

Toby Hodgson

Digital Health Senior Manager

Omar Khan

Policy Manager

David Ross

Policy Advisor

Pravin Siriwardena

Policy Manager

ADVOCACY & COMMUNICATIONS

Charlotte Carulli

External Affairs & Content Manager

Justin Foster

Advocacy & Communications Manager

Stuart Anderson

CTC-M Program Manager

Teneille Murray

MedTech Compass Consultant

MARKETING & MEMBERSHIP

Louie Radburnd

Marketing & Membership Manager

Carmel Rees

Marketing Associate

Bianca Jones

Events Coordinator

Jackie Lee

Events & Engagement Manager

EXECUTIVE ASSISTANT

Kerrie Zocchi

Executive Assistant to CEO

PROFESSIONAL DEVELOPMENT & ADMIN

Lee Harvey

Professional Development Manager

Seni Murni

Administration Officer

FINANCE

Ranju Dhungel

Senior Finance Officer

HUMAN RESOURCES

Rebecca Churchill

HR Advisor



MESSAGE CHAIR REPORT

CHAIR REPORT



ELIZABETH CARNABUCI
CHAIR
VICE PRESIDENT, MANAGING DIRECTOR ANZ
MEDTRONIC AUSTRALASIA

The Australian MedTech industry continues to operate in a period of global uncertainty, domestic fiscal constraint and health system pressures. In 2024–25, the industry has demonstrated its resilience and value in the face of mounting affordability challenges, geopolitical dynamics and local reforms, including changes to the Prescribed List.

Our sector has once again proven its ability to evolve and adapt, supporting patients, clinicians, and the broader healthcare system with life-saving innovations and dedicated technical expertise. MTAA has worked to ensure our voice is heard at the highest levels of government, enhancing already strong partnerships and delivering tangible results.

The increasing unaffordability of healthcare for many Australians has put renewed pressure on industry to demonstrate value, while simultaneously navigating rising costs and constrained reimbursement pathways. Against this backdrop, MTAA has continued to advocate for investment in technology that improves patient outcomes, rewards innovation and delivers long-term system savings.

Nowhere has this been more critical than in the ongoing reforms to the Prescribed List. MTAA's advocacy, supported by strong collaboration with clinicians, hospitals and patient groups, has been instrumental in protecting access and choice for patients and clinicians. We know there is more work to do, but we have shown that when industry is engaged meaningfully, better policy outcomes are possible.

Looking ahead, the role of artificial intelligence (AI) in healthcare is rapidly evolving, from diagnosis, clinical decision support and personalised care to logistics and supply chains. MTAA is embracing this transformation, helping position the MedTech industry as a leader in the ethical, effective and secure adoption of AI-enabled technologies. Through our digital health policy work, regulatory partnerships, and member engagement, we are laying the foundations for a healthcare system that embraces innovation and delivers improved patient outcomes.



MESSAGE CHAIR REPORT

CHAIR REPORT



Honouring Member Support and Achievement

The MTAA Board recognises the vital role of a strong and supportive membership base for our industry association. We extend our gratitude to all member companies for their contributions to the industry and their support in advancing MTAA's important initiatives.

At the MedTech Industry Awards Dinner each year, we take a moment to express our appreciation and honour those members who have shown unwavering commitment to MTAA for 5, 10, 20 and 40 years.

5 years

- 3-D Matrix Medical Technology
- 3DMorphic
- Exactech Australia
- Fresenius Medical Care Australia
- Gamma Gurus
- Getz Healthcare
- Healthcare Professionals Group
- MicroPort CRM
- OneMD

10 years

- IDE Group
- MedTechnique Consulting
- Nevro Medical

20 years

- Avania
- Corin (Australia)
- LivaNova Australia

40 years

- Medical Specialties Australasia

Conclusion

As Chair, I am proud of the progress our Association has made this year. I extend my sincere thanks to the MTAA Board, Ian Burgess and the MTAA team, and all our members for their enduring commitment. Together, we continue to ensure that medical technology is recognised as a key driver of equitable healthcare access and improved patient outcomes.

In the coming year, we must remain steadfast. We must continue to advocate, collaborate, and lead. Our industry matters to patients, to clinicians, and to the sustainability of Australian healthcare. I look forward to working with you all as we build the future of MedTech, together.

Elizabeth Carnubuci
CHAIR

MESSAGE CEO REPORT



IAN BURGESS
CHIEF EXECUTIVE OFFICER
MEDICAL TECHNOLOGY ASSOCIATION OF AUSTRALIA

This year, MTAA delivered a highly productive advocacy and policy agenda that strengthened the voice of the MedTech industry and advanced access to life-changing technologies for Australian patients. Across FY25, MTAA remained focused on ensuring that innovation, patient outcomes and economic value are recognised in every area of health reform. Through collaboration, evidence and persistence, we continue to position MedTech as an essential partner in delivering a healthier, more sustainable future for all Australians.

Advocacy Achievements

MTAA's advocacy continued to achieve strong outcomes across reimbursement, regulation, digital health and procurement policy.

This year's MedTech on the Hill in Canberra was another resounding success. It raised the profile of our industry with government leaders, enabling engagement with MPs, Senators, and key government departments and agencies.

- 1. Prescribed List and Procurement:** MTAA continued efforts to safeguard the Prescribed List Memorandum of Understanding (MoU), ensuring that the reform process maintained stability and transparency. MTAA secured a reduced Prescribed List Levy of \$150 per billing code (down from the proposed \$350-\$450), delivering more than \$2 million in savings for industry, while successfully opposing price caps and mandatory disclosure requirements that would have imposed an additional regulatory burden without any clear benefit and turned the Prescribed List away from its intended purpose as a reimbursement mechanism into a price-setting tool.



CEO REPORT

Addressing Equity and Access

At the centre of our mission continues the crucial work of improving access to life-saving and life-changing medical technologies for all Australians.

To reflect this, MTAA works closely with Patient Advocacy Groups (PAGs) to ensure that patient perspectives are embedded in our policy and advocacy work. In FY25, MTAA began developing a Memorandum of Understanding (MoU), a structured framework designed to strengthen long-term partnerships with patient organisations and formalise how patient insights inform our ongoing policy priorities. These partnerships are already informing MTAA's approach to digital health reimbursement, private hospital viability reform and Prescribed List policy, ensuring that patient experiences and outcomes remain the guiding force behind system improvement.

Through advocacy initiatives such as 'MyMedTech', MTAA helped to amplify real patient stories through video products that illustrate the impact of innovation, strengthen public understanding of MedTech, and highlight the importance of equitable access to care.

By working in collaboration with clinicians, patient advocates and government, we are ensuring that no Australian is left behind as technology continues to transform healthcare delivery.

- 2. Regulatory Reform:** Collaboration with the Therapeutic Goods Administration (TGA) remains central to MTAA's work. Together, we advanced a more practical, predictable and globally aligned regulatory environment. This included extending the Unique Device Identification (UDI) transition period to minimise disruption, supporting the electronic Instructions for Use (eIFU) expansion, and progressing audit reforms focused on high-risk products. Through the RegConnect platform, MTAA strengthened Australia's regulatory capability. Following the successful inaugural RegConnect event, the next national conference will return in FY26 alongside expanded professional development programs that reflect growing demand for regulatory education and training.

- 3. Digital Health:** Building on the findings of MTAA's Report - Digital Health: Breaking Barriers to Deliver Better Patient Outcomes, MTAA commenced development of a second report on Digital Health Funding Pathways in partnership with MTPConnect, APACMed, ANDHealth and HealthConsult. This next phase will deliver an evidence-based roadmap for recognising and funding digital therapeutics and remote patient monitoring, helping Australia move from pilots to scalable national access.



MESSAGE CEO REPORT



“By working in collaboration with clinicians, patient advocates and government, we are ensuring that no Australian is left behind as technology continues to transform healthcare delivery.”

Demonstrating MedTech’s Value

The Value of MedTech Report continues to highlight the vital role our industry plays in Australia’s health and prosperity. MedTech supports more than 17,000 direct jobs and over 51,000 total jobs across supporting industries, contributing \$5.4 billion to GDP each year. Our technologies provide 220,000 Australians living with heart failure and advanced heart disease who rely on cardiac implantable devices, enable testing for over 180,000,000 non-hospital pathology and diagnostics each year and more than 128,000 joint replacements annually, improving lives, reducing hospital stays and supporting workforce productivity.

These results underscore the value medical technology delivers to patients, clinicians and the broader economy and reinforce MTAA’s advocacy for policies that ensure modern, innovative technologies can reach those who need them.

MedTech Compass

MTAA launched MedTech Compass as a new national membership program created to guide Australia’s next generation of MedTech innovators from prototype to market success and strengthening Australia’s sovereign MedTech capability. The initiative brings together innovators, investors and industry leaders to help early-stage companies navigate regulatory and market access pathways. Foundational work this year included developing program infrastructure, onboarding initial members, and launching the inaugural MedTech Compass Award to showcase emerging Australian technologies. The program will expand in FY26 through new partnerships and resources designed to connect early-stage innovators with investors, mentors and healthcare end-users.

MTAA’s Financial Performance

Total revenue grew by 7.4 per cent in the twelve months to 30 June 2025, driven by membership growth and increased interest revenue. Total expenses increased by 11 per cent, reflecting MTAA’s continued investment in strategic priorities including digital health and regulatory advancement.

MTAA achieved a net profit of \$202,717 for the financial year, compared with \$348,863 in the previous year. Net assets increased to \$2,616,406, an 8.4 per cent year-on-year rise, ensuring MTAA remains well positioned to utilise reserves to support key strategic initiatives, if required.

Conclusion

As we move into FY26, MTAA remains steadfast in its mission to champion MedTech for a healthier Australia.

The challenges facing our healthcare system are complex, but so too are the opportunities. Through strong partnerships, data-driven advocacy and a united industry voice, MTAA will continue to shape reforms that promote innovation, sustainability and patient access.

I want to thank the MTAA Board, our dedicated staff and all member companies for their continued engagement and support. Together, we are striving to build a healthcare system that not only keeps pace with innovation, but provides equitable access for all Australians.

Ian Burgess
CHIEF EXECUTIVE OFFICER





| POLICY, ADVOCACY & COMMUNICATION

MTAA continued to strengthen its strategic policy advocacy and communications, guided by the refreshed Public Affairs Committee Strategic Advocacy Pillars:

- 
The value of MedTech;
- 
Collaborations and partnerships;
- 
Sustainable access to MedTech; and
- 
Reactive excellence.

These pillars reflect MTAA's commitment to championing the MedTech industry, shaping the policy environment, and ensuring patient access to innovative medical technologies.

MTAA maintained a strong voice in national health policy debates, engaging across government departments, parliamentary processes and key regulatory and reimbursement frameworks. Through sustained dialogue and collaboration, MTAA advanced its priorities while responding to evolving challenges facing the MedTech sector. This work included ongoing representation on high-level stakeholder forums and participation in policy consultations to ensure the interests of patients, clinicians and the industry remained central to health reform.

MTAA's productive relationship with Senators and Members of Parliament continued through the Parliamentary Friends of MedTech group, co-chaired by Dr Mike Freeland MP and Melissa McIntosh MP. This group is an important part of MTAA's engagement strategy, supporting greater parliamentary awareness of the industry's contribution to patient outcomes, innovation and economic growth.

The MedTech on the Hill initiative returned to Parliament House, bringing together MedTech leaders with Ministers, Shadow Ministers, MPs, Senators and key senior departmental and industry representatives for valuable discussions on priority issues. This event reaffirmed the importance of direct engagement with decision-makers and was strongly supported, featuring:

- Over 40 meetings with parliamentarians.
- Over 50 representatives across over 25 unique MedTech organisations.
- 6 roundtable sessions with key senior departmental and industry representatives.

MTAA's advocacy continues to be grounded in evidence-based policy and a collaborative approach, ensuring the organisation is positioned as a trusted partner to government, regulators and stakeholders. With a future-focused strategy and strong industry backing, MTAA remains committed to driving sustainable health system improvements through access to medical technologies.



Member Communications

Digital media remained a cornerstone of MTAA's strategy to engage and influence its stakeholders this past year. In FY25, we distributed 72 newsletters, comprising 22 exclusive Member Updates and 50 comprehensive mailouts to our full database. Feedback confirmed that our content continues to resonate, with valuable contributions from committees and industry partners enriching the mix of news and insights.

Our digital influence expanded significantly on LinkedIn, where we grew our follower base by over 5,200 professionals. Through consistent, strategic posting that aligned with our key advocacy goals, we fostered a more vibrant and interactive online community. The platform has proven indispensable for reaching a targeted audience across the broader healthcare sector, effectively promoting MTAA's initiatives and amplifying our industry's voice.

COMMS. BY NUMBERS IN THE LAST 12 MONTHS



32%

AVG. OPEN RATE FOR NEWSLETTERS



91

NEWSLETTERS SENT.
+11 FROM LAST YEAR



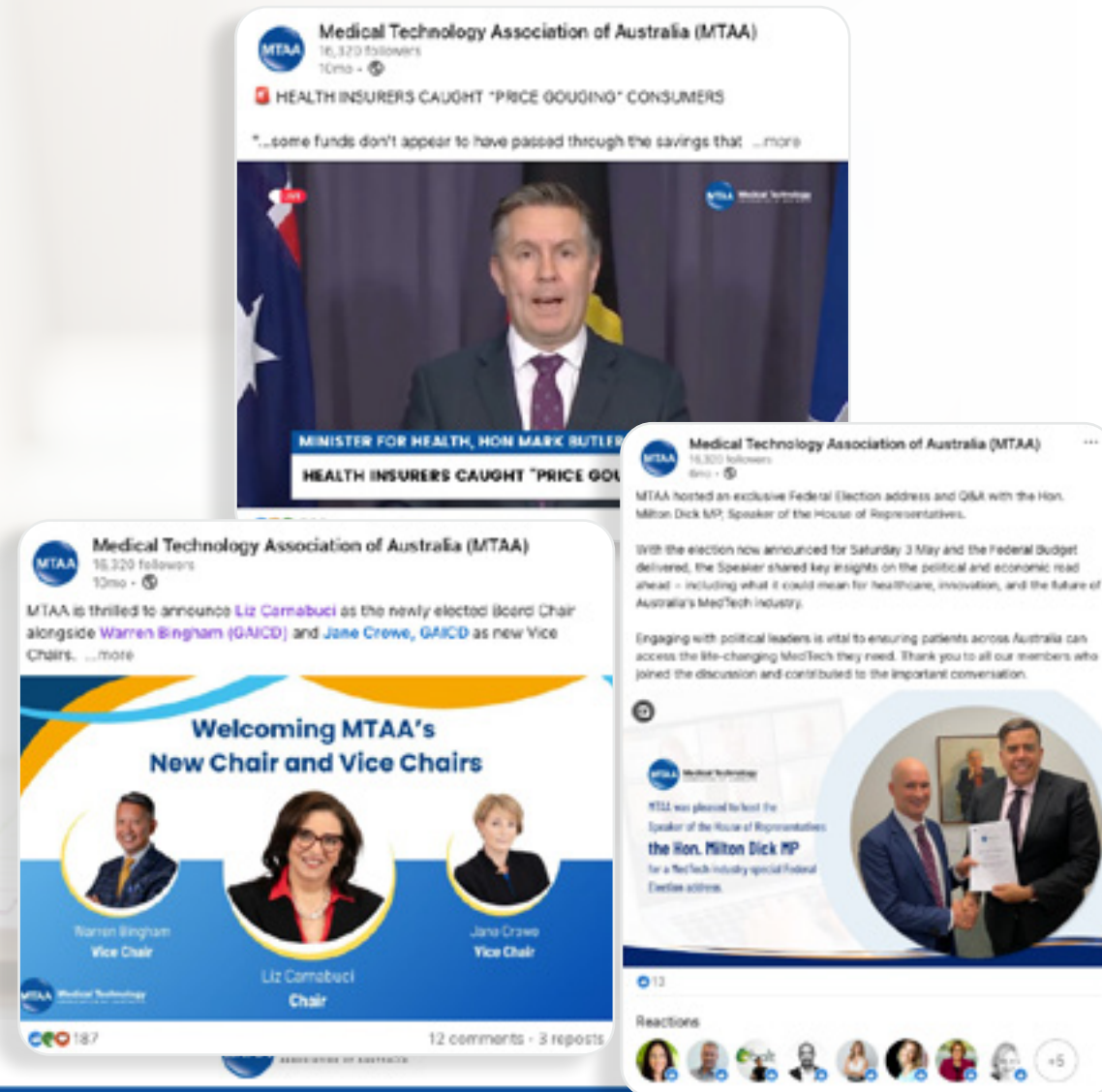
6,862

SUBSCRIBERS



13%

INCREASE IN NEW FOLLOWERS BRINGING THE TOTAL TO 15,528



Members Update

14 May 2025

Medical Device Regulations for Non-Regulatory Professionals

Register

Last Chance to Register for Medical Device Regulations for Non-Regulatory Professionals

This practical workshop is designed for those in sales, marketing, product development, and other non-regulatory roles who need to understand Australia's medical device regulations. Through interactive case studies, real-world scenarios, and hands-on activities, participants will learn how medical devices are classified, the pathways used to bring them to market, and key compliance requirements. The workshop will also focus on effective collaboration with regulatory teams to ensure business success while meeting TGA regulations.

Date/Time: Wednesday, 21 May 2025 from 9:00am - 5:00pm AEST
Venue: Citihub Sydney Margaret Street, 13/60 Margaret St Sydney, New South Wales 2000
Members Price: \$999 incl. GST per person

Early-Bird Closes 30 May for Australian Regulatory Device Summit 2025

Early-bird registration is now available for the Australia Regulatory Device Summit 2025. MTAA and the Regulatory Affairs Professionals Society (RAPPS) are combining their 94+ years of expertise to deliver one of the most significant regulatory events on the Australian MedTech calendar.

Uniting RAPPS' global regulatory insights with MTAA's leadership in the Australian industry, the Australia Regulatory Device Summit 2025 will offer attendees unparalleled access to expert knowledge—featuring perspectives from top local and international regulators, healthcare leaders, and MedTech professionals.

Date: 17-18 July 2025
Venue: Sydney ICC
Earlybird rate: \$1,400 incl. GST per person



Register

PUBLIC SUBMISSIONS AND POSITION PAPERS FY 24/25

- Prescribed List Reforms - Consultation Paper 9 - CIEDs and the cost of technical support services
- Prescribed List Reforms – General Use items utilisation, expenditure and integrity
- Adaptation Consultation – National Health and Climate Strategy
- Clarifying definitions under the current Prescribed List Grouping Scheme
- Consultation on Private Health Reform Options
- Pre-Budget Submission 2024/25
- RDTF NOSS Pre-Budget Submission
- QLD Procurement Policy review
- NSW Health Draft Zero Roadmap
- Strategic Examination of R&D (SERD) review
- Prescribed List Cost Recovery Implementation Statement
- Productivity Commission paper on Delivering Quality Care More Efficiently
- Evaluation of the Prescribed List Reforms (submission not public)
- AIDH - mHealth Assessment Framework
- National Joint Replacement Registry Cost Recovery Implementation Statement
- TGA - Clarifying and strengthening the regulation of Artificial Intelligence (AI)
- DISR AI - Proposals paper for introducing mandatory guardrails for AI in high-risk settings
- ADHA Digital Health Standards Training Consultation
- DoHAC/DoHDA - Safe and Responsible Artificial Intelligence in Health Care – Legislation and Regulation Review

MTAA ACHIEVEMENTS

- Successfully defending the Prescribed List MOU** against insurer attacks, thereby preventing additional benefit cuts. Without the MOU, industry would have incurred additional cuts of \$1.5 billion over 4 years.
- Securing a reduced Prescribed List** levy of \$150 for Prescribed List billing codes in FY25—down from a proposed \$350–\$450 — delivering over \$2 million in savings for Industry.
- Building a **closer relationship with HealthShare NSW** to improve procurement process
- Influencing digital health policy** through consultations on Introducing Mandatory Guardrails for AI in High-Risk Settings, Clarification and Strengthening the Regulation of Artificial Intelligence, Safe and Responsible Artificial Intelligence in Health Care, with MTAA’s recommendations currently incorporated in government’s AI strategies.
- MTAA launched RegConnect** – an online interactive platform supporting the regulatory community with exclusive access, insights and resources
- Successfully opposing proposed caps on Prescribed List** prices for hospitals, ensuring members retain pricing flexibility without
- Preventing further significant changes** to General Use Items (Part D) in conjunction with other peak body partners.
- Strengthening industry’s voice in regulatory policy** through an ongoing and collaborative relationship with the TGA, successfully advocating for a longer UDI transition period that minimised supply disruption.
- Building industry’s regulatory skills and capability** through increasing workshops and co-hosting the inaugural RegConnect24 Regulatory Conference with TGA.
- Increasing industry development efforts** with progress on the Clinical Translation & Commercialisation program and engaging with public consultations to drive local investment, innovation, and growth in MedTech.



Reimbursement

MTAA remains committed to advocating for new reimbursement approaches to meet the demands of industry, improving processes related to the Prescribed List and to ensure better patient access to medical technology.

Prescribed List

During FY25, MTAA achieved significant outcomes in safeguarding the Prescribed List (PL) and ensuring ongoing access to medical technologies for Australian patients. The Association successfully maintained the PL Memorandum of Understanding (MoU) despite sustained pressure from insurers—avoiding potential reductions of up to \$1.5 billion over the life of the reform period. MTAA also secured a reduced levy of \$150 for PL billing codes in FY25, down from a proposed \$350–\$450, delivering savings of more than \$2 million to the industry.

MTAA’s advocacy efforts prevented the introduction of proposed caps on PL prices to hospitals and blocked new price disclosure requirements, maintaining essential price flexibility and avoiding additional regulatory burdens. Working closely with other peak bodies, MTAA also prevented further significant changes to General Use Items (Part D) and ensured that Cardiac Technical Support Services continued to be reimbursed at industry-calculated rates through the PL—despite insurer pressure.

Following strong advocacy on the post-listing review for spinal cord stimulators, the Department agreed to release key report details for industry consultation, ensuring greater transparency and engagement. Continuous communication with the Department

helped improve PL processes throughout FY25 after challenges with the introduction of new systems. MTAA also confirmed that proposed regrouping of the PL would not proceed, avoiding major changes to benefit structures.

The Association sustained strong support for the continuation of the PL from peak hospital and clinical groups and provided confidential feedback to the Medical Device and Human Tissue Advisory Committee (MDHTAC) to represent industry perspectives. Through participation in the Department’s PL Reform Evaluation Advisory Group, MTAA contributed feedback to the interim evaluation report, ensuring balanced representation of industry views against insurer commentary.

To strengthen member understanding and advocacy, MTAA conducted an analysis project on PL decision-making, generating insights and training opportunities that were shared at the ARCS conference and through media engagement. Additionally, MTAA secured the support of major hospital peak bodies for maintaining the PL as a key vehicle for medical device access, particularly in the context of private hospital reform discussions.



Regulatory Affairs

In FY25, MTAA strengthened its position as a leading regulatory voice in MedTech—delivering national firsts, shaping government policy, and achieving tangible outcomes for the industry. Through deep engagement with regulators, international collaboration, and member-focused initiatives, MTAA has helped create a more practical, predictable, and connected regulatory environment.

Advanced Practical Regulatory Reforms

MTAA advanced practical regulatory reforms, contributing to several major policy outcomes including limiting mandatory audits to only high-risk Class III devices, expanding recognition of trusted overseas certifications, and supporting the creation of a combined MDSAP + FDA 510(k) regulatory pathway.

Championed eIFU Expansion

Through sustained advocacy, MTAA championed the expansion of electronic Instructions for Use (eIFU). The initiative gained ministerial endorsement, with legislative amendments now underway and updated guidance expected in late 2025—paving the way for modern, sustainable access to medical device information.

Influenced Australia's UDI

MTAA played a critical role in shaping UDI regulations and guidance, including successfully advocating for a 24-month transition period to ensure international alignment and reduce compliance burden for sponsors.

Co-led Global MDSAP Improvement

On the global stage, MTAA co-led the MDSAP Improvement Initiative in collaboration with Medtech Canada, presenting joint industry survey findings at the 2024 MDSAP Forum in Essen. This work promoted stronger alignment between regulators, auditors, and industry partners to improve global consistency and efficiency.

Ongoing Policy Leadership and Consultation Engagement

MTAA maintained its position as a policy leader and trusted regulatory voice, providing formal submissions on critical topics such as artificial intelligence in medical devices, audit frameworks, and boundary and combination products. The Association also participated in all major TGA–industry engagement forums, including RegTech, TIF, TCC, and TGACC, ensuring that the MedTech industry's perspective remained central to regulatory discussions.



Launched Australia's Inaugural RegConnect Event

To further strengthen Australia's regulatory community, MTAA launched the inaugural RegConnect event, attracting 145 regulatory professionals, policymakers, and industry leaders. This event marked the official launch of RegConnect, MTAA's dedicated regulatory community hub, offering access to guidance, peer collaboration, and targeted learning.

Represented Australia on the Global Stage

Representing Australia internationally, MTAA presented at the MedTech Europe Conference on global regulatory reliance and was selected to join the newly formed IMDRF Industry Group—a historic first that gives industry direct advisory input to the IMDRF Management Committee.

Shaped the Future of International Medical Device Regulation

MTAA participated on the expert panel supporting the development of the next IMDRF Strategic Plan at the 2024 IMDRF meeting. In 2025, MTAA co-moderated a session with the EU Commission delegate on effective training and capacity-building initiatives to enhance global regulatory practices.

Delivered National First: 5-Day Regulatory Training Series with TGA

MTAA delivered a national 5-day regulatory training series in partnership with the TGA. Covering pre-market pathways, clinical evidence, software as a medical device (SaMD), post-market obligations, and startup regulation, the program has become a cornerstone of capability-building across MedTech. Following the success of the 2024 program, the series will return in November 2025.

Launched the 'Regulatory Affairs for Non-Regulatory Professionals' Workshops

To complement MTAA's goal as a leader in regulatory education, MTAA launched a new "Regulatory Affairs for Non-Regulatory Professionals" workshop, designed to strengthen cross-functional collaboration by equipping commercial, operational, and executive teams with a deeper understanding of the regulatory landscape.

Industry Policy & Procurement

MTAA’s industry policy work is vital to advancing the medical technology sector by shaping regulatory, funding, and healthcare system policies that support innovation, drive sustainable growth, and improve patient access to life-changing technologies.

In 2024–25, MTAA continued to lead policy discussions on a wide range of issues critical to the strength, sustainability, and innovation of the Australian medical technology industry. MTAA’s work is grounded in a commitment to improving patient access to safe, effective technologies while ensuring that policy settings support patient access to medical technologies and foster the continued advancement of the industry.

Recognition for Value-Based Procurement Advocacy

MTAA’s leadership in procurement policy advocacy was acknowledged publicly, with its work on value-based procurement formally recognised in both the NSW Special Commission of Inquiry into Healthcare Funding and the NSW Inquiry into Procurement Practice—a milestone achievement in policy influence and recognition.

Commitment to Sustainable Procurement Reform

These initiatives highlight MTAA’s ongoing commitment to improving procurement efficiency, reducing barriers for suppliers, and ensuring that procurement frameworks across Australia support access to high-quality medical technologies and sustainable healthcare outcomes.

Strengthening Engagement with HealthShare NSW

A major achievement this year was deepening engagement with HealthShare NSW (HSNSW) through the successful delivery of a second industry briefing in April, attended by 50 participants. Building on the success of the inaugural 2024 session, these briefings have become an important platform for collaboration and negotiation on procurement improvements.

Notably, MTAA’s advocacy contributed to a key outcome announced at the April session—the halving of cyber insurance coverage requirements under the new Standing Offer Agreement, substantially reducing supplier compliance costs.

Further advancing collaboration, MTAA hosted an exclusive webinar with HSNSW focused on product and pricing transformation affecting MedTech suppliers. The session attracted more than 120 participants, underscoring strong industry engagement and providing a valuable channel for supplier feedback to inform the future of medical technology procurement in NSW.

Expanding National Procurement Engagement

MTAA has also strengthened its relationships in Queensland, serving as a representative on the Medical Category Council Industry Reference Group and contributing to the Queensland Government’s Procurement Policy review. In these forums, MTAA emphasised the need for a more inclusive definition of “value” that considers broader health system outcomes, patient benefits, and innovation—not just financial savings.

National Joint Replacement Registry

In late 2024, MTAA’s Orthopaedic Forum participated in the Department of Health and Aged Care’s consultation on the draft National Joint Replacement Registry (NJRR) Cost Recovery Implementation Statement. Members’ concerns were acknowledged and constructively received by the Department.

MTAA’s submission reinforced the importance of equitable funding, noting that all stakeholders benefiting from the NJRR should contribute to its costs. MTAA also advocated for greater transparency

in the Registry’s budget and improved forward planning for any future cost increases.

As a key outcome of this engagement, MTAA welcomed the Department’s acceptance of its proposal to establish a National Joint Replacement Registry Consultative Committee, creating an important platform for ongoing collaboration between government and industry on the NJRR’s management and funding framework.



MedTech Compass

In FY25, MTAA launched MedTech Compass, a targeted initiative designed to strengthen sovereign capability, support early-stage MedTech ventures, accelerate research commercialisation, and bridge critical gaps in Australia's health innovation pipeline. The initiative responds to challenges highlighted by the National Health and Medical Research Strategy, aiming to improve the translation of Australian medical research into commercially viable solutions.

MedTech Compass provides structured, high-value support to early-stage companies, addressing key commercialisation barriers.

Programs include:

- Regulatory and reimbursement navigation
- Investor readiness programming
- Capital-efficient clinical trial planning
- Strategic mentorship

The initiative not only improves translation outcomes but also builds a more integrated ecosystem that enhances sovereign capability and delivers public value.

MTAA is actively engaging with universities, medical research institutions, and ecosystem partners to connect innovative medical devices and digital technologies with industry demand for growth opportunities. The MedTech Compass initiative is designed to amplify the voice of start-ups and support domestic commercialisation, helping ensure Australian innovations are developed locally and deliver both patient and economic impact, rather than being lost offshore.

In FY25, MedTech Compass rapidly progressed from concept to a fully operational national initiative. A critical milestone was the launch of its dedicated website, featuring automated membership registration and a centralised platform for managing engagement. By year-end, the platform had onboarded an expanding cohort of early-stage members, providing immediate validation of the tailored support model.

Core program content was finalised, including the Capability Roadmap, which provides bespoke guidance through the commercialisation journey. Development of pay-to-access toolkits, templates, and practical manuals is well underway. The new member onboarding process, featuring a 2-hour discovery session and progress review interviews, was piloted successfully.

Strategic partnerships were initiated with key government and state partners. Early discussions with Austrade focused on supporting export readiness and providing market insights to startups, targeting key global markets such as the US and Europe. Engagement with state-based partners, including BioNSW and Invest Victoria, explored regional collaborations to strengthen local support for MedTech innovation. These partnerships lay the groundwork for formal co-delivery programs in FY26.

To recognise excellence, the MedTech Compass Award was launched, highlighting rising stars of innovation at the MTAA annual conference. This initiative both raises visibility and incentivises innovation across the ecosystem.

By acting as a central hub, MedTech Compass reduces fragmentation across the national ecosystem and simplifies pathways for private and public capital to engage with promising ventures. Standardised investor readiness programming and curated expert networks ensure founders receive consistent, high-quality guidance to secure funding and scale efficiently. This systematic approach accelerates development timelines, helping critical Australian innovations reach patients faster.

By reinforcing local industrial capacity and fostering domestic manufacturing, MedTech Compass strengthens Australia's sovereign capability while delivering public value. The initiative aligns commercialisation objectives with healthcare impact, job creation, and export opportunities, positioning Australian MedTech innovation for global competitiveness.



Digital Health

MTAA continues to drive the digitalisation of healthcare by leading policy discussions on its future and realising the potential of digital technologies to improve healthcare systems.

MTAA continues to work towards the strategic objective of leading connected health, driving policy discussions and the direction of digital health in Australian healthcare. The MTAA digital health related groups, led by the MTAA Digital Health Advisory Group, focused on Data Standards, Cyber Security, Privacy, and Artificial Intelligence. Along with specific work on digital health reimbursement, undertaken in conjunction with the MTAA Reimbursement Committee.

Advancing the Reimbursement of Digital Health Solutions

In FY25, MTAA strengthened the position of its Digital Health Advisory Group as a leading voice in digital health through increased awareness, advocacy, and industry engagement. Building on the foundation of MTAA's report Digital Health: Breaking Barriers to Deliver Better Patient Outcomes, MTAA commenced work on a follow-up report focused on the funding of digital health solutions, with a particular emphasis on Digital Therapeutics (DTx) and Remote Patient Monitoring (RPM). This MTAA-led initiative, developed in partnership with MTPConnect, APACMed, and ANDHealth, engages HealthConsult to deliver the research and recommendations. The project will be a key strategic focus for the Digital Health Advisory Group for FY26.

Policy Influence on Artificial Intelligence

The Digital Health Advisory Group also addressed numerous other pertinent digital health related issues throughout FY25, with stakeholder discussions, event participation and consultation responses. Artificial Intelligence (AI) continues to be a high-profile digital health focus, as Australia moves to establish regulations across all industries. MTAA provided submissions to several AI consultations throughout FY25, including the Department of Industry, Science and Resources (DISR), the Department of Health, Disability and Ageing (DoHDA), and the Therapeutic Goods Association (TGA). MTAA is pleased to see that several submitted recommendations appeared in the summary reports developed as a result of these consultations. MTAA looks forward to continued collaboration and engagement on the regulation of AI as the legislation evolves in this fast-developing area.

MTAA has partnered with the Medical Software Industry Association (MSIA) to develop a voluntary industry code of conduct for the use of AI in FY26. As the adoption of AI accelerates, so too does the need for clear guardrails to ensure it is used safely, responsibly, and in ways that build public trust. At this pivotal time, MTAA are in a unique position to make representations to government on how a voluntary Medical Industry Artificial Intelligence Governance Code (Industry Code) and Accreditation Standard could offer a viable alternative to increasing regulatory pressure on the industry.

Representation in National Digital Health Bodies

MTAA's leadership in digital health was further reinforced through representation in key national advisory and standards-setting bodies, including:

- Australian Digital Health Agency (ADHA) Council for Connected Care (CCC)
- Australian Digital Health Standards Advisory Group
- Standards Australia IT-014 Health Informatics Committee

Driving Innovation and Collaboration

Through these initiatives, MTAA continued to play a pivotal role in shaping Australia's digital health ecosystem—supporting innovation, policy development, and collaboration to advance patient outcomes and healthcare system efficiency.

Health Data Summit and Industry Collaboration

In July, MTAA partnered with APACMed to host the Health Data Summit in Canberra, attended by 42 in-person and 4 virtual participants.

The summit explored Australia's health data landscape—highlighting disparities, best practices from overseas, and challenges related to data access, use, quality, privacy, regulation, cyber security, incentives, and real-world evidence. It also examined the future role of AI and genomics in healthcare delivery.

A summary report, The Power and Promise of Health Data, developed by KPMG, was released following the event to share key insights with industry and government stakeholders.





MEMBER ENGAGEMENT

MTAA continued to leverage its strong industry connections and sector expertise to deliver keynotes, workshops, and forums tailored to the interests and priorities of its members.

These events, guided by MTAA’s committees and working groups, are designed to educate, advocate, and share unique industry insights not readily available elsewhere. They also provide valuable opportunities for members to engage directly with decision-makers, influencers, and peers, fostering collaboration and open dialogue on key policy and industry issues.

Through these initiatives, MTAA continues to build a connected, informed, and collaborative MedTech community, driving collective progress on strategic priorities and advancing the interests of the sector.

EVENTS
BY NUMBERS
IN THE LAST 12 MONTHS



1,732

ATTENDEES AT
MTAA EVENTS



464

ATTENDEES AT THE
MEDTECH CONFERENCE



20

F2F AND ONLINE
EVENTS IN FY25



Events

APACMed/MTAA Health Data Summit 30 July 2024

MTAA, in partnership with APACMed, hosted the Health Data Summit, bringing together leaders from government, industry, hospitals and consumer groups to explore how health data can drive more efficient, value-based and patient-centred care. The Summit highlighted the need for stronger national frameworks around data governance, transparency and interoperability, and called for greater use of real-world data and evidence in clinical and regulatory decision-making. Discussions also emphasised the growing role of artificial intelligence, genomics and advanced analytics in shaping the future of healthcare, with MTAA reaffirming its commitment to collaborate with stakeholders to advance Australia's health data and digital health agenda.



Medical Device Regulatory Workshops 29 July – 2 August 2024

MTAA partnered with the Therapeutic Goods Administration (TGA) to deliver a week-long series of seven Medical Device Regulatory Workshops at Cliftons Sydney. The program included full-day and half-day sessions covering pre-market, post-market, software as a medical device (SaMD), clinical evidence, quality management systems, biocompatibility and sterility, engineering, and advertising. With 23 TGA speakers contributing, the workshops provided valuable opportunities for members to engage directly with regulators, gain practical insights, and strengthen compliance and capability across all aspects of medical device regulation.



MedTech on the Hill 19-20 August 2024

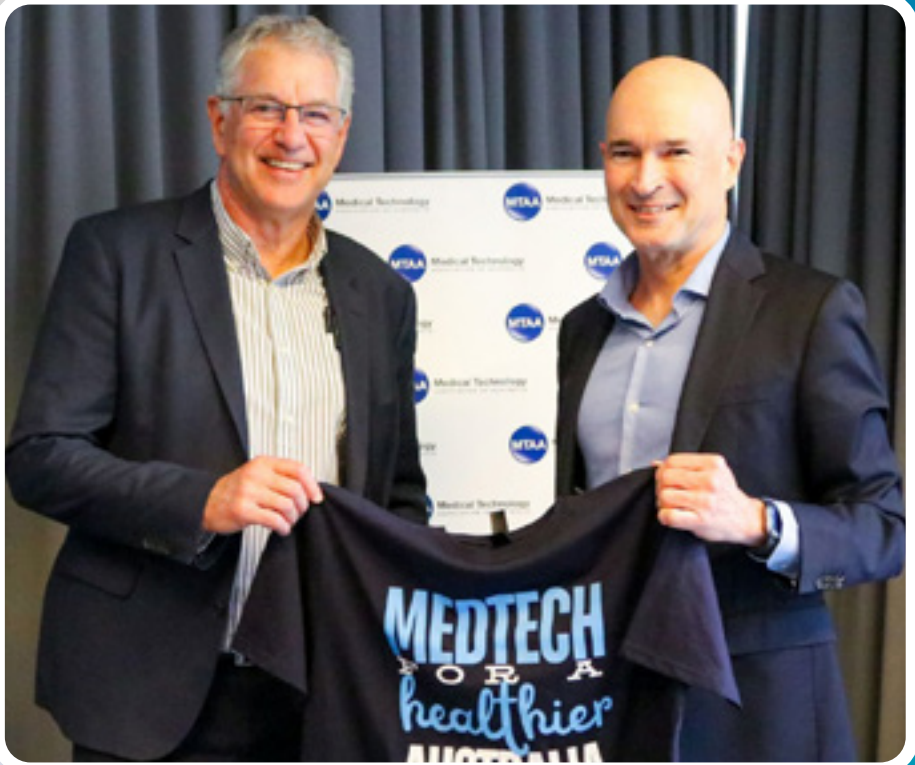
In 2024, MTAA led its flagship advocacy initiative, MedTech on the Hill, bringing together a national delegation of industry leaders to engage directly with federal parliamentarians and senior policymakers in Canberra. The delegation highlighted the critical role of medical technology in Australia's healthcare system and economy, reinforcing the sector's contributions to patient care, local jobs, innovation, and sovereign capability.

Over two days, delegates held more than 40 meetings across political, departmental, and regulatory stakeholders, advocating for key priorities including:

- Strengthening domestic manufacturing and commercialisation pathways
- Improving patient access to innovative technologies
- Supporting health technology assessment (HTA) reform
- Advancing procurement practices that recognise value beyond cost
- Promoting investment in workforce development and skills training across the MedTech sector

A central message of the delegation was the importance of collaborative policymaking that balances innovation, patient outcomes, and long-term system sustainability. The event also served to deepen relationships between industry and government and increase visibility of MedTech's role in addressing national health priorities.

MedTech on the Hill 2024 reinforced MTAA's leadership as the unified voice of the medical technology sector, ensuring members' voices are heard at the highest levels of government.

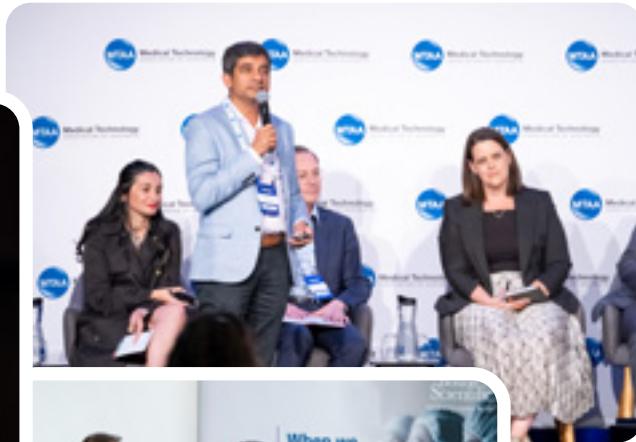


Understanding Employee Attachment – Building a Culture of Excellence
22 August 2024

MTAA partnered with PPDSearch and shcBond to host an interactive event on understanding employee attachment and its impact on workforce retention and performance. Held at MTAA's office, the two-hour session explored practical strategies to strengthen engagement and support a culture of excellence across the MedTech sector.

Women in MedTech Networking – R U OK? Day
10 September 2024

Coinciding with R U OK? Day, the Women in MedTech (WiMT) Committee hosted a networking event and panel discussion exploring menopause and its impact on the workforce. Speakers included Georgie Drury, Co-founder and CEO of Metluma, and Bernadette Thomas, Founder and CEO of Rosby Consulting, joined by additional industry leaders. The session promoted awareness of women's health in the workplace and shared approaches for fostering supportive environments. The event was also streamed to satellite sites in Brisbane and Melbourne, expanding accessibility and participation across the MedTech community.



RegConnect24
MedTech Regulatory Event

RegConnect24 - MedTech Regulatory Event
22 October 2024

Held on 22 October 2024 at the ICC Sydney, RegConnect24 marked a major milestone in MTAA's regulatory engagement and professional development agenda. The inaugural event brought together senior representatives from the Therapeutic Goods Administration (TGA), regulatory specialists, and MedTech industry professionals for a full day of focused discussion, collaboration, and learning.

Developed in partnership with the TGA and led by MTAA's Regulatory Affairs Committee, RegConnect24 was designed to strengthen mutual understanding between regulators and industry while providing practical insights into Australia's evolving medical device framework. The program featured keynote presentations, technical sessions, and open forums addressing critical regulatory themes — including post-market reforms, software as a medical device (SaMD), clinical evidence requirements, and international harmonisation efforts.

The event also included a Regulatory Leaders Breakfast, offering a unique platform for direct dialogue between senior TGA executives and MTAA member company leaders. This engagement fostered transparent discussion around policy direction, regulatory efficiency, and shared challenges in maintaining Australia's strong safety and quality standards while enabling innovation.

An industry showcase complemented the conference sessions, with ten organisations exhibiting new technologies and compliance solutions that support MedTech regulation and innovation. This interactive element encouraged knowledge exchange and highlighted the tangible intersection of regulation, technology, and patient outcomes.

The response from attendees was overwhelmingly positive — 100% of participants rated the event four stars or higher for overall content and value. Feedback emphasised the quality of engagement, depth of discussion, and rare opportunity to connect directly with TGA officials and peers across the MedTech ecosystem.

For regulatory professionals, RegConnect24 delivered essential, practical value — equipping participants with up-to-date knowledge, compliance clarity, and professional connections to strengthen their work within Australia's complex regulatory environment. For the broader MedTech sector, the event reinforced the importance of collaboration between regulators and industry to ensure that new technologies reach patients safely, efficiently, and in line with international best practice.

Building on the success of its debut, MTAA plans to expand RegConnect into an annual forum that continues to shape regulatory excellence and partnership in Australian MedTech.





MTAA MedTech Conference 23-24 October 2024

The MedTech Conference 2024, held on 23–24 October at ICC Sydney, reaffirmed its position as Australia’s premier gathering for the medical technology industry. Guided by the theme “Connect Today. Transform Tomorrow.”, this year’s Conference brought together leaders, innovators, clinicians, policymakers, and investors to explore how collaboration today can shape a stronger, more resilient MedTech future.

Over two dynamic days, the Conference provided a platform for dialogue and discovery, focusing on the innovation, regulation, and policy pathways that will define the next decade of MedTech in Australia. The event opened with a compelling keynote from Dr Daniel Nour, 2022 Young Australian of the Year and Founder of Street Side Medics, whose message on the power of purpose-driven innovation resonated deeply with attendees.

The 2024 program featured a diverse mix of plenary sessions, expert panels, and interactive discussions, addressing critical themes such as digital transformation, regulatory reform, health system sustainability, investment and commercialisation, and workforce development. Each session reflected the importance of cross-sector collaboration in accelerating the translation of medical technologies from concept to clinical impact.

The exhibition hall served as a vibrant hub for connection and engagement, showcasing the latest in medical technologies and solutions. Delegates had the opportunity to interact with industry leaders,

experience live demonstrations, and exchange insights on how innovation continues to drive improvements in patient care and health outcomes.

Feedback from attendees reinforced the Conference’s continued relevance and impact, with 95% of participants rating the event four stars or higher for program quality, content, and overall experience. The overwhelmingly positive response highlighted the Conference’s unique role as both a thought leadership forum and a collaborative space for advancing the shared goals of the MedTech sector.

The MedTech Conference 2024 truly embodied its theme — “Connect Today. Transform Tomorrow.” — by turning connection into action and ideas into progress. As the pace of innovation accelerates, the Conference remains a vital platform for aligning Australia’s MedTech community around a collective vision of innovation, sustainability, and improved patient outcomes.





Australian MedTech Industry Awards 23 October 2024

On the evening of 23 October 2024, MTAA hosted the MedTech Industry Awards at ICC Sydney—bringing together leaders, innovators, and professionals across Australia's medical technology sector to recognise outstanding achievements.

Hosted by acclaimed comedian and television personality Claire Hooper, the Awards evening struck the perfect balance of humour, warmth, and celebration. Her quick wit and engaging storytelling brought energy and laughter to the room, creating an atmosphere that was both uplifting and inspiring. Claire's presence ensured the night felt not just like an awards ceremony, but a genuine celebration of the MedTech community's collective achievements and spirit of collaboration.

The 2024 Awards recognised outstanding contributions across leadership, innovation, diversity, and sustainability. Among the evening's standout winners were:

- **Annalise.ai** won the **Kerrin Rennie Award** for their Annalise Enterprise CT Brain software-as-a-medical-device, a tool designed to assist clinicians with rapid interpretation of CT scans and prioritisation of critical cases.
- **Falko Thiele** of BIOTRONIK received the **Outstanding Achievement Award** in recognition of his long-standing leadership in regulatory, clinical, and policy advancement in the MedTech field.

- **Boston Scientific** was honoured as the **Women in MedTech Company Champion**, acknowledgement of their progress in diversity, inclusion, and female leadership across its workforce.
- **Paula Williams** (Johnson & Johnson MedTech) won the **Women in MedTech Individual Champion Award**, celebrating her personal advocacy and leadership in building women's careers and inclusion in MedTech.
- **Judith Raj Narayanan** (Dentalife Australia) was named **Women in MedTech – Emerging Women in Leadership**, recognising her rapid growth and leadership impact in a dynamic SME environment.

The MTAA MedTech Industry Awards 2024 concluded on a high note, leaving attendees inspired and energised. The evening celebrated the ingenuity, leadership, and dedication of individuals and organisations across Australia's MedTech industry, highlighting the contributions that continue to advance patient care, innovation, and industry excellence. By bringing together the community in a shared moment of recognition and celebration, the Awards reinforced the strength, collaboration, and future-focused spirit of Australian MedTech.

Women in MedTech Networking – Mentoring Program Launch
19 November 2024

MTAA's Women in MedTech community hosted a networking event focused on the importance of mentoring in career advancement and leadership development. The session also launched the 2025 WiMT Mentoring Program, with expressions of interest opening on the night. Speakers included keynote Romy Katz and a panel featuring Jane Crowe, Ian Burgess, Heather Paterson (Progression Lab), and Michelle Stewart. Held at the Salesforce Tower in Sydney, the event received excellent feedback, with over 40 applications received for the upcoming mentoring

Medtronic Special Event – “The Power of She: The View from our Leaders”
6 March 2025

In collaboration with Medtronic, MTAA supported an online panel discussion featuring prominent women leaders shaping the future of MedTech. Speakers included Jasjit Baveja (MTAA), Jane Crowe (Cardinal Health Australia 503), Liz Carnabuci (Medtronic), Zoe Crescenzi (Medtronic), and Fiona Lim (Medtronic). With 114 registrations, the event offered personal insights and professional reflections from across the industry. The recording was later shared with all participants to extend access to the discussion.

International Women’s Day – “March Forward”
5 March 2025

MTAA's International Women's Day event, themed “March Forward – For ALL Women and Girls”, brought together more than 80 participants for a community walk around Macquarie Park. The event encouraged reflection on progress made and future actions to support women in MedTech. Attendees wrote personal commitments for 2025, displayed on a symbolic “commitment tree” at the event’s conclusion. The initiative was well received, attracting both members and non-members, and generated strong engagement online through MTAA's LinkedIn coverage.

Operating Theatre Protocols Launch and Information Webinars
11 March & 28 May 2025

MTAA hosted the 2025 Operating Theatre Protocols Launch Event, followed by an additional information webinar, to educate key personnel overseeing the training of medical company representatives entering healthcare facilities. The sessions received high engagement, with a noticeable increase in training enrolments. A recording of the webinar was made available on demand, ensuring continued access to the updated information.





MTAA and HealthShare NSW Industry Briefing 3 April 2025

MTAA continued to strengthen collaboration with HealthShare NSW through an industry briefing session focused on procurement practices and opportunities for process improvement. Feedback from participants rated the event's content, delivery, and organisation as excellent. Following the success of this session, similar events are planned for Victoria and Queensland to further extend engagement on procurement reform and supplier collaboration.

Understanding Statutory Sustainability Reporting Requirements 11 June 2025

MTAA hosted a webinar outlining the new climate-related reporting requirements under the Treasury Laws Amendment (Financial Market Infrastructure and Other Measures) Bill 2024. The session provided members with a practical overview of the forthcoming sustainability reporting standards and their implications for compliance, governance, and operational planning within the MedTech sector.

Members-Only Networking Event 17 June 2025

MTAA members gathered to celebrate MTAA's collective achievements in advocacy, policy and industry growth. Addressed by MTAA CEO, Ian Burgess, the networking event provided insights into MTAA's major milestones and strategic direction. The event reinforced the value of collaborative effort and community within the association, making it a meaningful opportunity for members to reconnect and carry momentum into the financial year ahead.

Medical Device Regulations for Non-Regulatory Professionals 21 May 2025

MTAA delivered a targeted workshop for professionals in non-regulatory roles, such as sales, marketing, and product development, to improve understanding of Australia's regulatory framework for medical devices. Presented by industry experts from KD&A, IVDXel, MDSS, and BSI Group, the session helped bridge knowledge gaps and foster cross-functional alignment within MedTech organisations.

AI Regulatory Trends with TransPerfect 12 June 2025

MTAA partnered with TransPerfect to host a face-to-face event exploring the findings of an industry survey on artificial intelligence (AI) in clinical and regulatory contexts. The discussion highlighted evolving trends, global best practices, and upcoming challenges as AI becomes increasingly embedded in medical technology development and oversight. The session provided members with timely insights into a rapidly advancing regulatory area.

HealthShare NSW Product and Pricing Schedule Transformation Industry Briefing 25 June 2025

MTAA hosted a dedicated briefing for members to engage with HealthShare NSW's (HSNSW) transformation of the product and pricing schedule. Attendees—largely commercial teams, contract and pricing managers—were given a clear overview of HSNSW's plans to improve data quality, standardise product listing and pricing structures, and streamline procurement and invoicing for suppliers. The session highlighted how improved data transparency boosts product visibility and competitiveness, accelerates payment cycles, and supports sustainability goals. Participants left with a stronger understanding of how they can align their data and product catalogue strategies with NSW Health's future facing systems.

TRAINING BY NUMBERS

IN THE LAST 12 MONTHS

 **2,051**
INDIVIDUALS COMPLETED
MTAA TRAINING

 **810**
INDIVIDUALS COMPLETED
THE CODE OF PRACTICE
TRAINING

 **1,174**
INDIVIDUALS COMPLETED
THE OPERATING THEATRE
PROCOTOLS COURSE

Professional Development

Professional development remains a cornerstone of excellence in the MedTech sector. Ongoing training ensures elevated standards, mitigates risk and strengthens the collective expertise of the workforce. A skilled and engaged workforce directly contributes to improved patient outcomes, enhanced staff retention, and long-term industry stability.

MTAA delivered training to HR and compliance professionals both in-person and virtually covering the MTAA training suite, to ensure flexible access to high-quality learning opportunities for in-house technicians visiting healthcare facilities.

Operating Theatre Protocols (OTP) Training

MTAA remains the industry’s preferred provider of Operating Theatre Protocols (OTP) training for individuals entering the perioperative environment. This includes participants from member companies who engage with healthcare professionals within clinical settings and restricted hospital areas. The OTP program has been updated to reflect the latest standards and legislation and now features enhanced video training and improved visual design to support learner engagement and comprehension.

In FY25, participation in OTP training remained strong across both delivery formats:

- **Introduction to OTP (virtual in-person):** 199 participants
- **Online OTP course (updated format):** 975 participants

To accommodate interstate participants and optimise internal resources, all MTAA training programs including OTP were delivered virtually or online, aligning with the evolving needs of the workforce.

Code of Practice Training – Edition 13

The Code of Practice training entered its second year of the current three-year cycle. Completion of this training is mandatory for all MTAA members who supply medical devices or technologies.

Total completions in FY25: 810 participants



Women in MedTech

The MTAA Board initiated the concept of Women in MedTech (WiMT) to lead discussions and promote the benefits of gender diversity in the workplace and across the MedTech sector. Now in its 10th year, the WiMT initiative continues to champion this message while delivering practical initiatives that support and empower women to unlock their potential.

The WiMT Committee maintained strong cross-sector representation, with 14 members of varying genders, roles, and organisations, working to deliver a structured plan aligned with MTAA’s strategic priorities. This year, the Committee launched a new Women’s Health Subgroup, dedicated to addressing key challenges and opportunities related to women’s health—both as patients and professionals—within the MedTech ecosystem. This subgroup will focus on elevating awareness, informing policy, and shaping future programming for MTAA and its members

Compliance and Competition Training

This course is a requirement for all industry representatives serving on MTAA’s governing committees, forums, and working groups.

Total completions in FY25: 67 participants





WORKING WITH INDUSTRY COLLABORATION

Uniting the industry and engaging a broader range of stakeholders is key to clearly communicating and demonstrating the value of the MedTech sector to the Australian community. Collaboration enhances MTAA's leadership, strengthens its advocacy and representation, and reinforces the value of membership.

Clinical Translation and Commercialisation MedTech Program

As of 1 July 2024, the Clinical Translation and Commercialisation MedTech (CTCM) Program concluded its funding rounds. The program, a \$19.75 million initiative under the Medical Research Future Fund's Medical Research Commercialisation Initiative, was designed to support Australian small and medium-sized enterprises (SMEs) in translating early-stage medical device projects through early clinical trials.

In FY25, MTAA continued to monitor the outcomes of projects previously funded through the CTCM Program, highlighting advancements in medical technologies and their progression towards commercialisation. The program's legacy includes fostering innovation and supporting the growth of Australia's MedTech sector.

Australian Ethical Health Alliance

The Australian Ethical Health Alliance (AEHA) was formed in 2019 to help improve healthcare in Australia by articulating and facilitating the implementation of ethical principles that:

- promote the interest of patients and consumers,
- enhance access to safe and effective healthcare,
- encourage ethical collaboration in the healthcare sector, and
- build public trust in Australia's healthcare system.

As a founding member of AEHA, MTAA continues to work with 79 other health sector organisations to achieve these goals.

MTAA is a signatory to AEHA's Australian Consensus Framework for Ethical Collaboration in the Healthcare Sector (ACF), which is a consensus of shared values and ethical principles that form the basis of collaboration and interaction among organisations in the Australian healthcare sector.

MTAA's own policies and processes are aligned with the objectives of the ACF, and the MTAA Code of Practice specifically endorses and embodies the Consensus Principles.

External Representation

Some of the key representations this year were:

- AOA Presidential Line
- AOA Presidential Line Forum
- ARCS Advisory Board
- Australian Breast Device Registry (ABDR) Steering Committee
- Australian Digital Health Standards Advisory Group
- Australian Ethical Health Alliance (AEHA)
- Australian Medical Research and Innovation Strategy 2021-2026 (Australian Medical Research and Innovation Priorities)
- Australian Research Council's Research Hub for Connected Sensors for Health
- Bariatric Surgery Registry (BSR) Steering Committee
- Beyond Science
- Clinical Trials Collaborative Forum
- Continuity of Care Collaboration
- Council for Connected Care – Australian Digital Health Agency
- CT:IQ Executive Meetings
- CT:IQ Steering Committee
- Executive Committee – Beyond Science Scientific Board
- Global Medical Technology Alliance (GMTA)
- GS1
- Healthy at Home (H@H)
- Independent Health and Aged Care Pricing Authority
- Industry Reference Group – Qld Health Procurement
- MTPConnect Clinical Translation and Commercialisation (CTC-M) Steering Committee
- MTPConnect BioMedTech Horizons Steering Committee
- MTPConnect REDI Steering Committee
- NSW Smart Sensing Network (NSSN) Aging Taskforce
- NSW Medical Device Fund Selection Committee
- Peak Body CEO's Group
- Prescribed List Reform Evaluation Advisory Group
- Prescribed List Reform Stakeholder Advisory Group
- QLD Medical Category Council Industry Reference Group
- Regulatory & Technical Consultative Forum for Medical Devices (RegTech Forum)
- Research Development Task Force (RDTF)
- Royal Australian College of Surgeons Robotic Surgery Working Group
- Solving Plastic Waste CRC
- Standards Advisory Group – Australian Digital Health Agency
- Standards Australia – IT-014 Health Informatics Technical Committee
- Supply Chain Roundtable – Department of Industry
- TGA Consultative Committee (TCC)
- Therapeutic Goods Advertising Consultative Committee (TGACC)
- TGA Industry Forum (TIF)
- Therapeutic Goods Advertising Consultative Committee (TGACC)
- Telehealth Sector Working Group - Draft C.A.R.E. Telehealth Principles
- Trusted Information Sharing Network (TISN) - Health Sector Group
- UNSW ARC Research Hub for Connected Sensors for Health - Industry Advisory Board



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POSITIONS REPRESENTED BY MTAA STAFF AND MEMBERS

MTAA works with government and health sector partners to articulate industry positions in key areas such as medical device regulations, health technology assessment, reimbursement in the public and private health sectors, clinical trials, MedTech industry development, standardisation and common technical specifications.



CODE OF PRACTICE INTEGRITY

1,168

**INDIVIDUALS COMPLETED
THE CODE OF PRACTICE
TRAINING IN 2024-25.**

The objective of the MTAA Code of Practice is to help build and maintain the trust and confidence of, and accountability to, all communities with whom MTAA members engage.

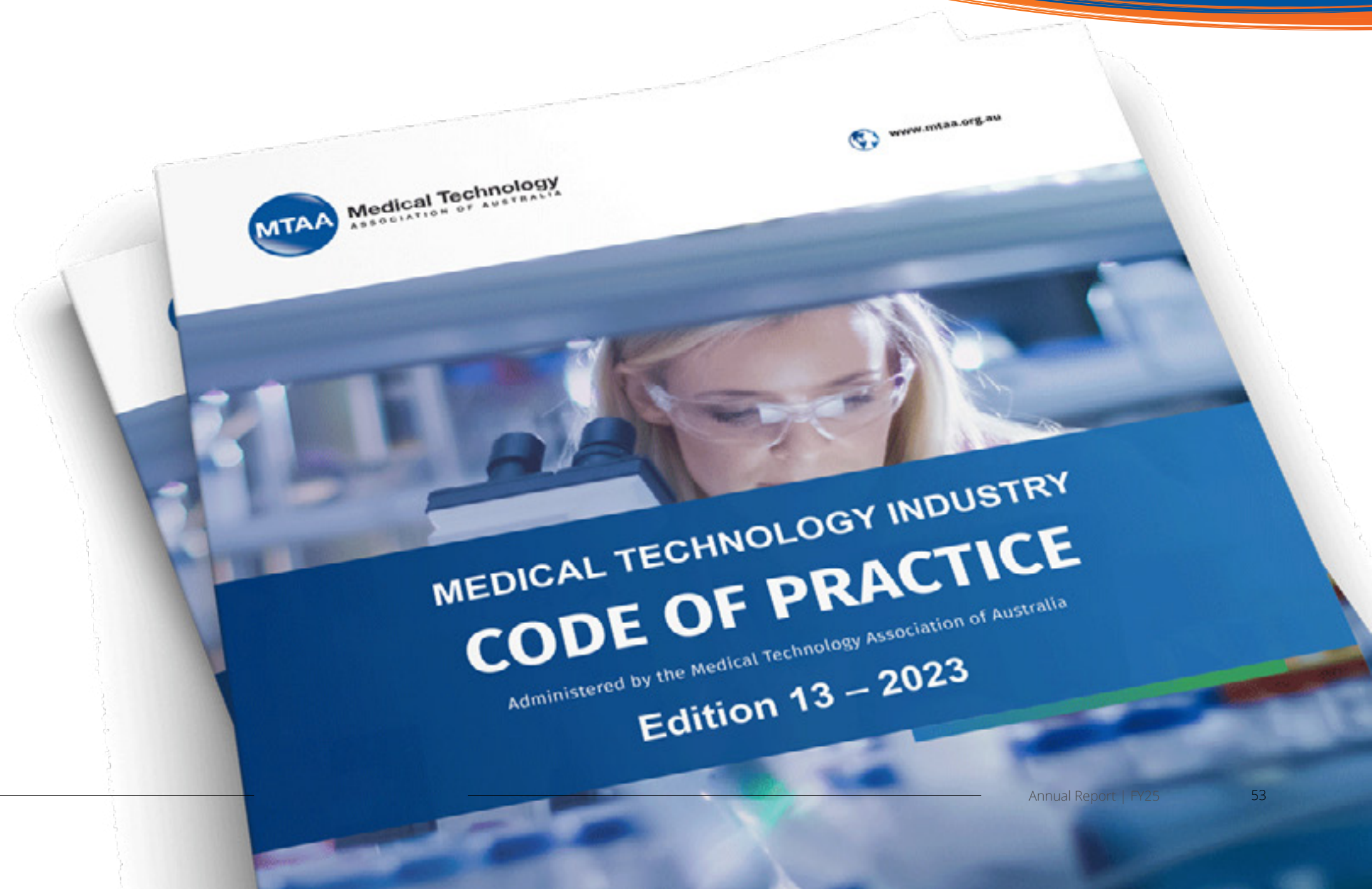
The appropriate selection of medical technologies to meet an individual patient's needs and circumstances is a decision rightly made by the treating doctor, and patients need to be assured that doctors are making decisions based on the qualities of a given product and its suitability for a patient, and not based on any incentives or other arrangements that a doctor may have with the manufacturer of that product.

The Medical Technology Industry Code of Practice (Code), Edition 13, which is administered by MTAA, sets out the ethical framework within which MTAA member companies must work, both in their relationships with healthcare professionals and, where relevant, with consumers. All MTAA members are obliged, as a condition of membership, to comply with the Code.

Like its class-leading peers, such as the Medicines Australia Conduct of Conduct, the MTAA Code embodies amongst the strongest industry self-regulation regimes in Australia.

As a matter of course, MTAA continues to take steps to ensure that member companies and the relevant employees within them remain not only aware of but also demonstrably compliant with the required standards of ethical conduct.

In FY25, 810 individuals completed the Code training program, and a further 122 were in the process of doing so as of 30 June 2025. Since the launch of Edition 13 of the Code in January 2023, just over 6,100 individuals have completed the updated Code training program.



MEMBERSHIP

INDUSTRY & ASSOCIATE

In FY25, MTAA welcomed a diverse range of new members, reflecting the growing strength and innovation of Australia’s MedTech ecosystem. New industry members include Innovamed, Baymatob, Sabre Medical, Annalise-AI, NeedleCalm, New MedTek Devices, L.E.K. Consulting, RSM Australia, Avant Law, Saluda Medical Australia, SinaMedix, Medtech Women’s Coach, Innov8Search, BSI Group, TransPerfect, Franklin Women, Aurora BioScience, and The George Institute for Global Health. These additions bring fresh perspectives, expertise, and capabilities across medical technology, digital health, clinical innovation, advisory services, and research, strengthening MTAA’s capacity to support members and advance Industry’s impact nationally and internationally.

133

MEMBERS

89 Industry Members

44 Associate Members

Industry Members
3-D Matrix Medical Technology Pty Ltd
3DMorphic Pty Ltd
Abbott Medical Australia Pty Ltd
Additive Surgical Pty Ltd
Alcon Laboratories (Australia) Pty Ltd
AlphaXRT Ltd
Annalise.ai Pty Ltd
Arthrex Australia Pty Ltd
Aurora Bioscience Pty Ltd
Avanos Medical Australia Pty Ltd
Axonics Inc
B. Braun Australia Pty Ltd
Bard Australia Pty Ltd
Bausch & Lomb (Australia) Pty Ltd
Baxter Healthcare Pty Ltd
Baymatob Pty Ltd
BIOTRONIK Australia Pty Ltd
Boston Scientific Pty Ltd
Cardinal Health Australia 503 Pty Ltd
CardioBionic Pty Ltd
CathRx Ltd
ConMed Linvatec Australia Pty Ltd
Cook Australia Pty Ltd
Corin (Australia) Pty Ltd
Cortical Dynamics Limited
Dentalife Australia Pty Ltd
Dentroid Pty Ltd
Device Technologies Australia Pty Ltd
DJO Global Pty Ltd t/a Enovis
EBR Systems (Aust) Pty Ltd

Industry Members
Edwards Lifesciences Pty Ltd
Elekta Pty Ltd
Eudaemon Technologies Pty Ltd
Evolution Surgical Pty Ltd
Exactech Australia Pty Ltd
Field Orthopaedics Pty Ltd
Fresenius Medical Care Australia Pty Ltd
Gamma Gurus Pty Ltd
Gel Works Pty Ltd
Getz Healthcare Pty Ltd
Heraeus Medical Australia Pty Ltd
Horten Medical Pty Ltd
Hydrix Limited
Innovamed Pty Ltd
Integra Neurosciences Pty Ltd
InterMed Medical Pty Ltd
JiffyStent Pty Ltd
Johnson & Johnson Medical Pty Ltd
JVOT Family Trust t/a Medistar
Karl Storz Endoscopy Australia Pty Ltd
KLS Martin Australia Pty Ltd
Laminar Air Flow Pty Ltd
LifeHealthcare Distribution Pty Ltd
Ligo Medical Pty Ltd
LivaNova Australia Pty Ltd
Mainstay Medical (Australia) Pty Ltd
Materialise Australia Pty Ltd
MatOrtho Australia Pty Ltd
MDSS AU Pty Ltd
MED-EL Implant Systems Australia Pty Ltd

Industry Members
Medacta Australia Pty Ltd
MedTech International Pty Ltd
Medtronic Australasia Pty Ltd
Microbio Ltd
MicroPort CRM Pty Ltd
Molnlycke Health Care Pty Ltd
NeedleCalm Pty Ltd
Nevro Medical Pty Ltd
New MedTek Devices Pty Ltd
NL-Tec Pty Ltd
NuVasive (AUST/NZ) Pty Ltd
Olympus Australia Pty Ltd
Organon Pharma Pty Ltd
Paragon Therapeutic Technologies Pty Ltd
Presidio Medical Pty Ltd
Prism Surgical Designs Pty Ltd
Saluda medical Pty Ltd
Sample Assist Pty Ltd
SinaMedix Pty Ltd
Smith & Nephew Pty Ltd
Solventum
Stratos MedTech Pty Ltd
Stryker Australia Pty Ltd
Teleflex Medical Australia Pty Ltd
Terumo Australia Pty Ltd
Vantive Pty Ltd
Varian Medical Systems Australasia Pty Ltd
W L Gore & Associates (Australia) Pty Ltd
Zimmer Biomet Pty Ltd

Associate Members
Amazon Web Services Australia Pty Ltd
AUDIENCED Pty Ltd
Avania Pty Ltd
Avant Law Pty Ltd
Biotalk Pty Ltd
BSI Group ANZ Pty Ltd
Circuitwise Electronics Manufacturing
Commercial Eyes Pty Ltd
DHL Supply Chain (Australia) Pty Ltd
Expeditors International Pty Ltd
Genesis Care Pty Ltd
GeorgeFaithfull Advisory Pty Ltd
Health and Technology Advisory Group (HTAG)
Health Technology Analysts Pty Ltd
Healthcare Professionals Group Pty Ltd
Heng & Hurst Pty Ltd
Hogan Lovells Australia
HTRAK Pty Ltd
ICON Cancer Care
IDE Group
Innov8search Pty Ltd
IVDEXEL Pty Ltd
KD&A Pty Ltd
L.E.K Consulting
Linfox Healthcare Pty Ltd
London Agency Pty Ltd
Lucid Health Consulting Pty Ltd
MedTech Women's Coach
Medtechnique Consulting
MTP Connect (Affiliate)
Neo-Bionica
NSW Smart Sensing Network
OneMD Pty Ltd
Pettit Pharma & Device Pty Ltd
PharmaLex Pty Ltd
Regulatory Concepts Pty Ltd
RSM Australia Pty Ltd
Sabre Medical
Sento Solutions
Smartways Logistics
The George Institute for Global Health
TranScience Pty Ltd
TransPerfect Translations Pty Ltd
Value Based Access Pty Ltd



BOARD OF DIRECTORS



ELIZABETH CARNABUCI

CHAIR
VP AND MANAGING DIRECTOR ANZ | VP
DIABETES APAC, MEDTRONIC AUSTRALASIA

Bachelor of Commerce - UNSW Sydney, MBA - MGSM, GAICD

Liz joined Medtronic in November 2019 as VP, Diabetes Group APAC. In May 2020 Liz added VP & MD Australasia and in October 2022, Medtronic Japan to her remit. Medtronic offers technologies and solutions to treat a wide range of medical conditions. Liz is an experienced and strategic commercial leader with more than 25 years of sales and marketing experience in the healthcare industry.

Liz holds a Bachelor of Commerce degree from UNSW Sydney as well as an MBA from Macquarie Graduate School of Management in Australia, and Graduate Diploma AICD. She is currently pursuing a Bachelor of Science (Psychology) at the University of Central Queensland.

Liz was appointed Vice Chair of the Board in November 2022 and Chair in November 2024.



WARREN BINGHAM

VICE-CHAIR
FOUNDER AND EXECUTIVE CHAIRMAN,
MEDTECH INTERNATIONAL

GradCertMgt - Macquarie University, PGDipMgmt - Macquarie University, Certificate in Business Administration, GAICD

Warren Bingham is renowned for his role at MedTech International and executive positions across companies like ARIA Research, OmnisOva, and Agscent. With over 30 years of experience, Warren specialises in guiding organisations toward innovation, particularly in the strategic execution and commercialisation of medical technologies. Warren is also deeply committed to philanthropy, serving as an ambassador for Vinnies CEO Sleepout and Diabetes Australia, and supporting accelerators like the Cerebral Palsy Alliance's Remarkable.

Warren was appointed Vice Chair of the Board in November 2024, resigned in February 2025 and re-appointed in February 2025.



WARREN BALLINGER

PRESIDENT, AUSTRALIA & NEW ZEALAND, ZIMMER BIOMET

Bachelor of Economics (Accounting Major) Macquarie University, ICAA

Warren has 24 years' experience within the orthopaedic device industry with a variety of connections from International, Regional and within Australia & New Zealand. Warren has been leading Zimmer Biomet in ANZ since 2019.

Warren has been successfully involved in and exposed to government negotiations in various formats since 2001. Warren has been the Chair of the Orthopaedic Sub Committee Forum with the MTAA since 2020.



CHELSEA CORNELIUS

CEO, STRATOS MEDTECH

Bachelor of Engineering (HONS), Mechanical Engineering - Swinburne University of Technology, Bachelor of Arts, Cultural Studies - Swinburne University of Technology, Masters Degree, Biomedical Engineering - The University of Melbourne, Graduate Certificate in Regulatory Science - University of Wollongong, Executive MBA - Quantic School of Business

Chelsea brings over 16 years of experience in the design, development, and commercialisation of medical devices, with deep expertise in product development, risk management, quality assurance, and regulatory compliance. She is the developer of PeriCoach, an innovative system for treating urinary incontinence—an issue affecting one in three women globally—and is driven by a passion to improve women's health in historically overlooked areas. Her contributions have been widely recognised, including finalist placements in national innovation and technology awards and receiving the MTAA Outstanding Achievement Award in 2016.



JANE CROWE

MANAGING DIRECTOR, CARDINAL HEALTH ANZ

GAICD, BA, BCom, Cert DM

With a career spanning 30 years in healthcare, Jane has worked across Australia, New Zealand, and China, and has worked in medical devices, consumables, OTC and pharmaceuticals with organisations such as 3M, Roche, and Janssen-Cilag.

With a career spanning 30 years in healthcare, Jane has worked across Australia, New Zealand, and China, and has worked in medical devices, consumables, OTC and pharmaceuticals with organisations such as 3M, Roche, and Janssen-Cilag.

To build her strategic and creative thinking, Jane spent four years in healthcare advertising and three years in the not-for-profit sector, as Executive Director for the peak body for community care and contract holder for the delivery of home care services for the Commonwealth and State Governments.



JAMES DOYLE

SENIOR DIRECTOR, TRAUMA, FOOT & ANKLE AND SPINE, STRYKER

Bachelor in Sport Science - University of Teesside, Middlesbrough

James leads the Trauma, Foot & Ankle and Spine divisions for Stryker South Pacific

James has worked with Stryker for 15 years and has been on the Leadership Team in various roles including Senior Director for Commercial, Public Affairs and Regulatory, supporting non-clinical buyers, government stakeholders and customers in partnership with Stryker's clinical efforts, as well as Senior Director Customer Experience where, in partnership with our customers, he delivered innovative service and technology solutions resulting in many Australian and International Customer Service awards.



BOARD OF DIRECTORS



JADA HOBSON

COUNTRY DIRECTOR AUSTRALIA, NEVRO

BA Psychology - Western University
Canada, MA Marketing - Monash University
Melbourne, AAICD

Jada is a accomplished leader with over 20 years of experience in the medical technology industry, working in roles from sales to marketing to director.

Known for her commitment to education, collaboration, and leadership, she has established Key Opinion Leader forums to drive clinical insights and foster meaningful change in patient care and product innovation. One of her key achievements includes leading Nevro Australia to global top-tier team engagement scores by cultivating a culture of transparency, recognition, and leadership development.

Driven by a passion for improving patient outcomes and empowering teams, Jada continues to make a lasting impact on the MedTech sector.



JACK LANCASTER

CEO, EVOLUTION SURGICAL

Masters of Business Administration
(Healthcare Strategies Concentration)
- Cambridge University, MA Honours
(Management) - University of St Andrews

Jack is an experienced healthcare leader and has been CEO of Australian MedTech manufacturer Evolution Surgical since 2020.

Jack spent the early part of his career advising the NHS on strategy and turnarounds, developing a passion for value-based healthcare, and the role the private sector can play in supporting value for patients.

He is a passionate advocate for the importance of a strong sovereign Australian MedTech ecosystem. Prior to Evolution Surgical, Jack was in the healthcare practice at Boston Consulting Group in Sydney.



BETH ROBERTS

MANAGING DIRECTOR KLS MARTIN
AUSTRALIA AND KLS MARTIN AUSTRALIA
IPS SERVICES

GradCertMgt - Macquarie University,
PGDipMgmt - Macquarie University,
Certificate in Business Administration,
GAICD

Beth Roberts is a highly accomplished leader with over 20 years of experience in the medical technology and orthopaedic sectors, known for driving growth, rebuilding businesses, and delivering record-breaking results.

As Managing Director of KLS Martin Australia, she transformed the company into one of the group's largest and fastest-growing subsidiaries. Previously, as Country Manager (ANZ) at Wright Medical Technologies, she led the company to become its most profitable global subsidiary. Beth brings deep expertise in strategic planning, talent development, and executing complex business strategies across diverse markets.



MICHAEL BERNARD TREVASKIS

CEO – DEVICE TECHNOLOGIES
AUSTRALIA

Diploma of Health Science – Nursing,
Bachelor of Health Science - Nursing
Latrobe University

Michael brings over 30 years of experience in the healthcare industry, including 27 years with Device Technologies Group, where he now serves as CEO and board member. A long-standing MTAA Board Director and former Treasurer, Michael provides strategic leadership and industry insight, helping to navigate the evolving MedTech landscape. Passionate about fostering sustainable innovation in Australia, his key achievements include board appointments, completing the AICD Company Directors course, and the Advanced Management Programme at INSEAD in France.



PATRICK WILLIAMS

VICE PRESIDENT & COUNTRY MANAGER,
EDWARDS LIFESCIENCES ANZ & KOREA

Master of Business - UTS

With over 32 years in the medical device industry, Pat began his career at Medtronic before joining Edwards Lifesciences in 2011, where he now serves as Managing Director for Australia, New Zealand, and Korea. Known for his future-focused leadership and passion for transforming patient care, Pat has built high-performing teams by fostering trust, inspiring bold thinking, and challenging the status quo. A former high school science teacher with an MBA from UTS, he is also a long-time community volunteer, dedicating over 30 years to surf lifesaving and supporting The Exodus Foundation.

FORMER BOARD DIRECTORS

MICHAEL BAULCH

VICE PRESIDENT AND MANAGING
DIRECTOR, BOSTON SCIENTIFIC ANZ

REBECCA CORTIULA

SENIOR MANAGING DIRECTOR, VARIAN
MEDICAL SYSTEMS, AUSTRALASIA

SUSAN MARTIN

MANAGING DIRECTOR, JOHNSON &
JOHNSON MEDTECH ANZ
(JAN 2018 - OCT 2024)

JEFF SOO

MANAGING DIRECTOR – TERUMO
AUSTRALIA PTY LTD



686

TOTAL
REPRESENTATIVES

ON MTAA COMMITTEES, FORUMS,
WORKING GROUPS AND ALLIANCES

Active member participation remains central to MTAA's success. In 2025, more than 686 member representatives contributed across a growing number of committees, forums and working groups, reflecting a highly engaged membership.

These groups continue to evolve in response to the changing MedTech landscape, driving key initiatives and ensuring member perspectives shape MTAA's advocacy, policy and industry priorities.

MTAA GOVERNANCE
COMMITTEES

Public Affairs Committee

The Committee provides strategic advice, shared intelligence, and coordinated activities to strengthen MTAA's advocacy on behalf of its members. It plays a key role in supporting MTAA's direct engagement and media initiatives by contributing to patient stories, data, and insights that demonstrate the impact of both positive and negative policy reforms. The Committee also supports the development and implementation of MTAA's Advocacy Strategy, driving stakeholder engagement to advance industry priorities and address strategic issues identified across other committees.

In addition, the Committee helps amplify MTAA's advocacy messages and industry voice through the promotion of key reports, submissions, and publications such as the Value of MedTech Report and Digital Health Report. Through these efforts, the Committee ensures MTAA's advocacy is informed, coordinated, and impactful in representing the collective interests of the MedTech industry.

Public Affairs Committee Members

Pat Williams (Chair)	Edwards Lifesciences
James Doyle (Board Rep)	Stryker Australia
Mahesh Datar (Chair of RAC)	Medtronic Australasia
Kristy Hardy (Chair of RC)	Johnson & Johnson MedTech
Colm O'Rourke (Chair of IPC)	MDSS AU
Kate King	Medtronic Australasia
Michael Simmonds	Boston Scientific
Clinton Lubcke	Stryker Australia
Georgia Psaros	Baxter Healthcare
Robyn Chu	Alcon Laboratories (Australia)
Daniel Kildea	Johnson & Johnson MedTech
Ofer Elboher	Abbott Medical Australia
Gareth Trickey	Vantive

Retired/Resigned:

Elizabeth Carnabuci, Medtronic Australasia
Mark Taffa (Board Director), Horten Medical
Kirk Kikirekov, HTRAK Pty Ltd
Justin Keenan, Cook Australia
Polo Guilbert-Wright, Edwards Lifesciences
Beth Roberts, KLS Martin Australia
Michael Reynolds, BIOTRONIK Australia
David Brezzo, Zimmer Biomet
Edwina Sharrock, Device Technologies
Jane Yanco, B. Braun Australia
Kushagra Gupta, LifeHealthcare
Paul Davies, Abbott Medical Australia



Reimbursement Committee

The Reimbursement Committee promotes the MedTech industry's access to funding and reimbursement pathways that support timely market access in both the public and private sectors. In FY25, the Committee continued to provide expert advice and support to MTAA, particularly in relation to Prescribed List reform and associated processes. This included coordinating member input into government consultations, forming targeted working groups, identifying systemic issues and potential solutions, sharing sector intelligence, and developing data to underpin MTAA's policy positions.

The Committee also monitored broader health policy and market access developments, including changes to Health Technology Assessment (HTA) processes, Medical Services Advisory Committee (MSAC) evaluations, Medicare Benefits Schedule (MBS) reviews, and issues related to private and public hospital funding. Where relevant, the Committee provided input on Commonwealth and state government funding programs and worked closely with the Digital Health Advisory Group on reimbursement issues related to digital health technologies.

Finance Committee

The Finance Committee supports the Board in fulfilling its responsibilities relating to financial oversight, audit, compliance, and risk management.

In FY25, the Committee reviewed and recommended for Board approval the Association's operational and capital budgets, along with management's financial reports. It monitored the integrity of financial reporting and internal controls, liaised with external auditors to ensure thorough audit processes, and oversaw the implementation of audit recommendations. The Committee also managed the annual self-assessment processes for income tax and Fringe Benefits Tax, reviewed investment performance and asset allocation, and ensured that effective risk management systems were in place, with significant risks reported to the Board.

Reimbursement Committee Members

Kristy Hardy (Chair)	Johnson & Johnson MedTech
Sheryl Dunlop	Zimmer Biomet
Anne Rossi	LifeHealthcare Distribution
Tracey Doman	Boston Scientific
Doug Symonds	Medtronic Australasia
Colman Taylor	HTAnalysts
Dominic Langford	Evolution Surgical
Maggie Dowrick	Cook Medical Australia
Yunika Siantar	Smith & Nephew
Neerja Srinivasan	Edwards Lifesciences
Sebnem Erdol	Abbott Medical Australia
Michael Reynolds	BIOTRONIK Australia
Heena Vyas	B. Braun Australia
Susan McKensey	Device Technology Australia
Joanne Chang	Stryker Australia
Retired/Resigned Members	
Angela Chang, Device Technologies Australia	
Blaise Agresta, Lucid Health Consulting	
Georgia Psarros, Baxter Healthcare	
Joanne Burnett, Commercial Eyes	
Sarah Botros, Stryker Australia	
Joel Parrish, Elekta	
Rachael Todd, Edwards Lifesciences	
Hugh Cameron, BD	
Jane Yanco, B.Braun Australia	

Finance Committee Members

Warren Ballinger (Board Director & Chair)	Zimmer Biomet
Stefano Manzani	LifeHealthcare
Pat Williams (Board Rep)	Edward Lifesciences
Retired/Resigned:	
Joel Stuhler, LifeHealthcare	

Regulatory Affairs Committee

The Regulatory Affairs Committee provides strategic direction and industry leadership on all regulatory matters relevant to MedTech. Its work covers key areas under the Therapeutic Goods Act, Medical Devices Regulations, and the Advertising Code, as well as alignment with international frameworks such as the EU Medical Device Regulations and the International Medical Device Regulators Forum (IMDRF). The Committee plays a critical role in shaping MTAA's regulatory strategy, ensuring that Australia's regulatory environment supports patient safety, innovation, and timely access to medical technologies.

The Committee's objectives include advising other MTAA strategic committees on regulatory issues and coordinating in areas of overlap, such as health technology assessment and regulatory reviews. It defines MTAA's regulatory strategy and direction, appoints the Chair and Core Team of the Regulatory Forum, and reviews and approves industry positions developed through that forum. The Committee also manages engagement with the Therapeutic Goods Administration (TGA) through the RegTech Forum, ensuring effective collaboration and advocacy on behalf of the industry.

Industry Policy Committee

The Industry Policy Committee focuses on advancing initiatives—beyond regulation and reimbursement—that support the development, sustainability, and long-term growth of the MedTech sector within the broader healthcare policy environment. In FY25, the Committee worked to shape and promote policy positions aimed at strengthening key areas of industry development, including workforce capability, environmental sustainability, public procurement practices, and supply chain resilience.

The Committee also prioritised maintaining the relevance of key data and advocacy tools, such as the Value of MedTech report and the Cost of Business survey, which inform MTAA's engagement with government and stakeholders. Additionally, MTAA collaborated with other industry bodies to support the design and delivery of government initiatives that promote innovation, investment, and strategic growth opportunities across the MedTech sector.

Regulatory Affairs Committee Members

Mahesh Datar (Chair)	Medtronic Australasia
Falko Thiele	BIOTRONIK Australia
Kellie Shaw	Olympus Australia
Jillianne McKenzie	Field Orthopaedics
Giselle Rayman	Cardinal Health Australia 503
Ramakrishnan Kannan	LivaNova Australia
Colm O'Rourke	MDSS AU
Fleur Winsladem	Terumo Australia
Romit Singh	Zimmer Biomet
Maneesha Pillay	Edwards Lifesciences
Sebastian Castiblanco	Boston Scientific
Elizabeth Van Den Akker	Abbott Medical Australia
Ruth Shennan	Device Technologies Australia
Rebecca Gaudin	Johnson & Johnson MedTech
Hemangi Malde	Cook Medical Australia
Leanne Hartge	Solventum
Marie McCaffrey	Stryker Australia
Naeema Mohamed	Smith & Nephew
Merricc Edgar-Hughes	Bausch & Lomb (Australia)
Sugashine Jeganathan	Bard Australia

Retired/Resigned:
Irinly Ibrahim, Baxter Healthcare
Beth Roberts, KLS Martin Australia
George Faithfull, GeorgeFaithfull Advisory
Sarah Botros, Stryker Australia
Hugh Cameron, BD
Rachel Patrick, Molnlycke Health Care

Industry Policy Committee Members

Colm O'Rourke (Chair)	MDSS AU
Beth Roberts (Board Rep)	KLS Martin Australia
Jane Crowe (Board Director)	Cardinal Health Australia 503
Mahiyar Hira	Karl Storz Australia
Nicola McNeil	Stryker Australia
Gabrielle Challis	Medtronic Australasia
Neroli Manning	Cardinal Health Australia 503
Jeroen Mangelmans	Linfox Australia
Michael Reynolds	BIOTRONIK Australia
Luke Pittman	Boston Scientific
Alessandra Doolan	HTAG
Joanna Cubis	BD

Retired/Resigned:
Michael Baulch, Boston Scientific
Rebecca Cortiula, Varian Medical Systems Australasia
Michael Gardner, DHL Supply Chain
Kirk Kikirekov, HTRAK
Darin Kottege, Johnson & Johnson MedTech
Stuart Hayes, BD
Tansy Michael, Fresenius Medical Care Australia
Con Constantinou, Getz Healthcare



Code Monitoring Committee

The Code Monitoring Committee is responsible for reviewing company monitoring reports to assess compliance with the Medical Technology Industry Code of Practice.

In FY25, the Panel evaluated reports on company activities, including adherence to the Vendor Credentialing Standard, to determine alignment with both the provisions and the intent of the Code. Outcomes and observations from each meeting were reported to the Code Authority, with recommendations for potential education initiatives, policy clarifications, or amendments. Complex matters and possible breaches were referred to the Code Authority for further consideration. The Panel also undertook additional tasks as delegated by the Code Authority throughout the year.

Code Authority

The Code of Practice Committee is responsible for overseeing the effective administration of the Medical Technology Industry Code of Practice, including proactive monitoring, complaints management, and regular review. In FY25, the Committee supported industry compliance through regular monitoring of promotional activities and adherence to the Vendor Credentialing Standard, while ensuring complaints and appeals processes remained fair and robust. It collected and analysed compliance data to identify trends and recommend improvements to industry self-regulation. The Committee also worked to promote awareness of the Code among stakeholders, ensure education programs remained current, and prepare for the next scheduled external review to ensure the Code continues to reflect evolving community, regulatory, and industry standards.

Code Monitoring Committee Members

Peter Abrahamson (Chair)	Independent
Henry Ko	Consumer Representative
Rebecca Arthur	Medtronic Australasia
Jenny Chau	Smith & Nephew
Rochelle Harris	Stryker Australia
Julian Herrera	Olympus Australia
Lindsay Thompson	Device Technologies Australia
Mandy Horne	Cook Medical Australia
Timothy Jackson	Boston Scientific
Retired/Resigned: Michelle Stewart, Device Technologies Australia Helen Roch, Johnson & Johnson MedTech	

Code Authority Committee Members

Peter Abrahamson (Chair)	Independent
Dr John Quinn	Independent
Jack Lancaster (Board Rep)	Evolution Surgical
Henry Ko	Independent
Georgia Marshall	Medtronic Australasia
Laura Tompkins	Boston Scientific
Arishma Singh	Cook Medical Australia
Ekta Shandil	Stryker Australia
Danielle Zagel	Zimmer Biomet
Sebastian Michael Maucher	Johnson & Johnson Medical
Lamisa Mushrafi	Arthrex Australia
Michelle Stewart	Device Technologies Australia
Retired/Resigned: Jeff Soo, Terumo Australia Rebecca Arraj, Johnson & Johnson MedTech Dominica McCann, Zimmer Biomet	

MedTech Conference

The MedTech Conference Committee plays a crucial role in shaping MTAA's flagship annual event, the MedTech Conference, which brings together leaders from across the medical technology industry to discuss emerging trends, share insights, and foster collaboration. In FY25, the Committee focused on curating a dynamic program that addresses the most pressing challenges and opportunities within the MedTech sector. With a focus on innovation, policy, and industry advancements, the Committee worked closely with stakeholders to ensure the conference provided high-quality, relevant content and networking opportunities for participants. The Committee also oversaw the selection of keynote speakers, panelists, and session topics, ensuring a diverse and engaging lineup that resonates with both industry professionals and stakeholders.

Women-in-MedTech

The Women in MedTech (WiMT) Committee is dedicated to driving the mission of promoting gender diversity within the MedTech industry and empowering women to reach their full potential. In FY25, the Committee focused on achieving the goals set out by the Board, with a strong emphasis on raising awareness of the importance of women in leadership roles within the industry. The Committee ensured the ongoing success of the Women in Leadership Mentoring Program, which plays a key role in supporting women's career progression and development. Additionally, the Committee continued its support of initiatives related to women's health, contributing to broader efforts aimed at advancing gender equality in the MedTech sector.

MedTech Conference Committee Members

Jada Hobson (Chair)	Nevro Medical
Warren Bingham (Board Rep)	MedTech International
Mick Trevaskis (Board Rep)	Device Technologies Australia
Chelsea Cornelius (Board Rep)	Stratos MedTech
Christine Leung	Cardinal Health Australia 503
Hardeep Girn	AUDIENCED
Ian Hyam	Smith & Nephew
Elija Thomas-Burrows	Medtronic Australasia
Joanna Cubis	BD
Retired/Resigned: Jenny Pawlowski, Medtronic Australasia Christina Machado, Edwards Lifesciences Kirstyn Pickering, Device Technologies Australia	

Women-in-MedTech Committee Members

Warren Bingham (Chair)	MedTech International
Chelsea Cornelius (Board Rep)	Stratos MedTech
Bronwyn Calvert	Molnlycke Health Care
Grace Woods	Edwards Lifesciences
Janie Fonua	Arthrex Australia
Kylie Pearce	Olympus Australia
Elizabeth Pettit	Pettit Pharma & Device Search
Patrick Callanan	Boston Scientific
Rebecca Meehan	MedTech Women's Coach
Robyn Norton	The George Institute for Global Health
Melina Georgousakis	Franklin Women
Josh McLellan	Medtronic Australasia
Michelle Stewart	Device Technologies Australia
Naeema Mohamed	Smith & Nephew
Martie De Villiers	Organon Pharma
Susan Tye	Heraeus Medical Australia
Sue Hansford	Integra Lifesciences
Anna Mitchell	Zimmer Biomet
Jane Walton	Vantive
Retired/Resigned: Jane Crowe, Cardinal Health Australia 503 Jack Lancaster, Evolution Surgical Beth Roberts, KLS Martin Australia Sofia Hernandez, LifeHealthcare Rupa Vignesh, BIOTRONIK Australia Julia Ellis, Johnson & Johnson Medical Megan Keeble, Zimmer Biomet Victoria Jones, IDE Group Alistair McKeon, Teleflex Australia Breanna Peck, Baxter Healthcare Rebecca Cortiula, Varian Medical Systems Australasia	



MTAA GOVERNANCE FORUMS

Clinical Investigation Forum

The Clinical Investigations Forum provides a collaborative network for MTAA Member companies with an interest in advancing clinical investigations in Australia. Clinical investigations, also referred to as clinical trials or studies, involve the systematic assessment of the safety and performance of medical devices in human subjects, in accordance with ISO 14155:2020 – Good Clinical Practice.

In FY25, the Forum supported MTAA in planning and delivering events and activities related to clinical investigations, while providing expert advice on

emerging developments, innovative approaches, and industry concerns. The Forum also led MTAA's participation in the Research & Development Task Force and contributed input to relevant Committees on policy, regulatory matters, and recommendations to government regarding clinical investigations. Through these efforts, the Forum played a key role in advocating for a robust and effective clinical investigation environment in Australia, ensuring the interests of MedTech companies were well represented.

Cardiac Forum

The Cardiac Forum advances matters of common interest to member companies supplying cardiac implantable electronic devices (CIEDs). It currently comprises five members representing all major CIED suppliers in Australia.

The Forum's primary focus has been to provide a coordinated industry response to government and key stakeholders on issues relating to the funding of technical support services (TSS) for CIEDs. In

September 2024, the Forum made a submission to the Prescribed List Reforms – Consultation Paper 9: CIEDs and the Cost of Technical Support Services and subsequently met with the Department of Health and Aged Care for direct discussions.

In addition, the Forum supported MTAA's response to the broader Prescribed List Reform Evaluation and contributed data to inform a research project on remote monitoring.

Sustainability Forum

The Sustainability Forum was established to guide MTAA Member companies through the evolving landscape of environmental, social, and governance (ESG) considerations in the MedTech sector. The Forum provides a platform for education, collaboration, and advocacy, helping members understand and respond to emerging sustainability regulations and policies.

In FY25, the Forum focused on informing members through workshops, webinars, and targeted resources,

while actively engaging with governments on proposed regulatory changes. It also strengthened partnerships with key stakeholders, including health service organisations, to promote collaborative sustainability initiatives and share best practices. Additionally, the Forum continues to raise awareness and encourage local MedTech manufacturers to integrate circularity and sustainability principles into the design of products and packaging, supporting a more sustainable healthcare sector.

Orthopaedic Forum

The MTAA Orthopaedic Forum provides a collaborative platform for Member companies in the orthopaedic sector to discuss shared issues and contribute to MTAA's policy and advocacy efforts, while maintaining the highest standards of competition ethics. The Forum acts as an industry liaison with the Australian Orthopaedic Association (AOA), ensuring effective communication on key sector matters and keeping stakeholders informed of developments affecting the industry.

Meeting quarterly, the Forum—comprising 20 participating Member companies—discusses

strategic and regulatory issues at a CEO level. Regular engagement with the AOA leadership and the National Joint Replacement Registry supports ongoing dialogue on topics such as the “two-year evidence rule” and funding requirements for listed products. The Forum also oversees the MTAA Orthopaedic Market Survey, conducted in partnership with KPMG, which collects and reports aggregated market data across key product categories. Additionally, members receive orthopaedic-specific updates on Prescribed List (PL) processes and guidance to support compliance and best practice within the sector.

Ophthalmic Forum

The Ophthalmic Forum brings together MTAA Member companies with shared interests in the ophthalmic sector to advance issues of mutual importance and strengthen the industry's voice on key regulatory, reimbursement, and policy matters. The Forum plays an active role in coordinating Member views and providing consolidated feedback to relevant MTAA Committees, ensuring ophthalmic perspectives are reflected in broader industry advocacy.

In FY25, the Forum contributed input on ophthalmic matters relating to the implementation of the

Prostheses List (PL) Agreement with Government and supported collaboration on industry-led projects focused on the analysis, promotion, and advocacy of the value of ophthalmic technologies. Acting as MTAA's primary liaison point with the Australian Society of Ophthalmologists (ASO) and other key stakeholders, the Forum continued to strengthen engagement across the sector. It also supported MTAA's growth by engaging with non-member ophthalmic companies and promoting the benefits of membership.

Neuromodulation Forum

The Neuromodulation Forum brings together companies that develop, manufacture, and distribute implantable medical devices that use electrical pulses to treat chronic pain. Meeting regularly throughout FY25, the Forum focused on key industry issues and stakeholder engagement following increased public scrutiny of spinal cord stimulation (SCS) therapy.

Between July and December 2024, the Forum oversaw the implementation of the Community and Stakeholder Outreach Project (SCOP), initiated in response to media coverage that raised concerns

about SCS safety and efficacy. The project aimed to provide balanced, evidence-based information to patients and the community, including the development of educational materials hosted by Pain Australia and engagement with a wide range of clinical and patient organisations.

In the latter half of FY25, the Forum concentrated on two major areas: the Department of Health's post-listing review of benefits for SCS devices listed on the Prostheses List, and the review into the use of various types of electrodes during SCS trial procedures.



Procurement Forum

The Procurement Forum provides a platform for MTAA Member companies to engage on procurement matters affecting the medical technology sector. The Forum supports MTAA members by advancing and influencing policy discussions with state and territory governments to improve procurement processes and policies impacting suppliers.

In FY25, the Forum advocated for improved terms in state standardised agreements on behalf of industry, and developed robust policy positions for better considerations of value for money in state procurement policies, supporting MTAA's broader advocacy efforts.

Regulatory Forum

The Regulatory Forum serves as a key platform for information sharing and collaboration on regulatory matters affecting the MedTech industry. Reporting to the Regulatory Affairs Committee, the Forum brings together regulatory professionals from across MTAA's membership to exchange insights, address emerging issues, and strengthen the industry's engagement with the Therapeutic Goods Administration (TGA).

Throughout FY25, the Forum provided detailed feedback and developed industry positions requiring technical regulatory expertise in response to TGA consultations and other advocacy initiatives endorsed by the Regulatory Affairs Committee. It also played an important role in raising operational regulatory issues experienced by Members for consideration at the TGA RegTech Forum. In addition, the Forum identified opportunities to enhance current regulatory practices and compliance approaches, working collaboratively to reach consensus and make informed recommendations to the Committee. The Forum also continued to support the professional growth of early-career regulatory specialists, fostering the next generation of MedTech regulatory professionals.

Public Affairs Forum

The Public Affairs Forum, newly established in FY25, plays an integral role in representing and advancing the shared interests of MTAA Member companies in the areas of public affairs and advocacy. Reporting to the Public Affairs Committee (PAC), the Forum provides a vital channel for communication and collaboration between Member companies and MTAA's broader advocacy agenda.

In FY25, the Forum focused on strengthening engagement across the membership by communicating MTAA's and PAC's advocacy priorities and activities on key industry issues. It also provided an important platform for gathering insights and feedback from Member representatives to inform and enhance MTAA's advocacy strategies. Forum members were encouraged to actively contribute to MTAA's advocacy workstreams, collaborating with PAC members to help deliver initiatives that advance the interests and visibility of the MedTech sector.

Quality Assurance Forum

The Quality Assurance Forum provides a dedicated platform for MTAA Member companies to share information, discuss challenges, and collaborate on matters relating to quality management and compliance within the MedTech industry. Reporting to the Regulatory Affairs Committee (RAC), the Forum contributes technical expertise and industry insights to support MTAA's advocacy and regulatory engagement activities.

In FY25, the Forum played an active role in providing detailed feedback and developing industry positions requiring specialised quality expertise for Therapeutic Goods Administration (TGA) consultations and other regulatory initiatives. It also identified and raised emerging operational quality issues for consideration by the RAC and relevant stakeholders. Through open dialogue and collaboration, the Forum continued to explore opportunities to improve industry quality practices and compliance processes. In addition, it supported professional development by fostering knowledge exchange and learning opportunities for quality professionals across the MedTech sector.

MTAA GOVERNANCE WORKING & ADVISORY GROUPS

Digital Health Advisory Group

The Digital Health Advisory Group (DHAG) advocates for information and communications technology (ICT) enabled health system for Australia. The purpose of the Digital Health Advisory Group is to identify necessary policy changes for digital health and drive the implementation of an ICT-enabled service delivery framework for a healthier Australia through advocacy to influence new models of healthcare, facilitated by technology-enabled services. The group engages with key decision-makers, stakeholders and peak bodies to help establish the foundations for service delivery improvements.

Research Development Taskforce

The Research Development Taskforce is a joint membership between of MTAA, MA and AusBiotech members with the goal to work with government on their various initiatives and to shape the Clinical Trials space in Australia to ensure Australia becomes a preferred location to conduct Clinical Trials.

Radiational Oncology Alliance Coalition

MTAA provides support to the Radiation Oncology Access Coalition (ROAC) (formerly RTAG), which is a coalition of people and organisations who aspire to increase the public profile and accessibility of radiation therapy, to ensure it is adequately funded by government.

Sustainability Working Group

The Sustainability Working Group is focused on understanding and contributing to MTAA's policy activities on environmental policies impact on Industry. This work includes understanding policy opportunities activities around health system decarbonisation, circular economy and how Industry can collaborate with government and clinical groups in addressing these different challenges.

Supply Chain Working Group

The working group provides an opportunity for supply chain professionals from member companies to identify supply chain challenges to raise with government and provide input into activities that can support MTAA's advocacy activities.



CHAMPIONING MEDTECH

Our work is to champion medical technology for a healthier Australia.
When our work is done, medical technology will be valued as a key
driver of a healthier Australia.





Medical Technology
ASSOCIATION OF AUSTRALIA

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