

Market Led Proposal

Fact sheet

What is market-led procurement?

COORDINARE - South Eastern NSW PHN is committed to fair, transparent, and integrity driven procurement processes. While formal mechanisms such as Request for Proposal (RFP), Request for Tender (RFT), and Expression of Interest (EOI) remain the primary sourcing methods, we also recognise the value of innovative ideas initiated by providers.

Market-led Proposals (MLPs) provide a structured pathway for providers to present innovative solutions that address health needs and priorities within the South Eastern NSW (SENSW) region.

Why market-led proposals?

MLPs enable COORDINARE to:

Harness
innovation and
creativity from the
market

Respond to
emerging health
needs and
service gaps

Support market
development
and collaboration

Funding availability

Government funding is allocated to existing contracted services in the first instance to ensure priority health service needs are met. As a result, funding may not always be available for new commissioning opportunities.

From time-to-time, a funded service may identify surplus or uncommitted funds that are not required to meet its agreed service obligations. Where this occurs, COORDINARE may reallocate those funds through a market approach or other commissioning activity to address emerging priorities or unmet community needs.

Important: Submission of an application does not guarantee that funding will be available or that funding will be awarded. Organisations seeking funding should be aware that opportunities are dependent on available funding and organisational priorities. If funding is required outside advertised opportunities or timeframes, applicants are encouraged to explore alternative funding sources.

Funding may be available for proposals that:

- Align with COORDINARE's Health Needs Assessment and Strategic Priorities.
 - Address identified service gaps and improve health outcomes.
 - Demonstrate evidence-based solutions and measurable impact.
 - Are consistent with COORDINARE's funding sources.
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Who can apply?

- General Practitioners (GPs) and GP Practices.
- Primary Health Care Providers.
- Allied Health Professionals (e.g., physiotherapists, occupational therapists, dietitians, speech pathologists, podiatrists).
- Mental Health Providers (psychologists, counsellors, social workers).
- Aboriginal Community Controlled Health Organisations (ACCHOs).
- Community Health Organisations.
- Pharmacists and Pharmacy Services.
- Specialist Health Services (e.g., chronic disease management, aged care, disability support).
- Non-Government Organisations (NGOs) and Not-for-Profits.
- Digital Health and Telehealth Providers.
- Health Technology Innovators.
- Other entities delivering health-related services within the SENSW footprint.

How to submit a proposal

1. Review COORDINARE's Commissioning Framework and Health Needs Assessment. You can access both documents as well as an application guide on COORDINARE's website.

Visit COORDINARE's MLP webpage →

2. Complete the Market-Led Proposal Online Form.

Access the online application form →

If you would prefer to complete a paper copy of the application form, you can download and fill in a word document version [here](#).

Once you've completed all required sections, please email your completed form to commissioning@coordinare.org.au

Assessment and evaluation process

Proposals are assessed for:

- strategic alignment
- uniqueness and innovation
- proposed approach for activity
- outcomes, monitoring and evaluation
- risk and compliance
- value for money.

Key information

Submissions are open year-round, with assessment occurring in April and October only.

Funding decisions are evidence-based and linked to identified health priorities. An evaluation panel is used to assess applications.

Notification of outcome

Outcome	Description
Fully fundable	Funding is available, and the proposal will proceed to contracting.
Partially fundable	Negotiations will be initiated with the provider to adjust scope or budget.
Fundable but funding not currently available	The application will be placed in a consideration pool for up to twelve months from the date of submission. If funding becomes available during this period, the provider will be contacted.
Unfundable	Application has been assessed by a panel and does not meet the assessment criteria.

Applicants will be notified of the outcome in writing. Feedback may be provided where appropriate and proportionate to the assessment process.

Contact us

For more information send your request to commissioning@coordinare.org.au
Or visit the COORDINARE website for additional information and resources.

Visit COORDINARE's MLP webpage 