

The GP Zoo dataset

Ownership of Australian general practice. 340 group operators across 2,041 practice sites, with operator contacts, ABNs and ownership type. 391 large independent practices running 10 or more GPs, each with the practice owner where held. A national list of all 6,393 general practices, group and independent, carrying GP names and the practice each GP works at. For acquirers, advisors, recruiters and suppliers.

DATE	PUBLISHER	COVERAGE	CONTACT
July 2026	Medius Global Pty Ltd	All states and territories	kate.marie@mediusglobal.com.au

Status and accuracy

The dataset is a work in progress. It is collected and collated with technology systems and automated extraction, with manual checking on top, so it holds errors. Practices close, move, merge and change hands. Counts and contacts go stale between builds. We have priced it on that basis.

It is a working dataset, not a warranted register. Treat operator and practice details and counts as indicative, check anything you act on, and tell us where we are wrong so we can correct it.

What the dataset is

The dataset covers the commercial structure of Australian general practice in two populations. The group operators are every entity running two or more sites under common ownership or management. The large independents are single practices running 10 or more GPs and belonging to no group. A separate national list covers practices of all sizes.

337

GROUP OPERATORS

2,041

PRACTICE SITES

391

LARGE INDEPENDENTS

6,393

NATIONAL LIST, ALL
PRACTICES

The group operator layers

Master operator list: 337 operator records. Amplar Health, Bupa and ForHealth each run two brands, so the records resolve to 337 parent entities. Trading name, legal entity, ABN, website, ownership type, headquarters, site count, GP count, contact name, title, phone and LinkedIn, each with a research note.

Practice-level site data: 2,041 records. Practice name, address, suburb, postcode, state, phone, website and booking platform for every group site.

GP listings: GP names and the practice each works at. No AHPRA numbers, qualifications or individual contact details.

Sources: operator websites, booking platforms (HotDoc, HealthEngine, AutoMed), ABR searches, Dun and Bradstreet, LinkedIn, press coverage and direct verification.

Large independent practices (10+ GPs)

391 single practices running 10 or more GPs and belonging to no group. On GP numbers each is the size of a small group operator, held by one owner. Victoria and New South Wales hold more than half. This set carries the practice owner, which the group layer does not need because the operator is the owner.

391
PRACTICES

13.6
AVERAGE GPS

71%
NURSES ON SITE

87%
WITH NAMED OWNER

Owner coverage across the 391: a named owner for 87%, an ABN for 81%, an owner LinkedIn profile for 39% and a practice email for 86%. The newest additions to the set are still being enriched. Ownership type is recorded where held: private company, trust, partnership, public company and sole trader.

By state

State	Practices	Total GPs
VIC	119	1,657
NSW	106	1,452
QLD	76	1,028
WA	52	675
SA	33	452
TAS	9	121
ACT	4	52
NT	2	22

By size band

GPs	Practices	Share
10 to 12	196	49%
13 to 15	104	26%
16 to 19	68	17%
20 or more	33	8%

National practice list

All 6,393 general practices in Australia, group-owned and independent, in one list: practice name, address, suburb, postcode, state, phone, website and booking platform, with GP names and the practice each GP works at (more than 34,000 GP listings across the file). Sold in two versions. The all-practices version carries no ownership fields and no contacts. The ownership-marked version adds a field to every group-owned practice naming the operator that owns it. The status and accuracy note above applies to both.

Other overlays are held for parts of the list, including rurality (Modified Monash Model). State slices, custom segments and overlays are priced on request.

Pricing and licence tiers

All prices exclude GST. The group operator dataset is sold in four tiers. The large independents and the national list are separate, priced below.

TIER 1: MARKET MAP

A\$3,500

337 OPERATOR RECORDS (337 PARENT ENTITIES)

Operator names, site counts, GP numbers and state distribution, with ABNs, legal names, ownership type and operator contacts. Single use.

TIER 2: FULL DATASET

A\$7,500

337 OPERATORS AND 2,041 PRACTICES

Everything in Tier 1 plus the list of practices each operator owns and the research notes. Single buyer, internal use.

TIER 3: ANNUAL SUBSCRIPTION

A\$15,000/year

UPDATED QUARTERLY

Tier 2 scope with quarterly updates, four deliveries a year.

TIER 4: CATEGORY-EXCLUSIVE

A\$30,000+ /year

337 OPERATORS AND 2,041 PRACTICES

Tier 2 scope with exclusivity in one buyer category for 12 months, quarterly updates. Priced on exclusivity scope.

Practice lists

List	Records	Includes	Price
National list, all practices	6,393	Every general practice, group and independent. Practice details, booking platform and GP names. No ownership fields, no contacts.	A\$2,250
National list, ownership-marked	6,393	The all-practices list with group-owned practices marked and the owning operator named on each.	A\$3,200
Large independents	391	Name, address, phone, website, GP count, nurse flag, owner where held, practice email.	A\$900

The national lists are sold as AI-compiled research aids and are not warranted. Further overlays are held, including rurality (MMM); state slices, custom segments and overlay pricing on request.

Bespoke enrichment

Beyond the base dataset we overlay disease burden and demand signals onto the practice and operator map for a defined territory or therapy area, so a supplier can target by clinical need rather than footprint. Recent work modelled peripheral arterial disease hotspots to prioritise a device deployment, and respiratory burden for territory and call planning. The same method applies to any condition where prevalence, prescribing or procedure data can be tied to geography and matched to the practices in the dataset. Quoted per engagement, A\$5,000 to A\$20,000+.

Conditions of sale

Permitted use

Internal business purposes as stated at purchase: market research, acquisition target identification, outreach planning, benchmarking and internal reporting.

Intellectual property

The buyer holds a licence, not ownership. Copyright in the compiled dataset belongs to Medius Global Pty Ltd.

Accuracy

Compiled from public sources and verification, with the work-in-progress limits set out at the front. Not professional advice. The seller is not liable for commercial decisions made on the data.

Prohibited use

Resale, sublicensing, redistribution, incorporation into a competing data product, use as an address-harvesting list, or any use beyond the purpose disclosed at purchase.

Privacy

The contact layers hold personal information. Both seller and buyer are subject to the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

Liability and jurisdiction

Total liability limited to the licence fee paid. Implied warranties excluded to the extent permitted by the Australian Consumer Law. Queensland law applies.

Access the dataset

The public layer is browsable at gpzoo.com.au. The full dataset, the practice lists and the bespoke layers are available under the terms above.

Kate Marie, Principal, Medius Global

kate.marie@mediusglobal.com.au · mediusglobal.com.au · ABN 35 621 345 695

Data current to July 2026. © 2026 iaso health Pty Ltd trading as Medius Global. Confidential and intended for the recipient only.