

Position Description:

Business Prospectus Advisor

Assignment number: PAU011371

Partner organisation name: Heyfield Community Resource Centre

Partner organisation location: Heyfield VIC 3858

Key dates: Likely November 2026 - January 2027, subject to completion of the preceding Business Research & Gap Analysis assignment. Timber Transition program operating period: through to March 2027, with likely extension to October 2027 (subject to DEECA approval of the variation).

Time commitment: 6-8 hours per week during the drafting phase, reducing to 4-6 hours per week during review and iteration.

Assignment mode/location: Hybrid
Primarily online, with an in-person visit to Heyfield for final Prospectus presentation. Travel will be fully funded by ABV.

Purpose of the Role:

ABV is seeking a skilled volunteer Business Prospectus Advisor to support Heyfield Community Resource Centre to develop a polished, investor-facing Business Prospectus for Heyfield, a town in Wellington Shire, Central Gippsland. This assignment forms part of ABV's Resilient Regions program, a place-based, community-led initiative that strengthens disaster preparedness, economic resilience and social cohesion across small towns and localities in East and Central Gippsland.

Heyfield has historically centred on the timber industry and is currently navigating a significant economic transition following the end of native timber harvesting in Victoria. Through the Timber Transition program, Heyfield Community Resource Centre is leading community-based work to support the broader town, strengthen local economic resilience and identify opportunities that benefit residents, businesses and households most affected by the transition.

This role is the second of two sequential Heyfield Timber Transition assignments. It builds on the findings of a preceding Business Research and Gap Analysis assignment, which will identify Heyfield's business gaps, enablers and priority opportunities. The Business Prospectus Advisor will translate that research and any interim strategy work into a persuasive, front-facing document that clearly communicates Heyfield's business offer to prospective operators, investors, government, philanthropic partners and other stakeholders.

The purpose of the role is to help position Heyfield as an active attractor of new business operators, rather than a passive recipient of transition support. The final prospectus will support Heyfield Community Resource Centre, the Timber Transition project manager, Wellington Shire Council Economic Development and other local partners in conversations with prospective operators considering investing in or relocating to Heyfield. It will highlight the town's opportunity, existing business ecosystem, local enablers, available supports and incentives, and the ways new operators can contribute to employment, training and supply-chain pathways for the community.

Selection Criteria:

Essential:

- Demonstrated experience producing business prospectuses, investment attraction documents, or similar investor-facing collateral for regional towns, local government or economic development bodies.
- Strong persuasive writing skills and a track record of producing documents that make a clear, evidence-backed case to an external audience.
- Ability to work from an existing research and strategy base without duplicating the underlying analysis.
- Understanding of what prospective operators actually need to see (housing, schools, medical, infrastructure, supports, incentives) to make a relocation or investment decision.
- Experience engaging with small business operators, local government economic development teams and community organisations.
- Sensitivity to small-town economic transition contexts and to working alongside a part-time community-based project manager.

Desirable:

- Experience with regional economic transition programs, particularly forestry, agriculture or resource-sector transitions.
- Familiarity with Victorian regional development settings, including Wellington Shire and DEECA's Timber Transition program.
- Marketing, communications or brand background — the prospectus is a persuasive document, not just an analytical one.

Prerequisites for undertaking volunteering assignments:

- To register with ABV (if not already registered):
 - ✓ At least 5 years relevant professional experience
 - ✓ You must be an Australian citizen or Australian permanent resident residing in Australia.
 - ✓ Willingness to complete Australian police check and Working With Children Check
 - ✓ Willingness to be interviewed and have references checked
- Once you have passed registration phase:
 - ✓ Willingness to interview for the role with ABV program staff
 - ✓ Acceptable Australian police check and Working with Children Check before commencement
 - ✓ Sign the ABV Letter of Agreement (Code of Conduct, etc)
 - ✓ Medical check (external and ABV), compliance with all travel, entry and in-country requirements (where required).
 - ✓ You are expected to abide by any COVID regulations of the destination country or the partner organisation with whom you may work. These regulations will be made known to you.

How to Apply:

Please refer to this page on the ABV website for role closing dates: [ABV Open Assignments](#)

Please submit your expression of Interest to volunteers@abv.org.au confirming the following:

- The Role name and Assignment Number
- Confirmation that you are a registered volunteer with ABV **or** are willing to go through ABV's screening process to become a registered volunteer.
- **If you are a Registered Volunteer** - send a short paragraph outlining your relevant experience against each selection criteria.
- **If you are not a Registered Volunteer** – send your CV with a short paragraph outlining your relevant experience against each selection criteria.
- If there are any special considerations, we would need to make for you.

What will happen next?

- ABV will review all applications as they are received.
- Shortlisted candidates will be sent a Terms of Reference (ToR) document (Assignment Description).
- Candidates will be advised whether they are shortlisted for interview.

ABV is an equal opportunity employer and Aboriginal & Torres Strait Islander peoples, people from culturally & linguistically diverse (CALD) backgrounds are encouraged to apply for this position.