

Position Description:

Commercialisation and Market Development Advisor

Assignment number: PAU011356

Partner organisation name: Blue Kelp Pty Ltd and VSUDA (Victorian Sea Urchin Divers Association)

Partner organisation location: Mallacoota, Victoria

Key dates: July – December 2026 – flexible based on volunteer availability

Assignment time commitment: Approx. 8 hours per week

Assignment mode/location: Initial site visit and then working remotely. Travel fully funded.

Purpose of the Role:

The Commercialisation and Market Development Advisor will support Blue Kelp Pty Ltd and the Victorian Sea Urchin Divers Association (VSUDA) to identify and develop opportunities for commercial growth within the East Gippsland sea urchin industry. Working with industry stakeholders, the advisor will provide strategic guidance on commercialisation, market development, investment attraction, capital raising, and processing and value-adding opportunities to help transform the industry from a production-focused model into a commercially sustainable and scalable sector.

Drawing on the strong technical expertise of local sea urchin divers, the role will help bridge existing capability gaps in commercialisation, marketing, and business development. The advisor will work to identify viable growth pathways, strengthen market positioning, improve investment readiness, and support the development of long-term economic opportunities for regional coastal communities. Through practical and implementable recommendations, the role will contribute to building a more resilient, profitable, and sustainable sea urchin industry in East Gippsland.

Selection Criteria:

- Strong experience in commercialisation and bringing products to market
- Proven skills in marketing strategy and market development
- Experience in business strategy and growth planning
- Knowledge of investment readiness and capital raising pathways
- Ability to provide practical, clear and implementable recommendations
- Strong stakeholder engagement and communication skills
- Ability to work collaboratively with industry groups and small operators

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. Australian Citizens residing overseas may be considered on a case by case basis.
 - ✓ Willingness to complete a 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 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.