south GIPPSLAND SHIRE COUNCIL A guide business and investment



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Introduction

Every great business starts with an idea and the passion and drive to turn that idea into reality. Often the hardest step can be the first; taking the great idea and turning it into a profitable and successful business.

The purpose of this guide is to provide you with information to help get your business started and connect you with the services and assistance Council can provide.

South Gippsland Shire Council and Business Victoria both have websites containing a wealth of information on starting or expanding a business. These websites are valuable resources that provide further details on all topics mentioned in this brochure.

For more information visit:

- www.southgippsland.vic.gov.au
- www.business.vic.gov.au
- www.consumer.vic.gov.au
- www.asic.gov.au

Types of Businesses

Small business

Generally speaking the definition of a small business is a business that employs fewer than 20 people. Small businesses can have a big impact on the strength of local economies and communities.

Existing business

You can enter the business market by purchasing an existing business. When purchasing an existing business you are buying assets, stock and customer loyalty, and this goodwill can reduce the risk of failure.

There are many advantages and disadvantages to purchasing an existing business and it is important that you assess these factors before you commit yourself and your money to a business.

Home based businesses

A home based business offers flexibility, convenience and low overhead costs.

When developing a plan for a home based business it should be treated as any other new business venture. It is important that you undertake market research and develop clear a business plan.

Some home based businesses will require a permit to operate in a residential area. Please contact Council's Planning Department prior to establishing your business to ensure local zoning allows your business and that Council permits are not required.

For more information on starting or buying a business visit www.business.vic.gov.au

Before starting or buying a business you should consider:

- Any requirements to retain or pay current staff
- The image of the business
- The value of the business in the current market and economy
- If the property or assets will need to be replaced or repaired
- Any existing lease entitlements that are required to be honoured or if a new lease agreement will need to be developed.
- Speak to Council, this booklet contains information on the various departments of Council and how they can assist with your business.

"96 percent of all Australian businesses are small businesses"





Checklist - Starting a business

Research your industry

Take the time to identify customers, competitors and industry. The business environment is constantly changing, and by throroughly researching your industry you will be equipped with knowledge and skills to help ensure success.

Determine your business structure

Sole Trader, Company, Partnership or Trust. Consider the advantages and disadvantages of each type of business structure and decide which best suits the needs of your business. Your business structure can affect the safety of your personal assets and taxation obligations.

Legal Obligations

There are a number of legal requirements **Costs** businesses must comply with which include Australian, State/Territory and Local Government laws, licences, registrations and leases.

] Business plan

A business plan provides direction, sets a vision and goal and breaks down the operational costs and requirements. It is also usually required if seeking finance.

Marketing plan

A marketing plan provides a well-planned approach to developing products and services that satisfy your customers needs

□ Staffing

If you require employees when starting out, it is important to establish the number, type of employees and skills you need. This will affect employment conditions, level of pay and other costs.

Estimate the costs for starting and running your business. This will help establish what, if any, funding you need, where you can get it and how to manage your financial arrangements.

□ Finances and Record Keeping

Consider who will manage the finances of your business and seek professional advice. Take the time to identify the legal requirements and obligations of your business, and how you will manage these expectations.

Location

Home based, leasing a or purchasing a space are all important considerations. Council officers can assist with planning and zoning information or can discuss the location and establishment of new or existing enterprises.

Business name

If you intend to use your personal name as a business name there is no need to register it with the Australian Business Register. If you wish to carry on a business under a business name, you must register your business name with Australian Securities and Investments Commission (ASIC).

☐ ABN, GST or other registration and licences

If the expected turnover of the business is \$75,000 or more you must register for GST. Australian, state, territory and local governments are responsible for different business licences, permits, registrations and certificates. **To find those that apply to you use the Australian Business Licence and Information Service.**

] Insurance

Depending on the business the insurance requirements may differ. Contact your insurance provider to discuss your needs. Insurance will enable business as usual during business interruptions such as fires, injuries and litigation.

Grants and financial assistance

Grants and other funding programs may be available from Australian, Victorian Government and in some cases from local councils. Note: Funding is rarely available for start up businesses.

Emergency management and recovery plan

Emergency management planning is more than just planning for natural disasters – resilient businesses prepare for possible risks, take appropriate action during emergencies, and recover.

Stay informed

Keep informed of changes to the business sector, trends in the market and information and resources that are available.

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Registering a business name

Do I need to register my business name?

If your business name is your personal name, you are not required to register it. However if you were to call your business, 'John Smith and Partners' it would be required to be registered as it is not your personal name.

What is the process for registering a business name?

Check the business name is available by using the business name register on the Australian Securities and Investments Commission (ASIC) website.

When registering your business name you are required to provide an ABN. If you don't have one this can be applied for through the Australian Business Register. Once you are ready to register your business name the process can be completed online through ASIC.

How do I apply for an ABN?

An Australian Business Number (ABN) is required if you are carrying on a business or other enterprise. Before applying for an ABN you will also need to decide on your business structure, as this will affect your requirement to obtain an ABN.

You will need to supply your Tax File Number (TFN) and proof of identity. You can apply for an ABN online. It is free of charge.

> For more information visit www.abr.gov.au

Some tips when choosing a business name:

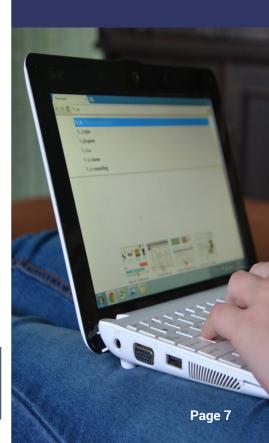
- Consider what makes your business unique
- Ensure it is easy to pronounce and spell
- Ensure it is appropriate and professional
- Consider the image you want to communicate to your customers
- Ensure it is original and not similar to an existing business

It is important to remember that registration of a business, company or domain name does not give you any proprietary rights. Only a trade mark can give you that kind of protection.

Once you have selected your business name you can register your business name as a trademark. This ensures you have exclusive use of your name throughout Australia.

A business name is required to operate a business in Australia. It does not however stop others from using the same or a similar name.

For more information on trademarking your business name visit www.ipaustralia.gov.au "Your business' name is your customers first impression"



Business Planning

A business plan can be the key to your success. A well thought out business plan allows you to see how viable and potentially successful your idea could be. It can set you up for a profitable and successful business future.

Business plans are crucial to support the growth of your business. When developing a business plan it is important to remember that your business plan will grow and change with your business so it will need to be regularly reviewed and updated.

If you are looking to secure funding from a financial institution or backing from investors, a well formulated business plan will be required.

For more information on creating a business plan, or a free business plan template visit www.business.vic.gov.au

Business Plan Checklist

Business profile

Business name, structure, ABN, location, date established, owner/s and products or service.

Vision and direction

Detail a realistic statement of where you want your business to be in the future. Include finances, reputation, service standard, growth, passion and sustainability.

Products and/or services

Provide a detailed description of your products and/or service.

Market overview

Details of your target market, customer profile and competitor profile.

SWOT analysis

Determine your strengths, weaknesses, opportunities and threats. This information will assist with developing your strategies.

Business Strategies

Select the top strategies that you can implement to meet your business vision.

□ Financial strategy

Include the costs for starting and running your business. This will help establish what, if any, funding you need, where you can get it and how to manage your financial arrangements.

Action plan

Detail clear, achievable steps to bring your business to life.



Marketing

Marketing can be the difference between a good business and a great business. It enables your customers to understand why your products and services are the best.

Developing a marketing plan for a new business can seem daunting, however it does not require a huge amount of resources and time. A quality marketing plan can assist you with identifying the right avenues for advertising your business that are both cost, and time effective.

A successful marketing plan will allow you to focus on the day-to-day running of your business and will assist with setting targets and milestones. It will also help determine where to allocate resources and budget and assist in managing the performance of your business and staff. Advertising comes in many forms including print, online, and signage. Without advertising, customers would not know who you are or what you are offering.

It is important to remember that your marketing plan will grow and change as your business and industry does. It should be regularly reviewed and updated.

For more information on creating a marketing plan, or a free marketing plan template visit www.business.vic.gov.au

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Marketing Plan Checklist

Business profile

Business name, structure, ABN, location, date established, owner/s and products or service.

Market overview

Details of your target market, customer profile and competitor profile.

Marketing objectives

Summarise the key marketing objectives for your business.

Marketing strategy

Detail how you plan to position yourself in the market and encourage customers to choose your business first.

Action plan

П

Clear, achievable steps to bring your marketing vision to life.







Social Media

Social media is fast becoming a small business' best friend. With minimal costs involved, a wide reach and the opportunity to directly connect with your customers, social media is a useful tool to:

Advertise

Advertising through social media can produce sales leads and enquiries either for no cost or at a minimal cost.

Increase awareness

Raise the profile of your brand and your business in the local community and beyond.

Share content faster and easier

Your customers are simply a click away.

Build relationships

Social media is a great two-way communication tool, beyond posting content you can get feedback and information from your audience.

Tips for creating great content;

- Know your audience Know who you are targeting to determine what it is they want from your business and what you can offer them!
- Quality over quantity Focus on creating relevant and engaging content for your audience.
- Gain insights Use the insights available on your social media to provide key information that takes the guesswork out of which types of content your customers like seeing most.
- Keep up to date Stay informed of any changes to social media algorithms, news and updates applicable your industry.

A social media plan will assist with the management of your social media platforms and build their success. A well thought out plan will ensure you can maximise your impact and make effective use of your time.

Social Media Checklist

Analyse

Research the social media tools available and which would be best suited to your business. This includes what social media platforms your customers and competitors are using.

Develop your strategies

Revisit your business and marketing plans to see how social media can help you achieve these goals.

Social media plan

Write a plan using the analysis and strategies you have developed.

Rules

Think about the guidelines you need to place around your social media, such as terms of use or what to follow when dealing with customers via social media.

Get started

Create your page, post useful and relevant content and build your network.

Review

Social media plans should be regularly reviewed and adjusted. This can be due to factors such as changes in algorithms on social networking sites, the direction of your business and which type of content your customers are enjoying. For more information on creating a social media plan, or a free social media plan template visit www.business.vic.gov.au

> 3 in 5 Australians use Facebook

1 in 2 Australians use YouTube

- 1 in 3 Australians use Instagram
- 1 in 6 Australians use Snapchat

Source: www.socialmedianews.com.au, February 2018





Shire Council

Council's Role

South Gippsland Shire Council is committed to supporting a strong, resilient and growing regional economy with vibrant commercial precincts where businesses are supported and jobs are created.

The Economic Development and Tourism Team provides support to prospective and established businesses, investors and developers in identifying or capitalising on regional opportunities.

Business development workshops are held regularly, providing helpful information and professional development for employers and employees.

Business assistance includes;

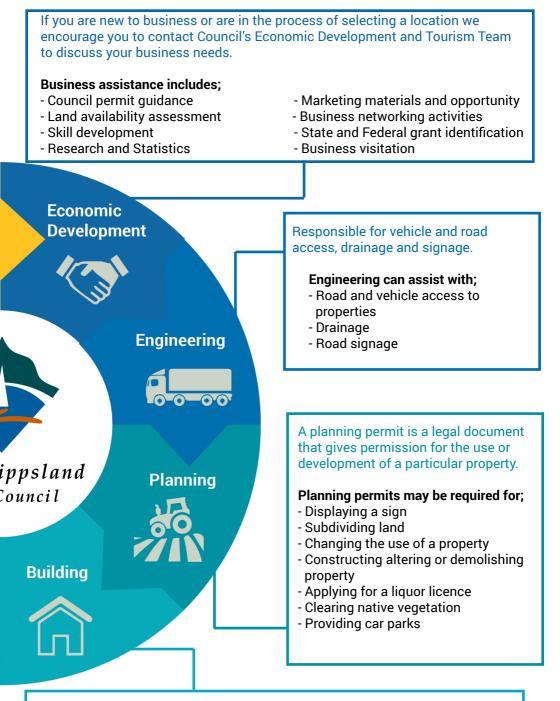
- Council permit guidance
- Land availability assessment
- Skill development through workshops and seminars
- Government agency liaison
- Marketing material and opportunities
- State and Federal grant identification
- Infrastructure development facilitation
- Business networking activities
- Business visitation
- Research and statistics
- Commercialisation

When starting out your business, or expanding your existing business, the requirements can seem overwhelming. In this booklet we have provided information on departments of Council you may require advice or permits from.



This diagram shows some of the departments at Council that should be considered to ensure your business concept quickly becomes a reality.





A building permit is a legal document that approves proposed building works on your land. They are approved by a building surveyor to help ensure adherence to legal and safety requirements. Almost all building work requires a permit, including alterations, demolitions and change of use.

Planning

A planning permit is a legal document that gives permission for the use or development of a particular property.

When planning your business it is suggested to allow sufficient time for permit application in your business set-up process.

A Planning Officer is available at Council offices or via phone during business hours.

The Planning Officer can assist you with reviewing your proposal prior to the completion of a permit application. Application forms are available on Council's website.

Permits may be required for;

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- Displaying a sign
- Subdividing land
- Changing the use of a property
- Constructing, altering or demolishing property
- Applying for a liquor licence
- Clearing native vegetation
- Providing car parks



Building

A building permit is a legal document that approves proposed building works on your land. Building permits are approved by a building surveyor and help ensure adherence to legal and safety requirements.

Almost all building work requires a permit, including alterations, demolitions and change of use. If you have a home based business, a building permit may be required if more than 10% of the floor area of the dwelling is used for the business.

Proceeding with building works without a required building permit can carry fines of up to \$60,000.

Council's building department can assist you with the contact details of local building surveyors.

They can also assist with;

- Provision of building information
- Issue of occupancy permits for places of public entertainment
- Responses to complaints and prosecuting offences under Victoria's building legislation
- Issue of reports and consent for siting variation, construction over easements and demolition works.
- Information for Section 32 agreements

Things to consider before contacting Council's planning and building team:

- Select your location, or have a few prospective locations. This will enable our staff to give you accurate information about your proposal.
- Bring any plans or any information you have about your business when speaking to our staff.
- Consider how your business will grow, you may want to include these plans if you require a planning permit when you are starting out.
- If your planning permit includes building works, we suggest that you talk to Council's Building Department and a private building surveyor/ designer about your plans before lodging your planning permit application.

For more information on building permits visit www.buildingcommission.com.au



Environmental Health

Council's Environmental Health team provides permits for food, personal care and accommodation.

Personal Care Businesses

Hairdressers, beauticians and skin penetration businesses (ear/body piercing, tattooists, some acupuncturists) must register with Council.

Accommodation Businesses

Bed and breakfasts, self-contained cabins, backpacker hostels, rooming houses, hotels, motels, school camps and caravan parks must register with Council.

Liquor licencing

If you are planning to sell or serve alcohol you will need to apply for a Victorian Liquor Licence. There are a number of different types of licences that are differentiated by the size of the establishment and the amount of alcohol sold or served. Businesses where the supply of liquor is only a small part of the products and services on offer are exempt from the requirement to hold a liquor licence.

This may include businesses such as some bed and breakfasts, hairdressers, florists, gift makers, butchers, hospitals, residential care services, retirement villages and cruise ships.

For more information;

Food Safety www.health.vic.gov.au/foodsafety

Guidelines for structural and cleanliness standards www.ideas.health.vic.gov.au/ guidelines

Estimate liquor licencing fees or apply for a permit www.justice.vic.gov.au

Food Businesses

If you are planning to operate a business (including a hobby business) or community group that involves the sale of food then you will need to register with Council. The definition of sale includes food given away for free as part of another service (e.g. bed and breakfasts), or as part or a promotion or as a prize or reward.

Food businesses are classified into four classes according to the type of food used on premises and target customers.

If your business	then register with	
Sells, transports or prepares mainly meat (e.g. butcher) or seafood (e.g. fishmonger)	Prime Safe 03 9685 7333 www.primesafe.vic.gov.au	
Sells, makes, transports or prepares mainly dairy products (e.g. dairy or cheese maker)	Dairy Food Safety Victoria 03 9810 5900 www.dairysafe.vic.gov.au	
Sells, makes, transports or prepares other foods or a mix of foods	Streatrader Check with Council's Environmental Health Officer 03 5662 9200	
Operates from mobile food premises (e.g. hot dog van or ice cream van) in South Gippsland only	South Gippsland Shire Council 03 5662 9200 You will need to complete a Roadside Trading permit	

For more information on the classifications see page 24. Depending on the risk level, businesses will need to either register or notify.



Food Act Classification

Class One What is a class one food business?

Class one food premises are those whose main food handling activities include handling unpackaged potentially hazardous foods for vulnerable populations.

They include premises that undertake the following food activities:

- Hospitals
- Aged Care Centres
- A multipurpose service (within the meaning of s. 3 of the Health Services Act 1988)
- Businesses that provide meals to children in child services
- Businesses that provide meals to patients in hospices
- Businesses whose main activity is to provide meals to aged persons

Class One Requirements

Registration

- Food Safety Program
- Food Safety Supervisor
- Independent Audit
- Council Inspection

Class Two What is a class two food business?

Class two food businesses are those whose food activities include handling unpackaged potentially hazardous foods which need correct temperature control during the food handling process, including cooking and storage, to keep them safe.

This includes restaurants, fast food outlets, pubs, caterers, delicatessens, supermarkets with delicatessens, cafes and most manufacturers (including home-based manufacturers).

Class Two Requirements

Registration

- Food Safety Program
- Food Safety Supervisor
- Council Inspection



Class Three What is a class three food business?

Class three food premises are those whose food activities involve the sale of foods not commonly associated with food poisoning. This includes the supply or handling of unpackaged low risk foods, or sale of pre-packaged potentially hazardous foods which simply need refrigeration to keep them safe.

Premises expected to fall into class 3 include milk bars, convenience stores, fruit stalls selling cut fruit and wholesalers distributing pre-packaged foods.

Class Three Requirements

Registration

- Prescribed Records
- Council Inspection

Class Four What is a class four food business?

Class four food premises are those whose food handling activities pose low risk to public health.

They include premises that only undertake the following:

- The sale of shelf stable pre-packaged confectionery at newsagents, pharmacies and video stores
- Shops that only sell self-stable pre-packaged foods
- Bottle shops
- Sale of uncut fruit and vegetables at farmers markets or by greengrocers (whether retail or wholesale)
- Wine tastings
- Stalls with packaged cakes (excluding cream cakes), bottled jams or honey
- Sessional kindergartens serving low risk food including cut fruit
- Simple sausage sizzles at stalls, where the sausages are cooked and served immediately. This means sausages, sauce, onions and bread. (This does not include hamburgers or other high risk foods).

Class Four Requirements Notification

- Council Inspection (Optional)

Local Laws

Local Laws Officers look after such issues as litter and footpath trading. Council has a Footpath Trading Code which includes permits for signs and outdoor eating facilities that may be required to place items on or above the footpath. Council may approve a permit for items on the footpath provided the items do not pose a significant risk to pedestrians or traffic, negatively impact on street aesthetics or impede movement or access.

A permit is required to;

- Place or display goods for sale
- A sign promoting the sale of any goods or services; or
- Establish an outdoor eating facility.

This includes any items (such as signs and furniture) on the;

- Footpath; or
- Within 700mm of an area where vehicles may stand; or
- Any other part of the road.

Before applying for a permit;

- Ensure your public liability insurance is current. To be eligible for a permit you must have public liability insurance.
- If a permanent building fixture is needed, a building or planning permit may be required.
- Complete an application for permit for advertising signs, display of goods and outdoor eating facilities.

A copy of the application for signs and outdoor eating facilities is available on Council's website.

Engineering

Council's Engineering department can assist with advice on:

- Road and vehicle access to properties
- Drainage connection to stormwater
- Road signage

Road signage

Some tourism businesses may require signage from the road. Tourist road signage provides visitors with direction to:

- Attractions
- Accommodation
- Other facilities or locations of interest

The type of signage that may be available to your business will depend on whether the road is Council or VicRoads owned and the location of the business. Tourist road signs are directional. They do not include advertising signs.

To qualify for tourism signage you must meet certain criteria, this information is available for download at www.vicroads.vic.gov.au

Waste Services

Council provides a range of waste management services aimed at recovering materials for reuse or recycling and reducing disposal of waste to landfill.

Kerbside Collection Services

Council provides weekly garbage (120L bin), fortnightly recycling (240L bin) and fortnightly green waste (240L bin) collection services to all major townships within South Gippsland.

Collection schedules and additional information on how to use the services can be found at www.southgippsland.vic.gov.au

For new services, or missed, stolen or damaged bins please contact Council on 5662 9200.

Landfill and Transfer Stations

Council operates a municipal landfill at Koonwarra and transfer stations at Koonwarra, Korumburra, Foster, Walkerville, Mirboo North and Venus Bay.

Details of materials that can be disposed of at the transfer stations, operating hours and the fees and charges that apply can be found at www.southgippsland.vic.gov.au

Tourism

If you are considering starting or purchasing a tourism business, Council's Tourism Development Officer will be able to assist you with:

- Visitor profile report
- Data on the economic impact of tourism to South Gippsland
- Identifying permits that may be required for your business

Marketing

Marketing is a key component of any tourism business. Council operates two accredited Visitor Information Centres and supports the Leongatha Community and Visitor Information Centre.

Council also works closely with regional tourism board Destination Gippsland, and regional association Prom Country Regional Tourism, they are industry partners that promote the South Gippsland region.

Visitor Information Centres



Visitor Information

Centres are located in Korumburra and Foster. For further information contact, 1800 630 704 or visit www.visitpromcountry.com.au

Prom Country Regional Tourism

Prom Country Regional Tourism (PCRT) produces publications such as the Prom Country official Touring Map and Visitor Guide and provides external marketing to help attract visitors to the region.

Businesses can join PCRT and receive a number of benefits to help increase the profile of their business.

For further information on PCRT go to www.pcrt.com.au

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For more information;

Tourism Australia www.tourism.australia.com/en

Tourism Research Australia www.tra.gov.au

Visit Victoria www.corporate.visitvictoria.com

Destination Gippsland www.destinationgippsland.com.au

Accessibility

Accessibility is a valuable tool for all businesses. Many members of our community have access requirements such as parents pushing prams, people with disabilities, people with injuries (temporary or permanent) and the elderly.

Catering to the diverse needs of customers and the community provides your business with the opportunity to achieve greater success.

It is also a requirement under the *Disability Discrimination Act 1992* to ensure you are providing access for all into your business and share in the overall benefits to the community and the economy that flow from participation by the widest range of people.

Some ways to make your building, services and goods more accessible include:

- Widening of doorways, walkways and aisles
- Providing seating for customers
- Communication boards
- Creating level entry access by removing steps and adding ramps
- Adding handrails in bathroom areas
- Increasing font size in documents, such as menus and displays to assist people with low vision
- Reducing background noise, including volume, to assist people with low vision
- Offering service alternatives to better address the needs of customers with disabilities

Accessibility Checklist

Training

Provide disability awareness training to staff.

Customer feedback

Provide feedback opportunities for your customers.

Website

Check your website against the web content accessibility guidelines. Ensure the information on your website is clear and easy to use.

Signage

Have clear, contrasted, easy to read signage for your business.

Doors

Provide clear access to the door and ensure it is wide enough.

Parking

Familiarise yourself with the closest available accessible park, and consider the journey from the park into your business.

Seating

Provide a variety of seating for your customers, particularly if your business has waiting periods.

Internal

Provide clear access to the different services and/or products in your business. Consider how accessible your front counter or register is, including signage and clear access.

Lighting

Ensure your business has quality lighting so that your products and/or services can be seen by all.

Sound

Consider the acoustics, such as background noise, soft surfaces to absorb sound, quiet and noisy areas separated by a buffer zone.

Toilets

Provide an accessible toilet and ensure at a minimum it meets building standards. Consider the customers using the space and if it has been designed to be accessible for them. Ensure signage directing customers to the toilet is adequate.

Contact Council or see our website for a copy of the *Good Access is Good Business Guide* which details how to attract more customers by providing better access to your business.

If you require specific legal advice you should considering obtaining information from an Access Consultant, to find a consultant see www.access.asn.au



Contact the Economic Development Tourism team today!9 Smith Street, (Private Bag 4)Leongatha Vic 3953Phone:5662 9200Fax:5662 3754Email:council@southgippsland.vic.gov.auWebsites:www.southgippsland.vic.gov.auFacebook:www.facebook.com/southgippslandshirecouncil

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