



ESTABLISHING A BUSINESS IN VICTORIA

There are a number of issues that need to be considered before starting a business. Most of these will be covered in the Small Business Management courses offered by the BEC, but market research should commence even before starting the training.

It is important to gather the following information:

1. Business Regulatory Requirements

What licences, permits and regulations apply to your business? Contact The Business Licence Centre on 13 22 15 to obtain information on this or visit www.blis.business.vic.gov.au.

2. Registering a Business Name

A Registered Business Name is not compulsory. When you are simply testing demand you may simply wish to trade under your own name. For example, "Rob Smith, Carpenter". To register a business name, contact the Office of Fair Trading and Business Affairs 113 Exhibition Street, Melbourne 3000. Telephone: 1300 361 673.

3. ABN / GST

If you are seeking corporate customers you will need to obtain an Australian Business Number (ABN). However, you have the option of staying out of the GST system (and therefore reducing the reporting requirements) whilst your expected turnover for the current and the next 11 months remains below \$75,000. If you choose not to register to collect GST for the moment, then you can't charge it or get a refund for paying GST.

4. Setting Up Costs

Obtain quotes / firm prices or information on:

- Items or equipment needed for the business
- Insurances required. Try:

AAMI Insurance

ph 13 22 44, website www.aami.com.au

DGA Insurance Broker Pty Ltd

ph 9670-9344, email info@dgainsurance.com.au

General Risk Solutions

ph 9328 – 1817, email vesna@jon18.com.au

GIO

ph 13 10 10, website www.gio.com.au

CGU Insurance Company

ph 9601 8222, email@cgu.com.au

Tell them that Kangan Batman BEC sent you.

- Finance. Approach banks and other organisations to determine their terms and conditions.

5. Research Potential Customers

- Who are they?
- What are the common elements that describe the majority of people who are likely to buy your product / service?
- What would they expect to pay?
- Who do they currently buy from?
- What do they like or dislike about their current supplier?
- Would they purchase from you?
- How often?
- How much?

Collect information by talking to them or conducting a survey.

6. Research Competitors

- Who are they? Check yellow pages, local papers, local directories, the Internet, ask potential customers who they use.
- What is their range of products / services?
- What are their prices?
- Who are their customers?
- What are their operating hours?
- How successful are they?

Collect information by:

- Posing as a potential customer;
- Talking to their clients and suppliers (people who know them);
- Visit their premises;
- Conduct a survey;
- Collect their promotional literature, etc.

Remember – Someone can be a competitor even if they are supplying a different product / service but satisfying the same “need” for the customer

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www.kangan.edu.au/bec

www.kangan.edu.au/neis

Government Sites

www.business.gov.au

www.abr.gov.au

www.business.vic.gov.au

www.ato.gov.au

www.wagenet.gov.au

www.workcover.vic.gov.au

www.asic.gov.au

online.justice.vic.gov.au

www.doi.vic.gov.au

www.ipaustralia.gov.au

www.jobsearch.gov.au

www.austrade.gov.au

www.tourism.vic.gov.au

www.abs.gov.au

www.accc.gov.au

www.workplace.gov.au

Kangan Batman Business Enterprise Centre

On-line business readiness survey

Business Entry Point – plenty of information

Online ABN Registration – plenty of information

Business Victoria

Australian Taxation Office/Superannuation guarantee

Wage line

WorkCover/WorkSafe information

Australian Securities & Investments Commission (Companies)

Consumer Affairs Victoria – Check registered business names

Department of Infrastructure

IP Australia – (Copyright, patents)

Job Searching

Australian Trade Commission. Help with Exporting

Tourism Victoria

Australian Bureau of Statistics

Australian Competition & Consumer Commission

Working conditions information

Incubator or a Virtual Office

Small Business centres where you can rent some space and get some advice located in Brunswick, and Darebin. Brunswick Business Incubator 420 Victoria St, Brunswick Ph: 9940 1444

Low Cost Website

\$400 including hosting www.aerion.com.au Ph: 9479 5216

Home equity loans

MAP- Mike Webb. Ph: 9686 8877

Exports

Assist with exports. Tradestart. Ph: 9326 4455

www.melbourneit.com.au

Internet Domain Name Registration (. com, .com.au)

www.greenpc.com.au

Green PC – PC Recycling

www.innovic.com.au

Innovation Centre. Help with Inventions

www.bankchoice.com.au

Bankchoice. Borrowing and investment advice

www.standards.com.au

Standards Australia

www.foodstandards.gov.au

Foods Standards

www.enya.org.au

Youth Network Lists Grants

www.beca.org.au

Business Enterprise Centres Australia

www.nna.asn.au

National NEIS Association (NNA)

www.gramets.com.au

A local NEIS business directory

www.auda.org.au

A guide for small business. The Australian domain name administrator

www.completeip.com.au

Intellectual property consulting firm

Victorian Business Centre (State Government help) – 3 Belair Street, Glenroy. Ph: 9304 4344

We provide these contacts in good faith but take no responsibility for their services or advice.
Kangan Batman TAFE Course Information Line 9279 2266 - Kangan Batman Web Site www.kangan.edu.au
Information Line for other TAFE Colleges / Courses 13 18 23

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