

## ***2010 Start-Up Guide for ACT based businesses by the Capital Region BEC***

This Guide has been prepared to help you with the process of commencing your new business in the ACT.

Whilst going into business is an exciting and rewarding experience, it involves total commitment, hard work and sound management.

Success in business is determined largely by the degree that the owner/operator plans the business, not only for the present but also for the future. Business owner/operators, who fail to plan, plan to fail.

Your BEC Facilitator can provide you with tools, such as a business planning template, which will assist you in putting together a business plan appropriate for your business venture.

Before you make your final decision, we strongly urge you to contact a wide range of professionals available to assist. Discuss your ideas with them, your market research and seek out any further support necessary before your business commencement.

The Capital Region BEC can also help you with other valuable resources, such as Networking functions and Small Business Training Programs, which offer an overview of all aspects of running an enterprise.

Most services provided by your BEC, including one-to-one consultations by appointment, are free.

Ultimately the responsibility of your business decisions rest with you. We wish you every success with your new business venture.

### **Capital Region BEC**

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**Location: Rear (Queanbeyan Visitors Information Centre)  
1 Farrer Place Queanbeyan NSW 2620**



# Your Very Own Business

Starting your own business can bring major rewards not least of which is being your own boss and ruler of your own destiny.

This brings many freedoms. You can choose your own business style, hours, location, staff, product and strategies.

However, these freedoms also bring responsibilities - to your staff, customers, suppliers, your family and yourself.

## **Criteria For Success**

To give yourself the best chance of success you need to satisfy the following criteria :

**Technical Knowledge** - Do you have sufficient knowledge of your industry to go it alone?

**Finance** - Do you have sufficient capital not only to start up but also to keep trading until you start to make an operating surplus (sometimes many months)?

**Marketing** - Is there a need for your product or service? What is happening in your industry at present? Who is your customer? What is your opposition doing? What price will you sell your product or service for?

## **Plan For Success**

These answers form the basis of your business plan which sets marketing strategies and financial goals for the year (or years) ahead. It is your blueprint for success and must be taken seriously.

There are other considerations too, including:

- Do you have positive reasons for going into business?
- Is your health up to the test?
- Will your family and friends understand the change to your lifestyle?
- Are you prepared to put 100 % effort into your new venture - including long hours and few holidays at first?
- Are you prepared to comply with government (including local council) regulations - even if you cannot see the reason for them?
- Are you prepared to seek and take professional advice?

The answers to all these questions, of course, must be an unqualified "yes".

**At the Capital Region BEC we are here to talk about all these aspects and much more. If we don't know the answers to your questions, chances are we know someone who does!**

# Have you forgotten Something?

## A check-list for when you are still researching your business.

- ✓ Check on what licences/registrations may be required through Business Licence Information Service (BLIS). ACT BLIS is Ph. 1800 244 650.
- ✓ Check with the ACT government re local council re zoning, health regulations and whether you need to lodge a Development Application.
- ✓ Undertake market research to determine target market, size and location of market and distribution channels.
- ✓ If buying an existing business, obtain 3 years trading figures (profit and loss statements etc), history of the business and its owners, break up of purchase price (land, buildings, equipment, stock at value, intangible assets including goodwill, databases, patents etc) and determine real reason for sale.
- ✓ Do a SWOT analysis (strengths; weaknesses; opportunities and threats) on the venture. Identify any perceived barriers the community may have to your venture. Checking alignment with market research and personal suitability. Utilise seminars/workshops and other resources at your local Business Enterprise Centre.
- ✓ Estimate the sales of your products and services for the first and second year of operation.
- ✓ Determine: establishment costs; pricing policy; sales forecast; break-even point; and funds required.
- ✓ Develop marketing plan (covering publicity, public relations, sales promotions, personal selling & advertising).
- ✓ Prepare cash flow projection.
- ✓ Determine your personal financial position (ie: assets less liabilities).
- ✓ Research a Business Plan or feasibility study, covering such areas as development costs; management plan; and financial plan.
- ✓ Choose a qualified Accountant and discuss your proposal.
- ✓ Determine legal structure for operation (company/partnership/sole trader).
- ✓ Check tax obligations.
- ✓ Determine training needs for management and staff.

# A check-list to help with the establishment phase of your business.

- ✓ Register your chosen Business Name through the ACT Department of Regulatory Services, and/or register your Company Name through Australian Security & Investment Corporation, and/or establish Partnership Agreement.
- ✓ Set up business bank account (Certificate of Registration of Business Name will be required for bank account in business name) and arrange with your Bank to send monthly bank statements.
- ✓ Arrange for connection of services (telephone, electricity, gas and water).
- ✓ Apply for your Australian Business Number and register for all relevant tax obligations eg GST, PAYG and BAS. If you intend to employ staff, register as a group employer through the ATO.
- ✓ If you intend to employ staff – obtain Awards, establish superannuation policies, take out Workers Compensation cover, and check other relevant information.
- ✓ Arrange other business insurance cover such as public liability, vehicles, fire, burglary, plate glass, professional indemnity, sickness, etc). Obtain quotes from Agents and Brokers.
- ✓ Develop Intellectual Property Register covering: Logos, Trade Marks, Patents, Copyright and Designs, etc.
- ✓ Discuss financial position and loan arrangements with your bank.
- ✓ Consider Credit arrangements (EFTPOS, Credit and/or debit card facilities).
- ✓ Negotiate and sign lease/purchase documentation in consultation with your Solicitor.
- ✓ Discuss advertising and marketing needs with media.
- ✓ Contact suppliers, order stock and determine terms.
- ✓ Purchase or order stationery, tax invoices, promotional material, letterheads, business cards, brochures, cash journals, quote book and order book once phone number is secured.
- ✓ Set up a suitable filing and accounting system (tax invoices, cash book, bank statements, supplier statements) to maintain records for up to five years.
- ✓ Join Trade Association/Chamber of Commerce.
- ✓ Have your will drawn up, or updated to reflect your change in circumstances.

**For further advice or information please phone your local Business Enterprise Centre.  
We wish you every success with your new business!**

# Useful Information if you are starting a business in the ACT.

## 1. Business Structure

Sole Trader/Partnership/or Company - Which suits you best?? Check with the Capital Region BEC then ask your Solicitor or Accountant.

## 2. Business Name & Business Licences

Check which licences you need. Phone ACT Business Licence Information Service (BLIS) on 1800 244 650

You must register your Business Name **unless**:

- a. You are a Pty Ltd company and you use your company name, or
- b. You use only your personal name.

Contact: ACT Department of Regulatory Services GPO Box 158, Canberra City, ACT 2601. or you can enquire about business names and make an application for registration in person by attending the Registrar-General's Office at: 255 Canberra Avenue Fyshwick ACT 2609.

## 3. Government Small Business Web Site Entry Points

Federal Government Business Entry Point: [www.business.gov.au](http://www.business.gov.au)  
ACT Business & Industry Development: <http://www.business.act.gov.au>

## 4. Business Premises

Check with the ACT Government regarding usage and development of your home or commercial premises. ACT Business Licence Information Service (BLIS) on 1800 244 650. Ask what forms you need to complete and the cost (eg. Do you need to complete a Development Application Form)?

Check with local Real Estate Agents re the availability of suitable commercial premises and the costs.

## 5. Insurances

Obtain Insurance quotes for business requirements. For example Fire (building, contents, stock); Burglary; Money; Glass; Signs; Machinery Breakdown; Stock Deterioration; Electronic Protection; Public & Product Liability; Workers Compensation; Superannuation; Professional Indemnity; Loss of Income.

## 6. Bank Accounts & Finance

Your bank account, budget and bookkeeping systems form the basis of your control over your business. Obtain information from Bank regarding business account options/charges and business loan rates. You cannot start to negotiate any business loans until you have your Business Plan in place.

## 7. Taxation

Understand your tax responsibilities.

General Enquiries 13 28 61

[www.ato.gov.au](http://www.ato.gov.au)

## 8. Employing People

Check award rates from the Dept of Industrial Relations. Phone:

Federal Award enquiries 1300 363 264 [www.wagenet.gov.au](http://www.wagenet.gov.au)

Check about the compulsory Superannuation Guarantee. Phone:  
Superannuation Hotline on 13 10 20 (local call cost).

**9. Business Planning & Budgeting**

You can download an good FREE business planning template from the Capital Region BEC website <http://www.crbec.com.au/Main%20Pages/resources.htm>  
The BEC also sells an excellent business plan template on disk for \$25.00.  
The BEC can provide referrals to consultants who provide business planning, accounting, marketing, legal and other business services.

**10. Small Business Training**

Capital Region BEC Business Seminars & Small Business Courses.  
'Intro to Business' 2 1/2 hour Workshop is Free and highly recommended for new business people.

Check [www.crbec.com.au](http://www.crbec.com.au) for the latest dates and times.

**11. Networking – Capital Region BEC Business Breakfast**

The Region's premier regular monthly small business networking breakfast. Held on the first Tuesday of each month.

Check [www.crbec.com.au](http://www.crbec.com.au) for the next date.

## Useful Telephone Numbers and Web Addresses in the ACT

ORGANISATION	PHONE NUMBER	WEBSITE
Capital Region BEC	6297 3121	<a href="http://www.crbec.com.au">www.crbec.com.au</a>
Australian Securities & Investment Commission – ASIC	1300 300 630	<a href="http://www.asic.gov.au">www.asic.gov.au</a>
ACT and Region Chamber of Commerce		<a href="http://www.actchamber.com.au">http://www.actchamber.com.au</a>
AusTrade	13 28 78	<a href="http://www.austrade.gov.au">www.austrade.gov.au</a>
Australian Bureau of Statistics - Canberra	1300 135070	<a href="http://www.abs.gov.au">www.abs.gov.au</a>
Australian Customs Service - Info Centre	1300 363 263	<a href="http://www.customs.gov.au">www.customs.gov.au</a>
Australian Standards Association – Info	1300 654 646	<a href="http://www.standards.com.au">www.standards.com.au</a>
Australian Competition & Consumers Commission (ACCC)	1300 302 502	<a href="http://www.accc.gov.au">www.accc.gov.au</a>
Business Entry Point		<a href="http://www.business.gov.au">www.business.gov.au</a>
Business Licence Information Service (BLIS) - ACT	1800 244 650	<a href="http://www.ors.act.gov.au">http://www.ors.act.gov.au</a>
Business Name Registration ACT	1800 244 650	<a href="http://www.ors.act.gov.au">http://www.ors.act.gov.au</a>
Canberra Business Council	6247 4199	<a href="http://www.canberrabusinesscouncil.com.au">www.canberrabusinesscouncil.com.au</a>
Copyright Council	9318 1788	<a href="http://www.copyright.org.au">www.copyright.org.au</a>
Design Institute of Australia	1300 888 056	<a href="http://www.dia.org.au">www.dia.org.au</a>
Export Finance Insurance Corporation	1800 887 588	<a href="http://www.efic.gov.au">www.efic.gov.au</a>
Canberra Inventors Association	6239 5747	
Patents, trademarks & design	1300 651010	<a href="http://www.ipaustralia.gov.au">www.ipaustralia.gov.au</a>
NEIS Providers – SETS Auswide Projects	1800 180 881 4223 3100	<a href="mailto:sets@bigpond.net.au">sets@bigpond.net.au</a> <a href="http://www.auswideprojects.com.au">www.auswideprojects.com.au</a>
Superannuation Infoline	13 10 20	<a href="http://www.ato.gov.au/super">www.ato.gov.au/super</a>
Tax	13 28 66	<a href="http://www.ato.gov.au">www.ato.gov.au</a>
Traineeships & Apprenticeships	9266 8450	<a href="http://www.newapprenticeships.gov.au">www.newapprenticeships.gov.au</a>
Weights & Measures	13 32 20	<a href="http://www.ors.act.gov.au/BIL/WebPages/Corporate/TradeMeasurement.html">http://www.ors.act.gov.au/BIL/WebPages/Corporate/TradeMeasurement.html</a>
Yellow Pages Advertising	13 2378	<a href="http://www.yellowpages.com.au">www.yellowpages.com.au</a>

## Employee/Contractor check-list

The Checklist below is designed as a simple method of assessing the status of your workers. It is not a definitive list and in some cases the status can be unclear as there may be conditions applying to your business which are not the norm.

CHECKLIST QUESTIONS	CONTRACTOR*	EMPLOYEE*
Supply labour only	No	Yes
Supervision of Work is..	Irregular Defined Stages	Regular Ongoing
Allowed to work for others concurrently with existing job?	Yes	No
Invoices for payments required?	Yes	No
Timing of payments for work..	At Defined Stages of Performance	Weekly, Fortnightly, Monthly
Bears financial responsibility for final product or service?	Yes	No
Specific person must perform tasks?	No	Yes
Supply own materials?	Yes	No
Use own vehicle?	Yes	No
Absence from work without permission from Supervisor?	Yes	No
Training provided?	No	Yes
Work to pre-defined systems, procedures?	No	Yes
Hours of work?	Flexible	Defined
Duration of engagement?	For A Project	Ongoing

**\*NOTE:** each response listed above is the normal circumstance in each case, there may be exceptions to the general rule. If, in the completed Checklist above, there are more ticks in the "Employee" column than in the "Contractor" column, it is likely the person concerned would be considered an employee.