



2010 Start-Up Guide for NSW based businesses by the Capital Region BEC

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

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

Phone (02) 6297 3121 Fax (02) 6297 8939

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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). NSW BLIS phone number is 133220.
- ✓ Check with 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 Department of Fair Trading, and/or register your Company Name through Australian Security & Investment Corporation, and/or establish Partnership Agreement (even for spouse partnerships).
- ✓ 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 NSW.

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 NSW Business Licence Information Service (BLIS) on 133220

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: in NSW Dept of Fair Trading Ph. 13 32 20 www.fairtrading.nsw.gov.au

3. Government Small Business Web Site Entry Points

Federal Government Business Entry Point: www.business.gov.au
NSW Government Small Business: www.smallbiz.nsw.gov.au

4. Business Premises

Check with your local Council regarding usage and development of your home or commercial premises. 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

8. Employing People

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

Federal Award enquiries 1300 363 264 www.wagenet.gov.au

State Award enquiries 13 16 28 www.industrialrelations.nsw.gov.au

Check about the compulsory Superannuation Guarantee. Phone:
Superannuation Hotline on 13 10 20 (local call cost).
Check with NSW Work Cover Authority on compulsory Workers Compensation.
NSW Workcover phone 131050 www.workcover.nsw.gov.au

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 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 for the next date.

Useful Telephone Numbers and Web Addresses in NSW.

ORGANISATION	PHONE NUMBER	WEBSITE
Capital Region BEC	6297 3121	www.crbec.com.au
NSW Business Chamber	13 26 96	www.australianbusiness.com.au
Australian Securities & Investment Commission – ASIC	1300 300 630	www.asic.gov.au
AusTrade	13 28 78	www.austrade.gov.au
Australian Bureau of Statistics - Canberra	1300 135070	www.abs.gov.au
Australian Customs Service - Info Centre	1300 363 263	www.customs.gov.au
Australian Standards Association – Info	1300 654 646	www.standards.com.au
Australian Competition & Consumers Commission (ACCC)	1300 302 502.	www.accc.gov.au
Business Entry Point		www.business.gov.au
Business Licence Information Service (BLIS) - NSW	13 32 20	www.fairtrading.nsw.gov.au
Business Name Registration	13 32 20	www.fairtrading.nsw.gov.au
Chamber of Commerce - NSW	1300 137 153	www.thechamber.com.au
Copyright Council	9318 1788	www.copyright.org.au
Co-operatives Registry Office	13 32 20	www.fairtrading.nsw.gov.au
Dept. of Industrial Relations	Federal State 1300 363264 13 1628	www.wagenet.gov.au www.industrialrelations.nsw.gov.au
Department of Fair Trading	13 32 20	www.fairtrading.nsw.gov.au
Design Institute of Australia	1300 888 056	www.dia.org.au
Export Finance Insurance Corporation	1800 887 588	www.efic.gov.au
Inventors Association of NSW	1800 995 299	www.ausinvent.com
Patents, trademarks & design	1300 651010	www.ipaustralia.gov.au

Land and Property Information Office	9228 6666	www.lands.nsw.gov.au
Solicitor Listings	9926 0333	www.lawsocnsw.asn.au
Local Government - Queanbeyan Palarang Eurobodalla Goulburn Mulwaree Bombala Harden Snowy River Yass Valley Cooma- Monaro Upper Lachlan Boorowa Young Bega Valley	6298 0211 1300 735 025 4474 1000 4823 4444 6458 3555 6386 2305 64505195 6226 1477 6450 1777 4832 1022 6385 3303 6382 1688 6499 2222	www.qcc.nsw.gov.au http://www.tallaganda.nsw.gov.au/ www.esc.nsw.gov.au www.goulburn.nsw.gov.au http://www.bombala.nsw.gov.au/ www.harden.nsw.gov.au www.snowyriver.nsw.gov.au www.yass.nsw.gov.au www.cooma.local-e.nsw.gov.au www.upperlachlan.local-e.nsw.gov.au www.boorowa.nsw.gov.au www.young.nsw.gov.au www.begavalley.nsw.gov.au
Members of Parliament: NSW: Bega- Andrew Constance MP Burrinjuck-Katrina Hodgkinson MP Monaro-Steve Whan MP Lachlan- Ian Armstrong MP Federal: <i>Eden Monaro</i> – Mike Kelly MP <i>Hume</i> - Alby Schultz MP	6492 2056 6226 3311 6299 4899 6342 4911 6297 3952 4822 2277	andrew.constance@parliament.gov.au burrinjuck@parliament.nsw.gov.au monaro@parliament.nsw.gov.au lachlan@parliament.nsw.gov.au www.alp.org.au/people/nsw/kelly_mike.php www.albyschultz.com.au
NEIS Providers – SETS Illawarra ITEC	1800 180 881 4223 3100	sets@bigpond.net.au www.illawarraitec.com.au
Occupational Health & Safety	6121 6000	www.nohsc.gov.au
State & Regional Development - Barry McDonald Agribusiness Officer - Stewart Thompson	4821 8000 4821 8000	www.smallbiz.nsw.gov.au
Superannuation Infoline	13 10 20	www.ato.gov.au/super
TAFE's NSW	131 601	www.tafensw.edu.au
Tax	13 28 66	www.ato.gov.au
Tourist Information Offices:	13 20 77	www.tourism.nsw.gov.au
Traineeships & Apprenticeships	9266 8450	www.newapprenticeships.gov.au
Waste Management Authority of NSW	9995 5000	www.environment.nsw.gov.au
Weights & Measures	13 32 20	www.fairtrading.nsw.gov.au/measurement
WorkCover Authority: NSW	13 10 50	www.workcover.nsw.gov.au
Yellow Pages Advertising	13 2378	www.yellowpages.com.au

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.