



16 Important Steps To Consider When Starting Your Business

LISA PENSON

LET'S START WITH BUSINESS STRUCTURE

- 1) Sole trader
- 2) Partnership
- 3) Proprietary Limited (Pty Ltd) company
- 4) Trust

THE AUSTRALIAN BUSINESS NUMBER (ABN)

a unique identifier for all business dealings with the Australian Taxation Office and for dealings with other government departments and agencies.

BUSINESS NAME REGISTRATION

Australian Securities and
Investment Commission
(ASIC).

INTELLECTUAL PROPERTY (IP)

Intellectual Property (IP) is a term that describes the application of the mind to develop something new or original

- **Patent** - A patent is an IP right granted for any device, substance, method or process that is new, inventive and useful.
- **Trade mark** - A trade mark can be a letter, number, word, phrase, sound, smell, shape, logo, picture, aspect of packaging or any combination of these, which is used to distinguish goods and services of one trader from those of another.

- **Design** - Design registration protects the overall appearance of a product.
- **Copyright** - An intellectual property right, which protects the original expression of ideas, not the ideas themselves.

DOMAIN NAME

A domain names is your
Internet address

WWW.

GOODS AND SERVICES TAX (GST)

Goods and Services Tax (GST) is a broad-based tax of 10%, applied to most goods, services and other items sold or consumed in Australia.

Do I need to register for GST?

BUSINESS LICENSES

Australian Business Licence and Information Service (ABLIS) is a free online service that provides details for most licences that you may require to operate a business in Australia.

(<https://ablis.business.gov.au>)

FINES AND PENALTIES

Business owners must be aware that ignorance cannot be pleaded as an acceptable excuse for not holding the appropriate licence or applying the applicable legislative obligations and regulations to their business.

WORKING WITH YOUR LOCAL COUNCILS

<http://www.bmcc.nsw.gov.au>

OPERATING YOUR BUSINESS FROM HOME

Planning guidelines vary from Council to Council

It is very important to check if you are required to lodge a formal development application, with your local council, before operating your business from home.

INSURANCE

Business insurance, as the name suggests, will typically protect your business from any loss as a result of accidental damage, fire, theft, vandalism or liability claims; however, it is important to understand that each business insurance policy is unique and will contain various benefits and inclusions.

TAX

The easiest way to check your tax obligations is through the Australian Taxation Office as there is a lot to know about your taxation obligations.
And check with your accountant.

CUSTOMER PRIVACY

The *Privacy Act 1988* (Privacy Act) is an Australian law, which regulates the handling of personal information about individuals.

This includes the collection, use, storage and disclosure of personal information, and access to and correction of that information

WORKPLACE HEALTH AND SAFETY

Small business and Work Health and Safety legislation running a successful small business means you need to be skilled and knowledgeable in many areas — including work health and safety (WHS).

GOVERNMENT GRANTS

Grants and other funding programs are available from the Australian, state and territory governments, and in some cases from local councils.

Business Plan

Not having a plan is like
getting on an airplane
and not plotting the
destination!

ONE YEAR – ONE PAGE BUSINESS PLAN.

BUSINESS NAME:

DATE:

MY 12 MONTH BUSINESS GOAL:

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	SUPPORT TEAM	IDEAL CUSTOMERS
	KEY METRICS		REVENUE STREAMS	
COMMUNICATION – CUSTOMER RELATIONSHIPS			FINANCIAL TARGETS 3,6, 9 AND 12 MONTHS	
IMPORTANT COSTS			NOTES: WWW.SOLOPRENEURSUCCESS.COM.AU	

Training and business support

<http://wsbusiness.com.au/>



Business Connect



Thank You!

- Lisa Penson



Blue Mountains City Council

Service Delivery



Service Delivery – Who are We?



Blue Mountains Leisure Centres are open 363 days per year.

A total of 704,827 customers have visited the leisure centres each year.

Service Delivery – Who are We?



The leisure centres have engaged local small businesses in the past to assist with marketing projects such as video and social media

Learn to Swim Classes have a weekly enrolment of 2500 students while we have a total of 90 Group fitness classes per week running between Katoomba & Springwood Aquatic and Fitness Centres



Service Delivery – Who are We?

Blue Mountains Visitor Information Centres, located in Glenbrook and Katoomba, have provided a service to 713,610 visitors for the 2015/16 financial year and have a wealth of knowledge on the Blue Mountains region.



Council promotes local businesses in their 'Brochure Partner Program' that runs in the Visitor Information Centres.

The Visitor Information Centres also showcase a range of locally made products from a local business that we retail.

Service Delivery – Who are We?



Kerbside Services commenced July 2013 and have since completed 13,859 Chipping Services and 31,189 Clean Up Services over the Blue Mountains region

Service Delivery – Who are We?



Blue Mountains City Council supports volunteers who do work on non council owned land such as four 'Graffiti Removal Volunteer Group'.

Blue Mountains City Council has responded to 528 graffiti removal requests since July 2016



Service Delivery – Who are We?



Waste Management Facilities
across the Blue Mountains



Service Delivery – Who are We?



Blue Mountains City Council maintains approximately 693km of sealed road and 52 km of unsealed road



Council uses local businesses to assist with larger projects such as excavation that require machines with more specialised attachments



Service Delivery – Who are We?



Council also maintains 105 parks and 22 sports grounds across the region

Council goes out to tenders for things such as road side vegetation management where specialised machinery is required



Service Delivery – Who are We?



Blue Mountains City Council provides maintenance to 315 buildings



Council utilises contractors such as electricians, plumbers and brick layers to assist with building maintenance. We do our best to try and always utilise local contractors

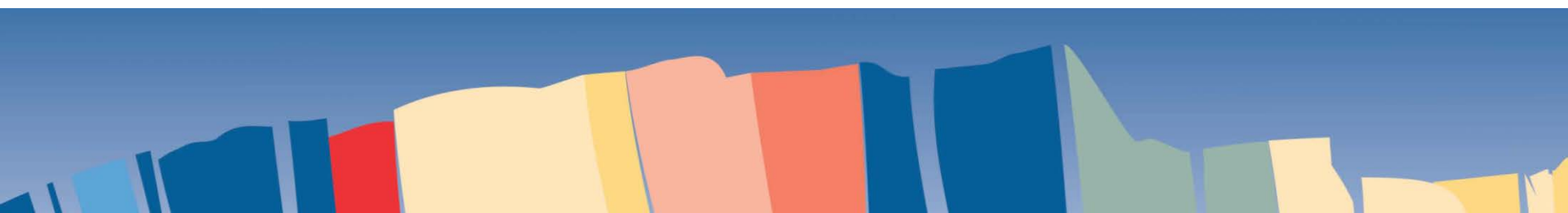
Service Delivery – Summary

- Blue Mountains City Council predominantly uses in house operations but at times supplements our workforce with contractors from local businesses
- In the 2016 calendar year Council put through 2100 with local suppliers
- Most Council employees do reside within the Blue Mountains
- We respond to an average of 250 phone calls per day
- We are in the business of providing a range of local services that support the well being of the community

Development & Planning Services

What we do:

- Development Assessment (all DAs except single dwellings);
- Pre-lodgment advice;
- General planning Advice.



Home Business – Planning Requirements

What is a home business in planning terms?

- Planning definitions in the Local Environmental Plan (LEP):

Home Business and *Home Occupation*

- These definitions are state-wide
- Included on the Fact Sheet



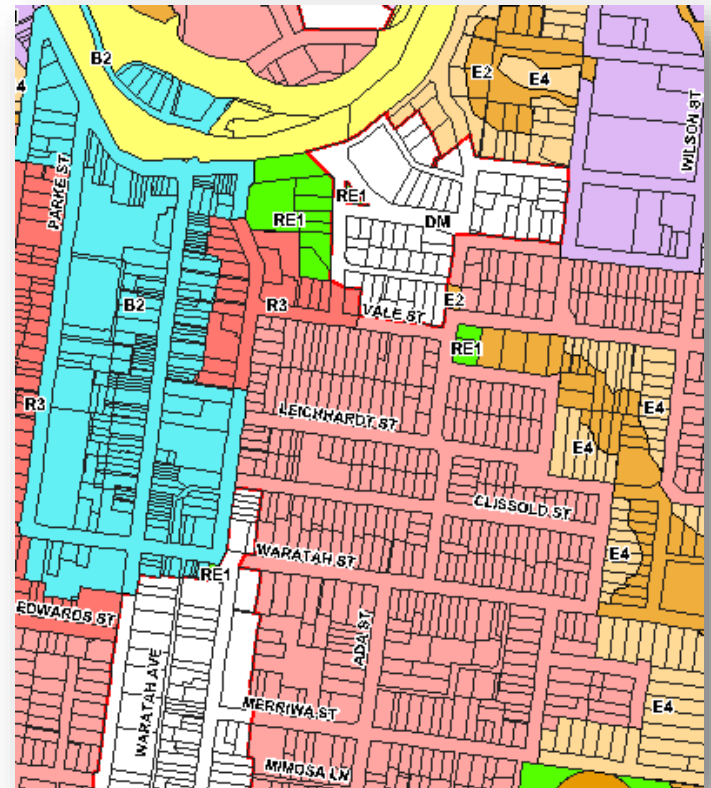
Home Business – Planning Requirements

Key elements of Definitions:

<i>Home Business</i>	<i>Home Occupation</i>
Employment: No more than 2 people other than the residents	Employment: No one other than residents
Size: No more than 50m ² of floor area	Size: Not limited
Signage	Signage
Amenity of Neighbourhood	Amenity of Neighbourhood
Sale by Retail: Only items made in the dwelling/building	Sale by Retail: No

Home Business – Planning Requirements

- Development without consent in certain zones **if your business meet the related definition**
- It is a self assessment



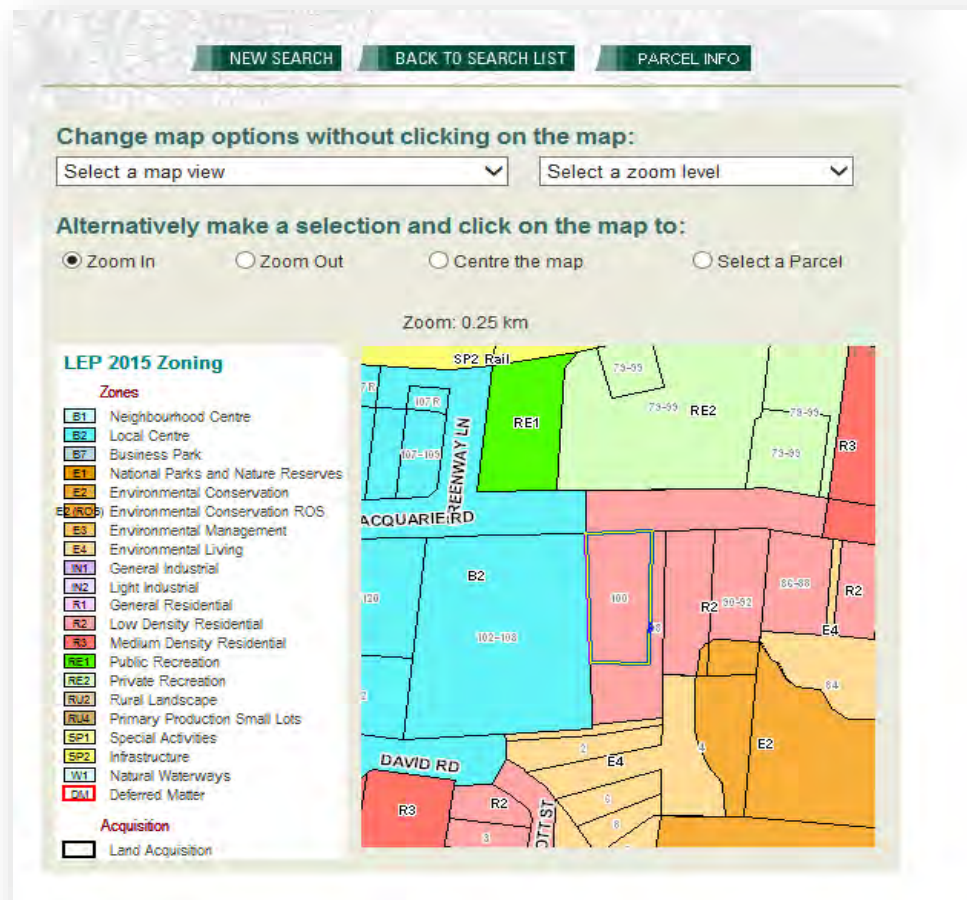
Getting More Information

Finding your zone?

www.bmcc.nsw.gov.au

Interactive maps

Or call Customer Service Advisor – Development Planning. **Details on the Fact Sheet**



Getting More Information

Call Council:

Customer Service Advisor – Development Planning

(Kirsten Semenetz)

4780 5738

8:30am – 5:00pm, Monday to Friday

www.bmcc.nsw.gov.au



Blue Mountains
REGIONAL BUSINESS CHAMBER

BUSINESS BUILDERS SINCE 2000



Blue Mountains
REGIONAL BUSINESS CHAMBER

MISSION

BMRBC is the premier regional support organisation for building a vibrant, successful and connected small business community across the region

"SUPPORTED CONNECTED CELEBRATED"



Blue Mountains
REGIONAL BUSINESS CHAMBER

*“The road
to success
is always
under construction.”*

Lily Tomlin



Blue Mountains
REGIONAL BUSINESS CHAMBER

SUPPORT from PREMIUM PARTNERS



DIGITAL AGE
LAWYERS



Trumans





Blue Mountains
REGIONAL BUSINESS CHAMBER

SUPPORT

for you

**BUSINESS PARTNERING
EDUCATION & TRAINING
ISSUES ADVOCACY
CROSS REFERRALS
GROWTH STRATEGIES
REGIONAL BRAND POTENTIAL
YOUR BUSINESS JOURNEY**



Blue Mountains
REGIONAL BUSINESS CHAMBER

CONNECT

to get

**BUSINESS REFERRALS
MENTORING
STRATEGY DEVELOPMENT
CROSS MARKETING
ROI ON TIME MANAGEMENT
MARGIN IMPROVEMENTS
CO-OPETITION OPPORTUNITIES**



Blue Mountains
REGIONAL BUSINESS CHAMBER

CELEBRATE

to

**REVIEW BUSINESS JOURNEY
TELL BUSINESS STORY
REJUVENATE BUSINESS GOALS
REWARD HARD WORK
MOTIVATE FOR THE FUTURE
ACKNOWLEDGE SUCCESS**



Blue Mountains
REGIONAL BUSINESS CHAMBER



CASE STUDY

demonstrating

**SUPPORTING
CONNECTING
CELEBRATING**



Blue Mountains
REGIONAL BUSINESS CHAMBER

HOW WE DO IT!

A Volunteer Board of Small Business Owners

A micro and nimble Executive Office

Experience, Passion and Commitment

Chamber Partnerships:

- TAFE for Fee Free Business Courses
- MasterClasses - Small Business & Customer Engagement

Targeted Partnering Program for businesses

Annual Business Expo



Blue Mountains
REGIONAL BUSINESS CHAMBER

HOW WE DO IT!

Mentoring Services

Business Development in targeted Industry Verticals

A Signature Events Networking Model

Advocacy at 3 tiers of Government

Interconnectedness with other Not for Profits

+

Celebrating @ the ANNUAL BUSINESS AWARDS



Blue Mountains
REGIONAL BUSINESS CHAMBER

**The Chamber
wishes you every success
on your business journey!**



Blue Mountains
REGIONAL BUSINESS CHAMBER

QUESTIONS?



DIGITAL AGE
LAWYERS



Trumans

