

Your Guide to Starting a Business in Hindmarsh Shire





Congratulations!

If you are reading this, chances are that you are thinking of starting a new business in the Shire. The Hindmarsh Shire Council Business Start-up Kit has been developed to assist you in your planning for starting and running a business in Hindmarsh Shire.

As a prospective business owner, your first priority should be to contact Hindmarsh Shire Council at the earliest possible stage to discuss your business ideas/plans. Hindmarsh Shire Council are proactive in building the economic development of the Shire and we are here to help. All discussions will be strictly in-confidence and all staff you meet with are bound by Council's confidentiality policy.

Our Economic Development team are experienced in business and tourism development, coupled with local knowledge and local/regional contacts.

We have regular contact with State Government organisations such as Regional Development Victoria and Visit Victoria, along with regional organisations such as Wimmera Development Association. We also have access to various reports, statistics and economic modelling which may assist you in business planning and grant applications.

We hope this Business Start-up Kit is useful to your business plans and please book a time to meet with us:

Phone: 03 5391 4444
email: business@hindmarsh.vic.gov.au

A Snapshot of Hindmarsh Shire

Hindmarsh Shire Council is a vibrant and progressive rural council, rich in history, natural wonders and a strong community spirit, offering opportunities for local and large businesses to participate in its procurement activities in mutually beneficial terms.

Hindmarsh Shire is located in the Wimmera region in western Victoria and covers an area of 7,527km². Situated on the Western Highway, 375km west of Melbourne and 350km east of Adelaide. With that, the Shire is alive with business opportunities as it lies on the second-busiest freight corridor in Australia.

Hindmarsh Shire has a resident population of 5725 (2016 Census). The four major townships in the Shire are: Nhill, Dimboola, Rainbow and Jeparit.

The largest industry in Hindmarsh, both in economic output and employment, is the agriculture sector. However other established and immerging industries such as manufacturing and tourism are significantly important to the Shire as additional economic support particularly during times of drought.

Output - Hindmarsh (\$) (2018 Release 1)



\$M

- Agriculture, Forestry & Fishing \$189.130
- Manufacturing \$121.729
- Health Care & Social Assistance \$56.409
- Balance \$259.049

REMP LAN

Employment- Hindmarsh (\$) (2018 Release 1)



Jobs

- Agriculture, Forestry & Fishing 658
- Manufacturing 210
- Health Care & Social Assistance 442
- Balance 913

REMP LAN

Council's Place in Business



Through the Local Government Act, Hindmarsh Shire Council are responsible for many local laws and activities along with in many cases insuring local business etc are abiding by State and Federal laws.

It is important to discuss your business plans with Council who can provide advice and assistance in relation to aspects such as:

- Planning zones and permits
- Building permits
- Food and Environmental health and safety
- Licencing
- Signage and Street Furniture

Importantly we can help ensure all things are covered and can highlight any potential issues early in your business planning process.

It is vitally important to discuss your business plans with Council at the earliest opportunity.

If any potential issues or concerns are raised by your business proposal it is best to know these from the start and work through them rather than realising them shortly before opening your business.

Action

Further Information

Visit www.hindmarsh.vic.gov.au and click on 'Business Support' to get started.

Our 'Business Support' webpage provides a clear outline of the process, and links to application forms.

Make an appointment for the Hindmarsh Shire Council Economic Development Team to meet with you.

Phone: (03) 5391 4444
Email: business@hindmarsh.vic.gov.au

Preparation & Planning



Firstly, congratulations on making the decision to start a business!

Like most things in life, planning is imperative when starting a new business. This checklist includes information for new business owners and is intended as a guide only and should not be seen as legal advice.

Action

Further Information

Contact Hindmarsh Shire Council to discuss your business ideas and plans.

Call 03 5391 4444
or email business@hindmarsh.vic.gov.au

Develop your business plan, financial plan and marketing plan.

<http://www.business.vic.gov.au/setting-up-a-business/how-to-start-a-business/starting-a-business-checklist>

Register your business name. If your business is a company, you will need to register with the Australian Securities and Investment Commission (ASIC).

<http://www.asic.gov.au/for-business/registering-a-business-name/>
<http://www.asic.gov.au/for-business/starting-a-company/>

If your business is a partnership, create a formal partnership agreement, including a buy-sell agreement.

<http://www.asic.gov.au/for-business/your-business/small-business/starting-a-small-business/#partnership>

Register for GST and PAYG, if applicable. If your turnover will be less than \$75,000 per annum, you may not need to register for GST.

<https://www.ato.gov.au/Business/GST/Registering-for-GST/> for more information.

Register for an Australian Business Number (ABN).

<https://abr.gov.au/For-Business,-Super-funds---Charities/Applying-for-an-ABN/Apply-for-an-ABN/>

Register your website domain name.

There are hundreds of companies who you can register your domain name with. Always 'shop regional' where you can.

Setting Up Your Premises



Whether you are beginning a home business, or setting up in a shopfront or other commercial premises, there are a number of considerations to take into account. The following is a list of the main things you need to consider when setting up a place of business.

Action

Further Information

Select premises, negotiate lease or purchase agreement in consultation with your solicitor.

For commercial property listings, visit your local real estate agents directly or search online.

Arrange business insurance, public liability, vehicle, fire, burglary, professional indemnity and sickness.

Connect utilities (electricity, water, telephone and gas).
Arrange fit out and purchase business equipment, fittings and furniture if required.

Buy supplies or trading stock and determine terms of payment, delivery and freight.

Contact Hindmarsh Shire Council to see whether you require planning and building permits.

Create an asset register of all equipment, fittings and furniture, stock and supplies.

Begin developing written business systems relevant to your business (record keeping, accounting, risk management).

Contact employment services for information on employment and training providers for recruitment of staff.

Local employment providers:
www.skillinvest.com.au
www.caei.com.au
www.wdeaworks.org.au
www.simpsons.net.au
<https://www.sureway.com.au/about-sureway/our-locations/horsham/>

Planning to Start a Home Business?



Considerations

You can only have two employees that do not reside at that address on site.

You also need to make sure there is adequate separation of domestic and business activities; such as a suitably fitted out spare room or garage.

Do I Need a Permit?

You will need to apply for a Planning Permit if you don't meet all of the requirements of the Home Based Business Clause of the Hindmarsh Planning Scheme (see link below).

http://planning-schemes.delwp.vic.gov.au/schemes/vpps/52_11.pdf

Some home based business activities can be run from your house with minimal disruption and so don't require a planning or a building permit. However if you're changing the use of a building, or making significant structural change, then a Planning Permit / Building Permit may be required. Contact our Business Support Team at: business@hindmarsh.vic.gov.au or call (03) 5391 4444.

Impact on Surroundings and Residents

Your home based business activities cannot adversely affect your neighbours. As you develop your home based business, you must consider the impact it may have upon surrounding properties including noise, odour or other emissions. Items such as waste bins, mechanical exhaust vents, air-conditioning units, and lighting should not have a negative impact on the surrounding area or cause a nuisance.

Please contact Council's Local Laws Officer on (03) 5391 4444 to discuss.

Opening a Food Business



Every food business must be registered with Council under the Food Act 1984. This State legislative requirement is managed through Local Government.

1. Discuss with Council

Once you develop a business idea, call our **Economic Development Team** to discuss what options are available to you **03 5391 4444**.

2. Prepare an application

Do you require a **Planning Permit**?
Do you require a **Building Permit**?
Will you require a **Street Furniture Permit**?
Will you require a **Street Trader Permit**?

We encourage you to submit your plans detailing the fit out of your food business, although it is not a legal requirement it will ensure your business meets the legislative requirements and potentially save time and money.

The fit out of your premises must meet the minimum standards specified in the Australia New Zealand Food Standards Code foodstandards.gov.au.

For example, separate sinks for washing dishes and washing hands are required. Because the specified requirements affect the design and investment in your business, it is important you know what works you will need to undertake before you sign a lease or apply for your building permit.

For further information contact our **Environmental Health Officer** on **03 5391 4444**

Mobile and temporary food businesses.

If you plan to operate a mobile food van or a temporary stall within Hindmarsh Shire you will be required to apply using the **Stretrader** website stretrader.health.vic.gov.au. This can also be used to lodge a statement of trade. If you plan to operate on Council land, you may be required to obtain a permit from Council. Please contact Council's **Economic Development team** on **03 5391 4444** if you require any further guidance.

3. Application assessment

Once an application is received for a new food premises an **Environmental Health Officer** will assess your application and provide a written response within 14 days.

4. Provide additional information

When your application has been assessed by an **Environmental Health Officer**, you may be requested to provide further details of the intended fit out or of the food handling activities to be conducted by the business.

5. Obtain approval

Following clarification, you will be issued with an approval letter. Certain conditions may be specified in this letter and it is at this stage works can begin. We advise you request a progress inspection during the construction phase.

Speak to our Environmental Health Officer for further information call 03 5391 4444.

Opening a Food Business (continued)



6. Contact us to request your final inspection

An Environmental Health Officer must conduct a final inspection of your premises.

7. Application to Register

If at the final inspection your business complies with all relevant legislation and regulations you will be provided with an 'Application to Register'. This needs to be completed with the business details and returned to Council with the applicable fee. The fee depends on the food handling activities and the scale of the operation. As part of the registration process you will need to develop and implement a Food Safety Program. You may also need to submit details of the Food Safety Supervisor for the business. (This is the person who is trained in food safety and food handling).

The Food Safety Program template and information can be accessed at: www.health.vic.gov.au/foodsafety.

8. Food Safety Assessment

An Environmental Health Officer will conduct a 'spot check' of your business once you are fully operational. This helps to detect any non-compliance with the requirements as soon as possible. Our Environmental Health Officer is a useful resource to new business and is available to help you understand your food safety obligations.

Other Considerations

Do I Need a Liquor Licence?

If you are planning to serve alcohol then you must obtain a liquor licence from the Victorian Commission for Gambling and Liquor Regulation. They will refer your application to Council for comment. In some cases Council may comment that you may also need to apply for a Planning Permit from Council for the sale of alcohol. This is to ensure that licensed premises are situated in appropriate locations, and to ensure that the impact of the licensed premises on the surrounding area is considered.

Will I Use Street Frontage?

Some cafés and restaurants in the Shire have tables and chairs, umbrellas, or pull-down awnings at the front of their building. Outdoor seating creates a lively and vibrant environment but it can also create access issues for pedestrians, people with prams, and wheelchair and mobility scooter users.

To utilise street frontage you need to obtain the necessary permits from Council. If you plan to provide tables and chairs outside your café you will need to include these numbers in the 'head count' in your planning permit.

It's important to obtain a Street Furniture Permit from Council should you undertake any works to the footpath including installing a latch to secure an awning. This ensures Council does not have to fund footpath works if damage occurs for any reason. For further information on these permits please call our

Local Laws Officer on 03 5391 4444

Business Assistance



Along with our Economic Development team, we also provide funding opportunities through Business Assistance Grants. These are competitive grants with rounds opened generally twice a year. Our Economic Development team can discuss these with you and notify you when they are open for application.

In many cases (where they are public documents) Council can provide you hard-copies or links to various reports/studies relating to your business ideas. These can be very useful in providing statistical information and providing information on trends and forecasts, or highlighting gaps in the market etc. Information gleaned from such documents and plans can be utilised to support your business case and be incorporated into your business/marketing plan.

There are numerous local and State organisations that provide business advice and assistance. We can assist in highlighting various options for points of contact relating to your business idea.

State Level Grants

The best place to start is with Business Victoria's Grants webpage:

<https://www.business.gov.au/Grants-and-Programs>

This site has a user friendly search function that makes it easy to locate grants that are relevant to your business. There are even filters specific to start up businesses, making it the perfect place to start looking.

Hindmarsh Shire Grants

Hindmarsh Shire Council has a Business Assistance Grant program which is offered over two rounds during the financial year. Application forms and guidelines can be downloaded from the Council's website:

<https://www.hindmarsh.vic.gov.au/apply-for-grants>

Additionally you can contact the Council's Community and Economic Development Team:

Phone 03 5391 4444 or email info@hindmarsh.vic.gov.au

Being COVID-19 Safe



COVID-19 has affected the way we do business, and will continue to do so for the foreseeable future. It is important to make sure you are following current government regulations regarding social distancing, the number of customers you allow on your premises, and maintain the required hygiene practices.

Because of the continually changing nature of COVID-19 restrictions, Hindmarsh Shire Council advises business owners to remain up-to-date with these regulations by visiting the Department of Health and Human Services website:

<https://www.dhhs.vic.gov.au/coronavirus>

or contact Hindmarsh Shire's Environmental Health Officer on **03 5391 4444**

Handy Resources

The below link provided by Business Victoria will direct you to their 'Starting a Business Toolkit'. This is an incredibly comprehensive resource and includes downloadable templates, checklists and other useful tools for anyone wishing to start their own enterprise:

<https://www.business.vic.gov.au/setting-up-a-business/how-to-start-a-business/starting-a-business-toolkit>

Business Victoria also offer mentoring programs for small businesses, which offer advice and information for new business owners.

www.business.vic.gov.au/support-for-your-business/grants-and-assistance/small-business-mentoring-program

Helpful Links

www.foodstandards.gov.au

www.health.vic.gov.au/foodsafety

www.business.gov.au

<https://www.regional.gov.au/>

<https://wda.org.au/> (Wimmera Development Association)

www.rdv.vic.gov.au/ (Regional Development Victoria)

<https://corporate.visitvictoria.com/>