



Business Guide

A PRACTICAL GUIDE
FOR BUSINESSES WITHIN
THE CITY OF WHITEHORSE



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ABOUT This Guide

THIS GUIDE IS DESIGNED FOR BUSINESSES TO ACCESS INFORMATION REQUIRED TO START AND DEVELOP WITHIN THE CITY OF WHITEHORSE. IT ALSO HIGHLIGHTS THE WIDE RANGE OF PROGRAMS AND SERVICES THAT COUNCIL OFFERS TO ASSIST ALL BUSINESSES.

For further information regarding this guide or available assistance contact:

Business and Economic Development Unit
 Whitehorse City Council
 379-397 Whitehorse Road
 Nunawading VIC 3131
 PH: 9262 6333
business@whitehorse.vic.gov.au
www.wbiz.com.au



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STARTING
Your Business



Starting Your Business

A business owner must be strategic when choosing a location to do business. The right location can be the difference between success and failure; providing the necessary 'edge' needed in today's competitive environment.

The location must have adequate and reliable transportation networks, infrastructure and security. It must be a place where people will go and a place where your products and services are easily accessible to consumers.

The City of Whitehorse offers this and so much more. Located 15 kilometres east of Melbourne's central business district, Whitehorse is a vibrant, accessible and dynamic environment in which businesses have every opportunity to prosper and thrive.

When deciding where to locate your business, think Whitehorse.

Whitehorse City Council's Business and Economic Development Unit

Whitehorse City Council supports new business; ensuring the continuation and development of a thriving business community.

Council offers businesses a range of services including:

- free mentoring sessions
- workshops and seminars
- free online local business directory
- local and regional economic data
- networking events
- Investment Facilitation Service
- newsletter and e-bulletins.

Whitehorse City Council's business website www.wbiz.com.au offers helpful information for new businesses. Please refer to page 24 for website information.

Small Business Victoria

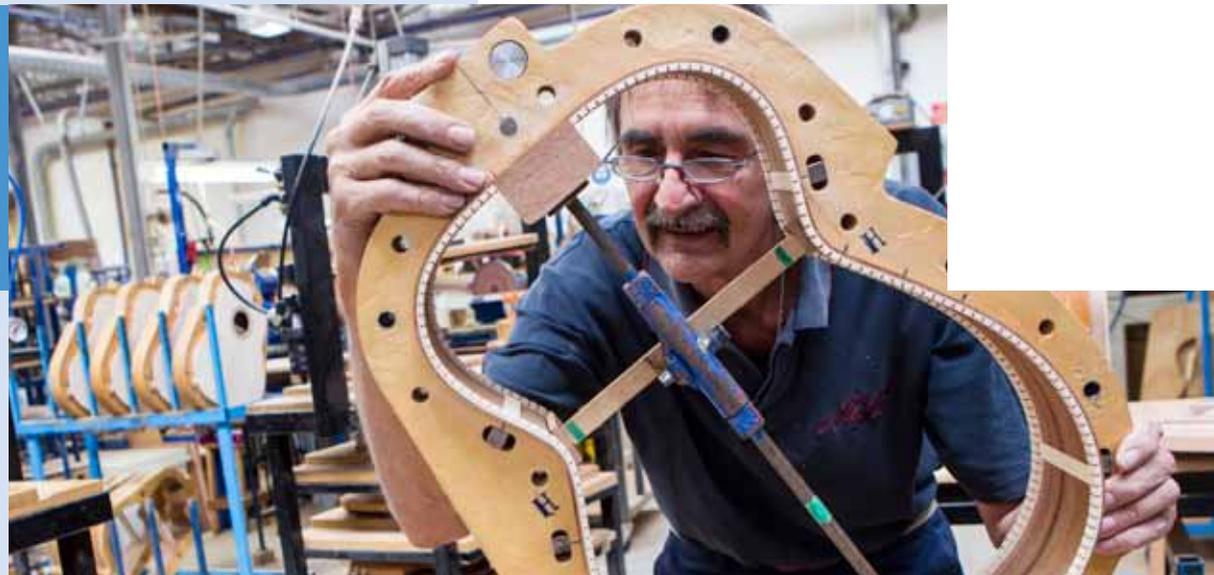
Small Business Victoria is a State Government agency that offers a range of services to help business owners start, manage and grow their business.

Year-round assistance for small businesses is available via a range of programs and services, including the Small Business Bus as well as workshops and seminars.

The Victorian Government's website www.business.vic.gov.au offers useful information to assist small business owners including:

- what to do before getting started
- which business structure to use
- how to write a business plan
- where to access advice and support.

For more information visit the website or phone 13 22 15.



Australian Business Number (ABN)

An ABN is an 11 digit number that identifies businesses and organisations to the government and community.

Applying for an ABN is free with the Australian Business Register.

For more information visit www.abr.gov.au or phone 13 92 26.

Register Your Business Name

A business name is a name or title under which a person or entity conducts a business.

For more information or to register a business name, visit the Australian Securities and Investments Commission's website www.asic.gov.au or phone 1300 300 630.

Taxation

It is essential businesses comply with their tax requirements.

For specific assistance speak to a registered tax professional about:

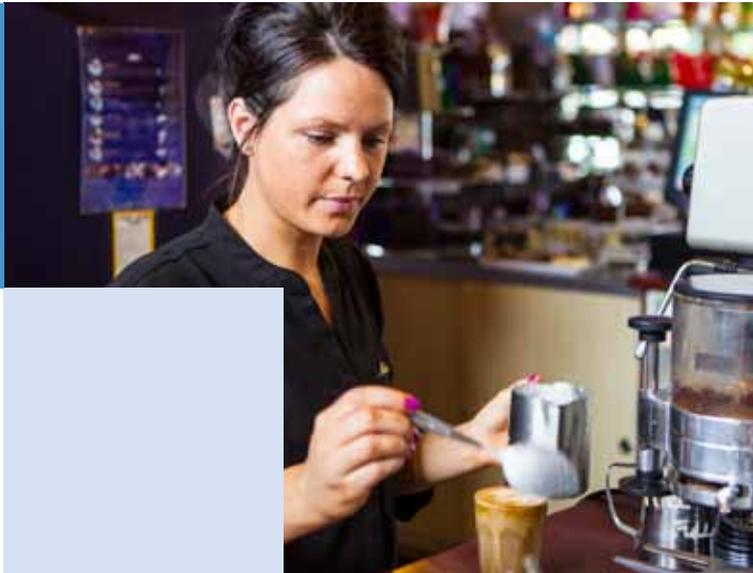
- managing invoices, payments, paperwork and cash flow
- managing cash flow
- lodging activity statements.

Goods and Services Tax (GST)

GST is a broad-based tax on most goods, services and other items sold or consumed in Australia.

Once registered for GST businesses must include it in the price of products.

For more information on taxation or to register for GST, visit the Australian Taxation Office's website www.ato.gov.au or phone 13 28 66.



Permits and Licences

Obtaining appropriate planning approvals is important. These ensure businesses are run in a manner that is safe and legally compliant.

Business owners are encouraged to:

- ask Council if any permits are required
- discuss plans with Council officers prior to lodging a permit application
- advise surrounding business and property owners of plans
- provide Council with necessary documents and information supporting the application.

Planning

Facilitates matters including land use, development applications, parking needs, operating hours, outdoor advertising, external works and alterations.

Building

Monitors standards with alterations, demolitions, new building works or extensions to ensure buildings meet fire, safety and structural standards.

Environmental Health

Controls the registration of food and health-related businesses to ensure that all health requirements and accreditation standards are met.

Community Laws

Regulates and issues permits relating to outdoor trading, product displays and A-frame footpath signage. Also assists in regulating car parking across the city.

Working from home

Planning controls have been introduced to make operating a business from home easier. Contact Council for further information.

For more information on permits and licences visit www.whitehorse.vic.gov.au or phone 9262 6333.

Leasing or Purchasing Commercial Property

Commercial property agents aid business owners to lease or purchase commercial property.

Visit the websites below for information on a range of available properties.

- www.commercialrealestate.com.au
- www.realcommercial.com.au

Once potential sites have been identified, contact Council's Planning and Building Departments for advice on how the sites may be utilised.



Whitehorse Investment and Development Facilitation Service

A 'one stop shop' for large-scale investment projects. Individuals, businesses or organisations wanting to invest in major projects within Whitehorse are encouraged to contact Council's Business and Economic Development Unit for further information.

Visit www.wbiz.com.au/investment to view a copy of Whitehorse's investment prospectus; *Discover the Advantage*.

Australian Competition and Consumer Commission (ACCC)

An independent Commonwealth statutory authority whose role is to enforce a range of legislation, promoting competition, fair trading and regulating national infrastructure.

Visit www.accc.gov.au for information on:

- rights and protections as a business owner
- treating customers fairly
- legal obligations when promoting or advertising.

Consumer Affairs Victoria (CAV)

The CAV is a business unit of the Victorian Government's Department of Justice whose purpose is to create a competitive and fair marketplace for businesses and consumers.

Their mandate includes:

- review and advise the state government on consumer legislation and industry codes
- advise and educate consumers, tenants, businesses and landlords on their rights, responsibilities and changes to the law
- register and license businesses and occupations

- conciliate disputes between consumers and traders, and tenants and landlords
- enforce and ensure compliance with consumer laws.

For more information visit www.consumer.vic.gov.au or phone 1300 558 181.





GROWING YOUR BUSINESS

GROWING
Your Business

Growing Your Business

There are many facets to operating a small business. It is important to have an understanding of:

- human resources regulations
- marketing, promotion, networking
- finance
- digital presence
- business presentation.

The Victorian Government's business website www.business.vic.gov.au and Council's business website www.wbiz.com.au contain detailed information on these topics; following is a short summary on each.

Human Resources Regulations

It is essential for small business owners who employ staff to have an understanding of human resource regulations.

Key areas to consider:

- responsibilities as an employer
- human resource documents e.g. position descriptions
- staff management and training
- salaries
- recruitment process.

Marketing and Promotion

Marketing and promotion can assist in turning potential customers into actual customers. Key points for successful marketing and promotional campaigns include:

- research target market
- identify the most appropriate marketing channels
- devise a marketing plan
- collect data to analyse the effectiveness of each campaign.

Finance

A sound understanding of business finance is crucial for small business owners. Key aspects to consider include:

- effectiveness of financial procedures
- pricing of products
- Appropriate accounting software.

Digital Presence

The majority of consumers will search online for business information. Some benefits of having an online presence include:

- enhanced exposure and business image
- increased professionalism
- improved client service through greater flexibility
- providing customers with up-to-date information
- global access, 24 hours a day, 7 days a week.

Building a digital presence does not have to be expensive. Website design consultants are available at a relatively low cost. In addition, various social media channels are available to promote your business; most being free of charge.

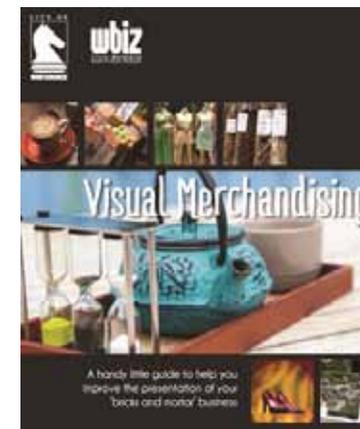
Business Presentation

The presentation of a 'bricks and mortar' business is crucial in creating a positive impression for customers. It is important to create:

- a welcoming shopfront
- a unique window display
- effective displays throughout the store
- clean, neat and obstruction free environment.

A Visual Merchandising booklet is available from Council. It is designed to assist business in improving their product display, shop windows, and shop presentation by using best practice in retail design and visual merchandising techniques.

Download a copy from www.wbiz.com.au or request a copy by contacting Council's Business and Economic Development Unit on 9262 6333.



Business and Sustainability

With ethical and environmental concerns increasingly influencing purchasing decisions, it makes sense for business owners to incorporate some sustainability practices.

- become more efficient by optimising resource and energy use
- align business values with those of customers and staff
- gain or retain sales to government and big business
- do the right thing by the environment and the community.

For more information visit Sustainability Victoria's website www.sustainability.vic.gov.au or phone 1300 363 744.

Sustainability information is also available through Whitehorse City Council's website www.whitehorse.vic.gov.au/sustainability.html

Business Grants

The Victorian and Federal Governments offer a range of grants and financial assistance for businesses that meet specific criteria. To see the range of grants on offer, visit:

www.business.vic.gov.au/grants-and-assistance

www.australia.gov.au/topics/business-and-industry/grants-and-financial-assistance

Exporting

Austrade is the Australian Government's trade, investment and education promotion agency. It assists Australian businesses exporting to foreign markets. It offers:

- advice on doing business in international markets
- export grants
- assistance with market entry and expansion
- identification of specific international business opportunities.

For more information visit www.austrade.gov.au

The Victorian Government's business website also contains information concerning exporting visit www.business.vic.gov.au/export

Business Mentoring Services

Free and confidential business mentoring sessions with highly qualified mentors from the Small Business Mentoring Service (SBMS) are available throughout the year.

Council is also supported by the Victorian Government's Small Business Bus. This service also offers small business owners the opportunity to access free business mentoring sessions from SBMS.

For further information, visit www.wbiz.com.au or contact Council's Business and Economic Development Unit on 9262 6333 to find out when the next mentoring sessions will be held in Whitehorse.

For further information on SBMS visit www.sbms.org.au



Training For Business

A number of training opportunities are available throughout the calendar year.

- *Boost Your Business* program
- Whitehorse Business Week
- Free business mentoring sessions
- Small Business Victoria's *Small Business Bus*.

To access an updated events calendar visit www.wbiz.com.au/events

Networking

Savvy business operators will use every opportunity to network.

Whitehorse City Council hosts events throughout the year that provide numerous networking opportunities. Whitehorse Business Week (WBW) is Council's flagship business program of events. Held each August, WBW forms part of the Victorian Government's Small Business Festival.

Getting involved with a local business group or association also offers fantastic networking opportunities.

The **Whitehorse Business Group** (WBG) hosts monthly events, giving businesses the opportunity to meet,

share information and be involved with the Whitehorse business community.

The WBG also runs the annual Whitehorse Excellence in Business Awards. To get involved, visit www.whitehorsebusinessgroup.com.au or phone 9275 6910.



Business Disputes

Business disputes can be expensive; diverting valuable resources away from business operations. They can also be very stressful for the individuals involved.

The **Office of the Victorian Small Business Commissioner** assists in the resolution of disputes between two or more enterprises by providing an informal, low cost, timely and effective dispute resolution service.

The Commissioner's Office provides practical assistance on a range of small business issues and promotes informed decision-making by small business to assist in minimising disputes with other businesses and government agencies.

For more information, visit www.vsbic.vic.gov.au or phone 13 87 22.





WHITEHORSE - A GREAT PLACE
To Do Business

A GREAT PLACE TO DO BUSINESS

Whitehorse - Discover The Advantage For Your Business

The City of Whitehorse offers investors and prospective business owners an attractive business environment:

- pro-business Council
- convenient strategic location
- links to major arterial roads including EastLink and the Eastern Freeway
- integrated transport, trams and buses
- highly educated workforce
- affluent households.

Contact the Business and Economic Development Unit for a copy of Council's economic prospectus; *Whitehorse: Discover the Advantage*, or access it online at www.wbiz.com.au/investment

Wbiz Website

Whitehorse City Council's business website contains relevant information for local businesses:

- directory showcasing Whitehorse businesses
- business advice targeted to both new and existing businesses
- information to assist with investment decisions
- business activity data of Whitehorse and Melbourne's east
- latest business news
- retail information
- business-related events, workshops, and networking sessions within Whitehorse and surrounding municipalities.

www.wbiz.com.au

Box Hill

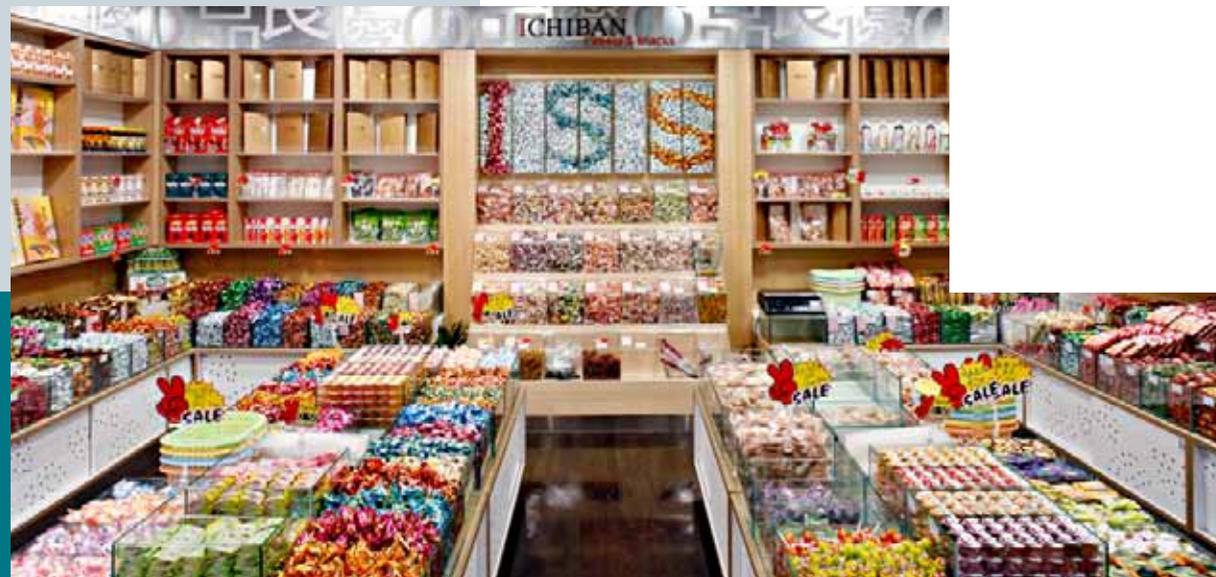
Box Hill is known for its cultural diversity, particularly with its specialisation in Asian cuisine and retail. It is a popular destination in Melbourne's east and includes a busy central business district.

Box Hill is supported by strong public and private transport networks, making it highly accessible to the surrounding region.

A bustling centre, Box Hill boasts a diverse business offering including retail, education, medical, entertainment and commercial offices.

Significant investment dollars have been injected into Box Hill; establishing it as the pre-eminent growth centre for Melbourne's eastern suburbs. This growth includes the housing market, as well as the health, education, retail and commercial development sectors.

www.boxhill.com.au



Data and Statistics

For comprehensive data and statistics regarding the economic composition of Whitehorse, visit www.economicprofile.com.au/whitehorse

For the latest data and trends on the composition of Whitehorse's population, family structures and education, visit www.whitehorse.vic.gov.au/about-whitehorse

Sponsorship of Council Business Events and Programs

There are several opportunities available for local businesses to sponsor Council-run events. For more information, contact Council's Business and Economic Development Unit on 9262 6333.

Council Venues

Council has a range of venues available for businesses to hire.

Box Hill Town Hall and Community Hub

Box Hill Town Hall is a major local landmark. Rooms for hire include the Main Hall, the Lower Hall, a variety of heritage rooms and community meeting rooms in the Community Hub. Catering and conference services can be arranged on request.

Whitehorse Centre

The Waratah Room, located within the Whitehorse Centre can accommodate up to 200 people in a theatre style format or up to 180 people seated at tables. It can also be divided for more intimate gatherings.

Whitehorse Civic Centre

The Whitehorse Civic Centre contains several rooms that are ideal for community meetings. The Willis Room can accommodate up to 80 people in auditorium-style seating, while the Courtyard Room can accommodate up to 50 people.

Box Hill Community Arts Centre

This award-winning building is an ideal venue for community meetings and informal celebrations, with seven rooms available for hire.

For the addresses and contact numbers of these venues, visit www.whitehorse.vic.gov.au/Halls-Function-Centres

There are also a number of privately owned facilities in Whitehorse that are worth considering.



Useful Websites

Austrade	www.austrade.gov.au
Australian Bureau of Statistics	www.abs.gov.au
Australian Business Register	www.abr.gov.au
Australian Competition and Consumer Commission (ACCC)	www.accc.gov.au
Australian Government Business website	www.business.gov.au
Australian Securities and Investments Commission	www.asic.gov.au
Australian Taxation Office	www.ato.gov.au
Business Enterprise Centre Victoria	www.becnvic.com
Consumer Affairs Victoria	www.consumer.vic.gov.au
Export Assistance Services	www.export.vic.gov.au
Fair Work Ombudsman	www.fairwork.gov.au
GrantsLink	www.grantslink.gov.au

Invest Victoria	www.invest.vic.gov.au
IP Australia	www.ipaustralia.gov.au
Small Business Mentoring Service (SBMS)	www.sbms.org.au
Sustainability Victoria	www.sustainability.vic.gov.au
Victorian Employers' Chamber of Commerce and Industry (VECCI)	www.vecci.org.au
Victorian Workcover Authority	www.workcover.vic.gov.au
Victorian Government Business	www.business.vic.gov.au
Victorian Small Business Commissioner	www.vsbv.vic.gov.au
Whitehorse Business Group	www.whitehorsebusinessgroup.com.au
Whitehorse City Council Business	www.wbiz.com.au
Whitehorse City Council	www.whitehorse.vic.gov.au
Whitehorse City Council Box Hill	www.boxhill.com.au



Useful Contacts

AusIndustry

Victoria State Office
Level 5, 111 Bourke Street
Melbourne VIC 3000
PH: 9268 7555
aivic@industry.gov.au

Australian Chamber of Commerce and Industry

Industry House
Level 3, 486 Albert Street
East Melbourne VIC 3002
www.acci.asn.au
PH: 9668 9950
melb@acci.asn.au

Australian Industry Group

Level 2, 441 St Kilda Road
Melbourne VIC 3004
www.aigroup.com.au
PH: 9867 0111
info@aigroup.asn.au

Box Hill Business Enterprise Centre

456-468 Elgar Road
Box Hill VIC 3128
www.boxhillbec.edu.au
PH: 8892 2002

Consumer Affairs Victoria

113 Exhibition St
Melbourne VIC 3000
www.consumer.vic.gov.au
PH: 1300 558 181
consumer@justice.vic.gov.au

Department of Economic Development, Jobs, Transport and Resources

Eastern Metropolitan Region
Suite 11, Level 1
12 Maroondah Hwy
Ringwood VIC 3134
www.economicdevelopment.vic.gov.au
PH: 9938 0150

Australian Retail Association

Level 10, 136 Exhibition Street
Melbourne VIC 3000
www.retail.org.au
PH: 1300 368 041
info@retail.org.au

Australian Taxation Office

Collins Square
747 Collins St
Docklands VIC 3008
www.ato.gov.au
PH: 13 28 61

Australian Competition and Consumer Commission (ACCC)

Level 35 The Tower
360 Elizabeth Street
Melbourne Central
Melbourne VIC 3001
PH: 1300 302 502
www.accc.gov.au

Small Business Victoria

Victorian Consumer and Business Centre
121 Exhibition St
Melbourne VIC 3000
www.business.vic.gov.au
PH: 13 22 15
enquiries@dssdbi.vic.gov.au

VECCI

Industry House
486 Albert Street
East Melbourne VIC 3002
www.vecci.org.au
PH: 8662 5333
vecci@vecci.org.au

Whitehorse Business Group

Level 1, Kenneth McIntyre Room
Box Hill Town Hall
1022 Whitehorse Road
Box Hill VIC 3128
www.whitehorsebusinessgroup.com.au
PH: 9275 6910

Whitehorse City Council Business and Economic Development Unit

379-397 Whitehorse Road
Nunawading VIC 3131
www.wbiz.com.au
PH: 9262 6333
business@whitehorse.vic.gov.au

Whitehorse City Council

Business compliance and general matters relating to disability access and customer service. Metro Access Development Officer, Community Development Department
379-397 Whitehorse Road
Nunawading VIC 3131
www.wbiz.com.au
PH: 9262 6333





Acknowledgement of Country

In the spirit of reconciliation, Whitehorse City Council acknowledges the Wurundjeri people as the traditional owners of the land now known as Whitehorse and pays respects to its elders past and present.

Contact Whitehorse City Council's Business and Economic Development Unit

Postal address: Whitehorse City Council
Locked Bag 2, Nunawading Delivery Centre VIC 3131

Email: business@whitehorse.vic.gov.au
PH: 9262 6333
FAX: 9262 6490

If you are deaf or have a hearing or speech impairment, you can call Council through the National Relay Service:

Select an option below and quote 03 9262 6333 for Whitehorse City Council.

TTY/ voice calls: 133 667
Speak and listen: 1300 555 727
SMS relay: 0423 677 767
Internet relay: www.relayservice.com.au

Service Centres

Whitehorse Civic Centre (Main Service Centre)
379-397 Whitehorse Road, Nunawading 3131

Box Hill Service Centre
Box Hill Town Hall
1022 Whitehorse Road, Box Hill 3128

Forest Hill Service Centre
Shop 275, Forest Hill Chase Shopping Centre
Canterbury Road, Forest Hill 3131

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