

## Doing Business in Maribyrnong

# Congratulations on your new business venture

The City of Maribyrnong is an ideal location to commence or expand your business. Located in Melbourne's inner west only 5kms from Melbourne's CBD it is renowned for its diverse and lively community. Small businesses play a key role in creating the vibrancy of the City.

Maribyrnong City Council understands the need of accessing the right information when starting a business. This exciting journey can be a challenging process which requires thorough planning to ensure you are well equipped with the right knowledge and tools. This brochure provides information and web links to get you started. All businesses are unique, and as such this brochure cannot cover all issues and situations, so please use it as a guide to contact the relevant bodies for more information.

### 2014/2015 HIGHLIGHTS

# 3,100



New Businesses Established



**Retail Trade**  
= Largest employer  
= **18.7% of all jobs**

Output of the **information media & telecommunications** sector grew by

# \$152.1 million

from 09/10 to 14/15



**Fastest  
growing  
sector**

= professional,  
scientific and  
technical services



Between 2010/11 & 2014/15  
there were **over**

# 14,000

**overseas visitors**  
staying **over 4 million** visitor nights

**Manufacturing**  
= largest contributor to GRP



# 17%



## WHERE TO FIND ADVICE AND SUPPORT FROM COUNCIL DEPARTMENTS

### ECONOMIC DEVELOPMENT

The Economic Development team supports businesses across the City. Through a business visitation program, provision of business workshops, training sessions and events the Economic Development team act as a link into Council for new and existing businesses.

#### Economic Profile

Economic Development manage a range of economic data including an Economic Profile of the City.

For more information please visit **Economic Profile**  
<http://bit.ly/2aaqhXO>

#### Business Bulletin

For the latest information and updates on what is trending in the business community within the City of Maribyrnong subscribe to the Business Bulletin E-Newsletter.

**To subscribe to our Business Bulletin** <http://bit.ly/1nzajvl>

### BUILDING

Council is responsible for ensuring developments in the municipality meet the statutory requirements under the Building Act and Building Regulations and that the city is a safe place to live.

If you are building, renovating or altering your building you may need a building permit.

Building permits can be issued by any Council or a private building surveyor registered with the Victorian Building Authority.

Please contact the Building Services team who can provide you with advice on a broad range of matters related to building legislation, building permits and requirements concerning issues of safety and fire safety.

### URBAN PLANNING

Some businesses will require a planning permit. To determine whether you require a planning permit to operate your business contact the Urban Planning team. The team can provide information in regards to the zoning of your property and planning permit requirements. If a planning permit is required, the following fact sheets can assist you:

- Obtaining a permit for buildings and works
  - **Fact Sheet: Buildings and Works (Excluding Dwellings)** <http://bit.ly/29YXBIQ>
- Obtaining a permit for changes of existing use of building/area
  - **Fact Sheet: Change of Use** <http://bit.ly/2a9jnFw>
- Awning Signage (apart from A-frame signs on the footpaths)
  - **Fact Sheet: Advertising Signs Checklist** <http://bit.ly/29SpIFU>
- If you are wishing to sell/serve liquor
  - **Fact Sheet: Liquor License** <http://bit.ly/29YZEXa>

#### Application forms for a planning permit and amending a planning permit are available:

- For general planning applications
  - **Form: Planning Permit Application** <http://bit.ly/29Sk56v>
- For an amendment to an existing planning permit (e.g.: businesses wishing to increase their seating capacity or changes to shopfronts)
  - **Application Form: Amendment to a Planning Permit** <http://bit.ly/29SrnLp>

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It is recommended you contact both the Urban Planning and Building Units before lodging any permit applications.

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## TRAFFIC & LOCAL LAWS

Council administers a number of Local Laws designed to protect the safety, health and wellbeing of everyone in the municipality. Further information and consultation can be provided in relation to:

- Permits for items on a footpath e.g. A- framed advertising signs, tables & chairs, barriers, windbreaks, displays, waste skips and goods on the footpath
  - **Application Form: Commercial Street Furniture and Advertising Sign Permit** <http://bit.ly/2aatg2N>
- The local laws team can also assist with graffiti removal including vouchers for graffiti removal kits.
  - **Link: Graffiti Removal Kit** <http://bit.ly/29TSq65>

## ENVIRONMENTAL HEALTH

When starting a new food or health business (e.g.: *restaurant, café, takeaway shop, hairdressers, beautician, tattooist*) it is important to contact the Environment Health team to obtain information on the permit and compliance requirements.

The team provides assistance to food businesses in regards to preparation and handling of food, including temporary food and mobile food businesses. The team also assists health businesses and accommodation facilities.

### For Food Premises:

Food Safety is a very important issue. Ensuring safe food is provided to the community across the City is a high priority for Council. Council is committed to assisting new food business proprietors understand food safety requirements along with Council's approval process. As part of this process, all applicants are encouraged to attend a free pre-application meeting with Council's Environmental Health team.

A pre-application meeting provides an opportunity to ask questions specific about your business, and will ensure a clear understanding of both structural and food processing requirements required prior to opening a food business.

Please complete and submit to the Environmental Health team the pre application form:

- **Application Form: Pre application meeting form** <http://bit.ly/2bsJZRk>

### For Health Premises:

- **Link: Registration of a Health Premises** <http://bit.ly/29N6QSE>

- **Application Form: Application for a Health Premises** <http://bit.ly/29TFJbq>

- **Application Form: Transfer of a Health Premises** <http://bit.ly/2aatGGg>

- **Application Form: Application for Alteration of an Existing Health Premises** <http://bit.ly/29Ss7Ar>

### For Accommodation facilities

- **Application Form: Application for a Prescribed Accommodation Premises** <http://bit.ly/29Z0anZ>

- **Application Form: Registration of a Prescribed Accommodation Premises** <http://bit.ly/29SsjjX>

- **Application Form: Transfer of a Prescribed Accommodation Premises** <http://bit.ly/29Z04Nf>



## GETTING STARTED

### WORKSHOPS, SEMINARS AND NETWORKING OPPORTUNITIES

The City Business Unit hosts a number of business training events, workshops and seminars throughout the year. Visit the link below to see a list of topics covered, costs, dates and times. Select the workshop or seminar you're interested in and make a booking online.

**To attend a workshop or seminar please visit Business Training Events, Workshops and Seminars**  
<http://bit.ly/29Kzh8u>

#### Business Victoria

Business Victoria provides comprehensive information, advice and support for new and established businesses. To get more information please visit [www.business.vic.gov.au](http://www.business.vic.gov.au)

For more workshops and seminars throughout the year across Victoria, please visit Small Business Victoria's webpage.

**Small Business Victoria Workshops and Events**  
[www.business.vic.gov.au/events](http://www.business.vic.gov.au/events)

#### Business structure

There are a range of business structures such as sole trader, company or partnership. It is important to choose the right business structure to best suit your individual business needs. For more information on what business structure best suits your business needs please visit Business Victoria's website.

**Business structures and types** <http://bit.ly/25gPxEA>

#### Business Plan

Business plans provide direction and are very important when starting up a new business. A Business Plan details business goals, objectives, target market information and financial forecasts, and is often a requirement when seeking finance. To access a template please visit:

**Business Plan Template** <http://bit.ly/22qZWtT>

#### Marketing Plan

A marketing plan can help you reach your target audience, boost your customer base, and ultimately increase your bottom line. Marketing can help you attract new customers, focus on satisfying their needs and build lasting relationships. Marketing requires research, time and appropriate allocation of budget. Investing time in developing your marketing strategy can help your business grow. To access a template please visit:

**Marketing Plan Template** <http://bit.ly/2af0iS6>

#### Financial tracking tools

Forecasting your capital expenditure will better equip you in managing your finances, to access a template please visit:

**Financial statements template** <http://bit.ly/2a9mWLP>

**Cash flow forecasting template** <http://bit.ly/29St0sH>

## WHERE ELSE TO GET ASSISTANCE:

#### Business Enterprise Centre's

Business Enterprise Centre's (BECs) provide information advice and assistance to people thinking of starting a business and existing business owners so that they are well placed to develop their businesses as successful and profitable entities and are located at:

- Kangan

For more information please visit [www.kangan.edu.au](http://www.kangan.edu.au)

- Brunswick Incubator

For more information please visit [www.brunswickincubator.com.au](http://www.brunswickincubator.com.au) or contact BEC on 0403 465 050

#### Small Business mentoring services

The Small Business Mentoring Service provides mentoring to businesses. All mentors have either owned their own small business or worked in an organisation that has had strong links to small business. Mentors provide advice to business owners to take their business to the next level.

**For more information please visit** [www.sbms.org.au](http://www.sbms.org.au)