



# SmartGuide

growing regions | strengthening industries

A step-by step guide to starting a

# ***Natural Therapy Business*** ***(Including Massage)***

**Smart licence**

[www.business.qld.gov.au](http://www.business.qld.gov.au)

Queensland the Smart State

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 Queensland Government

# Introduction

Welcome to the **Department of Tourism, Regional Development and Industry's** Natural Therapy Business Information Package. Starting a business is a **complex** matter. There are many facets to small business that may not be obvious to you initially. This package has been designed for people who are considering starting or buying a Natural Therapy Business. It has been designed to assist you through the decision-making process, which means that you will get the best start for your new business.

## What does this package cover?

It will give you an indication of **how long it may take to establish your business** and **how much it may cost**. However, it is important to understand that time and costs vary according to the complexity of your business.

This package has been divided into five key sections to assist you in the decision-making process.

### 1.0 Can your idea work?

7 Steps to Business Success  
Plan to Succeed

### 2.0 Industry and market information

Know your market  
Know your competition

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Staffing your business

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Your premises  
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If you are looking for key contact numbers, please see section 5.

## 1.0 Can your idea work?



### 7 Steps to Business Success

Starting your own business is a rewarding and challenging career option. However, be mindful that many (50-80%) new businesses fail in their first three years of operation because of poor planning and management. The *7 Steps to Business Success* guide can help you assess whether your business will be a success. Listed below is an overview of the *7 Steps to Business Success*. You can access the complete version online at [www.business.qld.gov.au/7steps](http://www.business.qld.gov.au/7steps). Alternatively, you might like to answer a number of simple questions and receive feedback on your 'business readiness' by using the *Business Readiness Diagnostic* online at [www.business.qld.gov.au](http://www.business.qld.gov.au)

1. **Consider your suitability:** Start a business where you already have industry or management experience. Studies show that those starting a completely new venture have a higher risk of failure. If you are starting a new venture, ensure that you are continually learning new skills and researching your industry.
2. **Consider your idea:** Assess the merit of your business idea and determine whether people will be willing to pay money for your product or service.
3. **Consider your market:** Develop a way of consistently reaching your customers, because you require customers in order to survive. You might also find a lot of marketing is needed to help establish a name for yourself.
4. **Consider your competition:** Look into what your competition are doing because you need to create a competitive advantage to succeed.
5. **Consider the environment:** Try to keep in touch with what is happening in your industry, the general trends and the overall economic situation so you can take into account factors that might affect you success.
6. **Consider your finances:** Keep accurate and up to date financial records and manage your cash flow. A close eye on performance means you can address problems straight away rather than leaving it too late.
7. **Consider your start-up:** Make sure you have enough money to cover your start-up. Many people budget optimistically and then, when in trouble, they find the banks are unwilling to lend money because of the risk involved.

### Plan to Succeed

After you complete the *7 Steps to Business Success* or the online *Business Readiness Diagnostic*, it is a good idea to complete a business plan as it can increase your chance of obtaining finance as well as the profit and value of your business. Visit [www.business.qld.gov.au/bookshop](http://www.business.qld.gov.au/bookshop) to purchase an Easy Plan business planning template.

## Further Assistance – Can your idea work?

### Suggested Reading



Online at [www.business.qld.gov.au/bookshop](http://www.business.qld.gov.au/bookshop)

- ✓ **Feasibility Studies Made Simple** by Rodney Overton, \$34.95 (incl. GST)
- ✓ **How to Organise and Operate a Small Business in Australia** by John English 10th Ed., \$39.95 (incl. GST)
- ✓ **Easy Plan business planning template** – Department of Tourism, Regional Development and Industry, available in hard copy, or CD-Rom format, \$16.50 (incl. GST)

### Useful Contacts



- ✓ **The Business Website** - this website is an entry point for business intenders and operators to access small business assistance. Online at [www.business.qld.gov.au](http://www.business.qld.gov.au)



### Workshops / Seminars

Contact your Department of Tourism, Regional Development and Industry regional centre for details of the following workshop(s)

- ✓ **Getting The Most From Your Business Planning** Workshop

### Online Learning



- ✓ **SmartSkills** - online at [www.business.qld.gov.au/smartskills](http://www.business.qld.gov.au/smartskills)

## 2.0 ■ Industry and market information



### The Natural Therapy Industry\*

The Natural Therapy industry is a subset of the health services industry in Australia. Health services are expected to experience continued strong growth as the population ages and non traditional medicine gains greater acceptance. Evidence suggests that service providers in this industry are forming stronger professional groupings (and standards) to put forward a case to private health insurers to be included in benefit payments.

#### **Key success factors of your industry**

These are **internal factors** that are within the control of the operator and should be observed in order to be successful in the industry.

- ✓ A practice needs to be highly visible and accessible to the local market and have access to good suppliers.
- ✓ A reputation for consistent and sound results with the patient community and with local GPs
- ✓ Membership of industry organisations combined with the ability to actively promote the industry through education, product promotion and appropriate pricing.

#### **Key sensitivities of your industry**

These are **external factors** which are beyond the direct control of the operator that influence each company operating in the industry.

- ✓ The level of health consciousness of the population
- ✓ Acceptance of non-traditional health services within mainstream health funding (private and public)

#### **Basis of competition in your industry**

These factors include competition between industry participants and competition by the industry with other industries.

- ✓ There is strong competition in between practitioners providing similar services
- ✓ Reputation and specialisation combined with appropriate pricing
- ✓ Education of the general public and the development of a client base

#### **Barriers to entry of your industry**

These are factors which can prevent a new company from entering the industry.

- ✓ Costs of establishment and equipment acquisition are moderate
- ✓ Costs associated with building a viable customer base

\* The source for this information is: IBISWorld, October 2007.

## Know your market

### What type of people will buy from you and who will you target?

- ✓ Make a list of the characteristics of the people who will potentially buy your products or services (eg. age, demographic patterns, buying patterns, customer motivation) – this is your target market.
- ✓ You will need to do some market research to find out about your customers and to identify your target market. It's recommended that you use demographic information to find out the characteristics and size of your target market in your chosen location (see **Further Assistance** at the end of this section for some resources that can assist you in this area).
- ✓ Other sources of market research data and ways you can obtain information about your target market are:
  - Get out and about, look at potential competitors and observe the types of customers they attract.
  - Talk to people in the industry and ask customers their opinions – it's important to assess for yourself the needs of individual customers.
  - Review a range of statistical and information sources such as: Australian Bureau of Statistics [www.abs.gov.au](http://www.abs.gov.au); relevant industry association(s) and chambers of commerce; specialty trade or industry journals, research reports and publications; Yellow Pages Online [www.yellowpages.com.au](http://www.yellowpages.com.au) and other business directories; libraries/universities; small business corporations/advisory services)

### Have you thought about how to reach the different segments of your target market?

- ✓ Your market is not likely to be one, generic market made up of people seeking the same features/benefits from the product or service you're offering – it's important to identify small groups of people with similar characteristics who might be seeking similar features/benefits from your product. You may sell and market differently to each segment.
- ✓ What sort of marketing strategies will you use for the different segments? As marketing can get very expensive, it's important that you use the appropriate strategies for the particular segment you hope to attract. Some things to think about are:
  - What would entice customers to buy your product or service?
  - Customer service
  - Competitive pricing
  - Efficient distribution network
  - Packaging and presentation
  - Finding prospects
  - Promotional ideas
  - Potential markets to be targeted and those to avoid
  - Where to advertise (eg. newspapers, magazines, TV, publications, direct mail)
- ✓ See **Further Assistance** at the end of this section for some helpful (and inexpensive!) resources that can assist you in planning and executing an effective marketing strategy for your business.

### **Do you have enough time and money to devote to the initial marketing?**

- ✓ Consider how many people you need to reach to achieve your expected level of sales.
- ✓ Consider the cost and time of each promotional campaign. In the first year or two you might need to spend a lot of time and money gaining new clients, before you can rely on word of mouth, referrals and repeat business – the completion of a marketing actions worksheet is a helpful way to plan how best to spend your marketing dollars (the *7 Steps to Business Success* guide mentioned in **Section 1** contains an example of a marketing actions worksheet that might be useful).

## **Know your competition**

### **Do you know the level of competition for the product/service you are offering?**

- ✓ Assess the level of competition for your product/service in your particular location.
- ✓ Does the level of competition mean that you should consider a few different locations?
- ✓ Are there benefits to being located near your competitors?
- ✓ Want more help in determining the level of competition that your business may face?
  - The *Business Resource Centre* can provide a range of information that will assist you with identifying your competitors, which can then help you assess the level of competition in your area (see **Section 5** for contact details).
  - Use online resources such as Yellow Pages Online to find out more about the number and type of competitors in and around your potential business location [www.yellowpages.com.au](http://www.yellowpages.com.au)

### **What do your competitors offer?**

Here are some ways to find out what your competitors offer:

- ✓ Collect flyers, price lists and any other material from your competitors.
- ✓ Drive past all your competitors to see what they provide.
- ✓ Consider purchasing from your competitors to assess their product/service.
- ✓ Compare advertisements used by your competitors. Are there similarities or differences in what they are offering?

### **What can your business offer that is better than your competitors?**

- ✓ Consider what features and benefits customers are looking for and what is not currently provided by your competitors?
- ✓ What features/benefits of your product/service differ from what your competitors provide?
- ✓ Want more help? Consider attending a *Leading Edge – Winning and Keeping Customers* workshop conducted by your local Department of Tourism, Regional Development and Industry (see **Further Assistance** at the end of this section for more details).

## Further Assistance – Industry and market information

### Suggested Reading

Online at [www.business.qld.gov.au/bookshop](http://www.business.qld.gov.au/bookshop)

- ✓ **101 Ways to Advertise your Business: Achieve dramatic improvements in your business without investing a lot of time and money** by Andrew Griffiths, \$24.95 (incl. GST)
- ✓ **Kickstart Marketing: The no-nonsense system for boosting your small business** by Linda Haileys, \$27.95 (incl. GST)

### Professional Services

- ✓ **The Australian Natural Therapists Association (ANTA)** [www.anta.com.au](http://www.anta.com.au) aims to promote the pure art and science of natural and traditional therapies and to create unity among natural therapists. Phone (07) 5409 8222 or 1800 817 577 or via email [ANTA1955@bigpond.com](mailto:ANTA1955@bigpond.com)
- ✓ **Australian Traditional-Medicine Society (ATMS)** [www.atms.com.au](http://www.atms.com.au) is Australia's largest professional association of complementary medicine practitioners. Phone (02) 9809 6800 or email [enquiries@atms.com.au](mailto:enquiries@atms.com.au)
- ✓ **The Australian Association of Massage Therapists** [www.aamt.com.au](http://www.aamt.com.au) or phone 1300 138 872
- ✓ **The Massage Association of Australia** [www.maa.org.au](http://www.maa.org.au) or phone (03) 9786 2251

### Useful Contacts

- ✓ **Business Resource Centre** (Department of Tourism, Regional Development and Industry) – provides up-to-date industry and market information through a detailed business planning and information package (a PlanSMART Kit). This kit is tailored specifically to your business and industry type and costs just \$33.00 (incl. GST).
- ✓ **The Business Website** – this website is an entry point for business intenders and operators to access small business assistance. Online at [www.business.qld.gov.au](http://www.business.qld.gov.au)

### Workshops / Seminars

Contact your Department of Tourism, Regional Development and Industry regional centre for details of the following workshop(s)

- ✓ **Leading Edge - Winning and Keeping Customers** Workshop
- ✓ **Smart Marketing** Workshop
- ✓ **Marketing Focus** Workshop

### Online Learning

- ✓ **SmartSkills** - online at [www.business.qld.gov.au/smartskills](http://www.business.qld.gov.au/smartskills)

**Contact the  
Business Resource Centre  
for business planning  
information! See section 5  
for details**

## 3.0 ■ Staffing information



### Staffing your business

Apart from your vision, drive, energy and managerial talents as a business owner, productive employees are one of your most valuable assets. Finding and keeping the right staff can be a major challenge in business.

#### **Hiring an employee - what will it cost you?**

Before you employ staff, it is **important that you do your sums** - find out the costs involved, productivity gains and the effect on the bottom line. The cost of taking on an employee is not just in wages. You also need to take into account **ongoing costs** in the form of superannuation, workers' compensation, insurance, annual leave, long service leave and leave loadings. These can add 25 to 30 per cent to wage costs. You should also factor in the cost of protective clothing, tools, equipment and training, as well as the time you will be required to spend supervising staff.

#### **What type of employee will best suit your needs?**

This checklist will help you get started:

- ✓ Do you need someone for a one-off short-term project or in an ongoing capacity?
- ✓ Would it be viable to get the job done using an outside contractor?
- ✓ What specific tasks do you require the person to perform?
- ✓ Does the person need to have specific formal qualifications to undertake the task?
- ✓ How many hours a week do you anticipate needing someone?
- ✓ Should you take on an apprentice or trainee?
- ✓ How much can your business afford?

## Hiring employees

Your goal is to hire **employees who will be productive and add value** to your business. Here's a summary of some key steps that might help you to achieve this goal:

- ❖ **Prepare a job description/advertisement** - this is an opportunity to define the job responsibilities, tasks and activities to be performed. At this point it is also recommended that you research the wages and conditions of employment.
- ❖ **Access recruitment source(s) that are suited to the type of job and your budget** - options might include engaging an employment agency, advertising using local media such as newspapers, listing the job on your website, recruitment websites, community bulletin boards, trade/professional journals etc.
- ❖ **Select and appoint a suitable job applicant** - It's a good idea to interview potentially suitable job applicants as this will help you better determine whether a person is suited to the job at hand. It's also recommended that you conduct referee checks to further confirm the suitability of your preferred applicant(s).
- ❖ **It's a good idea to issue a letter of appointment** - to the successful applicant covering a starting date, award or agreement under which the person will be employed, probationary period (if applicable), leave arrangements, hours of work, remuneration etc.

## Your role as an employer

Managing employees is a **key area of risk** for any business due to the extensive number of regulations involved. It's an area where you need to seek professional advice from your industry association, business association or legal adviser. **As an employer, your responsibilities include the need to:**

- Determine whether an award, industrial agreement or enterprise agreement applies to your employees and to pay in accordance with its provisions.
- Contribute to your employees' superannuation at a prescribed minimum rate.
- Have workers' compensation insurance in place.
- Maintain time and wages records for each employee.
- Meet taxation obligations relating to PAYG, payroll tax and fringe benefits tax.
- Take steps to prevent discrimination against employees.
- Maintain a safe and healthy workplace.
- Terminate employment (where it becomes necessary) in a manner that is fair and complies with legislation.

There are also regulatory requirements when employing staff. For more details on your requirements, see Section 4 – Licence/Regulatory Information.

## Further Assistance – Staffing information

### Suggested Reading

Online at [www.business.qld.gov.au/bookshop](http://www.business.qld.gov.au/bookshop)

- ✓ *How to Organise and Operate a Small Business in Australia* by John English 10th Ed., \$39.95 (incl. GST)

### Useful Contacts

- ✓ **Commerce Qld** is Queensland's peak employer, business and industry association.  
Phone **(07) 3842 2244** or [www.commerceqld.com.au](http://www.commerceqld.com.au) for more information.
- ✓ Regulations regarding the anti-discrimination legislation can be obtained from the **Anti-Discrimination Commission** on **1300 130 670**

The **Department of Employment and Industrial Relations** website [www.deir.qld.gov.au](http://www.deir.qld.gov.au) provides the following resources:

- ✓ **Wageline** provides information about awards, pay rates and employee entitlements, and employee hiring and terminations.  
Phone **1300 369 945** or **(07) 3872 0550** or online [www.wageline.qld.gov.au](http://www.wageline.qld.gov.au)
- ✓ **Workplace Health and Safety** phone **1300 369 915** - Not providing a safe workplace can have serious legal repercussions.
- ✓ **WorkCover** phone **1300 362 128** - Compensation for workers.

### Online Learning

- ✓ The **Business website** has further information for small business operators on managing staff – online at [www.business.qld.gov.au](http://www.business.qld.gov.au) (search for “managing staff”).

## 4.0 Licence / regulatory information

When establishing a new business it is important to carefully consider how you want to begin. For instance, will you start from scratch or buy an existing business? How will you structure your business – company, partnership, sole trader or a trust? Will you employ staff and, if so, how many? Will you work from home or lease premises? What council area will your business be located in?

### A) Your premises – to buy or not to buy?

	Options	Requirements	Agency	Cost	Time	Notes
If taking over an existing business, will you be renovating the premises?	Yes	*IDAS Development Application	Council Your Builder	Varies Subject to work	4 weeks Ask builder	<ul style="list-style-type: none"> <li>Renovations involving the structure of the building or plumbing require Council approval.</li> <li>Your builder will advise you of costs and time associated with any renovations.</li> </ul>
	No	No additional licences required				
If establishing a new business, where will your business operate from?	New premises	*IDAS Development Application	Council Your Builder	Varies Advertising Costs Subject to work	4 weeks Varies Ask Builder	<ul style="list-style-type: none"> <li>New buildings may require rezoning and / or development applications under IDAS*.</li> <li>You may need to advertise the redevelopment of the site under IDAS*.</li> <li>Your builder will advise you of costs and time associated with any renovations.</li> </ul>
	Existing premises	*IDAS Development Application	Council Your Builder	Varies Advertising Costs Subject to work	4 weeks Varies Ask Builder	<ul style="list-style-type: none"> <li>If the premises are not already used by a business industry of your type, you may require a development application (change of use).</li> <li>You may need to advertise the redevelopment of the site under IDAS*.</li> <li>Your builder will advise you of costs and time associated with any renovations.</li> </ul>
	Work from home	*IDAS Development Application  Operate from home permit	Council  Council	Varies  Advertising Costs  Varies	4 weeks  Varies  4 weeks	<ul style="list-style-type: none"> <li>If the premises are not already used by a business industry of your type, you may require a redevelopment application (change of use).</li> <li>You may need to advertise the redevelopment of the site under IDAS*.</li> <li>Some Councils have a policy for home based businesses which must be complied with.</li> </ul>

\*IDAS – Integrated Development Assessment System

## B) Your premises – to lease or not to lease?

If you buy an existing business you may choose to buy or lease the building from which the business operates. There are no licensing requirements for buying or leasing premises. However, you should consider the following:

Options	Requirements	Notes
If you lease your premises	<b>Nil but consider</b> <ul style="list-style-type: none"><li>• <b>Solicitor fees</b></li><li>• <b>Cost of rent</b></li><li>• <b>Real estate agent fees</b></li></ul>	<ul style="list-style-type: none"><li>• Contact the Retail Shop Leases Registry, Department of Justice and Attorney General if you are leasing premises in a retail shopping centre, which is defined as a cluster of premises. They can provide you with information which may minimise the likelihood of lease concerns in the future. Telephone <b>1800 807 051</b> or outside Qld <b>(07) 3234 0391</b> for further information.</li></ul>

Please note: Some councils conduct inspections of existing businesses before they are sold – contact your council.



## C) Your premises - other issues

	Options	Requirements	Agency	Cost	Time	Notes
Will you erect new or amend any existing advertising signage?	Yes	Advertising Signage Approval	Council	Varies	4 weeks	<ul style="list-style-type: none"> <li>This may include A frame signs on the footpath, although some Councils do not regulate this form of signage. Check with your local council.</li> </ul>
	No	No other licences required				
Will you be using or obstructing the footpath in any way?	Yes	Footpath Usage / Obstruction Permit	Council	Varies	4 weeks	<ul style="list-style-type: none"> <li>Some Councils do not regulate this form of permit. Check with your council. This permit remains in effect only for the designated address, job, hours etc.</li> </ul>
	No	No other licences required				

### Did you know about...



#### Tobacco Laws?

Queensland tobacco laws affect most people running a business. There are penalties for non-compliance, mandatory employee training for retailers, bans on smoking in enclosed places, ie indoor areas (eg dining areas while meals are available/consumed, workplaces, workshops, factories, shopping centres, home businesses while an employee is present, work vehicles). Further information can also be obtained through the Tobacco Hotline on 1800 005 998 or at [www.health.qld.gov.au/atods/tobaccolaws](http://www.health.qld.gov.au/atods/tobaccolaws)

## D) Your business structure

How will you structure your business?

Options	Requirements	Agency	Cost	Time	Notes
<b>Company</b>	<b>Registration of an Australian Company</b>	♣ASIC	Varies	1 week	<ul style="list-style-type: none"> <li>You will need to know how many directors there will be.</li> </ul>
	<b>Australian Business Number</b>	■ATO	Nil	4 weeks	<ul style="list-style-type: none"> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au/smartlicence">www.business.qld.gov.au/smartlicence</a></li> <li>You must register a business name if you trade using any name other than your own or your company name.</li> </ul>
	<b>Business Name Registration</b>	SmartLicence	\$122.50 - 1 year \$234.00 - 3 years	At least 1 hour (Spring Hill or ◀DTRDI Regional Centre)	<ul style="list-style-type: none"> <li>Notify OFT or SmartLicence if you alter certain particulars on an existing business name registration (other than the name itself).</li> </ul>
	<b>Business Name Change in Particulars</b>	SmartLicence	Nil unless late advice	At least 1 hour (Spring Hill or ◀DTRDI Regional Centre)	<ul style="list-style-type: none"> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Trade Mark Registration</b>	IP Australia	App: \$180.00 Reg: \$250.00	Min 7 months	
<b>Partnership</b>	<b>Limited Partnership Formation</b>	♦OFT	\$98.00	1 week	<ul style="list-style-type: none"> <li>This is only required if you have a silent partner.</li> </ul>
	<b>Australian Business Number</b>	■ATO	Nil	4 weeks	<ul style="list-style-type: none"> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au/smartlicence">www.business.qld.gov.au/smartlicence</a></li> <li>You must register a business name if you trade using any name other than your own or your company name.</li> </ul>
	<b>Business Name Registration</b>	SmartLicence	\$122.50 - 1 year \$234.00 - 3 years	At least 1 hour (Spring Hill or ◀DTRDI Regional Centre)	<ul style="list-style-type: none"> <li>Notify OFT or SmartLicence if you alter certain particulars on an existing business name registration (other than the name itself).</li> </ul>
	<b>Business Name Change in Particulars</b>	SmartLicence	Nil unless late advice	At least 1 hour (Spring Hill or ◀DTRDI Regional Centre)	<ul style="list-style-type: none"> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Trade Mark Registration</b>	IP Australia	App: \$180.00 Reg: \$250.00	Min 7 months	
<b>Sole Trader</b>	<b>Australian Business Number</b>	■ATO	Nil	4 weeks	<ul style="list-style-type: none"> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au/smartlicence">www.business.qld.gov.au/smartlicence</a></li> <li>You must register a business name if you trade using any name other than your own or your company name.</li> </ul>
	<b>Business Name Registration</b>	SmartLicence	\$122.50 - 1 year \$234.00 - 3 years	At least 1 hour (Spring Hill or ◀DTRDI Regional Centre)	<ul style="list-style-type: none"> <li>Notify OFT or SmartLicence if you alter certain particulars on an existing business name registration (other than the name itself).</li> </ul>
	<b>Business Name Change in Particulars</b>	SmartLicence	Nil unless late advice	At least 1 hour (Spring Hill or ◀DTRDI Regional Centre)	<ul style="list-style-type: none"> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Trade Mark Registration</b>	IP Australia	App: \$180.00 Reg: \$250.00	Min 7 months	
<b>Trust</b>	<b>Australian Business Number</b>	■ATO	Nil	4 weeks	<ul style="list-style-type: none"> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au/smartlicence">www.business.qld.gov.au/smartlicence</a></li> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Trade Mark Registration</b>	IP Australia	App: \$180.00 Reg: \$250.00	Min 7 months	
<b>I'm already in business and not restructuring</b>	<b>No other licences are required</b>	Your business may operate under your own name (with no additions) or your existing business name or company name.			

♦ (OFT) Office of Fair Trading

♣ (ASIC) Australian Securities & Investments Commission

◀ (DTRDI) Department of Tourism, Regional Development and Industry

■ (ATO) Australian Taxation Office

Did you know about...



### **Acts which may apply to your business**

- *Trade Marks Act 1995*
- *Business Names Act 1962*

You can purchase copies of legislation from SDS Publications at [www.sds.qld.gov.au](http://www.sds.qld.gov.au)

### **Business Names**

The business name you are applying for may be identical or similar to a registered trademark. Check IP Australia's website [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au) to conduct a Trade Mark search prior to registering your business name. You can use the Australian Securities and Investments Commission's web site [www.asic.gov.au](http://www.asic.gov.au) to identify whether a business name is being used. **HOWEVER**, there is no guarantee that the name will be available or approved.

### **GST**

When you apply for your Australian Business Number (ABN), you may also need to register for GST at the same time. Further information on how GST impacts on your business is available from the Australian Taxation Office.

### **Bank Account**

If you want a bank account for your business you may need an extract of your Business Name Registration or Company Registration. For a Business Name Extract (\$15.00) contact *SmartLicence*. For a Company Name Extract (\$12.00) contact ASIC (07) 3867 4900. Some banks do not accept extracts other than those they arrange themselves. Charges for such extracts can vary and may be up to \$60.00. We recommend that you contact your financial institution and ask for advice on their extract policy.

### **Domain Name**

Do you wish to have a professional presence on the Internet? You should register a **Domain Name**. Contact AusRegistry Pty Ltd at [www.ausregistry.com.au](http://www.ausregistry.com.au)

### **Government Assistance**

To find out more information about these services, contact  
See section 5 for contact details.



the Government Business Information Service.

- Introduction to Small Business Practices - Department of Education, Training and the Arts
- New Enterprise Incentive Scheme (NEIS) – Department of Employment and Workplace Relations
- Information on Trade Marks – IP Australia

## E) Employing staff

There are a number of requirements associated with employing and managing staff.

	Options	Requirements	Agency	Cost	Time	Notes
I will be employing staff		<b>Superannuation Guarantee</b> <b>► PAYG</b> <b>Workers Compensation</b>	■ATO ■ATO WorkCover	9% salary Nil % of salary / wages	4 weeks Registration effective on lodgement	<ul style="list-style-type: none"> <li>Register for ►PAYG when you apply for your ▲ABN</li> <li>Cover notes can be issued over the phone.</li> <li>Invoice will be issued</li> </ul>
	Wages will exceed \$19,230 per week	<b>Payroll Tax Registration</b> <b>Superannuation Guarantee</b> <b>► PAYG</b> <b>Workers Compensation</b>	▼OSR ■ATO ■ATO WorkCover	% of salary / wages calculated 9% salary Nil % of salary / wages	Within 1 week 4 weeks Registration effective on lodgement	<ul style="list-style-type: none"> <li>Register ►PAYG when you apply for your ▲ABN.</li> <li>Cover notes can be issued over the phone.</li> <li>Invoice will be issued</li> </ul>
Will any of your staff be apprentices or trainees?	Yes	<b>Training Contract</b>	Division of Training	Nil	10 days	<ul style="list-style-type: none"> <li>No application fee required, however, fees exist for copies of the agreement or indenture.</li> </ul>
	No	<b>No other licences required</b>				
I <u>won't</u> be employing staff:	<b>No other licences required</b>					

■ (ATO) Australian Taxation Office      ▼ (OSR) Office of State Revenue  
 ▲ (ABN) Australian Business Number      ► (PAYG) Pay As You Go

## Did you know about...



### **Acts which may apply to your business**

- *Payroll Tax Act 1971*
- *WorkCover Queensland Act 1996*
- *Workplace Health and Safety Act 1995*
- *Industrial Relations Act 1999*
- *Vocational Education, Training and Employment Act 1991*

You can purchase copies of legislation from SDS Publications at [www.sds.qld.gov.au](http://www.sds.qld.gov.au)

### **Wageline**

Wageline's Information Centre is the main point of contact for industrial relations advice on State and Federal awards, agreements and legislation covering wages and employment conditions.

Telephone: 24 hour interactive voice response service: 1300 369 945 (SE Qld Callers) or (07) 3872 0550 (Interstate Callers)

Internet: [www.wageline.qld.gov.au](http://www.wageline.qld.gov.au)

### **Fringe benefits tax**

Registration is required on a range of non-salary employment benefits provided to employees. There are no fees but you must lodge returns. Contact the Australian Taxation Office for more information. [www.ato.gov.au](http://www.ato.gov.au)

### **Government services to help**

To find out more information about these services, contact  
**See section 5 for contact details.**



**the Government Business Information Service.**

- Wageline – Conditions of Employment – Department of Employment and Industrial Relations
- Workplace Health and Safety Advice - Department of Employment and Industrial Relations
- Workers' Compensation Insurance Advice, Workplace Rehabilitation and Effective Claims Management Advice – WorkCover Qld
- Traineeships - Department of Education, Science and Training
- New Apprenticeships – Department of Education, Science and Training
- Superannuation Helpline – Australian Taxation Office
- Payroll Tax General Enquiries - Office of State Revenue
- Payroll Tax Rebates for Long-Term Unemployed Persons in the 15-19 Age Bracket – Office of State Revenue

## F) Operating

Options	Requirements	Agency	Cost	Time	Notes	
<p>Will you use a vehicle for your business?</p> <p><b>Yes</b></p> <p>Will you need to park in areas where parking is regulated? Eg loading zones</p> <p><b>Yes</b></p> <p><b>No</b></p>	<b>Commercial Vehicle Registration</b>	Transport	Varies	Up to 2 hours	<ul style="list-style-type: none"> <li>This is the annual registration that all commercial vehicles have.</li> <li>Vehicles used for commercial use should be recorded as commercial for both registration and compulsory third party.</li> <li>This is the permit that allows your vehicle to be parked in loading zones. NB some councils do not regulate commercial vehicles.</li> </ul>	
	<b>Commercial Vehicle Permit</b>	Council	Varies	4 weeks		
<p><b>No</b></p>	<b>Commercial Vehicle Registration</b>	Transport	Varies	Up to 2 hours	<ul style="list-style-type: none"> <li>This is the annual registration that all commercial vehicles have.</li> <li>Vehicles used for commercial use should be recorded as commercial for both registration and compulsory third party.</li> </ul>	
	<b>No other licences required</b>					
<p>Will you be maintaining an office where you will be playing music or music video clips for the benefit of your customers?</p> <p><b>Yes</b></p> <p>Will you be playing only radio or TV?</p> <p><b>Yes</b></p> <p><b>No</b></p> <p><b>No</b></p>	<b>Music Licence – Public Performance, Broadcast or Diffusion</b>	♣APRA	Varies	Up to 10 days	<ul style="list-style-type: none"> <li>The Australasian Performing Right Association Ltd collects revenue for all copyright music. <a href="http://www.apra.com.au">www.apra.com.au</a></li> </ul>	
	<p><b>Recorded music (inc CDs, tapes, records), music videos or both.</b></p>	<b>Music Licence – Public Performance, Broadcast or Diffusion</b>	♣APRA	Varies	Up to 10 days	<ul style="list-style-type: none"> <li>The Australasian Performing Right Association Ltd collects revenue for all copyright music. <a href="http://www.apra.com.au">www.apra.com.au</a></li> </ul>
		<b>Music Licence – Public Performance of Protected Sound Recordings</b>	♦PPCA	Varies	5 days	<ul style="list-style-type: none"> <li>Must also hold “Music Licences for Public Performance, Broadcast or Diffusion” as above. <a href="http://www.pcca.com.au">www.pcca.com.au</a></li> </ul>
<b>Music Video Clips Licence</b>	♦PPCA	Varies	5 days	<ul style="list-style-type: none"> <li>Must also hold “Music Licences for Public Performance, Broadcast or Diffusion”. <a href="http://www.pcca.com.au">www.pcca.com.au</a></li> </ul>		
<b>No other licences required</b>						

- ♣ (APRA) Australasian Performing Right Association  
 ♦ (PPCA) Phonographic Performance Company of Australia

## Did you know about...



### **Insurance**

This document has discussed insurance that is required as part of your business eg. You **MUST** have workers' compensation insurance to operate if you employ, but there are other 'insurances' that will protect your business. Eg. Public Liability, Contents insurance, Income insurance and Building insurance. Please note – if you operate your business from home check with your insurance company, as you may not be covered!

### **Fair Trading**

The *Fair Trading Act 1989* provides for an equitable, competitive, informed and safe marketplace. For further information, contact the Office of Fair Trading on 13 13 04.

### **Government services to help**

To find out more information about these services, contact  
See section 5 for contact details.



the Government Business Information Service.

- Retail Shop Leases Registry – Department of Justice and Attorney General
- Tax Basics for Small Business seminars– Australian Taxation Office Ph: 1300 661 104 or email [qld.taxbasics@ato.gov.au](mailto:qld.taxbasics@ato.gov.au)
- A Fax from Tax - Australian Taxation Office
- Stamp Duty Information Line – Office of State Revenue
- Business Name Advisory Service – Office of Fair Trading
- ASIC Corporate Information Programs – Australian Securities and Investments Commission
- Small Business and the Trade Practices Act – Australian Competition and Consumer Commission
- Public Liability, Accident / Income Protection Insurances – National Insurance Brokers' Association

## G) Requirements specific to your industry - your products

	Options	Requirements	Agency	Cost	Time	Notes
Are you intending to import goods, including therapeutic products, from overseas?		<b>Import Controls</b>	Australian Customs Service	Duties & taxes on arrival of goods		<ul style="list-style-type: none"> <li>Import Controls is immediate in effect. Goods being imported into Australia without the necessary permits can be seized on arrival. Check with Customs if goods being imported are permitted into Australia.</li> </ul>
		<b>Approval to Import Controlled Substances</b>	Therapeutic Goods Administration	Nil	Varies	<ul style="list-style-type: none"> <li>This is required to import substances that are controlled such as steroids, growth hormones, narcotics etc.</li> </ul>
	<b>No</b> No other licences required					
Will you be manufacturing therapeutic goods?		<b>Licence to Manufacture Therapeutic Goods</b>	Therapeutic Goods Administration	Varies	6 months	<ul style="list-style-type: none"> <li>This is required to manufacture therapeutic goods, which are used for the prevention, diagnosis or treatment of disease or other bodily function.</li> </ul>
		<b>No</b> No other licences required				
Will you be marketing therapeutic goods under your name?		<b>Registration or Listing of Therapeutic Goods</b>	Therapeutic Goods Administration	Varies	Varies	<ul style="list-style-type: none"> <li>This is required for the marketing of any therapeutic good by an individual or organisation under their own name.</li> </ul>
		<b>No</b> No other licences required				

**All businesses have a civil duty of care to provide a safe service which does not place clients at risk. Queensland Health have information and fact sheets available on infectious diseases and other health issues. Contact details: Ph (07) 3234 1155 or web [www.health.qld.gov.au](http://www.health.qld.gov.au)**

**Did you know about...**



**Acts which may apply to your business**

- *Customs Act 1901*
- *Customs (Prohibited Imports) Regulation 1956*
- *Health Regulations 1996*
- *Health Act 1937*
- *Therapeutic Goods Act 1989. Part 16 to 31*
- *Therapeutic Goods Regulation*

You can purchase copies of legislation from SDS Publications at [www.sds.qld.gov.au](http://www.sds.qld.gov.au)

**Safety of installations**

The Electrical Safety Office promotes safety and the standardisation of safety rules in the use of electricity. Businesses can obtain advice and information relating to the safety of installations by contacting the Senior Electrical Safety Officer on (07) 3237 0281. Safety booklets are available free from:

[www.eso.qld.gov.au](http://www.eso.qld.gov.au)

**Australian Standards**

Information on Australian and International Standards is available from *SmartLicence* or Standards Australia at [www.standards.com.au](http://www.standards.com.au)

## Further Assistance - Licence / regulatory information

### Suggested Reading



Online at [www.business.qld.gov.au/bookshop](http://www.business.qld.gov.au/bookshop)

- ✓ ***Legal Aspects of Your Small Business (2nd Edition)*** by Ian Birt, \$35.95 (incl. GST)
- ✓ ***Manage Finances and Develop Financial Plans in your business*** by Ian Birt, \$54.95 (incl. GST)
- ✓ ***Consulting, Contracting and Freelancing: Be your own boss*** by Ian Benjamin, \$29.95 (incl. GST)
- ✓ ***133 Business and Legal Matters: The essential software tool for every office*** by Phillip Marks, \$15.95 (incl. GST)

### Useful Contacts



[www.business.qld.gov.au/gobis](http://www.business.qld.gov.au/gobis)

The Government Business Information Service (GOBiS) connects business with government services and programs designed to help you get the best from your enterprise. Examples include; training, seminars and workshops, export opportunities and networking, Government subsidies and grants, industry product matching / sourcing facilities and trade assistance and development.



### Workshops / Seminars

Contact your Department of Tourism, Regional Development and Industry regional centre

for details of the following workshop(s)

- ✓ ***Managing for Profits*** Workshop
- ✓ ***Tendering for Government Business*** Workshop

### Online Learning



- ✓ ***SmartSkills*** - online at [www.business.qld.gov.au/smartskills](http://www.business.qld.gov.au/smartskills)

## 5.0 ■ Key contacts



Action	Web	Email	Phone	Post	In Person	Contact Details
<b>Business planning information and resources</b>	✓	✓	✓		✓	<b>Business Resource Centre</b> <b>400 Boundary Street (cnr Fortescue), Spring Hill (free parking)</b> Phone: 1300 363 711 or (07) 3001 6359 <i>press option 3</i> Email: <a href="mailto:resource.centre@dtrdi.qld.gov.au">resource.centre@dtrdi.qld.gov.au</a> Email: <a href="mailto:bookshop@dtrdi.qld.gov.au">bookshop@dtrdi.qld.gov.au</a> Website: <a href="http://www.business.qld.gov.au/resourcecentre">www.business.qld.gov.au/resourcecentre</a>
<b>Business Readiness Diagnostic</b>	✓					
<b>Buying a book</b>	✓	✓	✓	✓	✓	<b>Business Bookshop</b> <b>400 Boundary Street (cnr Fortescue), Spring Hill (free parking)</b> PO Box 974 Spring Hill, QLD 4004 Phone: 1300 363 711 or (07) 3001 6359 <i>press option 3</i> Email: <a href="mailto:resource.centre@dtrdi.qld.gov.au">resource.centre@dtrdi.qld.gov.au</a> Email: <a href="mailto:bookshop@dtrdi.qld.gov.au">bookshop@dtrdi.qld.gov.au</a> Website: <a href="http://www.business.qld.gov.au/resourcecentre">www.business.qld.gov.au/resourcecentre</a>
<b>Licensing and other start up information</b>	✓	✓	✓		✓	<b>SmartLicence</b> <b>Licence Information - <i>press option 2</i></b> <b>Licence lodgement and assistance - <i>press option 5</i></b> <b>400 Boundary Street (cnr Fortescue), Spring Hill (free parking)</b> PO Box 974 Spring Hill, QLD 4004 Phone: 1300 363 711 or (07) 3001 6359 Email: <a href="mailto:smartlicence@dtrdi.qld.gov.au">smartlicence@dtrdi.qld.gov.au</a> Website: <a href="http://www.business.qld.gov.au/smartlicence">www.business.qld.gov.au/smartlicence</a>
<b>Lodging a licence / business name application</b>	✓			✓	✓	
<b>Government services and small business support</b>	✓	✓	✓		✓	<b>GOBiS – Government Business Information Service</b> <b>400 Boundary Street (cnr Fortescue), Spring Hill (free parking)</b> Phone: 1300 363 711 or (07) 3001 6359 <i>press option 4</i> Email: <a href="mailto:smartlicence@dtrdi.qld.gov.au">smartlicence@dtrdi.qld.gov.au</a> Website: <a href="http://www.business.qld.gov.au/gobis">www.business.qld.gov.au/gobis</a>

## Locations

**SmartLicence** is located at **400 Boundary Street (Cnr Fortescue Street), Spring Hill (FREE client parking)**. We operate a local cost telephone number State wide 1300 363 711 or outside Qld (07) 3001 6359 as well as providing services through the below listed Department of Tourism, Regional Development and Industry regional centres throughout Queensland.

<b>Aspley</b> Suite 1, Level 2 Christies Homemaker Centre Cnr Gympie and Zillmere Roads ASPLEY QLD 4034	<b>Hervey Bay</b> Government Building Main Road HERVEY BAY QLD 4655	<b>Rockhampton</b> Level 1 149 Bolsover Street ROCKHAMPTON QLD 4700	<b>Sunshine Coast</b> Level 2, CBD Building 12 Innovation Park Way <b>BIRTINYA QLD 4575</b>
<b>Bundaberg</b> 205 Bourbong Street BUNDABERG QLD 4670	<b>Ipswich</b> 26 East Street IPSWICH QLD 4305	<b>Roma</b> Ground Floor, 31 McDonald St ROMA QLD 4455 <i>*(Business name processing not available)</i>	<b>Toowoomba</b> Downs Business Centre 4 Little Street TOOWOOMBA QLD 4350
<b>Caboolture</b> Level 4, 33 King Street CABOOLTURE QLD 4510	<b>Mackay</b> Floor 2, 67-69 Sydney Street MACKAY QLD 4740	<b>Southport</b> 26 Marine Parade SOUTHPORT QLD 4215	<b>Townsville</b> Floor 1, Enterprise House Cnr The Strand and Sir Leslie Thiess Drive TOWNSVILLE QLD 4810
<b>Cairns</b> Ground Floor Cairns Port Authority Building Cnr Hartley and Grafton Street CAIRNS QLD 4870	<b>Maryborough</b> 319-325 Kent Street MARYBOROUGH QLD 4650	<b>Springfield</b> Level 5, World Knowledge Centre Education City, Sinnathamby Blvd SPRINGFIELD QLD 4300 <i>*(Business name processing not available)</i>	
<b>Gladstone</b> 33 Goondoon Street GLADSTONE QLD 4680	<b>Mount Isa</b> 75 Camooweal Street MOUNT ISA QLD 4825	<b>Springwood</b> 6 Paxton Street SPRINGWOOD QLD 4127	



Please Note: There is wheelchair access at all offices except Southport and Townsville.

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