

How to Start a Business

From registrations to premises, everything you need to know about starting a new business, buying an existing one or running a franchise.

Before You Start

Consider the pros and cons of being a business owner through this overview of business types, useful statistics, strategies for success and common pitfalls when starting a business.

Business Name and Structure

Access to an interactive guide to help you make the best decisions for naming and registering your new business. Also covers sole traders, partnerships, companies, cooperatives and incorporated associations.

Business and Marketing Plans

Use these business and marketing plan templates to develop a business plan that will help you understand your product or service, competitors, market and financial needs.

Costs for Starting a Business

Start-up cost is the initial cash you will need to start up your business. Use the start-up cost template to calculate the total start-up cost of starting your business.

Licences and Business Registrations

No matter what your business, you need to meet the legal requirements set by local, state and federal government in Australia. Making your way through the 'red tape' of regulations can be time consuming, but there are ways to streamline the process.

Location and Premises

Answers to questions about: buying or leasing premises; negotiating a retail lease; the licences and permits you'll need; and running a business from home.

Distributing Your Product

Make sure you're using the right distribution model for your product and customers. What are the right questions to ask a prospective distributor? Find out what a Distribution Agreement should cover and where you can get professional legal advice to get an agreement prepared.

Insurance

Smart insurance decisions are vital to business success. These pages outline some of the insurance issues facing business starters. No matter what your circumstances, make sure you consult professional insurance brokers or advisors who can help you decide the best approach for insuring your business.

Buy a Business

Buying a business presents unique opportunities and challenges. This section includes the pros and cons of buying a business, finding out if you're cut out for running a business, how to value a business, what 'warning signs' you should look out for, and the various legal and statutory obligations surrounding a transfer of ownership.

Start a Franchise

If you want to run your own business but benefit from the security and experience of a large organisation, then a franchise could be for you.

Workshops and Seminars

Small Business Workshops and Seminars cover all aspects of business from starting up to financial management, employing people, marketing and even closing a business. They're also held all across Victoria and are either free or low cost.

Indigenous Economic Development Unit

The Indigenous Economic Development Unit (IEDU) is a Victorian Government initiative committed to improving Indigenous economic participation through programs and policies that support and promote pathways to jobs, and the development of Indigenous businesses.