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How-to Guide | **Setting up a small business**

Use this guide to help you:

- Decide whether you are ready to start a small business
- Understand the New Enterprise Incentive Scheme (NEIS) for job seekers
- Understand the opportunities and risks involved in starting your own small business

Note: Different types of businesses have different requirements. It is important to get professional advice from a qualified accountant or small business adviser before trying to start a business.

Step 1 | Decide whether you are ready to start a business

Starting a business can be rewarding, but it can also be difficult. It can be financially risky and time-consuming. There are many ways to get started, such as becoming self-employed, starting a business from scratch, buying a business or starting a franchise.

Business Victoria has a [useful checklist](#) that can help you work out whether starting a business is the right choice for you.

Step 2 | Understand the New Enterprise Incentive Scheme (NEIS)

If you are a job seeker and are interested in running your own small business you may be eligible for the NEIS. This program provides small business training, income support and personalised coaching in the first year. The goal is to help you put your business idea into practice.

Call the **Employment Services Information Line** on **13 62 68** or visit the [website](#).

NEIS success story – Marciano’s Cakes

After migrating to Australia from Chile in 1992 with limited English, Marciano and Rosa Alvarez found it difficult to find work. Despite being a qualified pastry cook in Chile, Marciano’s qualifications were not recognised here in Australia.

After studying and receiving a Level certification 4 in English, Marciano enrolled in a pastry course so he could get an Australian qualification and open his own cake shop.

Armed with his new qualification and a business idea, Marciano was accepted into the NEIS program where he was able to develop a plan for the business and receive mentoring.

In 1996 Marciano and Rosa opened Marciano’s Cakes in Clayton, Victoria. Over the next few years their business continued to grow and they expanded into a neighbouring vacant shop.

Marciano’s Cakes currently employs 30 people between two stores, and Marciano’s children, also pastry chefs, now work in the family business.

[Source: https://blog.jobactive.gov.au/5-successful-businesses-started-humble-beginnings](https://blog.jobactive.gov.au/5-successful-businesses-started-humble-beginnings)

Step 3 | Understand the opportunities and risks involved in starting your own small business

The following will help you to understand what is involved in starting a small business, and also the opportunities and risks you need to look out for. Before making any decision, make sure you discuss your business plan, finance options, registration and insurance with professionals such as small business coaches or accountants.

Business support and mentoring

- Use the free support services available from the government. They includes small business advisory services and low-cost business training. www.business.gov.au or call 13 28 46
- **BusinessGovAu** also has a **YouTube channel** that features small business videos

General information:

- Business Victoria useful checklist:
<http://www.business.vic.gov.au/setting-up-a-business/is-running-a-business-for-you/start-a-business>
- Small Business Victoria: www.business.vic.gov.au

Tax and GST

- Tax basics for small business:
<https://www.ato.gov.au/Business/Starting-your-own-business/In-detail/Tax-basics-for-small-business-video-series/>
- ATO website's business section: <https://www.ato.gov.au/Business/>

Registration

ABN registration

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

Business name registration

- [ASIC website](http://asic.gov.au/for-business/registering-a-business-name/):
<http://asic.gov.au/for-business/registering-a-business-name/>

Website name registration

- How to register a website name:
<https://www.business.gov.au/info/run/advertising-and-online/register-a-website-name>
- Ausregistry: <https://ausregistry.com.au/>

Licenses and permits

- Australian Business Licence and Information Service:
www.ablis.business.gov.au. This free online tool helps you find licenses, permits and applications relevant to your business

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