

MURRINDINDI SHIRE NEW BUSINESS KIT



Murrindindi
Shire Council



CONTENTS

Introduction	2
Who are we?	
What's in this kit?	
Getting Started	3
Where do I start?	
Business structures	
Are you a Not-for-profit?	
Permits and requirements	
Where can I get advice?	
Financial guidance	
Connect, develop, and promote	4
How do I promote?	
Where can I promote?	
Connect	
Events	6
What's on in Murrindindi?	
Organising an event	
Important documents and contacts	7
Council documents	
Economic Development team	

INTRODUCTION

WHO ARE WE?

Murrindindi Shire is situated on Melbourne's peri-urban fringe, a lovely 60 to 90 minute drive from the city, depending on your route. Spanning 3879 square kilometres, the Shire benefits from great natural beauty and tourist attractions such as Lake Eildon, picturesque national parks, the Great Victorian Rail Trail and access to Victoria's snowfields.

Murrindindi Shire is located on Taungurung and Wurundjeri Woi-wurrung Country.

Population: 15,197
Unemployment Rate: 3%
22/23 building approvals: 89
Business Counts: 1897

Top 3 industries by Output:
Agriculture, Forestry, Fishing
Construction
Manufacturing



If you would like more information on our Shire's economic profile, visit our interactive REMPLAN tool [here](#).

You can also view the [Murrindindi Economic Snapshot](#), [Economic Development Strategy](#) and [investment website](#) for additional information.

WHAT'S IN THIS KIT?

Murrindindi Shire Council is dedicated to building flourishing and sustainable communities in which the success of you and your business is crucial. To help support you in whatever stage of business you're in, we have compiled this document advising on small business information, marketing and tourism opportunities, events, funding opportunities and plenty more.

Having trouble with the links in this document? You can access most of the information provided by visiting the 'Your Business' tab on our website at murrindindi.vic.gov.au/Your-Business

Want to speak with someone directly? Email our Economic Development team at businesssupport@murrindindi.vic.gov.au or give our Customer Service Centre a call on (03) 5772 0333.



Look out for this symbol to identify what information can be found on our [website](#).
Click any to take you to the homepage.



INTRODUCTORY RESOURCES

Photo: Stock Image

WHERE DO I START?

The [Business Self-Assessment Tool](#) is essential for anyone wanting to start or develop their business in the Shire. Simply complete and submit this smart form on a device and a Council Officer will contact you to discuss your venture. We will then arrange a pre-application meeting with relevant department representatives and provide you with tailored information to support any permit applications you may require.

Visit the [Starting a business Tool Kit](#) and [Guide to starting a business](#) pages for additional information on required registration, licenses and other business processes.

PERMITS AND REQUIREMENTS

Before you start or change your business, you must check if you'll need approval from Council or other providers such as:

- [Asset protection](#)
- [Building](#)
- [Domestic Animal Business Premises Registration](#)
- [Health](#)
- [Heritage overlay](#)
- [Local laws](#)
- [Planning](#)
- [Victorian Gambling and Casino Control Commission](#) (Liquor Licence)

Waste services

It's easy to forget the simple things! Remember to set up your business' [waste services](#).

BUSINESS STRUCTURES

Deciding on a business structure is important as it affects your legal responsibilities. Learn more about differences between structures, types of businesses and how you can change your pre-existing structure [here](#).

Structure types

- [Sole trader](#)
- [Company](#)
- [Partnership](#)
- [Trading trust](#)

ARE YOU A NOT-FOR-PROFIT?

- [Australian Taxation Office](#) provides overviews of [starting a Not-for-profit](#) (NFP), tax concessions, deductible gift recipient endorsement and legal structures.
- Australian Securities & Investments Commission addresses the different ways you can [register as a charitable or NFP organisation](#).
- [Australian Charities and Not-for-profits Commission](#) hosts information on understanding and forming charitable organisations.
- OurCommunity has a great [factsheet](#) for starting a NFP organisation.

WHERE CAN I GET ADVICE?

Many external groups offer resources for all business owners with information on planning, starting and running your organisation. Below is a list of useful online services that provide financial advice, learning opportunities and more. While most provide completely free services some may have the option for paid programs.

- [Business Victoria](#) provides basic information including guides to [starting a business](#), [continuing your business](#) and [innovation](#) suggestions to support you in growing your venture.
- [Business.gov.au](#) hosts information for all business owners, with information on [business plans](#), [succession plans](#), [tools and templates](#) and more.
- The [Small Business Mentoring Service](#) offers a range of industry specialist mentors who can be booked online.
- [Department of Jobs, Skills, Industry and Regions](#) provides information and assistance, expert business advice and skill development training opportunities.
- [Launchvic](#) prioritises information on funding, community connection and Victorian startups.
- [Regional Development Victoria](#) provides regional [data and reports](#), [news](#) and is home to the [Goulburn Regional Partnership](#).
- [Workforce Australia](#) offers in-person, tailored recruitment and workforce planning, streamlining finding and hiring the right people.

For more information visit our [Business Support and Advice](#) page.

FINANCIAL GUIDANCE

- [Rural Financial Counselling Service](#) provides individualised planning and counselling services.
- [Moneysmart.gov.au](#) provides accessible smart forms, tips and contacts to advise you on managing your money.
- [Partners in Wellbeing](#) provides free, confidential, one on one support to improve your financial, business and emotional wellbeing.
- [Manage Energy Use](#) identifies opportunities and resources to reduce your energy costs ([Business.gov.au](#))
- [Australian Banking Association](#) is an association that provides news, tips and resources regarding your business finances.



Business planning

Visit our website to find advice and resources regarding [business continuity and planning](#).



Grant seeking

The '[Murrindindi Shire Funding Finder](#)' gives you access to all things funding. Visit our '[Grants and Sponsorships](#)' page to find out more.

Grant writing

Unsure how to start writing your grant application? Visit Helen Haines' [website](#) for resources to guide you through the process.



Still unsure? Contact our Economic Development team at businesssupport@murrindindi.vic.gov.au

CONNECT, DEVELOP AND PROMOTE

Photo: Break O'Day Road Bridge

HOW DO I PROMOTE?

Several sources offer information on how to promote your business, delivered through one-on-one mentoring and free online information so you can produce your own marketing independently.

- Visit Australian Small Business Advisory Services to apply for the [Digital Solutions Program](#) which offers tailored advice, workshops and online courses to available to eligible Victorian businesses.
- Source your information independently at [Business Victoria](#). Here, you will find [marketing and courses and webinars pages](#) providing education about starting, building and growing your business. Some topics they cover include 'Maximising Your Marketing', 'Social Media and Content Marketing', 'Advanced Strategies to Taking Your Business Online and Cyber Security'. View the calendar of upcoming events [here](#).
- [List your business](#) on the [Australian Tourism Data Warehouse's](#) (ATDW) website for a minimal fee. This listing will appear on our website and other tourism and event websites nationwide.

WHERE CAN I PROMOTE?

- [Discover Dindi](#) hosts information on things to see and do in Murrindindi Shire, including [events](#), free downloads of Regional and Township Guides and an [Instagram](#) and [Facebook](#) social media page. Follow these pages and use the #discoverdindi when posting on your channels. To be included as part of any Discover Dindi marketing, your business needs to be listed on ATDW.
- Take advantage of opportunities through Tourism North East (our Regional Tourism Board) [here](#).
- Contact the [Visitor Information Centres](#) across the Shire to enquire about displaying your business brochures.

For more information about Council's Business and Tourism resources, visit our [Tourism Industry Overview](#) and [Tourism Resources](#) pages.

CONNECT

Want to make contact with other businesses in your area?

There are a number of Business and Tourism Business Networks that operate across Murrindindi Shire, for a detailed list please [click here](#).

Can I get roadside signage?

For a Council managed road visit '[Signage](#)' on our website. For roads managed by Regional Roads Victoria contact 133 788.

Other signage

Apply for a Street Trading and A-frame signage permit [here](#).



TOURISM AND EVENTS

Photo: Alexandra Truck and Ute Show

WHAT'S ON IN MURRINDINDI?

To find out what events are coming up in Murrindindi Shire, and [list your event](#), check out our online Events Calendar [here](#).

ORGANISING AN EVENT

Whether you're hosting an event for the first time or have previous experience, it is important to check what requirements there are from Council and other government bodies.

[Register your event](#) with Council as early as possible to ensure that there is enough time to obtain any relevant permits. Larger events can take up to twelve months to prepare, particularly if a planning permit is required.

Once received, we will contact you about your event and any Council requirements within 7 business days.

For more information about holding an event in Murrindindi Shire, visit our [Organising an event in Murrindindi Shire](#) page.



Hire a venue

Need a venue? Council manages venues in Alexandra, Kinglake, Thornton and Yea that you can hire [here](#).

Conditions apply.

Other resources

The resources below are useful for planning a safe event:

- [Sample Event Management Plan Template](#)
- [Victorian Guidelines for Planning Safe Public Events](#)

IMPORTANT DOCUMENTS AND CONTACTS

Photo: Stock Image

COUNCIL DOCUMENTS

Below are several documents you might find useful to review at any stage of your business journey.

- [Economic Development Strategy](#) is a comprehensive five-year plan designed to improve the economic well-being and quality of life in the region.
- [Council Plan 2021-2025](#) outlines our shared goals and aspirations for the future and provides concrete and achievable actions for Council to deliver.
- [Housing and Settlement Strategy Report](#) seeks to provide a clear and logical framework that will guide planning and decision-making and assist meeting future housing needs within the Shire to 2041 and beyond. [Housing and Settlement Strategy - Background and Issues Report](#) provides an evidence base to support the development of the Strategy.
- [Municipal Emergency Management Plan](#) details the agreed arrangements for the prevention of, the response to, and the recovery from, emergencies that could occur in the Murrindindi Shire as identified in Part 4 of the Emergency Management Act 1986.
- [Tourism and Events Strategy 2019 - 2025](#) guides the delivery of all tourism and events activities in the area, providing the opportunity for a long-term plan and vision for the Shire which will strengthen the role of tourism in the region's economy.

PROJECTS

- [Shaping Murrindindi's Future](#) - Shaping Murrindindi's Future project focuses on long term goals of the community and encourages open discussions around community support for the future, and diversification of sustainable industries. The project will identify and research practical opportunities that will contribute to a thriving and positive future for the community.

ECONOMIC DEVELOPMENT TEAM

Ben Harnwell
Manager Economic
Development

Julie Blyth
Coordinator Business
Investment and
Innovation

Tammie Long
Economic
Development Officer

Trudi Elkington
Visitor Economy &
Events Officer