

**Business  
Connect**

Funded by the NSW Government



# How to Start a Business

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NORTEC Small Business

## Acknowledgement of Country

I would like to pay my respect and acknowledge the traditional custodians of the land on which this meeting takes place, and also pay respect to Elders both past and present.

*Business advice and government information for start-ups and business*

# Business Connect

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- The Business Connect program is funded by the NSW Government and will provide business advisory services and business skills training.
- Business Connect aims to support small businesses to startup, create jobs through growth, help established small to medium enterprises (SMEs) become sustainable and increase business confidence across NSW.
- Business Connect will achieve these aims by:
  - Providing general and specialist business advice and government information to startups and SMEs
  - Promoting business growth through innovation, improving resilience and boosting productivity and
  - Supporting digital readiness and regional business development.

# Business Connect

## Business Connect Advisors

Gary Wheatstone, Michelle Hall (Admin Mgr.) Clive Venning, Derek Tink and Tony Brindley

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Gary Wheatstone

BUSINESS CONNECT PROGRAM  
CO-ORDINATOR  
SMALL BUSINESS ADVISOR

Team co-ordinator as well as  
servicing the Lismore &  
Alstonville areas

[BOOK GARY NOW](#)

[ABOUT GARY WHEATSTONE](#) +



Michelle Hall

BUSINESS CONNECT  
ADMINISTRATOR

Event co-ordinator, Administrator  
& Small Business advisor Support  
Team member.

[CONTACT MICHELLE](#)

[ABOUT MICHELLE HALL](#) +



Clive Venning

BUSINESS CONNECT  
SMALL BUSINESS ADVISOR

Servicing the Northern Rivers,  
including Tweed Heads,  
Murwillumbah, Ocean Shoes,  
Mullumbimby, Kyogle.

[BOOK CLIVE NOW](#)

[ABOUT CLIVE VENNING](#) +



Derek Tink

BUSINESS CONNECT  
SMALL BUSINESS ADVISOR

New England including  
Tenderfield, Glen Innes, Guyra,  
Inverell, Guyville, Tamworth,  
Armidale, Narrabri, Port  
Macquarie-Hastings.

[BOOK DEREK NOW](#)

[ABOUT DEREK TINK](#) +



Tony Brindley

BUSINESS CONNECT SMALL  
SMALL BUSINESS ADVISOR

Servicing Bellinger, Coffs  
Harbour through to Kempsey.

[BOOK TONY NOW](#)

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← Advisor Booking

BusinessConnect

You are booking a one-on-one session with Business Connect advisor Clive Venning

Clive Venning

NORTEC Small Business Solutions

Where  
Byron  
Tweed



#### Qualifications

Diploma in Transport Administration

#### Industry Experience

Administration and Support Services  
Financial and Insurance Services  
Information Media and Telecommunication

#### Small Business Experience

Postal Service Brokers P/L Business consultant and Broker for mailing and electronic industry 1993-2017

Clive has over 27 years of experience as a result oriented business professional, with a focus on sales, social media, product management, innovation, direct marketing, reducing costs and improving the return on investment (ROI).

As the owner of two successful small businesses, Clive understands how to start-up, establish systems and procedures, set performance objectives and business goals and creating a long term strategy for success.

Clive has extensive experience working with large companies as a consultant and notably as the national sales and product manager (electronic sales) for Australia Post.

[Book Now](#)

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So, you have a business idea.

Now how do I start my business ?

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A simple task for you to complete

- Idea's come from anywhere
- Share with friends and family
- Let the idea grow and take shape
- Ideas need to become a business

## What are the first steps after the idea strikes

Write down into a two-page summary

- What's the idea
- Why it's a business
- Who is the market
- What pain points are you solving
- How its going to make money
- How long will it take to prototype
- How long until it gets into the market



After many, many, many hours of research and the conclusion is..... Let's move forward



- Decide on business structure will best suit you now and in the future
  - Sole trader
  - Company
  - Partnership
  - Trust

- Business registrations
  - Australian Business Number (ABN)
  - Business name
  - Tax Registrations
  - GST (if applicable)
  - Workcover (if applicable)
  - Payroll tax (if applicable)
  - Additional licenses and permits may be required depending on your business activity



NSW Government Licensing Service  
Log In/Out

Licence Search: > Licence Search Details:

Licence Agency: Office of Liquor, Gaming and Racing  
Licence Type: Charitable Fundraising  
Licence Number: 11694  
Licence Status: Expired  
Licensee: Australian Vaccination Network Inc  
Start Date: 05/07/2002 12:00:00 AM  
Expiry Date: 04/07/2007 12:00:00 AM  
Licence Approval Date:  
Licensee Primary Address: PO Box 177, BANGALOW NSW 2479, AUSTRALIA

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## Build a team

- Lawyer
- Accountant
- Business advisor
- Finance and insurance broker
- Digital marketer
- HR consultant



# Business Connect

And now the boring (hard) stuff

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- Setup your business bank account
- Setup your bookkeeping system
- Setup your ecommerce solution (if applicable)
- Setup your digital footprint

How to open a business bank account in Australia



## Basic Ecommerce Features



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Last, but not least

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- Establish your setup costs
- Do a business viability spreadsheet
- Sales forecasting
- **Most importantly**– have a goal. You will need this to complete your sales forecasting
- Factor in wages for you.....



## Some stats for you to think about

The July 2019 report from the Australian Small Business and Family Enterprise Ombudsman states that the larger the business, the higher its survival rate.

Small businesses employing 0-19 people have a 59.7% rate of success. Businesses employing 20-199 people have a much higher rate of success, at 75.8%.

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A study by the University of Technology Sydney suggested that there were a number of common reasons why small business fail.

- The largest contributor to small business failure was plain, old, financial mismanagement. 'Financial mismanagement' is a fairly large broad term, but it encompasses things like a lack of business experience, cashflow issues, starting out with not enough capital, a lack of budget framework or overuse of credit.

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- Among failed businesses, **12%** had inadequate, inaccurate or non-existent business records. This is a direct result of poor management.
- **11%** of small businesses fail due to sales and marketing problems.
- General economic conditions account for **12%** of failed businesses; while personal issues (such as ill health or a changed personal situation) account for **6%**.

## What next

Now that you have prepared yourself, make contact with your Business connect advisor and arrange a meet.

Clive: 0448 009 642 [clivev@nortec.org.au](mailto:clivev@nortec.org.au)

Gary: 0408 631 801 [garyw@nortec.org.au](mailto:garyw@nortec.org.au)

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To register you can follow this link; <https://business-connect-register.industry.nsw.gov.au/Home/Loginsignup>