



SmartGuide

A step-by step guide to starting a

Security Providers Business

*(including Bodyguards, Private Investigators, Crowd Controllers,
Security Officers, Security Installation & Advice)*

Smart licence

www.business.qld.gov.au

Introduction

Welcome to the Department of Employment, Economic Development and Innovation's Security Providers 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 Security Providers 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

3.0 Staffing information

- Staffing your business

4.0 Licence/regulatory information

- Your premises
- Your business structure
- Employing staff
- Operating
- Requirements specific to your industry

5.0 Key contacts and locations

- 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 per cent) 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. 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/businessreadiness

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/resourcecentre to purchase an *Easy Plan* business planning template.

Further assistance – Can your idea work?



Suggested reading

Online at www.business.qld.gov.au/resourcecentre:

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



Useful contacts

The Business website at www.business.qld.gov.au provides access to the latest government business information, workshops and seminars, grants, licensing and support services.



Workshops/seminars

Contact your Department of Employment, Economic Development and Innovation regional centre or online at www.business.qld.gov.au/workshops for details of the following workshop(s):

- Getting The Most From Your Business Planning.



Online learning

Smart Skills online at www.business.qld.gov.au/smartskills

2.0 Industry and market information - The security providers industry*

The Security Services Industry is expected to grow over the next few years. This growth can be attributed to the continuing upgrades of residential, commercial and government security services and systems. There is expected to be a switch from labour intensive surveillance to a focus on high-tech surveillance and data delivery tools. Demand for alarm installation and monitoring and surveillance services are expected to grow, as they can provide more effective security at a lower price. It is forecasted that larger companies in this industry are likely to form partnerships with other specialists in maintenance, catering and cleaning to offer total facilities management solutions to clients.

Key success factors to 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.

- ✓ Membership of an industry organisation to “legitimise” a company and enhance reputation.
- ✓ Access to quality up-to-date equipment and technology, and the use of production techniques that add value to the base product.
- ✓ Highly trained workforce as well as provision for personnel development programs.
- ✓ Providing a reputable service through focusing on security solutions rather than the sale of security products.

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.

- ✓ Competition from substitute services such as information storage and retrieval services.
- ✓ Downstream demand from other industries, such as general insurance practice and the ATM servicing.
- ✓ The level of crime (both actual and perceived) can impact demand for security services.

Basis of competition in your industry

These factors include internal competition between industry participants and external competition from other related industries.

- ✓ Competition within the Security Services Industry high, and is significantly price based.
- ✓ Integration of security systems requires business to provide a more holistic security service including CCTV, monitored security camera systems and other electronic systems.

Barriers to entry of your industry

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

- ✓ Industry concentration is low medium to low, and major players do not dominate the market.
- ✓ This industry is labour intensive but low on capital requirement.
- ✓ Minimal training and qualifications required, but some state-based licences and regulation.

** The source for this information is: IBISWorld, January 2008.*

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; relevant industry association(s) and chambers of commerce; specialty trade or industry journals, research reports and publications; Yellow Pages Online 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.

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 Department of Employment, Economic Development and Industry regional centre (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/resourcecentre:

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



Useful contacts

- *The Australian Security Industry Association Ltd (ASIAL)* promotes and fosters the highest standards of efficiency, service, equipment and ethical behaviour amongst persons, firms and corporations engaged in the Australian security Industry. Contact ASIAL +61 2 9906 4780 or visit : www.asial.com.au
- *National Security Association of Australia (Qld) Inc:* - +61 3 3806 1699 or visit www.nsaqld.com.au
- *Chamber of Commerce & Industry Queensland* is Queensland's peak employer, business and industry association - +61 7 3842 2244; or visit www.cciq.com.au for more information.
- *Business Resource Centre* (Department of Employment, Economic Development and Innovation) – 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 Development website at www.business.qld.gov.au provides access to the latest government business information, workshops and seminars, grants, licencing and support services.



Workshops/seminars

Contact your Department of Employment, Economic Development and Innovation regional centre or online at www.business.qld.gov.au/workshops for details of the following workshop(s):

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



Online learning

- *Smart Skills* online at 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/resourcecentre:

- *How to Organise and Operate a Small Business in Australia* by John English 10th Ed.



Useful contacts

- Commerce Queensland is Queensland's peak employer, business and industry association. - +61 7 3842 2244 or visit 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 Justice and Attorney-General website www.justice.qld.gov.au provides the following resources:
 - Wageline provides information about awards, pay rates, employee entitlements, and employee hiring/terminations –1300 369 945 or visit www.wageline.qld.gov.au
 - Workplace Health and Safety for information on providing a safe workplace - 1300 369 915
 - WorkCover for information on compensation for workers - 1300 362 128.



Online learning

The Business Website at www.business.qld.gov.au has further information for business operators on 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?

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	Integrated Development Assessment System (IDAS) Development Application	Council Your Builder	Varies Subject to work	4 weeks Ask builder	<ul style="list-style-type: none"> Renovations involving the structure of the building or plumbing require Council approval. Your builder will advise you of costs and time associated with any renovations.
	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"> New buildings may require rezoning and / or development applications under IDAS*. You may need to advertise the redevelopment of the site under IDAS*. Your builder will advise you of costs and time associated with any renovations.
	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"> If the premises are not already used by a business industry of your type, you may require a development application (change of use). You may need to advertise the redevelopment of the site under IDAS*. Your builder will advise you of costs and time associated with any renovations.
	Work from home	IDAS Development Application Operate from Home permit	Council	Varies	4 weeks	<ul style="list-style-type: none"> If the premises are not already used by a business industry of your type, you may require a redevelopment application (change of use).
			Council	Advertising Costs Varies	Varies 4 weeks	<ul style="list-style-type: none"> You may need to advertise the redevelopment of the site under IDAS*. Some Councils have a policy for home based businesses which must be complied with.

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	<p>Nil but consider</p> <ul style="list-style-type: none"> • Solicitor fees • Cost of rent • Real estate agent fees 	<ul style="list-style-type: none"> • 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 1800 807 051 or outside Qld (07) 3234 0391 for further information.

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

**Contact
SmartLicence for all
your licensing
needs. See Section
5 for details**

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"> This may include A frame signs on the footpath, although some Councils do not regulate this form of signage. Check with your local council.
	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"> 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.
	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, such as indoor areas (for example, 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

Your business structure

Options	Requirements	Agency	Cost	Time	Notes
Company	Registration of an Australian Company	♣ASIC	Varies	1 week	<ul style="list-style-type: none"> You will need to know how many directors there will be. ABN Registration can be made online at www.business.qld.gov.au/smartlicence You must register a business name if you trade using any name other than your own or your company name. Notify OFT or <i>SmartLicence</i> if you alter certain particulars on an existing business name registration (other than the name itself). A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.
	Australian Business Number	■ATO	Nil	4 weeks	
	Business Name Registration	<i>SmartLicence</i>	\$126.00 - 1 year \$241.00 - 3 years	At least 1 hour (Spring Hill or ◀ Regional Centres as listed at the end of this Guide)	
	Business Name Change in Particulars	<i>SmartLicence</i>	Nil unless late advice		
Trade Mark Registration	IP Australia	Varies	Min 7 months		
Partnership	Limited Partnership Formation	♦ OFT	\$110.00	1 week	<ul style="list-style-type: none"> This is only required if you have a silent partner. ABN Registration can be made online at www.business.qld.gov.au/smartlicence You must register a business name if you trade using any name other than your own or your company name. Notify OFT or <i>SmartLicence</i> if you alter certain particulars on an existing business name registration (other than the name itself). A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.
	Australian Business Number	■ATO	Nil	4 weeks	
	Business Name Registration	<i>SmartLicence</i>	\$126.00 - 1 year \$241.00 - 3 years	At least 1 hour (Spring Hill or ◀ Regional Centres as listed at the end of this Guide)	
	Business Name Change in Particulars	<i>SmartLicence</i>	Nil unless late advice		
Trade Mark Registration	IP Australia	Varies	Min 7 months		
Sole Trader	Australian Business Number	■ATO	Nil	4 weeks	<ul style="list-style-type: none"> ABN Registration can be made online at www.business.qld.gov.au/smartlicence You must register a business name if you trade using any name other than your own or your company name. Notify OFT or <i>SmartLicence</i> if you alter certain particulars on an existing business name registration (other than the name itself). A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.
	Business Name Registration	<i>SmartLicence</i>	\$126.00 - 1 year \$241.00 - 3 years	At least 1 hour (Spring Hill or ◀ Regional Centres as listed at the end of this Guide)	
	Business Name Change in Particulars	<i>SmartLicence</i>	Nil unless late advice		
	Trade Mark Registration	IP Australia	Varies	Min 7 months	
Trust	Australian Business Number	■ATO	Nil	4 weeks	<ul style="list-style-type: none"> ABN Registration can be made online at www.business.qld.gov.au/smartlicence A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.
	Trade Mark Registration	IP Australia	Varies	Min 7 months	
I'm in business and not restructuring	No other licences are required	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

◀ (DEEDI) Department of Employment, Economic Development and Innovation

■ (ATO) Australian Taxation Office

How will you structure your business?

Did you know about

Acts which may apply to your business

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

You can obtain copies of legislation from *SDS Publications* at 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 to conduct a Trade Mark search prior to registering your business name. You can use the *Australian Securities and Investments Commission's* website www.asic.gov.au to identify whether a business name is being used. Please note that there is no guarantee 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* at www.ato.gov.au

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 (\$15.50) contact *SmartLicence*. For a Company Name Extract (\$12.00) contact ASIC on +61 7 3867 4700. 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

Government Assistance

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

To find out more information about these services, contact the *Government Business Information Service (GOBiS)*. See section 5 for contact details.

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

■ (ATO) Australian Taxation Office ▼ (OSR) Office of State Revenue ● (DET) Department of Education and Training
 ▲ (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

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. Contact *Wageline* on 1300 369 945 or +61 7 3872 0550 (interstate/overseas callers) or visit 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 or visit www.ato.gov.au

Government services to help

- Wageline – Conditions of Employment – Department of Justice and Attorney-General
- Workplace Health and Safety Advice - Department of Justice and Attorney-General
- Workers' Compensation Insurance Advice, Workplace Rehabilitation and Effective Claims Management Advice – WorkCover Qld
- Traineeships - Department of Education, Training and Youth Affairs
- New Apprenticeships – Department of Employment and Workplace Relations
- 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

To find out more information about these services, contact the *Government Business Information Service (GOBiS)*. See section 5 for contact details

Operating

Will you use a vehicle for your business?

Yes Will you need to park in areas where parking is regulated? Eg loading zones.

No

Options	Requirements	Agency	Cost	Time	Notes
	Commercial Vehicle Registration	Transport	Varies	Up to 2 hours	<ul style="list-style-type: none"> This is the annual registration that all commercial vehicles have. Vehicles used for commercial use should be recorded as commercial for both registration and compulsory third party. This is the permit that allows your vehicle to be parked in loading zones. NB some councils do not regulate commercial vehicles.
	Commercial Vehicle Permit	Council	Varies	4 weeks	

	Commercial Vehicle Registration	Transport	Varies	Up to 2 hours	<ul style="list-style-type: none"> This is the annual registration that all commercial vehicles have. Vehicles used for commercial use should be recorded as commercial for both registration and compulsory third party.
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No other licences required

Will you be maintaining an office where you will be playing music or music video clips for the benefit of your customers?

Yes Will you be playing only radio or TV?

No

	Music Licence – Public Performance, Broadcast or Diffusion	♣APRA	Varies	Up to 10 days	<ul style="list-style-type: none"> The Australasian Performing Right Association Ltd collects revenue for all copyright music. www.apra.com.au
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Recorded music (inc CDs, tapes, records), music videos or both.	Music Licence – Public Performance, Broadcast or Diffusion	♣APRA	Varies	Up to 10 days	<ul style="list-style-type: none"> The Australasian Performing Right Association Ltd collects revenue for all copyright music. www.apra.com.au Must also hold “Music Licences for Public Performance, Broadcast or Diffusion” as above. www.pcca.com.au Must also hold “Music Licences for Public Performance, Broadcast or Diffusion”. www.pcca.com.au
	Music Licence – Public Performance of Protected Sound Recordings	♦PPCA	Varies	5 days	
	Music Video Clips Licence	♦PPCA	Varies	5 days	

No other licences required

♣ (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 for example you must have workers' compensation insurance to operate if you employ, but there are other insurances that will protect your business such as 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

- Tax Basics for Small Business seminars– Australian Taxation Office. 300 661 104 or email 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

To find out more information about these services, contact the *Government Business Information Service (GOBiS)*. See section 5 for contact details.

Requirements specific to your industry

∞ A Security Providers Licence - Individual - can be a Class 1 and/or Class 2

Security Provider Licence - Individual - Class 1 - Bodyguard, Crowd Controller, Private Investigator, Security Officer (cash in transit, dog patrol, monitoring, unarmed)

Security Provider Licence - Individual - Class 2 - Security adviser, Security equipment installer

≠ A Security Providers Firms Licence - can be a Class 1 and/or Class 2

Security Provider Class 1 - Bodyguard, Crowd Controller, Private Investigator, Security Officer (cash in transit, dog patrol, monitoring, unarmed)

Security Provider Class 2 - Security adviser, Security equipment installer

		Options	Requirements	Agency	Cost	Time	Notes
Will you Operate a firm providing security services and/or security dogs to others ?	Yes	Firm supplying Security Services	Security Firm Licence Class 1 and/or Class 2 [≠]	■OFT	Fees vary		<ul style="list-style-type: none"> Required by (persons, partnerships or corporations) who supply the services to others.
		Firm supplying Security Dog	Commercially Hired Guard Dog	Council	Fees vary	4 weeks	<ul style="list-style-type: none"> Required to establish or operate a business for the hiring of guard dogs for fee or reward. All dogs must be registered.
Do you hold a current security provider licence in Queensland ?	No	No other licences required					
	Yes	No other licences required					
	No		Security Providers Licence – Individual Class 1 and/or Class 2 [∞]	OFT	Fees vary		<ul style="list-style-type: none"> Required by a person who supplies security services to others. You must complete an approved training course. A criminal history check is conducted.

■ (OFT) Office of Fair Trading

Requirements specific to your industry (continued)

	Options	Requirements	Agency	Cost	Time	Notes
Do you hold a current security provider licence in another State, Territory or New Zealand?	Yes	Application for Mutual Recognition Class 1 and/or Class 2	■OFT	Fees vary	2 weeks	<ul style="list-style-type: none"> If you are currently licensed in another state, under most, but not all circumstances, you may apply to have this licence transferred.
	No	Security Provider Licence Class 1 and/or Class 2 [∞]	■OFT	Fees vary		<ul style="list-style-type: none"> Required by a person who supplies security services to others. You must complete an approved training course. A criminal history check is conducted.
Will you be required to operate any radio transmitter equipment?	Yes	Radio Communications (Apparatus) Licence-Transmit	▲ACA	Fees vary	2 weeks	<ul style="list-style-type: none"> Required for the possession or operation of any radio transmitter including microwave, two-way, aircraft and marine radios.
	No	No other licences required				
Will you be required to possess a weapon/s whilst performing your duties?	Yes	Security Licence (Guard)	Queensland Police	Fees vary		<ul style="list-style-type: none"> Required to possess a weapon/s whilst performing the duties of a security guard as an employee of a licensed security organisation. You must be the holder of a current Security Officer's Licence and you must have successfully completed an approved course.
		Security Licence (Organisation)	Queensland Police	Fees vary	4 weeks	<ul style="list-style-type: none"> Required to have possession of any category C, E or H weapon and/or to permit a Security Guard within, or employed by the organisation whilst performing the duties of a Security Guard, to possess a weapon or weapons. A registered business name is required and local council authority must be obtained for the premises.
	No	No other licences required				

- ▲ (ACA) Australia Communications Authority
 ■ (OFT) Office of Fair Trading

Did you know about

Acts which may apply to your business

- *Invasion of Privacy Act 1971*
- *Local Government Act 1993*
- *Weapons Act 1990*
- *Security Providers Act 1993*
- *Security providers (Amendment) Act 2007*
- *Mutual Recognition (Queensland) Act 1992*

You can purchase copies of legislation from *SDS Publications* at www.sds.qld.gov.au

Australian Standards

Information on Australian and International Standards is available from *SmartLicence* or *Standards Australia* at www.standards.com.au

Further assistance - Licence/regulatory information



Suggested reading

Online at www.business.qld.gov.au/resourcecentre:

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



Useful contacts

- 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 - www.business.qld.gov.au/gobis



Workshops/seminars

Contact your Department of Employment, Economic Development and Innovation regional centre or online at www.business.qld.gov.au/workshops for details of the following workshop(s):

- Managing for Profits Workshop
- Tendering for Government Business Workshop



Online learning

Smart Skills online at www.business.qld.gov.au/smartskills

5.0 Key contacts

Action	Web	Email	Phone	Post	In Person	Contact Details
Business planning information and resources	✓	✓	✓		✓	Business Resource Centre 400 Boundary Street (cnr Fortescue), Spring Hill (free parking) Phone: 1300 363 711 or +61 7 3001 6359 - <i>press option 3</i> Email: resource.centre@deedi.qld.gov.au Website: www.business.qld.gov.au/resourcecentre
Business Readiness Diagnostic	✓					
Licensing and other start up information	✓	✓	✓		✓	SmartLicence Licence Information - <i>press option 2</i> Licence lodgement and assistance - <i>press option 5</i> 400 Boundary Street (cnr Fortescue), Spring Hill (free parking) PO Box 974 Spring Hill, QLD 4004 Phone: 1300 363 711 or +61 7 3001 6359 Email: smartlicence@deedi.qld.gov.au Website: www.business.qld.gov.au/smartlicence
Lodging a licence / business name application	✓			✓	✓	
Government services and small business support	✓	✓	✓		✓	GOBiS – Government Business Information Service 400 Boundary Street (cnr Fortescue), Spring Hill (free parking) Phone: 1300 363 711 or +61 7 3001 6359 <i>press option 4</i> Email: smartlicence@deedi.qld.gov.au Website: www.business.qld.gov.au/qobis

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 Queensland +61 7 3001 6359 as well as providing services through the below listed Department of Employment, Economic Development and Innovation regional centres throughout Queensland.

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



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

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