



# **A Guide to doing Business in Bass Coast**



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<b>Contents</b>	
<b>Economic Development</b>	<b>3</b>
<b>Planning and Building</b>	<b>4</b>
Planning Permits	4
Building Permits	5
<b>Food, Personal Care and Accommodation</b>	<b>6</b>
Food Businesses	6
Food Act Registration	7
Personal Care Businesses	7
Accommodation Businesses	7
<b>Footpath Trading</b>	<b>8</b>
<b>Liquor Licencing</b>	<b>9</b>
<b>Tourism and Directional Signage</b>	<b>10</b>
Road Signage	10
Marketing	11
<b>Home-based Business</b>	<b>12</b>
<b>Waste Services</b>	<b>13</b>
Transfer Stations	13
<b>Accessibility</b>	<b>14</b>

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## Economic Development

If you are new to business and in the process of selecting a location, or considering expanding your business we encourage you to contact Council's Economic Development Team for an appointment so we can discuss your business needs.

Business assistance includes:

- Council permit guidance
- Land availability assessment
- Skill development through workshops and seminars
- Government agency liaison
- Small Business Mentoring Service
- Marketing material and opportunities
- State and Federal grant identification
- Infrastructure development facilitation
- Business networking activities
- Research and statistics
- Supporting regional partnership opportunities



Business guides for setting up a new business are available at Business Victoria, along with further information needed to run your business successfully.

Before starting a business, please ensure your business name is registered through Australian Securities and Investment Commission.

If you intend to operate a company, it must be registered with the Australian Securities and Investment Commission.

Web  
Link

Starting a Business: [business.vic.gov.au](http://business.vic.gov.au)  
Business name registration: [asic.gov.au](http://asic.gov.au)  
Company registration: [asic.gov.au](http://asic.gov.au)

## Planning and Building

A Planning Permit is a document that gives consent for the use or development of a particular property.

A Building Permit is a document that gives consent for proposed building works on the land. Building permits are approved by a private building surveyor and help ensure adherence to structural requirements.

### Planning Permits

Planning permits are issued by Council and may be required for:

- Displaying a sign
- Subdividing land
- Changing the use of a property
- Constructing, altering or demolishing property ie restaurant, accommodation, tourist attraction
- Clearing vegetation
- Providing and requesting a reduction of car parking spaces
- Obtaining a liquor licence

**Web  
Link**

**Planning permit enquiries/applications:**  
[basscoast.vic.gov.au](http://basscoast.vic.gov.au)

It is advisable you allow sufficient time for a permit application to be processed prior to establishing your business. We recommend that you talk to Council about your proposed business ideas and plans before lodging your planning permit.

A planning officer can help review your proposal prior to the completion of a permit application and provide greater assurance regarding proposal support.

### Australian Business Licence and Information Service

ABLIS helps you find the government licences, permits, approvals, registrations, codes of practice, standards and guidelines you need to know about to meet your compliance responsibilities if you are starting, operating, growing, or closing a business.

**Web  
Link**

**Australian Business Licence and  
Information Service:**  
[ablis.business.gov.au](http://ablis.business.gov.au)

## Building Permits

Building permits are documents that signify that a building surveyor has approved your proposed building work. Almost all building work requires a permit, including alterations, demolitions and change of use.

Proceeding with building work without a required permit can carry fines of up to \$60,000. A number of building surveyors service Bass Coast.



Council's Building Department can assist with:

- Provision of building information
- Issue of occupancy permits for places of public entertainment
- Responses to complaints and prosecuting for offences under Victoria's building legislation
- Issue of report and consent for siting variations, construction over easement and demolition works

Web  
Link

Learn more about building permits:  
[buildingcommission.com.au](http://buildingcommission.com.au)



## Food, Personal Care and Accommodation

### Food Businesses

If you are planning to operate a business (even a hobby business) or community group that involves the sale of food then you will need to register with Council under the *Food Act 1984*.



The definition of sale includes food given away for free as part of another service (eg Bed and Breakfast), or as part of a promotion, or as a prize or reward.

Food businesses are classified into four risk levels according to the type of food used on the premises and the target customers.

Risk level	Description	Requirements
1	Sale of high risk foods to vulnerable groups eg aged care facility, child care centre, hospital kitchen	<b>Registration</b> Food Safety Program Food Safety Supervisor Independent Audit Council Inspection
2	Preparation involves exposed high risk foods eg cafés, takeaways, manufacturers of high risk foods	<b>Registration</b> Food Safety Program Food Safety Supervisor Council Inspection
3	Preparation of low risk foods or sale of pre-packaged high risk foods eg green grocers, cake preparation (no cream), milk bars not selling hot foods or sandwiches, community group BBQ	<b>Registration</b> Minimum Records Council Inspection
4	Sale of pre-packaged, low risk foods and some specified activities eg newsagent selling confectionery, sausage sizzle, community group cake stall (no cream)	<b>Notification</b> Council Inspection (optional)

## Food Act Registration

Businesses that sell food (including liquor) must register with the appropriate authority depending.

If your business ...	then register with ...
Sells, transports or prepares mainly meat (eg butcher) or seafood (eg fishmonger)	Prime Safe (03) 9685 7333
Sells, makes, transports or prepares mainly dairy products (eg dairy or cheese maker)	Dairy Food Safety Victoria (03) 9810 5900 <a href="http://www.dairysafe.vic.gov.au">www.dairysafe.vic.gov.au</a>
Sells, makes, transports or prepares other foods or a mix of foods	Bass Coast Shire Council (03) 5671 2211 or 1300 BCOAST (1300 226 278)
Operates from a mobile food premises (eg hot dog or ice cream van) across different Council areas	Streatrader <a href="http://www.streatrader.health.vic.gov.au">www.streatrader.health.vic.gov.au</a> Check with Council's Environmental Health Team.

For further information or registration, food safety programs and minimum records contact Council's Environmental Health officers or visit web link below.

**Web Link** [Food safety information:  
health.vic.gov.au/foodsafety](http://health.vic.gov.au/foodsafety)

## Personal Care Businesses

Hairdressers, beauticians and skin penetration businesses (ear/body piercing, tattooists and some acupuncturists) must register their business with Council under the Public Health and Wellbeing Act 2008.

**Web Link** [Guidelines for structural and cleanliness standards:  
ideas.health.vic.gov.au/guidelines](http://ideas.health.vic.gov.au/guidelines)

## Accommodation Businesses

Bed and breakfasts, self-contained cabins, backpacker hostels, rooming houses, hotels, motels, school camps and holiday houses accommodating six or more people must register their business with Council under the Public Health and Wellbeing Act 2008.

Caravan Parks must also register with Council under the Residential Tenancies (Caravan Parks and Movable Dwellings Registration and Standards) Regulations 2010.

## Footpath Trading

Local Laws officers look after issues such as litter and footpath trading.

Council has a Footpath Trading Code and a Local Law No.1. A permit is required to place items on or above the footpath.

Web  
Link

View the Footpath Trading Code:  
[basscoast.vic.gov.au](http://basscoast.vic.gov.au)



Items that require a permit outdoors include:

- Goods for sale
- Planter boxes
- Advertising
- Umbrellas, heaters etc
- Furniture (ie tables and chairs)
- Screens
- Sandwich boards

Council may approve a permit for items on the footpath provided the items do not pose a significant risk to pedestrians or traffic, negatively impact on the existing street aesthetics or impede movement or access.

If a permanent building fixture is needed, a building or planning permit may be required (see page 4).

To be eligible for a permit, you must have a Public Liability Insurance Policy.

Web  
Link

Download a Local Law No.1 application:  
[basscoast.vic.gov.au](http://basscoast.vic.gov.au)





## Liquor Licencing

If you are planning to sell or serve alcohol, you will need to apply for a Victorian Liquor Licence. The different types of licences are differentiated by the size of the establishment and the amount of alcohol sold or served. A Planning Permit may be required prior to applying to the Victorian Commission for Gambling & Liquor Regulation. Please check with Council's Planning Department.

Common types of liquor licences include:

- Renewable Limited Licence (ie B&Bs, small wineries, small motels with mini bars, caravan parks, etc)
- Vigneron Licence (large wine makers)
- Club Licences
- Restaurant and Café Licence
- General Licence (includes hotels, clubs and taverns)

Issues that influence what type of liquor licence you will require include:

- The licence time period (how long will you require a liquor licence for)
- Where will alcohol be consumed – on premises or taken away
- Land use restrictions or requirements

A Liquor Licence application kit can be downloaded from the Victorian Commission for Gambling & Liquor Regulation website.

Web  
Link

Estimate liquor licensing fees or apply for a permit: [vcglr.vic.gov.au](http://vcglr.vic.gov.au)

## Tourism and Directional Signage

If you are considering starting or purchasing a tourism business, Council's Tourism Team will be able to assist you with:

- Reports that identify current and potential visitor markets to the region
- Data on the economic impact of tourism to Bass Coast
- Identifying permits that may be required for your business (eg permits applicable for B&Bs)

Web  
Link

Download tourism research data:  
[basscoast.vic.gov.au](http://basscoast.vic.gov.au)



## Road Signage

The Tourism Team will be able to assist you with your tourist road signage enquiries.

Tourist road signs provide visitors with directions to:

- Attractions
- Accommodation
- Other facilities or locations of interest

The types of signage that may be available to your business will depend on whether the road is Council or VicRoads owned, and the location of the business.

Tourist road signs are directional. They do not include advertising signs for which a planning permit is required (see page 4) or A-frame signage for which a Local Laws permit is required (see page 8). Set criteria must be met to qualify for tourist road signage.

Web  
Link

Download tourist signage guidelines:  
[vicroads.vic.gov.au](http://vicroads.vic.gov.au)



## Marketing

Marketing is a key component to all business. The Economic Development and Tourism Team can direct you to organisations that can help to promote and market your business.

Council operates accredited Visitor Information Centres located on Phillip Island (Newhaven and Cowes) and Inverloch.

Web  
Link

Official Bass Coast Visitor Guide:  
[visitbasscoast.com.au](http://visitbasscoast.com.au)



Council also supports and works closely with Destination Phillip Island and Destination Gippsland. Their role is to grow the local tourism sector and work in partnership with industry and government to deliver rewarding and lasting economic, environmental and social outcomes.

Web  
Link

Destination Phillip Island:  
[visitphillipisland.com](http://visitphillipisland.com)  
Destination Gippsland:  
[destinationgippsland.com.au](http://destinationgippsland.com.au)

## Home-based Business

If you are looking to get out of the rat race, to spend more time with family and friends, and to live a more balanced life, a home-based business may be the right decision for you.

There are a number of guidelines in place to make sure home-based businesses don't have a negative impact on the surrounding neighbourhood.

Some businesses will require a permit, such as a planning or food registration permit, to operate in a residential area.

Listed are some of the things to consider before starting your home-based business.

As a general rule, you can operate a home-based business:

- In a flat or unit
- If the business is not mechanical in nature
- If you employ no more than one person who does not live there
- If the business uses the same amount of electricity, gas or water as normal domestic use
- If it does not cause detriment to adjoining property owners

It is possible to expand your home-based business beyond these requirements with a planning permit.

A planning permit may be required if more than 10 per cent of the floor area of the dwelling is used for the business. It is advisable to contact Council's Planning Department prior to establishing your business to ensure local zoning allows your business and that Council permits are not required.



## Waste Services

When setting up a new business there may be waste management and storm water issues to consider.

Council aims to improve waste management by encouraging businesses:

- That require storing of solid waste, to do so securely at their premises
- To minimise the intake of rubbish into storm water drains by collecting litter into bins

The Waste Services Team can provide information on waste management and recycling services and advise of initiatives that may be suitable for integration into your business.

Please note:

There may be local laws and/or health planning requirements involved in specific waste disposal issues. If you are unsure, please contact Council's Waste Services Team.

## Transfer Stations

Town	Transfer Station Location
Wonthaggi	180 Cameron St; (03) 5672 3088
Grantville	1685 Bass Hwy; (03) 5678 8739
Cowes	Dunsmore Rd; Fri–Tues 10.30am – 3.30pm

Sustainability Victoria provides guides to help you identify the best waste and recycling service and contract arrangement for your business.

Detox Your Home collection days are held bi-annually for the disposal of household quantities of chemicals, whilst special programs for farm chemicals and silage plastic recycling are also available.



## Accessibility

Making your business more accessible is likely to make it safer for both customers and staff alike.

Good access is about providing the best possible access to your goods and services for all, regardless of age, ability, body size and shape or use of mobility aids.

Good access also benefits customers with children in prams, shoppers with heavy bags/trolleys, older people, delivery people and employees.

What you do to improve accessibility doesn't need to be expensive and it will also assist you to meet your legal responsibilities to provide equitable access to goods and services.

Make the most of customer service – show respect

Town	Transfer Station Location
Inverloch	Old Ford Rd; Sat–Mon 8.30am – 4.30pm

Handy hints to improve access for your customers:

- Make it easy for people to find you – advertise your (access) advantages, make the entrance easy to see, avoid obstructions
- Make access easy – provide level access, easy to open doors, wider doorways, clear sight lines
- Make it easy for people to get around – provide clear signage, information, good lighting, easy to negotiate layout

People with disability have a range of valuable skills and abilities which could be useful in your business.

Employing people with disability can proactively meet the current and changing needs of your customer base.



## More Information

For more information on planning issues, building law and local access requirements, contact Council's Sustainable Development and Growth Division or RuralAccess Worker.



### Web Link

#### Access information and resources

[basscoast.vic.gov.au](http://basscoast.vic.gov.au)

Accessibility Disability Access

Good Access is Good Business Guide

## Disclaimer

'A Guide to Doing Business in Bass Coast' is intended only as a guide for those wishing to learn more about operating a small business within Bass Coast. It must not be used as a substitute for regulatory acts, legislation or Government policy. If, in any case, there appears to be a conflict between the Federal or State Government Policy, or international law, the information contained within this booklet shall not take precedence or be in any way construed as legal advice to the reader.

Bass Coast Shire Council and representatives take no responsibility for the outcomes of individual or business decisions made as a result of the advice contained within this resource. We recommend readers undertake additional research before proceeding with any significant decisions affecting their future business operations or financial position.

If you have any queries about information in this Guide please give us a call.



attractive by nature

## **Contact Details**

Office Address:

76 McBride Avenue  
Wonthaggi Vic 3995

Postal Address:

PO Box 118  
Wonthaggi Vic 3995

Telephone:

(03) 5671 2211 or 1300 BCOAST (226 278)

National Relay Service

133 677

(for people with communication difficulties)

Fax:

03 5671 2222

Email:

[basscoast@basscoast.vic.gov.au](mailto:basscoast@basscoast.vic.gov.au)

Website:

[basscoast.vic.gov.au](http://basscoast.vic.gov.au)

Facebook:

[facebook.com/BusinessInBassCoast](https://facebook.com/BusinessInBassCoast)