



## Section A: Business

Outline. Contacts. Handouts.

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## Session Guide

Each Section is three hours long, with a short break in the middle.

### Section A: BUSINESS

This section concentrates on setting up a creative freelance business, doing things “properly”, pretending to be normal so you can take advantage of the system, and thinking about how your business will run from now on.

#### Beginning: Planning Your Business

- Introductions: Knowing Me, Knowing You (ah hahhh... thanks Abba)
- Goal Setting: Figuring out where you're going, and how to get there.
- Business Planning: cheap, effective and “proper” way to prepare for business.
- S.W.O.T Analysis: Figuring out your skills, and where you might need help.
- Public V. Private: Managing the conflict between your private dreams and public life.

#### Middle: The Practicalities

- Getting an ABN: Your entrance to the legitimate Tax System nationally.
- Business Name Registration: How to make your business lawful in your State.
- Business Structure: Sole Traders.
- Business Structure: Partnerships, and making a Partnership Agreement.
- Partnership Agreements: Ensuring any partnership is fair and legal from the start.
- Business Structure: More About Companies

#### End: How Your Business Will Run

- Working From Home: Guidelines and tricks to make life easier in your home office.
- The Virtual Office: Working from home and an office at the same time!
- Renting an Office: Things to watch out for if you want to leave home permanently.
- Managing your Time and Space: Setting up, time tracking and prioritising.
- Creating Systems: Preparing to replace yourself.

#### Your Notes

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## Helpful Business Books

### GENERAL BUSINESS

- **E-Myth Revisited, The: Why Most Small Businesses Don't Work and What To Do About It**, by Michael E. Gerber. HarperCollins, 1995.
- **First Steps in Small Business: Records, Accounting, Taxation and Financial Management**, by Thomas Gaffney. Butterworths, 1990.
- **Information Sheets**, from the Australian Securities and Investment Commission (ASIC). Deals with single-director companies. Available from ASIC Business Centres.
- **Make It Happen!: Your Step by Step Guide to Business Success**, by Fiona Anson. AHA! Publishing, 1997.
- **No Experience Necessary: Young Entrepreneur's Guide to Starting a Business**, by Jennifer Kushell. Princeton Review, 1997.
- **Organizing for the Creative Person: Right-Brain Styles for Conquering Clutter, Mastering Time, and Reaching Your Goals** by Dorothy Lehmkuhl. Three Rivers Press, 1993.
- **Small Business Guide**. Summarises the main provisions relevant to small companies. Available from AusInfo. Call 132 447.
- **Teaming Up : The Small Business Guide to Collaborating With Others to Boost Your Earnings and Expand Your Horizons**, by Paul Edwards, Sarah Edwards (Contributor), Rick Benzel. J P Tarcher, 1997.
- **Time Management for the Creative Person: Right-Brain Strategies for Stopping Procrastination, Getting Control of the Clock and Calendar, and Freeing Up Your Time and Your Life**, by Lee Silber. Three Rivers Press, 1998.
- **Working For Yourself in Australia**, by Lou de Leeuw. Pitman Publishers, 1995.
- **Dynamic Small Business Magazine: The Magazine for Making Money**. Published by Enterprise Publications, Edited by Sarah Cumberland. Costs \$6.50, published monthly.

### HOME BASED BUSINESS

- **Home Based Businesses: Guidelines for Setting Up a Small Business at Home**. Australian Government Publishing Service, 1992.
- **How to Run a Business From Your Home**, by Peter Vervoorn. Angus and Robertson, 1989.
- **Work-At-Home Sourcebook, The** (7th Ed), by Lynie Arden. Live Oak Publications, 1999.

### FAIR TRADING PUBLICATIONS LIST

Contact the Department's Publications Unit for more information and a price list.

- **Associations - A Guide to Incorporating**
- **BLIS - Ending the Paper Chase** (DFT068)
- **Business Checklist - Credit Code** (DFT031)
- **New Credit Code - Business** (DFT037)
- **Thinking Business, Think Cooperatives** (DFT012)
- **Your Business** (DFT002)

## Business Contacts and Websites

### **RESEARCHING BUSINESS NAMES AND ABNs**

**Australian Business Register:** ABN Lookup - Online database of info provided by businesses.

[www.abr.business.gov.au](http://www.abr.business.gov.au)

**Apply For Your ABN:** Online registration for new ABNs, or change your ABN details.

[www.abr.business.gov.au/ABR\\_BC/](http://www.abr.business.gov.au/ABR_BC/)

**ABN Lookup:** Easily verify ABN and GST information about yourself and others.

[www.abn.business.gov.au/](http://www.abn.business.gov.au/)

**ASIC (Australian Securities and Investments Commission) National Names Index**

[www.search.asic.gov.au/gns001.html](http://www.search.asic.gov.au/gns001.html)

**IP Australia Trademark Search**

[www.ipaustralia.gov.au/trademarks/search\\_index.shtml](http://www.ipaustralia.gov.au/trademarks/search_index.shtml)

### **REGISTERING A BUSINESS NAME OR A COMPANY**

**Business Names: Where to Register a Business Name in your State**

[www.business.gov.au/Business+Entry+Point/Business+Topics/Registration+and+licences/Register+your+business+or+company/Register+your+business+name+in+your+state+or+territory.htm](http://www.business.gov.au/Business+Entry+Point/Business+Topics/Registration+and+licences/Register+your+business+or+company/Register+your+business+name+in+your+state+or+territory.htm)

**Companies: ASIC (Australian Securities and Investments Commission) - [www.asic.gov.au](http://www.asic.gov.au)**

**Business Plan Templates and further information.**

[www.business.gov.au/Business+Entry+Point/How-to+guides/Thinking+of+starting+a+business/How+do+I+write+a+business+plan.htm](http://www.business.gov.au/Business+Entry+Point/How-to+guides/Thinking+of+starting+a+business/How+do+I+write+a+business+plan.htm)

### **GOVERNMENT BUSINESS INFORMATION AND SUPPORT**

**Australian Bureau of Statistics:** Research and information about Australians.

[www.abs.gov.au](http://www.abs.gov.au)

**Business Entry Point:** Offers easy access to Commonwealth Government business programs.

[www.business.gov.au/](http://www.business.gov.au/)

**Federal Department of Employment and Workplace Relations**

[www.dewr.gov.au/dewr/](http://www.dewr.gov.au/dewr/)

**Home Based Business:** Essential reading for anyone working from home.

<http://www.business.gov.au/Business+Entry+Point/Business+Topics/Home-based+business/>

**Australian Government Information Management Office:** Federal government publications.

[www.agimo.gov.au/information/publishing](http://www.agimo.gov.au/information/publishing)

### **OTHER BUSINESS RESOURCES**

**Australian Business Network:** Offers comprehensive listing of Australian businesses.

[www.business.net.au/](http://www.business.net.au/)

**Australian Business Limited:** Offers members products and services to help them grow.

[www.australianbusiness.com.au/](http://www.australianbusiness.com.au/)

**Flying Solo:** For anyone working alone and at home.

<http://www.flyingsolo.com.au/>

**My Business:** The latest business info, a magazine, other resources.

[www.mybusiness.com.au](http://www.mybusiness.com.au)

**Small Business Resource Centre:** A compilation of useful information for entrepreneurs everywhere.

[www.smallbusiness.com.au/](http://www.smallbusiness.com.au/)

### **VIRTUAL OFFICES**

**Serviced Offices International**

[www.serviced.com.au](http://www.serviced.com.au)

**Virtual Office Services**

<http://www.virtualofficeservices.com.au/>

**Silent Partner:** Virtual Offices, "Executive Service", meeting rooms and business services.

[www.silentpartner.com.au](http://www.silentpartner.com.au)

**Virtual Office Australia**

[http://www.executivecentre.com/serviced\\_offices\\_en/virtual\\_office\\_australia.php](http://www.executivecentre.com/serviced_offices_en/virtual_office_australia.php)

**The complete Freelance Success BUSINESS guide is only available to students.  
If you would like to enrol, please call the office on 02 9559 1901 or call 0408 211 318.**