

SUPPORT FOR STARTING AND GROWING YOUR BUSINESS



Did you know?

There are 23,000 small businesses in Greater Geelong that make up over 97 per cent of all businesses. It is estimated that small businesses in Greater Geelong generate \$9 billion revenue.

Whether you're looking to start, grow or invest in a local business, the Investment & Economy team are committed to providing you with the right advice and relevant information to help your business.

Our local business support includes:

- Supplying local economic insights to help with informed decisions.
- Delivering programs and events that support business growth and upskill our workforce.
- Identifying available grants and funding opportunities.
- Business Concierge Service for advice on Council permits and registrations.

To help grow and diversify our economy, we:

- Collaborate with business and industry experts to explore opportunities for Greater Geelong.
- Advocate for strategic projects that underpin business and industry growth.
- Help address important local economic challenges.

The City of Greater Geelong supports local businesses and promotes investment opportunities to drive economic growth. If you're interested in starting, growing, or investing in a local business visit www.geelongcity.vic.gov.au/business.

1. [Start and grow your business.](#)
2. The [Business Concierge service](#) provides assistance in determining any permits, and or registrations, that may be required from Council to setup, expand or relocate your business. Use the [Business Concierge enquiry form](#).
3. Keep up to date with business events via our [Business Events Calendar](#)
4. We recommend [liking and following our Facebook page](#) and [subscribing to our e-newsletter](#) to keep up to date with the latest business news, events and support for Geelong businesses.
5. [Spotlight on Business - Free Promotion Opportunity](#) on our Eco Dev Facebook page with 4.8K followers.
6. [The Geelong Small Business Festival](#) (GSBF), held every year in August, is Geelong's largest dedicated business festival and includes a range of free and low-cost workshops/webinars to grow your business and skills.
7. We provide data on local demographics, labour market conditions, spending by residents and visitors, population forecasts, economic impact of major investment, major projects and construction activity to help you plan, run and or expand your business. See [Statistics and data | City of Greater Geelong](#)

City of Greater Geelong - Investment & Economy: E ecodev@geelongcity.vic.gov.au P 03 5272 4888

Business Registration Service (Australian Government)

[Apply for your key business and tax registrations](#) in one place.

Ensure your ABN details on the Australian Business Register are accurate.

Make sure your [ABN details and business location are correct on the Australian Business Register \(ABR\)](#). If your ABN details are out of date, your business is at risk of missing out on important information, support or financial assistance such as government grants. Your main business address and details on the ABR should be the physical street address of your business or organisation, not a post office box or tax or BAS agent address (unless you are a tax or BAS agent business).

Australian Business Licence and Information Service (ABLIS)

[Find the licences you need](#) to start, run and grow your business

Business (Australian Government)

The business.gov.au website is designed to support businesses in Australia and provides a wide range of information and business resources to help your business succeed.

1. [Guide to starting a business](#)
2. [Consider what's involved in running a business before you start.](#)
3. [Work out your business registrations](#)
4. [Develop your business plan](#) to start, grow or manage your business effectively.
 - [Business Plan Template](#)
 - [Balance sheet template](#)
 - [Profit and loss statement template](#)
 - [Cash flow statement template](#)
5. [Develop your marketing plan:](#) A marketing plan helps you define the strategy, activities and channels to promote your products or services.
6. [Business insurance](#)

Business Victoria (Victorian Government):

[Business Victoria](#) is a comprehensive online resource designed to help you start, run and grow your business.

1. [Essential business information](#), tools and templates to help you develop the skills you need to start, run or grow a successful business.
2. [Tools & templates](#), practical tools, templates and calculators to help you start and run your business

Victorian Small Business Commission

The [Victorian Small Business Commission](#) offers small business [support and information](#) to grow your knowledge and make sure you understand your rights and responsibilities.

Subscribe to their newsletter to get the latest business tips, case studies, news and events

Australian Taxation Office (ATO)

1. [Tax and super information](#) for business and organisations, including not-for-profits
2. The key things you need to know and do when [starting your own business](#).
3. Use the [business viability assessment tool](#) to help you work out whether your business is viable.
4. [Essentials to Strengthen Your Small Business](#), offers free, professional courses designed to help small businesses build knowledge and improve skills in business planning, finances, record keeping, and business management.
5. [Small business benchmarks](#) help you compare your business's performance against similar businesses in the same industry.

Business Support – Grants and Programs Please ensure you satisfy the listed eligibility criteria before applying.

1. [Grants and programs finder](#)
2. [Business Victoria](#) - Use the filters on this page to find grants and programs to support your business.
3. [Funding centre](#) - City of Greater Geelong - The Funding Centre brings together grant opportunities offered by government, philanthropic and corporate grant-makers in one place, providing an easy grant search solution for the community. Grants are available for not-for-profits, businesses, individuals and schools.

Business In Heels [Accelerator Program](#): Supports women in starting a business.

Free and Low-cost Business Mentoring

1. Free Business Victoria [Virtual advice sessions](#)
2. Workforce Australia [Self-Employment Assistance program](#)

Free and Low-Cost Skills Training

1. Business Victoria [courses and webinars](#)
2. [Business Victoria Small Business Bus](#) 1:1 tailored advice to help you start, build, or transform your small business.
3. [Learn Local](#) – skills for study, work and life