

Business Kit





Welcome

Nillumbik Shire Council is committed to growing a vibrant and prosperous economy and as a result, the establishment, growth and success of your business is of great importance to us.

This guide outlines the range of support and assistance we offer to new and existing businesses. Our aim is to grow these services over time and in partnership with our business community.

We introduce you to our business support program, with many activities and events being free or subsidised for local business owners and start-ups. Through this program we provide you with opportunities to connect and network with other local businesses, as well as develop the skills necessary to grow your business.

There is also information about how we support you to access other areas of Council that you may need to interact with.

To make it easy for you, we have created a dedicated page on our website to house all the documents we reference in this document. Visit nillumbik.vic.gov.au/businesskit.

We acknowledge the hard work and tenacity of all local businesses and associations doing an incredible job every day of the year. Your businesses bring prosperity and vibrancy to the entire community, making Nillumbik a unique place to live and work.

The Economic Development & Tourism team looks forward to working with you.

Cr Karen Egan
Mayor

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About us

The resident population of our Shire in 2019 is 64,647 living in 21,753 dwellings with an average household size of 2.90. The population is forecast to grow to 70,391 by 2036.

Our residents have a high level of socio-economic advantage – including low levels of unemployment, a high proportion of high incomes and are highly qualified professionals.



Profile in brief

Area	431.94km²	Medium and high density housing	6.5%
Total population	64,647	Households with a mortgage	47.8%
Rateable properties	23,383	Households renting	9.3%
Percentage of population aged 0-17 years	24.2%	Households speaking a language other than English at home	9%
Percentage of population aged 60 years and over	19.8%	University qualification (Bachelor or higher)	28.4%
High income households (\$2,500 per week or more)	35%	Unemployment	4.3%
Low income households (less than \$650 per week)	9.9%	People who travelled to work by car (either as driver or passenger)	80%
Couples with children	47%		
Couples without children	24.7%		

Where we are

We are located in Melbourne's north-eastern suburbs, about 25 kilometres from Melbourne CBD. We are bounded by Murrindindi Shire in the north, Yarra Ranges Shire in the east, Manningham and Banyule Cities in the south and the City of Whittlesea in the west. The Shire's boundaries are the Kinglake National Park in the north, the Yarra escarpment in the east, the Yarra River in the south, and the Plenty River in the west.

Our Shire includes the suburbs and rural localities of Arthurs Creek, Bend of Islands, Christmas Hills, Cottles Bridge, Diamond Creek, Doreen (part), Eltham, Eltham North (part), Greensborough (part), Hurstbridge, Kangaroo Ground, Kinglake (part),

Kinglake West (part), North Warrandyte, Nutfield, Pantan Hill, Plenty, Research, Smiths Gully, Strathewen, St Andrews, Watsons Creek, Wattle Glen, Yan Yean (part) and Yarrambat.

A major proportion of the Shire is considered semi-rural with 91% being zoned as Green Wedge, one of Melbourne's 12 green wedges.

Our major townships are well serviced by road infrastructure with access to the M80 Western Ring Road and the Eastern Freeway. The region is also connected to the city by rail via the Hurstbridge Metro Rail Line, as well as a Public Transport Victoria bus network.

Economic Profile

In 2017/18 our Shire's Gross Regional Product (GRP) was approximately \$1.88 billion. Growing 4.6% since 2015/16, our GRP supports around 16,500 jobs across 6400 businesses. Nearly all of these businesses are Small to Medium Enterprises (SMEs) that employ 20 persons or less. Approximately half of the working population of our employees are locals. This work force is aging concurrent to slow population growth within the Shire. A quarter of businesses in the Shire are owned by a person aged 55+.

The largest sectors of the Nillumbik economy can be classified as:

- **Primary and Trade: Construction, agribusiness and manufacturing**

Construction accounts for 28% of all businesses and has the highest percentage of total output of all sectors. Manufacturing supports 3000 jobs however, it has declined significantly since 2015/16. This trend is consistent across Victoria and we forecast manufacturing in our Shire to be niche-orientated. Agriculture is a very small employer however opportunities exist to grow this sector given emerging technologies and the Shire being part of the Green Wedge.

- **Knowledge-based: Education, health care and professional services**

Education and Training is a key industry supporting more than 3700 jobs. Healthcare, along with construction, is the largest employing sector and has the fastest growing output at \$180m. Healthcare workers are primarily catering for local residents' health needs and with our aging population, we will see this trend continue. Professional services businesses make up 24% of the business base and are primarily SMEs.

- **Creative and culture: Arts, culture, recreation, tourism**

While the size of this sector is small, 145 jobs and 5 new businesses were created between 2011 and 2016. Sport and recreation accounts for the majority of total jobs however the majority of the jobs growth occurred in the creative and performing arts sector. Tourism employed 15% of the workforce in 2017. This is a broad sub sector and accounts for \$363 million of total output.

- **Population driven: Retail and hospitality**

While 10% of our working population is employed in this sector, the challenging retail environment has seen employment decrease by 10% between 2011 and 2016. The Eltham and Diamond Creek Major Activity Centres support over 33% of all retail jobs. Growth in these sectors typically align with population and dwelling growth which are low.

Open for business



Local Business Associations

Nillumbik has a range of industry groups and networks that support new and existing business.

We work closely with local and regional business groups to build and grow relationships through the implementation of our Economic Development Strategy.

Commercial retail precincts in Eltham, Diamond Creek and Hurstbridge have a Special Rate Levy in place collected by Council for the purposes of marketing these retail precincts.

Nillumbik Tourism and Business (NTB) currently represent more than 130 business in our region by providing networking, professional development and business opportunities.

Where possible, NTB look for ways to help its members raise their business profile and help them connect with other businesses.

In 2018, we entered into a partnership with Yarra Ranges Tourism, one of Victoria's 13 regional tourism bodies, to promote our region on a wider scale and inspire people to visit, explore and experience the beautiful landscapes, artisans and townships Nillumbik has to offer.

As part of our commitment to support a growing local economy, we are also part of NORTH Link, a regional partnership of industry, education and government established in 1995. NORTH Link aims to develop the manufacturing sector in Melbourne's north.

Council works closely with each of these groups to align activity to benefit all.

We also work with a number of other associations across the municipality and businesses are encouraged to engage with these groups.

Banyule Nillumbik Local Learning & Employment network (BNLLEN)

bnllen@bnllen.org.au
bnllen.org.au

Diamond Creek Traders Association

marketing@diamondcreekshopping.com.au
diamondcreekshopping.com.au

Eltham Chamber of Commerce & Industry

info@elthamtown.com
elthamtown.com

Hurstbridge Traders Association

info@hurstbridgevillage.com.au
hurstbridgevillage.com.au

Local Food Connect

info@localfoodconnect.org.au
localfoodconnect.org.au

Melbourne Innovation Centre

info@melbourneinnovation.com.au
melbourneinnovation.com.au

Nillumbik Tourism and Business

info@ntb.com.au
ntb.org.au

NORTH Link

info@melbournenorth.com.au
melbournenorth.com.au

Yarra Ranges Tourism

info@yarrarangestourism.com.au
yarrarangestourism.com.au

Please note the details for groups are subject to change. If you have trouble contacting any of them please contact **business@nillumbik.vic.gov.au** or **9433 3111**.

How we can help you

The Economic Development & Tourism team is comprised of experienced and dedicated professionals who are here to assist you. We work with local businesses, industry sectors, networks and associations to facilitate opportunities for business development, growth and employment creation.

The services we provide are varied and often we facilitate a pathway between you, other Council departments and State and Federal Government.

Specifically, we can help with:

- Assisting with permit applications requiring interaction with our regulatory departments.
- Advocating for government funding to support development of strategies, plans and policies.
- Assisting major businesses with government support to facilitate employment outcomes.
- Advocating to State and Federal Government and service providers for improved infrastructure.
- Provide advice and work with you to develop and refine business plans, management tools and growth opportunities.
- Delivery of business seminars, networking and training programs to ensure you have the tools to thrive.
- Distributing a regular business e-newsletter to inform of opportunities, trends and information that may affect you.
- Friendly and accessible liaison and advice on Council and government services.
- Active involvement and development in research and studies.
- Implementation of online strategies to support local businesses including marketing campaigns.
- Raising the profile and supporting tourism as a dynamic and growing sector of the local economy.

Commercial land

Most of our commercial and industrial land is located in Diamond Creek, Eltham and Research with two Major Activity Centres in Eltham and Diamond Creek.

Activity Centres are the State Government's preferred areas to concentrate a mix of uses and activities including retail, commercial, residential and are well serviced by infrastructure and public transport.

Activity Centres are guided by Structure Plans which give vision, objectives and direction to support vibrant, prosperous, well-connected and sustainable centres.

Council has applied the activity centre zone to the majority of land within the Centres as it provides greater flexibility of uses to support employment. Much of the available industrial land is also in the centres.

For Diamond Creek, this is Station Street and Elizabeth Street, and for Eltham, it is the Bridge Street Business Area, and has an industrial zone applied.

Council is in the process of updating the Diamond Creek and Eltham Major Activity Centre Structure Plans. This will ensure policy and planning settings continue to support businesses within each centre.

Although not a designated Activity Centre, Research also has a small industrial precinct within Candlebark Close and Contour Court.

The Visitor Economy

Tourism and hospitality is a major contributor to our economy. In 2015/16, the total tourism and hospitality revenue for the region was \$395.3m and the total value added to the economy was \$188.7m.

The Shire attracts around 184,314 daytrips and an annual average of 58,788 overnight trips (under-representing the true level of visitation as it only includes visitors who have travelled greater than 50km for their trip).

Nature-based tourism is a key drawcard with cyclists and bushwalkers drawn to the many bushland reserves in the Green Wedge. The region is also renowned for its authentic arts and culture experience, boutique wineries and family attractions.

We are home to a number of significant icons and attractions including Montsalvat, Diamond Valley Miniature Railway, Kangaroo Ground Memorial Tower, markets in Eltham, Hurstbridge, St Andrews, Sugarloaf Reservoir and the Edendale Community Environment Farm.

Visit Nillumbik

Our official visitor website visitnillumbik.com.au provides information about what's on, where to stay and what to see and do.

In addition to the website, marketing activities are supported by an active Facebook page, Visit Nillumbik. You can like the page to stay connected with what's happening and use [#visitnillumbik](https://twitter.com/visitnillumbik) to engage with and be promoted via social media.

Yarra Ranges Tourism has numerous opportunities for businesses to partner with them. See yarrarangestourism.com.au for more information.

Grants and funding

Council offers a number of grant programs throughout the year which support projects that create community partnerships, encourage sharing of resources and respond to community needs.

There are also a number of external grant and funding opportunities available which can assist you to take your business to the next level.

For more information contact our Grants Officer on **9433 3720**.

Events and festivals

We host a growing number of events and festivals throughout the year, ranging from community festivals to large region-wide events.

Our Events team are available to assist you plan your event including; finding event venues for your use and providing advice on logistics, planning, permit requirements, marketing, promotion and coordination of Council services.

Our website's event calendar is also available to you to promote community-run, not-for-profit events being held within the Shire.

For more information, please contact Events Unit via events@nillumbik.vic.gov.au or **9433 3276**.

Business support program

We offer ongoing support for local small businesses and new start-ups with a vision for growth and increased local job opportunities.

We host a comprehensive range of local workshops, mentoring, seminars and networking events throughout the year, aimed at providing you with the skills, tools and advice you need. These, and other workshops and business events, are promoted through our business newsletter and are updated regularly on our website.

For more information please visit nillumbik.vic.gov.au/businesskit and subscribe to our monthly Business in Nillumbik newsletter.

Marketing and Communication

Most new and existing businesses need to do some basic marketing initiatives to be successful. A planned approach to marketing and communications is an essential part of running a business.

There are many avenues you may want to consider. However, maintaining a good balance in your marketing activities is important to ensure you get the best return on your investment

We are able to assist you make the right decision for you and your business.

For more information, contact our Economic Development Team on **9433 3332**.

Regulatory requirements



Understanding Council processes and permits

We are committed to building an economic, social and environmentally-sustainable future for residents and visitors. In doing this, it is important that we have a strategic approach to business activity to ensure we grow in a sustainable and safe manner.

Planning permits, do I need one?

Before you take action that may require planning approval you should:

- Read our permit application process
- Call us if you have any questions regarding any planning forms
- Complete a Do I need a planning permit request

To access these forms visit nillumbik.vic.gov.au/businesskit

Phone **9433 3343** to make an appointment for preliminary advice or visit Council's Planning Counter at the Civic Offices.

Planning

Operating a new business is an exciting time. It is important to discuss your plans with our Statutory Planning Services team early, so that you are well prepared to understand how planning controls may guide your business.

Any use and development must comply with the relevant planning controls. The Nillumbik Planning Scheme sets out when a Planning Permit is needed, and considers issues such as land use, the appearance of a building and advertising signage, parking needs, amenity impacts, operating hours, external works and determines whether a place of assembly is required for events and activities.

We offer a pre-application service to discuss your proposal before you finalise your plans. In some instances, a Planning Permit may not be required; however, it's best to find out early!

Whether you are looking to run a business from home, need a liquor license for a bar or food premises, open a new business, change how the land is used, or undertake any other form of use or development, you need to know whether you need a Planning Permit.

Depending on the nature of your proposal, the permit application may need to be referred to authorities such as VicRoads, Environment Protection Authority Victoria, CFA or local water authorities for feedback and consent. Internal referrals are also part of the planning process and advice may be sought from areas such as our Infrastructure, Environmental Health and Economic Development & Tourism teams.

Taking all of this into consideration, you need to allow time for your permit to be processed and assessed. It is strongly suggested that you contact us early, as a simple application may take several months but having all the information required will reduce the processing times.

There may be requests for further information from referral authorities, notice to people who may be affected such as neighbours and community groups, as well as time to consider any objections to your proposal.

Please note: If you are leasing premises, you may still require a planning permit.

Building Services

Nillumbik Building Surveyors provide a high-quality building permit and compliance service within Nillumbik and beyond.

Our expert staff provide clear, consistent and concise advice on building permit requirements. We offer a prompt, compliant, unbiased and value-for-money building permit service, focused on ensuring all buildings are constructed to provide and maintain the health, safety and amenity of occupants.

Our service includes:

- Pre-application assessment and advice
- Building permits (domestic and commercial)
- Building inspections
- BAL assessments (bush fire assessment reports)
- Report and Consent
- Essential Safety Measures Inspection & Reports

For more information please contact nillumbik@nillumbik.vic.gov.au or **9433 3243**.

Accommodation

Nillumbik is a popular destination and as visitor numbers increase, the demand for accommodation is growing.

The Nillumbik Planning Scheme dictates what type of businesses can operate in specific zones so if you are thinking of starting an accommodation business it is highly recommended to speak to Statutory Planning to ensure it is an allowed use on your property.

For more information please contact nillumbik@nillumbik.vic.gov.au or **9433 3243**.

Health

The Environmental Health team is responsible for registering and inspecting a wide range of businesses that operate in Nillumbik.

Bed & Breakfast establishments

If your establishment can accommodate more than five people at any one time (excluding family members), you must be registered with Council as a Prescribed Accommodation establishment in accordance with the provisions of the *Public Health and Wellbeing Act 2008*.

Additional requirements will need to be observed if food will be served on the premises.

Beauty establishments

If you are wishing to offer beauty treatments such as electrolysis, hairdressing, acupuncture, tattooing, body piercing, or other similar business you must register your business with Council.

You should obtain a copy of the Department of Human Services guide *Health Guidelines for Personal Care and Body Art Industries* to find out more information on the risks associated with personal care services and necessary precautions.

Home kitchens and market stalls

Food businesses, including those operated from home, that handle, store or prepare food for the purpose of sale must be registered with Council.

Council's Environmental Health team may grant registration for domestic food production to the following:

- Occasional event organisers, i.e. fetes or charity functions
- Home/mobile caterers
- Market stall holders.

For more information on the registration process, refer to Chapter 3 of the *Australian Food Standards Code*.

Food premises development

Prior to your business becoming operative, you must register your food premises under the *Food Act 1984*. Council recommends new food businesses undergo approval of plans to ensure the design and construction meets the relevant standards.

Before undertaking any construction on a proposed or existing food premises, approval must be obtained from Council's Environmental Health team.

Considerations need to be made to aspects including flooring, fittings, hygiene, refrigeration.

Some of the activities that Environmental Health officers undertake to monitor the safety of food prepared and sold include:

- Inspecting food premises to ensure food is being stored, prepared and sold in a safe manner
- Conducting food safety program compliance checks
- Investigating food-related complaints and incidents of illnesses associated with food

For more information please contact the Environmental Health team via health.services@nillumbik.vic.gov.au or **9433 3340**. To read documents mentioned, visit nillumbik.vic.gov.au/businesskit

Signage

The type of signage you desire will determine which department at Council you should contact:

- For onsite/shop front business signage contact Statutory Planning.
- For A-Frame signage contact Community Safety and Amenity.
- For information on tourism signage which directs visitors to tourist attractions and accommodation, contact Economic Development & Tourism.

For more information please contact Customer Service on **9433 3111**.

The Creative Sector

Council is invested in the creative sector, through its *Arts and Cultural Plan 2018-2022*.

Establishing a creative business is not dissimilar to any other business type and requires the same regulatory assessments from planning.

Council also offers several arts grant opportunities.

For more information please contact our arts team on artsinfo@nillumbik.vic.gov.au or **9433 3359**.

Accessible and inclusive businesses

Accessibility is good for business. As a business, you play an important role in ensuring services are accessible for customers with a disability. With reasonable adjustments and a welcoming attitude it can make a world of difference to everyone.

The *Disability Discrimination Act 1992* requires businesses to provide equal access to goods and services for people with disability.

The *Come in... We're Accessible* website enables businesses to do a quick self-assessment to establish current standards and identify areas for improvement.

For more information please contact the Inclusion team via inclusion@nillumbik.vic.gov.au or **9433 3379**.

Sustainable energy efficient business

Businesses can access energy efficiency upgrades from accredited providers at a reduced cost via The Victorian Energy Upgrades. The provider claims Victorian Energy Efficiency Certificates related to projected energy savings and provides the products at a reduced cost.

Examples of eligible activities include replacement of old lighting with LED lighting, replacing old hot water systems, upgrading air-conditioning or refrigeration systems and installation of insulation. Council cannot vouch for providers but can recommend this as an option that allows upgrades to fixed appliances at a reduced cost to businesses.

Home-based business

A large proportion of businesses are operated from home in Nillumbik. If you are running a home-based business there may be regulatory requirements that will apply to you. However, if you are running a business consultancy from your home and don't employ staff, it is unlikely you will need a planning permit.

Contact Statutory Planning on **9433 3111** to determine permit requirements.

Liquor Licencing

If you intend to supply liquor in Victoria you must apply for a licence through the *Victorian Commission for Gambling and Liquor Regulation*. This is also the case if you wish to serve liquor on a temporary basis, for example as part of a festival or event.

When a liquor licence or BYO permit is granted, it is for a defined area and timeframe. A plan needs to be submitted to the *Victorian Commission for Gambling and Liquor Regulation* (VCGLR) as part of the application process. You may also need a planning permit to supply, serve and consume liquor on or off your premises.

If you need assistance through this process or to make sure you are on the right track please contact the Statutory Planning team to assist and help guide you through the process.

For more information please contact Planning Services via nillumbik@nillumbik.vic.gov.au or **9433 3343**.

General information

For general information and permit details relating to statutory planning, building, food, signage, street furniture, rates and septic tanks, visit the Nillumbik Local laws, permits and parking page.

If you would like to discuss your business proposal or set up a planning pre-application meeting please contact Economic Development & Tourism via business@nillumbik.vic.gov.au or **9433 3111**.

Further Information

Other assistance and useful information

AusIndustry

For information on Federal Government assistance programs and services.
business.gov.au

Australian Bureau of Statistics (ABS)

ABS provides statistics on a wide range of economic and social matters, serving government, business and the general population.
abs.gov.au

Australian Business Register (ABR)

Apply for and update your details.
abr.gov.au

Australian Securities and Investments Commission (ASIC)

Provides information relating to company name and corporation information.
asic.gov.au

Australian Tax Office (ATO)

Tax information for starting a business, individuals, companies and organisations, from the Tax Department of the Australian Federal Government.
ato.gov.au

Australian Trade Commission (Austrade)

The Australian Government agency that helps and assists Australian companies to export products and services.
austrade.gov.au

Banyule Nillumbik Local Learning and Employment Network

Support students to improve education, training and employment outcomes.
bnllen.org.au

Business Victoria

A resource for businesses to help with starting a business, templates and tools, grants, development and growth.
business.vic.gov.au

Consumer Affairs Victoria

Information about fair trading, business licensing, registration and conduct.
consumer.vic.gov.au

Fair Work Commission

An information gateway to information and advice about Australia's workplace rights and rules, including awards and national employment standards.
fairwork.gov.au

Melbourne Innovation Centre

Provides businesses with low-cost, high-quality, digital advisory services to help develop sustainable businesses.
melbourneinnovation.com.au

Regional Development Victoria (RDV)

Provides information on the Victorian State Government's policies and programs for developing rural/regional Victoria.
rdv.vic.gov.au

Small Business Mentoring Service (SBMS)

Mentors from a diverse range of business backgrounds who are able to assist small business owners.
sbms.org.au

Sustainability Victoria

Encouraging and supporting business and communities to promote environmental sustainability in water, energy and materials.
sustainability.vic.gov.au

Visit Victoria

Providing tourism and industry news, research, advice and resources.
tourism.vic.gov.au

Victorian Chamber of Commerce and Industry (VECCI)

Helps businesses achieve growth through advocacy and consulting services.
victorianchamber.com.au

Victoria Tourism Industry Council (VTIC)

Provides the latest news and information, connections to other tourism and events professionals
vtic.com.au

Work Safe Victoria

Information on a safe and healthy workplace for your workers and contractors including Emergency Management.
worksafe.vic.gov.au



Nillumbik Shire Council

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03 9433 3111 | business@nillumbik.vic.gov.au



nillumbik.vic.gov.au