

# How to Start

## Setting up your Tasmanian Business in 10 Easy Steps And MVP

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# How to Start

- Choose a business structure
- Pick a business type
- Apply for an ABN
- Register a business name
- Register a domain name
- Set up social media handles
- Identify your funding source
- Register for the correct taxes
- Insure yourself
- Plan for success

# 1. Choose a Business Structure

This is a conversation to have with your accountant.

**Business structure has a direct effect on:**

- Your level of control
- The amount of tax you need to pay
- Regulatory obligations
- Health and safety requirements in the workplace
- The level of personal liability you will incur



# Types of Business Structure

## **Sole trader:**

Register someone (usually, yourself) as the sole owner of the business  
The quickest and easiest way to get started

## **Company:**

A commercial business or entity that has a separate legal existence to its shareholders.

## **Partnership:**

When more than one person and/or entities run a business together, but not in the form of a company.

## **Trust:**

An entity that is in possession of property, income, or any other assets for the benefit of a third party.

# Which Business Structure is for me?



- > Complete control & full flexibility
- > You receive the full profits
- > Minimal tax and legal formalities



- > You are personally liable for any debt incurred by the business; your assets could be under threat

## 1. Sole Trader



- > Easy & inexpensive to set up
- > Easy to raise capital
- > Easy to dissolve or exit and recover your share



- > You & your partner are personally liable for any debt
- > You are responsible for your partner's shortfalls

## 2. Partnership



- > Easy to raise a lot of capital
- > You are not personally liable for any debts that are incurred
- > Good for high risk ventures



- > Harder & more expensive to maintain
- > Limited or no control over company affairs.

## 3. Company



- > Easier to raise capital for your business
- > You have less liabilities
- > Your assets can be protected



- > Expensive to set up and maintain
- > You can't distribute losses
- > Profits will incur penalty taxes

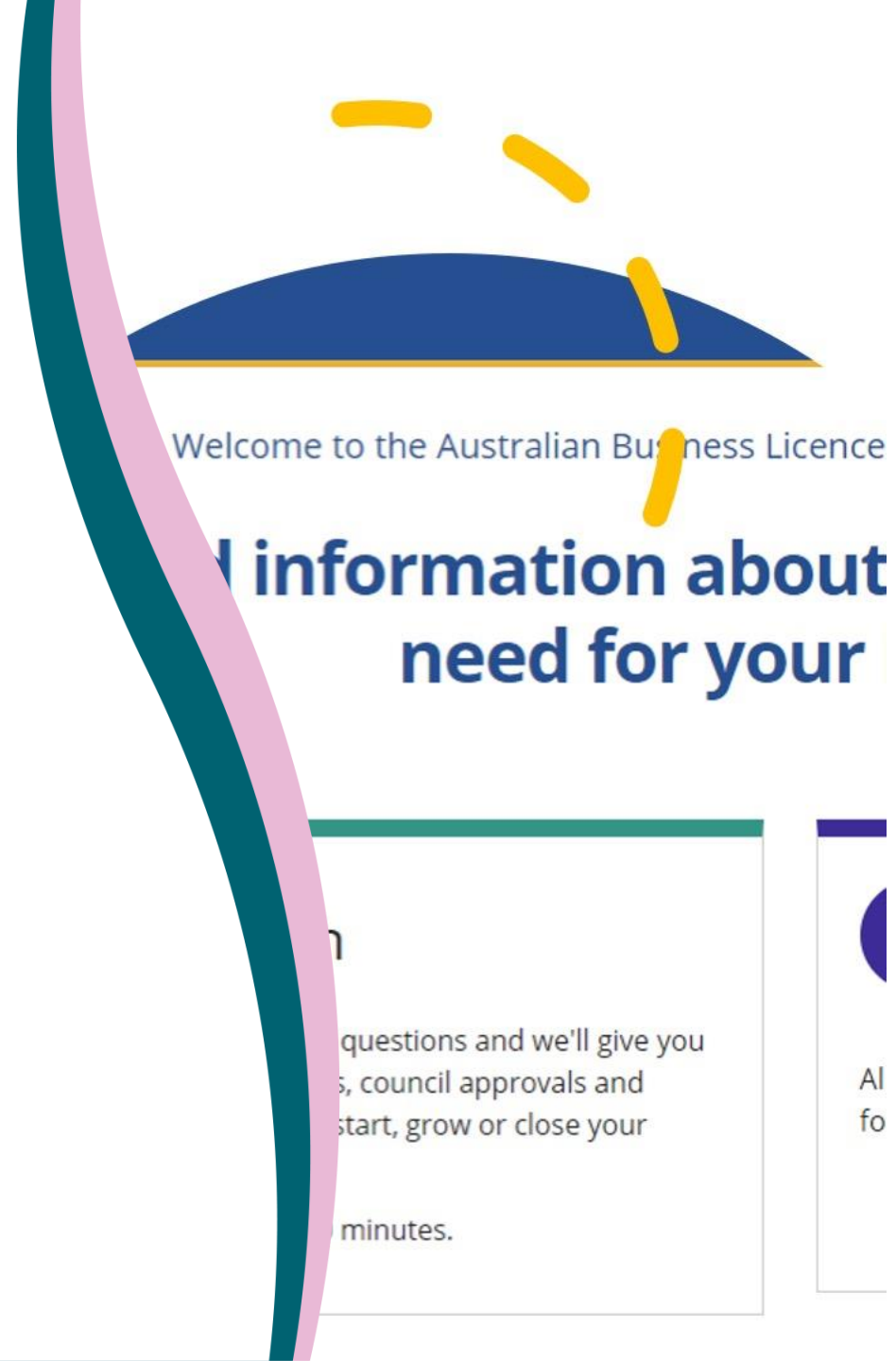
## 4. Trust

# 2.

## Pick a Business Type

- The type of business you run determines the legislation that applies to you.
- You will need to comply with local, state and federal laws.
- You will need to apply with laws of any countries you export to.
- The easiest way to check is here:

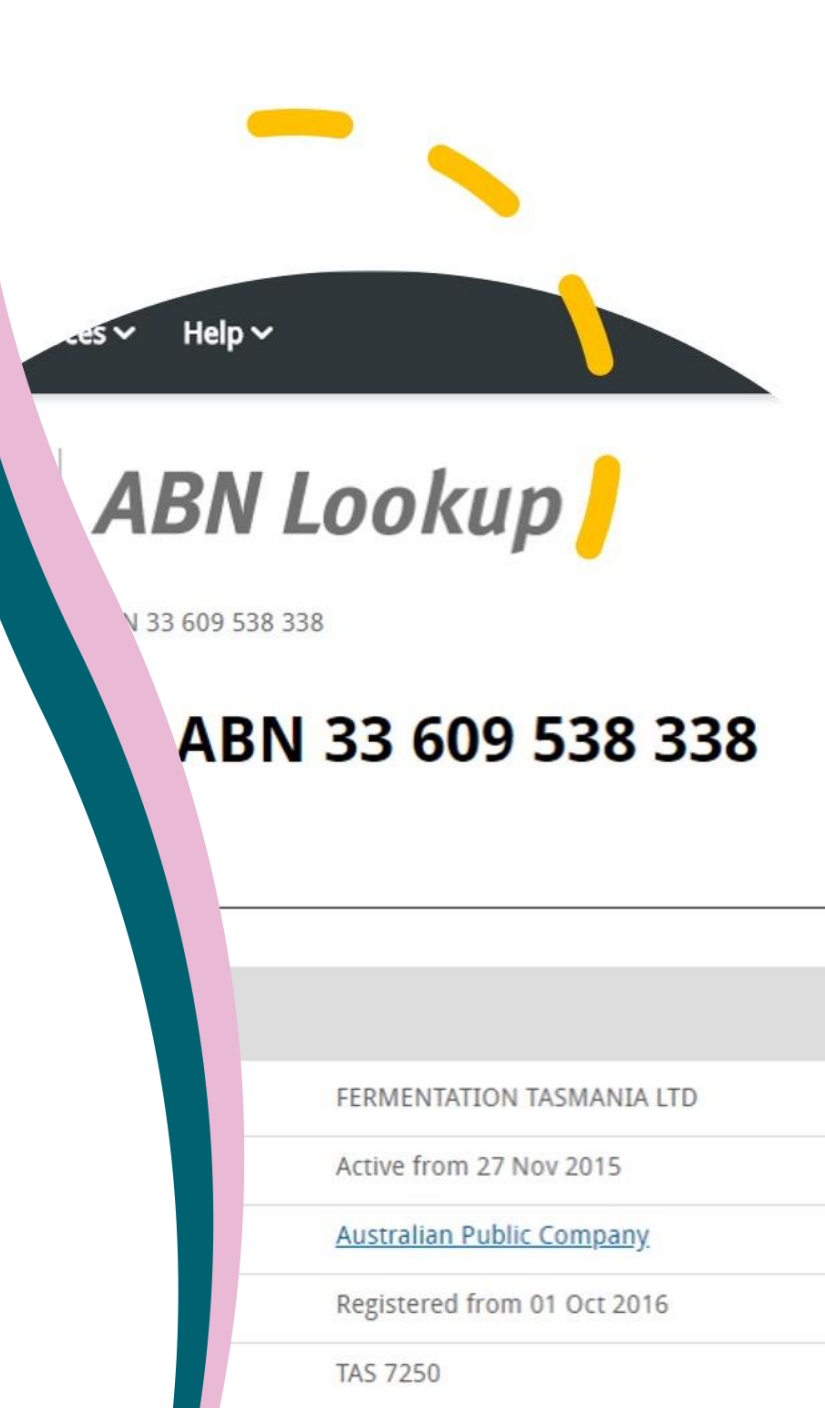
<https://ablis.business.gov.au/>



# 3. Apply for an ABN

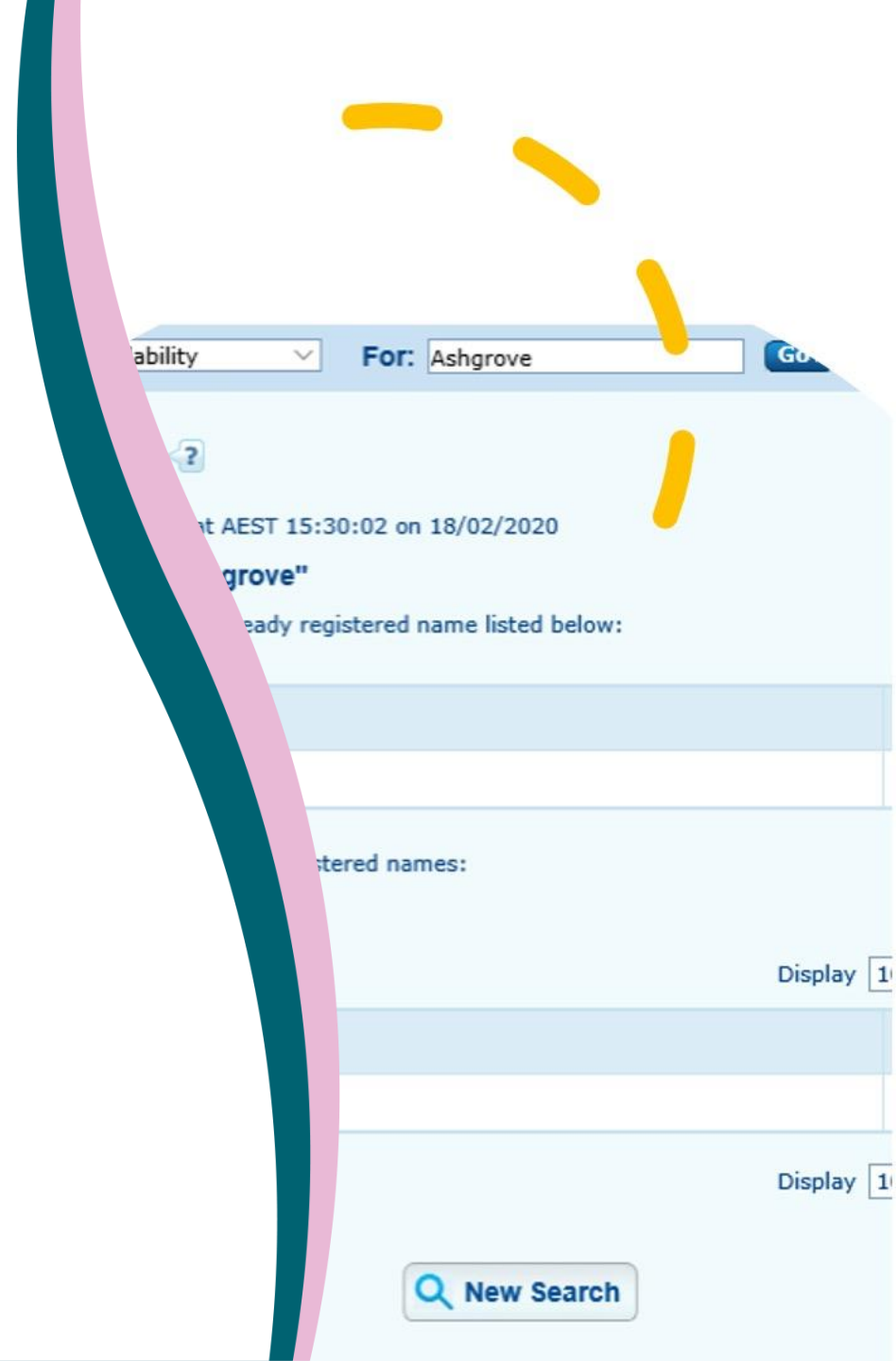
- An 11-digit number that allows you to legally trade in Australia.
- It is quick, easy & free to apply for:

<https://www.abr.gov.au/>



# 4. Register a Business Name

- Protect your name by registering it
- Registration costs \$36 per year or \$85 for 3 years
- You can check if it's available here:  
<https://asic.gov.au/>
- If you have a product, also check for trademarks:  
<https://www.ipaustralia.gov.au/>
- You can apply for an ABN and register your business name together:  
<https://register.business.gov.au/>





# 5. Register a Domain Name

- Register this on the same day as your business name where possible
- You will need an ABN and a business name to register a .com.au
- You can register multiple domains but .com and .com.au work best
- Think about SEO
- The business name register will also show available domain names
- You can find domain registrars and resellers at <https://www.auda.org.au/>
- From \$10 - \$20 per year with the option to extend



# 6. Set up Social Media Handles

- Register these the same day as your business name and domain name where possible
- Register for all channels you think you might use:
  - Facebook Page
  - YouTube Channel
  - Instagram
  - Twitter
  - Pinterest
- Make them consistent and searchable



# 7. Identify your Funding Source

**For the majority of startups cash flow will be your primary concerns.**

There aren't many grants to help you start a business.

There are grants based on:

- Taking your idea to market
- Marketing and sales
- Buying equipment
- Importing and exporting
- Employing people
- <https://www.business.tas.gov.au>



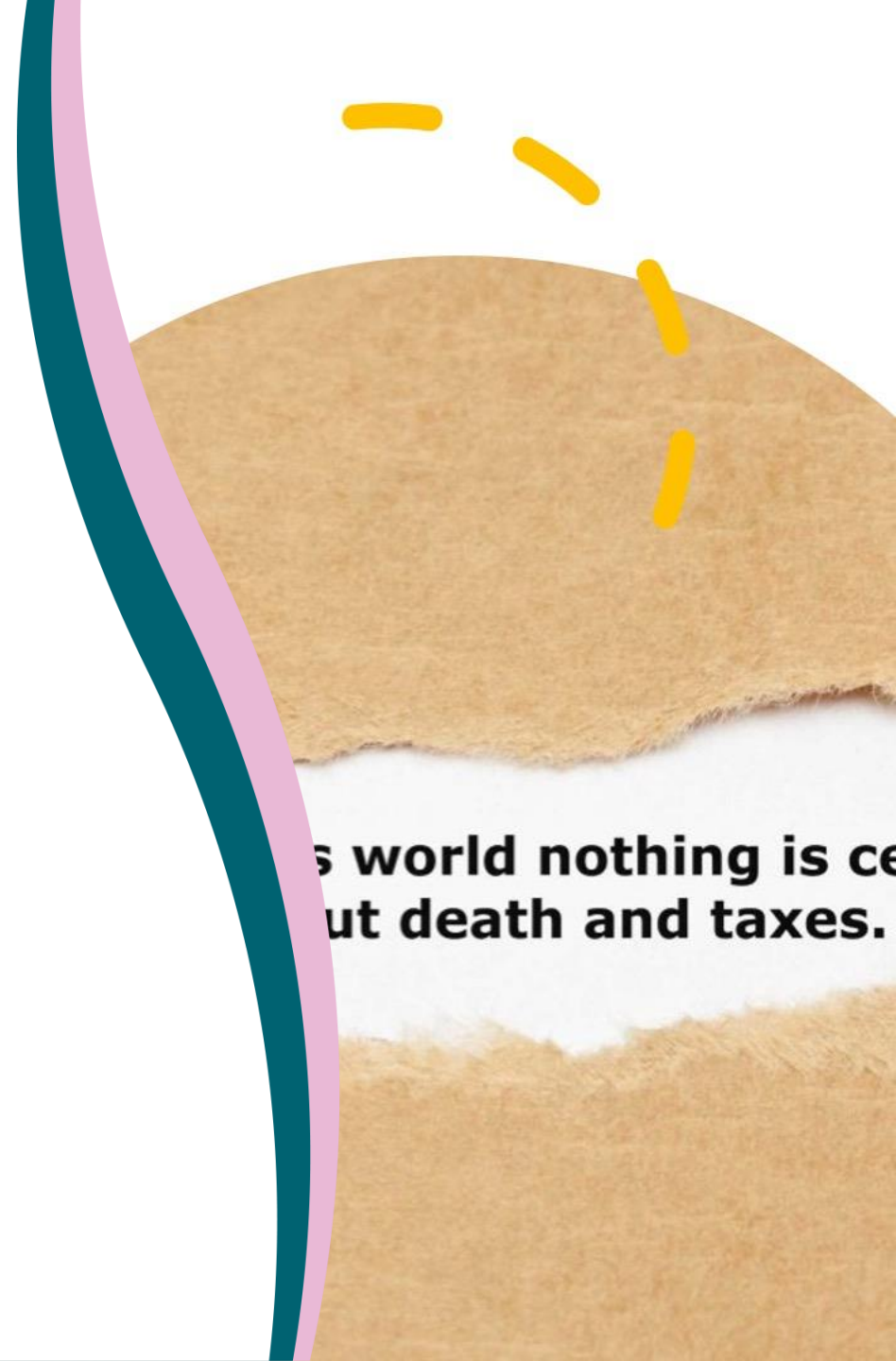
# 8. Register for the Correct Taxes

You must register for the correct taxes to avoid any legal implications

Dependent on your business type

Examples:

- GST Goods & Services Tax
- PAYG Pay as You Go Withholding Tax
- FBT Fringe Benefits Tax
- WET Wine Equalisation Tax
- Excise Tax



# 9.

## Insure Yourself

**Most businesses will need some kind of insurance**

Types of insurance you may need include:

- Public Liability
- Product Liability
- Professional Indemnity
- Workers Comp
- It is often easier to use an insurance broker



# 10. Plan for Success

Have a startup business plan that is fit for purpose

Have an exit plan

Have a budget and cashflow plan

Think about the systems you will need:

- Accounting
- CRM
- Operations



# How to Start

- Choose a business structure – ask your accountant
- Pick a business type – <https://ablis.business.gov.au>
- Apply for an ABN - <https://www.abr.gov.au/>
- Register a business name - <https://register.business.gov.au/>
- Register a domain name - <https://www.auda.org.au/>
- Set up social media handles – various platforms
- Identify your funding source - <https://www.business.tas.gov.au/>
- Register for the correct taxes - <https://ablis.business.gov.au>
- Insure yourself – speak to an insurance broker
- Plan for success – <https://business.gov.au/>

# One More Tip...

**Starting a business is hard.**

It is easier when you:

- Find ways to save money, e.g. collocating
- Build a solid network of partners and peers

