

Your guide to business in Cootamundra and Gundagai



**COOTAMUNDRA-
GUNDAGAI** REGIONAL
COUNCIL



Welcome

The Cootamundra-Gundagai Regional Council Estimated Resident Population is 11,401 as at 2022.

The Cootamundra-Gundagai Regional Council area is located in the South West Slopes and Riverina Regions of New South Wales, about 390 kilometres south-west of the Sydney CBD, and about 95 kilometres north-west of the Canberra CBD.

The region boasts spectacular views of the country-side, with rolling hills and some of the country's best farming and cropping locations.

We have museums for history lovers and an Arts Centre that holds regular workshops, exhibitions, performances and movie sessions. Combined with gorgeous architecture, streetscapes and views to keep the most ardent culture vultures and photography lovers intrigued.

The regions main industries are agriculture, meat processing, renewable energy, tourism, manufacturing and health and a growing dedication to coffee, great pub food and independent boutiques to attract the envious glances from Sydney, Melbourne and Canberra!

Business Toolkit

Council's Support for Business Growth and Innovation

Our council is fully dedicated to assisting businesses to grow, build resilience, and innovate.

We offer practical support that can make a substantial impact on your success. Our business toolkit is frequently updated, and it contains links to vital information, resources, and training for your business to access.

This comprehensive toolkit brings together all the necessary resources and contacts to ensure that your business journey is as smooth as possible.

The information in this toolkit is provided "as is" without any expressed or implied warranty or representation. It is important to note that anyone viewing or using the contents of this toolkit and its associated links should conduct their own independent inquiries and seek independent advice relevant to their specific circumstances before relying on any information provided herein.

Legal Disclaimer for the Toolkit

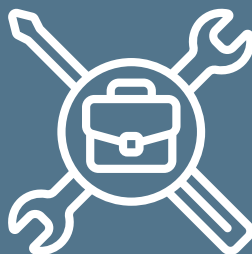
We want to emphasize that the following toolkit is solely intended for general information purposes only and should not be taken as legal, accounting, business, or any other form of advice.

For specific and detailed advice that suits your unique circumstances, please consult with your professional advisors.

For further enquiries contact the Economic Development Officers in each town

Cootamundra - Leah Sutherland [Contact](#)

Gundagai - Casey Polsen [Contact](#)



Starting a Business

Launching a Small Business: Tips for Success

Starting a new business can be overwhelming, with countless factors to consider. It can be challenging to navigate through the various levels of government regulations and find relevant, helpful information.

To reduce some of the pressure, we have curated a set of checklists and resource links to help you get started. Our aim is to assist you in becoming operational as quickly as possible.

To avoid falling prey to common pitfalls that cause small businesses to fail, thorough preparation is essential before launching. Begin by researching the market to determine if there is a demand for your product or service. Consider every scenario, consult with other business owners, and seek advice from experts. Once you've established a benchmark, work towards it and obtain the necessary training to achieve success.

Please keep in mind that our resources are intended to provide guidance, and we strongly recommend seeking professional advice before launching your small business.



START-UP TIMELINE

IDENTIFY WHY YOU
WANT TO START A
BUSINESS

1

2

EXPAND YOUR
BUSINESS IDEA

RESEARCH THE
MARKET

3

4

FOR PRODUCTS -
DEVELOP A PROTOTYPE
& SOLICIT FEEDBACK

MAKE
ADJUSTMENTS
BASED ON FEEDBACK

5

6

COVER YOUR BASES
LEGALLY

CREATE A
PROFESSIONAL
BUSINESS PLAN

7

8

OBTAIN FUNDING

OBTAIN FUNDING

9

10

HIRE A TEAM

LAUNCH YOUR
BUSINESS &
GENERATE SALES

11

12

FOCUS ON
GROWTH & KEEP
IMPROVING

Resources

• **New Business Checklist - A Checklist to Consider Before Starting a Business**

Before launching a business, there are numerous factors to consider. While this checklist covers many of the basics, it's important to keep in mind that each business is unique. The [business.gov.au](https://www.business.gov.au) provides a comprehensive guide and checklist to tick off all the important steps to take in the early stages of your business start up.

[New business checklist PDF](#)

• **Business plan -The Importance of Business Planning**

No matter if you're a startup or a seasoned business owner, creating a business plan can be the key to your success. Here are some compelling reasons to consider developing a business plan:

- **Establish Priorities:** Your business plan provides direction, defines objectives, maps out strategies to achieve your goals, and helps you navigate through challenges.
- **Take Control:** The planning process helps you identify potential obstacles and opportunities. If you're already in business, it allows you to evaluate what's working and what you need to improve.
- **Attract Investment:** If you're seeking financing for your business, your business plan is essential to demonstrate to investors and lenders why they should invest in your business.

This Business Plan tool can be used by anyone thinking about starting a business or already running a business.

[Business Plan Tool](#)

• **Legal Essentials for business - Understanding the Laws**

Starting a business requires understanding the legal framework that governs it. It's essential to seek advice from a legal expert or business adviser to determine which laws apply to your business.

Follow the link below for further information.

[Legal essentials for business](#)

• **Start Your Business – Initiate Your Business with Start Your Business Here**

Looking to start your own business? This initiative, Start Your Business Here, is supported by your local council and funded by AusIndustry. Its goal is to help you navigate the rules and regulations that may be required to run your business in our Local Government Area.

[Cootamundra Shire | startyourbusinesshere.com.au](https://www.cootamundra.nsw.gov.au/startyourbusinesshere.com.au)



Knowledge



Budget

Start-up business budget

Your start-up costs consist of expenses incurred before your business starts making a profit.

Setting up a business incurs various costs that vary depending on the type of business.

Your initial expenses will vary based on your business type, structure, and industry. Our template outlines general costs shared across all business types, including:

- supplies and equipment
- utility connections
- insurance
- solicitor and professionals fees.

Knowing and understanding these start-up costs can assist you in planning, securing funding, and improving your business success prospects.

Using the template will enable you to evaluate all the costs linked to launching your business.

[Create a start-up costs sheet](#)

Established Businesses

Budgeting plays a vital role in the success of any business.

Budgeting involves predicting and distributing resources to achieve your business goals. Budgeting is key to effective planning and financial control. While creating a budget plan may seem overwhelming, it is an essential aspect of business that should not be disregarded.

- Monitoring cash flow is a primary motive for budgeting, enabling businesses to track inflow and outflow of funds. This practice helps align expenses with revenue, leading to improved profit margins.
- Furthermore, budgeting aids in preparing for future expansion and growth. If a business owner plans to scale up operations, allocating funds for such endeavors is crucial for success.

Download the template below to create a budget for your business.

[Budget Template](#)



Planning Links

Important Guidelines to Follow Before Submitting Your Business or Development Application

To ensure the success of your project, it is highly recommended that you familiarise yourself with the relevant Council development, building, and environmental health regulations before submitting your application.

To make it easier for you, we have provided a guide to the necessary forms that can be found at the links below. For additional assistance, the "Start Your Business" link above is an excellent resource to guide you through the process.

If you still have any uncertainties, please feel free to reach out to us through the contact form, and we will be more than happy to assist you.

www.cgrc.nsw.gov.au/building-development-and-planning/forms-guides-attachments-checklists/



Business Support

Starting a Business: Seeking Support and Guidance

Starting a business? Leverage the resources offered by government and other organisations. Discover valuable insights on managing cash flow, stocktaking, funding opportunities, and training to help set you up for success.

Cootamundra-Gundagai Regional Council

Knowing your market, the economy and demographics of the area you have chosen to do business in is essential. Council provides profiles on the website as well as background reports and surveys.

<https://profile.id.com.au/cgrc>

CGRC Business Newsletters and What's on Cootamundra Newsletters

We are committed to keeping you informed and up to date with the latest news. Our What's on Cootamundra newsletter provides details on upcoming events and community group meetings in Cootamundra, Stockinbingal, and Wallendbeen. Additionally, our monthly business newsletter is designed to help small business owners navigate the fast-paced business world. We understand how valuable your time is, so we handpick articles on changing legislation and regulations, training opportunities, grant possibilities, and available tools and resources to make your life easier.

Business.gov

Information, grants, services and support from across government to help your business to succeed. Support for businesses in Australia | business.gov.au

Regional Development Australia – Riverina NSW RDA-Riverina supports business development and growth across the Riverina region and is committed to providing business operations with helpful resources, advice and expertise. RDA-Riverina supports start-up businesses, provides regional networking opportunities and assists established businesses looking to expand. Business — Regional Development Australia - [Riverina NSW \(rdariverina.org.au\)](https://rdariverina.org.au).

Indigenous Australia

BA serves, partners and invests with Aboriginal and Torres Strait Islander people who want to own their future. We go further than provide money; we invest in people, places and ideas that can't wait. We help make them real.

Business - [Indigenous Business Australia \(iba.gov.au\)](https://iba.gov.au).

Enterprise Plus

The philosophy of the BEC network has been and continues to be to provide, information, advice and assistance to business intenders and existing business owners so that they are well placed to develop their businesses as successful and profitable entities.

Enterprise Plus | [Enterprise Plus](https://enterpriseplus.gov.au)



SUPPORT

Marketing

Behind every successful startup is an effective market strategy. This will determine where, when, and how you interact with potential customers in order to sell them your brand. It needs to send a positive message to customers that will make them want to give you their business. You can do this by taking into consideration the reason your business exists.

Marketing plan

Some points to consider when developing a marketing plan:

- What is the product or service you are offering?
- What is the problem you are solving?
- Who is your audience?
- What are your goals?
- Market research – what else is happening?
- Promotional channels and activities
- Budget
- Activating a campaign – developing a calendar
- Monitoring results and adjusting activity

What are you marketing?

Be very clear about exactly what it is that you are marketing. Tips for a successful plan:

- Know your product.
- Are you speaking to your audience?
- What is your unique point of difference?

Marketing goals

Be S.M.A.R.T.!

- Specific
- Measurable
- Achievable
- Relevant
- Timely

Resources

[Canva](#) create beautiful designs and professional graphic in second. Share your design via social media, email or text. Thousands of editable, easy use templates. Free and paid versions.

[Mailchimp](#) email marketing and automations brand that recommends ways to get more opens, clicks, and sales. Free and paid versions.

[Squarespace](#) Drive traffic to your website and measure your success with powerful marketing and analytics tools.

[Hubspot](#) Small business marketing ideas, plans, templates, strategies, and tips.



Grants

Are you seeking financial assistance to meet specific needs, address problems, and achieve measurable results? There are many grant finding resources available.

Grants and programs finder

If you're doing business in Australia, this guided search will help you find grants, funding and support programs from across government.

Regional Development Australia

If you are in the market for funding, Regional Development Australia have created a resource that is worth its weight in gold. the RDA Murray News, Grants and Funding Bulletin is always packed full to overflowing with grants, scholarship, award, training, events and more. To sign up to the newsletter [Click here.](#)

Financial Incentives for businesses to hire new staff.

Wage subsidies ranging up to \$10,000 may be available to businesses that hire eligible individuals into ongoing jobs.

Payroll tax rebate for employing apprentices and trainees.

A payroll tax rebate is available for employers in NSW who employ apprentices and new entrant trainees.

Fee-free Traineeships NSW

Fee-Free Traineeships provide NSW businesses with access to fee-free traineeships when they employ a new trainee.

Grant writing resources

Keep in mind that the majority of grant applications are declined, with only roughly 25% receiving funding. To improve your chances, it's crucial to submit a top-notch application that stands out from the rest. There are multiple grant writing resources and assistance available.

The Grants Hub

Grant application tips, turning ideas into 'projects', applying for government grants, budget development, relationship building, grant terminology & more.

Regional Development Australia

The id - Grant Application Guide

The complete, step-by-step guide to building a more compelling grant application.



Tips for a Successful Grant Application



Read the funding guidelines

Familiarize yourself with the funding guidelines to ensure eligibility before starting. If you have questions, don't hesitate to contact the funding organization for clarification



Start early

Begin the application process early to avoid mistakes; rushing to meet the deadline increases the likelihood of errors. Seek guidance from someone who can advise you on the process and allow enough time to obtain quotes.



Keep it brief

Keep the application brief, clear, and to the point. Use plain language but avoid making assumptions about the reviewers' prior knowledge. Overloading the assessment panel with irrelevant information will lead to your application being skimmed over, and important points might be missed



Emphasize the benefits

Emphasize the benefits that your project or event will bring to the community, and quantify the claims. Provide figures from previous projects or gather short anecdotal evidence to substantiate your claims



Obtain support

Obtain letters of support from those who will benefit from your project and provide photos where appropriate to demonstrate the proposed works. This will add credibility to your application. CGRC will provide Letters of Support for relevant projects. To request a Letter of Support, please get in touch with CGRC staff one month before the grant's due date



Ensure information is accurate.

Submit only relevant documents for this application. Additional information will be requested if needed. Accurately estimate the project's budget and quotes. The assessment panel has experience assessing similar projects and can tell if the costs are reasonable.



Use the checklist.

Most grant supply a checklist to assist. Ensure all items are addressed. Incomplete applications will not be accepted



Seek assistance if uncertain.

Don't hesitate to ask questions if unsure about how to answer. Contact the organisation and speak with the grant contact person for assistance. It's important to provide accurate information for the application

Is your business emergency ready?

The Importance of Emergency Preparedness for Businesses

Natural disasters, severe weather events, public health emergencies, and cyber attacks can occur abruptly, often leading to catastrophic outcomes.

Regardless of the business's size, it is essential to have an emergency response plan in place. Such a plan enables the company to continue operating during the crisis and recover quickly in the aftermath.

Fortunately, numerous resources are available to assist you in preparing for the unexpected.

Get Ready Business - Get ready for disasters

This 5 step tool guides you through disaster preparation for your business.

Develop an Emergency Management Plan

This template guides you through the process of creating a solid well-structured emergency management plan that tailored to you business.

Resilient Ready

Strategic solution for building disaster resilience.





**For further information or assistance,
please contact:**

**Cootamundra
81 Wallendoon Street
Cootamundra NSW 2590
1300 459 689**

**Tourism & Economic
Development Office
Leah Sutherland
leah.sutherland@cgrc.nsw.gov.au**

**Gundagai
255 Sheridan Street
Gundagai NSW 2722
1300 459 689**

**Tourism & Economic
Development Office
Casey Polsen
casey.polsen@cgrc.nsw.gov.au**



**COOTAMUNDRA -
GUNDAGAI REGIONAL
COUNCIL**