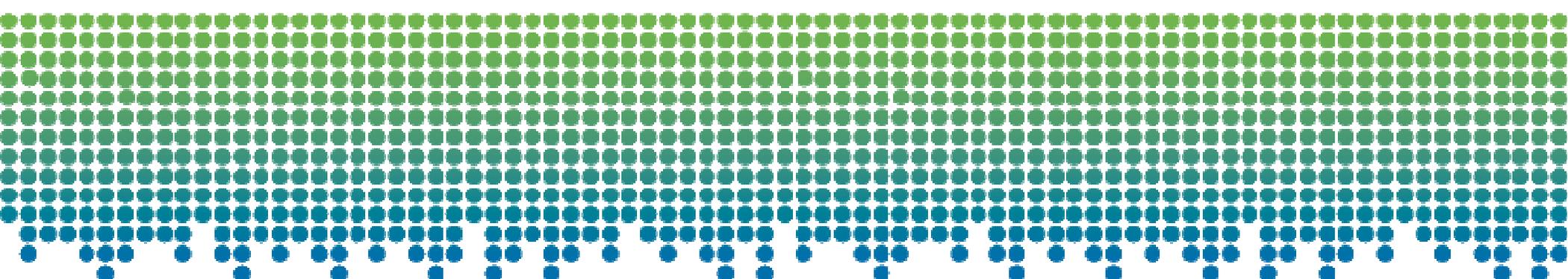


A step-by-step guide to starting a  
**Brothel**



## **Introduction**

Welcome to the Department of Employment, Economic Development and Innovation's Brothel Business Information Package. Starting a business is a complex matter. There are many facets to small business that may not be obvious to you initially. This package has been designed for people who are considering starting or buying a Brothel Business. It has been designed to assist you through the decision-making process which means that you will get the best start for your new business.

### **What does this package cover?**

It will give you an indication of how long it may take to establish your business and how much it may cost. However, it is important to understand that time and costs vary according to the complexity of your business.

This package has been divided into five key sections to assist you in the decision-making process.

#### **1.0 Can your idea work?**

7 Steps to Business Success  
Plan to Succeed

#### **2.0 Industry and market information**

Know your market  
Know your competition

#### **3.0 Staffing information**

Staffing your business

#### **4.0 Licence/regulatory information**

Your premises  
Your business structure  
Employing staff  
Operating  
Requirements specific to your industry

#### **5.0 Key contacts and locations**

See section 5.

## 1.0 Can your idea work?

### 7 Steps to Business Success

Starting your own business is a rewarding and challenging career option. However, be mindful that many (50-80 per cent) new businesses fail in their first three years of operation because of poor planning and management. The *7 Steps to Business Success* guide can help you assess whether your business will be a success. Listed below is an overview of the *7 Steps to Business Success*. You can access the complete version online at [www.business.qld.gov.au](http://www.business.qld.gov.au). Alternatively, you might like to answer a number of simple questions and receive feedback on your 'business readiness' by using the *Business Readiness Diagnostic* online at [www.business.qld.gov.au](http://www.business.qld.gov.au)

1. **Consider your suitability:** Start a business where you already have industry or management experience. Studies show that those starting a completely new venture have a higher risk of failure. If you are starting a new venture, ensure that you are continually learning new skills and researching your industry.
2. **Consider your idea:** Assess the merit of your business idea and determine whether people will be willing to pay money for your product or service.
3. **Consider your market:** Develop a way of consistently reaching your customers, because you require customers in order to survive. You might also find a lot of marketing is needed to help establish a name for yourself.
4. **Consider your competition:** Look into what your competition are doing because you need to create a competitive advantage to succeed.
5. **Consider the environment:** Try to keep in touch with what is happening in your industry, the general trends and the overall economic situation so you can take into account factors that might affect your success.
6. **Consider your finances:** Keep accurate and up-to-date financial records and manage your cash flow. A close eye on performance means you can address problems straight away rather than leaving it too late.
7. **Consider your start-up:** Make sure you have enough money to cover your start-up. Many people budget optimistically and then, when in trouble, they find the banks are unwilling to lend money because of the risk involved.

### Plan to succeed

After you complete the *7 Steps to Business Success* or the online *Business readiness diagnostic* it is a good idea to complete a business plan as it can increase your chance of obtaining finance as well as the profit and value of your business. Visit [www.business.qld.gov.au](http://www.business.qld.gov.au) to purchase an *Easy Plan* business planning template.

## 2.0 Industry and market information - The brothel industry\*

Legalised brothels provide a regulated environment for safe, controlled prostitution to occur. An improvement in the industry's image, along with changing social attitudes toward sexual services, will expand the market which also includes escort services.

Due to an aging population and greater disposable incomes in the 55+ male age group, the primary market is expected to shift away from the 18-55 male group. This shift is expected to reflect a demand for more discrete services, such as high-end escort agencies. A minor increase of small brothels is expected to occur over the coming two to three years. However, overall revenue in this industry is set to fall, and wage levels with it.

### Key Success Factors

These are **internal factors** that are within the control of the operator and should be observed in order to be successful in the industry.

- ✓ Emphasis is placed on a good reputation, loyal customer base and a discrete location with client confidentiality essential
- ✓ Compliance with stringent industry regulation relating to premises, business dealings, cleanliness and workforce health
- ✓ Flexibility of operating hours and skill diversity of the workforce with successful product promotion
- ✓ Disaster planning, accounting for unforeseen financial and environmental events helps manage risk and minimise negative impact.

### Key Sensitivities

These are **external factors** which are beyond the direct control of the operator that influence each company operating in the industry.

- ✓ Fluctuations in the level of disposable income align with the changes in spending on luxury items
- ✓ Numbers of Marriages, divorces and changing social moral values.

### Basis of Competition

These factors include competition between industry participants and competition by the industry with other industries.

- ✓ Competition in this industry is considered to be low
- ✓ Quality, cleanliness of premises, location, advertising, range and price of services are important factors that drive competition
- ✓ Presence of illegal brothels and street workers can increase competition and decreases price.

### Barriers to Entry

Current barriers are at a medium level and the trend is steady. These are factors which can prevent a new company from entering the industry.

- ✓ Council planning regulations may restrict the establishment of brothels in particular areas
- ✓ Immeasurable barriers to entry also include physical attractiveness, skills in dance and specialist sexual services, morality and health and safety concerns.

*Source: IBISWorld, December 2010.*

## Know your market

### What type of people will buy from you and who will you target?

- Make a list of the characteristics of the people who will potentially buy your products or services (eg. age, demographic patterns, buying patterns, customer motivation) – this is your target market
- You will need to do some market research to find out about your customers and to identify your target market. It's recommended that you use demographic information to find out the characteristics and size of your target market in your chosen location (see *Further Assistance* at the end of this section for some resources that can assist you in this area)
- Other sources of market research data and ways you can obtain information about your target market are:
  - Get out and about, look at potential competitors and observe the types of customers they attract
  - Talk to people in the industry and ask customers their opinions – it's important to assess for yourself the needs of individual customers
  - Review a range of statistical and information sources such as: Australian Bureau of Statistics [www.abs.gov.au](http://www.abs.gov.au); relevant industry association(s) and chambers of commerce; specialty trade or industry journals, research reports and publications; Yellow Pages Online [www.yellowpages.com.au](http://www.yellowpages.com.au) and other business directories; libraries/universities; small business corporations/advisory services)

### Have you thought about how to reach the different segments of your target market?

- Your market is not likely to be one, generic market made up of people seeking the same features/benefits from the product or service you're offering. It's important to identify small groups of people with similar characteristics who might be seeking similar features/benefits from the product or service you're offering.
- What sort of marketing strategies will you use for the different segments? As marketing can get very expensive, it is important that you use appropriate strategies for the particular segment that you hope to attract. Some things to think about are:
  - What would attract customers to your business?
  - Promotional ideas
  - Potential markets to be targeted and those to avoid
  - Where to advertise (eg. newspapers, magazines, online, publications)
- See *Further Assistance* at the end of this section for some helpful (and inexpensive!) resources that can assist you in planning and executing an effective marketing strategy for your business.

### Do you have enough time and money to devote to the initial marketing?

- Consider how many people you need to reach to achieve your expected level of sales
- Consider the cost and time of each promotional campaign. In the first year or two you might need to spend a lot of time and money gaining new clients, before you can rely on word of mouth, referrals and repeat business – the completion of a marketing actions worksheet is a helpful way to plan how

best to spend your marketing dollars (the *7 Steps to Business Success* guide mentioned in *Section 1* contains an example of a marketing actions worksheet that might be useful).

## Know your competition

### Do you know the level of competition for the product/service you are offering?

- Assess the level of competition in your particular location.
- Does the level of competition mean that you should consider a few different locations.
- Are there benefits to being located near your competitors?
- Want more help in determining the level of competition that your business may face?
  - The *Business Resource Centre* can provide a range of information that will assist you with identifying your competitors, which can then help you assess the level of competition in your area (see *Section 5* for contact details)
  - Use online resources such as Yellow Pages Online to find out more about the number and type of competitors in and around your potential business location [www.yellowpages.com.au](http://www.yellowpages.com.au).

### Why should customers choose your business over your competitors?

- Consider the features that your target market is looking for eg. Private entrances, convenient location, parking?
- What additional features can you provide which will set your business apart from your competitors eg. Complimentary drinks?
- *The Prostitution Licensing Authority*. Telephone +61 7 3858 9500 or visit [www.pla.qld.gov.au](http://www.pla.qld.gov.au)
- *The EROS Association*. Telephone +61 2 6285 2477 or visit [www.eros.org.au](http://www.eros.org.au)
- *Queensland Adult Business Association*. Telephone +61 7 3852 2932

## Further assistance – Industry and market information



### Useful contacts

- The Prostitution Licensing Authority – Telephone +61 7 3858 9500 or visit [www.pla.qld.gov.au](http://www.pla.qld.gov.au)
- The EROS Association – Telephone +61 2 6285 2477 or visit [www.eros.org.au](http://www.eros.org.au)
- Queensland Adult Business Association - enquiries via the web enquiry form only
  
- Business Resource Centre (Department of Employment, Economic Development and Innovation) – provides up-to-date industry and market information through a detailed business planning and information package (a PlanSMART Kit). This kit is tailored specifically to your business and industry type and costs just \$44.00 (incl. GST) – [www.business.qld.gov.au](http://www.business.qld.gov.au)
- The Business Development website at [www.business.qld.gov.au](http://www.business.qld.gov.au) provides access to the latest government business information, workshops and seminars, grants, licensing and support services.



### Workshops/seminars

Contact your Department of Employment, Economic Development and Innovation regional centre or online at [www.business.qld.gov.au](http://www.business.qld.gov.au) for details of the following workshop(s):

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• Considering a business</li></ul>                                  | <ul style="list-style-type: none"><li>• Retaining your profitable customers</li></ul>  | <ul style="list-style-type: none"><li>• Planning your successful business</li></ul> |
| <ul style="list-style-type: none"><li>• Introductory seminar: Improve your business performance</li></ul> | <ul style="list-style-type: none"><li>• Financial management: back to basics</li></ul> | <ul style="list-style-type: none"><li>• Tendering for government business</li></ul> |
| <ul style="list-style-type: none"><li>• Attracting new customers to your business</li></ul>               | <ul style="list-style-type: none"><li>• Financial management: the how to</li></ul>     |   |

**Contact the Business Resource Centre for business planning information. See section 5 for details.**



### Online learning

- Visit [www.business.qld.gov.au](http://www.business.qld.gov.au) for a range of online resources including webinars, learning subjects, diagnostic tools and templates that will help to improve your business performance.

## 3.0 Staffing information

### Staffing your business

Apart from your vision, drive, energy and managerial talents as a business owner, productive employees are one of your most valuable assets. Finding and keeping the right staff can be a major challenge in business.

#### Hiring an employee - what will it cost you?

Before you employ staff it is important that you do your sums - find out the costs involved, productivity gains and the effect on the bottom line. The cost of taking on an employee is not just in wages. You also need to take into account ongoing costs in the form of superannuation, workers' compensation, insurance, annual leave, long service leave and leave loadings. These can add 25 to 30 per cent to wage costs. You should also factor in the cost of protective clothing, tools, equipment and training, as well as the time you will be required to spend supervising staff.

#### What type of employee will best suit your needs?

This checklist will help you get started:

- Do you need someone for a one-off short-term project or in an ongoing capacity?
- Would it be viable to get the job done using an outside contractor?
- What specific tasks do you require the person to perform?
- Does the person need to have specific formal qualifications to undertake the task?
- How many hours a week do you anticipate needing someone?
- Should you take on an apprentice or trainee?
- How much can your business afford?

## **Hiring employees**

Your goal is to hire employees who will be productive and add value to your business. Here's a summary of some key steps that might help you to achieve this goal:

- Prepare a job description/advertisement - this is an opportunity to define the job responsibilities, tasks and activities to be performed. At this point it is also recommended that you research the wages and conditions of employment
- Access recruitment source(s) that are suited to the type of job and your budget - options might include engaging an employment agency, advertising using local media such as newspapers, listing the job on your website, recruitment websites, community bulletin boards, trade/professional journals etc
- Select and appoint a suitable job applicant - It's a good idea to interview potentially suitable job applicants as this will help you better determine whether a person is suited to the job at hand. It's also recommended that you conduct referee checks to further confirm the suitability of your preferred applicant(s)
- It's a good idea to issue a letter of appointment - to the successful applicant covering a starting date, award or agreement under which the person will be employed, probationary period (if applicable), leave arrangements, hours of work, remuneration etc.

## **Your role as an employer**

Managing employees is a key area of risk for any business due to the extensive number of regulations involved. It's an area where you need to seek professional advice from your industry association, business association or legal adviser. As an employer, your responsibilities include the need to:

- Determine whether an award, industrial agreement or enterprise agreement applies to your employees and to pay in accordance with its provisions.
- Contribute to your employees' superannuation at a prescribed minimum rate
- Have workers' compensation insurance in place
- Maintain time and wages records for each employee
- Meet taxation obligations relating to PAYG, payroll tax and fringe benefits tax
- Take steps to prevent discrimination against employees
- Maintain a safe and healthy workplace
- Terminate employment (where it becomes necessary) in a manner that is fair and complies with legislation.

There are also regulatory requirements when employing staff. For more details on your requirements see Section 4 – Licence/regulatory information.

## Further assistance – Staffing information



### Useful contacts

- Chamber of Commerce & Industry Queensland is Queensland's peak employer, business and industry association – Telephone +61 7 3842 2244 or visit [www.cciq.com.au](http://www.cciq.com.au)
- Regulations regarding the anti-discrimination legislation can be obtained from the Anti-Discrimination Commission on 1300 130 670.
- The Department of Justice and Attorney-General website at [www.justice.qld.gov.au](http://www.justice.qld.gov.au) provides the following resources:
  - Workplace Health and Safety for information on providing a safe workplace – Telephone 1300 369 915
  - WorkCover for information on compensation for workers – Telephone 1300 362 128.
- Information about wages and employment conditions regarding Queensland private sector employers and employees are available from Fair Work Australia on 13 13 94 (National Infoline), 1300 799 675 (National Helpline) or visit [www.fairwork.gov.au](http://www.fairwork.gov.au)



### Online learning

- Visit [www.business.qld.gov.au](http://www.business.qld.gov.au) for a range of online resources including webinars, learning subjects, diagnostic tools and templates that will help to improve your business performance.

## 4.0 Licence/regulatory information

When establishing a new business it is important to carefully consider how you want to begin. For instance, will you start from scratch or buy an existing business? How will you structure your business – company, partnership, sole trader or a trust? Will you employ staff and, if so, how many? Will you work from home or lease premises? What council area will your business be located in?

### Your premises – to buy or not to buy?

	Options	Requirements	Agency	Cost	Time	Notes
If taking over an existing business, will you be renovating the premises?	Yes	<b>Integrated Development Assessment System (IDAS) Development Application</b>	Council Your Builder	Varies Subject to work	4 weeks Ask builder	<ul style="list-style-type: none"> <li>Renovations involving the structure of the building or plumbing require Council approval.</li> <li>Your builder will advise you of costs and time associated with any renovations.</li> </ul>
	No	<b>No additional licences required</b>				
If establishing a new business, where will your business operate from?	<b>New premises</b>	<b>IDAS Development Application</b>	Council Your Builder	Varies Advertising Costs Subject to work	4 weeks Varies Ask Builder	<ul style="list-style-type: none"> <li>New buildings may require Rezoning and/or Development Applications under IDAS.</li> <li>You may need to advertise the redevelopment of the site under IDAS.</li> <li>Your builder will advise you of costs and time associated with any renovations.</li> </ul>
	<b>Existing premises</b>	<b>IDAS Development Application</b>	Council Your Builder	Varies Advertising Costs Subject to work	4 weeks Varies Ask Builder	<ul style="list-style-type: none"> <li>If the premises are not already used by a business industry of your type, you may require a Development Application (Change of Use).</li> <li>You may need to advertise the redevelopment of the site under IDAS.</li> <li>Your builder will advise you of costs and time associated with any renovations.</li> </ul>
	<b>Work from home</b>	<b>IDAS Development Application</b> <b>Operate from Home permit</b>	Council Council	Varies Advertising Costs Varies	4 weeks Varies 4 weeks	<ul style="list-style-type: none"> <li>If the premises are not already used by a business industry of your type, you may require a Development Application (Change of Use).</li> <li>You may need to advertise the redevelopment of the site under IDAS.</li> <li>Some Councils have a policy for home based businesses which must be complied with.</li> </ul>

## Your premises – to lease or not to lease?

If you buy an existing business you may choose to buy or lease the building from which the business operates. There are no licensing requirements for buying or leasing premises. However, you should consider the following:

Options	Requirements	Notes
If you lease your premises	Nil but consider <ul style="list-style-type: none"><li data-bbox="468 448 638 467">• Solicitor fees</li><li data-bbox="468 472 625 492">• Cost of rent</li><li data-bbox="468 496 709 516">• Real estate agent fees</li></ul>	<ul style="list-style-type: none"><li data-bbox="804 420 1990 467">• If you are leasing premises in a retail shopping centre which is defined as a cluster of premises, booklets and forms can be downloaded from <a href="http://www.justice.qld.gov.au">www.justice.qld.gov.au</a>, or contact the Queensland Civil and Administrative Tribunal on 1300 753 228.</li></ul>

Please note: Some councils conduct inspections of existing businesses before they are sold – contact your council for more information.



**Contact the Business Support Centre for all your licensing needs. See section 5 for details.**

## Your premises - other issues

	Options	Requirements	Agency	Cost	Time	Notes
Will you erect new or amend any existing advertising signage?	Yes	Advertising Signage Approval	Council	Fees vary	4 weeks	<ul style="list-style-type: none"> <li>This may include A frame signs on the footpath, although some Councils do not regulate this form of signage. Check with your local council.</li> </ul>
	No	No other licences required				
Will you be using or obstructing the footpath in any way?	Yes	Footpath Usage / Obstruction Permit	Council	Fees vary	4 weeks	<ul style="list-style-type: none"> <li>Some Councils do not regulate this form of permit. Check with your council. This permit remains in effect only for the designated address, job, hours etc.</li> </ul>
	No	No other licences required				
As part of your business will you discharge trade waste into the sewerage system?	Yes	Application for Approval to Discharge Trade Waste	Council	Fees vary		<ul style="list-style-type: none"> <li>If you discharge any liquid other than domestic sewerage, then you discharge trade waste. Some Councils do not regulate this form of permit. Check with your council. This permit is not transferable.</li> </ul>
	No	No other licences required				

## Did you know about

### Tobacco Laws

Queensland tobacco laws affect most people running a business. There are penalties for non-compliance, mandatory employee training for retailers, bans on smoking in enclosed places, such as indoor areas (for example, dining areas while meals are available/consumed, workplaces, workshops, factories, shopping centres, home businesses while an employee is present, work vehicles). Further information can also be obtained through the Tobacco Hotline on 1800 005 998 or at [www.health.qld.gov.au](http://www.health.qld.gov.au)

## Your business structure

Options	Requirements	Agency	Cost	Time	Notes
<b>Company</b>	<b>Registration of an Australian Company</b>	♣ ASIC	Varies	1 week	<ul style="list-style-type: none"> <li>You will need to know how many directors there will be.</li> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a></li> <li>You must register a business name if you trade using any name other than your own or your company name.</li> <li>Notify OFT or the BSC if you alter certain particulars on an existing business name registration (other than the name itself).</li> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Australian Business Number</b>	■ ATO	Nil	4 weeks	
	<b>Business Name Registration</b>	● BSC	\$133.60 - 1 year \$255.60 - 3 years	Approximately 4 hours (Spring Hill or ◀ Regional Centres as listed at the end of this Guide)	
	<b>Business Name Change in Particulars</b>	● BSC	Nil unless late advice		
	<b>Trade Mark Registration</b>	IP Australia	Varies	Min 7 months	
<b>Partnership</b>	<b>Limited Partnership Formation</b>	♦ OFT	\$116.65	1 week	<ul style="list-style-type: none"> <li>This is only required if you have a silent partner.</li> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a></li> <li>You must register a business name if you trade using any name other than your own or your company name.</li> <li>Notify OFT or the BSC if you alter certain particulars on an existing business name registration (other than the name itself).</li> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Australian Business Number</b>	■ ATO	Nil	4 weeks	
	<b>Business Name Registration</b>	● BSC	\$133.60 - 1 year \$255.60 - 3 years	Approximately 4 hours (Spring Hill or ◀ Regional Centres as listed at the end of this Guide)	
	<b>Business Name Change in Particulars</b>	● BSC	Nil unless late advice		
	<b>Trade Mark Registration</b>	IP Australia	Varies	Min 7 months	
<b>Sole Trader</b>	<b>Australian Business Number</b>	■ ATO	Nil	4 weeks	<ul style="list-style-type: none"> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a></li> <li>You must register a business name if you trade using any name other than your own or your company name.</li> <li>Notify OFT or the BSC if you alter certain particulars on an existing business name registration (other than the name itself).</li> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Business Name Registration</b>	● BSC	\$133.60 - 1 year \$255.60 - 3 years	Approximately 4 hours (Spring Hill or ◀ Regional Centres as listed at the end of this Guide)	
	<b>Business Name Change in Particulars</b>	● BSC	Nil unless late advice		
	<b>Trade Mark Registration</b>	IP Australia	Varies	Min 7 months	
<b>Trust</b>	<b>Australian Business Number</b>	■ ATO	Nil	4 weeks	<ul style="list-style-type: none"> <li>ABN Registration can be made online at <a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a></li> <li>A trademark protects your business name and / or logo from use by others. Renewal required after 10 years.</li> </ul>
	<b>Trade Mark Registration</b>	IP Australia	Varies	Min 7 months	
<b>I'm in business and not restructuring</b>	<b>No other licences are required</b>	Your business may operate under your own name (with no additions) or your existing business name or company name.			

How will you structure your business?

- ♦ (OFT) Office of Fair Trading
- ♣ (ASIC) Australian Securities & Investments Commission
- (BSC) Business Support Centre

- ◀ (DEEDI) Department of Employment, Economic Development and Innovation
- (ATO) Australian Taxation Office

## Did you know about

### Acts which may apply to your business

- *Trade Marks Act 1995*
- *Business Names Act 1962*

You can obtain copies of legislation from *SDS Publications* at [www.sds.qld.gov.au](http://www.sds.qld.gov.au)

### Business Names

The business name you are applying for may be identical or similar to a registered trademark. Check *IP Australia's* website [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au) to conduct a Trade Mark search prior to registering your business name. You can use the *Australian Securities and Investments Commission's* website [www.asic.gov.au](http://www.asic.gov.au) to identify whether a business name is being used. Please note that there is no guarantee the name will be available or approved.

You can submit your business name registration form at the *Office of Fair Trading* or the Business Support Centre. Contact the Business Support Centre on 13 25 23 to find your closest regional service centre.

### GST

When you apply for your Australian Business Number (ABN), you may also need to register for GST at the same time. Further information on how GST impacts on your business is available from the *Australian Taxation Office* at [www.ato.gov.au](http://www.ato.gov.au)

### Bank Account

If you want a bank account for your business you may need an extract of your Business Name Registration or Company Registration. For a Business Name Extract (\$16.40) contact the Business Support Centre. For a Company Name Extract (\$12.00) contact ASIC on +61 7 3867 4700. Some banks do not accept extracts other than those they arrange themselves. Charges for such extracts can vary and may be up to \$60.00. We recommend that you contact your financial institution and ask for advice on their extract policy.

### Domain Name

Do you wish to have a professional presence on the Internet? You should register a domain name. Contact *AusRegistry Pty Ltd* at [www.ausregistry.com.au](http://www.ausregistry.com.au)

### Government Assistance

- Introduction to Small Business Practices - Department of Education and Training
- New Enterprise Incentive Scheme (NEIS) - Department of Employment and Workplace Relations
- Information on Trade Marks - IP Australia

To find out more information about these services, contact the *Government Business Information Service (GOBIS)*. See section 5 for contact details.

## Employing staff

There are a number of requirements associated with employing and managing staff.

	Options	Requirements	Agency	Cost	Time	Notes
I will be employing staff		<b>Superannuation Guarantee</b> <b>► PAYG</b> <b>Workers Compensation</b>	<ul style="list-style-type: none"> <li>■ ATO</li> <li>■ ATO</li> </ul> WorkCover	9% salary Nil % of salary / wages	4 weeks Registration effective on lodgement	<ul style="list-style-type: none"> <li>• Register for ►PAYG when you apply for your ▲ABN</li> <li>• Cover notes can be issued over the phone.</li> <li>• Invoice will be issued</li> </ul>
	<b>Wages will exceed \$19,230 per week</b>	<b>Payroll Tax Registration</b> <b>Superannuation Guarantee</b> <b>► PAYG</b> <b>Workers Compensation</b>	<ul style="list-style-type: none"> <li>▼ OSR</li> <li>■ ATO</li> <li>■ ATO</li> </ul> WorkCover	% of salary / wages calculated 9% salary Nil % of salary / wages	Within 1 week 4 weeks Registration effective on lodgement	<ul style="list-style-type: none"> <li>• Register ►PAYG when you apply for your ▲ABN.</li> <li>• Cover notes can be issued over the phone.</li> <li>• Invoice will be issued</li> </ul>
Will any of your staff be apprentices or trainees?	Yes	<b>Training Contract</b>	<ul style="list-style-type: none"> <li>• DET</li> </ul>	Nil	10 days	<ul style="list-style-type: none"> <li>• No application fee required, however, fees exist for copies of the agreement or indenture.</li> </ul>
	No	<b>No other licences required</b>				
I <u>won't</u> be employing staff:	<b>No other licences required</b>					

■ (ATO) Australian Taxation Office  
 ▲ (ABN) Australian Business Number

▼ (OSR) Office of State Revenue  
 ► (PAYG) Pay As You Go

• (DET) Department of Education and Training

## Did you know about

### Acts which may apply to your business

- *Payroll Tax Act 1971*
- *Workers' Compensation and Rehabilitation Act 2003*
- *Workplace Health and Safety Act 1995*
- *Industrial Relations Act 1999*
- *Vocational Education, Training and Employment Act 1991*

You can purchase copies of legislation from *SDS Publications* at [www.sds.qld.gov.au](http://www.sds.qld.gov.au)

### Fringe benefits tax

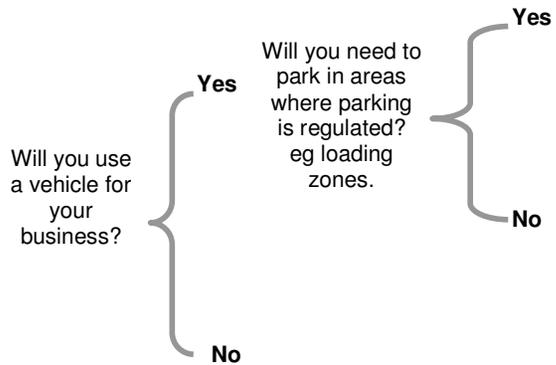
Registration is required on a range of non-salary employment benefits provided to employees. There are no fees but you must lodge returns. Contact the Australian Taxation Office for more information or visit [www.ato.gov.au](http://www.ato.gov.au)

### Government services to help

- Workplace Health and Safety Advice - Department of Justice and Attorney-General
- Workers' Compensation Insurance Advice, Workplace Rehabilitation and Effective Claims Management Advice – WorkCover Qld
- Traineeships - Department of Education, Training and Youth Affairs
- New Apprenticeships – Department of Employment and Workplace Relations
- Superannuation Helpline – Australian Taxation Office
- Payroll Tax General Enquiries - Office of State Revenue
- Payroll Tax Rebates for Long-Term Unemployed Persons in the 15-19 Age Bracket – Office of State Revenue

To find out more information about these services, contact the *Government Business Information Service (GOBiS)*. See section 5 for contact details

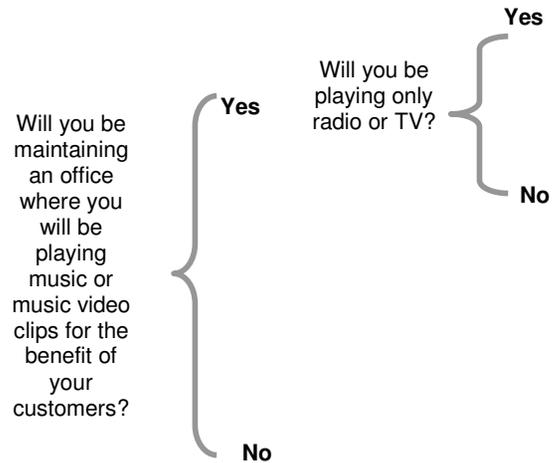
# Operating



Options	Requirements	Agency	Cost	Time	Notes
	<b>Commercial Vehicle Registration</b>	Transport	Varies	Up to 2 hours	<ul style="list-style-type: none"> <li>This is the annual registration that all commercial vehicles have.</li> <li>Vehicles used for commercial use should be recorded as commercial for both registration and compulsory third party.</li> <li>This is the permit that allows your vehicle to be parked in loading zones. NB some Councils do not regulate commercial vehicles.</li> </ul>
	<b>Commercial Vehicle Permit</b>	Council	Varies	4 weeks	

	<b>Commercial Vehicle Registration</b>	Transport	Varies	Up to 2 hours	<ul style="list-style-type: none"> <li>This is the annual registration that all commercial vehicles have.</li> <li>Vehicles used for commercial use should be recorded as commercial for both registration and compulsory third party.</li> </ul>
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**No other licences required**



	<b>Music Licence – Public Performance, Broadcast or Diffusion</b>	♣ APRA	Varies	Up to 10 days	<ul style="list-style-type: none"> <li>The Australasian Performing Right Association Ltd collects revenue for all copyright music. <a href="http://www.apra.com.au">www.apra.com.au</a></li> </ul>
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Recorded music (inc CDs, tapes, records), music videos or both.	<b>Music Licence – Public Performance, Broadcast or Diffusion</b>	♣ APRA	Varies	Up to 10 days	<ul style="list-style-type: none"> <li>The Australasian Performing Right Association Ltd collects revenue for all copyright music. <a href="http://www.apra.com.au">www.apra.com.au</a></li> <li>Must also hold "Music Licences for Public Performance, Broadcast or Diffusion" as above. <a href="http://www.pcca.com.au">www.pcca.com.au</a></li> </ul>
	<b>Music Licence – Public Performance of Protected Sound Recordings</b>	♦ PPCA	Varies	5 days	
	<b>Music Video Clips Licence</b>	♦ PPCA	Varies	5 days	<ul style="list-style-type: none"> <li>Must also hold "Music Licences for Public Performance, Broadcast or Diffusion". <a href="http://www.pcca.com.au">www.pcca.com.au</a></li> </ul>

**No other licences required**

♣ (APRA) Australasian Performing Right Association  
 ♦ (PPCA) Phonographic Performance Company of Australia

## Did you know about

### Insurance

This document has discussed insurance that is required as part of your business for example you must have workers' compensation insurance to operate if you employ, but there are other insurances that will protect your business such as public liability, contents insurance, income insurance and building insurance. Please note – if you operate your business from home check with your insurance company, as you may not be covered.

### Fair Trading

The *Fair Trading Act 1989* provides for an equitable, competitive, informed and safe marketplace. For further information, contact the *Office of Fair Trading* on 13 74 68 (13 QGOV).

### Government services to help

- Retail Shop Leases Registry – Department of Justice and Attorney-General
- Tax Basics for Small Business seminars– Australian Taxation Office. 1300 661 104 or email [qld.taxbasics@ato.gov.au](mailto:qld.taxbasics@ato.gov.au)
- A Fax from Tax - Australian Taxation Office
- Stamp Duty Information Line – Office of State Revenue
- Business Name Advisory Service – Office of Fair Trading
- ASIC Corporate Information Programs – Australian Securities and Investments Commission
- Small Business and the Competition and Consumer Act 2010 – Australian Competition and Consumer Commission
- Public Liability, Accident / Income Protection Insurances – National Insurance Brokers' Association

To find out more information about these services, contact the *Government Business Information Service (GOBiS)*. See section 5 for contact details.

## Requirements specific to your industry

	Options	Requirements	Agency	Cost	Time	Notes
Do you intend to make premises available for the purposes of prostitution, by two or more prostitutes?	Yes	<b>Brothel Licence under the Prostitution Act 1999</b>	Prostitution Licensing Authority	\$5670.00 – Application Fee \$7387.00 – Licence Fee	Varies	<ul style="list-style-type: none"> <li>• A fee of \$2955 for each room in the brothel is also applicable.</li> <li>• A maximum of 5 working rooms may be approved.</li> <li>• Applications are subject to extensive vetting and the process will take some months to complete.</li> </ul>
	No	<b>Contact the Prostitution Licensing Authority for further information</b>				
Do you intend to personally supervise the premises?	Yes	<b>Brothel Licence under the Prostitution Act 1999</b>	Prostitution Licensing Authority	\$5670.00 – Application Fee \$7387.00 – Licence Fee	Varies	<ul style="list-style-type: none"> <li>• A fee of \$2955 for each room in the brothel is also applicable.</li> <li>• A maximum of 5 working rooms may be approved.</li> <li>• Applications are subject to extensive vetting and the process will take some months to complete.</li> </ul>
	No	<b>Brothel Licence under the Prostitution Act 1999</b>  <b>Approved Managers Certificate under the Prostitution Act 1999</b>	Prostitution Licensing Authority	\$783.00 – Application Fee \$41.00 – Certificate Fee	Varies	<ul style="list-style-type: none"> <li>• A brothel licence authorises a person to operate a brothel at which prostitution services are offered. At all times the brothel is open for business, the brothel must be personally supervised by the licensee or an approved manager. A person may only supervise a brothel pursuant to this requirement if he or she holds a certificate as an approved manager for that particular brothel.</li> </ul>

**The individual applying for either of the above must NOT (A) be a corporation, a minor or an insolvent under administration; (B) hold a licence or permit under the Liquor Act; (C) have been convicted of a disqualifying offence or (D) have had a licence, permit or certificate under the Prostitution Act or a corresponding law cancelled in the last three years.**

## Did you know about

### Acts which may apply to your business

- *Industrial Relations Act 1999*
- *Fire and Rescue Service Act 1990*
- *Local Government Act 1993*
- *Debits Tax Act 1990*
- *Sale of Goods Act 1896*
- *Duties Act 2001*
- *Statistical Returns Act 1896 – 1986*
- *Vocational Education, Training and Employment Act 2000*
- *Prostitution Act 1999*
- *Prostitution Regulation 2000*

You can purchase copies of legislation from *SDS Publications* at [www.sds.qld.gov.au](http://www.sds.qld.gov.au)

### Australian Standards

Information on Australian and International Standards is available from the Business Support Centre or Standards Australia at [www.standards.com.au](http://www.standards.com.au)

## Further assistance - Licence/regulatory information



### Useful contacts

- The Business website provides information on what licences and permits you need to operate a business in Queensland at [www.business.qld.gov.au](http://www.business.qld.gov.au) or order your free tailored package by calling the Business Support Centre on 13 25 23 (interstate/overseas callers +61 7 3404 6999 )
- The Government Business Information Service (GOBiS) connects business with government services and programs designed to help you get the best from your enterprise. Examples include; training, seminars and workshops, export opportunities and networking, Government subsidies and grants, industry product matching/sourcing facilities and trade assistance and development - [www.business.qld.gov.au](http://www.business.qld.gov.au)



### Workshops/seminars

Contact your Department of Employment, Economic Development and Innovation regional centre or online at [www.business.qld.gov.au](http://www.business.qld.gov.au) for details of the following workshop(s):

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• Considering a business</li></ul>                                  | <ul style="list-style-type: none"><li>• Retaining your profitable customers</li></ul>  | <ul style="list-style-type: none"><li>• Planning your successful business</li></ul> |
| <ul style="list-style-type: none"><li>• Introductory seminar: Improve your business performance</li></ul> | <ul style="list-style-type: none"><li>• Financial management: back to basics</li></ul> | <ul style="list-style-type: none"><li>• Tendering for government business</li></ul> |
| <ul style="list-style-type: none"><li>• Attracting new customers to your business</li></ul>               | <ul style="list-style-type: none"><li>• Financial management: the how to</li></ul>     |   |



### Online learning

- Visit [www.business.qld.gov.au](http://www.business.qld.gov.au) for a range of online resources including webinars, learning subjects, diagnostic tools and templates that will help to improve your business performance.

## 5.0 Key contacts

Action	Web	Email	Phone	Post	In Person	Contact Details
<b>Business planning information and resources</b>	✓	✓	✓	✓	✓	Business Resource Centre 400 Boundary Street (cnr Fortescue), Spring Hill (free parking) Phone: 13 25 23 or +61 7 3404 6999 - <i>press option 2</i> Email: <a href="mailto:resource.centre@deedi.qld.gov.au">resource.centre@deedi.qld.gov.au</a> Website: <a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a>
<b>Business Readiness Diagnostic</b>	✓					
<b>Licensing and other start up information</b>	✓	✓	✓		✓	Business Support Centre 400 Boundary Street (cnr Fortescue), Spring Hill (free parking) PO Box 974 Spring Hill, QLD 4004 Phone: 13 25 23 or +61 7 3404 6999 Email: <a href="mailto:business@deedi.qld.gov.au">business@deedi.qld.gov.au</a> Website: <a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a>
<b>Lodging a licence / business name application</b>	✓			✓	✓	
<b>Government services and small business support</b>	✓	✓	✓		✓	GOBiS – Government Business Information Service 400 Boundary Street (cnr Fortescue), Spring Hill (free parking) Phone: 13 25 23 or +61 7 3404 6999 <i>press option 2</i> Email: <a href="mailto:business@deedi.qld.gov.au">business@deedi.qld.gov.au</a> Website: <a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a>

## Locations

The Business Support Centre is located at 400 Boundary Street (cnr Fortescue Street), Spring Hill (free client parking). We operate a local cost telephone number state wide 13 25 23 or outside Queensland +61 7 3404 6999 as well as providing services through the below listed Department of Employment, Economic Development and Innovation regional centres throughout Queensland.

<b>Aspley</b> Suite 1, Level 2 Christies Homemaker Centre Cnr Gympie and Zillmere Roads ASPLEY QLD 4034	<b>Hervey Bay</b> Government Building Main Road HERVEY BAY QLD 4655	<b>Rockhampton</b> Level 1 149 Bolsover Street ROCKHAMPTON QLD 4700	<b>Sunshine Coast</b> Level 1, 60 Wisers Road MAROOCHYDORE BC QLD 4558
<b>Bundaberg</b> 205 Bourbong Street BUNDABERG QLD 4670	<b>Ipswich</b> Level 1, 225 Brisbane Street IPSWICH QLD 4305	<b>Roma</b> Ground Floor, 31 McDonald St ROMA QLD 4455 <i>*(Business name processing not available)</i>	<b>Toowoomba</b> 203 Tor Street TOOWOOMBA QLD 4350
<b>Caboolture</b> Level 4, 33 King Street CABOOLTURE QLD 4510	<b>Mackay</b> Floor 2, 67-69 Sydney Street MACKAY QLD 4740	<b>Southport</b> Level 1 7-11 Short Street SOUTHPORT QLD 4215 <i>*(Fair Trading is located on the ground floor)</i>	<b>Townsville</b> Floor 1, Enterprise House Cnr The Strand and Sir Leslie Thiess Drive TOWNSVILLE QLD 4810
<b>Cairns</b> Ground Floor Cairns Port Authority Building Cnr Hartley and Grafton Street CAIRNS QLD 4870	<b>Maryborough</b> 319-325 Kent Street MARYBOROUGH QLD 4650	<b>Springfield</b> Level 5, World Knowledge Centre Education City, Sinnathamby Blvd SPRINGFIELD QLD 4300 <i>*(Business name processing not available)</i>	
<b>Gladstone</b> 33 Goondoon Street GLADSTONE QLD 4680	<b>Mount Isa</b> 75 Camooweal Street MOUNT ISA QLD 4825	<b>Springwood</b> 6 Paxton Street SPRINGWOOD QLD 4127	



Please Note: There is wheelchair access at all offices except Southport and Townsville.

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