



SUPPORTING SMALL TOURISM BUSINESSES

The Federal Government provides many practical tools to support tourism small businesses.

What support does your business need?

I NEED GENERAL BUSINESS ADVICE AND SUPPORT

- > [advice on Government regulations](#)
- > [general advice/referral service](#)
- > [business planning](#)
- > [growing my business](#)
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- > [business mentoring](#)
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I NEED HELP TO DEVELOP THE ONLINE CAPABILITY OF MY BUSINESS

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I NEED HELP SORTING OUT MY TAX

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- > [business tax advice \(including GST, superannuation and record keeping\)](#)
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I NEED ASSISTANCE TO INVEST IN MY BUSINESS

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I NEED HELP WITH STAFFING ISSUES

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I NEED TO KNOW HOW TO PREPARE MY BUSINESS FOR CLIMATE CHANGE

- > [climate change and tourism](#)
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I NEED TO KNOW ABOUT INDIGENOUS TOURISM BUSINESS SUPPORT

- > [information on programs and resources to aid Indigenous tourism development](#)

I NEED TO KNOW ABOUT THE NEW SATELLITE PHONE SUBSIDY SCHEME

- > [information on the Satellite Phone Subsidy Scheme](#)

I NEED TO KNOW HOW TO CONTRIBUTE TO GOVERNMENT CONSULTATIONS THAT AFFECT MY BUSINESS

- > [information on the business consultation website](#)

I NEED GENERAL BUSINESS ADVICE AND SUPPORT

Small Business Support Line

The Small Business Support Line – 1800 777 275 – operates 8am to 8pm AEST, Monday to Friday, and provides an initial 'single' point of contact for access to information and referral services that can assist your small business including:

- Finance and cash flow management (including loan and banking products)
- Marketing and promotion, including research and statistics
- Business planning and diagnostic services
- Legal, accounting and taxation services
- Personal stress and hardship counselling
- Registration and licences
- E-Business and online assistance
- Occupational Health and Safety (OH&S)
- Government initiatives, grants and assistance
- Employing staff
- Home-based business
- Importing and exporting
- Tenders and contracts
- Intellectual property
- Franchising
- Insurances
- Retail leasing guidance
- Government regulation
- Human resource management

For more information visit www.ausindustry.gov.au/smallbusiness.

Growing Your Business Checklist

There are many things that you need to know when you are looking to grow your business. This checklist covers many of these issues – whether you are increasing staff, diversifying products or services, exporting goods, franchising your business or simply moving to bigger premises. For more information visit

<http://www.business.gov.au/Information/Pages/business.gov.auchecklists.aspx>.

Small Business Advisory Services

The Government provides small business advice and support through small business advisory services based throughout Australia. The organisations funded by the Government can help your business by providing you with assistance and advice in areas such as:

- Loans and banking products
- Business planning
- Development of simple marketing plans
- Accessing legal and accounting services
- Leasing guidance
- Advice on government regulations
- Mentoring for business

These small business advisory services are located in suburban, rural and regional Australia. To find a small business advisory service near you visit www.ausindustry.gov.au/smallbusiness.

In the 2012-13 Budget, the Government is providing a further \$27.5 million to extend the program over four years, with on-going funding thereafter.

Legal Issues Guide for Small Business

Do you have questions about legal issues facing your business? The Legal Issues Guide for Small Business provides quick and easy online information about a range of legal issues which frequently confront small business and can tell you about preventative measures you can undertake or show you where to seek further assistance. Subject areas include:

- Contracts
- Employment
- Fair trading
- Leases
- Insurance
- Credit and debt recovery
- Import/ Export and Customs
- Taxation

The legal issues guide for small business is available at

<http://www.innovation.gov.au/SmallBusiness/LegalHelp/Pages/default.aspx>.

Working with contracts: Practical assistance for small business managers

Dealing with contracts is very much a part of small business management. The Working with contracts: practical assistance for small business managers' guide, is specifically designed to familiarise small business managers with contracts - what they are, what they contain, how to avoid the pitfalls - and to help you get the most from these very valuable and fundamentally important business tools. Working with contracts guide is available for download at

<http://www.innovation.gov.au/SmallBusiness/WorkingWithContracts/Pages/Introduction.aspx>

Look before you lease: Avoiding the pitfalls in retail leasing

The Look before you lease: Avoiding the pitfalls in retail leasing guide is designed for people thinking about signing a new lease for a business location. It can help you find out the right questions to ask before signing a lease, and where to look for more information. It cannot replace professional advice but it can help you focus on what advice you will need when you seek further assistance.

Look before you lease is available for download at

<http://www.innovation.gov.au/SmallBusiness/Support/Pages/LookBeforeYouLease.aspx>

Tourism Research and Statistics



The Australian Government recognises that small businesses need accurate and reliable information to assist them with decision-making. Tourism Research Australia (a branch of the Department of Resources, Energy and Tourism) provides statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry. For more information visit www.ret.gov.au/tra or for general enquiries please contact Tourism Research Australia at: tourism.research@ret.gov.au.

Registering business names to be made easy

The Australian Government is investing \$125.2 million over four years in a national system for registering business names and complementary initiatives which will assist small businesses.

The Australian Securities and Investments Commission's new online national business names registration service was launched on Monday 28 May 2012, replacing the state and territory services. Under the new service, one online registration process and a low fee - \$30 for one year or \$70 for three years – will register a business name throughout Australia, saving businesses time and money. Existing business names have been automatically transferred to the new national register.

It is estimated that the new national system and complementary initiatives will generate benefits of \$1.5 billion over eight years for business, consumers and government.

For more information visit www.asic.gov.au

Enterprise Connect – National Tourism Industry Network



The National Tourism Industry Network is open to tourism firms that derive a significant portion of their turnover from tourist accommodation, tourist attractions, the operation of tours, travel services, or local food and beverage tasting experiences.

Enterprise Connect offers a range of programs for eligible businesses including comprehensive Business Reviews, Researchers in Business grants, Technology and Knowledge Connect advisory services, Enterprise Learning and Mentoring, and Industry Intelligence, & Networking (WIIN) events.

The Business Review is a top to bottom analysis of a business, carried out on-site by highly skilled and experienced Business Advisers at no charge to the business.

Applications for a Business Review can be made individually, or as a group of companies.

Eligible tourism businesses are matched with an experienced Business Adviser who will work with people throughout various operational levels of the business to develop a thorough view of:

- Strengths and weaknesses of the business
- Strategic business issues
- Potential areas for improvement and
- Potential areas for growth

Businesses that receive a Business Review will be eligible to apply for the Tailored Advisory Service. Enterprise Connect will reimburse half the cost, up to a maximum of \$20,000 excluding GST, of engaging a consultant to implement recommended business improvements.

More detailed information regarding Enterprise Connect services, how to apply, eligibility criteria can be found at www.enterpriseconnect.gov.au

Enterprise Connect - Remote Enterprise Centre

The Remote Enterprise Centre provides small and medium enterprises operating in remote areas of Australia with access to specialist advice and services to help them boost productivity and competitiveness.

The Centre provides a practical range of services designed to link businesses in the Northern Territory, and remote areas of Western Australia, New South Wales, South Australia and Queensland to new ideas, technologies and markets.

The types of businesses that can be assisted through the Remote Enterprise Centre include (but are not limited to) outback tourism, Indigenous arts and crafts, carbon trading, land management, horticulture, livestock, and mining and mining associated industries. For more information please visit www.enterpriseconnect.gov.au.

Information for independent contractors

The Department of Industry, Innovation, Science, Research and Tertiary Education has a number of information products about independent contracting that can be downloaded from www.business.gov.au/contractors or ordered from the Independent Contractors Hotline (1300 667 850):

- [Independent contractors: the essential handbook](#) (the handbook) helps independent contractors and the businesses that engage them to understand their rights and responsibilities when entering into contracting relationships. There is also an audio version of the handbook.
- The online [Contractor decision tool](#) (the tool) helps users to understand whether they are a party to a genuine independent contracting arrangement, or whether they could be in a sham arrangement under the Fair Work Act 2009. The tool also directs users to the Tax Office's employee/contractors decision tool to determine if they are an independent contractor or employee for taxation or superannuation purposes.
- [Independent contractors: contracts made simple](#) provides information on negotiating contracts, avoiding disputes, how to better manage business risks and improving business relationships.

I NEED FINANCIAL ASSISTANCE TO DEVELOP NEW TOURISM PRODUCTS

T-QUAL Grants

Tourism Quality (T-QUAL) Grants is a competitive merit-based grants program aimed at stimulating sustainable economic growth in the Australian tourism industry.

By providing matched funding to large and small-scale tourism projects, the program aims to increase Australia's supply of quality tourism products and experiences.

The program actively encourages private sector investment in the development of Australia's tourism industry products, services and experiences. It is underpinned by the National Long-Term Tourism Strategy updated by Tourism 2020 and all projects funded under the program are required to align with the priorities of the Tourism 2020 strategy.

T-QUAL Grants are administered by the Department of Resources, Energy and Tourism and offered in two separate programs:

- [Strategic Tourism Investment Grants](#)—funding for up to \$1 million to support a small number of larger scale projects to support Indigenous tourism, economic development and tourism employment
- [T-QUAL Projects](#)—funding of up to \$100,000 for smaller-scale projects to support collaborative tourism industry development projects, particularly those which stimulate private sector investment.

Arising from a 2010 election commitment the Australian Government allocated \$40 million towards T-QUAL Grants over 4 years from 1 July 2011. More information is available from: www.ret.gov.au/tqual.

A range of other Australian Government grants are also available. Some of these may be relevant to your business. More information is available from: www.grantslink.gov.au/.

I NEED SUPPORT IN MARKETING MY BUSINESS

Tourism Marketing

Tourism Australia can provide you with tools to help you market your business to international and domestic tourists. Tourism Australia can help you target leisure; business events and niche markets and can provide you with marketing opportunities, strategic insights, advice and information. They can also assist you to develop your international customer base and increase your business' exposure to markets worldwide by providing opportunities to target both consumers and trade networks. Tourism Australia produces a special guide for business on working with Tourism Australia which outlines the opportunities and range of resources, services and programs available to help them.

For more information call 1300 361 650 or visit www.tourism.australia.com.

Export Assistance

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property and know-how outside Australia.

The EMDG scheme:

- encourages small and medium sized Australian businesses to develop export markets;
- reimburses up to 50% of eligible export promotion expenses above \$10,000 provided that the total expenses are at least \$20,000; and
- provides up to seven grants to each eligible applicant.

To access the scheme for the first time, businesses need to have spent \$20,000 over two years on eligible export marketing expenses. For more information on EMDG visit www.austrade.gov.au.

Promoting Quality



The Australian Government together with the states and territories and the Australian tourism industry has developed T-QUAL Accreditation. T-QUAL Accreditation is a key vehicle driving improvement in the quality of Australia's tourism product and benefits consumers by providing them with an identifiable national symbol of quality, the T-QUAL Tick.

When your business is, or becomes, accredited by an accreditation program that is T-QUAL accredited you may benefit from:

- the Australian Government's \$5.5 million investment in the National Tourism Accreditation Framework (NTAF), with a large proportion of this going into national and global marketing by Tourism Australia;
- permission to use the T-QUAL Tick which will differentiate your business in the market by providing a higher level of credibility;
- promotion of the T-QUAL Tick to consumers that will increase the visibility of your business and highlight your commitment to quality; and

- preferential listing on Australia.com for T-QUAL accredited operators that are also Australian Tourism Data Warehouse members and on your State or Territory Tourism Organisation's website that will be progressively rolled out in States and Territories in 2012.

For more information on T-QUAL Accreditation call 02 6243 7024, email ntaf@ret.gov.au or visit <http://www.ret.gov.au/tourism/business/tq>.

I NEED HELP TO DEVELOP THE ONLINE CAPABILITY OF MY BUSINESS

Digital Enterprise Program

The Australian Government is providing \$10 million in grant funding over three years from 2011–12 to establish a Digital Enterprise initiative that will help small-to-medium enterprises and not-for-profit organisations (including local cultural organisations) in 40 communities that benefit from the National Broadband Network (NBN) where work on the rollout has already commenced.

See www.dbcde.gov.au/digital_economy/programs_and_initiatives/digital_enterprise_program.

The program provides training and advice to help participants learn how to use the NBN to diversify their operations by allowing them to improve their online presence, offer new products and services, expand their market, improve their competitiveness, and increase their means of communicating with customers and suppliers.

Those who attend one or more training seminars will also be eligible to receive an additional four hours of tailored one-on-one training to assist them with their individual business requirements.

For more information, contact the Department of Broadband, Communications and the Digital Economy via freecall on 1800 017 984, weekdays between 8.30am and 5.00pm AEST or email digitalenterprise@dbcde.gov.au.

Digital Business

Want to get your business or community organisation online, but don't know where to start? Already online but want to get more out of it? Or do you just want practical advice about the internet and what it means for your organisation? Digitalbusiness.gov.au provides information that may assist you.

Digitalbusiness.gov.au is an Australian Government website that provides up to date practical guidance for small to medium enterprises and community organisations on how to establish or enhance their online presence. Topics include establishing a website, e-commerce, social media, search engine optimisation, security, privacy and the mobile web. The website also includes video case studies with people talking about the challenges and benefits they've experienced online, as well as a blog with interviews and the latest news.

Visit digitalbusiness.gov.au today to get informed as you take your next steps online.

Tourism e-kit

The Tourism e-kit is designed to assist tourism operators to make the most of opportunities the internet provides. The Tourism e-kit contains a series of simple tutorials that give the skills and knowledge to make informed decisions on this important area of business. Visit: <http://www.atdw.com.au/tourismekit.aspx>

I NEED HELP SORTING OUT MY TAX

ATO Small Business Program

The Australian Tax Office runs free seminars and workshops for small business. They also offer a free, one-on-one assistance visit tailored to your business. The visit is confidential and can cover business basics such as registering for an Australian Business Number (ABN) and Goods and Services Tax (GST), as well as more complex issues such as your employer and superannuation obligations and record keeping requirements. The visits are available in all capital cities and most regional areas. To organise a visit, or for more information please visit www.ato.gov.au/smallbusinesssupport.

Research and Development Tax Incentive

The Research and Development (R&D) Tax Incentive benefits small and medium sized enterprises by providing simple, effective assistance in the form of a 45 per cent refundable tax offset on R&D expenditure for firms with an annual aggregated turnover of less than \$20 million. The R&D Tax Incentive commenced on 1 July 2011.

The 45 per cent R&D refundable tax offset is equivalent to a 150 per cent R&D tax concession under the old program. The key benefits for small business of the new R&D Tax Incentive include:

- more generous benefits, including cash refunds for eligible firms; and
- greater certainty in R&D investment.

For more information please visit

<http://www.ausindustry.gov.au/InnovationandRandD/RandDTaxIncentive/Pages/RandDTaxIncentive-FactSheet.aspx>.

Instant write-off of assets valued at up to \$6,500 and accelerated initial deduction for motor vehicles

From the 2012-13 income year small businesses will be able to write off the full value of asset purchases under \$6,500 (including motor vehicles); and up to \$5,000 of any motor vehicle purchase costing at least \$6,500. The remainder of the motor vehicle value will be pooled in the general small business pool (depreciated at 15 per cent in the first year and then 30 per cent)

This will also cut red tape as there is no longer a need to apply different depreciation schedules for assets purchased for under \$6,500.

Small businesses will also be able to depreciate other assets (other than buildings) in a single pool, at a single rate of 15 per cent in the first year and 30 per cent in following years – again saving money and paperwork.

For more information please visit

<http://www.ato.gov.au/content/00286865.htm>

Loss Carry-Back for Companies

The Government has introduced loss carry-back to support companies struggling due to the high dollar to invest, retrain and retool to improve their competitiveness.

From 1 July 2012, companies will be able to carry back up to \$1 million worth of losses to get a refund of tax paid in the previous year. From 1 July 2013, companies will be able to carry back up to \$1 million worth of losses against tax paid up to two years earlier.

Companies will be able to carry back up to \$1 million of losses each year, providing a cash benefit of up to \$300,000 a year. Loss carry-back will be available to companies and entities that are taxed like companies. It will apply to companies' revenue losses only and will be subject to integrity rules, and limited to franking account balances.

For more information please visit

<http://www.treasurer.gov.au/wmsDisplayDocs.aspx?doc=pressreleases/2012/031.htm&pageID=003&min=wms&Year=&DocType=0>

I NEED ASSISTANCE TO INVEST IN MY BUSINESS

Business Loan Finder

Are you having difficulty obtaining credit? The Business Loan Finder will help you find and compare business loan options to help you better understand your credit options. You can enter the amount of money you need to borrow, specify whether you need it upfront or at call, decide on the type of security you want to provide (residential, non-residential or none at all), and the Business Loan Finder will provide a list of loans from a number of financial institutions that may be suitable to your needs, see the Business Loan Finder information pages at www.business.gov.au.

I NEED HELP WITH STAFFING ISSUES

Supporting small business skill to drive economic growth

The Australian Government's 2011-12 Building Australia's Future Workforce package recognises that small business needs support to train and skill their workers, along with the right environment for workers to thrive. This will ensure small businesses are able to grow and contribute to the nation and their communities.

These packages build on existing assistance measures for small business by offering additional support for small business to obtain the skilled workers they need, incentives to improve employer participation and assist the very long term unemployed and people with disability to engage with the workforce.

More information on this and other Department of Education, Employment and Workplace Relations programs can be found at: www.deewr.gov.au/Department/Budget/Pages/1112FactSheets.aspx
www.deewr.gov.au/Department/Budget/Documents/20112012/Supporting_Small_Business_To_Drive_Economic_Growth.pdf

Job Services Australia and Employment Related Programs

Employment and recruitment services for employers and job seekers can be found at <http://www.deewr.gov.au/Employment/JSA/Pages/default.aspx>.

Employers can register their details on www.jobsearch.gov.au and advertise vacancies for free, using the 'Employer' button on the left or calling the Employer Hotline on 13 17 15.

Australian Apprenticeships

No two businesses are the same, which is why Australian Apprenticeships have been designed to be flexible. An Australian Apprentice can be a student or school-leaver, a person re-entering the workforce or an adult worker simply wishing to change careers.

Australian Apprenticeships combine time at work with training, and can be either full-time, part-time or school-based. Group Training Organisations can organise for you to share an Australian Apprentice with another business if you do not have enough work for an ongoing or full-time position, or might not have the range of work available to ensure that your Australian Apprentice gains all the necessary skills for your industry.

Visit www.australianapprenticeships.gov.au or phone 13 38 73 for information about Australian Apprenticeships, including incentives for eligible employers and links to Australian Apprenticeships Centres.

Apprentice to business owner program

In the 2012-13 Budget, the Government announced it will provide \$19.4 million over four years for business skills training and mentoring support for individuals who are seeking to establish a business within two years of completing a trade-related apprenticeship. Grants of up to \$5,000 will be available for 500 people in 2012-13 and then 1,000 people each year from 2013-14. For further information contact Australian Government Skills Connect on 133 196.

Employing Overseas Staff

If you are unable to hire qualified skilled staff in Australia, it is possible, in certain circumstances to hire staff from overseas. For information relating to sponsorship programs or temporary migration, please contact the Department of Immigration and Citizenship on 131 881 or visit www.immi.gov.au.

It is important to remember that some people visiting or residing in Australia on a temporary basis may not have the right to work. It is easy to check a temporary resident's work rights – just visit the Department of Immigration and Citizenship's Visa Entitlement Verification Online Website.

457 Visa Guide

The Department of Immigration and Citizenship has developed a 457 visa (temporary skilled migration) guide to assist tourism and hospitality employers in sponsoring overseas workers.

Visit www.tourism.gov.au/labour.

National Workforce Development Fund

Through the National Workforce Development Fund enterprises can identify their current and future business and workforce development needs and apply for funding to support the training of existing workers and new workers in the area of need. To apply for funding please contact Service Skills Australia on 02 8243 1200. For more information on the National Workforce Development Fund please phone 133 873 or visit www.deewr.gov.au/Skills/Programs/SkillTraining/nwdf/Pages/default.aspx.

Small Business Superannuation Clearing House

The Australian Government is offering a free superannuation clearing house service to small businesses with less than 20 employees. This service is optional and is designed to reduce red tape and compliance costs associated with meeting your superannuation guarantee obligations. Further information is available from www.medicare.gov.au/super/.

I NEED TO KNOW HOW TO PREPARE MY BUSINESS FOR CLIMATE CHANGE

Climate Change and Tourism

Climate change has the potential to impact small tourism businesses. For information on how to adapt business practices, the Department of Resources, Energy and Tourism has developed the Climate Change Guide: Mitigation and Adaptation Measures for Australian Tourism Operators. This guide is available from www.ret.gov.au.

Measures to assist small business adjust to the carbon price include extending the instant asset write-off threshold to \$6,500, and a \$40 million program to provide information to small businesses and community organisations on practical measures they can take to reduce their energy costs. This program will be delivered through grants to industry associations and non-government organisations which have established relationships with small businesses and community organisations.¹

Environmental Sustainability

A range of programs are available from state, territory and federal governments to prepare businesses for climate change and to help businesses to be more environmentally sustainable. For a list of programs available nationally and in each state or territory go to www.business.gov.au.

Business Resilience

The Australian Government and state and territory governments provide a range of measures to support resilience. These include financial incentives to encourage uptake of energy efficient equipment, and programs to encourage businesses to reduce energy and waste.

To access two detailed fact sheets providing information on industry resilience, and crisis management programs and resources visit <http://www.ret.gov.au/tourism/business/Pages/business.aspx>.

Tourism Industry Resilience Kit

Practical self-help guides for mitigating risks and improving business continuity, available in two tailored versions for tourism businesses and for Regional Tourism Organisations. The Kit also includes a quick reference Z-card and five video case-studies available on youtube. For details, see <http://www.ret.gov.au/tourism/business/Pages/business.aspx>

I NEED TO KNOW ABOUT INDIGENOUS TOURISM BUSINESS SUPPORT

Support for Indigenous Tourism Business

The Australian Government and state and territory governments provide a range of measures to support Indigenous tourism business. These include Indigenous employment programs, and business development and assistance programs. To access a detailed fact sheet providing information on programs and resources to aid Indigenous tourism development visit <http://www.ret.gov.au/tourism/business/Pages/business.aspx>.

¹ Measures for adjustment to the carbon price are subject to passage of legislation for the clean energy future

I NEED TO KNOW ABOUT THE NEW SATELLITE PHONE SUBSIDY SCHEME

Satellite Phone Subsidy

The Satellite Phone Subsidy Scheme is an Australian Government initiative to help people living or working outside of terrestrial mobile phone coverage to purchase satellite mobile phones.

Eligible consumers include individuals, small businesses, community groups, not-for-profit organisations, Indigenous corporations, emergency service organisations, health organisations and educational institutions. Eligible applicants must spend 180 days over a two year period outside of terrestrial mobile phone coverage. The application must be approved before the phone is purchased as the subsidy is paid to dealers, who deduct it from the retail price of the phone to consumers.

For more information visit http://www.dbcde.gov.au/mobile_services/the_satellite_phone_subsidy_scheme or contact the Scheme's Administrator on 1800 674 058.

More information

For more business information visit www.business.gov.au, the Australian Government's award-winning business resource that offers essential information on planning, starting and running a business.

Call the Small Business Support Line on 1800 777 275 (8am-8pm, Monday to Friday)

I NEED TO KNOW HOW TO CONTRIBUTE TO GOVERNMENT CONSULTATIONS THAT AFFECT MY BUSINESS

Business consultation website

The business consultation website informs businesses about future regulatory activity and for the Government to work with stakeholders to obtain information, minimise compliance costs and improve regulation.

Consultation provides policy makers and regulators with access to information that might otherwise not be available, particularly about the likely compliance costs of different options being considered. This information in turn helps the government to develop new ways to reduce these impacts on business.

Registering with the business consultation website provides businesses and other stakeholders the opportunity to influence the development, implementation and enforcement of particular regulations and policies.

To register, visit www.consultation.business.gov.au/consultation/