

**Yarra business
handbook
2022**

Wominjeka / Welcome

Dear business owner,

The past two years have been incredibly challenging for everyone in Yarra, but we know that our business community have faced particular stress and uncertainty.

For the third year in a row we have prepared this handbook with useful information to help you run your business in Yarra.

With over 16,600 businesses in Yarra, we have one of the largest economies in metropolitan Melbourne. Our vision is that Yarra is a place where local businesses prosper, and creative and knowledge industries thrive.

Your contribution to our precincts and community is significant. We aim to support you, and will continue to encourage residents and visitors to rediscover Yarra by shopping, dining and experiencing all that our vibrant businesses have to offer.

Please contact your local councillors or Yarra's Economic Development team for business support throughout 2022.

Here's to a successful and prosperous year!

With thanks and optimism for the year ahead,

Cr Sophie Wade

Mayor, City of Yarra



Acknowledgement

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past, present and future.

On the cover: The Horn African Cafe & Restaurant, Johnston Street, Collingwood

National Relay Service TTY 133 677 then (03) 9205 5555

Languages 中文 9280 1937 Italiano 9280 1931

العربية 9280 1930 Ελληνικά 9280 1934 Español 9280 1935

REF 19140

Councillors

The Yarra community is represented by nine elected councillors. Individual councillors can consult with their constituents and advocate on their behalf, but they can only make decisions as a collective.

This Council was elected on 6 November 2020 for a four year term.

To speak to your councillors visit yarracity.vic.gov.au/councillors

Langridge Ward Councillors

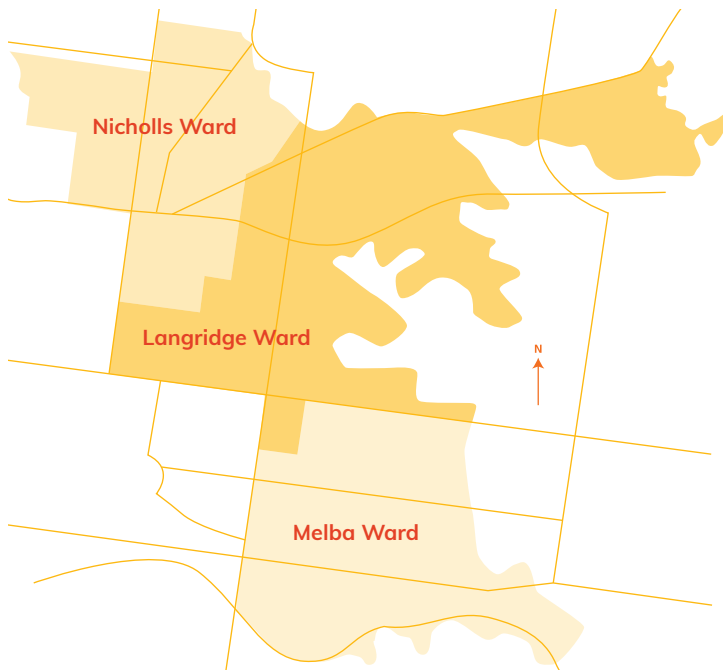
- Cr Gabrielle de Vietri
- Cr Stephen Jolly
- Cr Anab Mohamud

Nicholls Ward Councillors

- Cr Bridgid O'Brien
- Cr Amanda Stone
- Cr Sophie Wade

Melba Ward Councillors

- Cr Edward Crossland
- Cr Herschel Landes
- Cr Claudia Nguyen





Archie's All Day, Gertrude Street, Fitzroy

Business support

Economic data

Remplan provides an economic profile that produces an interactive understanding of Yarra's workforce, characteristics, the role of tourism and trends in the local economy. Visit yarracity.vic.gov.au/research for details.

MyVictoria is a free tool from the Victorian government, combining 50 sets of open data. Search for a postcode, suburb, local government area or region and discover information on local businesses, industries, building activity and government projects myvictoria.vic.gov.au

Yarra Business News

Over 10,000 businesses receive our regular business e-newsletter. To receive the latest business news, important updates, COVID-19 information, grant opportunities, and upcoming events in Yarra, subscribe at yarracity.vic.gov.au/biznews

Free training and events

We hold regular training and networking events where local businesses share knowledge on their topic of expertise. If you are interested in attending or presenting visit yarracity.vic.gov.au/businessesevents

Business associations

Also known as traders associations, these independently run groups of business owners organise activities, marketing campaigns and events to benefit local traders.

In Yarra, there are currently business associations for Bridge Road and Victoria Street. For contact details visit yarracity.vic.gov.au/associations

Mentoring

We offer free mentoring sessions to new and existing business owners in Yarra.

Running a small business can be difficult, lonely and financially stressful. Talking with someone who's been there before can be a great way to help you address any problems. For details on how to access mentoring visit yarracity.vic.gov.au/mentoring

Put your business on the map

In Yarra, we have 12 distinct retail and service precincts, each with their own personality and character.

We're currently mapping out all businesses who are located within these precincts.

If you'd like to list your business on one of our maps, visit yarracity.vic.gov.au/shopping

Organising an event

Yarra hosts a diverse range of festivals, events and activities every year, including Johnston Street Fiesta and Victoria Street Lunar New Year Festival.

When planning an event, there are various regulations, permits and approvals that need to be considered. If you would like to run an event, our event permits team can help you navigate the various requirements.

Visit arts.yarracity.vic.gov.au/events for details.

Free mental health and business support

Free and confidential support to improve your financial, business and emotional wellbeing is available to all Yarra business owners, your employees and family.

Call the *Partners in Wellbeing* hotline on **1300 375 330** from 9am to 10pm weekdays and 9am to 5pm on weekends.

Managing disruptive works

We know disruptions such as construction or roadworks can have serious impacts on small businesses.

Early contact with the authority who is completing the works to understand the scale and duration can help you to properly prepare your business with rostering staff, alerting customers, adjusting delivery times, and even working out what happens to your bins!

If you would like to know more about disruptions in your area see our directory of major authorities that carry out works within Yarra yarracity.vic.gov.au/disruptions



Road and tram works can have serious impacts on small businesses



Off the Kerb Gallery & Studios, Johnston Street, Collingwood

Planning and compliance

Australian Business Licence and Information Services (ABLIS)

ABLIS is a free online tool to help you find out what licences, permits, approvals, and regulations you may need for your business. Complete the quick survey at ablis.business.gov.au

New permit application process

Want to open a new business in Yarra, or move your existing business to a new location? Our Economic Development team provides you with a single point of contact to help guide you through the permit and registration process. To find out more visit yarracity.vic.gov.au/business

Work area permits

If you are undertaking minor works, such as painting the outside of your shop, and need to use the road or footpath for a ladder or scaffolding, you'll need a work area permit.

For larger scale works you'll need a road occupation permit. Other permits may apply too.

Apply online at yarracity.vic.gov.au/workpermit

Graffiti removal

Our role in graffiti management is substantial, and our responsibility is to rapidly remove graffiti from Yarra Council property.

Property owners are responsible for removing graffiti from their private property as part of general maintenance responsibilities.

We will remove graffiti from private property where it has a significant impact on public amenity, is in a shopping precinct, or an area of high prominence.

We cannot remove graffiti above 3 metres in height, that which cannot be reached from the ground, or graffiti on second storey surfaces. Read more at yarracity.vic.gov.au/graffitiremoval

Building permits

You need a building permit for most residential, commercial and industrial works.

Irrespective of the costs of works, this can include the following:

- new buildings
- alterations and additions to current buildings
- pergolas (roofed), verandahs and shade sails
- change of use of a building (e.g. warehouse to dwelling)
- minor structures (carports, roller doors)
- outbuildings (garages and sheds)
- fences and retaining walls
- demolition of an existing building
- structural works.

For more information, please contact a registered private building surveyor or visit yarracity.vic.gov.au/buildingpermit

Heritage considerations

Two-thirds of Yarra is covered by a heritage overlay which means that a planning permit is required for all demolition and works (including painting, fences and signage).

Visit mapshare.vic.gov.au/vicplan to find out what planning controls (zones and overlays) apply to your premises, including whether your property is in a heritage overlay.

Learn more about heritage in Yarra at yarracity.vic.gov.au/yarraheritage

Health registrations

Food businesses

Under the Victorian Food Act, all food businesses must register with, or notify, their local council of all premises where food (including alcohol), is handled or sold.

Registrations and notifications tell us the location of all food premises in Yarra, so we can monitor and help you comply with your obligations, handle and sell safe and suitable food, and prevent misleading conduct in connection with the sale of food.

All premises classified as class 1, 2 and 3 need to renew their registrations annually. The Yarra Council registration period is from 1 January to 31 December. A renewal notice and invoice will be sent to your nominated email address in November each year.

For more information visit yarracity.vic.gov.au/foodregistration

Personal care and body art services, and tattooists

Under the Victorian Public Health and Wellbeing Act, all businesses that provide personal care and body art services must register their premises with their local council.

Registrations tell us the location of these premises so we can monitor and help you comply with your obligations to prevent the transmission of infection diseases to customers.

Registrations must be renewed annually. A renewal notice will be emailed to you in November. Businesses that only undertake lower risk activities (hairdressing, application of temporary make up and cosmetics) do not need to renew their registration.

For more information visit yarracity.vic.gov.au/healthregistration

Footpath trading

We are responsible for managing trading activities in public spaces in Yarra, and ensuring safe access for all footpath users.

You need a footpath trading permit (public space licence) to place items on the footpath outside your business, including:

- tables, chairs and umbrellas
- an advertising sign
- goods, planter boxes, screens or promotional items.

If you already have an existing footpath trading permit, you can apply for an extension of this space too.

Apply online at yarracity.vic.gov.au/footpaths

Parklets

Originally created to temporarily support traders during COVID-19 restrictions, we now allow eligible hospitality businesses to use car parking bays directly outside of their premises for permanent outdoor dining.

Read the guidelines and apply online yarracity.vic.gov.au/parklets

Rubbish and recycling

Businesses can use either the Yarra Council rubbish and recycling service, a private waste collection service, or both. If you choose to use only a private service, there is no reduction to your rates.

Our collection service is suitable for waste from staff kitchens and bathrooms only, not for waste that is produced by your customers or your business. Specialised private collection services are available that better suit these types and volumes of waste.

Bins must be placed out no later than 5am on day of collection and taken back in as soon as practicable. It is an offence under Yarra's General Local Law to leave your bins out any longer than 24 hours after collection. The day of your rubbish and recycling collection depends on your suburb.

Check your collection day by visiting yarracity.vic.gov.au/binday

Vacant properties

Each year, we visit approximately 3,000 businesses across our 12 retail precincts. We record vacancies and tenancy changes to monitor trends and assist with strategic planning. This information is publicly available so you can see what changes are happening in your street. 'Precinct Pulse' fact sheets can be found on our website yarracity.vic.gov.au/research

What is Yarra Council doing about vacant shops?

Local governments are limited in the way we can influence the private property market. We have no control over rent prices, nor can we force owners to rent out their vacant properties. We use our limited resources to work with existing businesses to support you to stay in business.

What can I do about a vacant property?

We know vacant properties can be seen as detrimental to the area, so we have some tips to try and reduce their impact:

1. Request to use their footpath trading space

If you are neighbouring a vacant property, you can seek approval from the property owner to use their footpath space. Please contact us if you wish to do this, as we will need to issue you with a permit.

Download our template letter yarracity.vic.gov.au/extend

2. Seek permission to remove graffiti from the building*

Ask for written permission from the property owner to request graffiti removal on their behalf.

Additionally, it is against our General Local Law to cause or allow land to be kept in a condition which is unsightly or detrimental to the amenity of the neighbourhood. Read more about keeping your property in a good condition yarracity.vic.gov.au/vacant

*Graffiti removal from private property will only be considered where it has a significant impact on public amenity and/or is a shopping precinct, a gateway or an area of high prominence.

Homelessness and rough sleeping

As in many cities around the world, homelessness across Melbourne is growing.

The main reasons people become homeless are:

- lack of affordable housing
- domestic violence
- poverty
- disability
- mental health
- alcohol and other drug issues.

What do we do about homelessness?

There are limited ways for local government to help the homeless; however our staff play an important role in partnership with the homelessness outreach team at Launch Housing.

We also advocate to the Victorian and Australian governments to increase funding, support and housing to those who need it most. Currently there is no national plan to address homelessness and the affordable housing crisis.

What can I do if I see someone who looks homeless?

It is not against the law to be homeless, and all Victorians have a right to be in public places. Our approach to homelessness recognises the principles of Victoria's Charter of Human Rights and Responsibilities in treating all people with respect and dignity.

However, as people experiencing homelessness may have a history of trauma leading to behaviour that can seem antisocial, if they seem distressed, are a danger to themselves or to others, have a child under 18 years old with them, are damaging property or the environment please call **Victoria Police on 000**.

For medical emergencies call Ambulance on 000.

Tell us about a rough sleeping site by using our online reporting tool at yarraroughsleepers.com.au

For any other concerns or to help someone who is sleeping rough, call us on **9205 5555** or Launch Housing outreach team on **8598 1111**.

What about begging?

Begging is illegal under the Summary Offences Act and enforcement is the responsibility of the police. You can report the matter to Victoria Police by calling **131 444**.

For more information on homelessness and support services visit yarracity.vic.gov.au/roughsleepers

Syringe disposal

We provide a range of free services to ensure that needles and syringes are disposed of safely, including:

- over 90 syringe disposal bins located across Yarra and in all public toilets, serviced regularly
- regular patrols by our cleaning staff in key areas
- responsive collection of inappropriately discarded syringes.

If you find a discarded syringe in a street, park, or on your property you would like us to collect safely, visit yarracity.vic.gov.au/syringe



Smith Street, Fitzroy

Parking

On street parking

We have installed sensors in the parking bays in most of our key retail and service precincts. This provides data around occupancy and length of stay. Parking sensors support efficient turnover of parking spaces and helps on street parking be more readily available for residents, businesses, shoppers and visitors.

It also allows us to manage the limited parking spaces on our streets in a fair and equitable way for everyone

Each precinct has spaces designed to enable quick, medium and long-term visits to ensure our streets are accessible to all.

Parking permits

If there is no off-street parking at your business you may be eligible to apply for a business parking permit. The number of permits your business is eligible for is determined by the length of the street frontage.

To check if you're eligible for parking permits, visit yarracity.vic.gov.au/park

Using a loading zone

You can use a loading zone if your vehicle has a goods registration classification, or is a passenger vehicle, truck or van with a permanently fixed sign on both sides of the vehicle.

Apply for a new loading zone

To apply for a new loading zone bay near your business, please visit yarracity.vic.gov.au/loading



The Altar Electric, Johnston Street, Abbotsford

Sustainability

In the face of our climate emergency, the protection of our environment is an important global and local responsibility. We want to continue to lead the transformation in how we live and use our resources in the future.

Sustainability is important to us, and we know it's important to businesses in Yarra too. We can support you to reduce emissions through energy efficiency, procurement of renewable energy, and managing your business waste in a sustainable way.

Waste and recycling resources

We've created a tool kit for businesses with practical tips on how to

- use our glass, rubbish and recycling bins
- assess your waste
- engage your staff
- responsibly dispose of items that don't belong in your bins.

Download the free tool kit yarracity.vic.gov.au/bins

Single-use plastics ban

Plastic pollution harms our health, wildlife, and the environment.

Single-use straws, cutlery, plates, drink-stirrers and polystyrene food and drink containers will be banned from sale or supply in Victoria by February 2023.

We're encouraging all businesses to choose to reuse now to prepare for the ban. Find out more at vic.gov.au/single-use-plastics

Waste education posters for your workplace

We all need to work together to reduce the waste we create, improve the way we recycle to recover our valuable resources and keep them out of landfill.

Print and display our free waste and recycling posters to help your staff understand which items go in which bin.

Download our free posters at yarracity.vic.gov.au/bins

Electronic waste

Electronic waste is banned from landfill and must be disposed of at a designated collection point.

Electronic waste is anything with a battery or a plug, including phones, laptops, appliances and toys.

Find your closest e-waste drop off point

yarracity.vic.gov.au/zerowaste

Zero Waste Map

We've developed an online directory to help you reduce your waste.

Our Zero Waste Map lists business and community initiatives across Yarra that promote waste reduction through their products, services or business practices.

Explore the map and add your business by visiting

yarracity.vic.gov.au/zerowaste

Proudly Plastic Free

We help businesses reduce their use of single-use plastics through our Proudly Plastic Free program. We'll support you every step of the way and share your efforts and successes with the community.

What is the process?

- Contact us and pledge to go Proudly Plastic Free
- We will help you identify what you're already doing to reduce single-use plastic
- We'll help you think of further actions to take
- We'll help you implement the actions that make most sense for your business
- We'll promote what you're doing and celebrate your success with the local community!

To sign up visit **yarracity.vic.gov.au/plasticfree**

Sustainable Business Yarra

Does your business have sustainability goals, or are you interested in learning how to reduce electricity costs, waste and emissions?

We are bringing all of our business sustainability resources together for easy access, and providing a platform for businesses to share their sustainability stories and knowledge with each other and the wider community.

To get involved visit yarracity.vic.gov.au/sustainablebusiness and subscribe to our e-newsletter.



Annie Lewis Winehouse, Bridge Road, Richmond



Cork & Chroma, Smith Street, Collingwood

Energy efficiency

Yarra Energy Foundation (YEF) provides a range of services and advice to help you:

- improve your energy efficiency
- save money
- reduce your carbon footprint.

YEF can assist you with:

- free and expert advice on solar and batteries
- free quotes and connections with accredited suppliers
- retrofitting for energy efficiency
- how to secure the best energy finance deal
- grants, rebates and discounts.

YEF can also connect you with similar businesses in your industry that may have recently improved energy efficiency and can guide you on your sustainability journey.

To get started visit yef.org.au

Go 100% renewable

Yarra Council and YEF can support businesses who want to procure renewable energy directly from generators, either through new renewables projects or from existing sources.

If you are interested please contact our sustainability team.

To learn more visit yarracity.vic.gov.au/renewable

Environmental Upgrade Agreements

Yarra businesses are now able to access Environmental Upgrade Finance. This financing mechanism is aimed at bridging the incentive gap between landlords and tenants. It is also suitable to many owner-occupied businesses seeking alternative sources of finance.

To find out more visit yarracity.vic.gov.au/envirougrades




If Door Locked
Press Buzzer
For Access

Corner Hotel, Swan Street, Richmond

Make your business accessible

Good access is good business

Did you know that 1 in 5 people in Australia have a disability?

You might be missing out on potential customers if your premises is not accessible to everyone.

We are committed to ensuring that everyone can enjoy our local retail and service precincts, hospitality businesses, retail shops, entertainment venues and cultural events.

Meeting your legal responsibilities

In Australia, the law says that customers with disabilities should be able to access your goods or services just like any other customer.

If a customer with a disability cannot get into your building or cannot access your goods or services they could make a complaint of discrimination under the Disability Discrimination Act.

Making your business more accessible is also likely to make it safer for both customers and staff, and could have an effect on your public liability and workplace safety responsibilities.

Making simple changes to your shop layout, providing menus with large print, making sure doormats are secure and level with the surrounding floor and providing good customer service are a few examples of small adjustments that can be made for little to no cost.

If your business is accessible, let people know through your website and social media!

To see a full list of suggestions, head to yarracity.vic.gov.au/accessible



Maison Burlesque, Bridge Road, Richmond

Additional resources

Our website has some great resources which we encourage you to check out at yarracity.vic.gov.au/business

You may also wish to access the following services:

Partners in Wellbeing

Free, confidential, one-on-one support to improve your financial, business and emotional wellbeing. Call **1300 375 330** from 9am to 10pm on weekdays, and 9am to 5pm on weekends.

partnersinwellbeing.org.au

Small Business Victoria

Support for Victorian businesses with free guidance, services and skills you need to successfully start, run, grow and transform your business.

business.vic.gov.au

Victorian Small Business Commission (VSBC)

Free and low-cost dispute resolution and mediation with leasing agreements. VSBC empowers Victorian small business owners with the right tools to avoid or resolve disputes quickly, so you can focus on your business.

vsbc.vic.gov.au

Fair Work Ombudsman

Education, assistance, advice and guidance to employers and workers regarding workplace laws, pay, leave, and the Fair Work Act.

fairwork.gov.au

Australian Tax Office

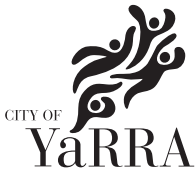
Responsible for administering the Australian federal taxation system, superannuation legislation and other associated matters.

ato.gov.au

Business Enterprise Centre

The Kangan Institute Business Enterprise Centre (BEC) offers Yarra businesses a free business counselling session.

Bookings can be made by contacting the BEC on **9094 3008** or email bec@kangan.edu.au



Yarra City Council

PO Box 168, Richmond VIC 3121
9205 5555

info@yarracity.vic.gov.au
yarracity.vic.gov.au

Customer service centres

Richmond Town Hall
333 Bridge Road, Richmond

Collingwood Town Hall
140 Hoddle Street, Abbotsford

Connie Benn Centre
160 Brunswick Street, Fitzroy

Bargoonga Nganjin, North Fitzroy Library
182 St Georges Road, Fitzroy North