

**Yarra business  
handbook  
2024**

# Wominjeka / Welcome

Dear business owner,

The City of Yarra is home to some of Melbourne's most vibrant and popular commercial precincts. With an abundance of traders and creative industries, our businesses are a vital part of Yarra's eclectic and unique identity.

Yarra contributes around \$30.5 billion in economic output each year and is home to around 98,000 jobs.

Our 12 retail and services precincts, each with their own personality and character, are some of the most high-profile and visited commercial precincts in Melbourne. Whether you're looking to eat, shop, explore, relax, or dance the night away - you can find it all in Yarra.

To ensure our businesses continue to thrive and prosper, we're doing our bit to encourage our local community and visitors to shop, dine and play in Yarra.

This comprehensive handbook is one of the ways we're supporting you in 2024. Keep an eye out for some of the great projects we have planned to help put your business on the map, including our Yarra City Jobs employment portal, access to local economic and property data, support with permits, business mentoring and much more.

Wishing you a successful, safe and prosperous year!

**Cr Edward Crossland**

**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: Edinburgh Gardens, Fitzroy North

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**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 19932**

# 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](http://yarracity.vic.gov.au/councillors)

## Langridge Ward Councillors

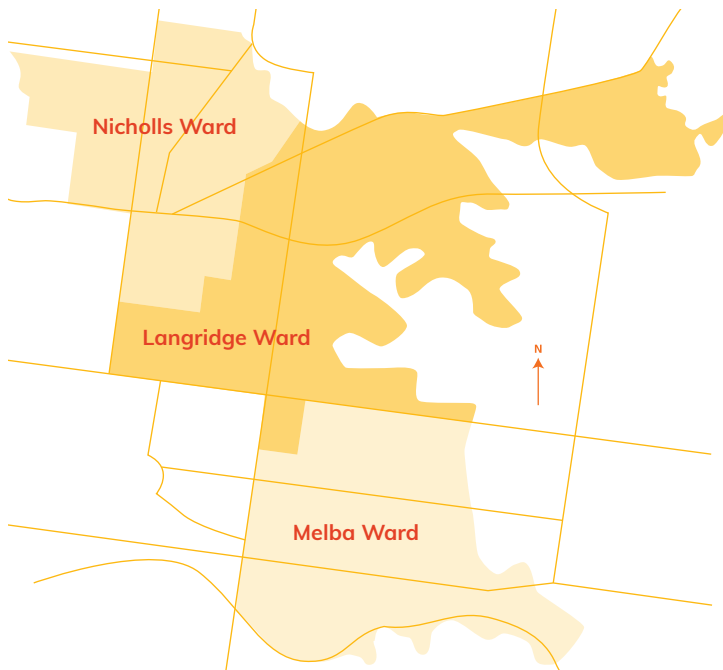
- Cr Michael Glynatsis
- Cr Stephen Jolly
- Cr Anab Mohamud

## 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



# Local jobs, for local people

YarraCityJobs.com.au



Find your  
opportunity



# Business support

## Yarra City Jobs

Our free, online employment portal for businesses and job seekers in Yarra. List your job vacancies and create free job ad posters to print and display in your business.

You can also view CVs and contact job seekers who are looking for work in Yarra. Visit [yarracityjobs.com.au](http://yarracityjobs.com.au)

## Economic data

We give you access to a range of valuable economic data from our annual audits of our retail and service precincts, plus insights from the Victorian and Australian governments.

Learn more about your postcode and suburb, including local industries, workforce characteristics, government projects and tourism. Visit [yarracity.vic.gov.au/research](http://yarracity.vic.gov.au/research)

## Yarra Business News

Over 17,000 businesses receive our regular business e-newsletter, containing the latest business news, important updates, grant opportunities, and upcoming events. Scan the QR code to subscribe.



## 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](http://yarracity.vic.gov.au/businessesevents)

## Business associations

Also known as traders associations, these groups run independently from Yarra City Council to organise activities, marketing campaigns and events to benefit local traders.

There are currently business associations for Bridge Road and Victoria Street. Visit [yarracity.vic.gov.au/associations](http://yarracity.vic.gov.au/associations)

We also work with trader groups in other precincts. If you are interested please email us at [business@yarracity.vic.gov.au](mailto:business@yarracity.vic.gov.au)





The French Lettuce, Gleadell Street Market, Richmond

## **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](http://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. Browse our digital precinct maps and list your business.

Visit **[yarracity.vic.gov.au/shopping](http://yarracity.vic.gov.au/shopping)**

## **Organising an event**

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

When planning an event, there are 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](http://arts.yarracity.vic.gov.au/events)**

## **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.

Or visit **[partnersinwellbeing.org.au](http://partnersinwellbeing.org.au)**



Sleepys, Nicholson Street, Carlton North



# 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](http://ablis.business.gov.au)

## **Business concierge**

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](http://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](http://yarracity.vic.gov.au/workpermit)

## **Graffiti removal**

Our role in graffiti management is substantial, and our responsibility is to rapidly remove graffiti from Yarra City 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 retail and service precinct, or an area of high prominence.

We cannot remove graffiti above 2 metres in height, that cannot be reached from the ground, or graffiti on second storey surfaces.

Read more at [yarracity.vic.gov.au/graffitiremoval](http://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
- swimming pool or spa.

For more information, please contact a registered private building surveyor or visit [\*\*yarracity.vic.gov.au/buildingpermit\*\*](http://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 to construct a building, carry out works, demolish and remove a building or its parts (including painting, fences and signage).

Visit [\*\*mapshare.vic.gov.au/vicplan\*\*](http://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/heritage\*\*](http://yarracity.vic.gov.au/heritage)

## Health registrations

### Food businesses

Under the *Food Act 1984*, all premises where food is handled or sold must register with, or notify, their local council.

This tells 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.

For more information visit [yarracity.vic.gov.au/foodregistration](http://yarracity.vic.gov.au/foodregistration)

### Personal care and body art services, and tattooists

Under the *Public Health and Wellbeing Act 2008*, all businesses that provide personal care and body art services must register their premises with their local council.

This tells us the location of these premises so we can monitor and help you comply with your obligations to prevent the transmission of infectious diseases to customers.

For more information visit [yarracity.vic.gov.au/healthregistration](http://yarracity.vic.gov.au/healthregistration)

### Tobacco and e-cigarette (vape) sales

The display, sale and use of tobacco and e-cigarette products is regulated by the *Tobacco Act 1987*.

The types of products you can sell is restricted and certain signage is mandatory.

Smoking and vaping are not permitted in indoor areas or outdoor dining areas.

Please contact our health department to discuss the requirements before selling tobacco or e-cigarette products.

For more information visit [yarracity.vic.gov.au/tobacco](http://yarracity.vic.gov.au/tobacco)

## **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
- planter boxes, screens or promotional items e.g. goods displays, catalogue holders.

If you already have an existing footpath trading permit, you can apply to use your neighbour's footpath area (with their permission).

Apply online at [yarracity.vic.gov.au/footpaths](https://yarracity.vic.gov.au/footpaths)

## **Parklets**

Originally created to temporarily support traders during COVID-19 restrictions, we now allow hospitality businesses in eligible locations 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](https://yarracity.vic.gov.au/parklets)

## **Rubbish and recycling**

Businesses can use either the 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](https://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](http://yarracity.vic.gov.au/research)

### What is Yarra City 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](http://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](http://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 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](http://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**.

To locate support services nearby such as meals, clothes, showers, accommodation, or laundry services, visit **[askizzy.org.au](http://askizzy.org.au)**

## What do we do about homelessness?

There are limited ways for local government to help people experiencing homelessness; 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 about begging?

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

For more information on homelessness and support services visit [yarracity.vic.gov.au/roughsleepers](http://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](http://yarracity.vic.gov.au/syringe)



Victoria's Pride Street Party, Gertrude Street, Fitzroy

# Parking

## **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](http://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](http://yarracity.vic.gov.au/loading)

## **Parking sensors**

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 meters**

All parking meters in Yarra are cashless and no longer accept coin or cash payments. Customers can still use the PayStay app. For more information visit [yarracity.vic.gov.au/parking](http://yarracity.vic.gov.au/parking)





Abbotsford Convent, Abbotsford



# Sustainability

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.

## **Sustainable Business Yarra**

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

Our Sustainable Business Yarra newsletter brings together all of our sustainability resources, and provides a platform for businesses to share their sustainability stories and knowledge with each other and the wider community.

Scan the QR code to subscribe to our Sustainable Business Yarra e-newsletter.



## **Energy efficiency**

Energy efficiency is about using less energy to achieve the same outcomes. This means you can reduce your businesses expenses and greenhouse gas emissions all at once.

### **Top 5 energy efficiency tips:**

1. Install timers or manually switch off appliances at the power supply when not in use. For example, non-perishable drinks fridges, coffee machines and sandwich presses.
2. Set your thermostat to between 24 and 26 degrees for cooling in summer and between 18 and 20 degrees for heating in winter.
3. Choose energy efficient alternatives when purchasing or leasing new equipment and appliances.
4. Minimise temperature leakages with good draught seals, insulation and where possible, keeping doors closed.
5. Upgrade lighting to LEDs and instal sensors in low traffic zones, for example storerooms and bathrooms.

For more information visit [yarracity.vic.gov.au/energy](http://yarracity.vic.gov.au/energy)

## Purchase or generate your own renewable energy

### Solar power

It's never been a better time to install solar, and Yarra City Council can support businesses who want to install rooftop solar.

Programs are available that accommodate the tenant/landlord relationship as well as owner-occupiers.

To assess the potential for solar at your premises, visit [sunspot.org.au](https://sunspot.org.au). The SunSPOT solar calculator is available with premium features to all addresses in Yarra.

### Business Renewables Buying Group

Where solar isn't an option, Yarra City Council is leading the Business Renewables Buying Group to assist medium to large energy users to procure renewable energy directly from the grid. Small organisations can investigate purchasing GreenPower from your electricity retailer to drastically lower your business' carbon footprint. To learn more, visit [yarracity.vic.gov.au/renewable](https://yarracity.vic.gov.au/renewable)

## Transitioning Yarra to a circular economy

In contrast to the linear "take, make, waste" way that materials currently flow through our economy, the circular economy is based on three principles, driven by design:

- Design out waste and pollution from the beginning
- Continue the circulation of products and materials at their highest value longer
- Regenerate nature

The circular economy is a resilient system that is good for business, people and the environment.

Sign up to the Sustainable Business Yarra e-newsletter to receive information on how other Yarra businesses are becoming circular, as well as information on grants, resources, events and opportunities for collaboration.

Visit [yarracity.vic.gov.au/sustainablebusiness](https://yarracity.vic.gov.au/sustainablebusiness)

## Food and garden organics (FOGO) waste service

This year Yarra City Council will be rolling out a fourth waste collection stream for food and garden organics (FOGO), to all properties with an existing council service.

If you have a council waste service, you will receive a lime green-lid bin, with collections to commence on a weekly basis from Monday 1 July 2024.

For commercial properties and businesses, this service is suitable for waste from staff kitchens and bathrooms only, it is not designed for food or garden waste that is produced from commercial operations.

For more information visit [yarracity.vic.gov.au/waste](http://yarracity.vic.gov.au/waste)



Bodriggy Brewing, Johnston Street, Abbotsford

# Looking to shift your business to 100% renewable electricity?

Join a group of like-minded businesses pooling energy together to access more affordable renewable deals.



Be part of our next program.



**Take  
Climate  
Action**



## Circular Economy Map

We've developed an online directory to identify and support local circular businesses. Yarra's Circular Economy Map celebrates and promotes business, community initiatives and public spaces that demonstrate aspects of the circular economy through their products, services, or business practices.

Explore the map and add your business [yarracity.vic.gov.au/map](http://yarracity.vic.gov.au/map)

## 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.

Batteries are classified as explosive waste which can cause fires within collection vehicles or waste sorting and processing facilities, so please take them to your closest e-waste drop off.

Find your closest e-waste drop off point

[businessrecycling.com.au](http://businessrecycling.com.au)

## Waste and recycling resources

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

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

Our resources include posters you can print and display in your workplace to help your staff understand which waste items go in which bin.

Download the free toolkit [yarracity.vic.gov.au/bins](http://yarracity.vic.gov.au/bins)





Richmond Recreation Centre, Gleadell 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.

Irrespective of age or ability everyone should have equal access to 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.

Some examples of small adjustments that you can make for little to no cost include:

- Making simple changes to your shop layout.
- Providing menus with large print.  
(Plain fonts at least size 14 point).
- Making sure doormats are secure and level with the surrounding floor.
- Providing good customer service.
- Keeping any footpath furniture at least 1.5m from the building line.

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

To see a full list of suggestions, visit [yarracity.vic.gov.au/accessible](http://yarracity.vic.gov.au/accessible)

CELEBRATING

# Gleadell St MARKET



*The little market locals love*

**Every Saturday, 7am to 1pm**

Gleadell Street, Richmond

Seasonal fruits and vegetables,  
fresh bread, pastries, eggs, flowers,  
honey, deli goods and more!



Follow @gleadellstreetmarket on Instagram

# Additional resources

Our website has some great resources which we encourage you to check out at [yarracity.vic.gov.au/business](http://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](http://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](http://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](http://vsbc.vic.gov.au)

## **Fair Work Ombudsman**

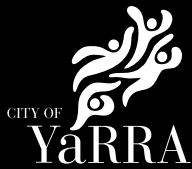
Education, assistance, advice and guidance to employers and workers regarding workplace laws, pay, leave, and the Fair Work Act.

[fairwork.gov.au](http://fairwork.gov.au)

## **Australian Tax Office**

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

[ato.gov.au](http://ato.gov.au)



## **Yarra City Council**

PO Box 168

Richmond VIC 3121

9205 5555

[info@yarracity.vic.gov.au](mailto:info@yarracity.vic.gov.au)

[yarracity.vic.gov.au](http://yarracity.vic.gov.au)

## **Customer service centres**

Richmond Town Hall

333 Bridge Road, Richmond

Collingwood Town Hall

140 Hoddle Street, Abbotsford