

# Starting a New Business in Australia?

# WHAT TO REGISTER AND WHERE

ACN, ABN, TM, @Handle, etc.



## DECIDE ON A BUSINESS/COMPANY NAME

### YOU CAN DO BUSINESS USING:

#### Your own name

e.g.

Emma Smith

#### Business name

e.g.

Tasteee

#### Pty Ltd Company name

e.g.

ES Baking Pty Ltd

#### Business name and Pty Ltd Company name

e.g.

ES Baking Pty Ltd trading as Tasteee



Brainstorm business/company names, maybe using a business name generator

e.g. [namelix.com](https://www.namelix.com), [looka.com](https://www.looka.com), [shopify.com](https://www.shopify.com), ChatGPT



Check if your proposed Business name and/or Pty Ltd Company name are available using:

ASIC website

[asic.gov.au](https://asic.gov.au)

Domain name and social media username checker

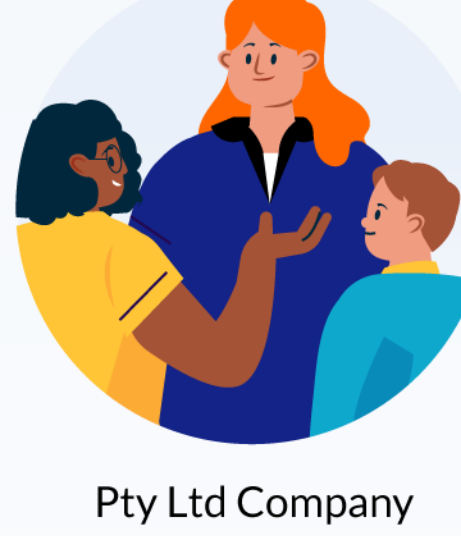
e.g. [namechk.com](https://www.namechk.com)

## DECIDE ON A BUSINESS STRUCTURE

### YOU CAN DO BUSINESS AS:



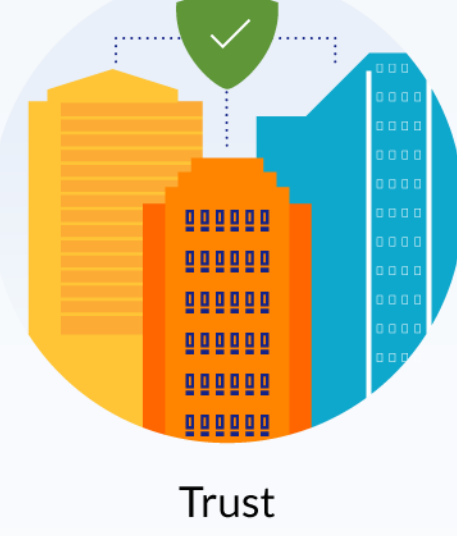
Sole Trader



Pty Ltd Company



Partnership



Trust

Decide what business structure you are going to use

If you choose a Pty Ltd Company or Trust then:



Apply for a Director ID from the Australian Business Registry Services

[abrs.gov.au](https://abrs.gov.au)



Get your accountant to set up your structure or use an online service like

[Incorporator.com.au](https://www.incorporator.com.au)

## REGISTER ALL-IN-ONE

The Australian Government Business Registration Service allows you to register everything you need for a new business, all in one place

[register.business.gov.au](https://register.business.gov.au)



Use [register.business.gov.au](https://register.business.gov.au) to register:

✓ Your own name or Business name if you use one with Australian Business Register

✓ Your Pty Ltd Company name if you use one with ASIC

✓ For GST if your annual revenue exceeds \$75,000 with ATO

✓ For PAYG Withholding tax if you have employees with ATO

✓ For FTB (Fringe Benefits Tax), e.g. private use of a company car with ATO

Once registered you will be given:



✓ An ABN (Australian Business Number) by the Australian Business Register



✓ An ACN (Australian Company Number) and Certificate of Registration by ASIC



✓ A TFN (Tax File Number) by the ATO (not Sole Traders)

## CHECK IF YOU NEED A LICENCE/PERMIT TO OPERATE

Use ABLIS (Australian Business Licence and Information Service) to check the required licences and permits for your specific type of business [ablis.business.gov.au](https://ablis.business.gov.au)

The ABLIS online database is a one-stop-shop for finding out what Australian licences, permits, approvals, registrations, etc. your business needs to meet its compliance obligations



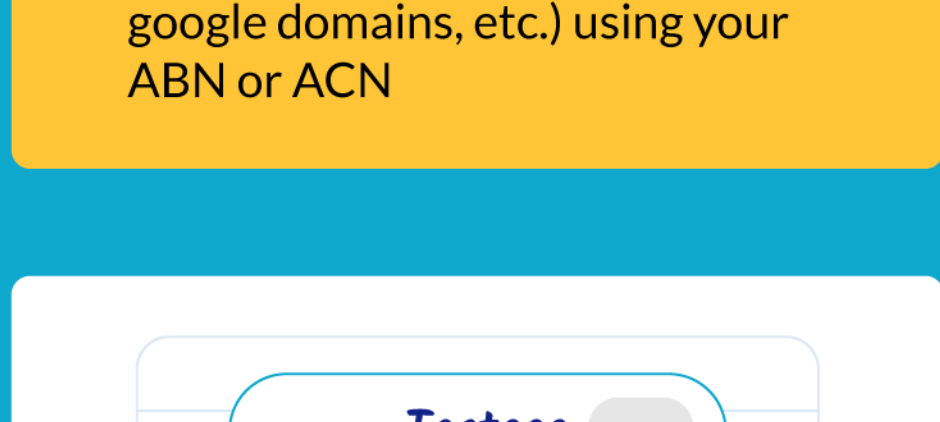
## REGISTER DOMAIN NAMES AND SOCIAL MEDIA 'HANDLES'



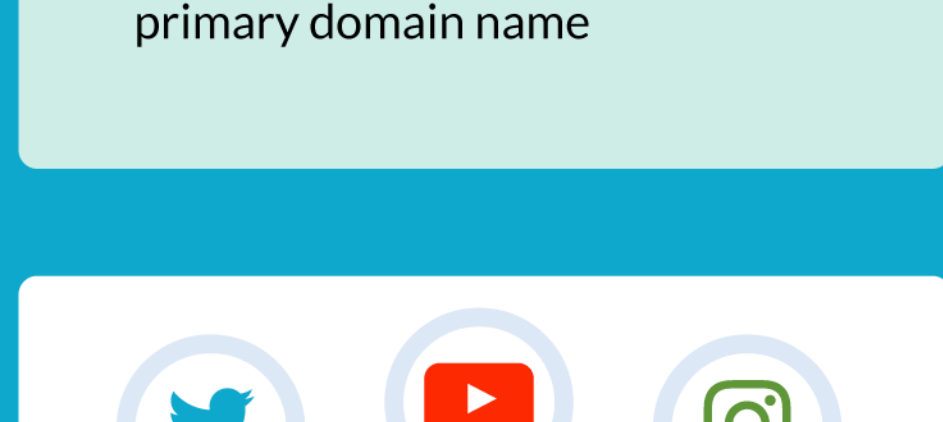
Register your '.com.au' domain name with a domain registrar (e.g. netregistry, webcentral, google domains, etc.) using your ABN or ACN



Also, register hyphenated or misspelt versions of your domain name and 'redirect' to your primary domain name



Consider also registering all derivative domains (e.g. .com, .net, .org, .info, .mobi, .biz, .au, etc.) and 'redirecting' them to your primary domain name



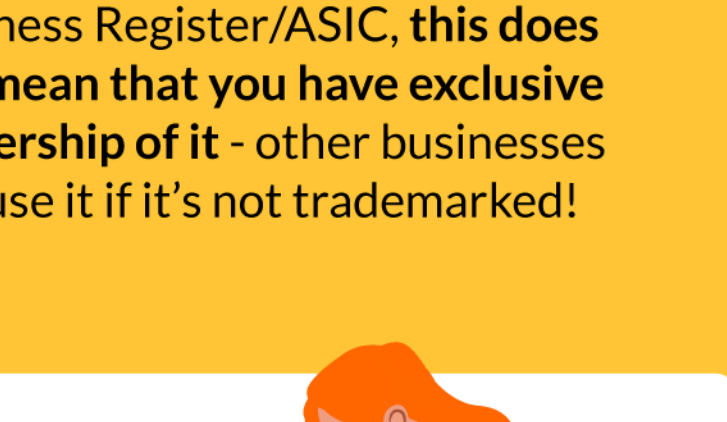
Register appropriate social media 'handles' on platforms like Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, Telegram, etc.

## REGISTER AND PROTECT YOUR BRAND WITH IP AUSTRALIA



Although you have registered your Business name with Australian Business Register/ASIC, this does not mean that you have exclusive ownership of it - other businesses can use it if it's not trademarked!

To prevent this, you need to register your Business name (and logo and tagline) with IP Australia and receive a trademark registration [ipaustalia.gov.au](https://ipaustalia.gov.au)



This step is often skipped by startup businesses but is vital for protecting your business, brand name and intellectual property