



**Macedon
Ranges**
Shire Council

**Economic Development
& Tourism**

Business Kit

Information to assist new and existing businesses



Contents

Who we are.....	3
Where we are	3
Economic profile	4
How we can help you.....	5
Local business resources.....	7
Working with our key industry sectors.....	8
Commercial land.....	11
Marketing and communication	13
Understanding Council processes and permits	15
Other assistance & useful information.....	18
Contact us.....	20

Who we are

The Macedon Ranges is made up of nine unique townships – each with its own compelling history, beautiful landscapes, heritage architecture and vibrant community life. The region is renowned for its semi-rural lifestyle, pristine landscapes and forests, and unique natural features such as Hanging Rock and Mount Macedon.

With a median age of 42, and a growth rate of approximately 1.9%. The 2018 population forecast for the Macedon Ranges Shire is 48,953, and is predicted to grow to 65,405 by 2036.

Demographic and statistical information is available on our website via the online [Macedon Ranges Community Profile](#).

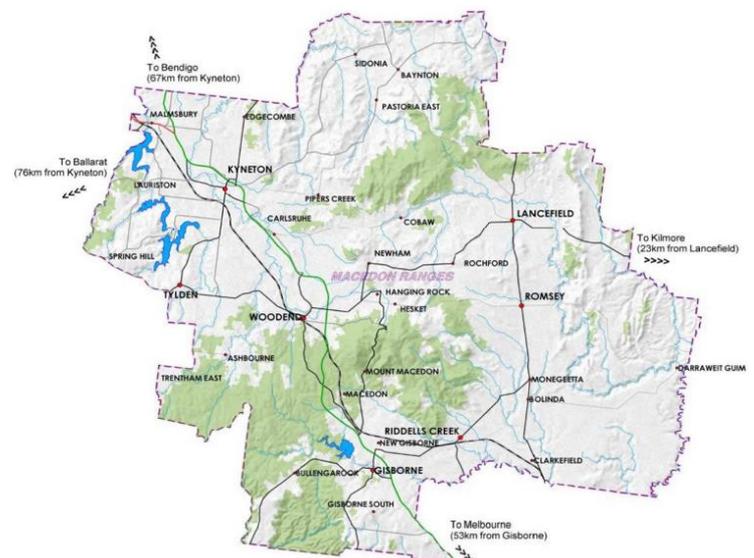
Where we are

We are located approximately 50km north west of Melbourne on the Calder transport corridor with Bendigo to the north and the Bendigo-Melbourne railway which runs the length of the shire. This coupled with our close proximity to Melbourne Airport, the Port of Melbourne and the metropolitan area makes the Macedon Ranges an ideal place to set up a business.

The Macedon Ranges is also a popular regional tourism destination, with most of the townships built during the gold rush period of the mid 1800's, still retaining their character and heritage buildings.

At a glance:

- 30 minutes to Melbourne Airport - a major Australian freight hub.
- 45 minutes to the Port of Melbourne – a major Australian cargo port.
- 45 minutes to Melbourne CBD.
- Easy access to neighbouring regions with major arterial roads connecting the Calder, Hume and Western Freeways.
- The V/Line fast rail network on the Melbourne-Bendigo line runs through the Macedon Ranges stopping at most townships and some bus services are also available.



There are [nine major townships](#) within the shire, namely Gisborne, Woodend, Macedon, Mount Macedon, Kyneton, Malmsbury, Lancefield, Romsey and Riddells Creek.

Economic profile

Economic Development Strategy 2019-2029

The actions developed through Macedon Ranges [Economic Development Strategy 2009-2019](#) have been completed or implemented into the ongoing work of the Economic Development and Tourism department. Council has now begun work on a new strategy to support economic development and employment creation to 2029.

The Jobs for the Future Blueprint research was the first stage of this and will be invaluable in forming the new strategy. This work involved a survey to local businesses to understand projected growth and employment opportunities for the next 20 years, followed by a survey to local residents asking about their skills and future priorities. The research found that there are many residents leaving the Shire for work each day who would rather work closer to home.

The objectives of the new Economic Development Strategy include;

- Develop a vision for economic development and job creation in the Macedon Ranges taking into account relevant local, regional, state and federal strategies, plans and policies
- Gather key stakeholder views and analyse local, state and international market data to develop a SWOT analysis for the economy of the Macedon Ranges
- Determine business sectors and activities, existing and potential that can be supported to create sustainable competitive advantages. Identify the barriers, competition and emerging technologies that can be addressed to strengthen these advantages.

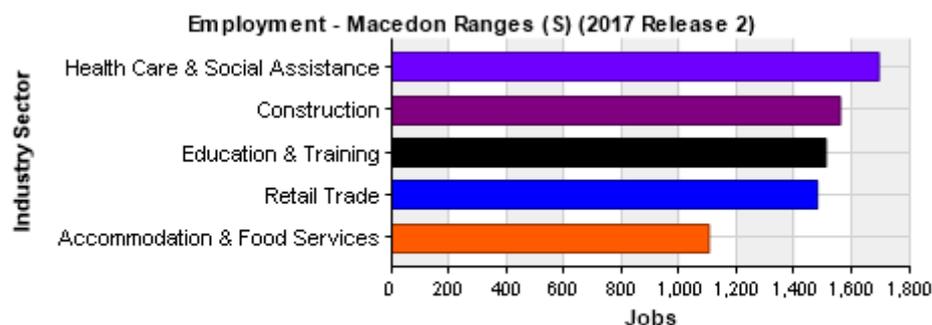
There will be opportunities to get involved with the preparation of the Economic Development Strategy. Sign up for the [Business eNews](#) and keep an eye on [Council's Facebook](#) page.

To access the strategies and plans visit the website at mrsc.vic.gov.au and follow the links to **Live and Work**, **Business and Economy** and **Strategies and plans**.

Statistics and Economic Profile

Approximately 605 businesses are located in Gisborne including New Gisborne and 451 businesses located in Kyneton.

ABR data highlights that as of 30 June 2018 there were 3,386 businesses in the shire. An analysis of the workforce illustrates the five largest industry sectors were:



REMPPLAN

Industry Sector	Jobs	%
Health care and social assistance	1,692	12.7%
Construction	1,558	11.7%
Education and training	1,508	11.3%
Retail trade	1,478	11.1%
Accommodation and food services	1,102	8.3%
Sub-total	7,338	55.0%

Combined these five industries employed 7,338 people in total or 55% of the workforce. The total employment estimate for Macedon Ranges is 13,348 jobs.

To find out more about the [Economic Profile](#) visit the website mrsc.vic.gov.au and follow the links to **Live & Work, Business & Economy, Support & Services**.

How we can help you

The Economic Development and Tourism Department comprise a range of experienced and dedicated professionals who are here to assist you (*see page 20 for contacts*).

Businesses are realising the benefits of relocating to the Macedon Ranges and are working closely with Council to facilitate a smooth transition to the region. This also includes existing businesses wanting to expand and diversify.

In doing this work, officers are always cognisant of the fact that they are working to not only create employment opportunities for now and future generations, but also to protect the lifestyle and environment, that are so important to the people of the Macedon Ranges.

We work with local businesses, industry sectors, networks and associations to facilitate opportunities for business development, growth and employment creation. The services we provide are varied, but often we provide a pathway between the business, other Council departments and State and Federal Government, such as:

- Assisting businesses with permit applications requiring interaction with our Planning and Engineering Departments and authorities such as VicRoads. Depending on the nature of your proposal, and the location, it could be subject to a range of legislative requirements. We understand that some business applications can be challenging due to many factors but we are here to help guide you through the process.
- A Rates Incentive Scheme which provides a discount on rates for eligible businesses. The scheme is designed to encourage new business and to support existing businesses wishing to grow. Rates are discounted based on the number of jobs created - a minimum of five jobs must be created for businesses to be eligible.
- Successfully obtaining government funding to support our strategies and plans.
- Assisting major businesses with government infrastructure funding with significant employment outcomes.
- Advocating to State and Federal Government and service providers for improved infrastructure e.g. telecommunications.

- Provide advice as well as working with business to develop a concept.
- Delivery of the Business Program to ensure your business has all the tools it needs to thrive.
- Access to monthly Business and Tourism eNewsletters to keep you up to date with opportunities, trends and information that may affect your business.
- Friendly and accessible liaison and advice on Council and government services.
- Active involvement and development of research and studies.
- Implementation of online strategies to support local business.
- Development and promotion of tourism in our region.
- Raise the profile and support tourism as a dynamic and growing sector of the local economy.

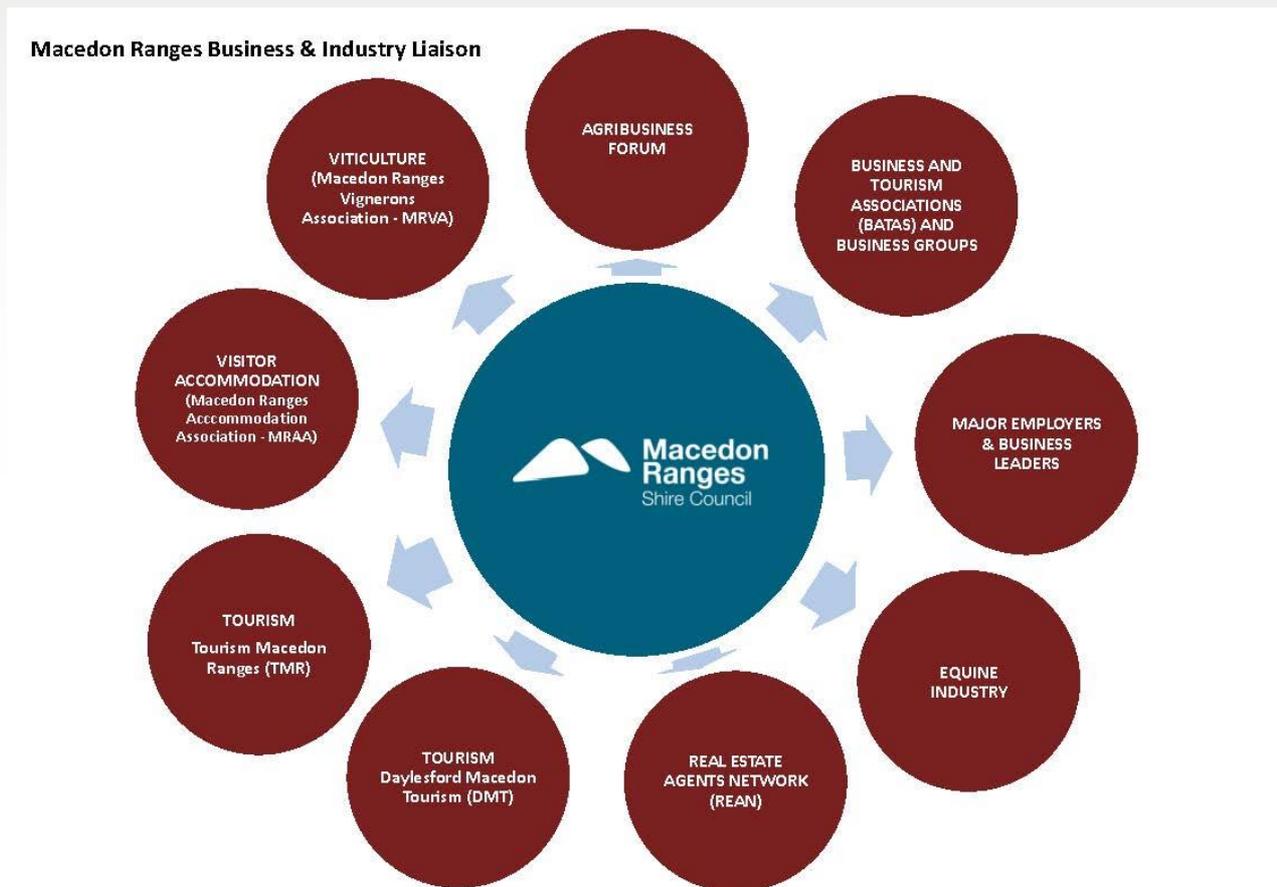
(We strongly suggest that you seek advice from Council before proceeding with any business development to ensure that you are applying for the necessary permits, and that the plan complies with regulations.)

Local business resources

Macedon Ranges Business and Industry Liaison Network

The [Economic Development Strategy 2009-2019](#) identified the key industry sectors in our shire. As a result, the [Macedon Ranges Business and Industry Liaison Network](#) was established which is made up of different industry, enterprise and focus groups in the region.

Some of these are formal associations with a membership base, while the others are informal networks and industry groups that meet with Council on a regular basis.



There are several business associations you may like to join which provides the opportunity to connect with other business owners in our region.

Business and Tourism Associations (BATA)

Association members are local business stakeholders with an interest in supporting the growth of existing and new businesses, business to business relationships and partnerships in local destination marketing.

- Gisborne Region Events Activities & Tourism Association - great@great.gisnet.net.au
- Business Kyneton – biz.kyneton@gmail.com
- Mount Macedon & District BATA - webmail@mountmacedon.org.au
- Romsey Region BATA - info@romsey.org.au
- Woodend BATA – woodendtraders@gmail.com

BNI Ranges Referral

The group is membership based and was established in 2018 by local business professionals. Members come from differing business industries and offer a positive, supportive and structured environment for the development and exchange of quality business referrals. Members meet once a fortnight at Baringo Food & Wine Co. For more information visit the website bnimwg.com.au/vic

Macedon Ranges Accommodation Association (MRAA)

Members service the Macedon Ranges with a wide variety of accommodation properties and endeavour to provide support and encourage education and networking opportunities for accommodation businesses across the shire.

Visit: macedonranges.org.au or email secretary@macedonranges.org.au

Macedon Ranges Business Networking Group (MRBNG)

The [Macedon Ranges Business Networking Group](http://macedonranges.org.au/mrbng) was established in 2015 by a group of local professionals who wanted to strategically grow their businesses. The members come from a diverse range of service categories, each offering something distinctive. The group meets every fortnight over breakfast. For more information visit the website mrbng.com.au/get-in-touch

Macedon Ranges Vignerons Association (MRVA)

The association committee includes vignerons from across the region. Providing support to local vignerons their priorities are regional marketing and promotions, industry development, innovation, collaboration and forming strategic relationships.

Visit: macedonrangeswine.com.au/about or email info@macedonrangeswine.com.au

Macedon Ranges Women in Business

The group was established to support business women in the shire and identifies that success in business is a journey and starts with attitude, belief and knowledge. The group have created a community for women to share, support and encourage each other in business and life and provides training and meeting opportunities.

Visit: [facebook.com./supportingextraordinarywomen](https://www.facebook.com/supportingextraordinarywomen) or email mrwomeninbusiness@gmail.com

Working with our key industry sectors

Agribusiness

Agribusiness is a key industry in the Macedon Ranges and continues to face challenges and opportunities including advances in technology, increasing land prices and changing consumer demands. The [Macedon Ranges Agribusiness Plan 2013-19](#) was used to guide Council's support of the industry and resulted in the formation of the [Agribusiness Forum](#). The Forum continues to work with Council to advocate for the needs of the Agribusiness sector.

Some of the other outcomes of the Agribusiness Plan include successful funding for a major upgrade of the [Kyneton Saleyards](#), creation of the [Agribusiness Producers Guide](#), [New Farmers Information kit](#) and holding the Future Farming in the Macedon Ranges networking night.

The Agribusiness Forum and wider industry will be consulted closely through the preparation of the Economic Development Strategy. This will lead to a refreshed action plan for supporting the Agribusiness sector beyond 2020.

Equine

The equine industry is an important part of the culture and ethos of the Macedon Ranges and forms a large part of the local economy, with an estimated economic impact of \$140 million per annum.

To support business development and employment in this sector, Council worked in partnership with the industry to prepare and implement a five year strategy from 2012-2016. As part of this work, the Macedon Ranges Equine Industry Network (REIN) was formed and worked alongside Council to deliver the five year strategy.

To address issues relating to communication across the sector and to promote equine businesses, events and activities in the shire, Council worked with REIN to create the [Macedon Ranges Equine Industry Network Facebook](#) page. The page is now fully managed by the industry and continues to be a valuable resource with nearly 1500 likes.

Due to the unique needs of the industry in relation to the development of training and breeding facilities, we work closely with our Statutory Planning Department to assist with the permit application process. We have also developed industry specific information and guidelines to help Council officers when assessing these applications. The guidelines also provide information for applicants to consider when selecting a site and preparing a business proposal.

For further information visit mrsc.vic.gov.au and follow the links to **Live & Work** then **Business & Economy, Support & Services, Equine business support**.

The Visitor Economy

Each year the Macedon Ranges attracts around 1.6 million visitors, with over 1 million daytrip visitors and 654,000 overnight visitors. This supports 2,355 jobs and contributes an estimated \$456 million in regional output (\$273 million direct and \$183 million indirect expenditure), making the visitor economy one of the most important industry sectors of the Macedon Ranges.

Since 2009, daytrip visitation has increased by 74% and total visitation by 62%. Visitation projections indicate that the Macedon Ranges has the potential to attract an additional 1 million visitors by 2025.

Council has a dedicated tourism unit that supports industry engagement and capacity building, while maintaining a strong visitor servicing presence with its management of two [Visitor Information Centres](#), four visitor information bays, and the shire's official visitor website and social media channels. We also deliver a variety of professional development workshops and work cooperatively with key stakeholders to develop and promote products and events to increase visitation, yield and length of stay.

We provide financial resources and work in close collaboration with the region's regional tourism board, [Daylesford Macedon Tourism](#) (DMT), and provide financial and human resource support to the Shire's local peak tourism body, Tourism Macedon Ranges Inc. We also maintain strong relationships with the other industry associations including the Macedon Ranges Accommodation Association, Macedon Ranges Vignerons Association and the various Business and Tourism Associations to develop and grow a prosperous tourism industry.

With support from Council, DMT has been developing the various components of a regional Destination Management Plan. The plan aims to achieve a more coordinated and cohesive approach to tourism, and prioritise the strategic directions and opportunities for the broader Daylesford and Macedon Ranges region.

Council is complementing the work completed by DMT with its Visitor Economy Strategy. This strategy aims to provide a long-term vision for local tourism policy, strategy and action in the Macedon Ranges for the next 10 years.

The Visitor Economy Strategy is at its final draft stage and is due for completion in March 2019.

For further information about our industries, strategies and plans visit mrsc.vic.gov.au and follow the links to **Live & Work** then **Business & Economy, Strategies & Plans, The Visitor Economy**.

Events & Festivals

The many events and festivals in the Macedon Ranges provide significant economic and community benefit to the shire.

Council supports event organisers with event planning, obtaining relevant permits and advice with marketing and promotion. An [Events & Festivals Planning Guide](#) is available to assist organisers plan and manage events.

Each year, Council administers the [Events & Festivals Grant Program](#). The program is available to a broad range of events and festivals in the shire, offering three distinct categories of financial and in-kind support.

For further information about our industries, strategies and plans visit mrsc.vic.gov.au and follow the links to **Live & Work** then **Business & Economy, Support & Services, Events & Festivals**.

Visitor Information Centres

[Visitor Information centres](#) play a pivotal role in providing valuable information to visitors and the business community. The two accredited centres located in Kyneton and Woodend are open 7 days from 9am to 5pm (except Christmas day & Good Friday and from 1pm on ANZAC Day).

We provide visitors with comprehensive information on: events and attractions; accommodation; places of interest; local services and retail; maps and directional information; local, regional and state wide tourism brochures.

Businesses can benefit by working with the Visitor Information Centres through:

- Promotional opportunities – register with us to have your details and brochures on display at our Visitor Information Centres.
- Be involved in our volunteer training program which, through our information sessions ensures that our volunteers are armed with up to date knowledge of the tourism experiences and your business in our region.

For further information visit mrsc.vic.gov.au and follow the links to **See & Do, Our Region**,

Commercial land

Commercial and Industrial land

The majority of industrial activity is located in Kyneton and New Gisborne with smaller industrial activity areas in Woodend and Romsey.

To assist in guiding the design of developments and improving the look, feel and accessibility of commercial areas, the [Industrial Design and Development Guidelines](#) were developed. The guidelines broadly cover how existing and future industrial areas should look and function.

Gisborne Business Park

The estate is located just five minutes from the Calder Freeway with a variety of lot sizes available. There are also opportunities to lease or buy existing factory sites from private landowners.

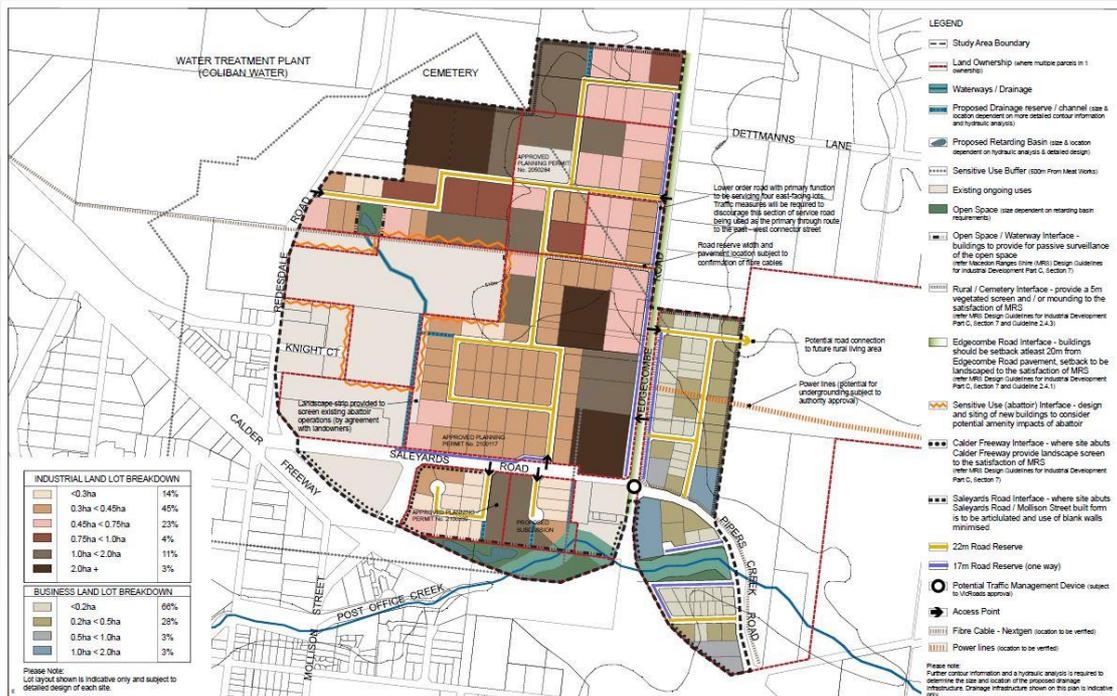
The [Gisborne Business Park Development Plan](#) is being prepared to provide a long term plan to guide development within the existing business park, and create a blueprint for development in what has been identified as the expansion area. The plan will provide more land for industrial and commercial uses, and support economic growth and jobs in Gisborne and across the shire.

The ultimate purpose of the plan is to set out directions for the existing and future areas of the business park. The plan will ensure that development is coordinated and supported by appropriate infrastructure, responds to existing needs, and addresses current issues within the business park.

For start-up businesses, an incubator with opportunities to lease space at a reduced rate, is located in the Gisborne Business Park. The incubator is on a long term lease from Council and managed by Workspace Australia. For more information or availability phone (03) 5444 5228, email info@workspaceaustralia.com or visit the website workspaceaustralia.com

Kyneton Commercial Estate Masterplan

The Kyneton commercial area incorporates several holdings of developed and vacant land just minutes from the Calder Freeway. Kyneton is strategically located between Melbourne and Bendigo along the Calder transport corridor which is attractive for businesses with a customer-base in both areas. To create opportunities for new business, a masterplan was developed in partnership with private landowners and includes a basic road layout to ensure a practical and easily accessible business park.



(Kyneton Commercial Estate Masterplan)

Romsey Commercial Development Opportunities

The current strategic plan for Romsey was adopted by Council in 2009 and sets a vision to the year 2021. At this time, privately owned land at the southern entrance to Romsey on the Melbourne Lancefield Road was rezoned to increase commercial and industrial use. There is also existing commercial activity within the Romsey township on Main Road, and in Mitchell Court.

Council has started planning for Romsey’s future beyond 2021 by implementing the initial stages of a new Town Structure Plan. The first stage is underway with the preparation of the [Romsey Issues and Opportunities Paper](#) which has involved extensive consultation with the local community to date. This work will inform the future stages and will identify how the town will develop, including the commercial and industrial opportunities.

Woodend

The industrial activity in Woodend is mostly located on the outskirts of the town around Old Lancefield Road and adjacent to the Calder Freeway. There are also some industrial areas located within the township.

Previously some rezoning was undertaken of existing industrial land to allow for light industrial uses and warehousing, rezoning of some residential areas to commercial in appropriate locations surrounding the town’s retail and business precinct.

To find out more visit mrsc.vic.gov.au and follow the links to **Build & Plan, Planning for our future** or call (03) 5421 9616 or email ecodevadmin@mrsc.vic.gov.au

Marketing and communication

Business and Tourism eNewsletter

Our regular electronic newsletter keeps the business community informed on a range of activities, including government initiatives, grants, upcoming events and innovations.

There is also an opportunity for businesses to share their success stories with others by registering to receive the eNewsletter via the Economic Development and Tourism database please email ecodevadmin@mrsc.vic.gov.au or contact 5421 9616.



Free online tools to promote your business

Increase your search engine optimisation now by listing your business on any of our online directories and websites listed below. You can create and manage your own listing which allows you to keep your information up to date!

Agribusiness Producers Guide

Producers located in the Macedon Ranges can promote their produce and products online for free. The [Agribusiness Producers Guide](#) provides exposure to other businesses and the community who are looking to purchase local produce.

To register your business email ecodevadmin@mrsc.vic.gov.au or call (03) 5421 9616.

Online Business Directory

This is for all businesses located in the Macedon Ranges Shire. The [online business directory](#) provides a one stop shop to source local products and services.

To register your business email ecodevadmin@mrsc.vic.gov.au or call (03) 5421 9616.

visitmacedonranges.com

Dedicated marketing staff manage the shire's official tourism website, visitmacedonranges.com, and the [Macedon Ranges Naturally Cool Facebook](#) page. These digital and social media channels reach a large and growing audience with engaging and informative content that builds brand awareness and promotes the many reasons to visit our region.

visitmacedonranges.com now includes blog articles and itineraries; all designed to motivate and excite the visitor with all that's on offer here in the Macedon Ranges.



An immensely popular resource for visitors, the site ranks highly on major search engines such as google. On average, the site receives 30,000 visits a month and 45,000 visits per month during autumn. The website is tablet and smart phone friendly. Navigation is a breeze. And it is **FREE** to list your business.

What will you receive by listing your business?

- Potential traffic to your website, phone number and physical business location
- Opportunity to advertise on the homepage
- Seasonal tourism operator-focused e-newsletters to keep you in the loop
- Access to analytics reports for your listing

If you're a tourism business based in the Macedon Ranges we encourage you to get involved.

For more information visit: signup.visitmacedonranges.com or call (03) 5421 9706.

Business Program

Council's [Business Program](#) is very popular as businesses are realising the value of attending these sessions, not only for learning and developing new skills, but because they provide a forum for open discussion and business-to-business networking.

To develop a meaningful calendar of events, we seek feedback from our business community. We ask attendees to fill out feedback forms at each event, which is crucial for our future planning and allocation of resources.

The program offers a wide range of events and activities, including: networking events, social media, marketing workshops, finances and business planning.

For further information visit mrsc.vic.gov.au/business-events and follow the links to **Live & Work, Business & Economy, Business news and events** or call (03) 5421 9616.



Bendigo Bank Macedon Ranges Business Excellence Awards

The business awards aims to recognise locals who provide an outstanding service to the community and beyond. It is an opportunity for businesses to celebrate successes and reflect on their goals and strategies.

This is an annual event with a public nomination process commencing around March each year and culminates in the Awards Gala Dinner at the Kyneton Town Hall in September.

For information regarding the awards visit the website at mrsc.vic.gov.au/Live-Work/Business-Economy/Business-News-Events/Business-Awards

Local Media

There are four main local papers in the Macedon Ranges which you can advertise your business through. The names and contact details are listed below:

Free Press	sales@newspaperhouse.com.au	(03) 5734 3344
Macedon Ranges Leader	sunbury@leadernewspapers.com.au	(03) 9744 9333
Midland Express	edit@elliottmidnews.com.au	(03) 5422 1488
Star Weekly	sales@networkclassifieds.com.au	(03) 8318 5777

Community Newsletters

In addition to the media above, there are a range of individual town newsletters which are very well read. These newsletters are an ideal way to communicate with targeted townships across the shire.

Bullengarook Bellows	bullengarookbellows@gmail.com	(03) 5428 9148
Gisborne Gazette	gisbornegazette@gisnet.net.au	(03) 5428 2795
Guim Tales	spedding@gmail.com	(03) 5789 1237
Kyneton Connect	eandmcot@netcon.net.au	(03) 5422 2990
Lancefield Mercury	editor@lancefieldmercury.org.au	0430 448 120
Malmsbury Mail	malmsburymail@yahoo.com.au	(03) 5423 2088
Riddell Roundup	roundup@riddellscreekps.vic.edu.au	(03) 5428 7082
Romsey Rag	email@theromseyrag.com	(03) 5429 5099
The New Woodend Star	content@newwoodendstar.org.au	(03) 5427 3092

Understanding Council processes and permits

Planning for our future

The Strategic Planning and Environment Department implements many shire-wide projects as well as town-based projects and plans. These projects look at what our future needs might be and how we manage population growth and environmental and economic sustainability.

Information about current shire-wide and township based projects are available on the website. These include planning scheme reviews, town structure plans, urban design guidelines, industrial design guidelines, rural living, farming and landscape strategies.

It's important to seek feedback from all sectors of the community so we encourage you to keep up to date by keeping an eye on Council's website, local papers and newsletters.

Visit: mrsc.vic.gov.au/Build-Plan/Planning-For-Our-Future

Council permits and regulations

General information

For general information and permit details relating to statutory planning, building, food, signage, street furniture, rates and septic tanks, go to mrsc.vic.gov.au and go to "I Want to" and click on [Find a Form](#).

When thinking about setting up a business we **highly recommend** you first liaise with the appropriate departments to seek advice and assistance to guide you through Council's processes. To speak to any of the following departments please contact (03) 5422 0333.

Alternatively if you would like to discuss your business proposal or set up a pre-application meeting please contact the Economic Development & Tourism Department on (03) 5421 9616.

- **Statutory Planning Unit**

It is important to consult our Statutory Planning Unit at the initial stages of inquiry. In some instances, a permit may not be required, however, it's best to find out at the start!

The Planning Scheme sets out when planning permits are required, and can include issues such as land use, parking needs, operating hours, outdoor advertising and external works, place of assembly for events/activities involving the general public. You also need to consider how your activities could impact on your neighbours and whether they are likely to object to your proposal.

Depending on the nature of your proposal, the permit application may need to be referred to authorities such as VicRoads or water authorities etc. for feedback. Internal referrals are also part of the process e.g. Council's Engineering Department, Health and Environment and Economic Development and Tourism.

Taking all of this into consideration, you need to allow time for your permit to be processed and allow for requests for further information from referral authorities as well as potential objections to your proposal from the neighbouring area.

While officers will be able to provide an indicative time-frame, we strongly advise that you start planning at least six to twelve months in advance!

Please Note: If you are leasing premises, you may still be required to obtain a planning permit.

- **Building Unit**

You will need to contact the Building Unit if you intend to undertake building or development work. Alternatively you can engage a private building surveyor. This includes any construction, alteration, removal or demolition of any new or old building or structure.

- **Environmental Health Unit**

If you are setting up a health and food related business, please liaise with our Environmental Health Unit to ensure all requirements and standards are met.

- **Local Laws**

Local Laws controls permits for placement of street furniture, product displays and A-frame footpath signage.

Working from home

A large proportion of businesses are operated from home across the shire.

If you are running a home-based business, there are a range of requirements that will apply to you. However, if you are running a business consultancy from your home and don't employ staff, it is unlikely you will need a permit.

It is important to find out what the requirements are so please contact the Statutory Planning Unit and the Environmental Health Unit on (03) 5422 0333.

Signage

The type of signage you want will determine which department at Council you should contact:

- For onsite/shop front business signage contact Statutory Planning.
- For A-Frame signage contact Local Laws.
- For information on [tourism signage](#) which provides visitors with directions or guidance to tourist attractions and accommodation, contact Economic Development and Tourism.

For further information visit mrsc.vic.gov.au and follow the links to **Live & Work, Business & Economy, Signs** or call (03) 5421 9616.



Liquor Licences

Any business that intends to supply liquor in Victoria must [apply for a licence](#) through the Victorian Commission for Gambling and Liquor Regulation (with the exception of the new Minor Business Exemption – details below).

The type of licence required will depend on the type of applicant and how they wish to supply the liquor. Liquor licence applications are referred to Council's Statutory Planning Unit for comment, and often a Planning Permit will be required to obtain a liquor licence.

Applications for restaurant and cafes licenses can now be completed through the [Victorian Commission for Gambling and Liquor Regulation's](#) (VCGLR) online form. To get started you will need to register via their online portal at liquor.vcglr.vic.gov.au/liquorportal



Minor Business Exemption to Liquor Licences

There are [exemptions](#) for some bed and breakfasts, hairdressers, butchers, florists and gift makers who adhere to a set of criteria specific to their business. This exemption helps those businesses who require little regulation to supply small amounts of alcohol without having to obtain a liquor licence.

As of 14 May 2014, minor businesses exempt from holding a liquor licence are no longer required to notify the Victorian Commission for Gambling and Liquor Regulation (VCGLR) of their intention to supply liquor.

For further information please visit vcglr.vic.gov.au and follow the links to **Liquor**.

To make sure you're on the right track, again please contact the Statutory Planning Unit on (03) 5422 0333 as they will be only too happy to assist and help guide you through the process.

Other assistance & useful information

Many of the websites below offer essential information to assist starting or growing a business:

- **AusIndustry**
For information on Federal Government assistance programs and services.
business.gov.au
- **Australian Bureau of Statistics (ABS)**
ABS provides statistics on a wide range of economic and social matters, serving government, business and the general population.
abs.gov.au
- **Australian Business Register (ABR)**
Apply for and update your details.
abr.gov.au
- **Australian Competition & Consumer Commission (ACCC)**
To help you understand your rights and responsibilities under the Trade Practices Act.
acc.gov.au
- **The Australian Domain Name Administrator (auDA)**
To register a Domain Name. The auDA are the policy authority and industry self-regulatory for .au domain names.
auda.org.au
- **Australian Securities and Investments Commission (ASIC)**
Provides information relating to company name and corporation information.
asic.gov.au
- **Australian Tax Office (ATO)**
Tax information for [starting a business](#), individuals, companies and organisations, from the Tax Department of the Australian Federal Government.
ato.gov.au
- **Australian Trade Commission (Austrade)**
Is the Australian Government agency that helps and assists Australian companies and supports your business to export products and services.
austrade.gov.au
- **Business Victoria**
A resource for businesses in Victoria to help with starting a business, [templates and tools](#), development and growth.
business.vic.gov.au
- **Consumer Affairs Victoria**
Information about fair trading, business licensing, registration and conduct.
consumer.vic.gov.au

- **Fair Work Commission**
An information gateway to information and advice about Australia's workplace rights and rules, including awards and national employment standards.
fairwork.gov.au
- **Grant Finder**
Grant finder allows businesses to search for grants and assistance.
business.vic.gov.au
- **Regional Development Victoria (RDV)**
Provides information on the Victorian State Government's policies and programs for developing rural and regional Victoria.
rdv.vic.gov.au
- **Small Business Bus**
The bus travels Victoria and offers friendly, professional assistance from an information officer and expert advice from an experienced business mentor.
business.vic.gov.au
- **Small Business Mentoring Service (SBMS)**
Mentors from a diverse range of business backgrounds who are able to assist small business owners.
sbms.org.au
- **Sustainability Victoria**
Encouraging and supporting business and communities to promote environmental sustainability in water, energy and materials.
sustainability.vic.gov.au
- **Visit Victoria**
Your window to tourism and industry news, research, advice and resources.
visitvictoria.com
- **Work Safe Victoria**
Information on a safe and healthy workplace for your workers and contractors.
worksafe.vic.gov.au

(Please note: we believe the sites above will be of assistance however we do not take responsibility for the information they provide.)

Contact us

Economic Development and Tourism

Macedon Ranges Shire Council
40 Robertson Street
Gisborne Vic 3437
Phone: (03) 5421 9616 Fax: (03) 5422 3623

Email: ecodevadmin@mrsc.vic.gov.au
Council website: mrsc.vic.gov.au
Tourism website: visitmacedonranges.com

The Economic Development and Tourism Department comprises a range of experienced and dedicated professionals who are here to assist you. If you own or run a business in the region or are considering establishing an enterprise in the Macedon Ranges the following team members are available to provide you with information and advice.

Stephen Pykett, Manager, Economic Development and Tourism

Stephen has responsibility for management of the department and to ensure that initiatives embedded in the [Council Plan](#) and the [Visitor Economy](#) and [Economic Development](#) strategies are implemented.

Contact details: spykett@mrsc.vic.gov.au or phone (03) 5421 9620.

Will Rayner, Coordinator Visitor Economy

Will is responsible for the tourism team and works collaboratively with the tourism industry to develop and implement initiatives to support and grow a sustainable visitor economy.

Contact details: wrayner@mrsc.vic.gov.au or phone (03) 5421 9638.

Nicole Pietruschka, Events and Festivals Officer

Nicole is our dedicated events specialist. She assists event organisers to deliver successful, compliant and sustainable events, and oversees Council's Events & Festivals Grant Program.

Contact details: npietruschka@mrsc.vic.gov.au or phone (03) 5421 9521.

Jane Peterson, Tourism Marketing Officer

Jane oversees our many visitor servicing activities, with a focus on developing and delivering the marketing strategy and monitoring performance.

Contact details: jpeterson@mrsc.vic.gov.au or phone (03) 5421 9706.

Christine McKimm, Tourism Marketing Officer

Christine is our marketing and copywriting specialist who drives the content creation on digital and social media channels including blogs, itineraries, newsletters, Facebook posts and competitions.

Contact details: cmkimm@mrsc.vic.gov.au or phone (03) 5421 9706.

Christine Sullivan, Tourism Officer

Christine is responsible for the shire's two accredited Visitor Information Centres, which includes training and staffing of volunteers. Christine is also the contact for new tourism businesses and enquiries about tourism signage for businesses.

Contact details: vic@mrsc.vic.gov.au or phone (03) 5422 6785 or (03) 5427 3917.

Dorothy Bartholomew, Visitor Information Centre Officer

Dorothy is responsible for the day-to-day operation of Council's two accredited Visitor Information Centres, including updating visitor servicing materials and assisting with the volunteer training program.

Contact details: vic@mrsc.vic.gov.au or phone (03) 5422 6785 or (03) 5427 3917.

Bob Elkington, Coordinator Economic Development

Bob is responsible for investment facilitation, business development and supporting functions of the department. Providing leadership and encouraging an innovative approach to research, strategic planning and the implementation of these.

Contact details: belkington@mrsc.vic.gov.au or phone (03) 5421 9615.

Danni Findlay, Business Development officer

Danni is responsible for developing and implementing a broad range of strategies, projects and creating employment opportunities. This includes facilitation of commercial and industrial developments and various business proposals.

Contact details: dfindlay@mrsc.vic.gov.au or phone (03) 5421 9617.

Alexis Owen, Business Support Officer

Alexis provides support to local businesses and the department to ensure smooth operations as well as overseeing a number of projects, business events and assistance with planning applications.

Contact details: aowen@mrsc.vic.gov.au or phone (03) 5421 9654.

Melinda Blackstock, Administration Officer

Melinda provides support to the Manager and team while responding to business enquiries and is the first point of contact within the department.

Contact details: ecodevadmin@mrsc.vic.gov.au or phone (03) 5421 9616.

Visitor Information Centres

Open 7 days a week from 9am to 5pm (except Christmas day and Good Friday and from 1pm on ANZAC Day).

Woodend Visitor Information Centre
High St, Woodend
(03) 5427 2033 or 1800 244 711
Email: vic@mrsc.vic.gov.au

Kyneton Visitor Information Centre
High St, Kyneton
(03) 5422 6110 or 1800 244 711
Email: vic@mrsc.vic.gov.au