

HOME-BASED BUSINESS BIBLIOGRAPHY

This annotated bibliography of home-based business resources is for people who want to understand home-based businesses and their issues. It includes summaries of all the Australian research on home-based businesses that we have been able to find to date. We have also included leads to a wide array of support resources designed to help home-based business operators grow their businesses.

The bibliography has been prepared by the staff of Strategic Economic Solutions Pty Ltd (including the Director, Kim Houghton) over many years in order to draw together information about this poorly-understood sector of the economy.

Copyright for this bibliography is held by Strategic Economic Solutions, but we encourage open use of the material. In recognition of our energy and time in pulling this resource together we would appreciate acknowledgment.

The bibliography is a living document, please send any suggestions for updates to kim@economicsolutions.com.au.

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INFORMATION ABOUT HOME-BASED BUSINESSES

Backyarders and Front-Runners

Research on home-based businesses in the Australian Capital Region and the Sunshine Coast prepared by SES & CREEDA (1999, 79pp).

The research used mail-out and telephone questionnaires to obtain useable responses from 867 business in the two regions. Issues covered included characteristics, growth prospects, barriers to growth and training & development needs. According to the study most home-based businesses are well-established businesses rather than 'pretenders' which have good reasons for being based at home (characteristics of clients and reductions in overhead costs).

The project went on to run and evaluate *information seminars* on the Sunshine Coast and *synergy group* business development programs in the Australian Capital Region. The evaluations indicated that home-based business operators respond well to the peer learning approach.

Home-Based Business: Local Opportunities

The Australian, State and Territory Governments recognise the importance of home-based businesses to Australia's economy and have co-produced the publication *Home-Based Business: Local Opportunities*. The booklet showcases some of Australia's best home-based businesses and some of the proactive support local councils are giving them. It also provides guidelines for local governments and planning authorities to create a better regulatory environment for home-based businesses.

<http://www.industry.gov.au/content/itrinternet/cmscontent.cfm?objectID=FFAC5A64-65BF-4956-B61BB5170EAB2E83>

Characteristics of Small Business Australia (1999-) (ABS Cat 8127.0)

(Dec 2000, 86pp)

This publication is a follow-up and improvement (at least in the presentation of information on home-based business) on the 1998 edition. Once again the publication has a chapter on characteristics of home-based business operators. In response to users comments, the 2000 edition merges the 'at home' and 'from home' definitions into a more comprehensive 'home-based business' category. The publication shows trends in the characteristics used in the earlier version, including numbers of home-based businesses by states, by age of business, and by operator gender, age and hours worked. The publication adds new information on IT use. Two key findings are growth of 4% pa in the number of home-based businesses in Australia between 1997 and 1999; a 2.8% pa increase in the number of male home-based business operators and a 1.5% pa decline in the number of women home-based business operators; and that 54% of home-based businesses use computers and 33% have access to the Internet.

Characteristics of Small Business Australia (1997-) (ABS Cat 8127.0)

(1998, 107pp)

Includes a special section on home-based businesses as a subset of small business. Information includes estimates of the numbers and industries of home-based businesses in each state. The ABS provide separate estimates for businesses based 'at home' compared with those based 'from home – the latter typically being trades occupations. Main characteristics covered include operator age, gender, number (per business), qualifications, hours worked, management training, training intentions and ethnicity; along with business age, number of employees, source of start-up funds, presence of business plan and (self-rated) success.

Research on Home-based businesses in the South East Region

Prepared for South East Development by the City of Casey through Hitech Marketing Services.

The study aimed to develop strategies to maximise the growth and employment potential of home-based businesses in Melbourne's South East region. The study found strong enthusiasm for growth, but also that 30% of respondents have turnover of less than \$20,000. The older the business, the larger its scale of operations. 50% of respondents had been running 5 years or more and more than 40% of those had a turnover of \$100,000 or more.

Home-based businesses in the region employ on average the equivalent of 1.5 full-time positions each and almost 50% of respondents intend to increase employment.

The study identified information about potential customers, more general marketing and government small business regulations as the primary information needs of home-based businesses in the region. Information and assistance needs were seen to be strongest in the earlier phases of operation.

Characteristics of Home-based Small Businesses

Yellow Pages Small Business Index (Oct 1999, 11pp).

Based on the quarterly Yellow Pages Small Business Index Survey this 'special report' provides survey findings on several characteristics of home-based businesses including:

- industry group
- state
- number of employees, and
- use of technology.

The tables provide separate responses for home-based businesses operating 'in-home' and 'out-of-home' and often provide comparison with small business as a whole or other micro business.

A key finding is that the characteristics of in-home home-based businesses are very similar to the characteristics of all small business, while the out-of-homes have some differences. In particular, The in-homes have a similar by-industry distribution (except for less retail and more business services),

typically just 1 employee and similarly high rates of use of internet and email (69% and 64% respectively).

The out-of-homes are predominantly (around half) in construction industries, tend to employ more people but make less use of internet and email (44% and 34% respectively).

Gold Coast City Home-based Business Scoping Study

Prepared for Gold Coast City Council by William Owen (Thomas Consultants) (199, 21pp)

A low cost 'desk research' study of available statistical information about home-based businesses in Australia that makes some working assumptions to produce estimates of numbers of home-based businesses in the Gold Coast area, the number of people they employ and their contribution to the region's economy. The study estimates around 13,500 business in the region (based 'at' or 'from' home) employing 40,000 - 50,000 people.

Small Business Employment

Industry Commission Staff Research Paper by John Revesz and Ralph Lattimore (1997, 128pp)

While not specifically on home-based business, this paper looks at employment growth in small business and has some relevance to home-based and micro business. The paper found some evidence of 'churning' in small business formation and associated estimates of employment generation, and that employment 'destruction' (job loss through small business failure) also needs to be considered. As a consequence the paper focuses on 'gazelles' (high growth small businesses – perhaps a similarly endangered species?) as a basis for policy recommendations. The paper notes the importance of small business growth as drivers of growth 'in new industries' and the value of employment generated in these businesses.

A Portrait of Australian Business: Results of the Business Longitudinal Survey

Commonwealth Dept of Employment, Workplace Relations and Small Business, Small Business Research Program (1998, 134pp)

This report is also not focused exclusively on home-based business, but has some useful information on small business characteristics. The report builds on the results of the 1995 survey, but unfortunately the series has now been cancelled. The report includes useful information (by business size) on business performance, sources of information and advice, use of business planning process and knowledge and use of government programs.

Home Business, Tip of the Iceberg

By Rolffe W. Peacock

This research study aims at providing reference and information for a broad range of readers, in particular for small business advisers and consultants and people intending to start home-based businesses. The author drew

attention to the latest developments in home-based businesses in Australia by reviewing studies done in the 1990s focusing on the pros and cons and the importance of home businesses to the economy. This study also includes two actual case studies which illustrate the basics of starting a new business – from planning and promotion to staffing and legal aspects.

Determinants of Size and Scope of Home-based Businesses: A Pilot Australian Study.

Stanger & Woo Small Business Smart Business, Proceedings of the 12th Annual SEANZ Conference (1999, pp239-255)

In this study, researchers examined responses to mail survey questionnaires which were used to determine factors that influenced the performance of home-based businesses in Victoria. A multivariate linear regression was applied to establish which factors were correlated with total sales of the surveyed home-based businesses. This study looked into the underlying reasons for the significance of certain factors such as profitability and adoption of technology which the regression analysis showed played important roles in home-based business performance.

Home-based Businesses Marginality: A Review of Home-based Business Performance and its Determinants

Anthony MJ Stanger (Flinders University) *School of Commerce Research Paper 00-17* (2000, 36p)

The paper reviews the home-based and micro business literature to identify 19 salient factors that are likely to affect home-based business performance. The performance dimensions considered are size (employment and sales) and profitability (profit and profit to sales ratio). The factors deemed important include gender, financing requirements, hours worked, age of business etc.

<<The paper seems to be a background paper to the one summarised above that uses these factors as a basis for multivariate linear regression.>>

Report on Home-based Businesses on the NSW Far North Coast

Northern Rivers Regional BEC (unpublished, undated – 2000?)

This study obtained survey responses from 250 home-based businesses in the Northern Rivers Region, with questions focusing on their characteristics, barriers to growth and skills needs. The study also made use of interviews with a wide range of service providers. The study found that 29% of respondents employ staff, and that the employing home-based businesses are those in construction, health & community services and personal & other services. Over 17% of respondents trade internationally, and over 68% were aged over 40. Marketing and networking were the main skills needs, and home-business management issues were important barriers to growth. Home-based businesses in the region share the constraints to growth facing

the Region in general (lack of learning opportunities, economies of scale etc) and have an important role in strengthening entrepreneurial and employment options for the Region in coming years. The study recommends formation of a Home-based Business Alliance, an Integrated Regional Strategy for home-based businesses and targeted enterprise training.

Work from Western Australia (Further information from Marilyn Horgan, Executive Officer, Perth Area Consultative Committee via 08-9478-1000 or Marilyn@perthacc.com.au)

Barriers and Inhibitors to Home Business Growth: City of Swan Survey of Home Based Business Operators by Dr Beth Walker, Edith Cowan University for Economic Development City of Swan

Survey of Home Based Business Operators: City of Wanneroo by Dr Beth Walker, Edith Cowan University for City of Wanneroo

Policy Regulations and Approaches to Home Based Business in the Eastern Metropolitan Area - Comparison of Regulations across 3 states and 26 metro regional councils by Perth Area Consultative Committee

Bunbury Wellington Alliance Home Based Business Study: Survey of Home Based Business Operators and planning regulations over 6 South West Councils by Care Consulting for South West ACC and Dept of Training

The Role of Local Government in Developing a Home Based Business Strategy, Paper for National SEAANZ Conference, Adelaide 2002 by Dr Beth Walker, Edith Cowan University, Fiona Weigall City of Swan and Marilyn Horgan Perth ACC

Home Based Business as a Policy Issue, Paper for National SEAANZ Conference, Brisbane September 2004 by Dr Beth Walker, Edith Cowan University, Fiona Weigall, City of Swan and Marilyn Horgan Perth ACC

TRAINING

SpringBoard™ Home-based Business Growth Program

www.economicsolutions.com.au

Developed by small and home-based business specialists Strategic Economic Solutions and CREEDA Projects, *SpringBoard™* is a proven program designed specifically to help micro and home-based business operators who want to grow and take their business to the next level. The program uses innovative, adult-learning approaches and peer coaching to provide participants with a stimulating 8-session package of networking, problem solving and expectation-raising. Skilled facilitators get away from the 'classroom approach' to kick start discussions and ideas that provide participants with real world answers to their business growth problems.

Innovation and Business Skills Australia

www.bsitab.org

Formerly the Business Services ITAB, IBSA works closely with industry, education and training experts, government agencies and the community to provide strategic advice on industry requirements to the vocational education and training system. IBSA develops quality training products and services, to help Australian businesses and individuals to develop skills for innovation, creativity, new technologies, business and finance.

The emerging profile and training needs of the home based business

Business Skills Victoria (03 9818 1549) (January 1996. 78 pp + appendices)

A study to produce a characterisation of home-based businesses specifically for vocational educators and trainers, based on a national survey (228 HBBs) and two focus discussion groups in Melbourne. It identifies home-based business people as, typically, being in their business for the long haul, enjoying the independence and freedom of being their own boss but suffering from poor income stability, and (in 63% of cases) involving other family members. For a sizable number of HBBs, the business is the main source of household income (33%).

HBB operators with a higher level of formal training are likely to be positive towards further training, but some 78% are not disposed to seek out and participate in training, time being a major consideration. The typical attitude sees appropriate training as one-off workshops to meet particular information demands, particularly by inexperienced businesses which need to overcome difficulties, for example in the area of IT. Intentions to train are often not realised quickly.

Strategies suggested by the report include: raising awareness of the non "training oriented" majority of HBBs towards the benefits of training; offering self-paced programs with choices in delivery mode; facilitating ongoing linkages with the training provider for continuing support and co-student networking; providing one-off or supplementary workshops which focus on needs of specific business sectors; mentor matching services; and information services cross-linked with training and workshop opportunities.

Training for success in home-based self-employment and small-business

Enterprising Training (for Outer Eastern College of TAFE, 03 9213 6710) (1993, 72pp + appendices)

A study of home-based training needs in Outer East Melbourne, based on interviews with 50 people (including 30 women) operating home-based businesses or who would like to, and an analysis of current training options. There is a well-recognised and growing need for more effective training of the home-based and small business sector. Against this background, the report criticises current training options as being too few, often aimed at too wide a target, being inflexible in delivery, and as not meeting appropriate industry-specific competency requirements.

The study also gives quite a detailed analysis of the interviewees' responses to a wide range of questions relevant to training. Access to current training options is not easy, for example, because of time constraints. They prefer modes of delivery which allow learning with others, in small groups, with peers. Newsletters, were popular, and other print media, video, etc, were preferred, in the main, only as supplementary or introductory delivery modes.

Home based and micro business mentoring

Business Skills Victoria (03 9818 1549) (1997?. 73 pp inc appendices)

Report of a pilot mentoring project in Victoria, aimed at finding the best ways micro and home-based businesses can access appropriate training, knowledge and support to help their businesses grow. The project is well-documented, and analysed, and recommendations are made.

Key findings include the need to develop amongst micro and home-based businesses a "culture of training". The language often used itself indicates that providers of education and training in this sphere need to change their attitudes - in particular, the language of "mentor" and "training" belies the need for greater emphasis on the independence of the operators. Skills development messages need to be situated in a business development message, and the synergy of a facilitated group is an important resource for otherwise quite isolated home-based businesses - in more ways than just in directing skills development.

Home-based Business in Two Australian Regions: Assessing Characteristics and Implementing Strategies for Accelerating Growth

Houghton, K & Slater, E., Paper presented at Australia and New Zealand Regional Science Association Conference Hobart, 2000 20p

The paper uses the results of an extensive study of home-based business, to identify growth potential and a range of just-in-time development and support needs. The research looked at barriers to micro business development, and found that learning style emerges as a critical determinant of involvement in development activities and is a major factor behind the apparent resistance to learning often encountered by people working with these businesses. The research trialed different approaches to facilitating micro business learning and found significant benefits in approaches that enable business people to identify and resource their own learning needs.

ADVICE FOR HOME-BASED BUSINESSES

Home Business Manual

www.homebusinessmanual.com.au

This home-based business website, developed by the City of Casey in conjunction with South East Development and the Micro Business Network has a twin focus – to help people who want to start a home-based business and to help those who already run their own business.

Checklist for Microbusiness

Commonwealth Department of Education, Training and Youth Affairs (1998, 11pp)

Produced as part of the Small Business Professional Development Best Practice Program this booklet provides a comprehensive, quick and easy yes / no checklist of issues to be considered when setting up a new small business.

The Business Plan for Home-Based Business

Cooperative Extension Service for Arkansas Small Business Development Centre (www.asbdc.ualr.edu/fod), 19pp)

The document presents a step-by-step guide to business planning that is tailored to suit the likely needs and interests of home-based businesses. It includes a basic 'personality test' before taking the user through the steps necessary to develop a business plan. The document is thorough, if a little dense and does not bring much of a sense of fun or creativity to the planning process.

Home truths: Handy Hints for Women in Home Based Business

Western Australia Small Business Development Corporation (2000, 64p)

www.sbdc.com.au and follow the links to *Women in Business* and then *Home Based Business*

The SBDC has produced a comprehensive book designed specifically for women thinking of starting a home-based business. The book covers a wide range of important issues in a lively magazine style format. Issues include: checking the viability of your business idea; setting up a home office; balancing 'home' and 'work' activities; developing a sense of professionalism about your home-based business; basic business planning and accounting; and includes a list of useful contacts and references.

Home Based Jobs Research

WA Department of Training Western Australia (1998?, 50 pp)

Based on desk top research on home-based businesses, this publication looks at: the growth in profile of home-based businesses in the US and Australia; the growing economic importance of home-based businesses; local government regulations in WA; the case for government initiatives to support home-based business growth; ways to make home-based businesses grow; and training options. The training options are the core of the publication and, drawing on a wide review of the small and home-based business literature, the booklet recommends training which is practical, down to earth and answers the most immediate needs of home-based business operators.

Home based businesses: Guidelines for setting up a small business at home

AusIndustry, *Managing the small business series no. 39* (15pp)

Identifies issues and offers some guidelines for setting up a HBB, including suitability of home and business, planning processes, neighbours and amenity, marketing, finance and insurance. Concise to the point of not offering enough information or ideas on its own, but clearly set out and useful as a quick overview of issues, procedures, etc. Now quite old but still popular – first published in 1986 with many reprints.

Opportunities from home: Establishing your home business

I Birt (Prentice Hall, Sydney, 1998. 110pp)

Comprehensive and detailed guide to organising and running a profitable home business, including exercises, case studies, calculations, etc. Topics include selection of home business, setting up (legal requirements, resources, company structure), electronic offices, finance, marketing, management, promotion, discipline and stress, planning and tax. Medium weighted in style, but has a strong emphasis on sound financial management and business planning practices.

Planning a home-based business

A Bibby (Eastern House, Vic, 1997. 64pp)

(Self)Educational book can be used as text for accredited course. Includes exercises, tests, etc. Learning outcomes are to be able to: confirm viability of a proposed HBB, plan home/home-workplace, develop transport, access and communication strategies, identify and address possible neighbourhood amenity issues, and explore networking opportunities. Systematic introduction for aspiring home-based business people, whether vaguely interested in the possibility or committed to a particular HBB idea.

Your guide to working from home

P Schmideg (Pymble NSW, 1997. 180pp)

Chatty personalised accounts of home-based businesses with emphasis on ways to self-motivate, winning attitudes, goals, good habits, etc. For reading rather than reference, with a strong authorial presence.

Your home business: the essential guide to running your business from home

H Chryssides (Allen & Unwin, St Leonards, NSW, 1997. 230pp)

A chatty but very comprehensive how-to guide for setting up and running a HBB. Topics include adapting the home/home office, finance, presentation, stress, management, franchises. There are case studies, useful contact addresses, etc. A useful book with a read-through rather than reference manual approach.

MicroWorking from home: practical, cheap ideas for mums and other budding entrepreneurs

S Brownlee (1995, 128pp)

An ideas resource book – light in style, emphasis on what to do/make and how to sell it. A page or two on each idea, encouraging but not detailed enough to be a stand-alone resource.

Working for yourself in Australia

De Leuw and Golzen (Pitman Publishing, South Melbourne, 1995. 228pp)

No nonsense guide for owners of small business (not necessarily home-based), clearly structured with emphasis on financial, legal and planning aspects. Includes checklists and other decision-making help on technology, employing, etc. Hand-holding guide, and very detailed.

Your home-based business (Small business success series)

R Peacock (McGraw Hill Book Company, Sydney, 1993. 90pp)

Case studies, checklists, discussion points, etc. Topics include reasons for basing a business at home, basic resources, franchises, marketing, legal and insurance aspects, management, planning, sources of advice and assistance. Part of a seven-book series for small business, it could be used as a course. Like Bibby's book, emphasis is on pre-planning and pre-assessment of a HBB idea, but it is a bit lighter.

Hundreds of ways to make money from home.

R Fox, T Stowe (Success in Mind, Narrabeen, NSW, 1990. 171pp)

Some general advice then just a paragraph on each of hundreds of ideas for small scale money-making ideas: from angling supplies, to embedding flowers in plastic, and making fridge magnets to animal grooming. Shallow, but chock full of ideas.

How to run a business from your home

P Vervoorn (Angus & Robertson, North Ryde NSW, 1989. 294pp)

How to find and test ideas for a low-risk HBB and develop the personal, technological and management skills needed for success. Includes sections on planning, SWOT analysis, attitudes, knowledge and skill acquisition, record-keeping, problem solving and decision-making, planning and sources of information and assistance. Down-to-earth practical guide, balanced between checklists, tables, etc and chatty advice.

MAGAZINES

Work From Home

Bimonthly, \$4.50 per issue. (07 3216 0919)

Hints, issues, people, ideas, product assessment, case studies – features, articles, advertisements, etc. targeting HBB operators. Light and entertaining but a stimulating ideas resource.

HomeBiz

Bimonthly, \$3.95 per issue. (03 9776 1344)

Similar in content and style to *Work From Home*.

Network Notes

Newsletter for *Micro Business Network* (www.mbn.com.au)

Micro Business Network (incorporating *Home Based Business Australia*) is a small business which aims to help other small businesses grow through facilitating networking, lobbying government and corporate sectors, maintaining an internet site for members to market their products, providing a mentors program, and offering members better deals through alliance with some financial, accounting and management organisations.

WEB-BASED RESOURCES

Business Entry Point

www.business.gov.au

The Australian (Commonwealth) Government's Business Entry Point is the gateway to a great set of resources and information for business operators. The site now includes up-to-date links to State Government resources as well as those from the Commonwealth Government – all designed to help business owners get what they need from government. The site has a thorough listing of support specifically designed for home-based business operators as provided by Australian and State Governments. The site also includes links to over 50 local government sites of relevance to home-based businesses – with content varying from simple reproduction of planning guidelines through to the active support programs run by some Councils.

New South Wales Department of State and Regional Development

www.smallbiz.nsw.gov.au/homebiz/Default.htm

The Homebiz Kit, developed by the New South Wales Government (DSRD) has been designed to help people grow their business at home. The Kit addresses all stages of the business cycle and consists of five sections: planning, starting, managing, growing your home business and assistance available from the Department of State and Regional Development.

Hawkesbury Home Base Business Connection

<http://hawkesbury.local-e.nsw.gov.au/planning/1295/1312.html>

The Hawkesbury Home Base Business Connection project is a Commonwealth Government initiative in regional Australia and has been developed with the assistance of GROW Employment Council. In 2004, the group became a subgroup of the Hawkesbury City Chamber of Commerce Inc. The site is a good place to start for all the info you need about starting a business in the Hawkesbury or for connecting with other Home Base Businesses. The Connection offers monthly meetings with networking, speakers and product reviews (where members showcase their businesses) and also aggregates demand to bring sought-after courses to the Hawkesbury region.

Micro and Home Business Association

www.mhba.org.au

Formerly the *Home-Based Business Association of the Australian Capital Region*, this grass roots association provides support, business directory, workshops and seminars for micro and home-based businesses.

US Small Business Administration

<http://www.sba.gov/>

Website of US government body US Small Business Administration. Has good links to other sites grouped by broad subject headings.

Canadian Home and Micro Business Federation

www.homebiz.ca

This site is run by the Canadian Home and Micro Business Federation.

SCORE

www.score.org

One of the better US micro business support processes, SCORE offers on-line mentoring and expert Q & A. SCORE also has a wide range of 'workshops' (special interest areas) including home-based business.

Access Business Online

www.clickit.com/touch/home.htm/

Links to services such as news and information from over 300,000 participating companies, mainly by subscription. Emphasis on finance, economics, commerce, etc, and categorised by geography, products, careers, industries, products, etc.

Business Information Sources on the Internet

www.dis.strath.ac.uk/business/index.html

A list of useful internet resources which contain company, business news, or market information, and also sites which provide significant guides to these types of resource. It has a particular emphasis on European (and especially UK) resources. It does not list individual company sites (unless they have guides/information about companies etc other than themselves).

International Business Resources on the WWW

<http://ciber.bus.msu.edu/busres.htm>

Maintained by Michigan State University - Center for International Business Education and Research (CIBER). Extensive list of links classified by type and a few articles. Targets business people in general rather than HBBs specifically.

Small & Home Based Business Links

www.bizoffice.com/

Small & Home Based Business Links was designed to be a one-stop source on the Net for small and home based businesses. Includes billboards for corresponding with other HBB operators, buying/selling equipment, etc.

The Homeworkers' Network

<http://sktc.net/rjmurphy/index.htm>

A listing of free resources including HBB opportunities, franchises, job leads, links to legal resources, tools for the beginning web designer.

Home Office Life

www.homeofficelife.com

Site has tips, links and resources for people working at home.

ASSOCIATIONS (mainly US-based)

American Association of Home Based Businesses

<http://www.aahbb.org/>

A US-based Non-Profit Organization For Those Who Run A Business From Their Homes. Includes links to member organisations, catalogues of useful books and tip-sheets which can be ordered.

International Homeworkers Association (IHA)

<http://www.homeworkers.org/>

The International Homeworkers Association is a membership organization dedicated to helping those in the home workplace succeed, working closely with the U.S. Chamber of Commerce. Site has links, free online bimonthly magazine, etc.

SOHO Central : The Home Office Association of America

<http://www.hoaa.com/>

The American National site for full-time home-based professionals. They have a comprehensive list of links for legal, government information, employment, publishing resources, etc. Also a free online newsletter.

Home Business Alliance

<http://www.hba.org.uk/>

The Home Business Alliance supports home-based businesses in the UK. Their site includes some advice on legal, insurance issues, choice of business and home working environment. Some articles are available online from the HBA's monthly magazine.

ONLINE MAGAZINES

Business @ Home

www.gohome.com/

Includes letters page

The Small Business Journal Magazine

www.tsbj.com/

Features bulletin-boards for getting advice on specific topics such as tax, franchising, human resources, business ethics, etc.

WAHM : the newsletter and online magazine for work at home moms

www.wahm.com/

Women's magazine-like, directed very specifically at target audience, includes classifieds, bookstore, etc.

Home Office Magazine

www.homeofficemag.com

A magazine-style information web-page for home-based business operators.

Working Solo

www.workingsolo.com

Newsletter, information and resources for people wanting to know about or set a home-based office.

COUNCIL STRATEGIES, POLICIES AND ADVICE

Manningham City Council Home-based Business Strategy

(Manningham City Council (Vic) (03 9840 9333) (February 1996, 15pp)

Covers public participation in strategy preparation, promoting home-based business opportunities, advice and communication, design issues, infrastructure and services, protection of residential amenity, ongoing reviews, action plan.

Home-based business policy

(Manningham City Council (Vic) (03 9840 9333) (28/1/97, 7pp)

Sets out planning controls, site requirements, vehicles, management plans, the planning permit process (available at www.manningham.vic.gov.au).

How to keep on the right side of your neighbours – Guidelines for home-based business operators

Manningham City Council (Vic) (03 9840 9333) (September 1996, 11pp)

Covers matter like attitude/approach, complaints, noise, vehicles, neighbourhood character, pollution, people, useful contacts.

Home Occupation Planning Control

Manningham City Council, A3 folded pamphlet, undated

Comprehensive fold-out sheet that describes regulations and requirements incumbent on home-based business operators with comments and explanation. Very well presented in that it provides easy-to-follow rationale for main restrictions.

Draft Knox Home-based business strategy

Knox City Council (Vic) (03 9298 8000), prepared by EnviroPlan (June 1998, 14pp)

Snapshot of home-based businesses in Knox, Council's role and scope of involvement in assisting home-based businesses, Council's home-based business development objectives, action plan. The Council also supports the Homebiz Group, a non-profit organisation and more information is available at www.knoxhomebiz.com.au.

Home employment assistance kit

Fairfield City Council (NSW), prepared by L Davis (Deloitte Touche) (1990)

Information on regulations (local and state) and procedures relevant for getting approval for HBB in Fairfield. Produced in several community languages.

Home-based Business Policy and Checklist

Newcastle City Council, www.newcastle.nsw.gov.au

The Home-based Business Policy sets out the Council's requirements for operating a home-based business in the area that does not require approval – called 'Home Occupation'. The *Checklist* has been designed so that on completion it demonstrates approval under the Home Occupation category by Council's Planning Officer.

Guidelines and tips

Caloundra Council and Banyule Councils, www.caloundra.qld.gov.au & www.banyule.vic.gov.au.

These information sheets add extra value by incorporating simple tips and hints that home-based business operators would benefit from considering.

Home business: a guide for starting a home based business

WA Small Business Development Corporation (1991, 14pp)

Useful checklist specifically for WA. Emphasis on formal requirements including registration, zoning, fees, council assessment, appeals. Some tips for success.

Mixed Use Development: New Designs for New Livelihoods

Qld Dept Tourism, Small Business and Industry *Information Paper* (1996, 111pp)

Broad ranging paper looking at urban design from a 'new business age' perspective. Includes design principles and options for home-based business – residential areas, high density areas and 'mixed use' transition areas (linking commercial and residential areas). Cross-reference to *Best Planning Practices for Home-based Business* (Qld DBIRD, 1993 – revised and updated by TSBI – see below).

Home-based business advisory pamphlets

Redlands Economic Development in association with Redland Shire Council (undated)

A series of pamphlets covering business tips and things to think about before starting, as well as an overview of relevant Council regulations:

- Operating a Business From Home
- Local Regulations that may Affect your Business: A Checklist
- Your Business Start-Up Checklist
- Building Premises and Setting your Business: Tips

Fast Facts: Home-based business

Northern Territory Department of Industries and Business (1999, 3p)

Mix of tips and planning guidelines – checklist of questions on suitability of business idea, tips (eg the need to be disciplined and focused if the business is to grow) and summary of (town) planning requirements.

Best Planning Practices for Home based Business

Qld Dept Tourism, Small Business and Industry *Information Paper and Guidelines* (undated, 59pp)

Describes the context of the growth of home-based businesses, including a clear summary of strengths and weaknesses of home-based work.

Compares planning schemes across Australia and recommends planning options for consideration by Qld local governments. Concludes with *best practice guidelines* that emphasize clarity and flexibility, and encourage explanation of principles behind restrictions (eg blending business and residential needs) before setting out an example set of measurable (more quantitative) regulations and requirements.

PLANNING

Australian Planner

Journal of the *Royal Australian Planning Institute* (Graduate School of the Environment, Macquarie University, 02 9850 7978, Quarterly).

News, issues, discussion aimed at planners. There are also journals for various divisions of the R.A.P.I. covering the particular states and relevant issues, such as the following.

Planning News

Published by *The Royal Australian Planning Institute, Victorian Division*, and the *Local Planners Association of Victoria* (03 9819 0930, Monthly).

A little lighter than the *Australian Planner*, focussing on Victoria.

The new era of home-based work: directions and policies

K Christensen (Ed) (Westview Press, US, 1988)

Collection of essays, many specifically American, broad in range but a little old.