

Business Concierge Video Guide

Council User Guide

The Business Concierge Video guide template is part of the Business Friendly Councils (BFC) product suite. The Guide provides a production brief and script for a web video / animation aimed at promoting the Council Business Concierge function.

The BFC products and processes were developed collaboratively with councils and tested with businesses through pilot projects led by the Victorian Government Department of Jobs, Skills, Industry and Regions. Application of the BFC products and processes benefits both councils and their business customers by providing more consistent and timely regulatory permit advice, enabling better quality applications and improving communication between council regulatory areas involved in the business approvals process.

Note: The BFC products are designed for individual councils to adopt and customise according to their individual local government area requirements. Councils should determine any necessary disclaimers and privacy statements that are necessary to be applied prior to publication.

It is intended that once this product is ready for implementation within your Council this title page should be deleted or replaced with equivalent Council instructions.

Disclaimer: *This resource has been developed for the Business Friendly Councils initiative. This resource may be of assistance to you but the State of Victoria and its employees do not guarantee that the resource is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this resource. While every effort has been made to ensure the currency, accuracy or completeness of the content we endeavour to keep the content relevant and up to date and reserve the right to make changes as required. The Victorian Government and other authors do not accept any liability to any person for the information (or the use of the information) which is provided or referred to in the resource.*

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Contact: RegulationReform@ecodev.vic.gov.au

Business Concierge Video Guide

Purpose:	Social Media / Website Concierge Video Script
Responsible Department:	[Economic Development / Business Concierge function lead]

Note: This guide is part of the Business Friendly Councils “*Optimise Business First Point Contact*” suite of products including the Business Website Landing Page, Business Permit Navigation Form, and Business Concierge Video Guide.

This document contains a production brief and script for a web video aimed at promoting the Council Business Concierge function:

- The Business Concierge function is a service provided by local government to assist businesses with starting, expanding or buying a business. **Note:** some Councils have called this function; Business Support Service, Business Permit Service or Biz Wiz.
- The Business Concierge function can take many forms (e.g. it can be undertaken by one staff member or be a shared function between many staff) and is usually situated in the Economic Development department.
- The Business Concierge function is the first and best starting point for local businesses seeking to understand the permits and registrations they may need to operate their business.
- The Business Concierge function can save business applicants time and money by providing an overview of the permit process, liaising with different departments across Councils for multi-permit applications, and acting as a single point of contact for businesses.

Video guide background

- Based on the Business Friendly Council Pilot engagements, testing revealed that the ideal format for the video would be primarily animated graphics, with some bookending live action, direct-to-camera address from a Council representative.
- The video should have captioning to translate the narration for Victoria’s culturally and linguistically diverse (CALD) communities.
- The video should not provide detailed information on the application process for Planning, Building, Health, or other specific permits. Additionally, it should refrain from giving indicative timelines for these processes.

Video guide content

The **[Business Concierge function title]** is offered by **[Council name]** to assist people starting, expanding, or growing a business in **[Council area]**.

The **[Business Concierge function title]** is free and is your best starting point to help you understand the permits and registrations you may need start and operate your business.

Every business is unique and may require permit approvals from different teams across Council, such as Planning, Building, Environmental Health, Local Laws, and more.

The **[Business Concierge function title]** can save you time and money by working with these teams on your behalf and by being your key point of contact to help you understand what steps you need to do to get your permits. The **[Business Concierge function title]** can also organise a pre-application meeting to review your application prior to submitting.

Once your business is established, the **[Business Concierge function title]** can also offer ongoing support by connecting you with workshops, grants, business networking and mentoring opportunities.

Before you sign a contract, lease, or purchase agreement, commence work on your premises, or open your business, please contact: **[Business Concierge function title and contact details].**

As a first step, you might like to complete our fast and easy online checklist **[insert name and link to online checklist]**, and our **[Business Concierge function title]** will be in contact to guide you through the permit process.

Checklist Examples: **[insert link]**

Indicative Council Contacts Visual

