



ASIC
Australian Securities &
Investments Commission

How to register a business name if the holder is an individual (sole trader)

ASIC Connect user guide | Published October 2025



Note: The screens and data pictured in this guide are examples only. Actual screens can have minor differences in text and layout.

Overview

- [ASIC Connect](#) is the online system used to manage your business name.
- You can lodge an application for a business name online from your ASIC Connect account.
- This guide explains how to apply for a business name if the holder is an [individual \(sole trader\)](#). Other business name holder types will result in different screens and questions being asked.
- You must have an [Australian Business Number \(ABN\)](#) registered to a company or an ABN application reference number to apply for a business name (unless an exemption applies). Please note: if you are in the process of reinstating a cancelled ABN you will need to wait for this to be finalised with the Australian Business Register before you apply for a business name with ASIC.
- We have different [payment methods](#) you can use to pay your registration fee. These include paying online by credit card or later by BPAY or invoice.

Get started

1. Visit our website at asic.gov.au.
2. Select the **ASIC portals** button in the top-right to view further options.
3. Under the **Business name holder** option, choose (from the drop-down menu) **Learn more about ASIC's online services** for more information on how access our portals.

Tips:

- Alternatively, go straight to [ASIC Connect](#) to log in/sign up.
- Additional support can be found on the following pages:
 - [Business name holders](#) support page (contains user guides and FAQs).
 - [Top call centre questions](#).

myTransactions

Once you have logged in, the home screen will be visible.

my Transactions displays your most recent transactions. The following information may be visible under *Transaction status*, depending on what transactions you have started recently:

- Incomplete - The transaction has not been completed and must be resumed and submitted in order for ASIC to process it.
- Validated - The transaction has not been completed and must be resumed and submitted in order for ASIC to process it.
- In Progress - The transaction has been submitted and is currently being processed, it cannot be resumed.
- Completed - The transaction has been fully submitted and processed, it cannot be resumed.

1. Select the **Licences & Registrations** tab to begin registering a business name.

The screenshot shows the ASIC myTransactions web interface. The navigation menu at the top includes 'Home', 'Person Details', 'Business Details', 'Licences & Registrations' (highlighted with a red box and a '1' in a red circle), 'Lodge ments & Notifications', and 'myAccount'. Below the navigation menu, the 'Welcome' section features a 'myTransactions' heading and a table of recent transactions. The 'Transaction status' column in this table is highlighted with a red box. Below the table is a 'View All Transactions' button. The 'myMessages' section below it shows a table of recent messages with 'View message' links. On the right side, there are three sidebar sections: 'Do It Now' with links like 'Register a business name', 'Quick Links' with links like 'Australian Business Register', and 'Need Help?' with links like 'Business name registration'.

Register a business name

1. Select **Business name registration** from the drop-down box.
2. Select **Go** to continue.



Register a business name

1. Read the information about applying for a business name.
2. Tick the boxes under **Things to be aware of** after you have read and understood the information.
3. Select **Get Started** to start your application.



ABN options

To apply for a business name, you must have either:

- an ABN, or
- an ABN application reference number.

1. Select the **relevant ABN option**.
2. Enter the **ABN** or **ABN application reference number** with no spaces in the field provided.
3. Select **Next** to continue.

Apply for a business name

ABN Options

You need an Australian Business Number (ABN) to apply for a business name. If your ABN application is still being processed, you can use the ABN application reference number provided to you by the Australian Business Register. Select one of the following options, enter your ABN without spaces and proceed to the next page.

1. The proposed business name holder has an ABN

Enter ABN * Mandatory fields

2. Enter ABN [Find ABN](#)

The proposed business name holder has applied for an ABN and has an ABN application reference number.

The proposed business name holder is applying as a joint venture which does not have an ABN, but all joint venture partners have an ABN

The proposed business name holder doesn't have an ABN

The proposed Business name holder has a Suppressed ABN

3. [Next](#)

Do It Now

- Register a business name
- Renew a business name
- Link a business/request ASIC key
- Check business name availability
- Search ASIC registers

Quick Links

- Australian Business Register
- ABN Lookup
- Find ACN
- Australian Business Account
- Australian Business Licence and Information Service
- Trade Mark (TM) Check
- Franchise Council of Australia
- NZ Companies Office
- Information Brokers
- Australian Charities and Not-for-profits Commission
- Franchise Disclosure Register

Need Help?

- Business name registration
- Linking a business
- Renew your business name
- Troubleshooting
- Frequently asked questions

Business name availability

1. Enter your proposed business name in the field provided.
2. Select **Check Name Availability**.

The name you have entered will display either one of the following colours:

- green - the name is available for registration
 - amber - requires manual decision by ASIC, or
 - red - the name is unavailable. You will need to enter another business name.
3. Review the existing business names similar to the one you have proposed.

4. Select your preferred registration period (1 year or 3 years).
5. Select **Next** to continue.

Note: If you select **Save & Exit** this will save the application for resuming at a later date. This does not complete the transaction.

Apply for a Business Name

Transaction reference number: 1-550QNU9

Business Name Availability

Proposed Business Name * Mandatory fields

* What business name would the proposed business name holder like to register?

example business name 70 **Check Name Availability**

EXAMPLE BUSINESS NAME 70 is currently available. Select registration period and click next.
[Here is guidance on how we decide if a name is available.](#)

Existing names

The following names are already registered and are identical or similar to the business name you want to register. You may want to register a different name to distinguish this business from others.

To see if another name is available for registration, use our [Check Business Name Availability search](#).

Existing Names

EXAMPLE BUSINESS NAME 30
 EXAMPLE BUSINESS NAME PARTNERSHIP
 EXAMPLE BUSINESS NAME CERTIFICATE
 EXAMPLE BUSINESS NAME 14
 EXAMPLE BUSINESS NAME 51

1 to 5 results of 8 [Prev](#) [Next](#) [View All](#)

Registration period and fees * Mandatory fields

You may register your business name for 1 year or 3 years and your registration will expire unless renewed on the anniversary of the registration, in 1 or 3 years respectively.

You can [request an alternative registration period](#) for your business name to end on:

- the same date as another business name registered to you (with the same ABN), or
- the same date as your company annual review date (enter this date).

When you select your preferred registration period, available options will be presented.

If choosing to align to your company review date, the date must be within the next 18 months (if a 1 year registration period is selected) or the next 3 years and 6 months (if a 3 year registration period is selected).

* Select a registration period :

1 year registration

3 year registration

Do It Now

- Register a business name
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Cancel **Save & Exit** **Next**

Business name holder details

1. Enter the business name holder details in the fields provided.
2. Select **Next** to continue.

The screenshot shows the ASIC Connect website interface for applying for a business name. The page title is "Apply for a Business Name" and the transaction reference number is "1-550QNU9". The "Business details" section is highlighted with a red "1" in a box, indicating where to enter details. The "Next" button is highlighted with a red "2" in a box.

Proposed business name holder details Transaction reference number: 1-550QNU9

Proposed business name: example business name 70

1 Business details * Mandatory fields

Complete the details for the individual.

Individual's details

* Given name

Other given names

* Family name

Birth details

The birth details provided will not be displayed on the public register.

* Date of birth

* Country --select--

Residential address

Enter the individual's new residential address. This address must be a physical or street address, a post office box is not acceptable. Double quotation marks (") are also not acceptable. The residential address provided will not be displayed on the public register. The residential address will be used for administrative and law enforcement purposes only. See [how we use your information](#) for more details.

Select from known address

OR enter new details below

* Country --select--

Email address

We will use this email address to send notices. See [how we use your information](#) for more details.

Select from known email address

OR enter new details below

* Email address

2 Next

Addresses

You must provide an address for service of documents, a principal place of business address and an email address. These addresses are mandatory. An SMS (mobile number) is optional.

1. Under the Actions column, select **Add** to add the relevant information.
2. Select whether the address is a street or postal address from the dropdown box, and
3. Enter the address details in the fields provided.

Note: Some of this information will be publicly available. Select **How we use your information** for more details.

4. Select **Save Address**. Repeat the above steps to add the required addresses.
5. Select **Next** to continue.

Apply for a Business Name

Transaction reference number: 1-550QNU9

Proposed business name: example business name 70

Address type	Address details	This address is	Actions
*Address for service of documents		Available to the public	+ Add 1
*Principal place of business/practice		Available to the public	+ Add
*Email		Not available to the public, Used by...	+ Add
SMS		Not available to the public	+ Add

Address for service of documents

Enter the address where we can deliver official notices. This address must be a physical (or street) address, or a post office box address. It will appear in the public register. See [how we use your information](#) for more details.

Country: Australia

* Address Type: **Street Address** **2**

3 Building/Property name:

Floor/Level:

Unit/Office:

* Street number: * Street name: * Street type: -- Select --

* City/Suburb: * Postcode:

* State/Territory: -- Select --

4

To close this address panel without saving the address, you must click an action in the address table above.

5

Eligibility

1. Read the [eligibility requirements](#) for each person involved in the management of the applicant entity.
2. **Tick** the box to confirm you have read and understood the information.
3. Select **Next** to continue.

Connect
ASIC

Search ASIC Registers
Within: Select
For: Go

Home Person Details Business Details Licences & Registrations Lodgements & Notifications myAccount

Apply for a Business Name

Transaction reference number: 1-5FVNOG9

Proposed business name : Business to Business

1 Eligibility

The applicant must declare that the following statements are true to confirm eligibility to register a business name. If either of these statements are untrue your application will be forwarded to an ASIC staff member to determine whether you are eligible under the Business Names Registration Act 2011.

If you are not the applicant, you must be authorised by the applicant to make each of these declarations on behalf of the applicant.

Declaration by applicant of eligibility to hold a business name:

2 I am not disqualified from managing corporations under section 206B(1) of the Corporations Act 2001; and

- Within the last 5 years I have not been:
 - convicted of, or
 - released from prison after being convicted of, and serving a term of imprisonment for, any of the [criminal offences referred to in section 32\(1\)\(c\) or \(d\) of the Business Names Registration Act 2011](#).

Back Cancel Save & Exit **3** Next

Do It Now

- ▶ Register a business name
- ▶ Renew a business name
- ▶ Apply for an SMSF auditor registration
- ▶ Link a business/request ASIC key
- ▶ Check business name availability
- ▶ Search ASIC registers

Quick Links

- ▶ Australian Business Register
- ▶ ABN Lookup
- ▶ Find ACN
- ▶ Australian Business Account
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- ▶ Franchise Council of Australia
- ▶ NZ Companies Office
- ▶ Information Brokers

Need Help ?

- ▶ Business name registration

Review

1. Review the business name details. Ensure you check that the business name is spelled correctly. You cannot go back to change this information once the application is complete.
2. Select **Edit** to change any details that are incorrect.
3. Select **Submit** to continue.

1 Review

Transaction reference number: 2-010000

Here are the details you have provided. You can select 'Edit' to change details or 'Submit' to proceed.

Proposed business name: example business name 70

2 example business name 70 currently available
Registration Fee:

Business

Individual's details

Given name: Example
Family name: Ivan

Birth details

Date of birth: 06/11/1971
Country: Australia
State/Territory: VIC
Suburb/City: Melbourne

Residential address

Country: Australia
Street number: 25
Street name: Example
Street type: St
Suburb/City: Melbourne
State/Territory: VIC
Postcode: 3001

Email address

Email address: example@email.com

Addresses

Address type	Address details	This address is
Address for service of documents	25 Example St Melbourne VIC 3000	Available to the public
Principal place of business/trade	25 Example St Melbourne VIC 3000	Available to the public
Postal (optional)	example@email.com	Not available to the public, used by ASIC to send notices to section 202(1)(c) of the Business Names Trademark Act 2011

Eligibility

- ✓ I am not disqualified from managing corporations under section 206B(1) of the Corporations Act 2006
- ✓ Within the last 5 years I have not been:
 - convicted of, or
 - released from prison after being convicted of, and serving a term of imprisonment for, any of the offences specified in section 202(1)(c) of the Business Names Trademark Act 2011

3 [Back](#) [Cancel](#) [Save & Exit](#) [Submit](#)

Delcare

1. Read the [declaration](#) to ensure you agree with the conditions of the transaction.
2. Tick both boxes to confirm you agree.
3. Tick your **Authority** for submitting the transaction.
4. If you are lodging on behalf of the applicant, you can select to add the business name to your ASIC Connect account.
5. Select **Next** to continue.

The screenshot shows the ASIC Connect web interface for applying for a business name. The page title is "Apply for a Business Name" and the transaction reference number is "1-50Y4S8P". The proposed business name is "example business name 71".

1 Declaration (Mandatory fields)

- This transaction is submitted for lodgement under, and is compliant with, the terms and conditions of the [ASIC Electronic Lodgement Protocol](#).
- To the best of my knowledge, the information supplied in this transaction is complete and accurate (it is an offence to provide false or misleading information to ASIC).

2

3 Authority (Mandatory fields)

I declare that:

- I am the applicant (proposed business name holder) or
- I am lodging this application on behalf of the applicant (the proposed business name holder) and am authorised to:
 - submit this application for lodgement on behalf of the applicant under the terms and conditions of the [ASIC Electronic Lodgement Protocol](#); and
 - make each of the above declarations on behalf of the applicant after making all due and proper enquiries.

4 Adding the business name to your account

- I am authorised by the applicant to add this registration to my ASIC Connect account. This will allow me to view and update the registration details.

We may contact the applicant or the lodging party (if any) if we have any questions regarding this application for registration of a business name.

Payment methods for this application will be shown on the next screen.

5 Next

The right-hand sidebar contains "Do It Now" and "Quick Links" sections. "Do It Now" includes links for Register a business name, Renew a business name, Apply for an SMSF auditor registration, Link a business/request ASIC key, Check business name availability, and Search ASIC registers. "Quick Links" includes links for Australian Business Register, ABN Lookup, Find ACR, Australian Business Account, Australian Business Licence and Information Service, Trade Mark (TM) Check, Franchise Council of Australia, NZ Companies Office, and Information Brokers. There is also a "Need Help?" section with links for Business name registration, Linking a business, SMSF auditor registration, Renew your business name, Troubleshooting, and Frequently asked questions. At the bottom right, there are social media icons for Twitter, YouTube, and Facebook, and a "Follow ASIC" button.

Payment

You can choose to pay for your registration using a credit card, or BPAY. Alternatively, you can request an invoice to be sent to you and pay later.

Pay Now

1. Select the Pay Now option.
2. Select Pay Now to continue.


The screenshot shows the ASIC Connect website interface for applying for a business name. The top navigation bar includes 'Home', 'Person Details', 'Business Details', 'Licences & Registrations', 'Lodgements & Notifications', and 'myAccount'. A search bar for 'Search ASIC Registers' is present. The main content area is titled 'Apply for a Business Name' and shows a progress bar with steps: Name, Business, Addresses, Eligibility, Review, Declare, **Payment**, and Confirmation. The 'Payment' section displays a transaction reference number (1-550QNU9) and a proposed business name (example business name 70). Below this, the 'Fee details' section states that a fee must be paid before processing and lists the business name, type (Business Names), and a 1-year registration fee. The 'Select Payment Preference' section offers three options: 'Pay now by credit card', 'Pay later by BPAY', and 'Pay later by invoice'. A red box with the number '1' highlights the 'Pay now by Credit Card (VISA, MasterCard)' option. At the bottom right, a red box with the number '2' highlights the 'Pay Now' button. The right sidebar contains 'Do It Now' and 'Quick Links' sections with various service links.

Pay Now - credit card payment

1. Enter your credit card details.
4. Select **Submit** to process the payment.

Card Details


Amount in AUD
\$45.00

Card number* 

1

Cardholder's name*

Expiry date*
01 2025

Card verification code* 

2

Pay Later

If you want to pay at a later date, you can do so by using BPAY or requesting an invoice to be sent to you.

1. Select the **Pay Later** option.
2. Select the **Invoice** or **BPAY** option.
3. If you select **Invoice** it will be sent to your email address that was added in this transaction.
4. If you select **BPAY** you will need to print or make note of the BPAY details and process your payment with your financial institution.
5. Select **Pay Later**.

The screenshot shows the ASIC Connect website interface for applying for a business name. The main content area is titled 'Apply for a Business Name' and is in the 'Payment' step of a multi-step process. The 'Proposed business name' is 'example business name 70'. The 'Transaction reference number' is '1-550QNU9'. Under 'Fee details', it states that a fee must be paid before processing. The fee details are: Business: example business name 70, Type: Business Names, 1 year registration fee: [input field], and TOTAL: [input field]. The 'Select Payment Preference' section offers three options: 'Pay now by credit card (VISA, MasterCard)', 'Pay later' (highlighted with a red box and number 1), and 'BPay' or 'Invoice' (highlighted with a red box and number 2). A 'Pay Later' button (highlighted with a red box and number 3) is located at the bottom right of the form. The right sidebar contains 'Do it now' links, 'Quick Links', 'Need Help?', and 'Follow ASIC' social media links.

Confirmation

If you selected **Pay Now**, a confirmation of your transaction will be displayed.

1. Select **Print the transaction** to download a printable PDF version of the transaction.
2. Select one of the links under What else can I do for more information about other services.

OR

2. Select **Home** to return to the ASIC Connect home page.

If you selected **Pay Later**, a yellow screen will appear to state 'Pay Later - You have successfully applied to register a business name'.

This invoice will be emailed to your email address that was added in this transaction, not the email address associated with your ASIC Connect account, and payment must be made within **10 business days**.

The screenshot displays the ASIC Connect interface for the 'Apply for a Business Name' process. At the top, the user is logged in as 'Example User' and can search for ASIC registers. The main content area shows a confirmation message with a green checkmark. A summary box provides details of the transaction, including the submission date and time, transaction reference number, business name, type, amount, and payment method. A link to 'Print the transaction' is highlighted with a red '1'. Below this, a section titled 'What else can I do?' offers several options for further actions, such as updating business name details, viewing obligations, and getting tailored information. A 'Home' button is highlighted with a red '3'.