



# How to design an employee benefits plan



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# Flare is Australia's largest employee pay and benefits provider.

Our benefits come at zero cost to your business and help your employees' pay go further in a tough economic climate.

Over 100,000 Australian employers use Flare to engage and retain their talent.



A selection of our customers

**LinkedIn's 2023 Future of Recruiting report<sup>1</sup>** shows that today's candidates rank compensation and benefits as their top priority when job hunting, and recent insights from Flare's National Employee Benefits Index highlight a surge in job satisfaction and enthusiasm among employees who enjoy take-home pay benefits.<sup>2</sup>

**A compelling benefits program is not just a perk,  
it's a significant factor in attracting and retaining  
top talent for your company.**



# **Inflation has outpaced wage growth and employees are under financial pressure.**

In an era of rising living costs, widespread pay increases are a tall order for companies. Pre- and post-tax benefits provide a practical solution and an opportunity for companies to improve their employees' financial wellbeing, at no cost to their business.



# Understanding the specific needs of your workforce is essential.

Tailoring benefits to meet the specific requirements of your employees not only enhances job satisfaction but also showcases your commitment to your workforce.



# Assess your team needs



# [Your company] Employee Value Proposition

An EVP encapsulates the unique set of benefits and opportunities a company offers to its employees, reflecting the essence of its culture, values, and environment. It serves as a compelling statement that highlights why the company is a great place to work, focusing on aspects like work-life balance, career growth, and unique perks and benefits.

Paste your EVP statement here.

*Triple click to select all*

**Don't have an EVP statement? The next slide has some tips on how to write one!**



# How to write an EVP statement



## 1. Identify unique selling points:

Determine what distinctly sets your company apart as an employer, such as unique opportunities or innovative working.



## 2. Highlight key benefits:

Showcase company benefits, such as health and wellness programs, flexible work arrangements, or growth opportunities.



## 3. Tell a story:

Craft the EVP using clear, concise, and persuasive wording that captures the appeal of working at your company.



## 4. Reflect company values:

Ensure the EVP aligns with and communicates your company's core values, ethics, and culture, showcasing a consistent brand.



## 5. Stay current and relevant:

Regularly update the EVP to reflect evolving expectations, industry trends, and changes in the workplace.



**BONUS:** Incorporate insights and perspectives from current employees to ensure your EVP resonates with your workforce and any prospective candidates.

# Capture employee sentiment

Employee benefits surveys provide access to high-quality, highly relevant data, enabling employers to align benefits with their workforce's actual needs and preferences.

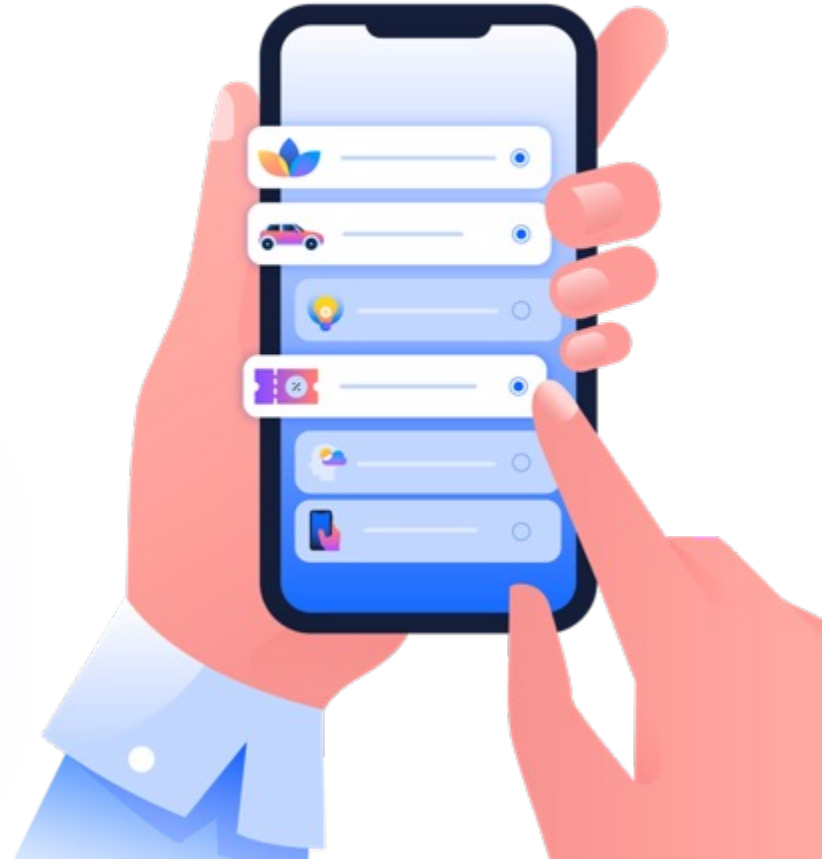
At the forefront of employee engagement, CultureAmp offers high-quality tools, including flexible survey templates, industry-leading insights, and proven action plans, ensuring your engagement strategies are informed and effective.

**Our National Employee Benefits Index revealed that employees with benefits are 16% less likely to seek other employment<sup>3</sup>, underscoring the impact of benefits on staff retention and satisfaction.**



**Don't want to set up  
your own survey?**

**Duplicate** our simple, free template survey.



# [Your company] demographics

	Description	[Your company]
<b>Company size</b>	Number of employees	
<b>Working locations</b>	Percentage make up of remote employees, hybrid employees and on-location employees.	Remote: Hybrid: On-location:
<b>Generational makeup</b>	What's the average age of your employees? What are the majority age ranges?	Average age: Prominent age ranges:
<b>Employee seniority level</b>	What is the spectrum of employee seniority?	Entry level: Junior: Mid weight: Senior: Executive:
<b>Employment types</b>	For example; full time, part time, casual, contractors	Casual: Contractor: Part time: Full time:

# Current benefits plan

	Description	[Your company]
<b>Package</b>	Includes superannuation, salary, take-home-pay-benefits and any bonus policies.	<ul style="list-style-type: none"><li>• [Notes]</li><li>• [Notes]</li><li>• [Notes]</li></ul>
<b>Additional leave</b>	<p>Any additional leave days, or leave substitution policies.</p> <p>Take into account a diverse group of employees and consider benefits like parental leave, volunteer leave, sabbatical leave, wellness leave or birthday leave.</p>	<ul style="list-style-type: none"><li>• [Notes]</li><li>• [Notes]</li><li>• [Notes]</li></ul>
<b>Wellness support</b>	<p>Any subsidies, incentives, discounts or perks that encourage employee wellness.</p> <p>Commonly offered wellness benefits include mental health support through EAPs, gym memberships, flexible working arrangements, balanced working hours and food subsidies.</p>	<ul style="list-style-type: none"><li>• [Notes]</li><li>• [Notes]</li><li>• [Notes]</li></ul>
<b>Cost of living support</b>	<p>Benefits designed to help employees manage their finances more effectively.</p> <p>Could include car novated leasing options, salary packaging, discounts on essential goods and services, targeted subsidies, and comprehensive financial education to empower their financial decision-making.</p>	<ul style="list-style-type: none"><li>• [Notes]</li><li>• [Notes]</li><li>• [Notes]</li></ul>

# How much does hiring really cost?

ITEM DESCRIPTION		COST
<b>Recruitment costs</b>	<i>Job advertisements, recruitment fees and any other related costs.</i>	[Input cost]
<b>Productivity costs</b>	<i>Hours spent recruiting, screening and interviewing.</i>	[Input cost]
<b>Onboarding costs</b>	<i>Society for Human Resource Management (SHRM) <u>estimated that the average cost of employee onboarding is around \$5,500 AUD for each new hire.</u></i>	[Input cost]
<b>Employee engagement</b>	<i>The cost required to improve engagement and talent retention. Can include social events, wellbeing benefits, flexibility etc.</i>	[Input cost]
<b>HRIS platforms and tools</b>	<i>The cost required to run your required HRIS platforms. Features may include payroll, timesheets, leave balance and onboarding.</i>	[Input cost]
		<b>[INPUT TOTAL]</b>

# Summary

**Write a few sentences on the demographical makeup of your workforce and how it aligns with your current employee benefit program:**

→ *Our benefits offering currently supports...*

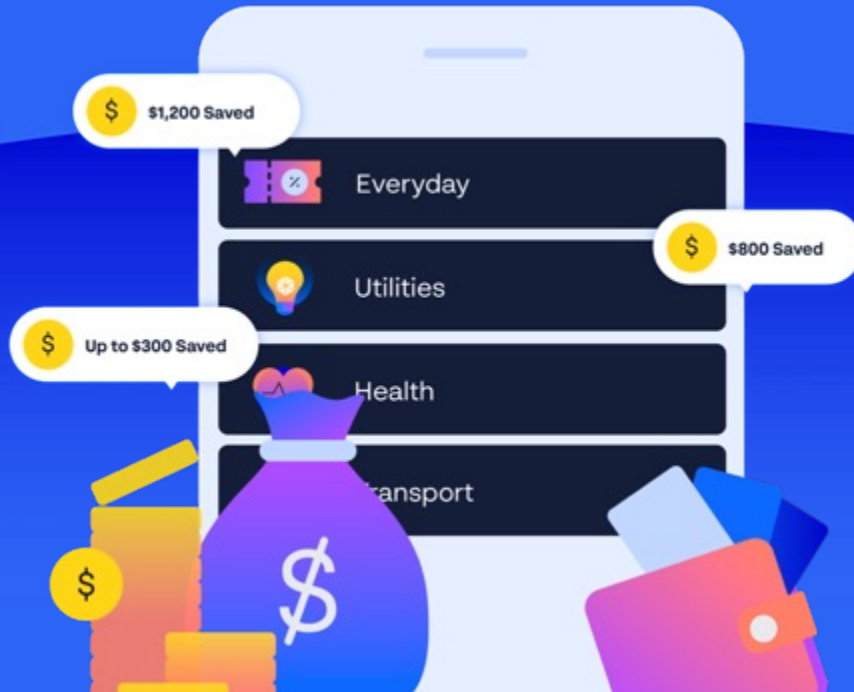
**How does your current benefit offering align with your employee survey feedback?**

→ *Our employees are seeking...*

**How can your current benefit offering better support your company's EVP?**

→ *We can better support our EVP by offering benefits like...*

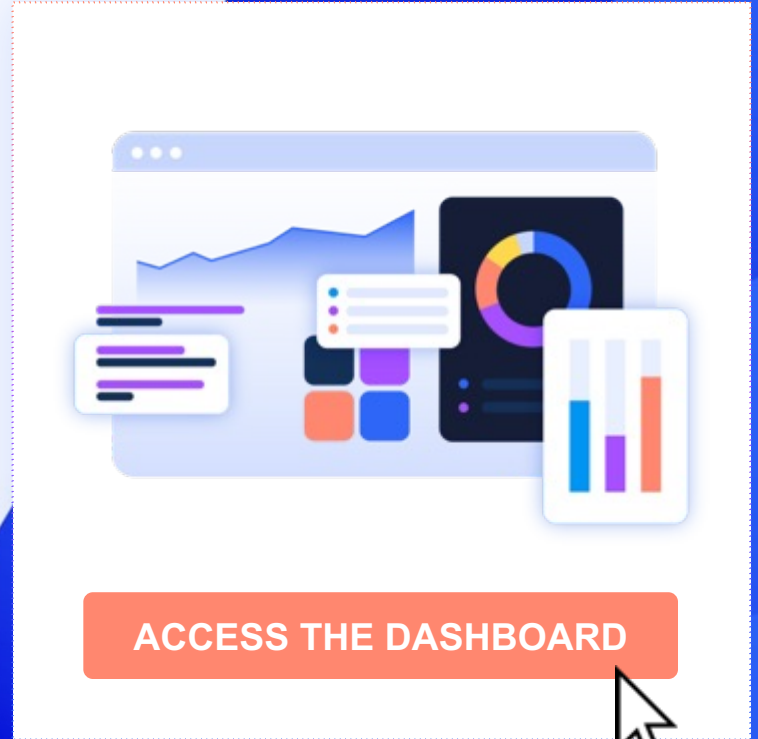
# Build-a-benefit plan



# National Employee Benefits Index

First released in April 2023, Flare conducted its National Employee Benefits Index, a representative study of the attitudes on benefits and remuneration across 3,000 working Australians.

**Delve into your industry's data to uncover how your industry's workforce truly perceives benefits, pay, and the incentives that drive company loyalty.**



<https://bit.ly/flarebenefitindex>





## Support your entire people strategy

An agile benefits mix boosts your people strategy, enhancing performance and employment appeal in competitive sectors. Effective benefits increase employee and manager engagement, job satisfaction, and work enthusiasm by 30%<sup>4</sup>. Furthermore, a well-crafted benefits program is key to retaining staff, potentially reducing turnover to as low as 2%.<sup>5</sup>

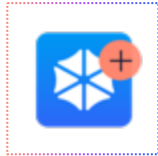
# The Flare 'basic' benefits bundle

Develop a complete benefits plan with Flare, ensuring a holistic offering for your team. Our collaboration with partners streamlines mandatory workplace entitlements through their comprehensive solutions.



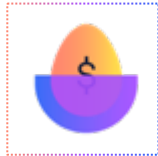
## [Your company] Benefits

The Flare platform empowers you to implement, customise, and communicate your company-specific benefits. Design your benefits plan to compliment your EVP and address the distinctive needs of your employees.



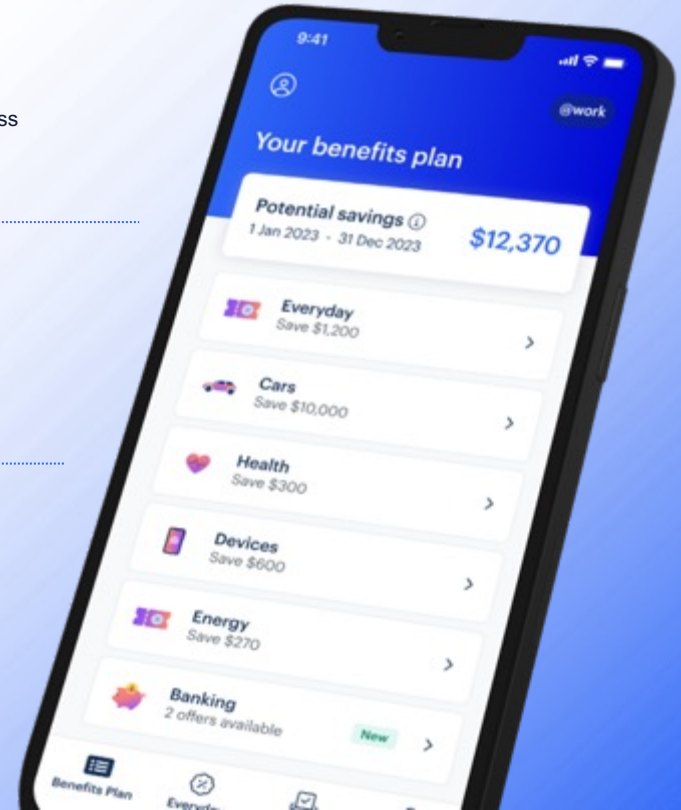
## Flare Benefits

Flare is the only complete benefits provider in Australia, offering a single portal to access a full suite of pre- and post-tax benefits. These incentives include; novated leasing, device salary packaging, discounts on essential goods, wellness content and more!



## Basic Benefits

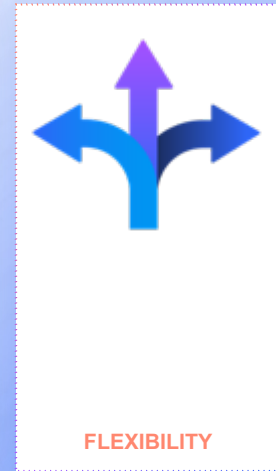
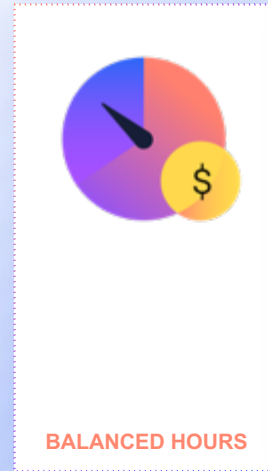
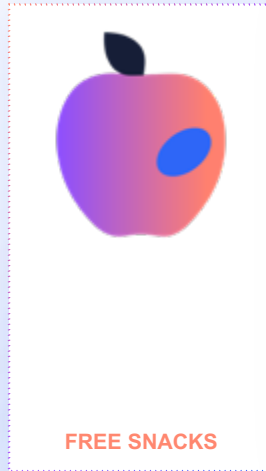
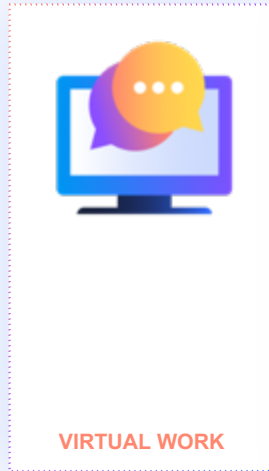
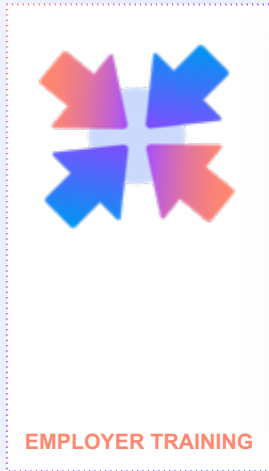
Includes mandatory entitlements such as the National Employment Standards, which cover types of leave, maximum work hours, and termination notices. Compulsory superannuation contributions, minimum wage compliance and workers' compensation insurance.



# What are Australia's top benefits?

Employee benefits extend beyond mere monetary compensation. They include a diverse range of benefits like deals and discounts, health insurance, leave benefits, and professional development opportunities. First released in 2023, our National Employee Benefits Index reveals the most sought-after benefits by Australian employees.

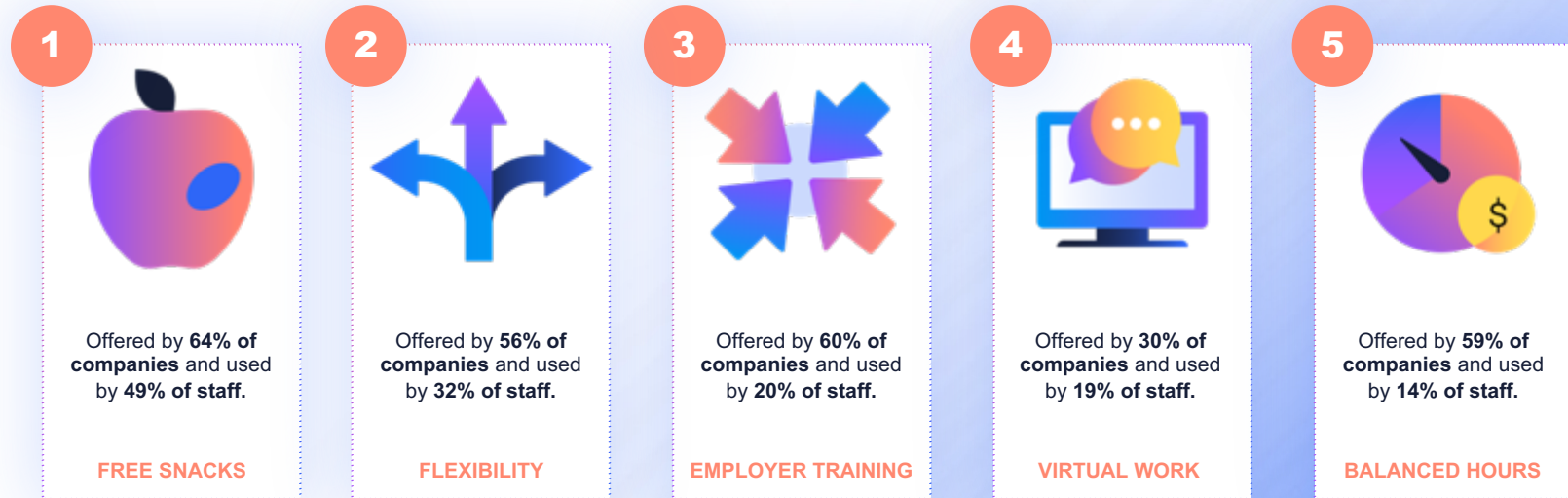
**Can you rank the top five Australian benefits, from most utilised, to least?**



# Australia's top five benefits

Employee benefits extend beyond mere monetary compensation. They include a diverse range of benefits like deals and discounts, health insurance, leave benefits, and professional development opportunities. First released in 2023, our National Employee Benefits Index reveals the most sought-after benefits by Australian employees.

Here are the top five Australian benefits ranked from most utilised to least:



# Benefit menu

Employee concern		Benefit solution
 <p><b>Cost of living</b></p>	<p>Addressing the financial strain on Australian employees is vital, as a staggering 94% of Australian employees are stressed about housing, 86% are stressed about transport and 92% are stressed about the cost of food and clothing.<sup>8</sup></p>	<p>Essential discounts and deals Salary packaging Novated leasing Virtual working</p>
 <p><b>Wellness</b></p>	<p>Prioritising wellness is key because employees with access to wellness benefits report a 44% lower likelihood of feeling stressed by unfulfilling work<sup>7</sup>.</p>	<p>Gym discounts On-site gyms Wellness classes Free food and snacks</p>
 <p><b>Financial wellbeing</b></p>	<p>Supporting your employees' financial wellbeing will soon become an expected benefit as Australian employees report financial pressure as their biggest source of stress, with over half of the workforce currently experiencing it.<sup>8</sup></p>	<p>Superannuation Bonuses Stock options</p>
 <p><b>Work-life balance</b></p>	<p>Three of the top five most-used employee benefits in 2023 are dedicated to enhancing work-life balance, with flexibility specifically ranking second and being used by 32% of employees.</p>	<p>Flexibility Virtual working Social events Volunteering options</p>
 <p><b>Personal development</b></p>	<p>Encouraging personal development is important, and employees with benefits are 10% more likely to feel valued at work by their superiors.<sup>10</sup> Employer training is also reported as the third benefit most likely to drive company loyalty.</p>	<p>Mentoring and coaching Subsidies and sabbaticals Training programs Leadership programs</p>
 <p><b>Family support</b></p>	<p>Addressing significant stressors like childcare is important as one in three working Australians report moderate to high stress related to childcare costs<sup>11</sup>.</p>	<p>Extended parental leave Childcare support Balanced hours support Elder care leave</p>

# Building a benefits budget

## Select a budgeting method:

**Zero-based budgeting:** Start from scratch, comparing each benefit for its cost and projected impacted. Prioritise according to your strategic department and business goals.

**Incremental budgeting:** Suitable if you already have benefits in place. Adjust your previous budget based on changing business needs and employee usage.

## Cost considerations:

Benefit budget allocation can vary widely based on factors including the size, maturity, and revenue of your company, as well as the industry in which it operates. For instance, industries that face intense competition for talent, such as mining, often require a substantial benefits package to attract skilled personnel. Recruitment agencies, whose core asset is their people, also typically allocate a significant portion to employee benefits. Don't forget to account for the costs of mandatory benefits like the Medicare levy, superannuation contributions and workers' compensation insurance.

## Further considerations:

**Company size constraints:** Larger companies often offer a broader range of benefits; smaller businesses may need to be more strategic.

**Workforce breakdown:** Cater to the diverse needs of your employees. The survey on slide 10 will help you uncover what your staff is looking for.

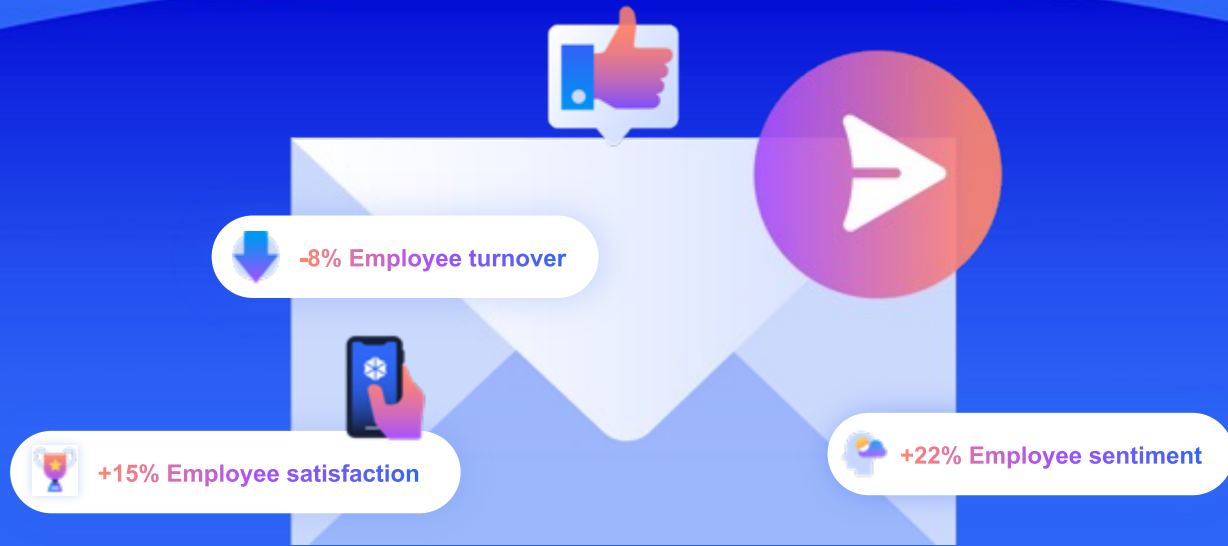
**Compliance:** Ensure you adhere to Australian employment regulations. Consider for example, both the National Employment Standards and the Fair Work Act.

**Future-proofing:** Consider predicted changes in costs, regulations, employee needs, resources, and competition for talent.

# Uniquely complete, uniquely free

Package inclusions	Flare	Perkbox	Reward Gateway
Savings and discounts on everyday essentials	✓	✓	✓
Pre-tax benefits like salary packaging	✓	✗	✗
Digital wallet and benefits cashback card	✓	✗	✓
Access to an events and wellness hub	✓	✓	✓
All-in-one app, for both Android and iOS	✓	✓	✗
HRIS compatible	✓	✓	✓
Free for all Aussie businesses	✓	✗	✗
Unlock additional savings with points	✓	✗	✗
<b>Benefits program cost</b>	<b>FREE</b>	<b>Based on number of employees</b>	<b>\$10 - \$14 monthly, per employee</b> (Monthly v annual)

# Set your program up for success





# The art of C-Suite persuasion



## Demonstrate tangible outcomes

Highlight the plan's direct benefits to the organisation, such as potential savings or productivity gains, focusing on how it can improve the bottom line.



## Align with company strategy

Ensure your benefits plan aligns with the company's broader objectives, integrating it with existing initiatives to enhance overall goals.



## Drive the business case

Articulate the strategic and financial aspects of the plan, making it easier for executives to understand and support the initiative.



## Leverage data

Utilise third-party research or internal data to demonstrate the plan's positive impact on employee engagement, retention, or performance.



## Create a feedback mechanism

Implement a clear method to measure the plan's success, such as goal-setting and surveys, to provide quantifiable metrics for ongoing leadership support.

**For an impactful presentation to the leadership team, we recommend including key insights from pages 3, 5, 14, 17, 18, 20, 21, and 23. These selections will anchor your discussion in data-driven analysis and best practices.**

# Get the word out on your benefits

## Tailored communication

By tailoring benefits information to team needs and preferences, you encourage real change in your employees' lives and ensure that your approach resonates more deeply than stock-standard administrative procedures.

## Strategic benefits education

Communicate your benefits plan by employing clear, jargon-free language and delivering messages through preferred channels. Depending on your growth rate and turnover, clear, introductory messaging is required to ensure all employees are aware of the privileges available to them.

## Continuous improvement

Through regular surveys and focus groups, maintain a feedback loop that allows for the refining of your communication strategy, ensuring it remains effective, relatable, and aligned with the evolving needs of your workforce.

## Sync your message with your EVP

Integrating your benefits communication with the company's EVP is not just strategic; it's essential for establishing a unified brand experience. This approach builds trust and loyalty by consistently reflecting the organisation's values in every aspect of the employee experience.

*Flare takes the heavy lifting out of communicating your benefits program. With our suite of template emails, presentations, print and digital collateral, we make it easier for you to convey the value of your benefits in a way that is both engaging and informative.*

**Chris James**  
Head of Marketing, Flare



# The metrics that matter



## Employee engagement

Use a combination of employee KPIs to get a holistic view of your success. Consider metrics like employee satisfaction, benefit uptake and employee net promoter scores.



## Staff turnover

A decrease in staff turnover can indicate the effectiveness of benefit packages, as they're often linked to higher employee satisfaction and loyalty<sup>6</sup>.



## Absenteeism and presenteeism

Fewer absences, especially those related to stress or mental health, can demonstrate the positive effects of wellbeing-focused benefits.



## Engagement scores

Well-designed satisfaction surveys can reveal employee sentiment towards benefits and indicate areas for improvement or success.

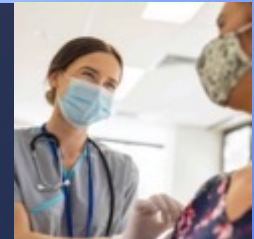


## Industry benchmarking

Comparing your benefits plan against industry benchmarks like those in our Benefits Index can provide an external perspective on your offering.

## Did you know?

Healius employees with a Flare novated lease have a 98% retention rate.\*



# Common implementation challenges

## The program lives and dies on the intranet

The workforce is becoming more flexible. People want to engage where and when it suits them, so access is key. If benefits are sitting on a static intranet, then they risk going unnoticed and unused. One of the ways we have addressed this at Flare is by creating both a desktop and app experience that connects workers with their benefits anytime, and anywhere.

## It's a one hit wonder

One of the most disheartening aspects of a failed wellbeing program is seeing the hard work not add up to engagement. Influencing up, building a program and communicating it to employees takes effort, time and resources. Sometimes it's difficult to sustain this investment over a long period. At Flare, we have focussed on removing frictions from delivering and managing wellbeing programs - we offer the benefits, the products, the platform and the engagement program.

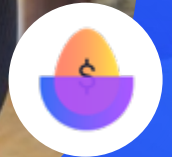
## It's one-dimensional

Companies need wellbeing programs that address holistic health: physical, mental, financial, and social. In the past, wellbeing programs have been focused on physical wellness like discounted access to gyms and step competitions. While those types of things are still important, it's now widely acknowledged that programs need to respond to holistic health. Companies that are winning in this space have evolved their approach to wellbeing.

*We think of the employee experience as a journey from start to retain. Non-wage compensation like perks, salary packaging, wellbeing support and experiences, alongside mandatory benefits like superannuation, create a complete offering for employees.*

**Janine Fry**

Partnership Growth, Flare



## How Healius boosted retention

Healius faced significant employee burnout during the pandemic, risking retention. Yet, its innovative EVP helped retain key staff and attract new talent. The comprehensive Flare Benefits package, prioritising employee needs, notably improved retention.

Healius's novated leasing, allowing staff to afford cars pre-tax, has saved employees substantial amounts and strengthened loyalty. Since 2021, the novated car leasing benefit alone has saved Healius staff about \$250,000, marking a distinct advantage in employee retention strategies.



*“Offering these benefits signals to our people that we are here for them, through thick and thin. It’s one of the key things helping us keep the best talent at Healius.”*

**Garth Quinn**  
People Experience Manager, Healius





**Get in touch so  
Flare can help your  
business set up their  
workplace benefits.**

flarehr.com  
1300 352 734  
sales@flarehr.com

# Index



# References and footnotes

<sup>1</sup>LinkedIn's 2023 Future of Recruiting:

[\[https://business.linkedin.com/talent-solutions/resources/future-of-recruiting\]](https://business.linkedin.com/talent-solutions/resources/future-of-recruiting)

<sup>2</sup>Flare's National Employee Benefits Index found that employees with take-home pay benefits have a 30% increase in satisfaction, and a 9% increase in enthusiasm compared to the average.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>3</sup>Flare's National Employee Benefits Index found that employees with take-home pay benefits are 16% less likely to be looking for a new job than the national average.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>4</sup>Effective benefits increase employee and manager engagement by 9%, job satisfaction by 30%, and work enthusiasm by 30%.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>5</sup>A well-crafted benefits program is key to retaining staff, potentially reducing turnover to as low as 2%. Flare novated lease holders at Healius have a retention rate of 98%.

<sup>6</sup>Flare's National Employee Benefits Index found that employees with take-home pay benefits are 16% less likely to be looking for a new job and are 30% more satisfied with their job than the national average.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>7</sup>Flare's National Employee Benefits Index found that 94% of Australian employees are stressed about housing, 86% are stressed about transport and 92% are stressed about the cost of food and clothing.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>8</sup>Flare's National Employee Benefits Index found that employees with access to wellness benefits report a 44% lower likelihood of feeling stressed by unfulfilling work.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>9</sup>Flare's National Employee Benefits Index found that 52% of employees are currently experiencing financial stress.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>10</sup>Flare's National Employee Benefits Index found that employees with benefits are 10% more likely to feel valued at work by their superiors.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)

<sup>11</sup>Flare's National Employee Benefits Index found that 29% of working Australians report moderate to high stress related to childcare costs.

[\[https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index\]](https://www.flarehr.com/whitepaper-flare-national-employee-benefits-index)