



Innovative companies are utilising API's Employee Benefits Program to attract and retain the best.

LEADING THE WAY...

"In our engagement survey employees made it very clear that they wanted more in terms of personal benefits from their workplace. The program proved very popular with employees from day one and enthusiasm has not waned since. API provides discounts across a range of lifestyle products and is beneficial for not only our employees but also for their families. The Reuters brand is on all API communications which shows that this is a company initiative for our employees and something we feel is very important to provide for them. Feedback has been fantastic."

Riaz Ajam
HUMAN RESOURCES MANAGER,
THOMPSON REUTERS



WITH A STRENGTHENING economy, the war on talent looks set to return in 2010. Post GFC, employees are increasingly confident in reviewing their options. A recent Chandler Macleod Survey showed a massive 71% of employees are actively looking to move roles in 2010. Many HR executives ranked staff retention and their Employment Value Proposition (EVP) as key areas of focus for the year. So how does your EVP stack up?

What if you could increase your employees' disposable income by \$4,474, for an investment of only 0.15% of payroll? What if the same solution could offer your employees pre-release tickets to major events including Pink, AC/DC, Formula 1, AFL, The Australian Open, the Wiggles and free up their weekend by finding their new car, fridge or kitchen appliances? Sound too good to be true? With API Leisure & Lifestyle's Employee Benefits Program it's not.

Innovative companies such as KPMG, Citrix, ABB, Toyota, Ingram Micro, Novartis, Gold Fields Mining, Citrix and Thomson Reuters use API Leisure & Lifestyle's Employee Benefits Program as a dynamic part of their Employment Value Proposition. API's program provides a competitive edge to assist our clients to attract and retain quality employees, enhance employee morale and engagement and cement their position as preferred employers.

While the benefits to the organisation are clear, employees also enjoy the perks of the program.

Employees can save time and money (with increases of up to \$4,474 in disposable income) and receive preferential treatment across a wide range of lifestyle and financial services. Employees and their families can select from an extensive range of over 1,500 benefits that can be accessed at over 90,000 locations Australia wide. These benefits include retail, car, home and garden, financial, wellbeing, entertainment and travel services. The range is constantly expanding with the latest hot benefits including exclusive API National Premiere events such as Sex and The City 2 and Toy Story 3.

So how do you ensure you get maximum value from your Employee Benefits Program? "Communication is the key," says API Leisure & Lifestyle's National Business Development Manager, Kylie Green. "Our programs are designed to provide a highly visible, tailored HR solution. Our programs include a dynamic program launch for your staff, annual directory of benefits, regular magazines and email updates, group induction presentations and workplace on-site servicing. Program communications can be highly branded with your company logo to ensure that your organisation receives the maximum recognition, appreciation and loyalty for its investment in its people."

A big part of the appeal of API's Employee Benefits Program to HR Management is that it is an outsourced solution, allowing the HR team to focus on strategic objectives. A dedicated

Account Manager provides regular usage reporting so HR can see their return on their investment. What's more, the low cost investment will keep the financial controller happy!

With over 90 years experience, API Leisure & Lifestyle has developed successful solutions that include a comprehensive range of benefits, ongoing hard and soft copy communications, extensive employer branding, regular reporting and offices Australia wide for local servicing.

For more information on API Leisure & Lifestyle's Employee Benefits Programs phone 1300 654 030 or visit www.employeebenefits.com.au. Plus visit us at stand 37B at the AHRI National Convention 10-12 May. ●

API Leisure & Lifestyle
EMPLOYEE BENEFITS PROGRAMS