

Drive Talent Further

The No-BS Guide to Rolling Out a Novated Leasing Program at Work

Why Just Compete for Talent When You Can Win?

In today's job market, your company needs more than beanbags and barista coffee to stand out. Want to truly wow your next hire? Give them the keys – literally.

A novated lease program is a killer way to upgrade your employee benefits package without torching your budget. It's tax-smart, cost-neutral for your business, and incredibly valued by staff. Oh, and it's surprisingly simple to set up.

Welcome to your new secret weapon for attracting and retaining talent.

First Things First: What Is a Novated Lease?



Imagine a love triangle but make it about cars.

A novated lease is a three-way deal between:

- Your employee (who gets the car),
- You, the employer (who makes the salary deductions), and
- A finance provider (who handles the money and car stuff).

You deduct payments and running costs (fuel, rego, tyres, insurance, etc.) from your employee's pre-tax salary and flick them to the finance company.

They get a car and tax perks. You get loyalty points – and no cost or risk.

Win. Win. Win.

What's In It for You?

Glad you asked. Offering novated leasing comes with a trunk full of benefits:

✔ **Attract & Keep Top Talent**

Give your offer letters more horsepower. A novated lease is a unique, valuable perk that shows you're invested in employees' financial wellbeing.

✔ **No Cost to You**

Yep — you're not buying the cars. The employee pays through salary deductions. You just run the payroll like you always do (with a slight tweak).

✔ **No Risk, Either**

If an employee leaves, the lease goes with them. You're not stuck with a leftover Camry and a finance headache.

✔ **Admin? What Admin?**

Partner with a good provider and they'll handle:

- Car sourcing
- Finance paperwork
- Servicing, rego, tyres, fuel cards
- Annual FBT reporting and compliance

You just process deductions via payroll. Easy.

✔ **Possible Payroll Tax Wins**

Salary packaging can lower taxable income — and that might shrink your payroll tax obligations too. Talk to your finance team. They'll smile.

✔ **Go Green and Save**

Electric vehicles leased under novated arrangements often qualify for FBT exemptions. That's right — zero fringe benefits tax on eligible EVs.

How to Get Started (It's Easier Than You Think)

Step 1: Pick the Right Provider

This is your co-pilot. Look for:

- Full-service lease support (from test drive to handover)
- Payroll simplicity
- Expertise
- Transparent fees (no nasty surprises)

Step 2: Set the Rules & Spread the Word

- Create a policy: Who's eligible? What's the process?
- Launch with a bang: Run webinars, send emails, offer one-on-one sessions.
- Use plain English: Focus on "here's how this saves you money and hassle."

Step 3: Let Employees Take the Wheel

The provider handles most of this:

- Quotes & vehicle options
- Finance applications
- Lease set-up

You just approve the deduction and watch the smiles roll in.

Step 4: Payroll Made Painless

Each pay cycle, you'll:

- Deduct a pre-tax and post-tax amount
- Pay the lease provider invoice

That's it. They handle the rest – even the FBT reporting.

Step 5: End of Lease? No Drama.

Employees can:

- Buy the car
- Extend the lease
- Trade it in for something shinier

Again, your provider handles it. You stay focused on your business.

Tips for Maximum Impact

- Communicate well: Nobody likes financial fog. Make the benefits clear.
- Keep support handy: Have a go-to person internally and with the provider.
- Review regularly: Check staff satisfaction and keep up with any ATO updates.
- Promote EVs: They're hot, they're green, and the tax benefits are excellent.

Final Word: This Isn't Just a Perk — It's a Power Move



Novated leasing isn't about cars. It's about showing your people you care. It's about giving them financial flexibility. It's about standing out as an employer who gets it. And for you? It's an almost effort-free way to level up your benefits package, save some tax, and impress your HR team with how forward-thinking you are.

Ready to Roll?

Contact OptIn Australia. Launch your program. Give your employees something to get revved up about.
Contact Your dedicated employee benefits program specialist

Guy Scott-Logan

M: 0431 914 043

E: G.scottlogan@optinaustralia.com.au

Novated leases:

Less cost. Less hassle. More horsepower.