

Asset Implementation Guide

CLIENT TOOLKITS

The AccessPay Salary Packaging Resource Library contains salary packaging and novated leasing assets. The assets can be used across your owned-channels such as newsletters, Teams/Yammer channels, intranet etc., and are intended to help you communicate and drive awareness to the range of benefits your employees can access.

The assets are formatted to suit any Content Management System (CMS) as some may only be able to use text, some can include images and videos.

Key Resources and how to use them:

Intranet content: Content is in Word format, with links to videos, fact sheets and our website. Copy and paste the content into your CMS and other communication channels.

Newsletter content: Short form content in Word format for you to copy and paste into your organisation newsletter. Can be accompanied with images. This content will be updated regularly so be sure to check in with your Client Success Manager for ongoing newsletter assets.

Image Library: Upload the images onto your own channels (intranet, presentations, newsletters etc.) to promote the salary packaging program. If you'd like your employees to click the image and be directed to a specific page, be sure to add the URL to the image in your platform.

Videos: Copy and paste the video URLs to your CMS channels to promote the salary packaging program. The video links should be shared alongside other links or assets that provide further information to educate your employees.

Digital Banners: Download the banners and upload them to your own channels (intranet, newsletters etc.) – If you want your employees to click the image and be directed to a specific page, be sure to add the URL to the image in your platform.

Factsheets and Digital handouts: To avoid inaccuracy, please link to the factsheet URL we've provided rather than downloading the factsheet and uploading it to your system. We will update any regulatory or product changes on our end.

Email Templates: Email templates are available for you to send to your employees – these are available in designed Outlook templates or word doc to copy into your email platform.

Teams/Yammer Chat Posts: Short content and images that you can copy and paste into your Teams/Yammer, or other communication channels. The posts are simple and aim to direct your employees to greater education through promotion of virtual webinars and information on the website.

Webinar Links: URL links to our live educational webinars – staff can select a webinar and pick a time that suits them. Hyperlink or copy and paste the URL to any CMS channels.

Posters: Either download the posters and upload them to your CMS channels or print them in A4 or A3. Some posters are editable, so you can enter the specific event details when our teams are on-site.

Other Assets: Any assets that do not fit in the above categories such as TV screens, desktop screensavers.

By implementing a number of these assets you can help to drive better awareness and understanding of the salary packaging and novated leasing benefits available to your team and highlight the additional value offered to your employees. We will endeavour to provide you with any new or updated content for you to access to help educate your staff on the great benefits available to them.

If you have any questions or need further assistance, please email your Client Success Manager directly or EmployerSupport@accesspay.com.au.