



The Malabar Magic Swimfit Challenge

1 November 2023 – 16 February 2025

A Corporate Wellness Program

Supporting Rainbow Club Australia. A network of social swimming clubs for children with a disability.



Enhance staff engagement, physical + mental wellness



Even at the best of times, improving staff engagement and wellness can be challenging.

The Malabar Magic Swimfit Challenge is a corporate wellness program designed to:

- Connect - address challenges with staff interactions as staff start to re-engage with others in the workforce
- Engage - a safe and healthy summer corporate initiative and opportunity for all staff
- Uplift - feel-good personal connections to a great event and to a worthwhile charity



A common goal for staff:

- Staff participants train, bond and connect through the summer of 2024/25
- Swim as a corporate team in the Malabar Magic event on 16 February 2025
- Receive internal and external recognition as a corporate team
- Inspire staff support and perceptions of health and wellbeing

The Swimfit Challenge is a COVID safe program and event

Cost effective + logistically simple program



The Malabar Magic Ocean Swim

What is the Murray Rose Malabar Magic?



The Malabar Magic is an ocean swim held at Malabar Beach each year. **2025 will be the 17th year of this safe and successful ocean swim.**

- Participants swim the 5 km, 2.5 km or 1.0 km swim in the calm waters of Malabar Bay
- Great corporate and family event with strong partners
- A positive atmosphere and very friendly inclusive culture
- Unique connection between participants and Rainbow Club swimmers
- All proceeds and funds raised support the Rainbow Clubs of Australia

[Watch the video!](#)



Rainbow Club

A network of social swimming clubs for children with a disability

Rainbow Club is a registered charity which:

- Personalised swimming lessons for children with a disability
- Teaches over 2,000 children across 80 Clubs in NSW & QLD
Provides safety around water

Find out more at
myrainbowclub.org.au



rainbow
club

social swimming clubs for
children with a disability

The Malabar Magic Swimfit Challenge 2025



What does the Swimfit Challenge involve?

The corporate entity signs up for the Swimfit Challenge program

The goal date of Sunday 18 February 2025 is go day!

- Invite staff and clients join a team and set a team name
- Establish training groups anytime and anywhere that suits the groups
- Facilitate friendly competitive banter between the groups or teams
- All groups and teams come together on 16 February 2025 to swim in the corporate wave of the Malabar Magic Ocean Swim

The Malabar Magic Swimfit Challenge 2025

Benefits

The Swimfit Challenge is staff driven - which is logistically simple for your corporate entity.

Staff support and encourage each other

- Opportunity for disconnected staff to meet with a fitness/health goal (staff with goals are more engaged and better able to manage their emotional/mental wellness)
- Can be achieved in locations that suit staff (local pool or beach) and can be easily combined with and complement existing health and wellness programs – diet, meditation, biometric screening, fitness classes, health coaching
- Can be extended to corporate clients and staff partners, children and family



The Malabar Magic Swimfit Challenge 2025



Donation levels

Corporate donation to Rainbow Club to participate:

Bronze

\$2,500
2-20 entries

Gold

\$5,000
21 - 100 entries

Platinum

\$10,000
up to 200 entries

There are significant package benefits

Staff should be encouraged to set up a fundraising page to request their friends and family support them as they Swim the Magic. Recommended targets are \$200 per entrant. Real-time fundraising progress can be accessed at malabarmagicoceanswim.com.au

The packages

Bronze	Gold	Platinum
<p>For each staff member:</p> <ul style="list-style-type: none">• Swim cap• Dedicated corporate wave start in the swim• Logo on website• One branded social media post• Two tear drop banners on event day• Invite to VIP Tent• Access to Training Tips• Sponsor announcement on the day• Name on Honour Role	<p>Everything in Bronze plus:</p> <ul style="list-style-type: none">• Motivational webinar with VIP Guest• Invite to Swim Clinic with VIP Guests• One extra branded social post• Mention in one Malabar email• Tent in Event Park• Photos by event photographer• Interview with MC	<p>Everything in Gold plus:</p> <ul style="list-style-type: none">• Feature in Rainbow Wrap Newsletter• Opportunity to distribute branded merchandise on event day• Host launch event with VIP Clients

Our partners - you'll be in great company





Contact us!

Rob Lloyd 0419 276 762 rlloyd@breckenridge.com.au