



# The Malabar Magic Swimfit Challenge

1 November 2022 – 19 February 2023

**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 2022/23
- Swim as a corporate team in the Malabar Magic event on 19 February 2023
- 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. **2023** will be the **15h** 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 1,800 children across 45 Clubs in NSW & QLD
- Provides safety around water

**Find out more at**  
[myrainbowclub.org.au](http://myrainbowclub.org.au)



rainbow  
club

social swimming clubs for  
children with a disability



# The Malabar Magic Swimfit Challenge 2023



## What does the Swimfit Challenge involve?

The corporate entity signs up for the Swimfit Challenge program

The goal date of Sunday 19 February 2023 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 19 February 2023 to swim in the corporate wave of the Malabar Magic Ocean Swim



# The Malabar Magic Swimfit Challenge 2023

## 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 2023



## Donation levels

Corporate donation to Rainbow Club to participate:

### Bronze

\$2,000  
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 [malabarmagicococeanswim.com.au](http://malabarmagicococeanswim.com.au)



## The packages

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



## Our partners - you'll be in great company







Contact us!

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