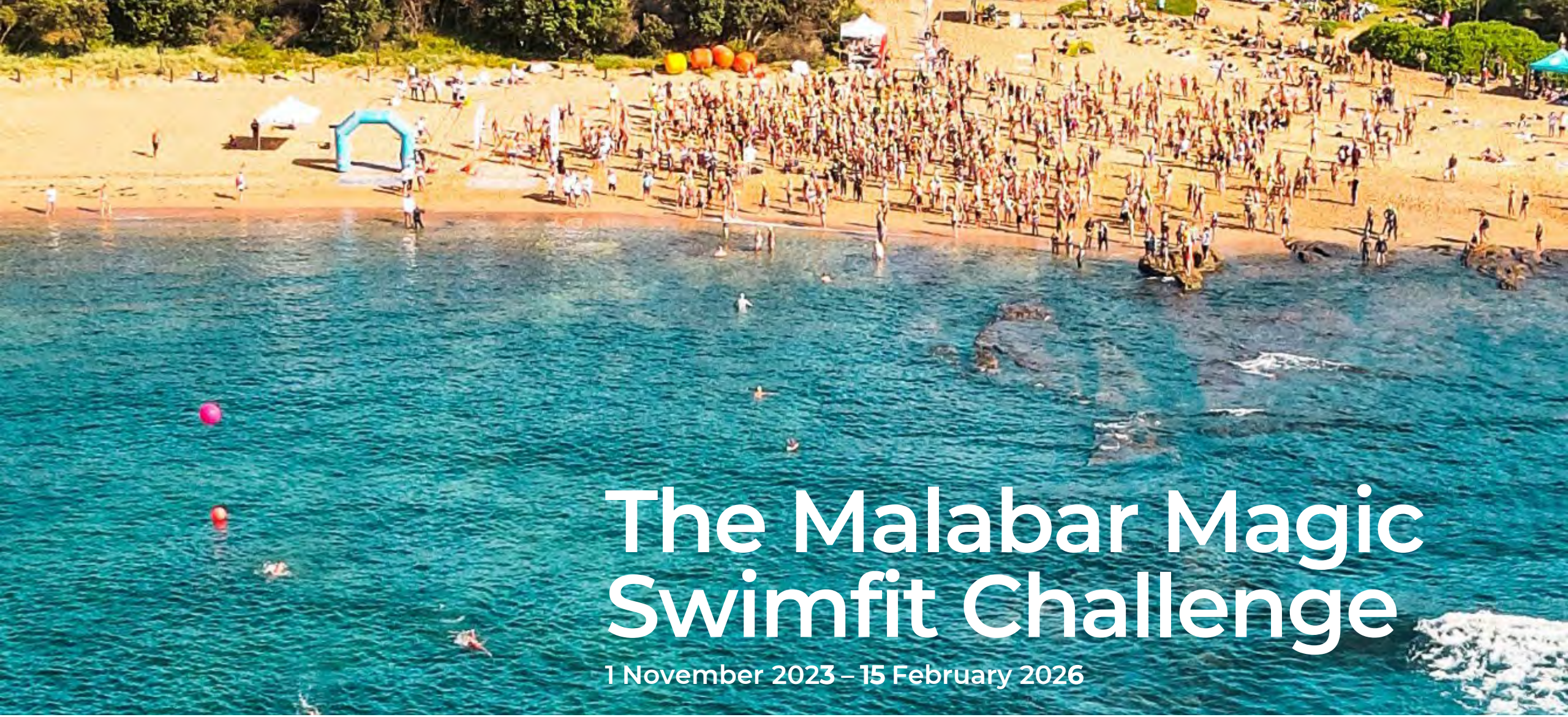


The Malabar Magic Swimfit Challenge

1 November 2023 – 15 February 2026

A Corporate Wellness Program

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

murray rose malabar magic ocean swim

The Malabar Magic Swimfit Challenge 2026



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

Cost effective + logistically simple program

A common goal for staff:

- Staff participants train, bond and connect through the summer of 2025/24
- Swim as a corporate team in the Malabar Magic event on 15 February 2026
- 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



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. 2026 will be the 18th 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

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 2,500 children across 80 Clubs in NSW, QLD, ACT & VIC.
  Provides safety around water

Find out more at
myrainbowclub.org.au



The Malabar Magic Swimfit Challenge 2026



What does the Swimfit Challenge involve?

The corporate entity signs up for the Swimfit Challenge program

The goal date of Sunday 15 February 2026 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 15 February 2026 to swim in the corporate wave of the Malabar Magic Ocean Swim

The Malabar Magic Swimfit Challenge 2026

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 2026



Donation levels

Corporate donation to Rainbow Club to participate:

Bronze	Gold	Platinum
$5,000	$10,000	$20,000
2-20 entries	21 - 100 entries	up to 250 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

For each staff member:

- 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**

Gold

Everything in Bronze plus:

- **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**

Platinum

Everything in Gold plus:

- **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



murray rose
malabar magic
ocean swim



Contact us!

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