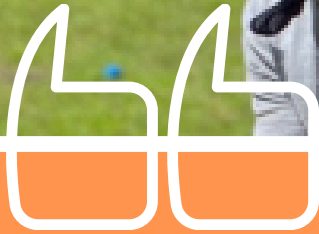




PLAY PARTNER TOOLKIT

How to Match Every
Team with the Right
Play Experience

1 Million People **Playing** by 2030.



We don't stop playing
because we grow old;
We grow old because
we stop playing

George Bernard Shaw

Welcome

At Corporate Challenge Events, we know the power of play changes everything. When play is intentional, it does more than bring people together for a fun day out. It builds trust, unlocks creativity, and strengthens the culture that holds a team together long after the activity ends. That is why choosing the right team building program matters.

For our play partners, this guide is designed to help you match the right experience to the right client. Every team is different. Some need a burst of energy to reconnect, others are looking for a creative spark, while many are searching for a way to give back with purpose. The best results come when you align a program with both the human needs of the team and the values of the business.

Over the next sections, we will walk you through the steps of choosing well. From assessing team needs, to exploring different program types, to implementing and measuring impact. By the end, you will have a framework that not only helps your clients pick the right program, but also ensures the experience creates lasting impact through play.

STEP ONE

The Play Fit Framework

When it comes to choosing the right team building program, three elements matter most. If all three are considered, you set the stage for a meaningful and lasting play experience.



GOALS

What outcomes are most important right now?

Examples: stronger communication, leadership development, collaboration, problem solving, celebration.



DYNAMICS

What is the current make-up of the team?

Examples: size, new members, remote connections, silos, energy levels.



VALUES

What does the organisation stand for?

Examples: giving back, wellbeing, creativity, innovation, growth.

Formula: Goals + Dynamics + Values = Play Fit

When play is chosen with all three in mind, it goes beyond entertainment. It becomes a catalyst for building culture and creating an experience that truly matters.

Assessing Team Needs

The first step in choosing the right play experience is to understand what the team and the organisation truly need. Play makes the biggest difference when it is linked to purpose. By uncovering the goals behind an activity, you ensure it creates more than just a fun day.

Encourage the people you are working with to think past “we just want something fun” and explore the deeper outcomes they want. Do they need to improve communication, rebuild connection after change, or reward and celebrate together after a big year? Do they want the program to highlight and reinforce their organisation’s values so the experience feels aligned and authentic? Every answer helps guide you closer to the right play experience.

Here are some coaching questions you can use when exploring these needs with any group:

Goals

- What are the biggest strengths of your team right now.
- What is one area you would like to see improve such as communication, collaboration, leadership, or problem solving.
- How do you want people to feel after the experience

Dynamics

- How would you describe the way your team works together today
- Are there new people, remote connections, or silos that make collaboration harder
- What type of energy would be most useful right now such as high excitement, creative focus, or reflective connection

Values

- What values are most important to your organisation and how should they be reflected in this experience
- What themes resonate most with your people such as giving back, wellbeing, adventure, or creativity
- When your team looks back on this experience, what do you hope they will remember

These questions open the door to richer conversations. Once the needs and values are clear, you can recommend a play experience that not only engages the team but also reinforces the culture and direction of the organisation.



STEP TWO

Match the Space **Before** the Program

Before exploring activity options, it is important to confirm what kind of space is available. The success of any team building program depends on matching the right activity to the right environment. A Beach Olympics is not suited to an inner-city rooftop, just as a high-energy adventure program might not work in a single boardroom.

As a play partner, you play a critical role in this step

Whether you are managing the space directly as a venue coordinator or arranging it through a third party, your insight ensures the activity has room to deliver maximum impact. Once the space is understood, a Corporate Challenge Events play specialist can help narrow down the 40+ programs to those that best fit both the environment and the team's goals.

Many of our programs can also be customised to suit unique locations.

A City Scramble, for example, can be adapted into a Venue Name Scramble for regional settings, while larger outdoor challenges can be tailored for courtyards, parklands, or even indoor alternatives if weather is a concern.

Once the space has been addressed, you can move confidently into program categories, knowing that every option explored will be practical as well as purposeful.

When addressing space, consider:

1

Size: How many people will the area comfortably accommodate

2

Type: Is it outdoors, indoors, or a mix of both

3

Access: Are breakout spaces or movement across different areas possible

4

Restrictions: Are there noise, time, or equipment limitations

STEP THREE

Explore Program Categories

With the space confirmed and the team's needs understood, the next step is to explore the types of programs that will deliver the right play experience.

As a play partner, your role is not to know every program in detail, but to help guide the conversation toward the category that best suits the team's goals, dynamics, values, and space. From there, a Corporate Challenge Events play specialist can recommend the specific activity that will deliver the greatest impact.

40+
PROGRAMS



12+
CHARITY
EVENTS



5+
WORKSHOPS



Program Matrix

For a full overview of these categories and the activities within them, use this [🔗 Team Bonding Activities page](#) as your reference tool.

Category	Purpose	Best Suited For	Coaching Approach
Active & Adventure	Builds energy, trust, and resilience	Outdoor spaces or large indoor venues	You mentioned energy levels were low. An active challenge would align well by lifting the team's energy and creating shared achievement.
Charity	Combines team bonding with community impact	Groups seeking purpose and CSR alignment	Since giving back is a stated organisational value, a charity-focused program would let the team live that value in a hands-on way.
Creative	Sparks imagination and innovation	Teams wanting fresh energy and collaboration	Innovation came up as an important theme. A creative challenge could provide strong alignment by encouraging the team to experiment and build ideas together.
Problem Solving	Strengthens strategy, communication, collaboration	Teams facing challenges or change	You mentioned communication as an area to improve. A problem-solving activity would give the team a practical way to strengthen those skills under pressure.
Just Entertainment	Provides light-hearted fun and connection	Celebrations, conferences, dinners	Since the focus is on celebrating achievements, a light entertainment program would reinforce that mood and bring the team together socially.
Cooking	Connects through shared creation and reward	Teams that enjoy food-based collaboration	You highlighted collaboration and connection. Cooking is a natural way to align with those values through creating and sharing a meal.
Christmas	Brings festive energy with cultural connection	End-of-year celebrations	Because you are planning a seasonal event, a Christmas program would connect directly with the festive spirit and give the team a cultural anchor.
Online Team Building	Connects remote or hybrid teams	Distributed teams needing inclusion	You mentioned remote participation as a challenge. Online activities are designed to address that by ensuring inclusion across locations.
Workshops	Deepens skills and culture through play-based learning	Teams seeking long-term cultural development	Culture development was a priority for you. A workshop format would align by combining play with deeper skill-building over time.



STEP FOUR

Move from Category to Program

When the team's goals, organisational values, available space, and a category of play experience all feel aligned, that is the moment to involve your local play specialist. Their role is to take the clarity you've helped uncover and shape it into a tailored proposal with programs designed to fit.

If it feels right, you can make the direction even more tangible by sharing an example.

Lego Legends is a strong fit when creativity and CSR are priorities, transforming a standard conference room into a place of imagination while giving back to children in need. Survivor is perfect for expansive outdoor spaces, giving teams the chance to tackle challenges together and leave buzzing with energy. Out of the Box is powerful when social responsibility is front of mind, offering teams a hands-on way to support people experiencing homelessness.

You don't need to have every program at your fingertips. Dropping an example is simply a way to show you've listened and can see how play connects. From there, your specialist will bring it to life with a custom proposal.

Because what you offer isn't an activity list, it's connection. When you guide a team into play, you create the conditions for trust, laughter, and renewed energy. That is the legacy of play, and it begins with the clarity you help create.

"The beauty of this process is that no matter which path you take, play is always at the heart. When you guide teams toward play, you are helping them unlock trust, energy and culture that lasts well beyond the event. That is the difference you bring as a play partner."

The Play Glossary

Here are some conversational phrases you can use to round off discussions and reinforce the value of **play**:

- 1 "Every program includes the DOSE effect: dopamine, oxytocin, serotonin and endorphins, the brain chemistry that drives trust, connection and energy."
- 2 "Being in a state of play is being in a state of possibility. It opens space for new ideas and stronger connections."
- 3 "Play is not the opposite of work, it is the fuel that makes work better."
- 4 "No matter which program you choose, the science of play guarantees impact."
- 5 "Play helps people connect on a human level, and those connections build culture."
- 6 "When people play together, they remember together and those shared memories drive long-term performance."
- 7 "Play is practical. It is how adults build trust, solve problems and create belonging."



A lack of play should be treated like malnutrition, it's a health risk to your body and mind.

Dr Stuart Brown



THANK

YOU FOR YOUR TIME

One of the best parts of working with Corporate Challenge Events is that you don't need to know every detail, that's our role. Once you've helped align goals, values, space and category, your local play specialist takes it from there. They'll design a tailored proposal, choose activities that fit, and coordinate everything so the team can simply turn up ready to play. Your role is to guide the clarity. Ours is to deliver the experience.

Together, that's how we grow the **play movement.**

1 Million People **Playing** by 2030.



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