

Acknowledgement of Country

Pont3 acknowledges the Traditional Custodians of the lands in which we operate, live and deliver our events, the Dharawal language group of the wider Sydney Basin.

Our flagship event, the TCS Sydney Marathon presented by ASICS, transverses Cammeraygal, Wangal, Gadigal, and Bidjigal clan areas – in and around the foreshores of the Sydney Harbour – Places traditionally used for hunting, fishing, and congregation.

We acknowledge the privilege we have in congregating in these lands with hundreds of thousands of people – Those running, those pushing, those volunteering, and those spectating – and are dedicated to sharing experiences of culture across our network.

Pont3 also acknowledges the wider Aboriginal and Torres Strait Islander people of Australia, paying respects to Elders both past and present and their continuous connection to these lands.





Wayne Larden – CEO & Race Director

I am super proud that Pont 3 and the TCS Sydney Marathon presented by ASICS have partnered with TriMob in developing the First Nations strategy.

As the TCS Sydney Marathon has join the Abbott World Marathon Majors, we feel we have a real opportunity.

Our plan is to integrate and permeate our First Nations strategy across our event to educate, inspire, interact and celebrate our unique First Nations Culture.

I'd like to than Nat Heath and TriMob for working with us to bring this vision to life and create something truly special and unique as the seventh Abbott World Marathon Major.



NAT HEATH – FOUNDER & CEO TRIMOB

Kaya/G'day

On behalf of TRIMOB it has been one of the great privileges to work with Pont3 and their team. Their leadership and willingness to lean into working alongside First Nations people and communities and create real positive outcomes for everyone has been first class. Their genuineness and turning ideas into actions is world class. I have had the opportunity to work with a number of business, organisations and national sporting bodies and I have never seen a team dive into the First Nations space so willingly and without fear. From the very onset they have bucked the normal trends so they could create genuine relationships, create space for First Nations participation and incorporate First Nations culture as part of their events narrative and fabric.

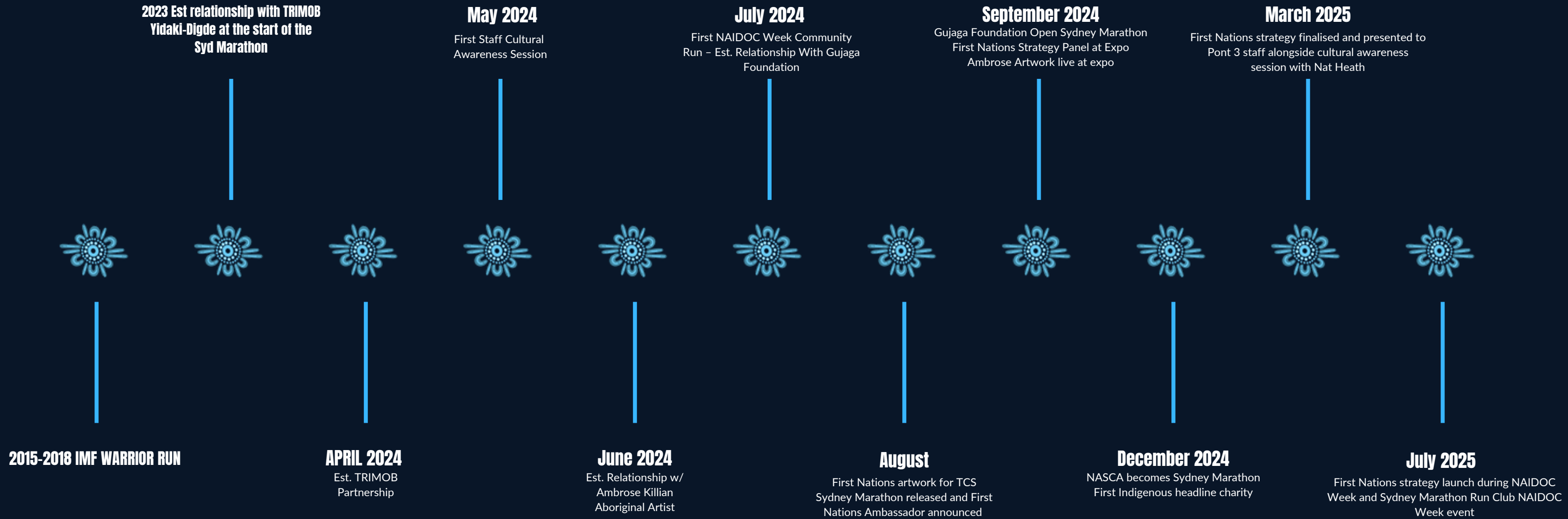
It's amazing to see what they have been able to achieve just in the last 12 months and we are honoured to continue to work step by step with the Pont3 team in ensuring that the First Nations strategy has positive impact for First Nations people, and their event participants and positive broader impact on society.



Melissa Farrelly – Workforce Manager

Developing the First Nations strategy illustrates the dedication in ensuring the TCS Sydney Marathon has an established, structured and meaningful framework to work from in the future. As part of the First Nations committee, I have learnt so much around the importance of bringing tangible change to the communities in which we serve. I understand the significance of how Pont3 integrates First Nations organisations throughout this journey, the importance of hearing unique perspectives, and how collaboration is key to representing best-practice in facilitating change.

Journey to Date



The Strategy

Vision

To deliver world class events that positively impact health and wellbeing of First Nations people/communities and showcase First Nations cultures, using the TCS Sydney Marathon as a vehicle for positive change.

Purpose

To deepen our understanding & relationships with First Nations people, communities and showcase these unique cultures with the world. As part of this commitment, we have partnered with TriMob, a First Nations organisation, to collaboratively design this strategy and grow participation of First Nations partners and participants. Ensure that equitable access and opportunities for First Nations people is upheld to experience the transformative power of running.

Key Focus Areas



Learning & Experience

Ensuring internal and external stakeholders, and the wider running community, have the opportunity to deepen their understanding and engagement with First Nations communities and culture.

Through engaging events and experiences we are dedicated to sharing the oldest living, and continuous connection culture to this land. Pont3 strives to positively impact the narrative, celebrating First Nation culture through its global reach.



Access & Outreach

In active partnership with First Nations organisations, Pont3 will increase First Nations participation at our existing events and look for opportunities to support the growth of First Nations people through our ecosystem.

Using the TCS Sydney Marathon to showcase the strength and resilience of First Nations people, providing the opportunity further unlock the athleticism of First Nations athletes, especially through running.



Partnerships & Relationships

Establish and nurture positive bi-partisan relationships with First Nations communities and people around Australia, providing benefits to communities, First Nations businesses, charities and individuals, ensuring the long-term sustainability of the strategy.