



MEDIA RELEASE

A MAJOR OPPORTUNITY FOR AUSTRALIAN ATHLETES AT TCS SYDNEY MARATHON

Record breaking prize pool to elevate Australian marathoners on the global stage

(Sydney, 31 March 2025) The TCS Sydney Marathon presented by ASICS today announced a record-breaking prize pool of **\$135,000 AUD** exclusively for Australian athletes, marking the largest ever domestic prize offering for a marathon event in Australia. This landmark investment underscores the marathon's commitment to elevating Australian runners and fostering the nation's elite running talent as the event officially joins the Abbott World Marathon Majors (AbbottWMM).

NSW Minister for Sport and Minister for Jobs and Tourism, Steve Kamper said:

"This initiative will attract global attention and reinforce Sydney's status as an iconic sporting destination. The TCS Sydney Marathon may be the world's newest Abbott World Marathon Major, but we are already punching above our weight.

"Providing a significant prize pool positions the event as the premier choice for both elite and grassroots Australian runners who will provide world-class competition when the starting gun fires on 31 August. The world's eyes will be on the most beautiful marathon course in the world, and people will be reminded that Sydney is an incredible place to visit."

The expanded Australian Elite Athlete Program is headlined by a guaranteed prize pool of **\$135,000 AUD**, making it the largest ever prize offering for Australian marathon runners. Top-performing male and female athletes will each compete for **\$30,000** for first place, with second through fifth places earning **\$20,000**, **\$10,000**, **\$5,000**, and **\$2,500** respectively. Additionally, athletes can earn a further **\$10,000** bonus by breaking the current Australian marathon records set by Andy Buchanan (**2:06:22**) and Sinead Diver (**2:21:34**).

TCS Sydney Marathon Race Director, Wayne Larden, emphasised the strategic importance of this investment:

"Our goal is to build an enduring legacy that supports Australia's elite athletes, providing them with world-class opportunities right here in Sydney. This prize pool is just one element of our broader strategy, designed to nurture and elevate the profile of Australian marathon running, inspiring current and future generations to aim high and compete on the global stage.

"Australia has a proud history in marathon running, from Rob de Castella's iconic Commonwealth Games victory to Steve Moneghetti's outstanding performances, and more recently, Jess Stenson's inspiring Commonwealth Games marathon gold and many others. We are aiming to showcase our home grown talent, and rally thousands of spectators to line the streets of Sydney and cheer on their hometown heroes on race day."



The record-breaking domestic prize pool is just one element of an expanded Australian Elite Athlete Program designed to support and develop homegrown marathon talent. Leading the charge is two-time Olympian and former national record holder Ben St Lawrence, who will head the Australian elite athlete program, providing dedicated support and expert guidance as local athletes prepare to compete alongside the world's best, including marathon legend Eliud Kipchoge.

Olympian Ben St Lawrence, newly appointed Manager of the Australian Elite Athlete Program, said:

"I'm incredibly proud to join the TCS Sydney Marathon team to lead the Australian Elite Athlete Program and ensure our homegrown marathoners receive an athlete experience equal to the prestigious Abbott World Marathon Majors. My goal is to build a sustainable, long-term elite program that provides athletes with unparalleled support in the lead-up to race day and elevates marathon running in Australia."

In partnership with Australian Athletics, the enhanced Australian Elite Athlete Program will offer local marathoners an authentic Abbott World Marathon Majors experience, providing access to world-class competition, dedicated athlete services, and extensive support throughout their marathon journey. The program also features a significant focus on elevating the profiles of Australia's leading marathon runners through targeted PR opportunities and global broadcast coverage, ensuring these athletes gain valuable exposure both domestically and internationally.

Jane Flemming OAM, President of Australian Athletics, emphasised the significance of this historic investment in domestic marathon talent:

"This historic investment in Australian marathon running will create invaluable opportunities for our athletes, empowering them to compete confidently against the world's best, right here in Australia in the lead up to the Brisbane 2032 Games. The TCS Sydney Marathon's commitment to nurturing elite local talent will inspire a new generation of Australian marathoners, further strengthening our nation's proud legacy of success in athletics."

Olympian and ASICS athlete Izzi Batt-Doyle, said:

"As an elite athlete, the record-breaking prize pool at the TCS Sydney Marathon presented by ASICS is a game-changer for marathon running in Australia. This significant investment not only rewards our hard work and dedication but is also crucial to fostering the growth of the sport."

"I'm excited to see how this support will help us to continue to elevate running across Australia, and inspire countless others to lace up and follow in our footsteps."

Australian elite long-distance runner Thomas Do Canto, who placed third in the Australian Championships in 2023 before winning the national title in 2024, said:



“I’ve been proud to race the TCS Sydney Marathon over the past two years during the Abbott World Marathon Majors bid, and it’s been incredible to watch the event evolve. To now have the opportunity to race a Major on home soil, with a record-breaking prize pool, is something I never imagined I’d get to experience in my career.

“It means a lot to see the Sydney Marathon showing genuine commitment to local runners, and I can’t wait to be part of what’s shaping up to be a truly historic race in 2025.”

The 2025 TCS Sydney Marathon will take place on **Sunday, 31 August**, with 35,000 participants expected, setting yet another record for Australia’s largest-ever marathon. The event promises to showcase the vibrant atmosphere, energy, and excitement that makes Sydney a must-visit destination on the global marathon calendar.

The TCS Sydney Marathon is supported by the NSW Government via its tourism and major events agency, Destination NSW. The event is owned by Athletics Australia and managed by Pont3.

For more information please visit: www.tcssydney-marathon.com

TCS SYDNEY MARATHON PRIZE POOL:

| PLACE | PRIZE |
|--------------------------------|-----------------|
| 1st Place | \$30,000 |
| 2nd Place | \$20,000 |
| 3rd Place | \$10,000 |
| 4th Place | \$5,000 |
| 5th Place | \$2,500 |
| Australian Record Bonus | \$10,000 |

-ENDS-

FOLLOW TCS SYDNEY MARATHON ON SOCIAL:

Facebook – www.facebook.com/officialsydney-marathon

Instagram – www.instagram.com/sydney_marathon

Tik Tok - www.tiktok.com/@sydney-marathon

ABOUT TCS SYDNEY MARATHON PRESENTED BY ASICS

The TCS Sydney Marathon presented by ASICS is Australia’s largest marathon and is the sole remaining participant legacy of the Sydney 2000 Olympic Games. The TCS Sydney Marathon is supported by the NSW Government via its tourism and major events agency, Destination NSW. The event is owned by Athletics Australia and managed by Pont3.



The only mass participation running event in Australia to have a four hour live broadcast each year, the TCS Sydney Marathon boasts participation from over 100 countries and has raised over \$26.5 million dollars for charitable organisations since its inception.

ABOUT TATA CONSULTANCY SERVICES (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organisation that has been partnering with many of the world's largest businesses in their transformation journeys for over 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

ABOUT ABBOTT WORLD MARATHON MAJORS

The Abbott World Marathon Majors (AbbottWMM) is a series of seven of the largest and most renowned marathons in the world - Tokyo Marathon, Boston Marathon presented by Bank of America, TCS London Marathon, BMW BERLIN-MARATHON, Bank of America Chicago Marathon, TCS New York City Marathon and now the TCS Sydney Marathon presented by ASICS.

Encompassing an annual series for elite runners and elite wheelchair athletes, AbbottWMM also applauds the achievements and passion of everyday champions from around the world. AbbottWMM also operates the Abbott World Marathon Majors Marathon Tours & Travel Age Group World Rankings, offering athletes aged 40 and over the chance to compete against their peers for a place in the Abbott World Marathon Majors Marathon Tours & Travel Age Group World Championships. The 2024 Championship was held within the 2024 TCS Sydney Marathon.

More information. www.worldmarathonmajors.com

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