



## MEDIA RELEASE

### **MEDIA ACCREDITATION OPENS FOR THE TCS SYDNEY MARATHON PRESENTED BY ASICS**

*TCS Sydney Marathon opens media accreditation and unveils the Content Pack, its official creator program bringing race week to a global social audience*

#### **MEDIA ACCREDITATION APPLICATIONS: [FORM LINK](#)**

(Sydney, 23 June 2026) The TCS Sydney Marathon presented by ASICS is pleased to announce that media accreditation for the 2026 event is officially open, alongside the launch of the Content Pack, the official creator program of the TCS Sydney Marathon, which for the first time welcomes digital content creators into the heart of race week.

Domestic and international media wishing to cover the event are invited to submit their application through the TCS Sydney Marathon expressions of interest form before **Friday, 31 July 2026, 23:59 AEST**.

The Content Pack takes its place alongside the event's established media accreditation rather than replacing it. It broadens the range of voices capturing the marathon while continuing to support the broadcasters, written press and photographers whose coverage has built the event's global profile.

The program will embed selected creators across race week, from training runs and official events to the energy of the start line, the atmosphere on course, the Sydney Harbour Bridge crossing and the Sydney Opera House finish. Working across short-form video, photography and social storytelling, they will produce social-first content that brings the marathon to life for runners, spectators and fans around the world, capturing not just the race but the city that surrounds it and positioning the TCS Sydney Marathon as a global destination event that can only happen here.

The TCS Sydney Marathon will take place on Sunday, 30 August 2026, commencing in North Sydney and concluding at the Sydney Opera House. As Australia's largest marathon and one of the eight Abbott World Marathon Majors, the event is expected to welcome a record field of over 40,000 participants from over 117 countries, including elite international and Australian athletes and a world-class field of wheelchair races.

In addition to marathon race day coverage, accredited media and creators will have access to multiple key lead-in events: the TCS Sydney Marathon Running Show preview on Wednesday, 26 August, the official press conference on Thursday, 27 August, the opening ceremony extravaganza known as Meet the Stars on Friday, 28 August, and the family-friendly TCS Sydney Mini Marathon on Saturday, 29 August. Full details, including timings and locations, will be shared with successful applicants closer to the event.



The application process is open to Media Rights-Holders and non-Media Rights-Holders, written press and photographers, broadcasters, freelancers with confirmed assignments, and digital content creators applying through the Content Pack.

All applications are subject to approval, and accreditations will not be allocated on a first-come, first-served basis. Successful applicants will be notified and provided with further information by email.

Accredited event media will collect their passes onsite. Details of how to collect passes will be sent to accredited media by email. A valid photo ID must be presented to receive accreditation.

### **TCS SYDNEY MARATHON MEDIA VENUES**

#### **Start Line - Miller Street, North Sydney**

The TCS Sydney Marathon start line is located on Miller Street, North Sydney. A dedicated media platform will be positioned on the Western side of Miller St, approximately 40 metres south of the official start line, providing an optimal vantage point for capturing both the elite marathon start and the mass participant waves. Please note there is a small number of allocated media parking spots available for broadcast teams upon request. These must be pre-approved, with vehicle licence plate details provided in advance to receive VAP passes. Alternatively, Victoria Cross Metro Station is a 350-metre walk from the check-in location.

#### **Bridge Deck - Sydney Harbour Bridge**

A select group of vetted media will be granted access to the Sydney Harbour Bridge to capture footage of the lead marathon runners and the main participant field crossing the iconic span. Access is strictly limited and subject to accreditation approval, pre-event police check and on-the-day ID and bag checks. Media must check in between **5:00am and 5:30am** at Observatory Hill, Upper Fort Street, The Rocks. **No access will be permitted after 5:30am.** There is no allocated media parking; limited street parking is available on Cumberland Street and Lower Fort Street, as well as nearby paid parking. Circular Quay Station is a 700-metre walk from the check-in location.

#### **Finish Line - Sydney Opera House Forecourt**

The Sydney Opera House Forecourt will host the official finish line for the TCS Sydney Marathon. The venue will include a dedicated Media Centre, a general mixed zone for post-race interviews, and a designated area for front-on photo and video coverage of the finish line. This high-traffic area will also host post-race interviews, athlete recovery areas, and medal presentations. The finish line precinct is the primary media hub on race day.

## Media Centre

The Media Centre, located in the Utzon Room within the Sydney Opera House, will be operational from **6.00am to 2.00pm** on **Sunday, 30 August 2026**.

The Media Centre is located a short walk from the TCS Sydney Marathon finish line at the base of the Sydney Opera House stairs, and will offer the following services:

- Work desks with power outlets and internet access
- Help desk staffed by media operations team
- Screens featuring the live broadcast
- Printed athlete lists and results
- Wi-Fi and LAN-cable internet connection
- Media lounge with light snacks, coffee, tea and mineral water

## **MEDIA GUIDE**

Further information on media services and facilities, including maps and transport details, will be shared with accredited media closer to the event.

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](http://www.tcssydney-marathon.com)

To submit your expression of interest for media accreditation, please visit:  
<https://forms.gle/HDYzpdK5Tuf6VUbKA>

**-ENDS-**

### **MEDIA ASSETS:**

Event Images - [LINK](#)

Event B Roll - [LINK](#)

Course Map - [LINK](#)

### **FOLLOW SYDNEY MARATHON ON SOCIAL:**

Facebook – [www.facebook.com/officialsydney-marathon](http://www.facebook.com/officialsydney-marathon)

Instagram – [www.instagram.com/sydney-marathon](http://www.instagram.com/sydney-marathon)

TikTok - [www.tiktok.com/@sydney-marathon](http://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 117 countries and has raised over \$36 million 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](http://www.tcs.com)

### **ABOUT ABBOTT WORLD MARATHON MAJORS**

The Abbott World Marathon Majors (AbbottWMM) is a series of eight 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, the TCS Sydney Marathon presented by ASICS and now the Sanlam Cape Town Marathon.

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. For more information, visit [www.worldmarathonmajors.com](http://www.worldmarathonmajors.com)

### **MEDIA CONTACTS:**

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