Nomination: 19514

Building respect for Indigenous people and raising awareness of First Nations' history with the Canberra Times Marathon Festival app powered by TCS

Page: General Information

Name of Organization / Company

Tata Consultancy Services Australia & New Zealand

Logo

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platform.com/file/29729/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTcyOSwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y
3srSnkbH1irxEBGvispSyHHIIRNQ-ePfdkqMmpNnM?TCS_NewLogo_Final_CMYK.svg)

Web Site Address

tcs.com (http://tcs.com)

Page: Entry Information

Entry Title

Building respect for Indigenous people and raising awareness of First Nations' history with the Canberra Times Marathon Festival app powered by
TCS

Category

F55 - F62 - Award for Innovation in Apps > F58. Award for Innovation in Entertainment Apps

Submission Format

An Essay of up to 625 Words

Essay

Building respect for Indigenous people and raising awareness of First Nations' history with the Canberra Times Marathon Festival app powered by TCS.

For the past 7 years, TCS has leveraged its expertise in technology to develop the official race app used by participants and supporters at the Canberra Times Marathon Festival, enhancing the race day experience and providing the opportunity for runners and spectators to get involved on and off the course.

Reconciliation in Australia continues to be a priority issue requiring support, and sport is the ultimate cultural community connector. So, for the first time in the history of marathons, TCS leveraged the power of innovation to help participants connect with the rich history and culture of Australia's First Nations people, through the mobile race day app.

The TCS Canberra Times Marathon Festival app helped raise awareness of the local Indigenous history by detailing 14 places of historical significance for the Ngunawal people, the Indigenous people of Canberra, across the event's 42km course. This feature lets runners and spectators view these places on the interactive map and pop-up windows as they pass or arrive at the locations and casts a new perspective on a familiar landscape.

This interactive feature promotes and facilitates reconciliation by building relationships, respect and trust between the wider Australian community and Aboriginal and Torres Strait Islander peoples.

Rob de Castella, Australian Olympian and Founder of Indigenous Marathon Foundation, said, "We greatly value our long-standing association with TCS. They have continued to showcase their deep commitment to supporting Indigenous communities to participate in the simple yet powerful thing we call running. We are proud to be associated with organisations who strive to make a real difference."

Lisa Holmes, Chief Executive Officer, Sole Motive said: "Technology already has a central role to play in physical activity and partners like TCS are crucial in making our vision of inspiring activity a reality. Since 2018, TCS has helped us transform our runners' experience through technological advancements, while also providing tremendous support of our community programs."

TCS is proud to leverage next-generation technologies to help accelerate and support local communities and establish a strong Connection to Country.

App features:
The race app is the ultimate running companion, allowing participants to map the course, track their performance with real-time data, enhance their experience using special features, and connect to their running environment via the interactive map. It also enables spectators to become participants, allowing them to track their favourite runner and send motivational messages to inspire their runner as they make their way around their course.

Other features include:

Interactive map and on course tracking: the app provided important runner information and allowed participants to track their marathon run.

Real-time tracking: supporters can find and follow their favourite runners, keeping up with their progress and know where they are on the course.

Information rich: supporters were able to see various information about the runner such as their split times, finish time and results. Runners were able to compare finish time data with other participants in the same event.

Victory Click: finishers can take a selfie using this module with finish time data integrated in a frame along with photo.

Digital Medal: runners can view and download their medal and easily share it across social media.

Results and history: race results for previous years can be viewed, as well as the most recent, allowing runners to monitor their race history.

TCS Cheer Card: spectators can create cheer cards for their favourite runners using this feature.

Key metrics:
% of app downloads to participants: 130%
Engagement of interactive Connection to Country feature: 90%

For this category please provide

An essay of up to 625 words describing the app and the innovative aspect of the app since July 1 2021 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

If you provide a written essay, you must also provide a a demonstration video about the app of up to three (3) minutes in length. You must attach the demonstration video to your entry through our attachment/link uploading tool. If you provide a video instead of a written essay, the additional video is not required.

Optionally, you may list creative and production credits for your app - a list of the people and organizations that contribute to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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File 2

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fyo9oKTYARcLumGzb8fS5UpYx3-qzeuEHpiD6PJ0?TCS%20Canberra%20Marathon_Indigenous_Sites_Significance.mp4)

File 3

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File 8

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File 9

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File 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

https://solemotive.com/pages/canberra-times-marathon-festival-app (https://solemotive.com/pages/canberra-times-marathon-festival-app)

URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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