

COLAPSE 2026: Aboriginal Cultural Integration Concept Sheet

Prepared for the Institute for Urban Indigenous Health (IUIH)

Event Overview

COLAPSE 2026 is a large-scale hybrid half-marathon event hosted in **Brisbane** end of **January 2026**, combining endurance sport with immersive experiences.

With over **3,000** participants and nationwide media coverage (Channel 10, SBS, B105, KISS FM, and more), the event seeks to showcase community resilience, cultural unity, and physical challenge.

Our vision is to ensure Aboriginal culture is not simply represented but integrated respectfully throughout the event, from the ceremonial opening to the final moment.

Proposed Cultural Integration Elements

1. Opening Ceremony

- Smoke Ceremony led by local Elders
- Followed by a Welcome to Country delivered by a Traditional Custodian

Serves as the spiritual and cultural opening of COLAPSE 2026

2. Celebrity Challenge Participation

- Inclusion of Aboriginal NRL players in the high-profile Celebrity Team Challenge

Broadcast nationwide to showcase Aboriginal excellence and leadership

3. Aboriginal Bush Tucker Experience

- Food stalls featuring Aboriginal-owned food businesses
- Educational and culinary experience showcasing traditional ingredients and storytelling

4. Cultural Sound Collaboration

- Aboriginal sound artists (didgeridoo, clapsticks, vocals) collaborate with German guest DJ Bachi

Performance as a fusion of traditional and contemporary expression
Either during the race energy build-up or post-race celebration

5. Aboriginal Artwork & Auction

- Collaboration or commissioning of artwork by an Aboriginal artist.

Auction proceeds to support **IUIH**-selected community programs
Artwork may also be featured on merchandise (race bibs, singlets, posters)

6. Aboriginal Media Representation

Partnership invitations extended to **Triple A Murri Country (98.9 FM)** and **NITV**
Ensures that Aboriginal voices lead the storytelling and coverage of cultural elements.

Our Commitment

We are dedicated to working in full partnership with **IUIH** and relevant community leaders to ensure all cultural elements are delivered respectfully and in alignment with community protocols.

We are open to your feedback, suggestions, and preferred approaches — and are committed to listening, learning, and adapting.