

# SXSW SYDNEY

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\*UNDER EMBARGO: THURSDAY JUNE 30\*\*

## SYDNEY SECURES SOUTH BY SOUTHWEST® FESTIVAL (SXSW®) ANNUAL EVENT FROM 2023

THE WORLD'S MOST ICONIC CONFERENCE AND FESTIVAL OF CREATIVITY EXPANDS FROM NORTH AMERICA FOR THE FIRST TIME IN ITS 36 YEAR HISTORY, WITH A NEW ANNUAL EVENT IN SYDNEY, AUSTRALIA SHOWCASING THE ASIA PACIFIC'S PRE-EMINENT MUSIC, SCREEN, GAMING, TECH & INNOVATION

**SXSW SYDNEY**  
**OCTOBER 15-22, 2023**

[\*\*MORE INFORMATION HERE\*\*](#)  
[\*\*SXSW SYDNEY ASSETS HERE\*\*](#)

**IN COLLABORATION WITH THE NSW GOVERNMENT, DESTINATION  
NSW, TEG & SXSW**

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**Sydney, NSW - Thursday, June 30:** Today, the world's most iconic futurist conference and festival, **South by Southwest® (SXSW®)** expands outside of North America for the first time ever to bring its renowned celebration of creativity and innovation to Sydney, Australia from Sunday October 15 to Sunday October 22, 2023.

Secured by Destination NSW, the NSW Government's tourism and major events agency, **SXSW Sydney** will gather the world's most inspired thinkers, creators and innovators for an agenda-setting exploration of the best in Music, Screen, Gaming, Technology and Innovation. With keynotes and panel sessions to be revealed soon, **SXSW Sydney** will be 2023's must-attend event for those seeking to discover and shape future trends, emerging technology, and access unrivalled international networking opportunities. Sydney will be abuzz with opportunities to attend over 1000 sessions, screenings and performances, activations and parties across the city.

**SXSW Sydney** will become the official annual Asia-Pacific instalment of **SXSW®**, which launched in 1987 in Austin, Texas and has included speakers and artists such as Barack Obama, Jordan Peele, Dave Grohl, Michelle Obama, Taika Waititi, Brené Brown, Steven Spielberg, Mark Cuban, Lady Gaga, Christiane Amanpour, Esther



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Perel, Jennifer Doudna, Prince, Michelle Yeoh, Ava DuVernay, Maria Ressa, Amy Webb, Billie Eilish, Melinda Gates, Elizabeth Warren and Snoop Dogg.

With a welcoming and vibrant energy, coupled with a uniquely distinct mix of iconic attractions, stunning natural landscapes, and status as the major events capital of the Asia Pacific - there is no better city than Sydney to host SXSW's next chapter. As Australia's only truly global city and gateway for international arrivals, Sydney's cultural diversity makes it the perfect incubator for creative ingenuity. Sydney continues to lead the way in tech-innovation, boasting an eclectic creative footprint, ranking second in Asia for fin-tech development, and sixth globally\*.

**Geoff Jones, CEO of TEG**, event producer for SXSW Sydney says: *“Put simply, SXSW is the Olympics of events for the creator industries, and we are thrilled to bring this legendary festival of gaming, music, screen, tech and innovation to Sydney in 2023. I want to thank the NSW Government, Destination NSW, SXSW, Tavo Hellmund and Cochrane Entertainment for their vital support and vision in bringing SXSW to Sydney.”*

**Stuart Ayres MP, Minister for Enterprise, Investment and Trade, Minister for Tourism and Sport and Minister for Western Sydney**, says: *“Sydney is the economic and leisure gateway to Australia and a leader in tech innovation, with a global reputation for hosting major international events that capture the world's attention. SXSW Sydney will provide significant benefits for the NSW visitor economy, with unparalleled networking opportunities to advance our tech and creative industries. The very best of the creative and tech industries in the Asia Pacific will be on display during SXSW Sydney, highlighting why Sydney is recognised as a global hub of tech, innovation and creative industries. SXSW Sydney will be a dual-purpose event that fosters industry innovation while also drawing thousands of people from around the world to enjoy our spectacular Harbour City. It will put a spotlight on Sydney as the major events and creative industries capital of the Asia Pacific, as well as being its premier business and lifestyle destination.”*

**Colin Daniels, Managing Director of SXSW Sydney** says: *“SXSW Sydney will showcase the largest group of inspiring international thinkers, creators, innovators and performers ever seen in Sydney at one time. Focusing on the creator industries in the Asia Pacific region, SXSW Sydney will celebrate what's next in culture, tech and the regions thriving creative economy. Sydney will play host to more than 1,000 experiences across the city encompassing keynote speakers, inspiring panels and summits, product demonstrations, artists performances, screenings, live gaming sessions and a myriad of networking events and parties. Sydney will be alive with future focused activities like never seen before.”*

**Roland Swenson / CEO & Co-Founder of SXSW, Austin** says: *“We couldn't be more excited and honored to work with TEG and the NSW Government via Destination NSW on an event that brings the professional opportunities of SXSW to Australia. Sydney is the ideal city to serve as a home for the cross-collaboration that exists within the many industries we bring together.”*

**Jann Baskett, Chief Brand Officer of SXSW, Austin** says: *“The purpose of SXSW is to help creative people achieve their goals. When we're able to connect people*

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*and provide content that celebrates emerging topics and industries, we are fulfilling this purpose. Sydney, and its future-focused culture, is the perfect place to extend that reach and share the inspiration and unexpected discoveries that make our event unique.”*

As one of the world’s most vibrant cities, Sydney is the leading connector to innovation and creativity in the Asia-Pacific region and will become the must attend hub for uncovering what’s next in Music, Screen, Gaming, Tech and Innovation at SXSW Sydney in October 2023. Industry professionals, talent, partners and more can register their interest now to discover the unexpected ideas and diverse discussions SXSW Sydney makes possible when creative people come together.

[REGISTER FOR FURTHER INFORMATION HERE](#)

SXSW SYDNEY

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## SXSW SYDNEY

IN PARTNERSHIP WITH SXSW AUSTIN, TEG, & DESTINATION NSW

OCTOBER 15 - 22, 2023

SYDNEY, AUSTRALIA

REGISTRATION INFORMATION:

[REGISTER YOUR INTEREST HERE](#)

For more information on the host city of SXSW Sydney go to [www.sydney.com](http://www.sydney.com). Get social using @sydney #feelnewsydney #ilovesydney

### About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.

### About Destination NSW

Destination NSW is the champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the [NSW Visitor Economy Strategy 2030](#) in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.

\*Source: Australia is now ranked second in Asia for fintech development, and sixth globally. [Why Australia 2021 Benchmark Report](#)



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