



SXSW SYDNEY® ANNOUNCES NEW SPEAKERS, PARTIES AND A STACK MORE INTERNATIONAL AND LOCAL ARTISTS AS PART OF THE EVENT'S MUSIC TRACK & MUSIC FESTIVAL

SPEAKERS INCLUDE LUCY DICKINS (GLOBAL HEAD OF TOURING, WME) IN CONVERSATION WITH SUSAN HEYMANN (COO, FRONTIER TOURING), WILL PAGE (AUTHOR/MUSIC INDUSTRY ECONOMIST) AND MORE GLOBAL INDUSTRY LEADERS.

PARTY, SHOWCASE AND MIXER PARTNERS ANNOUNCED

MORE THAN 40 ARTISTS ADDED TO THE MAMMOTH MUSIC LINEUP, INCLUDING JORJA SMITH (UK), BRAZEN BARBIE (VIC), PYRA (THAILAND), KITSCHEN BOY (VIC)

[MORE INFO ON MUSIC BADGES HERE](#)

[Thursday, 18 July] Today, South by Southwest Sydney® (SXSW Sydney®) unveils exciting new additions to its Music Track and Music Festival, solidifying its place as the must-attend event of the year for music fans and industry professionals alike. Badge holders can look forward to engaging speakers, dynamic networking events, captivating showcases and the addition of **over 30 new acts** to an already impressive music lineup taking centre stage in our Harbour city.

Grammy-nominated, Platinum-selling UK sensation **Jorja Smith** will bring her falling or flying Australian tour to Sydney this October for an unmissable performance as part of SXSW Sydney 2024. SXSW Sydney badgeholders can secure their spot at Jorja's show at ICC Sydney Theatre on Tuesday 15 October by registering [here](#). Writing music since age 11, she's celebrated for features on Drake's More Life and Kendrick Lamar's Black Panther soundtrack. Honoured with the Brit Critics' Choice Award in 2018 and a

Grammy nomination for Best New Artist in 2019, her hits like "Be Honest" featuring Burna Boy and the viral sensation "Little Things" underscore her undeniable impact in music.

Joining a huge line-up of already announced talent including **Ayesha Madon**, **Nick Ward** and **SAXHL**, new additions to the Music Festival include **Aysanabee** (Canada), Acclaim Allstars winner **Brazen Barbie** (WA), **Jamahl Yami** (QLD), **Kitschen Boy** (VIC), **PYRA** (Thailand), **Special Feelings** (WA), Submerse (UK) and many more. See these exciting up-and-coming artists take over iconic Sydney venues and music institutions across 25 stages in Chippendale and surrounds during the week of 14-20 October.

SXSW Sydney badgeholders can also bolster their industry knowledge by accessing an array of conference talks, panels and meetups. Global Head of Touring at WME (UK), **Lucy Dickins** will take to the SXSW Sydney stage for an In Conversation with Frontier Touring's **Susan Heymann**. Lucy Dickins is one of the most influential talent agents working in music today, with a client roster boasting the likes of Adele, Olivia Rodrigo, Mumford & Sons and James Blake and her conversation with one of Australia's most successful promoters will be one not to miss. Additionally, **Will Page**, one of the most respected and globally recognised experts in music economics, will unveil new research into the Australian music and streaming landscape in a report co-sponsored by Spotify Music and UNIFIED Music Group.

The impressive lineup of top talent buyers and bookers from across North America, the UK, India and Asia also includes **Amy Davidman** (TBA Agency, USA), **Anuj Gupta** (BookMyShow/Lollapalooza India), **Don Nguyen** (Hot Panda (Vietnam), **Skully Sullivan** (ATC, UK), **Sarah Deshita** (Ismaya Group, Indonesia), **Shabz & TyTy** (Desi Trill, UK), **Peony Hirwani** (Rolling Stone India), **Tej Brar** (Nodwin Gaming) and many others. With topics including opportunities in India, how to market to the next generation of music fans, breaking Asia, new trends in global marketing and live A&R Workshops, there is conference content for everyone from self-managed artists to the most seasoned industry professionals.

Love fun? Love to network? Newly announced industry meetups and mixers include **Beatdapp presents: Indies Please**, **One of One presents: Women in Music** meetup, **Sounds Australia presents: APAC Connect** and **RAC Arena presents: Agents vs Promoters**. 2024 presenters include **Rolling Stone** (with Rolling Stone House set to return to take over the UTS Underground, a multi-room experience in the heart of Ultimo), **ADA**, **APRA-AMCOS**, **Blak Label**, **Canada House**, **Concord Music Group**, **Future Classic**, **GigLifePro**, **Inertia & [PIAS]**, **Meta**, **The Orchard**, **UNIFIED Music Group**, **Virgin Music** and **Warner Music** plus loads more to be announced.

SXSW Sydney 2024 offers unparalleled access to the future superstars and leaders of the global music industry. **With a SXSW Sydney Music badge**, you'll get primary access to music-focused conference

programming with emphasis on music and tech careers, music mentor sessions and workshops, keynotes and featured speakers, music festival showcases, parties and meetups. All music industry badge holders will also get secondary access to all other screen, gaming, tech and innovation conference sessions. A badge is your chance to discover what happens when different people come together to inspire the unexpected. Stay tuned for more additions to the already impressive lineup of conference programs, networking events, speakers and parties!

SXSW Sydney Badges and Music Festival wristbands are now on sale at sxswsydney.com.

SXSW Sydney is delivered in partnership with the NSW Government through its tourism and major events agency, Destination NSW. Plan your SXSW Sydney 2024 trip now, visit sydney.com.

Over 40 new additions to the lineup include (in alphabetical order):

A. Swayze & the Ghosts (TAS) - Anna Hamilton (USA) - Aysanabee (Canada) - Beckah Amani (QLD) - Beth and Blue (NSW) - BIRDEE 王焯 (NSW) - Brandn Shiraz (NZ) - Brazen Barbie (VIC) - Casual Healing (NZ) - CLEWS (NSW) - Dear Sunday (WA) - DIVEBAR YOUTH (SA) - Dugong Jr (VIC) - Friends Of Friends (QLD) - Gangsar (Indonesia) - Garage Sale (NSW) - Ila Barker (Canada) - Jamahl Yami (QLD) - Jerome Blazé (NSW) - Jess Moskaluke (CAN) - Kitschen Boy (VIC) - Late November (QLD) - Liminal (NSW) - Littlefingers (IDN) - Loose Content (NSW) - Mannequin Death Squad (VIC) - Noah Dillon (WA) - NPCEDE (VIC) - OFK (USA) - Overpass (UK) - PYRA (Thailand) - Rei (NZ) - Sarah Wolfe (NSW) - Special Feelings (WA) - Submerse (UK) - Sweet Boy (QLD) - TAB Family (WA) - The Tullamarines (SA) - Vetta Borne (NSW) - WIM (Thailand) - XUZZ (NZ)

These acts will be joining (in alphabetical order):

00_ (VIC) - 404 (South Korea) - 87dance (South Korea) - Alexander Flood (SA) - Andr (Taiwan) - Ayesha Madon (NSW) - BALTHVS (Colombia) - Brekky Boy (NSW) - Cap Carter (NSW) - Chase Woods (New Zealand) - Clara Benin (Philippines) - COLDWAVE (SA) - Darcie Haven (WA) - Daste. (QLD) - Death Of Heather (Thailand) - Dem Mob (SA) - DoloRRes (VIC) - Dualist Inquiry (India) - Ena Mori (Philippines) - Esha Tewari (NSW) - FACESOUL (United Kingdom) - FELONY. (QLD) - Full Flower Moon Band (VIC) - G.U.N. (NSW) - GODTET (NSW) - Gregor McMurray (NSW) - HighSchool (VIC) - I'mdifficult (Taiwan) - Ixaras (QLD) - Jeshi (United Kingdom) - J-MILLA & Yung Milla (NT) - Joan & The Giants (WA) - Joel Sunny (NSW) - Juice Webster (VIC) - Kara Chenoa (Indonesia) - Kayps (WA) - Maggie Tra (NSW) - MAMMOTH. (VIC) - Maina Doe (NSW) - Manfredo Lament (NSW) - Mali (India) - Mia June (WA) -

Mincy (NSW) - Monica Karina (Indonesia) - Mulga Bore Hard Rock (NT) - Mzuki (VIC) - Nauti (New Zealand) - Nick Ward (NSW) - Off The Menu (South Korea) - Outlet Drift (Taiwan) - Phoebe Rings (New Zealand) - RINSE (VIC) - Rowena Wise (VIC) - Ruby Jackson (NSW) - SAHXL (NSW) - Scattered Purgatory (Taiwan) - smol fish (WA) - SSIVIVIV x LIVIGESH (South Korea) - The Buoys (NSW) - The Good Kids (NSW) - The Grogans (VIC) - The Moving Stills (NSW) - Tjaka (QLD) - Total Tommy (NSW) - TUSHAR (SA) - Twine (SA) - Voice Of Baceprot (Indonesia) - YenTing Lo (Taiwan)

Confirmed speakers (in alphabetical order):

Amy Davidman (TBA USA), Anuj Gupta (BookMyShow/Lollapalooza India), Dong Nguyen (Hot Panda Media, Vietnam), Lucy Dickins (Global Head of Contemporary Music, WME (UK), Nikki Cox (Chief Marketing Officer, Red Bull Records), Peony Hirwani (Rolling Stone India), Rebecca Berman (SVP International, Concord Label Group), Priya Dewan (GLP Singapore), Sarah Deshita (Ismaya Group, Indonesia), Susan Heymann (COO, Frontier Touring,) Shabz & TyTy (Desi Trill, UK), Skully Sullivan (ATC UK), Tej Brar (Nodwin Gaming, India) plus more to be announced.

Parties, mixers and showcases brought to you by (in alphabetical order):

ADA, APRA-AMCOS, Blak Label, Canada House, Concord Music Group, Future Classic, Inertia & [PIAS], Meta, Rolling Stone, The Orchard, UNIFIED Music Group, Virgin Music and Warner Music plus loads more to be announced.

Panels and meet ups (in alphabetical order):

Beatdapp presents Indies Please, One of One presents Women in Music meet-up, RAC Arena presents Agents vs Promoters, Sounds Australia presents APAC Connect.

**SXSW SYDNEY
14 - 20 OCTOBER 2024
NSW, AUSTRALIA**

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Notes to Editor

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About SXSW®

South by Southwest (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 and television, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music, and comedy showcases, film and television 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. SXSW 2025 will take place March 7-15 in Austin. Learn more at sxsw.com.

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 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.

About TEG

TEG is a global leader in Live Entertainment, Ticketing and Technology and has been at the heart of the live event experience for 50 years through its touring and ticketing operations. Every day TEG connects fans to experiences and customers with brands. TEG are proud partners of some of the world's largest and most iconic venues as well as leading global brands and events. Through TEG's integrated operating model, the business brings the best live content, ticketing, and technology to partners with access to the best and most compelling music, sporting, and entertainment events across the globe. TEG is headquartered in Sydney, Australia and operates globally with offices across Asia, Europe and the US.



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