



## SXSW SYDNEY® 2025 ANNOUNCES FIRST MUSIC FESTIVAL ARTISTS

*Including Jasmine 4.t (UK), Freak Slug (UK), Jamaica Moana (AUS), JJ4K (AUS), Serebii (NZ), Slowwves (Thailand), Cardinals (IRL), Tusekah (NZ), Suichu Spica 水中スピカ (JPN), RICEWINE (AUS), Ristband + Pivots (UK), Sacred Hearts (AUS), Swapmeet (AUS), BADASSMUTHA (AUS)*

*Plus plenty more to be announced.*

**Sydney, Australia – Tuesday 29th April, 2025** – South by Southwest Sydney® (SXSW Sydney®) has today revealed the first look at the 2025 official Music Festival lineup. SXSW Sydney will this year be held from October 13-19, with early bird pricing now available.

From some of music's most buzzworthy new innovators to soon-to-be-discovered artists, SXSW Sydney's Music Festival is the ultimate Asia-Pacific destination for uncovering the future of music.

Joining the Music Festival lineup in today's announcement is Manchester (UK) indie-rock experimentalist **Jasmine 4.t**, who took out the Grulke Prize for Best Developing Act at SXSW® in Austin this year. Jasmine was the first signee of Phoebe Bridgers' music label, Saddest Factory, where she released her debut album earlier this year (co-produced by Bridgers and fellow BOYGENIUS members, Julien Baker and Lucy Dacus). Buzzy Irish rock band **Cardinals** will bring their poetry-inflected punk to Sydney, while Manchester artist **Freak Slug** also joins, whose raw, authentic and eccentric musical world has already commanded the attention of BBC Radio and various premier parties at SXSW. UK creative studio and technology company **Ristband** and collaborators **Pivots** will surprise and delight audiences with an immersive multimedia experience combining MR technology and live performance following their own thrilling, disruptive showcase at SXSW 2025 in Austin.

Leading the first glimpse at the stacked local Australian lineup includes rapper, songwriter, creative director, ballroom icon and all-around cultural powerhouse, **Jamaica Moana**; DIY lo-fi songwriter turned globally-adored artist, **RICEWINE**; Meanjin/Brisbane alternative rock duo **Sacred Hearts**' boundary-pushing fusion of post-punk, industrial and shoegaze told through the femme perspective; the unapologetic and raw voice of rising hip-hop artist and Relentless Records Pty Ltd co-founder, **JJ4K**; the eclectic soul, reggae and alt-pop sounds of Githabul, Migunberri-Yugumbah artist, **BADASSMUTHA**; and the playfully chaotic live show of budding Kaurana Country/Adelaide indie-rock heroes, **Swapmeet**.

Hailing from Aotearoa New Zealand will be Tāmaki Makaurau/Auckland indie singer/songwriter and producer **Serebii**, off the back of his recent sophomore album release; and underground R&B / neo-soul hero, **Tusekah**, whose spine-tingling live performances have seen her open for artists like Olivia Dean, PJ Morton, JessB and Deva Mahal.

From Thailand, **Slowwves** (pronounced 'Slow Waves') will bring their beloved shoegaze/alternative rock soundscapes to SXSW Sydney; and Japanese act **Suichu Spica 水中スピカ**'s distinctive, genre-fusing math rock-style will be another unmissable moment in the 2025 program.

With alumni including **Jorja Smith (UK)**, **XG (Korea)**, **Miss Kaninna (Aus)**, **Nick Ward (Aus)**, **Fcukers (US)**, **ENNY (UK)**, **Mia Wray (AUS)**, **Hockey Dad (AUS)**, **Esha Tewari (Aus)**, **Otoboke Beaver (Japan)**, **KRSNA (India)**, **Voice Of Baceprot (Indonesia)**, **Ekkstacy (Canada)**, **Devaura (Aus)** and more, SXSW Sydney is the destination for music discovery in the Asia-Pacific region.

**Minister for Jobs and Tourism Steve Kamper** said: "Hot on the heels of an incredible second year, SXSW Sydney 2025 is gearing up to once again present an exciting series of music experiences. The NSW Government is proud to partner on SXSW Sydney, an event that showcases our city as a premier destination and a global hub for culture and innovation."

SXSW Sydney 2025 will again feature 1,600+ sessions and events - 400+ conference sessions, 150+ professional development sessions, 300+ music performances, 90+ film screenings, 150+ games, and more than 400 brand-led events. SXSW Sydney is excited to also confirm that American Apparel will be the Official Merchandise Partner for 2025 with 'American Apparel House' presenting part of the SXSW Sydney Music Festival.

Today's unveiling is the first of many announcements to come in the 2025 music program, with the full Music conference lineup, parties, workshops and more still to be revealed, alongside many more trailblazing music artists.

The event is now on sale at early bird pricing on offer until the end of May 1st, so the widest range of the curious and creative can attend the event than ever before. **To find out more or to secure early bird access, visit [www.sxswsydney.com](http://www.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 2025 trip now, visit [sydney.com](http://sydney.com).**

## **SXSW SYDNEY 2025: 13 – 19 OCTOBER**

SXSW SYDNEY [WEBSITE](#) | [LINKEDIN](#) | [FACEBOOK](#) | [INSTAGRAM](#)  
DESTINATION NSW [WEBSITE](#) | [FACEBOOK](#) | [INSTAGRAM](#) | [TIKTOK](#)  
TEG [WEBSITE](#) | [LINKEDIN](#) | [FACEBOOK](#) | [INSTAGRAM](#)  
**2025 TALENT PHOTOS [HERE](#) | 2024 EVENT PHOTOS [HERE](#)**

**For SXSW Sydney Music Festival media inquiries please contact:**  
[charlotte@thinkingloud.com.au](mailto:charlotte@thinkingloud.com.au) | [bianca@thinkingloud.com.au](mailto:bianca@thinkingloud.com.au) | <https://sxswsydney.com/>

### **About SXSW Sydney®**

SXSW Sydney is an annual gathering of visionaries, thought leaders and emerging talents from the Asia-Pacific region. The week-long program is stacked with 1,600 events and networking sessions across the conference, expo and the tech and innovation, games, music and screen festivals. The event seamlessly integrates art and entrepreneurship with cutting-edge advancements, fostering a collaborative ecosystem where ideas are exchanged and partnerships are forged. SXSW Sydney 2025 will take place on 13–19 October, on the land of the Gadigal people of the Eora Nation. SXSW SYDNEY, SOUTH BY SOUTHWEST SYDNEY and other SXSW, LLC marks used under license.

### **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 2026 will take place from March 12-18 in Austin. Learn more at [sxsw.com](http://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.

