



## SXSW SYDNEY 2025 CONFERENCE PREVIEW: 40 SPEAKERS ANNOUNCED

*Announcing the first of many thought leaders, including CEO of GoFundMe, **Tim Cadogan**, Silicon Valley Robotics MD **Andra Keay**, Founder of Girls That Invest, **Simran Kaur**, and Australian Ambassador for Cyber Affairs **Brendan Dowling**, with hundreds of other creative, tech and business visionaries still to come.*

**Sydney, Australia – Tuesday 8 April, 2025** – South by Southwest Sydney® (SXSW Sydney) has today revealed 40 speakers for its 2025 Conference, with this early announcement indicating the 3rd edition of the annual event is set to deliver an extraordinary lineup of global thought leaders, creative pioneers, and industry disruptors.

This year's event will dive deep into the most pressing trends shaping our world—from AI's accelerating advancements and the future of work to quantum technologies, cybersecurity, sustainability, and the ever-evolving creative industries. A must-attend event for professionals and innovators in leadership roles, SXSW Sydney will be held from October 13-19.

As SXSW Sydney Head of Conference Fenella Kernebone explains: "You'll experience dynamic keynote sessions, powerhouse panel discussions, and hands-on industry workshops that deliver practical skills you can apply immediately. With a focus on innovation, leadership strategies, and experience-driven learning, you'll gain fresh perspectives to help you implement meaningful change in your organisation. This first release of speakers is just the beginning – prepare to build an even more comprehensive toolkit as we announce many more industry leaders!"

In **Business & Leadership**, discover how **Tim Cadogan (CEO of GoFundMe)** is using the data from millions of campaigns resulting in \$30 billion in fundraising to implement AI-informed technology that enhances sharing, storytelling and overcomes the psychological barriers that prevent people from asking for help. You'll also learn from **Dr Kirstin Ferguson AM**, who will provide you with actionable frameworks for inclusive leadership, organisational transformation, providing tools to foster gender equality within your own business.

Within **Technology & Innovation**, Gain strategic insights from **Silvija Martincevic, CEO of Deputy**, who will demonstrate how AI-powered workforce technologies are creating data-driven systems that boost productivity. In addition, a rare in-conversation with **Dr. Karl Kruszelnicki**, unpacking his ability to demystify complex concepts with infectious enthusiasm.

And in **Marketing & Media**, learn from **Tiffany Rolfe (Global Chair/Global Chief Creative Officer at R/GA – New York)**, who will show you how to develop strategic creative solutions that blend storytelling with technology to drive your business growth. **Peter Greste (Professor of Journalism at UQ)** will draw on his frontline experience to equip you with crucial frameworks for navigating today's complex media landscape, offering invaluable perspectives on information integrity.

Plan to be at SXSW Sydney in October, with these inspiring voices, a preview of the unprecedented gathering to come:

- Ethical Technologist **Andi Mastrosavas**, CEO of Pladia, a trailblazer reshaping digital responsibility
- Visionary Robotics Leader **Andra Keay**, Managing Director of Silicon Valley Robotics
- Consciousness Explorer **Dr. Ariel Zeleznikow-Johnston**, Neuroscientist & Author of "The Future Loves You"
- Public Policy Architect **Aruna Sathanapally**, CEO at Grattan Institute
- Groundbreaking Cultural Commentator **Benjamin Law**, Journalist, Screenwriter and Broadcaster
- Global Digital Policy Shaper **Brendan Dowling**, Australian Ambassador for Cyber Affairs and Critical Technology
- Space Nutrition Expert **Flávia Fayet-Moore**, Founder and CEO of FOODiQ Global, revolutionising astronaut diets
- Game-Changing Sports Executive **Jennie Sager**, CEO of the Women's National Basketball League (WNBL)

- World Surf League Commissioner, **Jessi Miley Dyer** and former Pro Surfer, shaping the future of the sport
- Quantum Physics Luminary **Prof Jim Rabeau**, CEO of DeteQt, transforming sensing technologies
- Leading Audio Content Strategist **Josh Lindgren**, Head of Podcasts at CAA, influencing the future of podcasting
- Advocate for Creative Innovation, **Julie Eckersley**, Award-winning Producer and Screen Executive
- Iconic Science Communicator **Dr. Karl Kruszelnicki**, Julius Sumner Miller Fellow at University of Sydney
- Elite Cyber Security Strategist **Katherine Mansted**, Executive Director of Cyber Intelligence at CyberCX
- Global Authority on Ethical Leadership **Kirstin Ferguson AM**, Author, Columnist, and Leadership Expert
- Change Maker **Kyah Bell**, Co-Founder of the Black Excellence Fund
- Champion of Evidence-Based Journalism **Lisa Watts**, CEO of The Conversation
- Barrier-Breaking Technology Leader **Luli Adeyemo**, Executive Director of TechDiversity
- Defining Voices in Women's Media **Mia Freedman**, **Jessie Stephens** and **Holly Wainwright** of **Mamamia Out Loud**
- Compelling Political Analyst **Matt Bevan**, Host and Writer of ABC's If You're Listening podcast
- International Emmy-Award Winner **Neil Sharma**, Writer and Director of captivating visual narratives
- AI Educator **Nicholas Renotte**, Head of AI Developer Advocacy at IBM, democratising advanced technology
- Creative Potential Unleasher **Nicole Velik**, Founder of The Ideas Bodega
- Cutting-Edge AI Transformation Strategist **Noelle Russell**, AI Executive highlighting the way forward
- Fearless Defender of Press Freedom **Peter Greste**, Professor of Journalism at UQ, former Foreign Correspondent
- Award-Winning Actor **Remy Hii**, featured in Netflix's ARCANÉ, WELLMANIA and Crazy Rich Asians
- Trailblazing Indigenous Aerospace Leader **Renee Wootton**, Director, New Market Development at Lanzajet
- Tourism Redefiner **René de Monchy**, Chief Executive of Tourism New Zealand
- Media Futurist **Ricky Sutton**, Host of Future Media Podcast, predicting industry transformations
- Boundary-Pushing Performer **Shuang Hu**, Actor and Creator bridging eastern and western artistic traditions
- Modern Workplace Global Executive, **Silvija Martincevic**, CEO of Deputy
- Financial Empowerment Icon **Simran Kaur**, Founder of Girls That Invest, revolutionising women's wealth creation
- Sustainable Food Production Innovator **Stela Willemstein**, Director of JBS
- Digital Brand Innovation Definer **Tiffany Rolfe**, Chair & Global Chief Creative Officer at R/GA
- Global Giving Tech Leader **Tim Cadogan**, CEO of GoFundMe, transforming how communities mobilize support
- LGBTQ+ Business Inclusion Pioneer **Todd Sears**, US Founder & CEO of Out Leadership, driving corporate change
- Creative APAC Powerhouse **Valerie Madon**, Chief Creative Officer, McCann Worldgroup Asia Pacific
- Science Sleuth **Wendy Zukerman**, Host and Executive Producer of Science Vs

SXSW Sydney 2025 will again feature 1,600 sessions and events - 400+ conference sessions, 150+ professional development sessions, 300+ music performances, 95 film screenings, 150 games, and more than 400 brand-led events. Hundreds more conference sessions are up for public vote [here](#) until April 11. More information about the Conference can be found [here](#).

Now on sale with the most affordable passes offered to date, 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

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**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. **2024 EVENT PHOTOS** [HERE](#)

#### **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](https://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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