



In collaboration with the NSW Government Via Destination NSW, TEG & SXSW®

Go backstage at Coachella
with CEO **Paul Tollett**.

Queer Eye your life
with fashion icon **Tan France**.

Build the next Slack
with Co-Founder **Cal Henderson**.

Finally figure out AI
with futurist **Amy Webb**.

**Unmissable speakers coming to SXSW Sydney® this October,
bringing you the insider knowledge you need to live your best future.**

*Coachella CEO **Paul Tollett** confirmed to head down under as one of four newly announced headline speakers at SXSW Sydney 2023, alongside Fab Five fashionista **Tan France** and Slack Co-Founder **Cal Henderson**, joining previously announced keynote, futurist and AI expert **Amy Webb**.*

Sydney, NSW – Thursday 27 July: In its 37-year history Austin's famed South by Southwest (SXSW®) has become the byword for cool and the launchpad for what's next. The week-long 'festival of festivals' is a famed hotbed of creativity and innovation – Uber and Billie Eilish both emerged there and *Everything Everywhere All At Once* premiered.

It's a city-wide music festival, futurist think tank, a showcase of the latest games, alongside film and TV world premieres, a next-gen technology expo and a line-up of world changing speakers.

SXSW in Austin, TX, is where the world's best thinkers come together to trade ideas and party once a year.

Except that once a year is becoming **TWICE**, with the announcement last year that SXSW would add an additional annual event, bringing the creative platform to the Asia-Pacific, premiering this October in sunny Sydney, Australia.

Minister for Jobs and Tourism, Minister for the Arts and Minister for Music and the Night-time Economy, John Graham said: "*South By Southwest (SXSW®) is known globally as a key incubator of bold and exciting ideas. A festival like this truly couldn't have come at a better time. The NSW Government is currently in conversation with the creative community to develop the state's first arts, cultural and creative industries policy.*" "*The list of internationally renowned tech and creative industry leaders - visionaries in their fields - joining the inaugural SXSW Sydney program provides a fantastic opportunity to jump start the conversation on how we foster the development of these sectors in NSW.*"



The inaugural [SXSW Sydney](#) will comprise of 1000+ events, speakers and music acts, and has today revealed an unmissable line-up of headline speakers.

[These speakers](#) highlight the event's foundational pillars: Music, with legendary festival CEO **Paul Tollet**; Tech, with visionary Slack Co-Founder **Cal Henderson** and Screen with beloved television star **Tan France**, as the true scope of the Australian event begins to unfold.

Over 700 world-leading [speakers and industry leaders](#) already announced including:

De-extinction entrepreneur **Ben Lamm**, Motion Picture Association CEO **Charles Rivkin**, advertising icon **David Droga**, Google Australia MD **Mel Silva**, Indonesian Tourism Minister **Sandiaga Uno**, Netflix ANZ Director of Content **Que Minh Luu**, broadcaster **Osher Günsberg**, World Surfing Champion **Layne Beachley**, tech entrepreneur **Paul Bassat**, Reddit CMO **Roxy Young**, artistic director **Wesley Enoch** K-pop Chief A&R Officer at SM Entertainment, **Chris Lee**, Expedia CTO **Rathi Murthy** and many more.

More than 300 [panels and sessions](#) to keep you at the forefront, covering topics including:

Brain-computer interfaces, the future of lab-grown meat, ethical living with robots, AI fluency, Big Tech transparency, re-imagining news media, First Nations knowledge in design, how recruitment will become more like online dating, venture capital in 2050, when music videos meet AI, the future of love and more.

Over 400 [artist performances](#), including ones from 100 artists now announced:

Your new favourite artist is playing SXSW Sydney 2023. From USA's **Flyana Boss** and **almost monday**, to Australian up-and-comers **South Summit**, **Chanel Loren** and **Gut Health**, UK's **SORRY**, South Korea's **ADYO** and **Lil Cherry & GOLDBUUDA**, NZ's **Daily J**, **MELODOWNZ** and **Molly Payton**, Indonesia's **Isyana Sarasvati** and Malaysia's **Lunadira**.

Colin Daniels, Managing Director, SXSW Sydney says: *"With just under three months to go, this is the first time we've been able to hint at the scope of the inaugural SXSW Sydney. Never before have this many entrepreneurs, artists, futurists, innovators and titans of every industry all been in Sydney at one time. As we pull together over 1,000 events and experiences, our team are still searching for a poster big enough to reveal it all."*

"After 19 visits to SXSW in Austin over the years, I can't wait to see what we think of as 'the United Nations of the creative industries' here in Sydney," added Daniels.

Brands participating include:

Accenture, Accor, International House **Canada House, Defender** and **Seven** join Super Sponsors **CommBank** and **Qantas**, Music Festival Major Sponsor **Young Henrys**, Education Partner **UTS**, Event Partners **Dr. Martens, Handsome Tours, Laneway Festival, Prime Video, The Orchard** and **Vans**, SXSW Sydney Pitch presenter **VentureCrowd**, Conference Track Sponsors **CSIRO** and **Main Sequence, WPP, Culture Amp, Kingfisher** and Social Impact Zone at the Tech & Innovation expo presenter **Remote**.

WANT TO KNOW MORE ABOUT OUR EVENT?

CHECK OUT OUR DETAILED EXPLAINERS BELOW... CLICK TO JUMP TO:

[Tech & Innovation](#), [Creative Industries](#) (we're looking at you [AdLand](#)), [Music](#), [Screen](#), [Games](#), [Session Select](#).

For media inquiries please contact:
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<https://sxswsydney.com/>



KEY INFORMATION: [TECH & INNOVATION](#)

Activity dates

- 15-19 Oct: industry networking events and parties
- 16-21 Oct: Conference
- 18-19 Oct: SXSW Sydney Pitch
- 18-21 Oct: Tech & Innovation Expo, incl. Startup Village

Unmissable speakers and industry leaders, including

Adam Jacobs, Amy Webb, Andrew Pask, Ben Lamm, Bryony Cole, Cal Henderson, Dan Burgar, Dom Price, Genevieve Bell, George Peppou, Guy Kawasaki, Frances Haugen, Jack Reis, Jamila Gordon, Julie Inman Grant, Lenore Taylor, Mark Pesce, Noelle Russell, Paul and Andrew Bassat, Rathi Murthy, Rae Johnston, Robyn Denholm, Robyn Foyster, Roxy Young, Samantha Wong.

Panels and sessions to keep you at the forefront, covering topics including

AI fluency, Big Tech transparency, solutions to e-waste, female-led tech business, the future of lab-grown meat, ethical living with robots, using more First Nations knowledge in design, startup mythbusting, where NFTs are really at now, what venture capital might look like in 2050, the future of music tech, re-imagining news media, trademarking ideas in a rapidly changing world, the future of love and more.

SXSW Sydney Pitch

A money-can't-buy opportunity to pitch your startup to global innovators, including Judge (and Slack Co-Founder), Carl Henderson. Presented by VentureCrowd. [Apply now.](#)



KEY INFORMATION: [CREATIVE INDUSTRIES](#) (DESIGN, MARKETING, ADVERTISING, PR, etc)

Activity dates

- 16-21 Oct: industry networking events and parties
- 16-21 Oct: Conference
- 18-21 Oct: Tech & Innovation Expo, incl. XR showcases

Unmissable speakers and industry leaders, including

Adam Jacobs, Alex Tran, Alison Hurbert-Burns, Amy Webb, Annabelle Herd, Anika Molesworth, Riot Studios' Andrei van Roon and Kjartan Arsaelsson, Ben Crowe, Ben Gillies, Brooke Boney, Bruna Papandrea, Bryony Cole, Cal Henderson, Chantelle Otten, Christian Juhl, Christian Wilkins, David Droga, Derrick Gee, Eunice Tan, Georgie Jeffreys, Guy Kawasaki, Heather Stern, Holly Rankin (aka Jack River) Jan Fran, Joff Bush (Bluey), Karen Appathurai Wiggins, Kirstin Ferguson, Kirsty Muddle, Kyas Hepworth, Layne Beachley, Larissa Behrendt, Leah Purcell, Lenore Taylor, Manal al-Sharif, Marina Go, Marc Fennell, Osher Günsberg, Que Minh Luu, Paul and Andrew Bassat, Pat Abboud, Paul Tollett, Rae Johnston, Robyn Denholm, Robyn Foyster, Rohit Bharagava, Ronald Akili, Ronni Kahn AO, Rose Herceg, Roxy Young, Russel Howcroft, Sam Koslowski, Minister Sandiaga Uno, Serwah Attafuah, Sheila Nguyen, Sung Eun Youn, Tan France, Thomas Kelly, Thomas Mayo, Tom Nash, Tom Verrilli, Wesley Enoch, Wil Anderson, Yiyang Lu, Yoomin Yang, Zach Kitschke, Zara Seidler.

Panels and sessions to keep you at the forefront, covering topics including

AI fluency, Big Tech transparency, brain-computer interfaces, the future of lab-grown meat, ethical living with robots, startup mythbusting, where NFTs are really at now, the future of music tech, re-imagining news media, using more First Nations knowledge in design, the future of sports marketing, trademarking ideas in a rapidly changing world, what venture capital might look like in 2050, when music videos meet AI, the future of love and more.

Venues incl. brand partner takeovers

WPP taking over the **Powerhouse Museum**, where they'll present the SXSW Sydney Marketing & Advertising conference track sessions.



KEY INFORMATION: [MUSIC](#)

Activity dates

- 16-21 Oct: Conference
- 18-21 Oct: SXSW Sydney 2023 Music Festival
- 18-21 Oct: industry networking events and parties

Showcases and venue takeovers, presented by

APRA-AMCOS, BMI, Dr Martens, Handsome Tours, Laneway Festival, The Orchard, Vans, Virgin Music, Warner Music, YEG (Indonesia).

International Music Showcases including

British Music Embassy, Korea Spotlight Presented by KOCCA.

All supported by Music Festival sponsor, **Young Henrys**, who are putting 1 million SXSW Sydney Newtowner tinnies into market from this month!

Artists

Over 100 acts confirmed so far from over 2,500 applications, from NZ, UK, Canada, Indonesia, Malaysia, China, Japan, Korea and Australia including:

From Australia: 1tbsp, Alex Mather, Alter Boy, Andrew Gurruwiwi Band, Ashli, Babitha, Baby Cool, BARKAA, bella amor, BESTIES, Big Words, Caitlin Harnett & The Pony Boys, Chanel Loren, Charley, Darlinghurst, Dean Brady, Death by Denim, DICE, dust, Dylan Atlantis, Elle Shimada, FRIDAY*, Girl and Girl, GO-JO, Grievous Bodily Calm, Gut Health, IJALE, Isaac Puerile, Kobie Dee, Mali Jo\$, Mia Wray, Mi-Kaisha, Mikayla Pasterfield, Milku, Miss Kaninna, Mitch Santiago, Nick Ward, PANIA, Phoebe Go, POOKIE, Rum Jungle, Shady Nasty, Skeleten, STUMPS, South Summit, SUPEREGO, Teenage Joans, Trophie, Tulliah, Ūla, Velvet Trip, Vv Pete, WILDFIRE MANWURRK

From New Zealand: 0800, 33 Below, ASHY, Daily J, Fazerdaze, Hanbee, Hans., JessB, Jujulipps, Mazbou Q, MELOWDOWNZ, Mim Jensen, Miss June, Molly Payton, Mousey, Paige, PARK RD, Proteins of Magic, RIIKI REID, Soaked Oats, There's a Tuesday, WHOSHOTSCOTT

From South Korea: ADOY, Hypnosis Therapy, Lil Cherry & GOLDBUUDA

From Japan: CHAMELEON LIME WHOOPIEPIE, Otoboke Beaver

From Indonesia: G.A.C., Grrrl Gang, Isyana Sarasvati

From Malaysia: Lunadira

From UK: Connie Constance, Los Bitchos, Nuha Ruby Ra, Sorry, SixSaidIt (also USA)

From USA: almost monday, Flyana Boss, redveil, Rett Smith, Wallice

From Canada: EKKSTACY, Hotel Mira

Buzz artists Flyana Boss (USA) and EKKSTACY (CAN) confirmed to play SXSW Sydney 2023 Official Music Festival Opening Party, presented by Accenture.

Unmissable speakers and industry leaders, including

Annabelle Herd, Ben Gillies (Silverchair), Brooke Boney, Chris Lee, Christian Wilkins, Corey 'Nooky' Webster, Derrick Gee, Holly Rankin (aka Jack River) Jan Fran, Marc Fennell, Mitch Tambo, Osher Günsberg, Paul Tollett, Per Sundin, Sean Miyashiro, Serwah Attafuah, Tan France, Wesley Enoch, Wil Anderson.

Panels and sessions to keep you at the forefront, covering topics including

New music trends across China, harnessing AI in songwriting, Big Tech transparency, brain-computer interfaces, the future of lab-grown meat, ethical living with robots, where NFTs are really at now, the future of music tech, the next



generation of blak storytellers, when music videos meet AI, trademarking ideas in a rapidly changing world, the future of love and more.



KEY INFORMATION: [SCREEN](#)

Activity dates

- 15-21 Oct: SXSW Sydney 2023 Screen Festival
- 16-19 Oct: industry networking events and parties
- 16-21 Oct: Conference
- 18-21 Oct: Tech & Innovation Expo, incl. XR showcases

The SXSW Sydney Screen Festival offering

Film and TV Festival including red carpet premieres at the ICC's Darling Theatre and cinemas across the inner city; an XR showcase, conference sessions, activations, parties and meet-ups, mentoring sessions and 'Minimart', a SXSW Sydney-flavoured Screen market for investors, buyers, producers, creatives and industry; a casual way to cut deals.

Get excited about

- Red carpet premieres, Features, Shorts, TV premieres, music videos and a competition.
- An XR showcase encompassing VR, AR, Mixed Reality, SR, immersive experiences and interactive AI.
- Free outdoor screenings and immersive experiences.
- First Nations Screen Festival programming by Pauline Clague, (founder of Winda Film Festival).

What makes SXSW Sydney's Screen Festival unique:

With a spotlight on the Asia-Pacific region, but inclusive of all corners of the globe, the SXSW Sydney 2023 Screen Festival brings together screen creatives to deliver an experience at the forefront of discovery, creativity and innovation.

SXSW Sydney will embrace the current democratisation of screen storytelling and moving-image creativity. Traditional screen venues and future-focused technology and platforms will converge, driven by a culturally rich, ideas-led curatorial vision.

Our aim is to platform, showcase and support the most exciting new voices, new forms and new ways of creating on Screen, as well as celebrate established creators who are challenging the form in the APAC region and beyond.

A first taste of films screening at SXSW Sydney this October, aligning with the broader event's themes of Music, Games and Tech & Innovation:

Anita (US), about Rolling Stones Muse Anita Pallenberg

Cypher (US), a fictional pseudo- music documentary about the artist Tierra Whack

Gagaland (CN) A rags-to-riches, boy-meets-girl story, set against a viral Chinese dance craze flooding streets and social media feeds.

Jamojaya (US), Indonesian rap star Brian Imanuel (Rich Brian) stars as an up-and-coming musician.

Plastic (JP), teenagers Juna and Ibuki set out to find the psychedelic rock band Exne Kedy.

Knit's Island (FR) 'DayZ' is survivalist fiction in the form a videogame. *Knit's Island* documents some of the 963 hours the directors spent in there in an at times unsettling blurring of the real and the virtual.

The Last Year of Darkness (US/CN) Bass-heavy and neon-coloured portrait of alternative Chinese youth.

You'll Never Find Me (AU) A lonely mobile home resident has an unexpected visitor on the night of a relentless thunderstorm.

Tokyo Uber Blues (JP), an in-debt graduate Film Student turns to Uber driving to make ends meet.

Unmissable speakers and industry leaders, including



Alana Hicks, Alison Hurbert-Burns, Amy Webb, Bec Smith, Brooke Boney, Bruna Papandrea, Charles Rivkin, Kyas Hepworth, Larissa Behrendt, Joff Bush (Bluey), Jub Clerc, Kodie Bedford, Leah Purcell, Lenore Taylor, Marc Fennell, Osher Günsberg, Paul Tollett, Que Minh Luu, Sung Eun Youn, Tan France, Yoomin Yang.

Panels and sessions to keep you at the forefront, covering topics including

The next generation of blak storytellers, when music videos meet AI, brain-computer interfaces, the future of lab-grown meat, ethical living with robots, where NFTs are *really* at now, trademarking ideas in a rapidly changing world, the future of love and more.

Brands participating in the Screen Festival include

Prime Video, Seven.

Venues for the SXSW Sydney Screen Festival include

The ICC's Darling Theatre, Palace Cinemas Central, and more to be announced.



KEY INFORMATION: [GAMES](#)

Activity dates

- 15-21 Oct: SXSW Sydney 2023 Screen Festival
- 16-19 Oct: industry networking events and parties
- 16-21 Oct: Conference
- 18-21 Oct: Tech & Innovation Expo, incl. XR showcases

Unmissable speakers and industry leaders, including

Amy Webb, Riot Games' Andrei van Roon and Kjartan Arsaelsson, Brent Koning, Hannah Kennedy, Michael Biercuk, Sam Barlow, Tom Verrilli.

Fortress Sydney will be the Games Festival's anchor venue, hosting

Launches, parties, the Festival Stage, Awards Night and special programming e.g. Midnighters

Games showcases

150 indie games from around the world. Submissions close 16 August, [submit now](#), it's free.

Showcasing games from countries including Australia, Canada, Denmark, France, Germany, Indonesia, Luxembourg, Netherlands, Spain, Sweden, United Kingdom, United States.

Publishers and agencies to meet

Raw Fury, Kepler Interactive & Kowloon Nights, Team 17, Rocketride Games, Screen Australia, Screen QLD, VIC Screen, Invest South Australia.

Games Investment Meet

Matchmade investment sessions for investors (publishers, VCs, screen agencies) and developers.

Panels and sessions to keep you at the forefront, covering topics including

Death and dying in video games, brain-computer interfaces, ethical living with robots, game collecting in the National Archive, using more First Nations knowledge in design, the myth of the single user, trademarking ideas in a rapidly changing world and more.

Intel Extreme Masters (IEM) tickets sold out!

Only Platinum and Games Badges Holders will have access to the Intel Extreme Masters.



KEY INFORMATION: SXSW SYDNEY 2023 SPONSORS

New sponsors announced today

Event partners: Defender, Prime Video, Warner Music

Conference track sponsors: Accenture, Culture Amp, Kingfisher

Accommodation partner: Accor

Affiliate sponsor: Seven

International House: Canada House

Music Festival Opening Party Sponsor: Accenture

International Music Showcases: British Music Embassy, Korea Spotlight Presented by KOCCA

SXSW Sydney Pitch presenter: VentureCrowd

Social Impact Zone presenter: Remote

Joining current sponsors

Strategic sponsors: NSW Government, Destination NSW

Super sponsors: CommBank, Qantas

Major sponsor, Music Festival: Young Henrys

Education partner: UTS

Event partners: Dr Martens, Vans

Conference track sponsors: CSIRO and Main Sequence, WPP



KEY INFORMATION: SXSW SYDNEY 2023 SESSION SELECT

NEW SESSION SELECT SESSIONS, ANNOUNCED TODAY

Immersive audio - the future of entertainment

Hear from industry greats Marc Fennell, Chantelle Otten, Pat Abboud and Karen Appathurai Wiggins about crafting emotion-stirring narratives and educating listeners through the power of audio, moderated by Karen Appathurai Wiggins, VP & Head of Content, APAC, at Audible.

Hip-Hop: How A Generation Is Changing The World

When it comes to empowering minority groups, there's few musical forces out here doing it like hip-hop. The revolutionary cultural wave is sweeping our shores and there's no denying Australia has become a hotbed of global talent. The founder of We Are Warriors and host of triple j's Blak Out, Corey 'Nooky' Webster, is bringing together a panel of key figureheads, including Matthew Craig, Jannah Beth and Abraham Poni. Join them for a conversation on building community, boosting local voices and inspiring future generations.

Asian Creators Index: The Most Exciting Names You've Never Heard

Eunice Tan — Head of Strategy The Secret Little Agency, Anak and Mother Shanghai — is bringing together some of the best and brightest from a region where innovation meets ancient artistry. The panel will share their expertise on collaborating with Asia's thriving creative community. Join them for a discussion on diversity, inclusivity and connecting with the diaspora of creators.

Question Everything LIVE

Noted truthers Jan Fran and Wil Anderson are bringing their popular ABC show Question Everything to the stage. A merry(ish) band of Aussie comedians will be on hand to help them give the audience a lesson in media literacy. This is a panel for anyone who has been lied to by the media or been tempted by the "information" sent through social feeds or the family WhatsApp. So, all of us.

Unleashing The Power of Storytelling to Ignite Indigenous Leadership

The traditional Western model of education is failing our young First Nations peoples. This session will explore how better career and educational outcomes can be achieved through stronger connection to culture, country and the arts — featuring the expertise of Wesley Enoch, Lillian Banks, Thomas E.S. Kelly and Kim Walker. Hear the stories of three impressive future leaders and how NAISDA (Australia's National training institute for Aboriginal and Torres Strait Islander people) takes a radically different approach, by putting Indigenous culture at the core.

The Science of Sync: Music in Advertising

Music can bring joy, move people to tears and it can also sell you something. So, what's the science behind a good sync? Join this panel of ad execs and recording artists — including ARIA CEO Annabelle Herd, Russel Howcroft, and Holly Rankin (Jack River) — in a Gruen-style discussion. From selling products to launching careers, we'll uncover the impact of well-chosen music and explore how it resonates with audiences on a deeper level, and how the importance of music in ads has even led to a new ARIA Award for Best Use of Australian Music in Advertising.

Yarning Strong - Songlines: The Intersection of Music, Creativity and Culture

Music, spirituality, and creativity have been essential in guiding and supporting First Nations people, strengthening their ties to land, kin, and culture. Integrating these elements into the contemporary Australian music landscape has posed challenges. Join Mitch Tambo for an insightful panel with two accomplished First Nations music industry



leaders, discussing their career experiences, lessons learned, and future plans. Gain unique insight into how they built their music careers, their lived experiences, celebrating triumphs, and overcoming challenges and barriers.

What's Next in Gaming Innovation?

Brent Koning, EVP, Global Gaming, will be delving deep into the latest trends and developments, sharing which new technology will transform the way we play. For this unique behind-the-scenes look into the gaming industry, attendees will get actionable insights to stay ahead of the incoming curve. Whether you're a developer, publisher, operator, or just a gaming enthusiast, this is a room you need to be in.

The New Playbook for Building Iconic Brands

The award-winning Icons in the Making podcast is coming to Sydney, courtesy of the pioneering creative consultancy, Lippincott. From Canva, the design startup that's changing the way we create, to Telstra, the heritage brand connecting Australia for over a century — join this lively discussion featuring some of today's leading marketers. Hear Heather Stern, Zach Kitschke and Brent Smart talk about what it takes to build and grow an iconic brand.



Notes to Editor

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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 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 2024 will take place March 8-16 in Austin. Learn more at sxsw.com.

About SXSW Sydney®

IN COLLABORATION WITH THE NSW GOVERNMENT VIA DESTINATION NSW, TEG & SXSW®
OCTOBER 15 - 22, 2023, SYDNEY, NSW, AUSTRALIA

Futurist conference and festival, South by Southwest (SXSW) Sydney, will see the Asia-Pacific's pre-eminent creative industries come together in the heart of Sydney Harbour. The event is a week-long program stacked with more than 1,000 ground-breaking events and networking sessions across pillars of Tech and Innovation, Games, Music, Screen and Culture.

Informed by a multicultural landscape and an enduring preservation of past, present and future Indigenous cultural heritage, Sydney offers a rich and exciting arts and culture scene with beautiful galleries, acclaimed theatres and burgeoning performance spaces.

What to expect at SXSW Sydney 2023

The [SXSW Sydney Conference](#) gathers the world's leading thinkers, performers and industry professionals and will include hundreds of panels, presentations, workshops and mentor sessions across 18 conference tracks.

One of the most exciting elements of SXSW Sydney is the chance to experience undiscovered music talent at the [SXSW Sydney Music Festival](#).

SXSW Sydney's [Games Festival](#) will celebrate the future of the gaming industry and embrace the power and potential of gaming.

The [SXSW Sydney Screen Festival](#) is a future-focused program of film, episodic content, digital, XR, and social content premieres.

The [SXSW Sydney Tech & Innovation Expo](#) showcasing emerging tech and entertainment companies. Within it, the [Startup Village](#) is a spot for meet-ups, presentations and showcases from up-and-coming businesses.

How to attend SXSW Sydney 2023

SXSW Sydney ticketing uses a badge system and has a range of badges available to select from. Platinum badges secure the holder primary access to all programming, while Industry badges secure priority access to all conference events and industry-specific festivals, talks, workshops and parties. Learn more and buy your badge today at <https://sxswsydney.com/>. This October, discover the unexpected ideas and diverse discussions SXSW Sydney makes possible when creative people come together.

Famous for its sparkling harbour and golden beaches, Sydney is Australia's most diverse and inclusive city and is home to a thriving arts and culture scene and buzzing 24-hour economy. As the gateway for international arrivals and major events capital of the Asia Pacific - there is no better city than Sydney to host SXSW's next chapter. For more



information on the host city of SXSW Sydney and things to see and do in Sydney, visit www.sydney.com. Share your favourite Sydney experiences on social media using @sydney #FeelNewSydney

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We acknowledge the Gadigal people of the Eora Nation as the Traditional Custodians of this land we now call Sydney, where this event will take place. We pay our respects to Elders past, present and emerging for their continuing connection with cultural, spiritual and educational practices, and extend this respect to all Aboriginal and Torres Strait Islander Peoples. Always was, always will be.

About Destination NSW

Destination NSW is the lead agency, 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 expos for Sydney and regional NSW.

*Source: Australia is now ranked second in Asia for fintech development, and sixth globally.
Why Australia 2021 Benchmark Report.

<https://sxswsydney.com/sxsw-2023/sxsw-sydney-exhibitions/>

