



MEDIA CALL: SXSW Sydney Announce Free Music Performances, Film Screenings, Tech & Games Demos, Innovative Brand Activations and Talks coming to Tumbalong Park

What: SXSW Sydney will unveil the free public sessions taking place at Tumbalong Park across the event from 15 – 22 October.

Join Minister for Jobs and Tourism, Minister for the Arts and Minister for Music and the Night-time Economy, John Graham MLC, SXSW Sydney's Managing Director, Colin Daniels and SXSW Sydney's Head of Conference Programming, Fenella Kernebone for this exciting announcement of events which will ignite the city.

This October, Sydney will become the worldwide epicentre for the creative industries with more than 1,000 groundbreaking events across the pillars of Tech and Innovation, Screen, Music, Games and Culture. The public sessions at Tumbalong Park will offer the ultimate taste of the inaugural event for the general public.

When: 8.00am for 8.30am Press Conference, Monday, 18 September.

Where: International Convention Centre Sydney, Level 5, Rooms E5.2 and E5.3.

Interviews and vision opportunities: Spokespeople including Minister John Graham, Colin Daniels (Managing Director of SXSW Sydney) and Fenella Kernebone (Head of Conference Programming of SXSW Sydney).

MEDIA CONTACTS:

sxsw@organic-publicity.com

Alyce Christiansen | +61 456 111 449

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<https://sxswsydney.com/>



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®

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.

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.

About TEG

TEG is a global leader in Live Entertainment, Ticketing and Technology. Every day TEG connects fans to experiences and customers with brands. We are proud partners of some of the world's largest and most iconic venues as well as leading event promoters globally. TEG operates worldwide out of seven country offices and includes Ticketek, Ticketek Marketplace, Ticketek UK, Ticketek New Zealand, Ticketek Malaysia, Ticketek Philippines, Eventopia, Softix, TEG Live, TEG Dainty, TEG Sport, TEG Van Egmond, Laneway Festival, Handsome Tours, SXSW Sydney, TEG Theatrical, MJR Presents, TEG Lifelike Touring, TEG TES Live, Brickman, TEG Rockefeller, Rugby Live, TEG Europe, Propaganda, TEG USA, Qudos Bank Arena, FAN+, VIP NOW and Ovation.

