



SXSW SYDNEY® UNLOCKED: A FULL WEEK OF FREE ENTERTAINMENT, INSPIRATION AND DISCOVERY FOR ALL

SXSW Sydney's public program returns with seven days of free talks, music, tech, games and family fun at Tumbalong Park

Sydney, Australia – Wednesday 13 August, 2025 – SXSW Sydney® (South by Southwest Sydney®) today unveils [SXSW Sydney Unlocked](#), the official public program for 2025, transforming Tumbalong Park and surrounds into an inclusive, free-access cultural playground from October 13–19. With over 85 hours of programming designed for CBD workers, students, families and curious minds, SXSW Sydney Unlocked invites everyone to experience a taste of this global innovation, culture and creativity festival, without spending a cent.

From midday music and short films to sunset DJ sets, fashion showcases, and even a VR games showdown, SXSW Sydney Unlocked is designed to inspire and entertain. Open daily to the public with extended hours from Thursday to Saturday, the program brings together cutting-edge tech, top-tier talent, and immersive experiences in the heart of the city - including free access to both the Games Showcase and Innovation Expo on Saturday.

Minister for Jobs and Tourism, Steve Kamper, says "SXSW Sydney will once again showcase our city as a global hub for culture and innovation with the best of the creative and tech industries from across the Asia Pacific and beyond on display. The SXSW Sydney Unlocked program will also deliver more than 85 hours of talks, performances and experiences in the heart of the city for free – making world-class content accessible to everyone. SXSW Sydney is a celebration that energises our city precincts, supports Sydney's vibrant nighttime economy, and provides a global platform for the incredible talent and ideas coming out of NSW that is not to be missed."

"SXSW Sydney Unlocked represents the very heart of what SXSW Sydney is all about: access, discovery and connection," said **Simon Cahill, Co-Managing Director of SXSW Sydney**. "We're incredibly proud to offer a dynamic, free program that invites everyone, from families and students to workers on their lunch break, to experience the energy and ideas that define this global event. Whether you're watching a runway show, getting hands-on with future tech at our Expo, or dancing with your kids in the park, this is a celebration of ideas and imagination, and everyone's invited."

Public by Design: Accessible, Inclusive, Unmissable - Key Programming Highlights

Each weekday from 12:00pm to 1:30pm, SXSW Sydney invites city-goers to make the most of their lunch break with a range of engaging free programming including conference talks, live sets showcasing SXSW Sydney artists, and short film previews on the big screens in Tumbalong Park. Then from Tuesday to Friday from 4:30pm, Happy Hour sessions bring the precinct to life with live music, screen guest appearances, DJ sets and surprise hosts, offering the perfect after-work wind-down.

Major Free Events

Kicking off the week in style on Monday 13 October, **FOMA: Fabrics of Modern Australia** takes over the Tumbalong Park runway from 5pm to 8pm. After its acclaimed pop-up debut in 2024, FOMA returns in 2025 with its most ambitious showcase yet. This fashion-meets-culture experience highlights cross-cultural creativity and innovation, featuring over 25 nationalities and championing inclusive representation through its Faces of FOMA initiative. The event also marks the launch of the FOMA Collective, a curated digital marketplace offering global retail access to emerging and diverse designers.

Wednesday 15 October, the **International Stage** lights up from 5pm to 8pm with the Australian debut of Indonesian hip-hop sensations **Tenxi & Jemsii**, whose viral hit "**Garam & Madu**" has spent 13 weeks at the top of their home country's charts. Joining them is Filipino folk-pop singer **Angela Ken**, beloved Chinese Tencent singer **Tia Ray** and rising J-Pop boy band **Psychic Fever** for a high-energy evening of vibrant, global pop.

Thursday 16 October, a powerful celebration of Indigenous voices, **Blak To The Future: A Celebration of First Nations Creatives** takes centre stage. Curated by **Winda Film Festival** and **Awesome Black**, this evening features a collection of short films from emerging First Nations filmmakers, as well as live music from SXSW Sydney showcasing artists. The event will also include the launch of **Screen NSW's First Nations Screen Fellowship Program**, with the inaugural recipient announced live on stage.

Also that evening, **Seymour Nights** brings the first of two twilight gigs to the Seymour Centre courtyard from 7pm to 10pm. This contemporary live music series showcases some of Australia's most exciting new musicians in a relaxed, open-air setting.

Friday 17 October, dust off your boots for **Tumbalong Honky Tonk**, running from 5:00pm to 9:30pm. With line dancing lessons led by the **Saddle Club**, plus high-energy live sets from country chart-topper **Max Jackson**, Canadian country trio **The Washboard Union**, viral teen sensation **Lewis Love** and golden-rock duo **Big Wheels**, it's a boot-scootin' celebration under the Sydney skyline. At the same time, the second night of **Seymour Nights** continues at the **Seymour Centre** from 7pm to 10pm.

Saturday 18 October is packed with experiences as **The Innovation Expo** and **Games Showcase** open to the public for the first time. Tumbalong Park becomes a hands-on playground of robotics, gaming, and space tech, while **The Ideas Dome**, presented by The Growth Distillery, transforms into a space-themed hub by the **Australian Space Agency**. Explore the Aussie-built lunar the **Roo-ver**, complete with a sketch-bot that will "send your face to the moon". Displays will also showcase upcoming Aussie tech and STEM-friendly activities by **One Giant Leap Australia**.

From 11:30am, **Small Fry Rock** turns up the volume with a real gig for kids—and their parents—featuring **Phil Jamieson (Grinspoon)** and **Katy Steele (Little Birdy)**. Later, from 3:00pm–9:00pm, SXSW Sydney and **The Rubens** present Hoops & Everything, marking the 10-year anniversary of Hoops. Co-curated by the band, the free mini-festival features **Folk Bitch Trio**, **Mariae Cassandra** and a selection of soon-to-be-announced artists.

Sunday 19 October opens with **Twirl Tries It All**, a lively morning for families with a reading by **Dr Joshua Pate** and a movement workshop from **Ready Set Dance**. Then, enjoy an afternoon of dance including the **AU Kpop Random Play Dance!** powered by **Hallyuverse** brings K-pop fans together for a high-energy cultural celebration of the **Korean Wave**.

Brand Experiences for Everyone

Tumbalong Park will come alive with bold, interactive activations from some of the world's leading brands, designed to spark curiosity, creativity and connection:

- **CommBank Tour** | The CommBank Tour is a national initiative designed to bring financial education, support and empowerment to communities across Australia. The CommBank Tour will travel across the nation, offering immersive experiences that include interactive zones, VR learning, and informative programs centred on scams and fraud protection, digital literacy, financial fitness, and small business cash flow.
- **L'Oréal Groupe Innovation Station** | A sensorial playground exploring the future of beauty, this immersive experience invites you to see, touch and interact with innovations from L'Oréal's 36 powerhouse brands. From Beauty Tech demos and beauty services to breakthrough product formulations, the Innovation Station offers a vibrant, hands-on glimpse into what's next.
- **The Ideas Dome, presented by The Growth Distillery** | Returning to Tumbalong Park bigger and bolder, The Ideas Dome, presented by The Growth Distillery, offers a week of insightful, accessible conversations. Expect programming from some of News Corp Australia's leading voices, along with visionary thinkers shaping the future of culture, business and beyond.
- **Johnnie Walker** | The world's number one Scotch whisky brand joins SXSW Sydney with a premium bar experience at Tumbalong Park, unveiling the bold new Johnnie Walker Black Ruby Blackberry & Soda.
- **KPMG Futuresphere** | From 14–16 October, KPMG invites audiences to take an immersive journey into the next decade. Through speculative design, sensory storytelling and cutting-edge innovation, Futuresphere explores the choices shaping tomorrow across four transformative themes: A Better World, Intelligent Performance, Trusted Forever, and Frontier Today.
- **DEPT** | From October 14–16, DEPT® is taking over the Chinese Garden of Friendship with thought-provoking panels, curated lunches, golden hour gatherings, and the return of their memorable cocktail party.
- **American Apparel** | As the Official Merchandise Partner of SXSW Sydney 2025, American Apparel will bring exclusive event merch to Tumbalong Park, available to purchase all week long.

Explore the current lineup of free events at SXSW Sydney Unlocked this October at www.sxswsydney.com/tumbalong-park.

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.

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.

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.