

# **SXSW SYDNEY**

## **Following Three Years of Asia-Pacific Expansion, SXSW Sydney® Will Conclude Its Run**

**Wednesday 14 January, 2026** – Today, SXSW Sydney has announced that its edition of South by Southwest® (SXSW®) will not proceed in 2026. The decision reflects a changing global environment that is impacting major events, festivals and cultural programs worldwide.

SXSW Sydney worked closely with the NSW Government and SXSW's global owners, Penske Media Corporation to explore potential pathways forward for the event, however, prevailing market conditions mean the Sydney edition will not be going ahead at this time.

Between 2023 and 2025, SXSW Sydney generated an estimated \$276 million in total economic impact. The event attracted more than 63,000 out-of-region attendees and recorded a 35% year-on-year growth in international visitation between 2024 and 2025. In 2025 alone, the event attracted a total attendance of more than 345,000, representing a 15% year-on-year increase.

“SXSW Sydney would not have been possible without our partners, Destination NSW and SXSW, as well as those who contributed to the event - our speakers, sponsors, volunteers and attendees. SXSW Sydney was an unforgettable three-year journey, and we owe a debt of gratitude to the people who joined us for it,” said Co-Managing Directors, Simon Cahill and Jono Whyman.

“We are especially grateful to the SXSW Sydney team for their dedication and hard work in bringing this event to life and establishing a platform that showcased Australia and the Asia-Pacific as pioneers in global culture.”

“SXSW Sydney represented an ambitious and meaningful extension of the SXSW brand, and we are incredibly proud of what was built in partnership with the Sydney team, Destination NSW, and the broader creative community,” said Jenny Connelly, Director in Charge of SXSW.

“Over three years, SXSW Sydney demonstrated the power of convening global innovators, creatives, and leaders, and created a platform that elevated voices from Australia and the Asia-Pacific region onto the world stage. While the event will not proceed in 2026, we are grateful for the collaboration, creativity, and commitment that defined SXSW Sydney.”



SXSW Sydney is committed to its staff and will be working closely with team members to provide appropriate support.

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