

AUSTRALIAHOUSE

PRESENTED BY G'DAY USA

G'DAY USA PRESENTS INAUGURAL AUSTRALIAHOUSE @ SXSW 2018

5 March, 2018 – Celebrating its landmark 15th year, G'Day USA (www.gdayusa.org) announces the debut of **AUSTRALIAHOUSE @ SXSW 2018** in Austin, Texas. The curated program of events kicks off on 11 March and runs through to 16 March, presenting the very best of Australian innovation, film and music, as well as unique food, wine and tourism experiences.

AUSTRALIAHOUSE will feature technology showcases, music performances, tourism experiences, TedX-style talks and interactive panels with some of Australia's leading figures in film, space, music and philanthropic innovation. **AUSTRALIAHOUSE** will also feature a week-long pop-up of Hugh Jackman's Laughing Man Café, an Australian wine, cheese and charcuterie Happy Hour with chef Curtis Stone, and the much anticipated annual two-day Sounds Australia Aussie BBQ, featuring performances by some of Australia's top emerging artists.

Select highlights of the weeklong program are below – for full details and updated performance schedules visit www.australiasxsw.com

Sunday, 11 March, 2018

7:00pm onwards

Opening BBQ Reception

AUSTRALIAHOUSE will open with a classic Aussie BBQ presented by Westpac, with a menu curated by Tourism Australia's Friend of Australia, Chef Matt Moran. The evening will also feature music by top Australian artists and the unveiling of the **AUSTRALIAHOUSE** mural presented by Atlassian, which will be developed throughout the week by leading Austin-based artist 'Truth'.

9:00 – 11:00 pm

Surfs Up Down Under: Tourism Australia and World Surfing League Afterparty

From the east to the west coast, Australian beaches are known for their breaks as much as their beauty, not to mention some of the best surfing competitions in the world. Come enjoy some great Australian beer and watch a real time stream of the Quiksilver and Roxy Pro, happening live on the Gold Coast, all to the beat of talented Aussie DJs."

Monday, 12 March, 2018

11:15 am – 12:00 pm

Conversation: Film & TV: 'Australia on the Big Screen'

Get the latest insights from CEO of XM2, the world's leading film & television drone cinematography company, which has brought to life modern classics like *Westworld*, *Thor: Ragnarok* and *Pirates of the Caribbean: Dead Men Tell no Tales*.

12:15 – 12:35 pm

A Talk with Dr Chris Boshuizen

Hear from the Entrepreneur in Residence at Data Collective and Co-Founder of Planet Labs, which operates the world's largest constellation of Earth-observing



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micro-satellites, providing cutting-edge global mapping of our changing planet from space.

12:45 – 1:30 pm

Conversation: 'Watch this SPACE'

A conversation with key players in the rapidly evolving global space sector, including three emerging women leaders from Australia: Professor Lisa Harvey-Smith, astrophysicist at Australia's peak science agency (CSIRO); Dr Beth Jens, Propulsion Engineer at NASA Jet Propulsion Laboratory; and Flavia Tata Nardini, CEO at Fleet Space Technologies.

2:00 – 2:45 pm

How Social Entrepreneurs are Inspiring Change: A Conversation between Hugh Jackman and Hugh Evans

Hugh Jackman will share insights into the cross-section of social good and market forces, as well as the inspiration behind Laughing Man® Coffee, which he co-founded in 2011. Jackman will highlight how the brand brings to life the motto 'Make Every Cup Count' through its support of coffee farming communities around the world. Jackman will also share the exciting news about what's next for Laughing Man® Coffee. The conversation will be led by Hugh Evans, fellow social entrepreneur and co-founder and CEO of Global Citizen.

3:00 – 3:45 pm

Conversation: Tech4Good

A conversation with Australian luminaries who harness the power of ideas and technology to improve lives globally, including Meggie Palmer, Co-Founder of PepTalkHer; Justin Drape, Founder of The Monkeys; Jeanette Cheah, Co-Founder of Hacker Exchange; and Adam Garone, Co-Founder of Movember.

4:30 – 5:30 pm

Happy Hour with Curtis Stone, presented by Tourism Australia

Join Friend of Australia, Chef Curtis Stone for a glass of delicious Australian wine paired with his favourite cheeses and handmade charcuterie, in an intimate conversation about top Aussie wine regions, produce trends and our multicultural food influences.

9:00pm onwards

The Screen Queensland Lounge

A showcase of some of Queensland's most innovative screen and gaming companies. Come and meet the makers, and play with the best of narrative-driven VR, console games, and mobile apps, and explore exciting business innovation in the content space. Screen Queensland will round off a great night with a club lounge, featuring Australian beer, wine and music.

Tuesday, 13 March 2018

2:00 – 2:45 pm

Conversation: 'We Come From The Land Down Under: Australia's Innovative Voice'

A conversation about the latest Australian music innovations taking the world by storm, including breakthroughs in online streaming, artificial intelligence and harnessing music and tech for live and recorded music. Panellists include the



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Zaccaria Brothers (Co-Founders of Australia's leading music and digital strategies firm Bolstr) and Jennie Sager, Twitter Australia's Director of Content.

4:30 – 6:00 pm

Cocktail Catch up: Turn your Australian vacation into the career of your dreams, presented by Tourism Australia

Forget work experience. Try a working holiday in Australia that will look great on your CV. For anyone seeking adventure and culture, but also wanting to build their career and life experience, a working holiday in Australia should be at the top of your list! Hear first-hand stories from travellers who've worked with brands from Vice to Vogue, top restaurants and Australia's most luxurious hotels, as well as experts who can help you find opportunities to live and work like a local.

6:00 – 9:00 pm

An Evening with the State of Victoria

Join the State of Victoria for an evening of tech showcases, music performances and start-up information sessions followed by a reception featuring premium Victorian food and wine.

Wednesday 14 to Friday, 16 March 2018

All day

Official SXSW Music Showcase & Sounds Australia Aussie BBQ Day Party

Sounds Australia presents over 2 days of back-to-back music showcases at **AUSTRALIAHOUSE**, including the ever-popular 'Aussie BBQ' featuring Australia's top emerging artists.

WHERE:

AUSTRALIAHOUSE is located at **The Lucille Patio Lounge**, 77 Rainey Street, Austin TX

CONTACT:

For media registration, please contact media@gdayusa.org

ABOUT G'DAY USA: G'Day USA is Australia's premier public, economic and cultural diplomacy program in the United States. Produced by the Australian Department of Foreign Affairs and Trade (DFAT), Australian Trade Commission, Tourism Australia and Qantas Airways, G'Day USA was first launched in 2004 and has since grown to become one of the largest public diplomacy programs run by any country in the United States. For further information about G'Day USA 2018 events, including location and ticketing details, plus a complete list of partners, sponsors and participants, visit www.gdayusa.org.



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