

HELVETIA
ROCKT ▶

WE SHOT OUT

NOW MORE THAN EVER

ANNUAL REPORT 2025

Creating visibility, changing structures – musicdirectory.ch turns 5 years old

Following Helvetiarockt's 15th anniversary in 2024, 2025 marked the next milestone: five years of the musicdirectory.ch. With a wide-reaching social media campaign, a live podcast on the new Forum Stage at the Gurtenfestival, and a large anniversary event at Fri-Son in Fribourg, the diversity of the Swiss music scene was celebrated and made visible.

The anniversary year was complemented by regular networking events in all language regions of Switzerland, as well as the continuous expansion of the platform. The anniversary formats strengthened sustainable networking, exchange and empowerment. They sent a clear signal in favour of equity, solidarity, and structural change in the Swiss music industry—on and off stage.

Our projects

AWARENESS LAB

In 2025, the Helvetiarockt Awareness Lab focused on courses of action for dealing with sexualized violence in the cultural sector. A highlight was the national networking event "Awareness, Agency & Accountability in Music and Performing Arts," which took place in October in Basel in collaboration with m2act. Over 200 stakeholders from the fields of music and performing arts participated.

Practice-oriented workshops, a marketplace, and the Empowerment Space combined awareness-raising with real strategies for action. The core content was

published as a keynote on Radio X. In addition, training sessions for clubs and festivals as well as three networking meetings for FINTA individuals were held. Helvetiarockt was also present at industry events and universities with panels, workshops, and presentations.

The Diversity Roadmap on diversityroadmap.org offers clubs and festivals accessible, practice-tested recommendations for promoting diversity and equality.

MUSIC LAB GALAXY

In 2025, 77 workshops were held across all language regions of Switzerland. More than 500 FINTA participants wrote songs, mixed tracks, formed bands and built new networks. In line with our mission, the programs were aimed at beginners as well as professional musicians – and everyone in between. In all formats, music was at the center – along with exchange in a safer and supportive environment. At the same time, in 2025 we broke new ground to further develop our offers: the planned multiplication process – collaborating with music schools and additional partners – was launched, enabling us to reach even more participants. We also welcomed 17 new coaches, bringing fresh perspectives into the workshops.

MUSICDIRECTORY.CH

The networking platform makes women, intersex, non-binary, trans, and agender people in the Swiss music industry visible – and this visibility is measurable. Since the website's launch, new registrations have consistently remained at a high level.

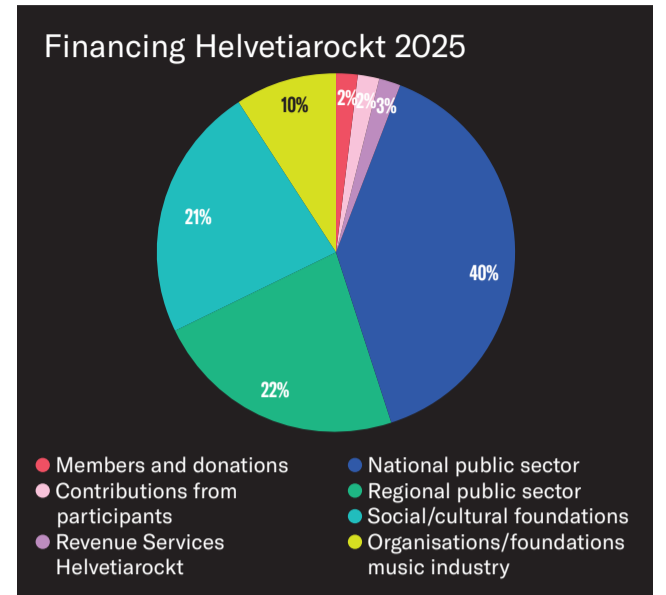
The platform invites individuals to register themselves and/or their projects, and to use the tool to find and book suitable people or projects.

Organization

Over the past year with a total workload equivalent to 850 percent, the Helvetiarockt team worked with great dedication toward gender equity in the Swiss

music industry. Introducing the team: Alice Reinhard, Anita Rochedy, Anita Schaub, Céline Gex, Eva Heller, Hazbi Avdiji, Kathy Bajaria, Letizia Carigiet, Lula Pergoletti, Mara Wehofsky, Muriel Rhyner, Petra Fässler, Regula Frei, Sophie Kuhn, and Val Mahler.

Finances



Total expenses of CHF 1260 000 Thanks to the generous support of our project partners, significant resources for venues, technical infrastructure, and personnel services were saved. This collaboration represents an important contribution to the implementation of our work, for which we extend our sincere thanks.

Detailed information on finances and monitoring is available at any time (mail@helvetiarockt.ch). We will continue to rely on financial support next year and also greatly appreciate contributions in the form of non-cash sponsorship.

