

Sony Foundation's

ISSUE 51 - AUTUMN 2016

SHOUT

RIVER4WARD RAISES A RECORD \$535,000 FOR YOU CAN!

MUSICIANS MAKING A DIFFERENCE
LAUNCH THEIR STAR PROGRAM



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2016

Upcoming Events

NRL Charity Match



Perth **June 5**

Melbourne You Can Centre opening



Melbourne **August**

Wharf4ward



Sydney **October 27**

Sydney You Can Centre opening



Sydney **December**



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Chairman's Report



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Dear valued Corporate Partners and Supporters,

It has been a successful first half of the year for the Foundation thanks to the support of our generous Corporate Partners and donors. Their continued contributions, support and enthusiasm ensure that Sony Foundation can carry on making positive and lasting impacts for the youth of Australia.

The success of River4Ward 2016 was outstanding with a record \$535,000 raised in support of Sony Foundation's youth cancer program, You Can. River4Ward was attended by over 400 guests, who joined the Foundation for a day of world-class Sony Music artist entertainment, fine dining and important fundraising along the iconic Yarra River on the Crown Riverwalk. Melbourne put on a cracking day of sunshine as guests enjoyed a spectacular show featuring Sony Music artists including Cyrus, Jessica Mauboy and Australian music legend Daryl Braithwaite all performing from a floating barge in the Yarra River while our friends at Crown served up exquisite cuisine. Heartfelt thanks must go to our event sponsors and supporters for helping to establish River4Ward as a must-attend luncheon in Melbourne. With thanks to the generous support of our guests, River4Ward 2016 raised a record amount for urgently needed You Can youth cancer centres. Since You Can's inception in 2010, Sony Foundation has funded the build of one fully-established You Can Centre at Sir Charles Gairdner Hospital in Perth through a \$1.8 million donation, committed \$1.5 million to build a You Can Centre at the Nelune Comprehensive Cancer Centre in Sydney and most recently committing \$1.5 million to build a You Can Centre at the Victorian Comprehensive Cancer Centre in Melbourne. These centres provide invaluable and age-appropriate care to young Australians diagnosed with cancer and to see more centres come to life is truly heartening. Be sure to stay up to date with Sony Foundation news and announcements on the very exciting and much-anticipated opening of our Melbourne You Can Centre due to open in July this year.

An organisation that Sony Foundation is extremely proud to support is MMAD – Musicians Making A Difference. This is a wonderful organisation that provides love, care, support and mentoring to some of Australia's most disadvantaged youth through the power of music and dance. Most recently, the MMAD team along

with Sony Foundation and Sony Music launched their Catch A Falling STAR program at the Sony Music offices in Sydney. MMAD, Sony Foundation and Sony Music staff all took part in the launch. The launch of this innovative and powerful program is a very positive step for each young person participating in order to create a more empowering life for themselves. I look forward to updates as these talented and promising young Australians work toward their graduation from the program at the end of this year.

A heart-warming and noteworthy story that has come from the wonderful Children's Holiday Camps Program is a reminder to us all of the importance and necessity of this program. The positive impact this brings to the lives of special-needs children, families and camp volunteers the nation over is immeasurable and well-worth investing our time and resources into. I hope you enjoy reading of the lifelong and loving friendship between a remarkable camper companion and very special young boy in page 9.

Additionally, a big thank you must go to all Camp Coordinators and volunteers who attended the recent Camp Conference here in Sydney. Exciting, fresh ideas and perspectives were brought to the table along with a renewed sense of purpose and direction amidst a fun and informative few days for all. A special mention must go to Sony Foundation Coordinator Karen White and Sony Foundation Board Director Leanne Neal for their meticulous organisation of this wonderful conference.

Finally, I would like to take this opportunity to thank the Foundation's countless supporters. From the team at PlayStation for auctioning off valuable gaming memorabilia to the event volunteers and our Corporate Partners, the Foundation's success depends on the loyalty, dedication and enthusiasm for our causes from our supporters. With your continued help we look forward to continuing our growth in innovative and impactful measures in 2016.

Kind regards,

John Kirby AM

Chairman, Sony Foundation

River4Ward raises record \$535,000 for You Can

Melbourne turned it on for second annual River4Ward!

Melbourne turned on its most spectacular weather as Sony Foundation hosted their second River4Ward event along the Crown Riverwalk on Wednesday 23 March.

An incredible \$535,000 was raised in support of You Can.

The event saw Sony Foundation once again utilise Melbourne's iconic Yarra River to host a large custom-built entertainment stage, and the Sony Music artists well and truly rocked the river!

Following a spectacular fighter jet flyover, the day was opened with a soulful performance from Sony Music artist Cyrus as he serenaded guests from the floating stage.

Celebrity hosts including Carrie Bickmore, Sony Foundation ambassador Richard Wilkins, Sony Foundation ambassador Natalie Bassingthwaite, Rebecca Maddern and Giaan Rooney were joined by more than 400 guests to enjoy a day of incredible performances, fine dining and fundraising with guests digging deep to support Sony Foundation's youth cancer cause, You Can.

Crown Resort's top chefs treated guests to a specially-designed menu for the occasion.

Sony Music artist Jessica Mauboy performed a number of hits, well and truly cementing her place as queen of the river as she brought the house down.

"We are incredibly excited that this year's River4Ward raised \$535,000 in support of You Can. The mix of corporate, government and media networks that come together to raise serious funds for urgently needed youth cancer centres is a powerful combination," said Sony Foundation CEO, Sophie Ryan.

"Our You Can program is dedicated to improving the future of youth cancer care, and River4Ward has made a significant step in making this happen."

Guests were introduced to young cancer patient and You Can champion, Liam Fergeus, who moved the crowd deeply as he spoke of his cancer journey and the urgent need for You Can youth cancer centres.

Sony Music artist and Australian Music icon Daryl Braithwaite closed the show in true style getting every single guest up and dancing to his unforgettable chart toppers. Jessica Mauboy joined Daryl Braithwaite on stage for a special duet performance of Daryl's classic hit, 'The Horses'.

River4Ward is raising funds for Sony Foundation's youth cancer program, 'You Can'. All funds will be directed to the building of a specialised youth cancer centres around Australia for 16-25 year olds with cancer.

You Can Centres provide an escape for teenagers and young adults undergoing cancer treatment, giving them a space to meet patients their age and respite from the sterility and tedium of the hospital wards.

Australia's third You Can Centre is currently under construction at the new Victorian Comprehensive Cancer Centre site in Parkville and is expected to open its doors in August this year. Stay tuned for updates on Melbourne's soon-to-be-opened You Can Centre.

River4Ward was held along Crown Riverwalk, with support from Crown.



River4Ward hosts, Giaan Rooney & Sony Foundation Ambassador Natalie Bassingthwaite



River4Ward host, Carrie Bickmore opening the day!



Longtime Sony Foundation ambassador and host, Richard Wilkins



Sony Music artist Cyrus serenading guests



Sony Music artist, Daryl Braithwaite



Victorian Premier The Hon. Daniel Andrews MP, addressing the Melbourne River4Ward crowd



Sony Music artist and Australian music legend, Daryl Braithwaite



Sony Music artists Jessica Mauboy and Daryl Braithwaite sharing the stage



Sony Music artist and Sony Foundation ambassador, Jessica Mauboy and the You Can Crew sharing a special moment



Sony Music artist Jessica Mauboy spends some time with the You Can Crew.



Auctioneer Jason Roses and River4Ward host Rebecca Madder conducting an animated auction!



WELCOME TO THE FUTURE OF PLAY

As a special treat for our Melbourne guests, PlayStation set up their Virtual Reality tent to allow guests to be among the first in Australia to experience this groundbreaking and truly incredible technology! Be sure to follow PlayStation for updates on the release of this truly revolutionary technology.

Left: AFL legend, Dermott Brereton visiting the PlayStation Virtual Reality tent. Right top: Our You Can Crew welcoming guests to the Virtual Reality tent. Right bottom: A River4Ward guest, among the first in Australia to experience PlayStation's Virtual Reality.



An iconic lunch in an iconic location

As always, so much went on behind the scenes to make Sony Foundation's second annual River4Ward a huge success. River4Ward is now well and truly established as a highlight on Melbourne's social calendar.

The event would not have been possible without the fabulous support of dedicated sponsors whose generosity made for an unforgettable day of amazing food, wine, performances and showstoppers. We are extremely grateful and would like to take this opportunity to thank all of our sponsors. We can't wait to do it all again for River4Ward 2017!



Above: The calm before River4Ward truly rocked Melbourne's Yarra River! Bottom: Just some of the amazing volunteers who assisted in making this River4Ward an enjoyable day for all.. Brightly coloured in the UltraFootball shirts!



A delightful drop from Fox Gordon.



WINK models with the amazing auction items.

Special thanks to:

- Crown
- Pommery
- Heineken
- Fox Gordon
- The Landings Reserve
- Santa Vittoria
- Vittoria Coffee
- Fourth Wall
- Zagame Ferrari
- Ultra Football
- DHL
- No Fuss Event Hire
- SrathAyr Instant Lawn
- VBM

Thanks also go to Aqium, Batiste, Carman's, Coco Vodka, Elucient, Fox Sports, Gourmet Traveller, Kosmea Australia, Newtown Picture & Framing Service, Table of Plenty, Tropical Pineapples - King Of Fruit, Volleyball Australia, Volleeroos.



The beautiful Pommery stand to greet guests upon entry.... what a location!



Melbourne knows their coffee so luckily we had Vittoria there!



Heineken... Melbourne's beer of choice.



Special thanks to Crown for their support in hosting River4Ward in such an iconic location.



A racy red Ferrari from Zagame on display.



Our deliciously stunning tropical table centrepieces courtesy of Tropical Pineapples - King Of Fruit.

You Can Centre Update

Created by Sony Foundation to fill a gap between adult and paediatric cancer care in Australia, You Can is raising funds to build specialist youth cancer centres for 16-25 year olds. In the five years since You Can's inception, Sony Foundation has built a You Can centre in Perth and is currently building additional centres in Melbourne and Sydney due for completion in 2016. Excitingly, Melbourne's You Can Centre will open in July this year. Stay tuned for updates as we work toward this momentous occasion.



**YOU CAN
CENTRE
BUILT
IN PERTH**



**YOU CAN
CENTRE
BEING
BUILT
IN SYDNEY**



**YOU CAN
CENTRE
BEING
BUILT
IN MELBOURNE**



**YOU CAN
CENTRE
IN NEGOTIATIONS
-FOR-
BRISBANE**

Shining STARS



Musicians Making A Difference (MMAD) is an Australian charity that exists to change young lives through music! MMAD uses the healing power of music, dance & mentoring to inspire young people to make their lives remarkable.

The Musicians Making A Difference (MMAD) crew, Sony Foundation and Sony Music joined forces recently to the launch this year's Sony Foundation funded Catch A Falling STAR program at Sony Music HQ in Sydney.

Catch A Falling STAR is an intensive and innovative music and mentoring program designed to assist young people, aged 15-21, who face challenges of homelessness, drug and alcohol dependency, exclusion from school, unemployment, mental illness, neglect and abuse. This program breaks negative and destructive cycles by uncovering the potential of young STARS.

This program catches young people when they are at risk of danger or harm, connects them with a strong network of support, and helps them to rise up as strong, happy individuals within the community. Through this incredibly powerful program, young STARS experienced their first sense of 'family', of being believed in and of feeling safe enough to work through their vulnerability towards their potential.... And so they begin to shine.

This term, Catch A Falling STAR has caught 10 young people whose lives were at serious risk. Of the STARS, 50% have been in repeated trouble with the law, 40% have been incarcerated, 90% have suicidal ideation/attempts or self harm, 70% have suffered abuse or neglect, 100% suffer mental illness or mood disorders, 90% are disengaged from education and/or employment, 70% have been, were at the start of the program, or are at risk of homelessness, 90% are battling long term addictions or take drugs often, 90% have emotionally trauma, 80% have anger issues.

For some, this program has already saved their lives. According to their own feedback, for all, this program has been life changing already. MMAD mentors have begun deep, transformative mentoring with these STARS; uncovering some very well disguised trauma and working through ways to heal, move forward and challenge complex problem behaviours that are preventing them from fulfilling their dreams.

Following a three day 'battle camp' away from the struggles of their everyday life these young stars were given love, support, training and tools to create a better life from their mentors.

The young STARS will continue on this program until the end of this year whereby they will graduate at a special ceremony celebrating them and their achievements throughout the past year.



Some of the MMAD Catch A Falling STAR participants also got the chance to meet with Sony Music's Artist and Relations professionals to find out exactly what it takes to make it in the music industry. The young STARS were extremely attentive as they queried Libby and Paul on the ins and outs of the music world, how to land a record deal and all the famous acts Libby and Paul get to work with!



Top to bottom: A young STAR and a MMAD mentor sharing a laugh. MMAD STARS getting ready to go into their Battle Camp. MMAD STARS and Denis Handlin AM, CEO & Chairman Sony Music Entertainment Australia & New Zealand and President Asia. STARS having some downtime on their Battle Camp.

Sony Foundation Children's Holiday Camp Program

CAMPER COMPANION CHANGING LIVES



Through the many programs run or supported by Sony Foundation come amazing stories. Stories of hope, love, happiness, friendship, dedication and inspiration. This story encompasses all of that and more... When Emma Andrews decided to get involved with the Sony Foundation Children's Holiday Camp Program, little did she know that her life would forever be changed, nor did she realise the impact she would go on to have on so many people around her.

Emma met TJ in 2013 on the Bond University Sony Foundation Children's Holiday Camp. Emma was 17 years old and TJ, just five years old. TJ has a range of disabilities including Autism Spectrum Disorder, Sensory Processing Disorder, Intellectual Impairment, Cognitive Impairment, Speech and Language Impairment, Generalised Anxiety Disorder, Attention Deficit Hyperactivity Disorder and Attention Deficit Disorder among other diagnoses. Over a difficult four days at the camp, despite TJ being somewhat complicated to care for at times, Emma became very attached wanting to help and be there for TJ. Her dedication to TJ shone through and slowly but surely TJ came to trust Emma.

Following the camp, Emma decided TJ meant so much to her that she wanted to stay in his life. Emma now cares for TJ. Despite the challenges she sometimes encounters Emma thinks more young people should think about taking on carer roles saying "I think there are a lot of phenomenal carers in Australia who everyday do an excellent job, but there is always going to be a need for carers. I would encourage any young person to take up the opportunity to be a carer for someone else; it is difficult, but so rewarding..."

The best thing about TJ is his laugh. It doesn't happen often, but when it does it is the best sound in the whole world. Another trivial thing is when he comes and drags me to the fridge indicating he wants food. Knowing that I'm one of the people he trusts to care for him is really special."

Following odd moments of receiving congratulations for being TJ's friend, Emma and two friends (Thady McFarlane and Jackson Wischlinski) decided they needed to do something to bridge the gap between people with and without special needs. From that, 'FriendShift' was born. FriendShift is a not-for-profit organization that aims to create friendships that shift the focus away from disability and limitation and instead focus on creating rewarding, fulfilling and normal, everyday friendships. With Emma currently studying a Graduate Diploma in Psychological Science at Bond University and eventually hoping to complete a Masters in Clinical Psychology and work in the field of behavioural management, diagnosis and as a social support for parents, carers and family member of people with special needs, the development of FriendShift seems a natural step. Whilst Emma says looking after a child with special needs is often an arduous task it most definitely has its rewards.

...those ever so precious moments of laughter, a small smile or even an outstretched hand can often provide the reassurance that what you are doing is something special. TJ has taught me to treasure the smallest of gifts, especially in the time of greatest difficulty. - Emma Andrews

Top Image: A friendship to treasure. Bottom left to right: Emma and TJ share an unbreakable bond. Emma and TJ enjoying a day out together. Happy days spent enjoying each other's company. Sunshine, blue skies, beach days and best friends!

FRESH IDEAS AT HOLIDAY CAMP CONFERENCE



The annual Children's Holiday Camp Conference was held at St Ignatius Riverview, Sydney in April this year as Camp Coordinators from around the country gathered with Sony Foundation to discuss the program and ideas for the future.

Over the course of two days, coordinators brainstormed, discussed and shared ideas to improve and progress the ever expanding Children's Holiday Camp Program as guest speakers from Sony Australia, Australian Institute of Management, Guide Dogs NSW/ACT, Hire Up, Blowfly Cricket and even a yoga session from Yoga Within.



There were plenty of fresh thoughts and ideas to ensure the positive growth of the program as it encompasses a wider reach within Australia.

This year, Sony Foundation has committed over \$368,000 to fund 25 camps around Australia.

We look forward to seeing the new and improved ideas being implemented at future camps!

Left: Conference goers enjoying a catch up at the end of the day. Below left: PlayStation®4 Naughty Dog signed console... the gamer's ultimate! Below right: Graham Dear, Sony Foundation CEO Sophie Ryan and Leading Edge Computers General Manager Lee Scott at the Leading Edge conference in Melbourne.

GAMERS FOR YOU CAN!

With thanks to Michael Ephraim, the team at Sony Computer Entertainment recently auctioned off a very rare and valuable PlayStation®4 Console in support of Sony Foundation's youth cancer cause, You Can.

For any non-gamers out there, this was a once-in-a-lifetime opportunity to own this exceptional console signed by Naughty Dog gaming legends, Christophe Ballestra, Evan Wells, Neil Druckmann and Bruce Straley. Naughty Dog is an extremely famous and successful video game developing company based in the United States of America.

This extremely unique piece is one of only two in existence!

Following a fierce bidding war, the winning bidder earned this prized piece for over \$4000!

Thanks to the team at PlayStation for this very thoughtful fundraising for You Can!



LEADING EDGE LEADING THE WAY WITH FUNDRAISING!

Leading Edge Computers recently pledged over \$15,000 to Sony Foundation's You Can following their annual LEC conference.

Sony Foundation CEO Sophie Ryan attended the LEC conference, held in Melbourne and spoke about You Can and the urgent need for youth cancer centres in Australia.

Since partnering with Sony Foundation in 2010, Leading Edge Computers have continued to raise significant funds for Sony Foundation.

A further \$2000+ was raised in support of You Can at the conference awards dinner charity auction!

Thank you to the team at Leading Edge for your incredible support of Sony Foundation as our Gold Corporate Partner!

STAR VOLUNTEER PROFILE!

Sony Foundation is very lucky to be able to call on our dedicated, passionate and generous volunteers to help us keep our programs and events ticking over seamlessly. We like to profile our volunteers from time to time and hear what they love about their work with Sony Foundation. This time we decided to spotlight a very special volunteer, Tina Carter. Tina has been interning at Sony Foundation for over four years every week on various programs and events. Tina passionately supports all the Foundation's programs but is particularly fond of the Holiday Camps Program as that was how she came to be involved with Sony Foundation. Read on to learn more about this incredibly talented, generous and fun-loving intern.

How did you come to start with Sony Foundation?

I first became aware of the Sony Foundation through my mum who was a participating teacher at the Knox Abbotsleigh Sony Holiday Camp for many years whilst I was at school. Year after year Mum came home with amazing stories and an incredible sense of gratitude and respect for the families, children and volunteers. In my last few years at school, I'd visit Mum during camp time and help with some activities. I absolutely loved it and the concept behind it and was determined to get more involved. I approached Sony Foundation and was fortunate to meet with Sophie (Sony Foundation CEO) who kindly allowed me to come in for some work experience on my day off uni each week.

Why do you volunteer/intern with Sony Foundation?

It is an extraordinary and unique experience to be in a position where not only am I constantly learning from the team, but I am able to contribute first hand to an organisation that is making real change for young Australians. I feel privileged to meet these young people and their families whether they are children with special needs on camp, or whether it is the youth cancer patients selling roses at Wharf4Ward. The opportunity to be so close to Sony Foundation's impact on the community motivates me to work behind the scenes each week at the office.

What's your favourite Sony Foundation event?

Wharf4Ward is one of a kind. It is phenomenal to see 800 people who feel passionate about such an important cause, as it is their generous contributions that make the change for young Australians possible. River4Ward is a close runner up... and that's only because I'm a biased Sydney-sider!

What program do you most enjoy working on?

Although I'm keen to work on any and every program, the Children's Holiday Camp program is a definite favourite. I feel a close connection to the program having participated in the St. Andrew's College University of Sydney camp, in both a carer and an organiser capacity as well having my mum, dad and brother also participate in Sony camps. As a young person myself, the model of young people helping other young people is something I would like to see more of!

What's the best thing you've experienced whilst interning for Sony Foundation?

Apart from the copious amounts of home-made brownies and ice cream when it's one of the team's birthday, the best thing I have experienced is the close contact with the young Australians and their families. Whether this is at the YouCan Christmas party or meeting families of Holiday camp children, I feel so proud and privileged to be able to help the Sony Foundation and see and feel the benefits it brings to so many people.



Top to bottom: Tina and an adoring camper. Tina doing what she does best... being happy and spreading joy! Sony Foundation intern, volunteer, camp companion and all round star, Tina Carter enjoying one of the many Children's Holiday Camps she's attended.

FAREWELL ELLE!

It is with much sadness we prepare to say goodbye to our National Events Manager, the wonderful Elle Rose. During Elle's time as Events Manager over the past three years, Sony Foundation events have grown exponentially; continuously broken fundraising records; challenged creative limits; continued to surprise and impress our donors and successfully showcased the power of collaborative power of Sony to unite our Corporate Partners and supporters to raise much needed funds for the youth of Australia.

Elle has championed Sony Foundation causes passionately and has been an absolute delight to work with, always going above and beyond what has been asked of her. Thank you Elle, for your dedication and commitment to your role at Sony Foundation and for the joy you brought to the Foundation. We wish you all the very best as you head overseas to the UK!



Our wonderful National Events Manager, Elle Rose.

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