

Sony Foundation's

ISSUE 49 - SPRING 2015

SHOUT

HOLIDAY CAMPER GIVEN LIFE-CHANGING GRANT

TASMANIAN TEEN SET TO 'OPEN HIS MIND'



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CORPORATE PARTNERS

ANTHONY MINICHELLO
RAISES \$88,000

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presents



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22.10.2015

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EXPECT THE UNEXPECTED

For more information, contact Elle Thomas (02) 9383 6231 | elle@sonyfoundation.org.au

Chairman's Report



Dear Corporate Partners and supporters,

It was fantastic to see so many of you at our recent Corporate Partners' Appreciation Evening in July. As I said on the night, we consider this to be an important annual event when we gather with our Corporate Partners and supporters and report on our highlights of the previous year. It also provided us with the opportunity to publicly welcome the 8 new Corporate Partners who have come on board with the Foundation in the past 12 months. We have a record number of Corporate Partners and it was a great opportunity to catch up with many people who have been supporting our vision over the years and, in some cases, from year one.

We are proud to report that 43 of Australia's favourite brands and business are now official Corporate Partners. It is pleasing to record that the Foundation's vision is resonating with so many Australian companies.

During my time as Chairman, I have been proud to witness the expansion of the Foundation. Through our successful fundraising efforts, growing list of Corporate Partners and tailored programs such as 'You Can' and the Children's Holiday Camp Program, we continue to make a real impact on the lives of many young Australians and their families.

Here at Sony Foundation, we are passionate about giving young people the tools to take charge of their future. From disengaged teenagers being mentored through Musicians Making A Difference, high school students becoming full-time carers of children with special needs through the Holiday Camps Program and young patients finding support in their battle with cancer – we are empowering young people to make their own decisions and choices.

Thank you for your continuing support. I look forward to seeing you all at this year's Wharf4Ward, on October 22.

Warmest regards,

Jim Dwyer OAM

Chairman

GET IN TOUCH

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WELCOME TO OUR NEW COMMUNICATIONS MANAGER

I would like to take this opportunity to welcome Sara Williams to the Sony Foundation team. Following the departure for overseas of Ali Best, Sara has been appointed to the role of Communications Manager. Sara joins the Foundation from "SWIISH by Sally Obermeder". Sally, of course, is one of our enthusiastic ambassadors.

We welcome Sara, who joins our committed team led by, CEO, Sophie Ryan.

Please contact Sara at sara@sonyfoundation.org.au for any questions regarding Sony Foundation.



Holiday camper awarded life-changing grant

Luca Bell given the gift of communication



The Holiday Camps Grant was launched in October, 2014 at the event celebrating Denis Handlin's 30 years leading Sony Music Entertainment Australia. The guests at the event raised \$200,000 to start a special fund.

On July 7, Luca Bell and his family, of Launceston, were announced as the recipients of the \$10,000 Sony Foundation Children's Holiday Camp Grant. The family were overwhelmed with the news. The annual grant, which is now in its second year, is awarded to a family from the Holiday Camps Program who is in need of further respite. Families are nominated by the camp schools that hosted them and their teenage companions.

Luca was nominated by Launceston Church Grammar School, who hosted him at their Sony Camp in 2014. The Bell family will use the grant to purchase a portable Eyegaze communication device, which will allow Luca to operate a talking computer screen with his eyes.

The Northern Support School in Launceston, which Luca attends, have been instrumental in the process and are working with Sony Foundation to ensure the right equipment is purchased. We look forward to keeping you updated with news of Luca's progress.



Luca's parents Steve and Wendie were over the moon with the news of the \$10,000 grant



Luca and Georgie were on the front page of the Launceston paper, The Examiner

The fund has been set up so that each year, every year, a grant is awarded from the fund to a child and their family from the Holiday Camps Program. Participating camp schools nominate children in need of assistance for review by the Board, who make the final decision.

Last year, the grant was awarded to Brisbane boy, Jack de Rooy Harris.

The grant was used to purchase a specially modified van, which could fit Jack's 155kg wheelchair allowing him to leave the house without the need to plan and book special transport.



Jack with Denis Handlin AM, Chairman & CEO Sony Music Entertainment Australia and New Zealand and President Asia and Sony Music artist Delta Goodrem

Celebrating our \$20 million milestone

Corporate Partners and supporters come together for an evening of thanks

Sony Foundation's Corporate Partners, supporters, donors and charity partners joined together on Wednesday July 15, for an evening of celebration and entertainment, as we recognised reaching our \$20 million milestone.

The annual Corporate Partners' Evening was the perfect time to mark this remarkable achievement – raising \$20 million for youth-focused causes since the Foundation was established in 1999. Hosted by Sony Foundation ambassador Sam Armytage, the evening showcased the Foundation's achievements over the past year and allowed us to thank our valued Corporate Partners who make it all possible.

The night included a special announcement – the winner of the Sony Foundation Holiday Camps Grant. Sam shared with guests the remarkable story of Luca Bell (for more on Luca, see page 4). Sony Music artist and Sony Foundation ambassador, Stan Walker, performed tracks from his hit album, Truth and Soul, including 'Signed Sealed Delivered' and 'I Gotta Woman'.

The highlight of the evening was a speech from aspiring rapper Paz Riley, from Musicians Making A Difference (MMAD), an organisation supported by Sony Foundation. Paz spoke of her battles with homelessness and addiction, and how MMAD has helped her turn her life around over the past three years.

Through her involvement with the amazing team at MMAD, Paz has given up drugs, found a home, landed a full-time job and is now mentoring at-risk young teens. Paz also joined Sony Music artist Stan Walker on stage during his performance bringing down the house with her rapping skills.



MMAD's Paz Riley with Sony Music artist Stan Walker

Perhaps the thing I admire most about Sony Foundation is its ability to bring together business and charity in a seamless way. With the support of you – an incredible network of Corporate Partners – and the Sony Group of companies, we are making real and lasting change to the lives of young Australians.

– Sam Armytage, Sony Foundation ambassador



Welcome to our new Corporate Partners

Sony Foundation's Corporate Partners are vital to the Foundation's drive and success. Their shared belief in our vision is so important, and we thank them all for believing in Sony Foundation and all that we strive to do. We would like to welcome our new Corporate Partners on board – companies and organisations who are excited by the work that we are doing and are playing a part in our mission. We would like to welcome the following recently returning and new partners:

- Qantas (Rainbow Corporate Partner)
- Toll IPEC (Gold Corporate Partner)
- Centium Software (Silver Corporate Partner)
- Schiavello (Silver Corporate Partner)
- Willard Public Affairs (Silver Corporate Partner)

Remember, Corporate Partners receive priority booking to Wharf4Ward tables.

Denis Handlin AM, Chairman & CEO of Sony Music Entertainment Australia & NZ and President Asia, Sony Foundation Chairman Jim Dwyer OAM and Nick Eddy



Sony Foundation ambassador Sam Armytage



Damian Eales (News Corp), Sony Foundation CEO Sophie Ryan, Andy Ruwald (The Bucket List), and Anthony Minichiello



Jackie Wilkins and Sarah-Jane Wilson



Sony Computer Entertainment Managing Director Michael Ephraim with Claire Salvetti (One Green Bean), Jo Quintanicho (Sony Computer Entertainment) and Carl Ratcliff (One Green Bean)



Sam Armytage, Sony Foundation CEO Sophie Ryan and Channel Ten's Angela Bishop



Former Sony Australia Deputy Managing Director Vincent Yip, JB Hi-Fi General Manager Bruce Theirbach and DigiDirect Managing Director Shant Kradjian



Jacob Neale from TDP (Talent Development Project)

Special thanks to our event sponsors: Vittoria, Magdalena Photography, Fox Gordon and The Landings, Peroni, Fourth Wall and InterContinental Double Bay

Sony Foundation City2Surfers - Winners all round

Holiday campers, Sony supporters and friends join the fun run

On Sunday August 9, 50 Holiday Camp children, friends, families and Sony Foundation supporters braved the chilly morning to join Sony Foundation for the City2Surf. The team were given a motivational pep talk from Sony Foundation Ambassador and City2Surf veteran John Eales, before a BBQ breakfast and heading off to the course for an action packed day.

A remarkable \$15,800 was raised in support of Sony Foundation's Children's Holiday Camp Program. Congratulations to our top fundraisers Rory Piper and Michael Meagher!

Special thanks are extended to John Eales for motivating the team, Shore School for generously hosting the pre and post race activities and Knox Grammar School and St Ignatius' College Riverview for donating their buses for the day.



Anne, Gracie and Tom Masi



Clint Willoughby, Rob Jewell (pushing Ben Galbraith) and Tom Jewell.



The Murphy and Thompsett families, who paired up for City2Surf, with Sony Foundation Ambassador John Eales

Anthony Minichiello dinner raises \$88,000 for Holiday Camps

Tribute dinner in a league of its own

On Friday, May 22, rugby league legend Anthony Minichiello hosted a Tribute Dinner with an incredible line up of rugby league stars to raise \$88,000 for the Sony Foundation Children's Holiday Camp Program. The Tribute Dinner, held at Ivy in Sydney, celebrated Anthony's incredible career at the Sydney Roosters.

All proceeds from the live auction were donated to the Holiday Camps. Philip Dean, whose daughter Shelby suffers from autism and has been on a Holiday Camp, addressed the crowd and spoke of the importance of the program. Anthony had spent time with Shelby and two other children from the Holiday Camps as they visited a Roosters training session in the week leading up to the event. It was a wonderful morning for the children, who had the chance to get up close and personal with Anthony and the team. The morning left quite an impression on Anthony as well, which he reflected on at the event.

The Tribute Dinner, which was hosted by Channel Nine's Karl Stefanovic, also featured a panel with Luke Ricketson, Craig Fitzgibbon and Brett Finch; keynote speaker Alan Jones; performances from Sony Music artists Samantha Jade and Nathaniel and an intimate Q&A with Anthony himself. All funds will be directed to the Holiday Camps, which are hosted at high schools around the country and see year 11 and 12 students take on the full time care of children with special needs, providing the parents and families of the children with valuable respite.

This year, Sony Foundation will fund 28 holiday camps around Australia, providing respite free of charge to the families of more than 600 children with special needs.



The Roosters team meet the children



Anthony Minichiello, Callum Casey, Shelby Dean and Kate Chadwick



Anthony speaks with MC, Karl Stefanovic



Shelby's father Philip Dean told guests what it was like to raise a child with severe disabilities



Terry Biviano, Sony Music artist Nathaniel and Anthony Minichiello

SoundPoint Report

"The lives of many are better for SoundPoint being here"

As always, it has been a busy few months for the team at SoundPoint, the youth and community centre in Ipswich run in partnership between Sony Foundation and The Salvation Army. There have been a variety of different activities taking place in the centre, including the Alternative Education Program, Musicians Making A Difference (MMAD) Street Dreams dance group and the expanding Work for the Dole program. All of these programs are focused on community engagement and services.

The last term has been very productive for the students engaged in this Alternative Education Program, with the teachers increasing student productivity and enabling more students to achieve the necessary requirements for their year level.

The Street Dreams program, run by MMAD at SoundPoint, climaxed last term with a huge showcase at the Ipswich Civic Centre, it included performances from dozens of talented young dancers and musicians with more than 200 people attending the special event.

The Cafe Work For The Dole Program is also going from strength to strength, with more funding secured for the year ahead. We are excited about the success and growth of this program so far, as it has led to increased confidence and skills in the people involved. Knowing they are more employable because of the support received has been a great help in securing jobs.

SoundPoint

The Salvation Army and Sony Foundation Youth and Community Centre



Students from Goodna, Bundamba & Forest Lake Street Dreams



MMAD and Salvos SoundPoint staff at a showcase at the Ipswich Civic Centre

And of course, the school holiday programs remain as popular as ever. A group of children watched Penguins of Madagascar together in the 'Sony Space', providing a great option for parents who are unable to afford a film at the cinema. The addition of a Scavenger Hunt into the Holidays Program was a hit, with 17 young people taking to the streets of Goodna to track down their clues. Thank you to the amazing Salvation Army team on the ground at SoundPoint, who are constantly doing amazing work with a community left devastated by the floods of 2011.

“

We are confident that the work we do in young people's lives has meaning and value and that the lives of many are better for our being here.

– John Williams, Team Leader at SoundPoint

”



Students from MMAD's Sound Foundation program on the Gold Coast also perform at the Street Dreams showcase.

Volunteer Spotlight!

We meet some of Sony Foundation's star supporters



JOY MANGELSDORF, SONY AUSTRALIA

Joy is a master volunteer, helping out at countless events as well as cooking Christmas feasts and helping out on the Food Van.

Why do you volunteer for Sony Foundation?

I am passionate about the work they do and have personally been in a situation with my own family where I know the need for a hospital for young people. I am driven to help where I can as I strongly believe in the work the Foundation is doing.

What's your favourite Sony Foundation event?

Wharf4Ward would have to be my favourite event.

Sony Foundation's staff engagement program, Connect, allows our Corporate Partners and Sony Companies to get involved with our charity programs. This can range from volunteering at events, helping out on the YOTS food van or performing at a hospital through Operation: Acoustic.

What's the best thing you have experienced while volunteering?

I have seen so many wonderful things volunteering – the wonderful appreciation the homeless people show you when you take the food van out, the inspirational speeches young cancer patients make and the strength and determination they show; and the wonderful rapport the school students build with a child with special needs.



GRAEME MOORE AND PETER FRAMPTON, DHL

Graeme & Peter are Team Leaders on the Youth Off The Streets Food Van, regularly guiding the teams of Sony Foundation volunteers.

Why do you volunteer for Sony Foundation?

Graeme: It is a really good set up that Sony have, and once given the opportunity to volunteer, I found

sense of helping others but mostly chatting with the folks on the street and doing what we can to give back and make that little bit of difference.

Peter: Meeting new people whether it being other volunteers or the people we feed through the food van, everyone is always friendly and appreciative and I think they enjoy having a chat and we love hearing the stories they have to tell.

What's the best thing you have experienced while volunteering?

Graeme: Other volunteers enjoying the experience and making inquiries if they can get more involved. The most inspiring is seeing and hearing how polite and charming the people are we are helping.

Peter: The best thing is seeing how many other people are out there doing the same thing. One night when we were about to pack up, two young women turned up and asked if anyone wanted pizza. They had gone to a pizza shop and bought about 20 pizzas and were driving around handing them out to homeless people. I thought that was pretty cool.

that there are people in our society that aren't always as lucky and really depend on the Food Van service and look forward to a hot dinner.

What's your favourite Sony Foundation event?

Graeme: My favourite part is working with the food van, with other volunteers and seeing and feeling their good



DORIETTE MCIVOR-STONE, FREMANTLEMEDIA

Doriette is a wonderful and committed volunteer. Doriette stops at nothing to get the job done and the funds raised.

Why do you volunteer for Sony Foundation?

I volunteer for the Sony Foundation because quite honestly it is such a worthwhile cause. The Sony Foundation is so committed to its success and are truly innovative in their fund raising efforts. They make such a huge, unmistakable difference.

What's your favourite Sony Foundation event?

My favourite event is Wharf4Ward. I love interacting with all the other volunteers and meeting all the family and friends of those that the Sony Foundation have assisted.

What's the best thing you have experienced while volunteering?

The best thing is seeing the strength and determination of those directly affected by cancer. It is just so inspiring to see firsthand.

Supporter Spotlight!

Sony Foundation are pleased to welcome Centium to our Corporate Partner program



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