

SHOUT

BRISSY4WARD SETS NEW FUNDRAISING RECORD

DAVE GROHL

HOSTS BBQ LUNCH

YOUTH HUBS

THRIVING ONE YEAR ON

BROCK WILLIAMS'

1,000 KM BORDER RUN

 **SONY
FOUNDATION
AUSTRALIA**

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YOU ARE INVITED!

Sony Foundation will host four exclusive events in 2024



WHARF4WARD

Sydney

21 March



RIVER4WARD

Melbourne

30 May



BRISSY4WARD

Brisbane

August

and introducing...

SONY FOUNDATION ADELAIDE LUNCH

Adelaide Oval

18 October 2024

To enquire about attending or supporting as a partner of Sony Foundation, please email info@sonyfoundation.org.au

A MESSAGE FROM OUR CHAIR AND CEO

Dear Partners and Supporters,

Week on week, Sony Foundation will receive heartfelt emails from families who have been part of the 'You Can Stay' accommodation program. Sometimes they have recently checked in, and others are months into what can only be described as a terrifying and lonely journey watching their child go through unimaginable pain and suffering whilst being far from home.

These families in their darkest hour, manage to weave together a raw letter of thanks for the accommodation Sony Foundation has provided to them, at no cost, whilst their child undergoes treatment in a major city. As they paint a picture of the trauma, they also describe the profound impact that having a home away from home has meant for them. These emails, these stories, are what drive our purpose to ensure we not only sustain but grow our programs to support as many young Aussies as possible.

The data and the feedback from our You Can Stay accommodation program over the last three years has confirmed that this program improves access to cancer treatment and improves the experience for young people,

and their families, travelling from regional areas. Because of this, Sony Foundation's Board of Directors have backed a decision to increase the eligible patient age range from 15-25 to up to 29 years, meaning in 2024, Sony Foundation will almost double the number of regional cancer patients and their families that are provided with free accommodation.

With the support of our dedicated Media and Corporate Partners, and philanthropic donors, Sony Foundation has ambitious plans to raise significant funds this year with a fourth major event added to our calendar, set to take place in Adelaide.

We look forward to collaborating, and celebrating, as we continue to make a real and tangible difference in the lives of young Australians doing it tough. ●

As always, our genuine thanks,



Cathy O'Connor

*Chair, Sony Foundation
CEO & MD, oOh!media Pty Ltd*



Sophie Ryan

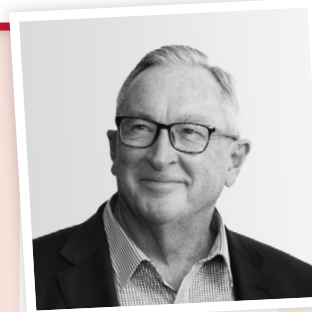
CEO, Sony Foundation



Damian Trotter

Board Director

Sony Foundation welcomes to the Board of Directors, Damian Trotter, Managing Director of Sony Music Publishing Australia and New Zealand, since 1992. With Damian's longstanding career in the music industry, and current roles as Deputy Chair of the APRA Board, Director and former Chair of the AMCOS Board and Director of AMPAL, he brings a wealth of entertainment and business networks to help fuel the Foundation's ambitious fundraising and growth plans.



Brad Hazzard

Board Director

Former NSW Health Minister, The Hon Brad Hazzard, has been appointed to Sony Foundation's Board of Directors. During Brad's time as NSW Health Minister, he advocated the importance of public, private and philanthropic partnerships to address major social issues including support for two You Can Centres which were opened in Sydney adult hospitals. Brad brings vast knowledge and invaluable insight into delivering public health services and government relations to the Sony Foundation Board.



A huge SHOUT OUT to our Corporate Partner OMD for designing this issue.



A CHRISTMAS BEFORE CHRISTMAS

Christmas came early as more Sony Foundation's Children's Holiday Camps were held at high schools and universities across Australia in November and December.

1,100+ volunteer high school students trained to take on the primary care of a child with disability for the multi-night camps, giving the children a holiday of a lifetime, and the parents and families of these children, access to free critical respite.

The Children's Holiday Camp program, which was attended by over 550 children with disability in 2023, is made possible thanks to funding from Sony Foundation and support from volunteer nurses, doctors and teachers within the participating school communities. Campers are supported to engage in inclusive and often new activities and provided with opportunities to make new friendships.

Thank you to the employees from Sony Australia, Sony Interactive Entertainment, Sony Music Entertainment, Sony Music Publishing who visited the Camps to deliver Christmas presents for campers to make their experience extra special. ●

“ It is hard to be the best version of yourself and parent, when you are running on empty. This respite (Sony Foundation Camp) has enabled me to genuinely relax, recoup and partfill my cup, so that I am recharged a little to be able to keep on going, and hopefully be a more energetic and engaged mum again. Thank you, from the bottom of my heart.”

– Julie, single parent of camper



Sony Foundation Camps light up the sky with PlayStation

Sony Camper, Saskia Howell, launched the Darling Harbour Christmas Fireworks in Sydney as part of a special event by PlayStation and Placemaking NSW to support Sony Foundation's Children's Holiday Camp program.

Saskia, aged 10 from the North Shore, was diagnosed at birth with Kabuki Syndrome, a rare congenital disorder and attended her first Sony Foundation camp at Sydney Church of England Grammar School ('Shore School') in partnership with Pymble Ladies' College in December. The public was encouraged to donate to Sony Foundation, to go into the draw to win the opportunity to launch the fireworks in the lead-up to Christmas and to take home a PlayStation®5 console.

SCAN THE QR CODE TO WATCH SEVEN NETWORK'S 'SUNRISE' STORY





Brissy breaks all the records

For a small, but mighty crowd of 350 guests, Sony Foundation's Queensland supporters united to raise a record-breaking **\$895,000** for young people with cancer.

The star-studded event was attended by Australian sporting legends including **Johnathan Thurston AM**, **Giaan Rooney OAM**, **Cate Campbell OAM**, **Mollie O'Callaghan OAM**, **Ian Healy AM** and **Michael Kasprowitz** with guests treated to epic performances by Sony Music Group Artists, Queensland favourites, **Busby Marou**, Australian Idol winner, **Royston** and music royalty **Daryl Braithwaite**.

Celebrity hosts of Brissy4Ward included *International Quarterback's*, **Giaan Rooney OAM**, *Seven Network's* **Sharyn Ghidella**, **Max Fitcher**, **Kendall Gilding**, **Kimberley Busteed**; *Nine's* **Melissa Downes**, **Andrew Lofthouse**, *Kiis 97.3's* **Robin Bailey**, **Terry Hansen**, **Kip Wightman**; and *NOVA 106.9's* **Ash Bradnam**, **David "Luttsy" Lutteral** and **Susie O'Neill AM**.

Shout out to our Event Partners who generously supported: Aperol Spritz, Asahi, Crystalbrook Vincent, DHL, Fox Gordon, GH Mumm, Howard Smith Wharves, Oasis Cruising, Quest Apartment Hotels, Reidel, Santa Vittoria, Spicers Scenic Rim, Suncorp Stadium, The Content Division, The Music Box, Trip A Deal, United Airlines. ●



L-R: Giaan Rooney OAM, Sony Foundation Ambassador and Kirsty Lester, youth cancer patient.



L-R: Ali Longhurst, Kip Wightman, Robin Bailey, Ange Anderson, ARN.



L-R: Cate Campbell OAM, Sally Collett (You Can Champion), Mollie O'Callaghan OAM and Daryl Braithwaite.



Daryl Braithwaite, Sony Music Group Artist.



L-R: Max Fitcher and Sharyn Ghidella, Seven Network.



L-R: Andrew Lofthouse and Melissa Downes, Nine.



L-R: Ian Healy AO and Michael Kasprowitz.



L-R: Ash Bradnam, Susie O'Neill AM and David 'Luttsy' Lutteral, NOVA Entertainment.



L-R: Martina McGrath, Patrick McGrath and Guest.

Kirsty's Standing Ovation

At only 19 years old, Kirsty Lester has faced a cancer diagnosis twice, having to leave behind her life in Gladstone to access cancer treatment in Brisbane that simply could not be provided closer to home.

Kirsty defied all the odds only nine days after major surgery, to attend Brissy4Ward and deliver her heartwarming speech, with her partner, mother and brother by her side. Her strength and resilience inspired a standing ovation.

Kirsty said, "I've been in the adult hospital, sharing a room with 40 and 50-year-old men...and that feels very scary to me. That's why I've been so grateful to the Sony Foundation for its You Can Stay program.

"We wouldn't be able to afford the amount of accommodation that I would have needed. It has taken enormous pressure and worry away from me and my family, letting us just concentrate solely on treatment." ●



Royston Noell, Sony Music Group Artist.



L-R: Skye Leckie OAM and Melissa Hoyer.



L-R: Johnathan Thurston AM and Molly Dawson (You Can Champion).



L-R: Kimberley Busteed and Skye Leckie OAM.



Innovative partnership to support children with cancer

Generations of West Australians have grown up with Channel Seven Telethon Trust's ('Telethon') 'Telethon Weekend', Australia's most successful broadcast fundraiser. Thanks to the community's generosity, Telethon has had a major impact on the health and well-being of Children of Western Australia.

Sony Foundation has been generously awarded a grant for a vital pilot program to launch exclusively in Western Australia to support children with cancer.

Expanding on Sony Foundation's successful 'You Can Stay' accommodation program, this critical service will now offer free accommodation for regional families with a child aged 0-14 needing cancer treatment at Perth Children's Hospital.

Thanks to You Can Stay accommodation partners, including Quest South Perth Foreshore, families will be able to leave the hospital and stay in a home away from home to help with addressing the huge emotional and financial burden they face.



"By staying close to the hospital, more patients will be able to become outpatients, and in doing so, have some respite from the hospital and quality family time in a normal living environment. It means we will be able to ensure these children get the best health care whilst having essential family support around them to give them the best chance of survival and recovery in the long term," said Liz Darch, A/Coordinator of Nursing Oncology/Haematology at Perth Children's Hospital.

Thank you to our partners at Telethon, Quest Apartment Hotels and Perth Children's Hospital for collaborating on this pilot program. ●



PROUDLY SUPPORTED BY
telethon 7



YOU CAN STAY MILESTONE

Since launching,
You Can Stay has funded

21,000+
nights of accommodation

for
440+
regional youth cancer patients,
and their families.

Bridging the health equity gap

In September 2023, Sony Foundation announced the expansion of the 'You Can Stay' accommodation program, increasing the patient eligibility age from 15-25 years to up to 29 years. This will see the number of regional and rural patients supported by the program likely to double in 2024.

Sophie Ryan, CEO, Sony Foundation Australia, said the expansion of the program to support patients up to 29 years, was an essential next step. *"This is a health equity issue. Adolescent and young adult cancer patients are commonly diagnosed with*



rare, complex and aggressive cancers requiring specialised treatment in city hospitals. We know there is a growing demand for accommodation from patients in the young adult age range, a lack of services to meet their needs and an insufficient government accommodation subsidy provided to patients. You Can Stay fills this gap in care by giving patients and their families access to free accommodation close to their treating hospital. This You Can Stay program plays an integral role in improving the survival rates of regional youth cancer patients by ensuring access to lifesaving treatment," said Ms. Ryan.



Emma's home away from home



At age 24, Emma's life was turned upside down days after donating blood when she was diagnosed with early Acute Lymphoblastic Leukaemia. Emma had no option but to relocate five hours from Wagga Wagga, where she was studying at university, to Sydney for treatment. Emma, and her family based in South Australia, were faced with bouncing between staying with extended family and at hotels, until they were introduced to Sony Foundation's You Can Stay program.

Emma said, *"To know we had a long-term place to call home relieved all the stress, not to mention the financial and emotional burden of continued relocation. The team at Quest North Sydney became like family, they always went above and beyond to ensure we felt supported and comfortable."*

"I can't express how grateful I was to be able to have somewhere I could call my own to administer chemotherapy drugs, shave my head when my hair fell out, cook homecooked meals, undergo an IVF cycle and hermit away in privacy. My room in Quest had seen it all. Having my partner and family with me was imperative in my treatment and recovery and it was all made possible by You Can Stay."

Sony Foundation, in partnership with Quest Apartment Hotels, were able to provide more than 230 nights of accommodation to Emma, her partner and her family at no cost while she underwent eleven months of treatment, multiple rounds of chemotherapy, radiation and a stem cell transplant. ●





Sony Foundation Scholarship Recipient, Sean.



L-R: Sony Campers Sophia and Isabella, and Samantha Armytage, Sony Foundation Ambassador.



Chanel Loren, Sony Music Group Artist.



Sophie Ryan, CEO, Sony Foundation.



L-R: Vanessa Picken, Director, Sony Foundation; Sophie McGill, Todd O'Mara; and Natalie Bassingthwaite, Ambassador, Sony Foundation.



L-R: Mark Muller, Editor, OUTBACK Magazine; Dr David Rosengren, Director, Sony Foundation; Leanne OAM, Former Director, Sony Foundation; Chris White, Former Director, Sony Foundation.

Celebrating the year that was

Sony Foundation celebrated with our network of generous partners and supporters who made our youth programs possible in 2023 at an exclusive Cocktail Party held in November.

Hosted by Sony Foundation ambassador, [Sam Armytage](#), highlights from the night included:

- 20-year-old recipient of the Sony Foundation-funded [Youth Off The Streets](#) Scholarship, Sean, who performed his original song 'Scared';
- Mother and single parent of three children with disability, Elizabeth, who shared the incredible impact of Sony Foundation's Children's Holiday Camp Program in their lives;
- 22-year-old Ivana, who spoke about the role Sony Foundation's You Can Centre had in her cancer journey;
- Fresh off her recent ARIA Nomination for Best Soul/R&B Release, [Sony Music Australia](#) artist Chanel Loren performed.

SHOUT OUT to Sony Foundation's production partner [The Music Box](#) and event partners [Aperol Spritz](#), [Asahi Super Dry Australia](#), [Beta Events](#), [Fox Gordon](#), [G.H.MUMM](#), [Santa Vittoria Acqua Minerale](#), and Ashlea Milinkovic. ●



Samantha Armytage, Ambassador, Sony Foundation.



The Whiting Family, beneficiaries of Sony Foundation's Children's Holiday Camp program.



L-R: Sony Foundation Board Directors: Yuzo Otsuki, Cathy O'Connor (Chair), Peter Ayling (Secretary), Goncalo Fialho, Vanessa Picken, The Hon Brad Hazzard.



Ivana, You Can Champion.

Illuminating young lives

Throughout 2023, young people in the Musicians Making A Difference ('MMAD') 'Catch a Falling STAR (Special, Traumatized and At-Risk)' Program, funded by Sony Foundation, emerged from the shadows of adversity, empowered with the tools and resilience to navigate life's complexities.

Josie* came to MMAD navigating the complexities of foster care, a profound sense of self-doubt, persistent nervousness, and challenges in establishing meaningful connections with both family and friends.

Engaging in goal-setting sessions facilitated by MMAD, Josie embarked on a remarkable journey of personal growth and resilience. Josie gained employment, independent living with her sister, and emerged as a leader within the MMAD community by actively organising social functions beyond the MMAD programs, fostering meaningful interactions and connections and embracing her newfound confidence.

Importantly, Josie has learned to connect with others through shared interests rather than bonding over shared traumas. This shift has been instrumental in her ability to engage in more profound and meaningful relationships.

Congratulations to Josie all the MMAD STAR Graduates from 2023.

*Name has been changed for confidentiality reasons.



Youth Hubs Thriving One Year On

One year on from the official opening of the Sony Foundation-funded BackTrack Youth Hubs in Tenterfield and Macksville, there is lots to celebrate. Almost 200 young people engaged in programs operating from the Youth Hubs, with over 250 training outcomes achieved.

A formal training program to give youth the practical skills to safely support communities after fires and floods was delivered and in September 2023, their new skills were put to the test for the first time when fires once again swept through Tenterfield, burning more than 35,000

hectares. BackTrack's young people supported farmers and properties in the area long after the emergency services had gone home.

These Youth Hubs were funded by Sony Foundation's grant of \$450,000 to BackTrack Youth Works, made possible from the proceeds of the charity album following the 'Fire Fight Australia - Concert for National Bushfire Relief'. The album was produced by Sony Music Entertainment Australia, in partnership with TEG, and debuted at Number 1 on the ARIA albums chart. ●

4

young people diverted from incarceration.



14

young people received their L Plates and one their P's.



8

young people completed Rural Fire Service.



12

young people received filmmaking & radio training.



SLEEP BETTER

knowing you have helped someone else sleep better



Purchase a set of Sony Foundation's 'Sleep Exchange' pyjamas and **100% of proceeds will go towards providing nights of accommodation for regional youth cancer patients and their families**, while accessing lifesaving treatment in a city hospital.

Purposeful ways to support Sony Foundation's Sleep Exchange pyjama fundraiser:

- Client Gifting
- Conference Gifting
- Employee Fundraising Events

Available for individual purchase or a corporate bulk buy.

PURCHASE OR GIFT NOW FOR \$40

Scan here to purchase an **individual set**:



Scan here to purchase a **bulk order** for your business:



SUMMIT THE HIGH COUNTRY WITH US

Grab your colleagues, friends and family and join Sony Foundation for a long weekend of adventure with purpose.

Over a three-day long weekend, you can summit three peaks in NEW SOUTH WALES or VICTORIA with members of Sony Foundation's media, corporate and philanthropic communities.



New South Wales

Get ready for the opportunity of a lifetime as we tackle three of NSW's highest peaks: **Mt Kosciuszko, Etheridge Ridge and Rams Head North** in just 7 hours!

This 3-day, 2-night trip is the perfect opportunity to get fit and enjoy the wonderful alpine scenery that the Kosciuszko National Park has to offer. All the while, you'll be raising money for your favourite charity and completing a once-in-a-lifetime trip with fellow adventurers.

Victoria

Trekking through ash forests and towering snow gums, you'll make your way up **Mt Timbertop, Mt Stirling, and Mt Buller**, seeking wildlife and a diversity of flora along the way.

Cheered on by your fellow teammates, you'll end the adventure full of pride for completing your challenge - and making a difference to worthwhile causes.

Trip duration	Challenge duration	Challenge grade	Departure	Accommodation	Cost
3 days	1 day	3/5	Q1 or Q2 2025	Ski lodge, twin-share	\$1,000 / person

Fundraise a minimum of \$2,500 to support our You Can Stay program.

Scan the QR Code for more information:



Out & About

With our Ambassadors and Supporters

Dave Grohl

Following the Foo Fighters' sold-out show in Sydney, sixteen-time Grammy-winner Dave Grohl, and some of the team from [Sony Music Entertainment Australia](#) hosted a BBQ lunch for disadvantaged youth supported by [Youth Off The Streets](#).

Dave not only served lunch, but graciously spent time with many of the young people who attended. Knowing that one of the world's biggest rockstars could take time out of his insanely busy schedule to let these young people know that they matter, touched the hearts of many.

Sony Foundation's Youth Off The Streets Food Van for the homeless operates in Sydney every night thanks to volunteers from the Foundation's Corporate Partner network. ●



Royston Noell

Ahead of Brissy4Ward 2023, Australian Idol winner and Sony Music Artist, Royston Noell, dropped by the Brisbane 'You Can Centre' to chat with adolescent and young adult cancer patients and survivors, bringing a bit of star power into their day.

You Can Champion, Molly, said, "It's so nice that other people are aware of what Sony Foundation is doing, and happy to give their time and be part of the community. Not just people with cancer." ●



Venice Qin

Sony Music Entertainment artist, Venice Qin, paid a special visit to the Musicians Making a Difference STARS on their Graduation Day from the 'Catch A Falling STAR' program. Venice shared with the STARS her personal and professional journey in the

music industry and how music has been her constant source of strength. Being vulnerable with her own experiences, she reminded the young STARS,

"Life can get super hard, and it's easy to feel alone. But I'm here to tell you, you are not alone." ●



Out & About

With Our Community Fundraisers

Brock Williams completes 1,000 km

A massive congratulations to Brock Williams who ran over 1,000 km from Adelaide, South Australia, to Rosedale, Victoria in 17 days in honour of his friend, Xavier, who has been supported by Sony Foundation's 'You Can Stay' accommodation program while undergoing cancer treatment in Melbourne.

More than 100 people joined Brock at Rosedale Hotel to cheer him over the finish line and to celebrate him raising



over \$30,000 for the program. "It will certainly make a difference to the next person who is from the country and has to stay in the city while they're having treatment," said Xavier. ●



City2Surf

A huge thank you to the staff from [Sony Music Australia](#), [Sony Pictures](#), [Sony Australia](#), Crossmark Australia and the students from the Sony Foundation Camps partner schools around Sydney, who joined Team Sony Foundation in the City2Surf fun run, raising nearly \$10,000!

A special thanks to Sony Foundation supporter, 'Super Rory', leading the way for the team, personally raising over \$5,300! Super Rory has run City2Surf three times, raising nearly \$20,000 for



Sony Foundation's Children's Holiday Camp Program. "I love doing City2Surf and raising funds for Sony Foundation, as it gives families and campers access to such an amazing experience - as well as it gives Year 11 & 12 students an eye-opening volunteering opportunity," said Super Rory. ●



Bridge To Brisbane

SHOUT OUT to the amazing teams at [Quest Cannon Hill](#) and [Quest Moonee Valley](#) who came together to participate in the annual [Bridge to Brisbane](#), Queensland's largest annual fun run, raising funds for Sony Foundation's 'You Can Stay' program.

Making their way around the course as "The Clean Team", they raised over \$2000.

Cambell Lee, Business Owner at Quest Cannon Hill, a partner in the You Can Stay program said, "We had a great day and managed to get everyone across the finish line with plenty of time to spare!" A huge thank you to the team and to everyone who contributed to their fundraising efforts. ●

If you have an idea to bring your community together in support of Sony Foundation, please contact us at: info@sonyfoundation.org.au

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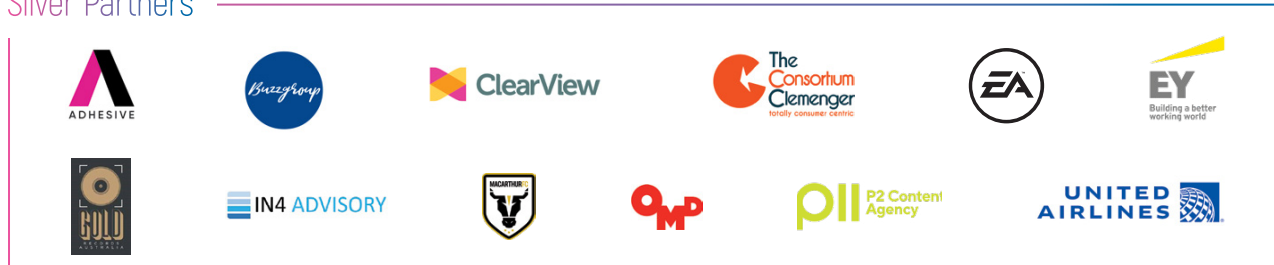
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Gold Partners



Silver Partners



Supporting Partners

Sony Foundation Australia is the charity arm of the Sony Group of Companies.

