

SHOUT

SONY CAMP THE MOST PRECIOUS GIFT

**PREMIER OF
NSW**
OPENS FIFTH
YOU CAN
CENTRE

**4WARD EVENTS
RETURN!**

 **SONY
FOUNDATION
AUSTRALIA**

EVERYONE DESERVES TO HAVE THEIR FAMILY BY THEIR SIDE AS THEY UNDERGO CANCER TREATMENT



1/3

CANCER PATIENTS

of youth cancer patients come from a regional or rural area. For them, the burden of cancer is disproportionately heavy

59

AVERAGE STAY

the average number of nights a regional youth cancer patient stays in city hospital for treatment

\$10,339

AVERAGE COST

the average cost of accommodation a regional youth cancer patient's family pays for a self-contained apartment in the city.



HELP US ALLEVIATE THE EMOTIONAL AND FINANCIAL STRESS FOR REGIONAL YOUTH CANCER PATIENTS.

EVERY \$100 DONATED = ONE NIGHT OF ACCOMMODATION FOR A REGIONAL YOUTH CANCER PATIENT.

PLEASE DONATE VIA THE QR CODE.

ALL DONATIONS ARE 100% TAX DEDUCTIBLE.

FIND OUT MORE AT WWW.SONYFOUNDATION.ORG/YOUCANSTAY



A MESSAGE FROM OUR CHAIR AND CEO

Dear Partners and Supporters,

Sony Foundation is an organisation truly greater than the sum of its parts. Driven by passion, guided by its mission, and committed to purpose, we are dedicated to delivering impactful outcomes to young Australians in need.

Thanks to your continued and generous support, Sony Foundation had a significant positive impact on the youth of Australia, making 2022 one of our best years to date; doing better together.

In 2022, over \$1 million in free accommodation was provided to 120 regional youth cancer patients through our You Can Stay program; 24,000 hours of foundational disability training was provided to nearly 800 high school and university students through our Children's Holiday Camp program; Sony Foundation's fifth You Can Centre opened in Sydney; and over 3,000 young Australians affected by the Black Summer Bushfires accessed Sony Foundation's Youth Resilience Hubs.

We would not be able to have achieved this impact without your generosity: our media and corporate partners; donors; ambassadors; event sponsors and volunteers. This support provides the backbone of the Foundation. Sincere thanks to you all, for showing up and standing by us.



Michael Fuller APM
Outgoing Director 2021 – 2022



Mark Fennessy AM
Outgoing Director 2018 – 2022

With thanks from the Chair and CEO

On behalf of the Board Directors, thank you to Mark Fennessy AM and Michael Fuller APM for their incredible dedication to Sony Foundation.

Mark Fennessy AM during your six years as a Board Director, your strategic guidance was pivotal in shaping the long-term vision of the Foundation. Thank you for your generosity and brilliant commitment to supporting vulnerable young Aussies, particularly through our You Can initiatives.

Mick Fuller APM your input over the year as a Director, was greatly impactful. Thank you for mobilising your vast networks and sharing great wisdom in ensuring Sony Foundation delivered on its mission of supporting young Australians in need.

We look forward to continuing to have both of your invaluable support of Sony Foundation.

It is with delight that we welcome the return of 'SHOUT' Sony Foundation's biannual magazine.

As we come together again in 2023 to support and lend a 'hand up' to vulnerable young Australians through the shared spirit of collaboration, we hope this '2022 Bumper Edition' of SHOUT acts as a springboard of inspiration; celebrating the social impact and positive emotion created together.

We look forward to doing better together, with you, in 2023.

As always, our genuine thanks,



Cathy O'Connor

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



Sophie Ryan

CEO, Sony Foundation



Welcome Grace Quinn

Sony Foundation welcomes Grace Quinn as the new Events Manager, joining with a wealth of experience from her time at Premium Content Alliance and Connect Media.



The Holiday of a Lifetime



Sony Foundation's Children's Holiday Camp program, affectionately known as 'Sony Camp', was held in every state and territory in 2022; following COVID reduced operations in 2020 and 2021.

Over 450 children with disability and complex needs enjoyed the holiday of a lifetime at one of 20 Sony Camps, while their parents/carers accessed three nights and four days of free overnight respite care provided by more than 800 volunteer students from 33 high schools and universities. In 2022 the value of free respite care provided by Sony Camps to families across Australia equated to \$2.2 million.

The student carers stopped at nothing to ensure the Sony Camp experience was one to never be

“**Sony Camp is truly the best thing out there for a person like my son. He loved every moment. His speech and language abilities developed, as did his self-esteem and sense of purpose. He felt loved and cared for and had a tremendous amount of fun. My husband and I were able to truly rest knowing he was in such good hands”**

Parent of NSW Camper, 2022

forgotten with activities including archery, zoo visits, pony rides, school formals, discos, and even a visit to a crocodile park. In preparing for the camps, the student carers collectively completed approximately 24,000 hours of foundational disability training, with all of this time committed as volunteers. ●

SHOUT OUT to Schools and Universities who hosted Sony Camps in 2022

Anglican Church Grammar School (Churchie)
St Margaret's School for Girls

Bond University

Brisbane State High School
University of Queensland

Canberra Grammar School

Christ Church Grammar School
Methodist Ladies' College

Haileybury Rendall School

Launceston Church Grammar School

Majarlin Kimberley Centre for Remote Health at The University of Notre Dame
St Mary's College

Moriah College
Masada College
Emanuel College

Pymble Ladies College
Sydney Church of England Grammar School (Shore)

Sababa Melbourne (Flying Fox)

St Andrew's College, University of Sydney

St Joseph's College
Marist Sisters College
Loreto Normanhurst

St Laurence's College
Loreto College Coorparoo

St Peter's College
Wilderness School

The Cathedral College Rockhampton

The Illawarra Grammar School

Toowoomba Grammar School
The Glenie School
Fairholme College

Townsville Grammar School
Whitsunday Anglican School

The Most Precious Gift

An excerpt from Toni Davidson's speech at Sony Foundation's Corporate Partner Appreciation Evening 2022. Toni is the mother of Charlotte (8) and Emily (10) who were born with Down Syndrome and attended the Toowoomba Sony Camp in 2022, travelling from remote Queensland.

"I was determined to give my girls the Sony Camp experience.

Experiences are important. My girls need to know, to feel, that they belong, their self-worth must be huge.

My girls attended Sony Camp in September 2022 at Toowoomba Grammar School. The chance for our girls to make new friends and reconnect with old friends was wonderful...it was greater than the sum of all my fears.

As we arrived at Sony Camp, their teenage carers Julia, Sienna, Chloe and Ilsa greeted us, recognising our girls from photos. The student companions said that they felt they knew Charlotte and Emily and a little of what to expect. They had prepared themselves for constant vigilance.

Emily and Charlotte had a terrific time at Sony Camp, swimming, riding a pony, having a sleepover, slides, disco, and building, all with their peers. They were not the child with a disability at Sony Camp they were Emily and Charlotte.

For me - bliss. Saturday morning to Monday lunchtime. A time when my responsibilities were lessened. I enjoyed the time out.



Sony Foundation gave me a wonderful gift. The gift to Emily and Charlotte, is gorgeous. Chloe, Ilsa, Sienna, and Julia their student companions gave the most precious gift - their time.

Having teenagers as carers at Sony Camp is brilliant, they're not a parent, a teacher nor a therapist figure, they are a friend. They are the society of tomorrow who will ensure that our people are accepted, their vocations validated in our community at large." ●



Sony Camp in the Kimberley

Thanks to Broome's Majarlin Kimberley Centre for Remote Health at University of Notre Dame, St Mary's College and Channel 7 Telethon Trust, 16 children with disability were treated to a three-night overnight respite camp in Broome for the second year running. This regional camp continues to grow and make an impact in the community where there is a significant gap in respite services, a lifeline for families in the Kimberley.

“**Children with disability in remote areas face incredible challenges in accessing disability support services and social inclusion programs. The Broome Sony Camp provides an opportunity for the children to develop social independence and a sense of self and place in a safe and accepting environment.”**

Sophie Ryan
CEO, Sony Foundation

The Sydney You Can Centre at Chris O'Brien Lifehouse

was made possible thanks to a **\$1.5 million** donation from Sony Foundation, a contribution of **\$500,000** from the NSW Ministry of Health, and **\$186,000** from Chris O'Brien Lifehouse, who will also manage the ongoing specialist clinical care.

Our Home Away From Home

Annabel Peterson was required to travel from her home in Canberra to Sydney to access specialised cancer treatment that wasn't available closer to home. Annabel and her mother were provided with over 480 nights of accommodation through Sony Foundation's You Can Stay program.

"Before cancer, I was a year 10 student, with a boyfriend, in a premier league soccer team, I had two jobs, and had been accepted on the basis of academics to a college.

On the 26th of May 2021, I was told to get in the car and go to the hospital. I knew something was wrong when there were tears in my parents' eyes in the waiting room as they held each other's hands. Advanced Pre-B ALL leukemia was my first official diagnosis.

In 72 hours, I went from training at my favourite pitch and attending school in Canberra, to having to live in Prince of Wales Hospital for the foreseeable future. After my first intensive treatment block in hospital came the next task, moving out of the hospital and starting my second. What should've been a relieving time became increasingly stressful as we were trying to figure out where on earth we would stay.

We were then introduced to the You Can Stay program.

The age between 15-25 is awkward in the cancer world. You are too young to be treated in your home city, a majority of the time, yet you are old enough to be considered an adult which comes with further complications. The huge financial and emotional strain that was impending on my family now vanished when we were offered our own apartment in Sydney by Sony Foundation. This apartment was close to family, the hospital, and a park. We were able to build a community for ourselves with the workers and it became a much-needed safe space. And most importantly, they allowed dogs.

I spent much time in the hospital but there was also a significant amount of time where I was being treated in the outpatient ward. Our apartment became our home away from home. I had space for my artwork. I had the privacy to cry and scream when things got too painful and overwhelmed me. Mum was able to provide home cooked meals. We could also be a family when my Dad and Sister were able to visit.

Thank you, Sony Foundation, for all your support."



".....
The You Can Centre feels like a second home... Having somewhere for mum and dad to stay is unbelievable. To have treatment and for them to just come downstairs, it's been amazing having that support around me."

Brodie May, Youth Cancer Patient



Images of Sony Foundation's You Can Centre at Chris O'Brien Lifehouse. Pictured here (L-R) The Hon Dominic Perrottet MP, Premier of New South Wales; Gail O'Brien AO, Board Member, Chris O'Brien Lifehouse; Elliot Prasad, youth cancer patient; The Hon Brad Hazzard MP, Minister for Health, New South Wales; Sophie Ryan, CEO, Sony Foundation; and Bella, youth cancer patient with Premier Perrottet.

NSW Premier Officially Opens Sydney You Can Centre

18-year-old cancer survivor, Elliot Prasad assisted The Hon Dominic Perrottet MP, Premier of New South Wales, and The Hon Brad Hazzard MP, New South Wales Minister for Health, in officially opening Australia's largest 'You Can Centre' dedicated to 15 – 25-year-olds with cancer at Chris O'Brien Lifehouse, Sydney.

The fifth in the national network of Sony Foundation's 'You Can' youth cancer centres, it is the first to also include self-contained accommodation for regional and rural youth cancer patients and their families.

Designed as a social haven away from the wards, the You Can Centre is decked out with the latest Sony entertainment products, homely kitchens and dining spaces, areas for study, yoga, and an



".....
We understand the strain that travelling for treatment can place on regional families, so the additional accommodation support that the You Can Centre is offering will enable families to focus on treatment and recovery, with one less stress."

The Hon Dominic Perrottet MP,
Premier of New South Wales

outdoor space, to provide opportunities for young people to connect and support each other.

The You Can Centre will support Chris O'Brien Lifehouse in delivering specialist adolescent care, and supported accommodation for patients and their families. Importantly offering an alternative to in-hospital acute or supportive care.

With 1/3 of cancer patients in Australia living in a regional or rural area, accommodation in the city is critical so these patients can access life-saving treatment. The four apartments in the You Can Centre are part of the You Can Stay program providing free accommodation for patients, and their families, to reduce the financial and emotional stress that many endure when travelling for treatment. ●



Images of Sony Foundation's youth resilience hubs, built by BackTrack Youth Works, with wraparound support services and accredited work experience.

Youth Hubs in Regional NSW Provide a Lifeline Following the Bushfires

Sony Foundation, in partnership with BackTrack Youth Works formally unveiled Youth Hubs in two bushfire-affected NSW communities, constructed from shipping containers by many of the young people being supported in the program.

As part of Sony Foundation's Bushfire Resilience Fund, BackTrack Youth Works received \$450,000 from Sony Foundation to expand their grassroots youth program and build Youth Hubs in Tenterfield and Macksville, NSW.

“After the TV crews left, we wanted to make sure we were still supporting young people so terribly affected by the bushfires... It is incredible to think that music has the power to inspire such generosity to fund youth hubs that will last long after the ash is gone.”

Peking Duk,
Sony Music
Entertainment
Australia



SHOUT OUT

Special thanks for your support of Sony Foundation's Bushfire Appeal



Resourcefully constructed from shipping containers and designed in partnership with Sony Foundation's Corporate Partner, Valmont, who offered their design services pro bono to the project. The hubs will be a haven for these young people, each including a kitchen, Sony home entertainment tech including Smart TVs, Headphones and PlayStations, break-out spaces, and a creative studio for podcast and music production. All this and wraparound support services for practical

work experience, accredited training and employment opportunities.

The official Youth Hub openings featured two days of workshops for young people including Aboriginal dance, mural painting, podcast production and songwriting with Australian youth charity, Musicians Making a Difference (MMAD) as part of their Bushfire Resilience Tour of Victoria and New South Wales, funded by Sony Foundation. ●

“I didn't have any work ethic before I started and it used to be tough waking up and having nothing to look forward to. Now I love waking up, every day is a good day. I just needed a bit of guidance. I never really had anyone by my side to show me, and believe in me. It's hard for kids growing up these days. It's easy to go down the wrong path. It's amazing to be opening up to the community so we can help more people. It feels good”

Jake Little, 16, Tenterfield NSW



4WARD EVENTS RETURN

Sony Foundation's '4Ward' Event Series returned in 2022 to Sydney, Melbourne, and Brisbane. The entertainment extravaganzas once again united the media and entertainment sectors with leading executives from corporate Australia, philanthropists, sporting greats and celebrity personalities.

Guests were brought to their feet with live performances from some of Sony Music Entertainment's leading artists including Daryl Braithwaite, Tones and I, Peking Duk, Isaiah Firebrace, Kate Ceberano, Conrad Sewell and Brad Cox, and Sony Music Publishing's Brooke McClymont and Adam Eckersley.

Together the '4Ward' suite of events in 2022 raised over \$2.3 million in support of Sony Foundation's You Can initiative. Funding will contribute to providing free accommodation to regional youth cancer patients, and their families, through the Foundation's 'You Can Stay' program. ●



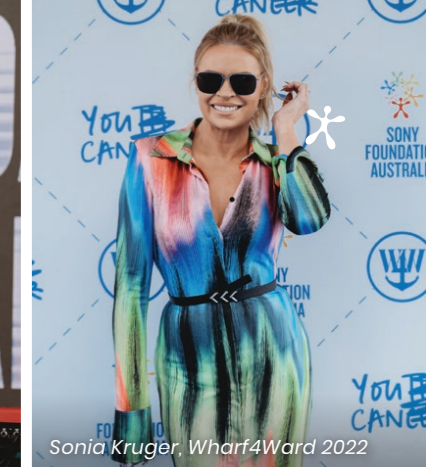
Adam Eckersley and Brooke McClymont, Brissy4Ward 2022.



Kate Ceberano and Gypsy Rogers, with You Can Champions Amber, Ryan and Mollie, River4Ward 2022.



Peter Overton and You Can Champion Teya, Wharf4Ward 2022.



Sonia Kruger, Wharf4Ward 2022.



Daryl Braithwaite, Wharf4Ward 2022.



Conrad Sewell with You Can Champions Mollie and Amber, River4Ward 2022.



Dr David Rosengren, Chief Operating Officer, QLD Health; Ailona Grytsenko; The Hon Annastacia Palaszczuk MP, Premier of Queensland, Brissy4Ward 2022.



Brad Cox, Brissy4Ward 2022.



David 'Luttsy' Lutteral, Susie O'Neil and Ash Bradnam, Brissy4Ward 2022.



Richard Wilkins, Karl Stefanovic and Matty J, Wharf4Ward 2022.



Michael 'Wippa' Wipfli and Ryan 'Fitzy' Fitzgerald, Wharf4Ward 2022.



Peking Duk, Wharf4Ward 2022.



Tristan McManus and Sarah Harris, Wharf4Ward 2022.



Tones and I with You Can Champions, Wharf4Ward 2022.

Sony Foundation's 4Ward Event Series 2023



16 March 2023
Woolloomooloo Wharf



18 May 2023
Crown Aviary, Crown Melbourne



September 2023
Howard Smith Wharves, Brisbane

Out & About

With our Ambassadors & Supporters



Conrad Sewell

Sony Music Artist and Sony Foundation Ambassador, Conrad Sewell, took to the stage twice at Sony Foundation events in 2022. Bringing guests to their feet at River4Ward, Conrad was joined on stage by an 11-piece band, and later in the year dedicated a song to all the patients and survivors of cancer at the Corporate Partner Appreciation Evening. Conrad also visited the You Can Centre in Melbourne, meeting with patients, sharing music and his story. Conrad continues to have an incredible ability to connect with young people going through hard times.



Anthony Minichiello

NRL Legend and Sony Foundation Ambassador, Anthony 'Mini' Minichiello, loves making an annual visit to Sony Camps in Sydney. Mini dropped into the Sony Camp at St Joseph's College Hunters Hill, held in partnership with Marist Sisters'

College and Loreto Normanhurst, taking part in an interactive drumming session.

"It's always a blast joining the kids and their companions at Sony Camp. I could see the Campers were so comfortable with their Companions, which is a testament to the care these students have shown to develop such strong bonds in a short time. There were smiles all around".

Amy Shark and You Can Champions Mollie and Miles.



Amy Shark

Amy Shark, alongside the Foo Fighters and Slash, featured in Sony Foundation's 'Sleep Exchange' pyjama range with proceeds funding nights of accommodation through the You Can Stay program. Amy surprised cancer survivors who were supported by You Can Stay, Mollie and Miles, by delivering the first sets of her PJs to them in person. An epic moment after all they had been through.

"When I was younger, a friend of mine passed away from cancer and I just remember how unfair it was that someone with so much of life still ahead of them was taken too soon...To think that my PJs will help those with cancer while we sleep is such a great concept and I'm stoked to be involved with my own set in the range alongside legends like Slash and Foo Fighters."

Out & About

With Our 'Connect' Employee Volunteers

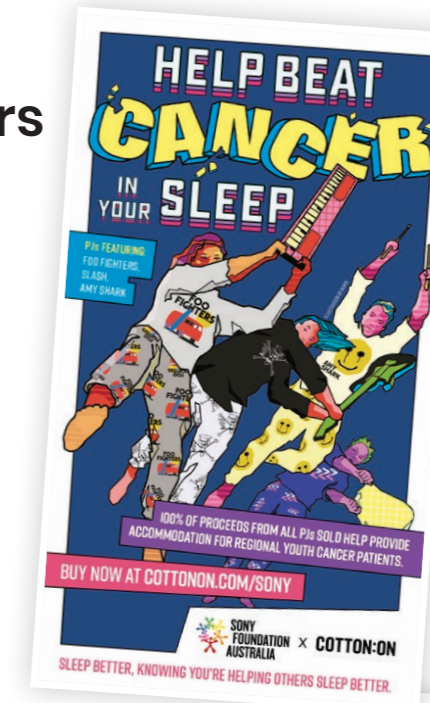
Sleep Exchange

YOUTH CANCER STAY

SAATCHI & SAATCHI COTTON:ON

Brilliant Minds

The gift of time and expertise cannot be understated. Thank you to Saatchi & Saatchi creatives who dedicated pro bono hours to develop a unicorn idea to help raise funds and awareness for You Can Stay. The result was the launch of the 'Sleep Exchange' charity



pyjama range in March 2022, in partnership with Cotton On. Sincere gratitude to Saatchi & Saatchi and Cotton On for bringing this campaign to life, raising awareness and funds for You Can Stay.



Masterclass on Self-Belief and Confidence for MMAD Stars

SHOUT OUT to the volunteer employees from Sony Music Entertainment and Sony Music Publishing who took part in workshops with 10 youth participants in MMAD's 'Catch a Falling STAR' program! Funded by Sony Foundation, 'Catch a Falling STAR' is an intensive and innovative music and mentoring program designed to assist young people facing severe obstacles that

are preventing them from living a life that is nothing short of remarkable.

"Volunteering for MMAD began as a way for me to give back and help those who have been dealt a pretty rough hand but being involved in the 'Catch a Falling STAR' program very quickly became something that inspires and humbles me. Watching these young people who have and continue to face adversity, challenge themselves to grow and overcome the very adversities that challenge them is the most rewarding part of the program and keeps me coming back year after year."

Christmas Joy At Sony Camp

Thanks to Sony Interactive Entertainment, Valmont and Val Morgan who made visits to Sony Camps taking part in activities like drumming, petting zoos and even golf cart races. The employees delighted campers with special Christmas gifts.

Over 150 presents were gifted by employees from eight companies to children at Sony Camps, Youth off The Streets and MMAD. Thank you to all the employees who helped bring the joy of Christmas to children and young people connected to Sony Foundation.

'Catch a Falling STAR' gives me much more than I ever expected and I would highly encourage anyone who can spare some time to share their experience/expertise to jump on board and help these young people on their path to a newly enriched life!"

Mike Connor,
Sony Music Entertainment Australia





Valmont Racing Hits the Track for You Can

Marcel Zalloua, CEO of Valmont and Sony Foundation Corporate Partner fulfilled a dream by driving in the 2022 LIQUI MOLY Bathurst 12 Hour with the Valmont Racing Team, leveraging the opportunity to support Sony Foundation. The team of three raised over \$13,000 for the You Can Stay program and proudly showcased their support with Sony Foundation logos on the car.



'Lyle, Lyle, Crocodile' National Screenings

Special advanced screenings of 'Lyle, Lyle Crocodile' were held nationally to raise funds and awareness for Sony Camps in December. Thanks to Stephen Basil-Jones and the team at Sony Pictures Releasing for this generous contribution, along with their media agency OMD who secured over \$1 million in pro bono advertising promotion.

You Can Golf Day

Raj Nanra, CEO of SLE Holdings and Sony Foundation Corporate Partner, hosted the inaugural You Can Golf Day in 2022 with over 120 Executives from the insurance sector coming out in support. Nearly \$27,000 was raised on the day for You Can Stay thanks to Raj's passionate leadership, with the event now to be held annually in March.

“ This event is very special to me personally. I was humbled by selling out our first event and also to witness the power of this collective to come together to make a lasting impact in the lives of young Aussies with cancer is something else.”

Raj Nanra, CEO SLE Holdings



Outback alongside 21-year-old cancer survivor, Mollie Quinn. Bec Adams from Sony Music said, "The Larapinta trek was such an incredible experience, both challenging and rewarding in equal measure. Making our way through the stunning landscapes of the Northern Territory for such an important cause, is something I will treasure always".



Trekking for a Cause

Congratulations to the employees from Sony Music Entertainment, Quest Apartment Hotels, and Valmont who took part in the Larapinta Charity trek in 2022 raising nearly \$40,000 for You Can Stay. The team of 11 trekked 80 km of the iconic Larapinta Trail in the



Karen Webb APM, Commissioner, New South Wales Police, and Ben Fordham.

Police Force Unites for Sydney Sony Camps

For Assistant Police Commissioner Gavin Wood and Inspector Julia Patton whose day jobs are keeping our communities safe, the coordination of their annual Police Ball for 1,000 Officers and Corporate Partners is no small feat. But they were driven by a purpose much

“ Visiting the Sony Camp was an incredible experience and so wonderful to see the opportunities these camps provide to the young participants. It was heart-warming to see all the excitement and the dedication put in by the camp volunteers to ensure all participants have a memorable time”

Julia Patton, Inspector, New South Wales Police

greater than a night of glamour and dancing, and that was to raise funds from the event for Sony Foundation's Children's Holiday Camp program.

Hosted by 2GB's Ben Fordham, and attended by NSW Police Commissioner Karen Webb APM, local politicians and Police Officers,

the annual ball held in August raised \$50,000, taking the total raised by the three Police Balls since 2018 for Sony Camps to \$230,000. ●

“ We are very proud of the generosity in the room that night which resulted in a significant amount of funds raised on the night for worthy charities in our community, like Sony Foundation.”

Gavin Wood APM, Assistant Commissioner, South Wales Police



L-R: Julia Patton, Inspector, New South Wales Police; Sophie Ryan, CEO, Sony Foundation; Grace Quinn, Events Manager, Sony Foundation; Gavin Wood, Assistant Police Commissioner, New South Wales Police.



Julia Patton, Inspector, New South Wales Police visits Sony Camp.

Corporate Partners



Diamond Partners



Platinum Partners



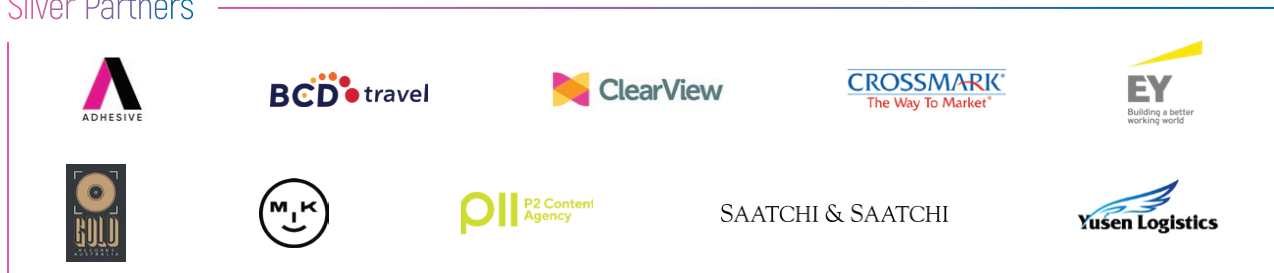
Rainbow Partners



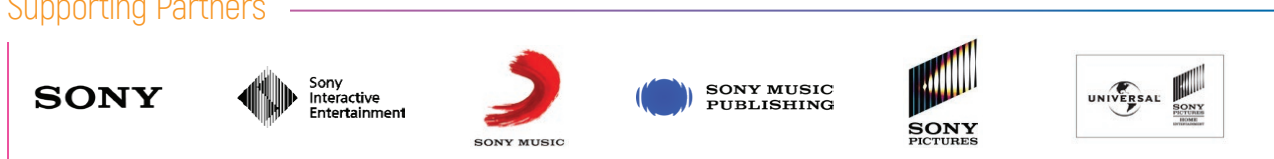
Gold Partners



Silver Partners



Supporting Partners



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