

SONY FOUNDATION
ANNUAL REPORT
FY2020



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SONY FOUNDATION AUSTRALIA IS THE CHARITY ARM OF THE SONY COMPANIES OPERATING IN AUSTRALIA

FINANCIALS

The full financial report for Sony Foundation Australia Limited Trustee of Sony Foundation Australia Trust and Sony Foundation Children's Camp Charitable Trust can be accessed and viewed in its entirety at www.sonyfoundation.org or call (02) 9383 6230 for a copy to be sent directly.

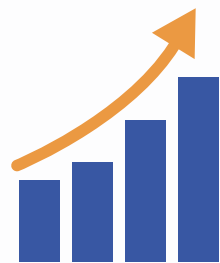
ANNUAL HIGHLIGHTS

FY 2020



IMPACT

Sony Foundation created positive experiences to improve the health and wellbeing of over **2,200** children, adolescents and young adults across Australia.



INVESTMENT

\$2,773,000+ Invested in Capital Projects and Youth Services to create social change and opportunities for young Australians.



COMMITMENT

\$3,232,200+ Committed to future Capital Projects and Youth Services to continue improving the health and wellbeing of young Australians, particularly those in regional and rural areas.



PARTNER NETWORK

58 Corporate and Media Partners donated funds and services.



PRO-BONO SERVICES

\$210,000+ Received in pro bono services from our Corporate Partner Network enabling greater investment into youth causes.



PLEDGES

\$375,000+ Fundraised at events through major pledges made by **49** generous donors.



COLLABORATION

\$250,000+ Raised through innovative collaboration with our Corporate Partner Network and Ambassadors.



SCAN NOW TO DONATE TO SONY FOUNDATION

SONY



Sony DADC



SONY FOUNDATION

11-19 Hargrave St | East Sydney | NSW | 2010
www.sonyfoundation.org | (02) 9383 6230 | ABN: 33086967222

Front Cover image courtesy of Angus Martin Photography

CEO'S MESSAGE

SOPHIE RYAN

In the past, I have written in this address that Sony Foundation is centred on “the ‘we’, the collective and collaborative attitude of people” within our community. Throughout this year, a year that has challenged so many, this has never been truer. Sony Foundation has continually been inspired and driven by the resilience of those within our community. Resilience to face individual challenges, and resilience to continue coming together to collaborate and support young Australians in need.

Through this spirit, Sony Foundation has continued to support the health and wellbeing of vulnerable young people. Through a collective approach, we have supported youth in communities most affected by the devastating summer bushfires, our ‘Bushfire Appeal’ creating Sony Foundation Youth Sanctuaries in five communities across NSW and VIC. Furthermore, we opened our fourth You Can Centre in Brisbane, creating an age-appropriate hub for specialised care and peer support within Queensland’s largest hospital.

As COVID-19 presented increased risks and challenges to young Australians with cancer, we fast-tracked our pilot of ‘You Can Stay’, an emergency accommodation scheme for regional and rural youth cancer patients. This new initiative allows more support for patients who due to their regional location face disproportionate burdens by providing free accommodation in Quest apartments.

CHAIR'S MESSAGE

CATHY O'CONNOR

For 22 years Sony Foundation has been backed by the generosity of the Sony companies, and their extraordinary network of collaborators across the media, entertainment, professional services and government industries. This year, these sectors faced challenges never seen before, requiring them to continuously adapt, evolve and persevere. Yet, despite these challenges, Sony Foundation’s partners remained steadfast in their commitment and support. It is this resilience that has enabled Sony Foundation to continue supporting vulnerable youth across Australia.

Sony Foundation is humbled by the generosity of our 58 Corporate and Media partners, who donated funds or services this year to support our initiatives, and we are all inspired by their dedication to supporting young Australians with cancer, disability and those facing disproportionate disadvantage. Because of this, during FY 20 nearly \$2.8 million was invested in building projects and youth services to create social change and opportunities for young Australians, with an additional \$3.23 million committed to future initiatives.

THANKS TO JOHN KIRBY AM

In February, Sony Foundation farewelled Chairman, John Kirby AM. John’s brilliant guidance and vision have been integral in Sony Foundation achieving record fundraising and forging exciting new ground. John has been key in launching many new projects and his generosity has been unparalleled. Furthermore, John has enabled the extensive expansion of the work of the Sony Foundation through his many invaluable introductions to his vast networks. Under John’s leadership: Sony Foundation opened the Melbourne You Can Centre at Peter MacCallum Cancer Centre; funded innovative VR Cancer Research; opened the Brisbane You Can Centre; expanded the Holiday Camp program to a record 29 Camps and launched our You Can Fertility Preservation Service.

John was also instrumental in the launch of our iconic Melbourne event, River4Ward which has grown into our second largest annual fundraising event and enabled the funding of millions of dollars for our You Can projects. What started as a passionate and ambitious idea has resulted in a lasting legacy of John’s brilliant leadership.

John will be recognised as the inaugural Patron of the Melbourne You Can Centre, and we hope we see his smiling face for many years to come.



Whilst the year presented challenges in hosting some of our signature events, we were humbled by the support of our 11th annual Wharf4Ward event in October, raising a record \$1.52 million. This result will fund Sony Foundation’s fifth You Can Centre, to be built at Sydney’s Chris O’Brien Lifehouse. When complete, it will be the largest You Can Centre in operation and the first to include accommodation for youth cancer patients and their families. We desperately look forward to the return of our “4Ward” event series in 2021 which has been put on hold throughout the past 12 months as we focus on alternate funding streams.

My thanks to our dedicated Board Directors, for their drive and dedication to always striving for better outcomes to benefit vulnerable young Australians. Thank you to our Chairs, John Kirby and Cathy O’Connor, for your stewardship over the last year leading with brilliance, wisdom and integrity. Finally, to the Sony Foundation team, thank you for your tireless efforts, innovative thinking and hard work, ensuring each year for the Foundation is more successful than before.

Sophie Ryan,
CEO, Sony Foundation Australia



Over the past 12 months, more than 1,200 students have benefited from two special grants to bushfire affected communities, over 2,200 patient visits were recorded across our national network of youth cancer centres, over 600 children were given the holiday of a lifetime, 20 young people battling addiction, abuse and homelessness were given the opportunity to realise their potential and improve their mental health and nearly 11,000 meals were served to the homeless throughout Sydney.

I would like to thank the Board Directors all of whom gave so generously of their time, expertise and acumen to guide Sony Foundation. Finally, thank you to the generous collective of volunteers who bring an energy and passion that inspires us all.

Thank you all for your support and backing.

Cathy O’Connor,
CEO & Managing Director, oOh!media

BOARD OF DIRECTORS



DENIS HANDLIN AO
Director
Chairman & CEO
Sony Music Entertainment
Australia & New Zealand

Appointed as a Director in 1999



STEPHEN BASIL-JONES
Director
Executive Vice President
Australia, New Zealand
& Northern Asia,
Sony Pictures Releasing

Appointed as a Director in 2016



YUZO OTSUKI
Director
Managing Director
Sony Australia &
New Zealand

Appointed as Director in 2019



GONCALO FIALHO
Director
General Manager
Sony Interactive Entertainment
Australia and New Zealand

Appointed as a Director in 2020



DAMIAN EALES
Director

Global Head of
Transformation
News Corp

Appointed as a Director in 2016



MARK FENNESSY AM
Director

Chief Executive Officer
Endemol Shine Australia

Appointed as a Director in 2018



DR DAVID ROSENGREN
Director

Executive Director
Royal Brisbane and
Women’s Hospital

Appointed as a Director in 2020

SPECIAL THANKS TO DEPARTING DIRECTORS CHRIS AND LEANNE



CHRIS WHITE
Outgoing Director

Managing Director
International Quarterback

Appointed as a Director in 2010



LEANNE NEAL
Outgoing Director

Health and Medical Services Manager
St Ignatius’ College Riverview

Appointed as a Director in 2012

ISSUES AND IMPACT

FY 2020

Sony Foundation aims to improve the health and wellbeing of young Australians in need.



20 Graduates from the Catch a Falling STAR rehabilitation program

100% Of MMAD STARS indicated improved mental health

80% Of MMAD STARS reported a significant increase in self-worth

YOUTH MARGINALISATION AND MENTAL HEALTH

Catch A Falling STAR in collaboration with MMAD is an intensive and innovative music and mentoring program. Designed to bridge a gap in youth programs that empower at-risk and vulnerable youth to break negative cycles of abuse and neglect, and ultimately prevent juvenile detention.



10,900+ Meals served by volunteers on the Youth Off The Streets Food Van

149 Counselling Sessions provided to disadvantaged and vulnerable youth

72 Hours of teacher support through the Sydney Schools Mental Health Program

1x Scholarship with two years of financial and mentoring support

YOUTH CANCER

Our You Can program addresses a gap in health care identified by the Federal Government for 15-25-year-olds diagnosed with cancer by funding age-appropriate specialised youth cancer centres in public hospitals and services across Australia to improve survival rates and quality of life outcomes.



2,200+ Patient visits to You Can Centres

8 Hospital Partners

3 Virtual reality cancer research projects

4 You Can Centres operational

1 You Can Centre under development

YOUTH DISASTER RELIEF

About 1 in 4 young people suffer from Post Traumatic Stress Disorder following a bushfire disaster in their community, but are often overlooked in recovery efforts. Our funding will enable youth programs addressing social connectedness and improving wellbeing in the communities hardest hit by the bushfires of 2019/2020.



2 Bushfire affected communities provided special grants

1,200+ Young people supported

3 Bushfire grants to be awarded

YOUTH DISABILITY

Our Children's Holiday Camp Program fills a gap for families to access free overnight respite care for their children with disability. A unique model, where primary care is delivered by high school and university students creating opportunities for social connection and personal development by creating an inclusive culture to reduce the stigma young people with disability often face.



646 Children with disability accessed free respite care provided by student companions

1,180 High school and university students gained a life-changing experience as a student companion to a child with disability

23,000+ Hours of disability training provided to student companions

50 Participating schools/universities


\$1.8M Value of respite care provided

YOUTH HOMELESSNESS


In partnership with Youth Off The Streets, we address the need for practical and age-appropriate social services to support homeless and disadvantaged youth across Australia.

22 YEARS OF CORPORATE PHILANTHROPY


CORPORATE PARTNERS




350+
Volunteers took part in Sony Foundation events, charity experiences and programs



20
Media Companies donated 37 advertising packages for '4Ward' events




1,300+
Guests at two annual '4Ward' events in Sydney, and Brisbane




35+
Celebrities from our Corporate and Media Partner network gave their time to support youth programs and fundraising initiatives.

EMPLOYEE ENGAGEMENT


95+
Gifts donated by employees through giving appeals




60
Nights on the Food Van



10,900+
Meals served from the Food Van



20
Employee Mentors on the MMAD STAR Program





SONY FOUNDATION CORPORATE PARTNERS

DIAMOND PARTNERS



PLATINUM PARTNERS



RAINBOW PARTNERS



GOLD PARTNERS



SILVER PARTNERS



SUPPORTING PARTNERS



AMBASSADORS



SAMANTHA
ARMYTAGE



PETER
OVERTON AM



RICHARD
WILKINS AM



JOHN
EALES AM



NATALIE
BASSINGTHWAITE



ANTHONY
MINICHELLO



STEVE
SMITH



GIAAN
ROONEY OAM



SALLY
OBERMEDER



JOHNATHAN
THURSTON AM

SONY MUSIC AMBASSADORS



BRAD COX



CONRAD
SEWELL



DARYL
BRAITHWAITE



DELTA
GOODREM



GUY
SEBASTIAN



PETE
MURRAY



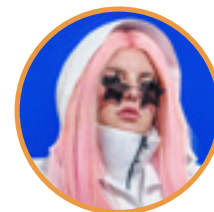
MARK
VINCENT



SAMANTHA
JADE



STAN
WALKER



TONES
AND I

BUSHFIRE APPEAL

MISSION

The Sony Foundation Bushfire Appeal launched in January 2020 to specifically support young Australians in communities most affected by the summer bushfire crisis. Research shows that following a natural disaster, 1 in 4 children and adolescents suffered moderate or severe Post Traumatic Stress Disorder, associated with the loss of social infrastructure within their communities.

FUNDS RAISED AS AT JUNE 30 2020 **\$680,000+**



PROGRESS

At the historic Fire Fight Australia concert, held on February 16, 2020, Sony Foundation Australia donated \$200,000 to the Foundation for Rural and Regional Renewal. These funds were allocated to:-

‘THE SANCTUARY’, MALLACOOTA YOUTH GROUP, VIC

Led by the young people themselves, The Sanctuary will provide a space to study, play music, make art, play games, organise programs and events and run workshops. The Sanctuary provides pathways for young people to access mentoring, social networks and resources in the community.

‘THE SANCTUARY OF WELLBEING AND RENEWAL’, ULLADULLA HIGH SCHOOL, NSW

Benefiting over 1,200 students and their families, The Sanctuary, will provide a safe environment for positive initiatives that enhance student and organisational contributions to enable positive recovery and resilience in their local community.

Sony Foundation will announce phase two funding for bushfire projects supporting young people during FY 20/21.



YOU CAN

ISSUE:

Following a Senate Inquiry into the state of cancer care in Australia in 2005, Sony Foundation Australia learnt of a gap in age-appropriate health care that existed for adolescent and young adult (AYA) cancer patients aged 15 – 25, resulting in lower survival rates for certain cancers than their child and adult counterparts.

1,200

AYA patients diagnosed with cancer each year

#1

Need identified is appropriate spaces and activities in the hospital to reduce emotional stress

6 x

More likely to experience mental health issues

\$1.3M

Total lifetime costs for a young person diagnosed with cancer

SOLUTION:

Sony Foundation launched the national youth cancer initiative 'You Can' in 2010 to close a gap in the health system that can exist for 15-25-year-olds with cancer. You Can has since established a national network of age-appropriate and specialised youth cancer centres and services around Australia.

YOU CAN
CANCER

LAUNCHED 2010

Building youth cancer centres in adult public hospitals to enable age-appropriate clinical services, survivorship activities and peer support.

YOU CAN
CANCER
FERTILITY

LAUNCHED 2019

Ensuring all young Australians with cancer are able to access affordable fertility preservation services regardless of their location.

YOU CAN
CANCER
STAY

LAUNCHING FY21

Providing free accommodation in self-contained apartments for regional patients who must travel to the city for lifesaving cancer treatment.

YOU CAN
CANCER

PROGRESS IN FY20

Ten years on, over \$11 million has been committed to Sony Foundation's vision of a national network of You Can Centres and services across Australia.

YOU CAN CENTRE NETWORK



You Can Centres opened in Sydney and Brisbane
\$1.5M committed to fifth You Can Centre

YOU CAN STAY



10,000 Nights of free accommodation committed for regional and rural youth cancer patients per year

YOU CAN FERTILITY



2 x Oncofertility Services funded

SURVIVORSHIP



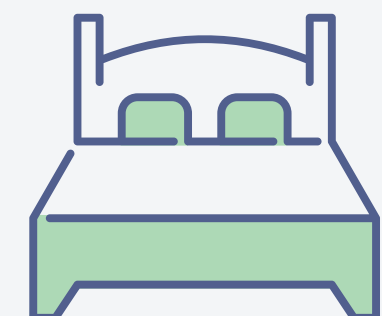
1 x Survivorship Nurse at Peter MacCallum Cancer Centre
1 x Survivorship Program committed at Royal Brisbane & Women's Hospital

CANCER RESEARCH



3 x Virtual Reality Cancer Research studies
1 x Exercise During Treatment study

YOU CAN PALLIATIVE UNIT



2 x Adolescent and Young Adult Palliative Care suites under construction at Peter MacCallum Cancer Centre



Sony Foundation Ambassador, Steve Smith, with You Can Champs at the opening of the Brisbane You Can Centre

PERTH YOU CAN CENTRE
SIR CHARLES GAIRDNER HOSPITAL
OPENED 2013 - \$1.8 MILLION DONATED



MELBOURNE YOU CAN CENTRE
PETER MACCALLUM CANCER CENTRE
OPENED 2016 - \$1.5 MILLION DONATED



Image by Design Inc, Photography by Dianna Snape

Image by Design Inc, Photography by Dianna Snape

BRISBANE YOU CAN CENTRE
ROYAL BRISBANE AND WOMEN'S HOSPITAL
OPENED 2019 - \$1.8 MILLION DONATED



Images courtesy of Angus Martin Photography

SYDNEY YOU CAN CENTRE
PRINCE OF WALES HOSPITAL
COMPLETED CONSTRUCTION MARCH 2020 - \$1.5 MILLION DONATED



Images by Kat Hennessy

YOU CAN INITIATIVES

CHRIS O'BRIEN LIFEHOUSE: HOME OF THE NEXT YOU CAN CENTRE

Thanks to funds raised at Wharf4Ward 2019, Sony Foundation has committed \$1.5 million to build a fifth You Can Centre in the national network. In addition to being a hub for specialised clinical care, support services and peer support for 15 – 25-year-olds with cancer, this You Can Centre will be the first to offer regional patients and their families access to free and appropriate accommodation. The Centre is due to open in 2021.

765M² Largest You Can Centre in Australia

4 Self contained accommodation suites

10+ Community Spaces



YOU CAN KEEPS CONNECTED DURING COVID-19



10 Sony Music Artists hosted a 'You Can Connected: Music & Mates' stream to date

670+ Unique views of the series by You Can Champs during lockdown

360+ Moments of engagement and connectedness between You Can Champs and Sony Music Artists during lockdown

As COVID-19 affected communities across Australia, Sony Foundation launched 'You Can Connected: Music & Mates' an online streaming series held weekly for youth cancer patients nationally. Hosted by a different Sony Music Artist each week the sessions provided some fun, escapism and a sense of community for those who were feeling lonely, isolated and anxious.

"You are so strong, so tough and there are so many people inspired by you and I think that is very important to recognise that about yourself, that you are going through, or have gone through, something that is very tough and so early in life as well, I take my hat off to you."

- Tones and I, Sony Music Artist

MASKS FOR YOUTH CANCER PATIENTS AND FRONTLINE WORKERS

Masks became an essential piece of personal protection from COVID-19 in 2020, especially for health care workers on the frontline, and cancer patients within our You Can community with suppressed immune systems. Sony Foundation made a donation of 6,500 disposable masks to the Royal Brisbane and Women's Hospital, the home of our Queensland You Can Centre, and members of our national You Can community.

"I cannot stop taking the chemo that suppresses my immune system for fear of the cancer returning. I am left worrying that any interaction that I have may expose me to COVID-19. This adds further to the stress, anxiety, and fear of the situation. I can now wear masks when I go outside and while I do my grocery shopping. It is one more piece of armour that makes me feel protected!"

- Hannah, You Can Champion

5,000 Clinical Masks

1,000 Surgical Masks

500 KN95 Masks



THANK YOU TO OUR GENEROUS COLLABORATORS

POLICE BALL FUNDS SIX SONY CAMPS IN ONE NIGHT



Pictured here: NSW Police Commissioner Mick Fuller, The Hon Peter Dutton, Charlotte, Dylan, Vaughan, Gwyneth, Superintendent Gavin Wood and Andrea Fuller.

15 year old twins, Gwyneth and Dylan, had the ride of their life in a Police helicopter which landed on the Sydney Cricket Ground hallowed turf to arrive as guests of honour at the Surry Hills Police Ball in October 2019.

The Sony Campers, who both have autism, deafness and cerebral palsy, were joined by their parents Charlotte and Vaughn for a special night where \$80,000 was raised to support the Sony Children's Holiday Camp program. This incredible fundraising result helped to fund six Sony Camps in NSW in December.

Charismatic MC, Ben Fordham was on hand to help drive the impressive fundraising result which was attended by members of federal, state and local government, Corporate Partners and Supporters including News Corp, The Star and Sony Music.

Sony Foundation Ambassador and Sony Music Artist, Samantha Jade, who has seen first-hand the impact of Sony Camps from multiple visits, performed a special set at the event to get the party started.

A huge thank you to NSW Police Commissioner, Mick Fuller and Superintendent Gavin Wood for enabling their community to support the Sony Camps and Sargent Julia Patton for her tireless work to deliver such a wonderful event.

SIXERS SQUADS SUPPORT REGIONAL YOUTH



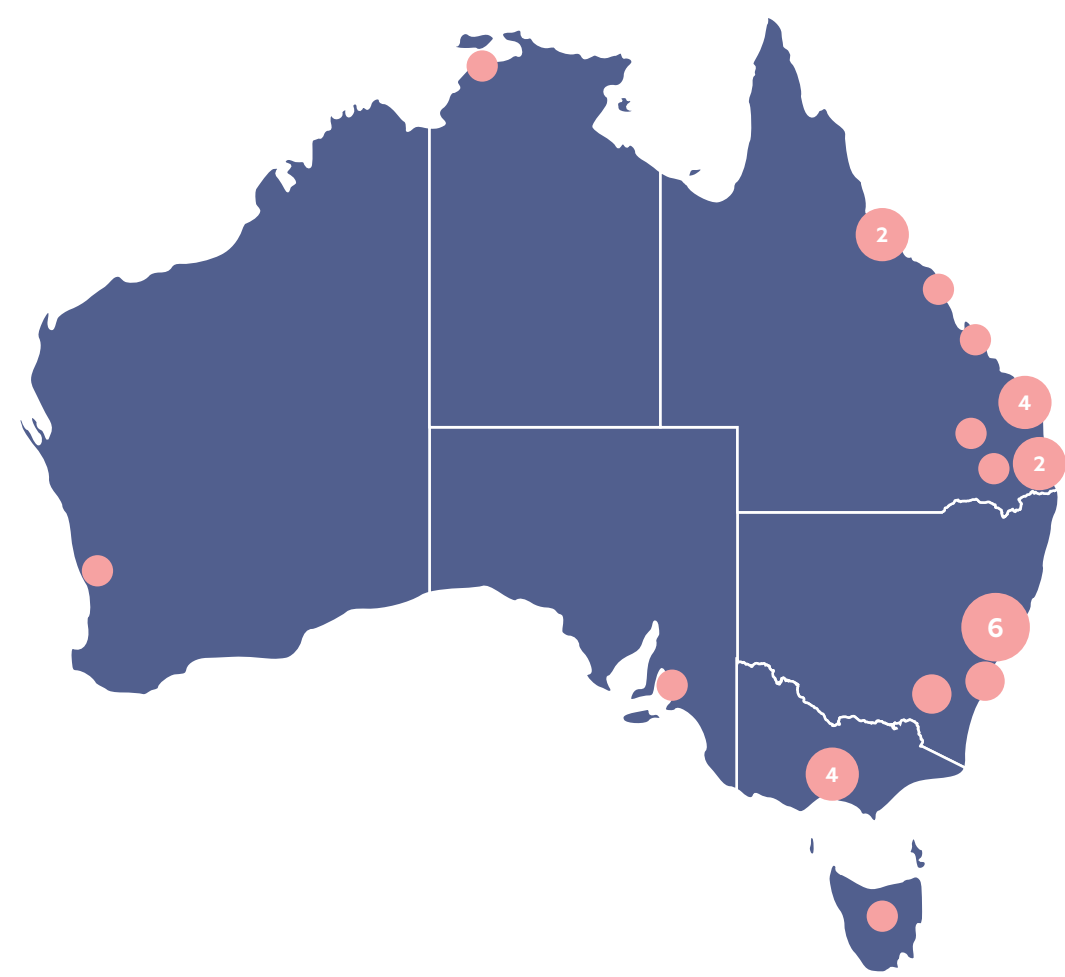
For the ninth year, Sony Foundation partnered with the Sydney Sixers cricket squads, for the 'Sixers Can, You Can' campaign, which saw the Sixers community unite to raise over \$18,000 for youth cancer patients in regional areas.

For the first time, both the men and women's squads wore jerseys emblazoned with words of inspiration and hope from You Can Champs in a special tribute to youth cancer patients across New South Wales. The one-off jerseys were auctioned and the funds raised will enable 180 nights of accommodation for regional youth cancer patients who are required to travel to Sydney for complex cancer treatment.

"Having the Sydney Sixers by my side, basically holding my hands every step of the way, is making everything better"

- Felicity, You Can Champion

CHILDREN'S HOLIDAY CAMPS



NSW CAMPS
*Abbotsleigh School for Girls / Knox Grammar School
Moriah College / Masada College/ Emanuel School
Pymble Ladies' College/ Sydney Church of England Grammar
St Andrew's College, University of Sydney
St. Ignatius' College, Riverview / Loreto Kirribilli / Monte St Angelo
St. Joseph's College, Hunters Hill / Brigidine College, St Ives / Marist Sisters College, Woolwich
The Illawarra Grammar School*

QLD CAMPS
*Anglican Church Grammar / St Margaret's School for Girls
Bond University
Brisbane State High / University of Queensland
Marist College, Ashgrove / Mt Alvernia College, Kedron
SCOTS College, Warwick
The Southport School
St Patrick's College, Townsville / Ignatius Park College Townsville
Stuartholme School / St Laurence's College
The Cathedral College, Rockhampton
Toowoomba Grammar School / The Glennie School / Fairholme College*

*Townsville Grammar School
Whitsunday Anglican School*

VIC CAMPS
*Brighton Grammar School
Sababa Melbourne (Flying Fox)
St. Kevin's College / Xavier College / Genazzano FCJ College / Loreto Mandeville Hall
Scotch College Melbourne/ St Catherine's School*

ACT CAMPS
Canberra Grammar School

WA CAMPS
Christ Church Grammar School / Methodist Ladies' College

NT CAMPS
Haileybury Rendall School

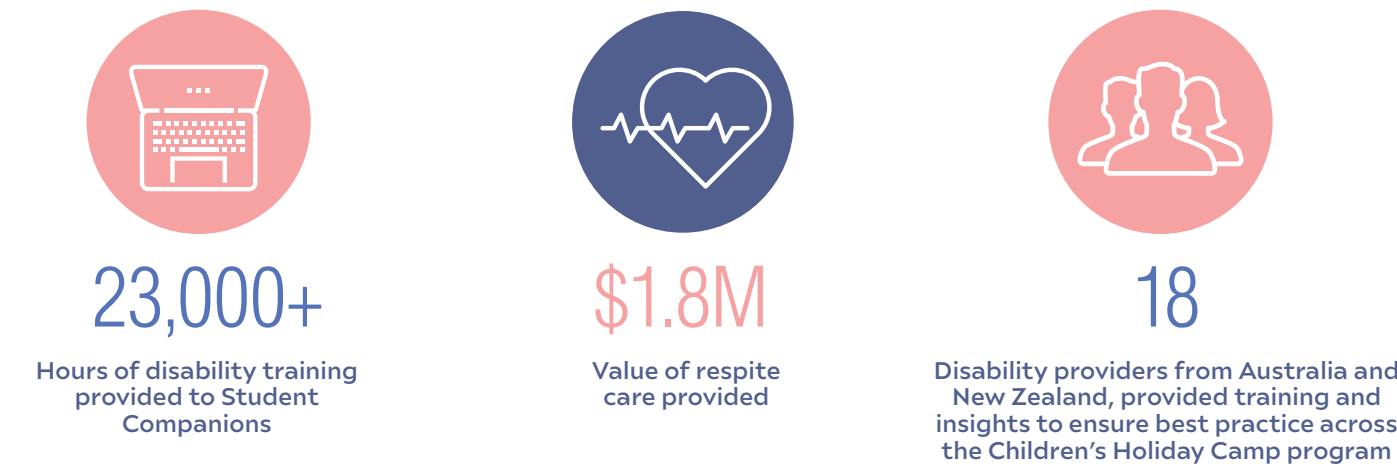
SA CAMPS
St Peter's College / Wilderness School

TAS CAMPS
Launceston Church Grammar School

ISSUE:
There is a lack of affordable overnight respite care for the families and carers of children with disability. Furthermore, these children often experience social isolation.

PROGRAM:
The Sony Foundation Children's Holiday Camp Program provides a much-needed break for parents and carers while simultaneously giving their child with a disability an incredible holiday, and the teenage carers a transformative experience. Sony Camp is provided at no cost to the families. Over the course of four days and nights, the student companions provide 24-hour care to the children. Feeding, bathing, entertaining and tending to their every need. From movie nights to art sessions, zoo visits to sailing, the companions stop at nothing to give each camper the holiday of a lifetime! The Camps, hosted at schools and universities around the country, are playing a part in breaking down the barriers and stigmas surrounding special-needs individuals and educating school leavers in disability care and respect.

PROGRESS:
22 years on from the first Sony Camp that led to the inception of Sony Foundation, the program has grown to 29 annual camps in partnership with 50 schools and universities in Australia and New Zealand. To date, over 8,500 children have experienced the magic of a Sony Camp. These Camps have a remarkable flow-on effect to families, friends and local communities.



MUSICIANS MAKING A DIFFERENCE

20

Youth Participants

100%

Reported significant improvement in their mental health

20

Volunteer Employee Mentors

418

Casework, weekly group mentoring and crisis support sessions

80%

MMAD STARS reported a significant increase in self-worth

ISSUE:

It costs over \$300,000 per year to keep a young person in juvenile detention with little or no change to their life, many even leave jail in a worse situation than coming in.

SOLUTION:

Providing engaging, holistic and evidence-based programs to develop positive and life-affirming practices for young people battling complex and life-threatening challenges like trauma, neglect and abuse.

PROGRESS:

Sony Foundation funds the MMAD Catch A Falling STAR program which is able to rehabilitate and transform a young person's life at a fraction of the cost of juvenile detention. 20 young people a year from New South Wales, Queensland, Victoria and South Australia undertake the program annually under the care and mentorship of MMAD and Sony Foundation Volunteers.

THANKS TO THE VOLUNTEER MENTORS FROM OUR CORPORATE PARTNERS:

Sony Australia, Sony Music Entertainment Australia, Sony ATV Publishing, Nine Entertainment Co., Crossmark



YOUTH OFF THE STREETS

FOOD VAN AND DON BOSCO HOME KITCHEN

Operates 364 nights of the year serving food and drinks to the homeless in inner-Sydney.

2019 SCHOLARSHIP RECIPIENT

Sony Foundation's 2019 Youth Off The Streets scholarship recipient is Jennifer. Based in Western Australia, Jennifer is studying a Bachelor of Performing Arts full time at Western Australian Academy of Performing Arts. Sony Foundation's grant provides Jennifer with a mentor and financial support to ensure she can remain in her studies. Jennifer has been focusing on recording her own original music and has recently undertaken mentoring and virtual song writing sessions with the support of Sony Music.

SYDNEY SCHOOLS MENTAL HEALTH PROGRAM:

This program gives YOTS students access to a psychologist to provide individual counselling, psychological testing, group workshops and opportunities for referrals to external agencies.

"VOLUNTEERING HAS BEEN A REALLY FULFILLING AND FUN EXPERIENCE. IT'S A GREAT WAY TO GIVE BACK, BOND WITH YOUR COLLEAGUES, FRIENDS OR EVEN NEW VOLUNTEERS. IT'S A REALLY FRIENDLY ENVIRONMENT TO ENGAGE WITH LESS PRIVILEGED PEOPLE AND IS A VERY GROUNDING EXPERIENCE TO WEAVE INTO OUR LIVES."

- Rajeev Valabjee, Universal Sony Pictures Home Entertainment, Volunteer



10,900+

Meals served

180+

Volunteers

550+

Volunteer Hours

130

Individual Counselling Sessions

35

Group Counselling Sessions

EVENTS

4WARD EVENT SERIES



RIVER4WARD, MELBOURNE*

April

Location: Crown Aviary, Crown Casino

** Unable to take place in 2020 due to COVID-19*



BRISBY4WARD, BRISBANE

August

Location: Howard Smith Wharves



WHARF4WARD, SYDNEY

October

Location: Woolloomooloo Wharf

WHARF4WARD: \$1.52 MILLION RAISED

2019 HIGHLIGHTS

Wharf4Ward 2019 was one for the record books, as 1,000 of Sydney's most generous and leading executives took over the iconic Woolloomooloo Wharf as they unified to raise a record-breaking \$1.52 million funding Sony Foundation's fifth You Can Centre, to be built at Chris O'Brien Lifehouse.

Celebrating 11 years on the Wharf, Sydney's longest lunch featured show-stopping performances by Sony Music artists Jessica Mauboy, Stan Walker, Samantha Jade and Brad Cox across three stages along the Wharf. Tones and I closed the event bringing guests to their feet to her legendary anthem, "Dance Monkey".



Sony Music Artist Samantha Jade performing at Wharf4Ward 2019



Sony Music Artist Tones And I performing at Wharf4Ward 2019

WAYS OUR PARTNERS WERE INVOLVED



CORPORATE HOSPITALITY



SPONSORED ACTIVATIONS



TALENT INTEGRATION



PLEDGE
(100% TAX DEDUCTIBLE)



LIVE AUCTION AND
SILENT AUCTION DONATION



MEDIA
PACKAGES

11

Years of Sydney's
longest lunch

1,000

Guests

3

Stages along the iconic
Woolloomooloo Wharf

6

Fine dining
restaurants

8

Celebrity Hosts from
seven major media
networks

100+

Companies present

55+

Event partners
and sponsors

3M+

Reach in
media coverage

BRISSY4WARD: \$480,000 RAISED

2019 HIGHLIGHTS

Howard Smith Wharves delivered as the new home of Brissy4Ward with a record-breaking result of \$480,000 raised on the day, supporting the build of Queensland’s first You Can Centre, which opened its doors in November 2019.

With the Sunshine State living up to its name, guests not only enjoyed a riverside dining experience along the iconic Brisbane River, but an entertainment extravaganza with special performances from Sony Music artists Samantha Jade, Stan Walker and Conrad Sewell who closed the event bringing the crowd to their feet.



25 TABLES HOSTED BY:

Seven Network | International Quarterback | Servco | Nova | News Corp | Nine Entertainment | Network 10
ARN | Sony Music Entertainment Australia | Ladbrokes | The Star | Hutchinson Builders | Howard Smith Wharves
Sony Interactive Entertainment | Spicers Retreats | Val Morgan | Rork Projects | PricewaterhouseCoopers
Royal Brisbane And Women’s Hospital | oOh! Media | Moët & Chandon | Kath Rose | Paspaley | Verizon Media
Fox Gordon | JC Decaux | Corrs Chambers Westgarth | Suncorp Stadium | Anchor Digital | Scentre Group

40+

Event partners
and sponsors

5

Celebrity Hosts from
four major media
networks

60+

Companies present

12

Luxury prizes

LUXURY EVENT PARTNERS

Belvedere Vodka | Fox Gordon | Howard Smith Wharves | Moët & Chandon | Santa Vittoria | Stella Artois
South Brisbane Jaguar Land Rover | The Fantauzzo | Sanpellegrino | Spicers Retreats | Fusion Hotel Group | Club Med
The Star | Bedara Island Resort | Waterline Charters | Gambaro Restaurants

SONY FOUNDATION CORPORATE PARTNERS

DIAMOND PARTNERS



PLATINUM PARTNERS



RAINBOW PARTNERS



GOLD PARTNERS



SILVER PARTNERS



SUPPORTING PARTNERS

