



ANNUAL REPORT 2018

20
YEARS

OF SONY
FOUNDATION
AUSTRALIA

SPECIAL
20TH ANNIVERSARY
EDITION





Sony Foundation Australia is the charity arm of the Sony companies in Australia.

SONY



Sony
Interactive
Entertainment



Sony DADC



Sony Foundation
11-19 Hargrave St | Darlinghurst | NSW | 2010
www.sonyfoundation.org.au
(02) 9383 6230
ABN: 33086967222

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SONY FOUNDATION



The story of Sony Foundation over two decades has been one of change and hope - driven by the vision of being more than just a grant giving organisation, but the voice for our young people, the champion of the cause.

As the charity arm of the Sony group of companies in Australia, the past 20 years have seen Sony Foundation raise \$30 million dollars, firmly placing Sony Foundation in the top 1% of charities in Australia. These funds have generated a movement of change and of tangible benefits for the most pressing social issues affecting young Australians.



UNITING CORPORATE AUSTRALIA TO RAISE FUNDS

Sony Foundation has brought together corporate Australia to use business for purpose 20 years. From corporate partner support, events and donation campaigns, these are some of our fundraising highlights over the past 20 years.

- **Over \$3 million** raised at True Colours Ball over 10 years
- **Over \$6.7 million** raised at Wharf4Ward since 2009
- **Over \$2.3 million** raised at River4Ward since 2015
- **\$4.1 million** raised through charity CDs
- **\$500,000** raised through Harvey Norman and Sony Australia charity retail campaign
- **\$200,000** raised at Denis Handlin's event to recognise his 30 years leading Sony Music
- **\$700,000** raised at Sony Pictures Releasing charity movie screenings since 2006

20 YEARS OF IMPACT ON YOUNG AUSTRALIAN LIVES

By collaborating with and supporting our charity partners, we have worked to tackle youth-related social issues with a unique and innovative approach.

- **7,500+** children with special needs experience Sony Camp since 1999
- **13,000+** high school companions experience Sony Camp since 1999
- **28** Sony Camps around Australia in 2018
- **4,122** patient visits to a You Can Centre since 2013
- **1,460** nights the YOTS Food Van has fed the homeless since 2014
- **60+** at-risk youths mentored through the MMAD Sony STAR Program since 2016
- **23,947** young people positively impacted from the Goodna SoundPoint Centre since 2013



20 YEARS OF IMPLEMENTING LIFE-CHANGING PROGRAMS FOR YOUNG AUSTRALIANS

For 20 years, Sony Foundation has donated funds raised to fill the gaps for our young Australians in need. In addition to a number of scholarships and grants, highlights include:



\$7.7
MILLION

donated for You Can youth cancer centres, research and services



\$6
MILLION

for youth homelessness and mental health with Youth Off The Streets, Salvation Army and MMAD



\$5
MILLION

for Holiday Camps for special needs children



\$2
MILLION

to build the SoundPoint Youth Centre, Goodna QLD

CEO'S MESSAGE SOPHIE RYAN



Sony Foundation is about the 'we'; the collective and collaborative attitude of the people who support us. People willing to step up and take ownership and responsibility. And in doing so, bringing a voice to those who too often get overlooked and ignored.

Captured in these pages is the support from a special group of people. People who want to make a difference, not just talk about it. People who give not for an agenda, but because they care and people who when asked, say yes more than no. And, the reason why many millions have been able to be donated to fund holiday camps, build cancer centres and give our young people who have been dealt a much harder hand than each of us - a second chance.

So a heartfelt thank you. Thank you for your donations, your time, for giving your word and following through with your commitment.

I want to also to say a special thank you to the Board, brilliantly led by our Chairman, John Kirby. This is a team of genuinely committed people who steer this Foundation with great wisdom and talent and with no other agenda but to make sure every dollar makes a difference. Thank you for your generosity and passionate spirit and for lending your brilliant minds to this cause.

And, to the hard-working team of four – Karen, Emma, Sara and Ady who tackle the insurmountable and continue to achieve unprecedented growth of funds raised, projects committed and built and importantly young lives impacted.

SOPHIE RYAN,
CEO Sony Foundation Australia

CHAIRMAN'S MESSAGE JOHN KIRBY AM



The uniqueness and brilliance of Sony Foundation's structure is what sets it apart in the charity space. Our business-minded approach to social problems means that we can find real, manageable solutions to complex social issues such as illness, disability and marginalisation.

What has enabled this is the strong and valued business relationships of the Sony Companies, our Corporate Partners and our committed Ambassadors, who are all an essential part of ensuring the continued success and impact of the Foundation's programs.

The young people, we are so fortunate to support, never cease to inspire, motivate and

move us with their selflessness, their courage in the face of utmost adversity and their willingness to embrace every opportunity.

I look forward to watching Sony Foundation, and our spectacular network, continue to make real, tangible and lasting change for our young Australians who need it most.

Thank you for your invaluable support and backing.

JOHN KIRBY AM,
Chairman Sony Foundation Australia

SONY FOUNDATION BOARD OF GOVERNORS



JOHN KIRBY AM.

Chairman Sony Foundation Australia and Deputy Chairman, Village Roadshow
Appointed as Chairman in 2015



DENIS HANDLIN AO

Chairman & CEO of Sony Music Entertainment Australia & New Zealand and President, Asia
Appointed as a Director in 1999



HIDEKAZU (KAZ) MATSUURA

Managing Director of Sony Australia and New Zealand
Appointed as a Director in 2015



STEPHEN BASIL-JONES

Executive Vice President Australia, New Zealand & Northern Asia, Sony Pictures Releasing
Appointed as a Director 2016



CHRIS WHITE

Managing Director, International Quarterback
Appointed as a Director in 2010



LEANNE NEAL

Health and Medical Services Manager, St Ignatius College Riverview
Appointed as a Director in 2012



DAMIAN EALES

Chief Operating Officer, Publishing News Corp Australia
Appointed as a Director in 2016



CATHY O'CONNOR

Chief Executive Officer, NOVA Entertainment
Appointed as a Director in 2017



MARK FENNESSY AM

Chief Executive Officer, Endemol Shine Australia
Appointed as a Director in 2018



EMMANUEL CANDI

GM, Business Strategy & Human Resources, Sony Music Entertainment ANZ and EVP, Human Resources Asia
Appointed as Secretary in 2013

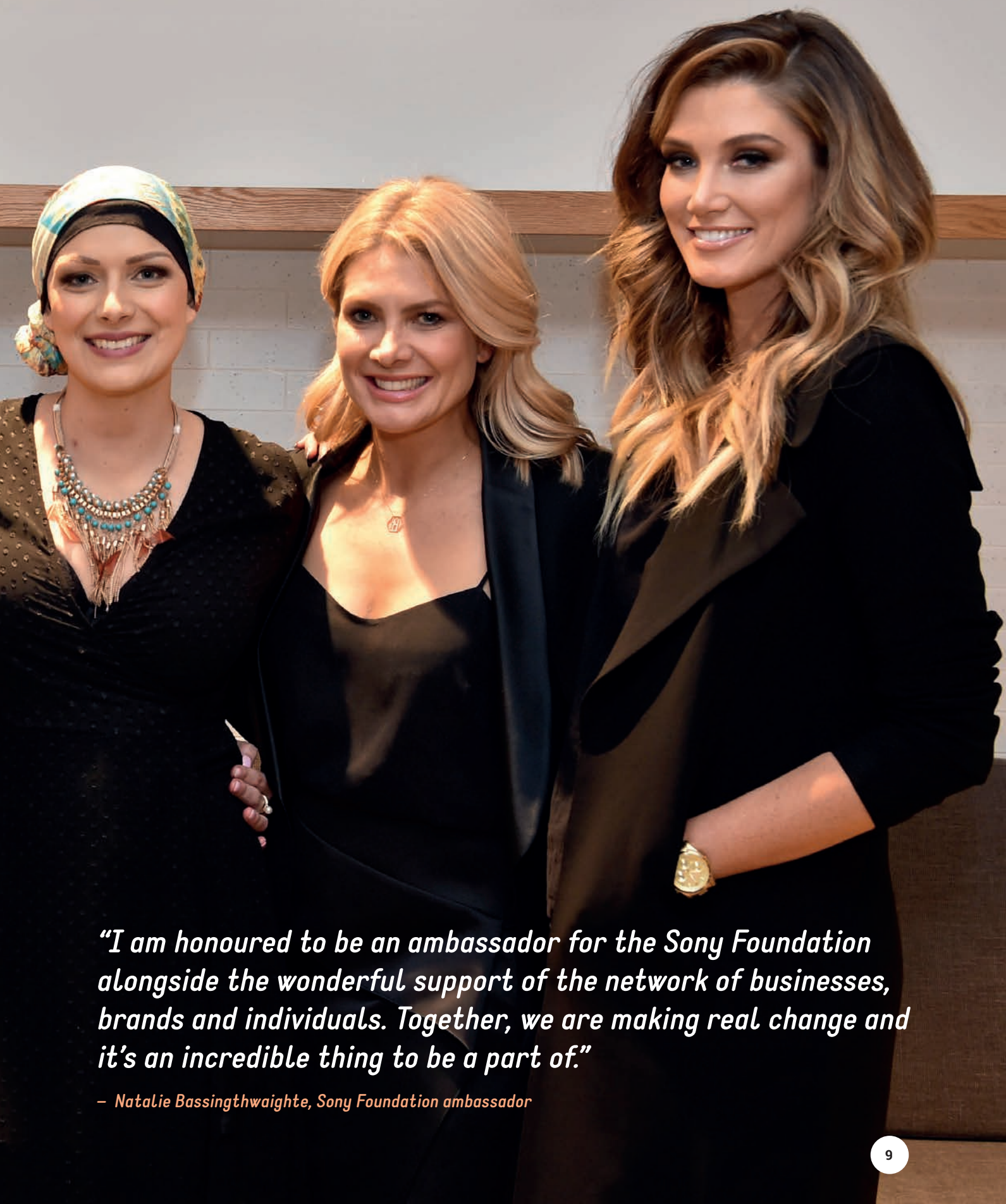
On behalf of Sony Foundation, we would like to take this opportunity to thank and acknowledge Emmanuel Candi's significant contribution, over many years, to the management and success of the Foundation in his role as Secretary. Emmanuel's guidance and counsel has contributed to ensuring Sony Foundation's expansion over the years into a leading philanthropic body in Australia. Emmanuel, your commitment to the cause and valued insight into the Foundation's strategy will be much missed. Thank you for your unwavering support.

You Can

THE PEOPLE BEHIND THE CHANGE

Opening of Melbourne You Can Centre

F CANCER



"I am honoured to be an ambassador for the Sony Foundation alongside the wonderful support of the network of businesses, brands and individuals. Together, we are making real change and it's an incredible thing to be a part of."

– Natalie Bassingthwaighe, Sony Foundation ambassador

20 YEARS OF COMBINING BUSINESS AND PHILANTHROPY



Since 1998, Sony Foundation has worked to bring together Corporate Australia in a philanthropic movement, using business for positive social change to see out Sony's mission of 'anything you can imagine, you can make real.'

Our Corporate Partner network, our supporters, generous donors and of course, our committed ambassadors, ensure the work of Sony Foundation is amplified.

Their passionate support and belief in all Sony Foundation stands for is a true driving force in achieving real and tangible change.



350+

volunteers per year take part in Sony Foundation events, charity experiences and programs



40+

media companies donate advertising packages



1,600+

guests at 3 annual '4Ward' events in Sydney, Melbourne and Brisbane



15

Sony Music artists performing at Sony Foundation fundraisers each year

"Our perspective is that if we can help, we will. m2m support Sony Foundation in a number of ways whether it's providing volunteers for Sony Foundation events, taking part in City2Surf raising funds as a team or volunteering on the Youth Off The Streets Food Van."

– Wendy Gower, Managing Director, m2m – Gold Corporate Partner

SONY FOUNDATION CORPORATE PARTNERS

RAINBOW PARTNERS



GOLD PARTNERS



SILVER PARTNERS



SONY FOUNDATION MEDIA PARTNERS

DIAMOND PARTNERS



PLATINUM PARTNERS



BRONZE PARTNERS



SONY FOUNDATION MEDIA PARTNERS



SONY FOUNDATION'S AMBASSADORS



SAMANTHA ARMYTAGE



PETER OVERTON



RICHARD WILKINS



JOHN EALES AM



NATALIE BASSINGTHWAITE



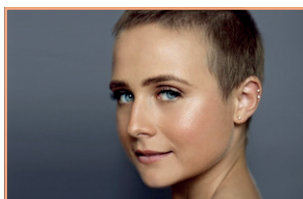
ANTHONY MINICHELLO



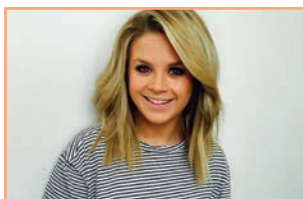
STEVE SMITH



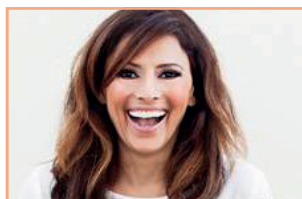
GIAAN ROONEY



TESSA JAMES



EMMA FREEDMAN



SALLY OBERMEDER

SONY MUSIC AMBASSADORS



JESSICA MAUBOY



DELTA GOODREM



SAMANTHA JADE



DAMI IM



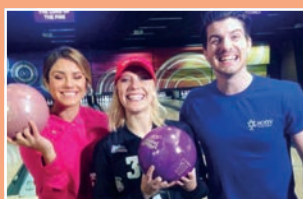
STAN WALKER



HUMAN NATURE



THE VERONICAS



JESS & MATT



ISAIAH



CONRAD SEWELL

"Music is a universal language and it spreads such joy and love. I am honoured and humbled to know that I can play a role in Sony Foundation's work through my music. I know that every little bit helps and I feel so lucky to be part of this beautiful community throughout Australia."

*– Jessica Mauboy, Sony Music artist
and Sony Foundation Ambassador*





CONNECT STAFF ENGAGEMENT

Through our partnerships with Australia's most respected companies, brands and businesses, Sony Foundation's staff engagement program, CONNECT, is offered to our Rainbow and Gold Corporate Partners and the Sony Companies as a way for employees to be actively involved in Sony Foundation's charitable initiatives. This gives a deeper understanding, insight and first-hand experience into where their funding and support is being channeled.

These partnerships bring to the fore, the meaning and true impact that Sony Foundation's work is having on young Australians in need and in turn, provide meaningful experiences, invaluable team-building and a sense of community for our Corporate Partner volunteers.

"I feel extremely lucky and privileged to work for a company which has shown such a genuine commitment to making a difference to the lives of young people facing challenges through illness, addiction or homelessness."

– Monique Riddell, Sony/ATV

Through Sony Foundation's CONNECT program, volunteers contribute via:

- **Charity Experiences**
- **Event Volunteering**
- **Skilled Volunteering**
- **Individual Fundraising**
- **Pro-bono service provision**



"I have been working for Sony for 20 years and to be associated with a group of companies that has created an amazing Foundation to help the youth of today, always fills me with pride."

– Dustin McClung, Sony Music Australia



Sony Foundation ambassador John Eales at City2Surf with Sony campers



TANGIBLE CHANGE OVER 20 YEARS

"I have been involved with many charities and foundations over the years, and Sony Foundation is one I have chosen to remain closely aligned to. Its ability to engage with the business community and utilise the assets of not only the Sony companies but also their huge network of corporate partners is impressive. Yet perhaps the most remarkable thing is, despite the Foundation's huge reach, it remains focused on the power of personal connection."

– Peter Overton, Nine News anchor
and Sony Foundation Ambassador



HOLIDAY CAMPS



Issue:

Lack of overnight respite care for the families and carers of children with special needs. 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 the children an incredible holiday and the teenage carers an eye-opening experience. The Camp is provided at no cost to the families.

Over the course of four days, the student companions provide 24-hour care to the children. Feeding, bathing, entertaining and tending to their every need. From movie nights to art session, zoo visits to sailing, the companions stop at nothing to give each camper the holiday of a life-time! 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.

Progress:

20 years on from the first Sony Camp that led to the inception of Sony Foundation, the program has grown to 28 camps across 50 schools and universities in Australia. To date, over 7,500 children have experienced the magic of a Children's Holiday Camp. These Camps have a remarkable flow-on effect to families, friends and local communities. Sony Foundation is committed to seeing the Sony Camp program grow by an additional two camps per year.

"Looking after a child with special needs can be arduous, but those ever so precious moments of laughter, a small smile, or even an outstretched hand can provide the reassurance that what you are giving is something special. Sony Camp has taught me to treasure the smallest gifts, especially in time of great difficulty."

- Emma, Sony Camp companion, 2013





7,500+

campers since 1998



13,000+

companions since 1998



45

high-schools



5

universities



LONGING TO BELONG

BY TERESA LUND, MOTHER OF SONY CAMPER

My 16-year old son Edgar, has severe autism. When he was nine, I realised he needed activity out of the home, but as Edgar understands little of what is said to him, I knew finding this sort of care would be exceptionally difficult.

So, I went online. I didn't want an autism expert, I wanted an athletic young person Edgar could look up to, spend time with and learn from. I found Tom.

At that time, Tom was 20 years old and studying teaching and responded with an enthusiasm and willingness I was unaccustomed to when it came to Edgar.

Tom came, and, to be honest, initially, he probably had very little idea of what he was doing and had to learn a whole new way of communicating to connect with Edgar. So, Tom listened to Edgar and saw he needed to be visual. To use touch, facial expression, gesture and even scratchy drawings on pieces of paper to help Edgar understand. This enabled Edgar to have some say in his own life and make choices that he would enjoy. They created an adventure utopia in which trust flourished and many new and exciting skills were discovered.

Tom opened Edgar's world and in doing so helped our whole family... so many people saw the autism first and struggled to see past it. Tom saw Edgar.

About a year after Tom came to work for us, I asked him why he had been so positive and receptive to my first email. He replied that when he was at school he had participated in a camp caring for children with special needs. Enter Sony Foundation. Tom said he enjoyed the Sony Camp experience so much he had told himself that if he ever got the opportunity again he would take it.

Since that time, Edgar has attended the same Sony Camp at the same school Tom was a student at on three occasions. Through this camp, we have gotten to know six more carers and I now have three young men working with Edgar, all of whom attended Sony Camps as carers while at school.

The bond Tom and Edgar share is special, but I don't think it needs to be. Edgar's friendship with Tom and all that blossomed from it is a direct result of the work of Sony Foundation.





"This is the power of the Sony Camps. They do so much more than provide respite for carers of children with special needs. They give children with special needs an opportunity to participate in a community event, independently of their families. They also give teenagers an opportunity to get up close and personal with disability, and hopefully, to see past it, to the children and young men and women before them who ask nothing more than to belong.

I don't think it is possible to overestimate the impact of this early engagement for teenagers. As our future adults, they can have a powerful influence in shaping a friendlier, not just inclusive, but welcoming society going forward."

- Teresa Lund, mother of Sony Camper, Edgar.



4,122

patient visits to
You Can Centres



5

hospital partners



\$500K

funding for youth-related
cancer research



70K

visits to peer networking
platform You Can Connect
(since launching Aug 2017)

YOU CAN

Issue:

A gap in care for adolescents and young adults with cancer, resulting in lower survival rates for certain cancers than their child and adult counterparts.

Program:

In partnership with the Federal Government and cancer charity Canteen, Sony Foundation launched its national youth cancer initiative 'You Can' to establish a national network of age-appropriate and specialised youth cancer centres and services around Australia.

Progress:

Eight years on, over \$7.7 million has been committed to realise Sony Foundation's vision of a national network of You Can Youth Cancer Centres and services with a You Can Centre in Perth and Melbourne and with two under construction in Sydney and Brisbane along with oncofertility services, research and program funding. Furthermore, You Can has expanded to reach all young Aussies anywhere, anytime with the launch of our online You Can Centre, You Can Connect (www.youcan.org.au), a peer networking and support platform for young Australian cancer patients, survivors and supporters to connect them like never before.

"It's been an absolute privilege using the site! Good to know there's a place with some like-minded folks who have all gone through their own little rough patch. Didn't really have a place to vent previously during my treatment, but thoroughly enjoying myself now after the fact."

- Mitch, AML Survivor
and You Can Connect member



YOU CAN AROUND AUSTRALIA



Perth You Can Centre

\$1.8 million donated to build Australia's first You Can Centre at Sir Charles Gairdner Hospital in Perth. This opened in May 2013.



Melbourne You Can Centre

\$1.5 million donated to build a You Can Centre at the Peter MacCallum Cancer Centre. This opened in August 2016.



Sydney You Can Centre

\$1.5 million donated to Prince of Wales Hospital to build a You Can Centre and You Can chemotherapy bays. Due to open in 2019.



Brisbane You Can Centre

\$1.8 million committed to build a You Can Centre at the Royal Brisbane and Women's Hospital. This Centre is set to open in 2019.

"This state-of-the-art purpose built centre will benefit young cancer patients, and act as a hub for clinical research to advance treatment and increase survival rates. It will also address a gap in care and support that can sometimes exist between paediatric and adult health services, and will offer adolescents and young adults the best possible chance to respond to their diagnosis and treatment."

– The Hon. Anastacia Palaszczuk MP, Premier of Queensland.

“Keeping young people fit, healthy and strong during treatment is something I see as not only important, but essential. Adolescents and young adults (AYAs) however are a unique cohort who are physically, biologically and psychosocially different to adult and paediatric patients and therefore need to be investigated as their own entity.”

– Claire Munsie Senior Exercise Physiologist at the WA Youth Cancer Service and winner of the You Can Innovate Research Grant.



SERVICES:

- Funding to build You Can Connect, an online peer-to-peer support platform for young Australian patients, survivors and supporters
- Funding for a Health and Wellness Manager in the Melbourne You Can Centre
- Funding for Australia's first free fertility preservation services for young patients with cancer at the Fertility & Research Centre, Royal Women's Hospital Sydney. Set to open in 2019.

RESEARCH:

- \$80,000 for research into new cures for brain cancer using ALT-targeted drug discovery in 2014
- \$100,000 for the You Can Innovate Research Grant in 2017
- \$320,000 for Virtual Reality Cancer Research Grant in 2018



CONQUERING CANCER

BY JESSICA VAN ZEIL

When I was 21 my life was turned on its head by three little words, "you have cancer."

At the time, I was six weeks in to what was meant to be an eight month volunteering holiday in South Africa. I felt I didn't believe it at first and I refused to go home. My dreams were being snatched away and I was doing everything to hold on. Cancer is for old people isn't it?

After two weeks, multiple doctor's appointments and too many arguments to count, I was on a flight back to Australia. I spent the entire 14-hour flight crying. I got home and I felt so alone. All my peers were at university or working and I was spending every day in waiting rooms as I got referred from hospital to hospital. I had a very rare form of ocular melanoma, so we needed to find a specialist with experience.

Six months went by and I never met anyone else even close to my age. The level of loneliness increased as did the resentment I felt to anyone leading a normal 20-something life.

It wasn't until my cancer became more aggressive that I found out about OnTrac at Peter Mac; a Victorian based service dedicated

to helping adolescent and young adult (AYA) cancer patients keep their life on track from exercise to education and everything in between! At the start, I was apprehensive to say the least... the exact words I yelled at my doctor were: "You can't just expect someone to counsel me through losing my eye, so I'll accept the surgery and make your life easier! You can get stuffed!"

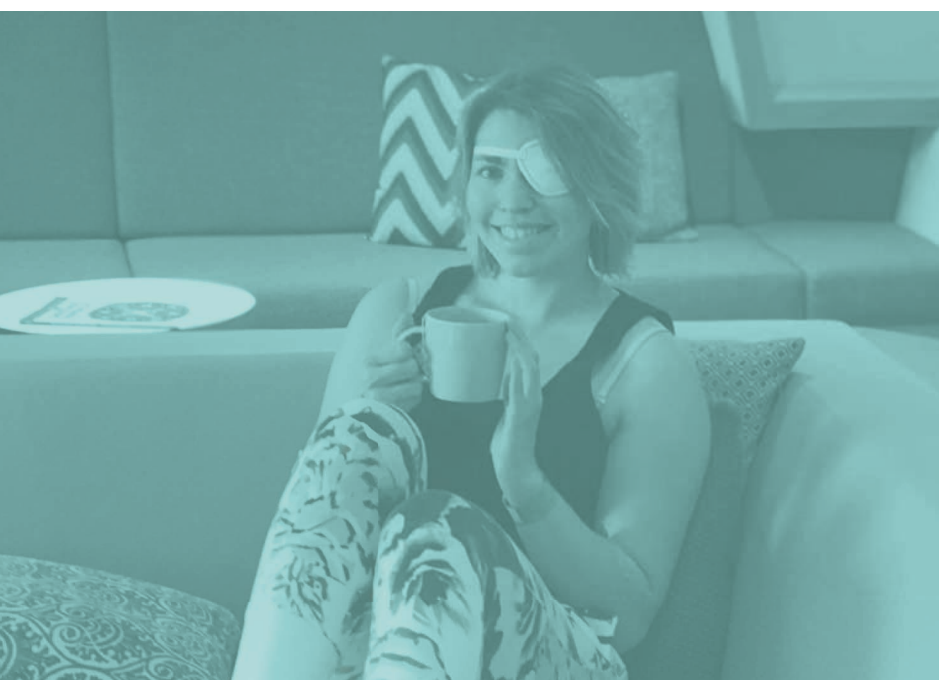
Dragging my feet, I went to meet the OnTrac team who are based at the Melbourne You Can Centre.

Quickly my mood changed, I went from thinking I was the only one to realising there were other young people out there that understood what I was going through and people enthusiastic to help us through this insanely overwhelming time!

I started to meet people my age, made friends and I was a part of a beautiful community who made me feel loved and supported. About 10 months after my first introduction to You Can I was invited to help officially open the new and incredibly beautiful centre or as I like to refer to it as 'my haven'.

A few weeks after the opening, my life was thrown back into turmoil. I was diagnosed with stage 4 metastatic melanoma after having a seizure in my own home and I was admitted to Peter Mac Hospital for brain surgery. I think this was the time when I really realised how important these centres were, I used the You Can Centre to escape my ward, the noise, the doctors, the fear and curl up on the couch with a movie. This became my favourite place, it felt like home and it wasn't just for me, the doors were open to my friends and family who were all exhausted and stressed out!

I have been stable for two years now and thankfully I haven't been admitted into the hospital since May 2017, but I will be forever grateful for the difference the You Can Centre made to my life. You Can was a speck of light in a very difficult time.



“It gave me hope and something to smile about while everything was being taken away from me and I was fighting for my life! I want to see You Can Centres and support like this rolled out across the country so no one else ever feels alone and that they too can have a place to call home in hospital!”

- Jessica Van Zeil, You Can Champion





Program Partners



YOUTH MARGINALISATION

Issue:

Disconnected young people are more likely to partake in self-destructive behaviours that are detrimental to themselves and the wider community. With 1 in 4 young people, aged 15 – 24, reporting a mental health condition and over 43,000 young people under 25 sleeping on the streets each night, an increasing number of young Australians are facing numerous challenges to health, wellbeing and stable living conditions.

Program:

Connecting with young people to provide them with opportunities, support and resources to encourage positive life choices.

Progress:

Since 2001, Sony Foundation has donated over \$8 million to Youth Off The Streets, Musicians Making A Difference, The Salvation Army and Mission Australia, as well as non-financial support for programs and services to benefit some of Australia's most at-risk youth.



"Before the scholarship, I was in an unhappy living arrangement and was just about to start my first year of University. Now, I am living out of home in my own place, I have my licence and a car. This scholarship has helped me and impacted my life so dramatically I am unable to imagine where I may have been without it and I am so grateful as this scholarship allows me to better my future."

– Teskana, Sony Foundation YOTS
National Scholarship Program recipient



1460

days of meals served
from the food van
since 2014



7

YOTS scholarships



100%

of MMAD STARS indicated
improved mental health



\$12

per day to rehabilitate a young
person through MMAD STAR
program vs \$652 per day to
keep a young person in the
juvenile justice system

A CONCRETE PILLOW

BY D-MINOR

My name is D.Minor, I was homeless from around the age of 11 years of age with my twin brother. Like actually homeless... I used to sleep next to bakeries for warmth, I would sleep in sand ditches in golf courses, in hallways or anywhere I could find that had some shelter.

I became extremely street smart from a very young age, I had no choice but to be fully independent. I used to scrunch up newspapers and put them under my jacket for warmth.

I used to steal my food every day. Eventually I would get caught and arrested and placed in many foster homes then shuffled between refuges. It was during this time that I grew a passion for music, it was like therapy for me. I used to write down my lyrics that I had in my pen, I would write down my pain and make it rhyme.

In Year 8 I got kicked out of school. I was in a refuge at the time and my caseworker recommended me to this urban music camp which was run by Musicians Making A Difference (MMAD). The '351 Camp' run by MMAD was life-changing and started me on a whole new adventure. From there, I got accepted into the MMAD Sony STAR Program which changed everything for me.

I was one in 10 people to get accepted into a year-long mentoring program to help me overcome all my adversities and become the person I had only ever dreamed off. I had people who believed in me and mentored me to move beyond the challenges I was facing. The Sony STAR program changed the way I saw myself and what I could do with my life. It was an intense 12 months of really working on myself and rewriting the life I wanted to live.

I am now finishing my Bachelor's Degree in Composition and Production. I have represented Australia at the World Championships of Performing Arts. I am an ambassador for my Parramatta Council and a MMAD mentor.

I am at the stage where I am currently recording my single "Concrete Pillow" and my dream is to tour schools and inspire thousands of other young kids who are facing extremely hard situations.

— by Daniel Harvey, Musicians Making A Difference and Youth Off The Streets graduate and mentor.







GOODNA YOUTH AND COMMUNITY CENTRE

In January 2011, devastating floods tore through Southern Queensland and New South Wales leaving a trail of destruction, loss and grief. Within days, Denis Handlin AO, Chairman and CEO Sony Music Entertainment Australia & New Zealand and President, Asia, had mobilised Sony Music, artists and media to release the charity CD “FLOOD RELIEF – Artists for the Flood Appeal”. It raised a staggering \$2 million for The Salvation Army’s Flood Appeal.

“Over the past few years the Goodna team has strived to be attentive to the community in need. We have been determined to fill the gaps rather than duplicate other services. It was through Sony Foundation’s trust in us, because they backed who we are and what we do, that we achieved so much for this community.”

- John Williams,
SoundPoint Manager,
The Salvation Army

Issue:

Regional community left devastated by the 2011 Queensland floods.

Program:

In partnership with The Salvation Army, build SoundPoint, a youth community centre to create a community hub, providing the support and services required to rebuild the local area.

Progress:

Since the centre opened in October 2013, SoundPoint has become the heart of the local community. The Centre provides not only a physical symbol of resilience, but also a range of support and services to the young people in the area designed to enhance the prospects of the local youth community.





2,397

young people attended
Street Dreams workshops



4,350

completed educational
programs through SoundPoint



3,615

took part in SoundPoint
holiday programs



23,947

the total number of young
people impacted by the
Goodna SoundPoint Centre





Delta Goodrem performing
at Wharf4Ward 2015

20 YEARS OF EVENTS

The majority of funds raised have been through harnessing the entertainment powerhouse of Sony to create events like no other. Sony Foundation is renowned for its ability to combine entertainment and philanthropy in a way that showcases Sony's commitment to excellence.

True Colours Ball | 1998 – 2008

Sony Foundation's very first fundraising event, the True Colours Ball, was an annual black-tie gala to raise funds and awareness for Sony Foundation's youth-related causes. Attended by representatives from the Sony group, Corporate Partners, supporters, charity partners and well-known Australians such as; Alan Jones, Dennis Lillee, John Laws and Peter Garrett, this event laid the benchmark for the entertainment extravaganzas that Sony Foundation is known for hosting. In 2003, the True Colours Ball raised a record \$1 million including \$500,000 raised from 'Rainbow Week', a joint initiative between Sony Foundation and Harvey Norman.

Captain's Dinner | 2010

In 2010, Sony Foundation brought together Australia's leading Captains across sports and government including; Lucas Neill, Ricky Ponting, Kevin Rudd, Tony Abbott, Bob Hawke, Grant Hackett and Libby Trickett, all united in support of young Australians with cancer. The exclusive dinner was a celebration of leadership, a call to action in the fight against youth cancer and to commemorate the launch of Sony Foundation's 'You Can' campaign.

Denis Handlin's 30th Anniversary | 2014

To celebrate 30 years of leading Sony Music Australia, Denis Handlin AO, Chairman & CEO of Sony Music Entertainment Australia & President, Asia and a founding Director of Sony Foundation Australia an event was held bringing together some of the biggest Sony Music acts from Delta Goodrem, Jessica Mauboy and Guy Sebastian to Irish rockers The Script, in a special celebration that also raised funds for Sony Foundation. The event saw the launch of an endowment fund to support families from Sony Foundation's Children's Holiday Camp Program, providing annual grants to assist with further support care or services.



Captains Dinner 2010

EVENTS

Wharf4Ward | 2009 – present

Sony Foundation's signature event, Wharf4Ward, is an entertainment spectacular that sees over 900 guests descend onto Sydney's iconic Woolloomooloo Wharf. Taking over all six restaurants with multiple stages, countless Sony Music artist performances, celebrity hosts, luxury auction and exciting event activations, all coming together to raise record funds for You Can. By 2017/18 Wharf4Ward had raised over nearly \$7 million.

River4Ward | 2015 – present

Expanding the infamous long-lunch to Melbourne, 2015 saw the inaugural River4Ward take place. Situated on picturesque Crown Riverwalk, the event features a custom-built, floating stage which sees Sony Music artists perform from the Yarra River as over 400 guests come together for a Sony entertainment gala, raising funds in support of You Can. Since 2015, the event has raised over \$2.3 million and has funded the opening of Melbourne's first You Can Centre.

Brissy4Ward | 2018 – present

Off the back of the success of award-winning events in Sydney and Melbourne, the inaugural Brissy4Ward in Brisbane launched in 2018 in a unique setting overlooking the iconic Brisbane River. Over 250 guests raised an incredible \$375,000 for You Can, going towards the build of Queensland's first You Can Centre, currently under construction at the Royal Brisbane and Women's Hospital.

John Farnham performing at River4Ward 2015



River4Ward 2017



Human Nature performing at Wharf4Ward 2014

TOP MEDIA MOMENTS

Over the years, Sony Foundation has received immeasurable support in raising awareness and shining light on our causes and programs, from our valued media partners. These are some of the pieces that have helped shape and share the story of Sony Foundation.

TODAY Show, Nine Network 1998 | Holiday Camps story

In 1998, the Nine Network's TODAY show, aired a special story about a camp for children with special needs that was hosted by a school in Sydney. The Camp was about to be forced to end due to a lack of funding, but thanks to the foresight of Sony Directors, the camp was saved, Sony Foundation was founded and today, there are 28 of these camps taking place around Australia.

60 Minutes, Nine Network 2007 | Forgotten Generation

In 2007, Peter Overton told the story of the 'Forgotten Generation' – teenagers and young adults who were literally falling through the gaps of Australia's medical system. These young adults were forced to share hospital wards with the old, the demented and the dying and in doing so, were denied the specialised care and research they desperately needed. Three years later, Sony Foundation founded 'You Can' to establish a national network of specialized and age-appropriate cancer centres for Australia's young cancer patients. Following this story, Peter became a committed Sony Foundation ambassador, passionately advocating and supporting the You Can Cause. In early 2018, Peter did a follow-up story on the progress and patients directly impacted by You Can.

The Project, Network TEN 2011 | The Power of Good

In December 2011, The Project team shared a story that highlighted the generosity of spirit and the community that Sony Foundation's Children's Holiday Camp Program was creating. This story highlighted the STAR Sony Camp in Melbourne, demonstrating how the camp program not only provided respite for families of children with special needs, but the invaluable life lessons it was giving the student companions. At its core, was the message that everyone, regardless of the ability or needs, just want a place to belong and feel accepted.



Sunday Night, Network Seven 2013 | Jason and Cass: A You Can story

In 2013, Sony Foundation ambassador Sally Obermeder, shared the story of Jason and Cass. Two young cancer patients brought together in their fight for life and improved youth cancer care and services through You Can. Tragically, Cass lost her battle after her brain tumour returned, but the story showed the value of friendship, support and of having someone who truly understood what life as a young cancer patient was like.

A Current Affair, Nine Network 2017 | Friends For Youth

In 2017, the Sony Music All Stars released a charity single, to raise funds, awareness and support for Sony Foundation's programs. This special single, was debuted and released at the infamous Wharf4Ward event and the Friends4Youth campaign was launched. You Can Champ, Maddi, who spoke at Wharf4Ward 2017, was featured, showcasing the impact and support that You Can was providing as the biggest names in Australian music united in support of Australia's youth.

Daily Telegraph, News Corp Australia 2017 | Wharf4Ward speech

At Wharf4Ward 2017, Maddi Delaney a 17 year old cancer patient, bravely shared her story of enduring an isolating and at times, terrifying cancer journey. Addressing the 900+ crowd of guests, Maddi silenced the wharf with her moving and genuine speech on the importance of having a support network like You Can. So moved by Maddi's heartfelt plea to support the 1200 young Australians diagnosed with cancer each year, News Corp's Daily Telegraph published her speech in full in the very next day. Maddi was also nominated for the illustrious News Corp Australia 'Pride of Australia' medal.



THE FUTURE OF SONY FOUNDATION AUSTRALIA

"20 years is an important milestone.

A chance to look back, reflect and feel proud of what has been achieved.

It is also, however, a chance for us to look forward and be ambitious. A time to be more motivated and determined.

We want to continue to harness the incredible collaborative power to really take this Foundation to the next level. To use the wisdom of the last 20 years for the next 20.

Knowing what can be achieved when focusing on the combined efforts of our corporate and media partners alongside government to ensure the sustainability of our programs.

As we embark on the next 20 years, we will seek to support those young people who fall through the gaps.

Together we need to strive to alleviate the complex social issues and to work collaboratively to find the solutions. We will remain committed to delivering on these solutions, no matter how challenging they are to bridge these gaps.

And, let the young people's stories that you have read in these pages be the inspiration to keep up the fight and ensure we continue to challenge the status quo."

- Sophie Ryan, CEO Sony Foundation Australia



Camper and his student companion at the Churchie Sony Foundation Children's Holiday Camp

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.



Sony Camper and companion



Tessa Calder, You Can Champion