

SHOUT

STEVE SMITH OPENS SONY FOUNDATION'S
BRISBANE YOU CAN CENTRE

WHARF
4WARD
FUNDS
FIFTH
YOU CAN
CENTRE

BUSHFIRE
APPEAL
FOR
YOUNG
AUSSIES

 SONY
FOUNDATION
AUSTRALIA

WWW.SONYFOUNDATION.ORG

A Message from our CEO

Dear Corporate Partners and Supporters,

This year has proven to be a challenging and difficult time for many of us. As Australians united to support communities devastated by the terrible bushfires, we were then faced with the arrival of COVID-19, one of the biggest challenges our society has faced. In response to these unprecedented disasters, Sony Foundation has remained committed to improving the health and wellbeing of young Australians through the establishment of our Bushfire Appeal and adapting our programmatic work to address the new 'normal' for our communities. I would like to take this opportunity to thank the Sony Group of Companies and our Corporate Partners for their continued support during these trying times.

In February, we farewelled our Chairman, John Kirby AM. John's brilliant guidance and vision has been integral in Sony Foundation achieving record fundraising and forging exciting new ground. 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, committed to funding an adolescent Palliative Care Unit at Peter MacCallum Cancer Centre and launched our You Can Fertility Preservation Service. John was also instrumental in the development of our iconic Melbourne event, River4Ward which has contributed funding to many of these great



projects. What started as a passionate idea has resulted in many lives touched and a lasting legacy of his great leadership.

On behalf of the Board Directors, I would like to thank John for his dedication to Sony Foundation for over six years, delivering many projects that have, and will continue to, improve the health and wellbeing of young Australians. 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. Current Board Director, and CEO of Nova Entertainment, Cathy O'Connor has been appointed Chair bringing incredible strategic leadership experience and a passion for Sony Foundation's programs. ●



John Kirby AM, Outgoing Chairman, and Sophie Ryan, CEO, Sony Foundation, at Wharf4Ward 2013

Take care and stay safe.
Sincerely,

Sophie Ryan

Chief Executive Officer,
Sony Foundation Australia



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

Chris O'Brien Lifehouse home of next You Can Centre

765m²
Largest You Can Centre
in Australia



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 patients and their families from regional and rural areas access to free and appropriate accommodation. ●

The Centre is currently in planning and due to open in 2021.



4 Apartments

Accommodation for regional and rural patients and their families

A home away from home

Including a music studio, group lounge room, yoga area, kitchen, dining, laundry and breakout spaces



Bushfire Appeal for young Aussies

On February 16 at the Fire Fight Australia Concert in Sydney in front of 75,000 fans, Sony Foundation Ambassador Guy Sebastian announced a \$200,000 donation on behalf of Sony Foundation to the Bushfire Appeal.

These funds are part of an ongoing Bushfire Appeal established by Sony Foundation to support young Aussies in the communities hardest hit who will be dealing with the many long term effects for some time to come. Research shows that following a natural disaster, 27% of children and adolescents suffered moderate or severe PTSD. Natural disasters are a unique form of trauma as a result of losing one's local services, social networks, sports club and opportunities for social gatherings.

Sony Foundation's Bushfire Appeal also includes funds raised during the annual Twitch Charity Stream, 'Gaming4Life', proceeds from the special 'Artists Unite for Firefight' CD featuring international and local artists and more initiatives to be announced. ●

To stay up to date with developments of Sony Foundation's Bushfire Appeal or to donate to the project, visit www.sonyfoundation.org/BushfireAppeal



Pictured here: Sony Music Artists: Guy Sebastian, Amy Shark, Pete Murray, Olivia Newton-John & Jess Mauboy with Denis Handlin AO, Chairman and CEO Sony Music Entertainment Australia & New Zealand, and Sophie Ryan, CEO, Sony Foundation Australia



Record-breaking Wharf4Ward

\$1.52 million raised to fund 5th You Can Centre

Wharf4Ward 2019 was one for the record books, as 1,000 of Sydney's elite 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.

Known as Sydney's longest lunch, this entertainment extravaganza treated guests to performances by chart-topping Sony Music artists Tones and I, Jessica Mauboy, Stan Walker, Samantha Jade and Brad Cox who all dedicated their performances to the You Can Champions across

Australia. A highlight of the day was Tones and I's international hit 'Dance Monkey' – with over 1 billion streams, the Wharf was brought to their feet!

Adding more star power to the event was the record number of hosts including Shane Warne, Ben Fordham, Wippra, Angela Bishop, Peter Overton, Samantha Armytage, Larry Emdur, Adam Gilchrist, Samantha Dawson and Isa Guha. Sony Foundation Ambassadors and celebrity guests included Johnathan Thurston, Lincoln Younes, Angie Kent, Roxy Jacenko, Matt de Groot, Matty J, Natarsha Belling, Richard Reid and Joe Hildebrand, who



soaked up the sun and joined the celebrations on Woolloomooloo Wharf.

Thanks to legendary cricketer Shane Warne for hosting the pledge segment on the day, with a record-breaking \$240,000+ donated for regional patients to fund the family apartments at the new You Can Centre. ●



Top Pledges

Gold Donors

News Corp Australia - **\$15,000**
Nine Entertainment - **\$15,000**
NOVA Entertainment - **\$15,000**

Silver Donors

Seven Network - **\$11,000**
APRA AMCOS - **\$10,000**
Cricket Australia - **\$10,000**
digiDIRECT - **\$10,000**
Endemol Shine Australia - **\$10,000**
Fetch TV - **\$10,000**
Infinet Group - **\$10,000**

Luke Hepworth - **\$10,000**
Nanette Ainsworth - **\$10,000**
Network 10 - **\$10,000**
P2 Content Agency - **\$10,000**
Panthera Property Group - **\$10,000**
Spotify - **\$10,000**
The Network Group - **\$10,000**
The Star - **\$10,000**
Valmont - **\$10,000**



14 celebrity hosts from
7 major media networks

31 pledges raising over **\$240,000**

20 advertising packages donated

8 luxury live auction items

1,000 guests

100+ companies present

Event Partners

TripADeal, Fox Sports, Quantum, Sony Music Entertainment Australia,

AVMIN Air Charter, All Districts Limousines, Club Med, Cricket Australia, Porsche Centre Sydney South, DHL, Fox Gordon, G.H.Mumm, George P.

Johnson, Ovolo Hotels, Two Suns, Santa Vittoria, The Music Box, Wink Models, Banana Boat, Joco, Snap Darlinghurst, Waimete, Stay South,

The Arnott's Foundation, Pepsico, Coleman Group, Nique, Grazia, Bounce, Sweaty Betty, Orchard Thieves, Queen St Hair & Beauty, Remedy, Sally Hansen, Mentos, Trilogi.



Steve Smith officially opens Sony Foundation's Brisbane You Can Centre



Queensland's largest hospital is now home to the state's first fully-dedicated centre for young people receiving cancer treatment, thanks to the collaborative efforts of Sony Foundation and the Royal Brisbane and Women's Hospital.

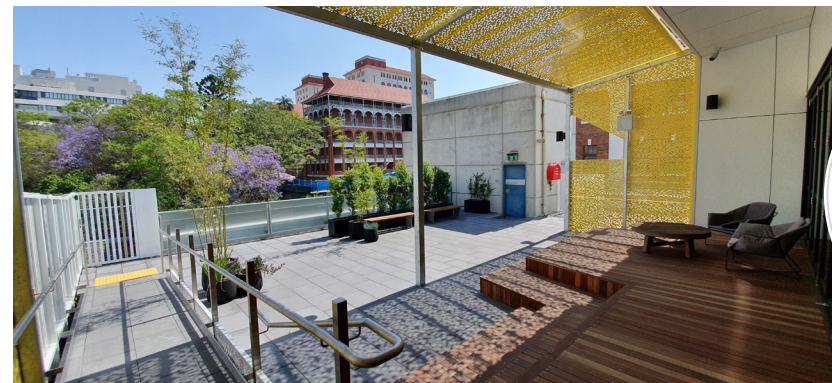
Australian cricketer and Sony Foundation Ambassador Steve Smith joined QLD Minister for Health and Minister for Ambulance Services, The Hon. Dr Steven Miles, and other Sony Foundation Ambassadors including Johnathan Thurston, Gaaan Rooney and Sony Music artist Stan Walker to officially unveil the third You Can Centre in Australia funded by Sony Foundation.

“It's hard enough to be a teenager. But being someone of that age going through cancer, I can't imagine how hard that is. When I was younger I lost a friend to cancer, so I think it's important that as a community we improve the situation for others in the future.”

Steve Smith,
Australian Cricket Legend and Sony Foundation Ambassador

Event Partners

South Brisbane Jaguar Land Rover, Campos Coffee Long Island, Santa Vittoria, Lennox Media.



Thanks to Sony Foundation's donation of \$1.8 million, the previously disused rooftop is now a state-of-the-art purpose-built Centre for adolescent and young adults with a cancer diagnosis. The Centre has been designed as a social haven away from the hospital ward, with a kitchen, relaxation areas, Sony entertainment technology, study area, yoga and consult rooms and landscaped outdoor areas to hang out in the fresh air. ●

A SHOUT out to Silver Corporate Partner, Hutchinson Builders, for delivering the Brisbane You Can Centre project on time and at a reduced cost.

“I want to acknowledge the Sony Foundation, you should be really proud of what is an extraordinary achievement”

The Hon. Dr Steven Miles,
Minister for Health and Minister for Ambulance Services



Molly's moment of gratitude

An excerpt from You Can Champion, Molly Dawson's speech at the opening of the Brisbane You Can Centre.

"I met a beautiful girl in August through the Sony Foundation. Myself, her and all the other You Can Champs got to walk through this centre and check it all out for the first time. This was a Monday. She was so lovely and we just all hung out and chatted all things cancer. On the Thursday I got a message saying she had passed away. That's when reality really hit me in the face. I was fighting for my life.

I don't want to say her name out of respect, but she was a truly gorgeous soul and I wish she could be standing with all of us and have seen this centre be officially opened. With the opening of this new You Can Centre it will bring a sense of calm and safety to young people that are unfortunately stuck at the hospital. Look around, it does not feel like we are in the hospital. The colours are so calming and if you haven't sat on the couches yet you are missing out. To have such a beautiful and peaceful place to escape to in-between treatment and appointments is so overwhelming it's hard to put into words.

Unfortunately, I never got to use this space while in treatment. A couple of weeks ago my friend from Bundaberg was diagnosed with Leukaemia. He is staying in ward 5C and has been using this centre a lot. He told me, 'It was breathtaking and amazing to have a space where I can go myself and have no distraction and just be on my own and enjoy the peace and not listen to the beeping machine or anything... and enjoy fresh air.' ●

Editor's note: Molly has returned home to Bundaberg and is in remission.



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

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

Felicity, You Can Champion

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. •

A long way from home...

An excerpt from You Can Champion, Felicity Harwick's speech at Wharf4Ward 2019.

"Hi my name is Felicity Hardwick, I'm 16 years old and I'm from a small rural town called Coonamble. It's two hours north-west from Dubbo. I miss home... like a lot. My family live 500 odd kilometres away from where I'm getting treatment in Sydney for my brain tumours and we are also in drought so that equals zero dollars for my family to afford accommodation anywhere and the whole point of them visiting is to spend time with me.

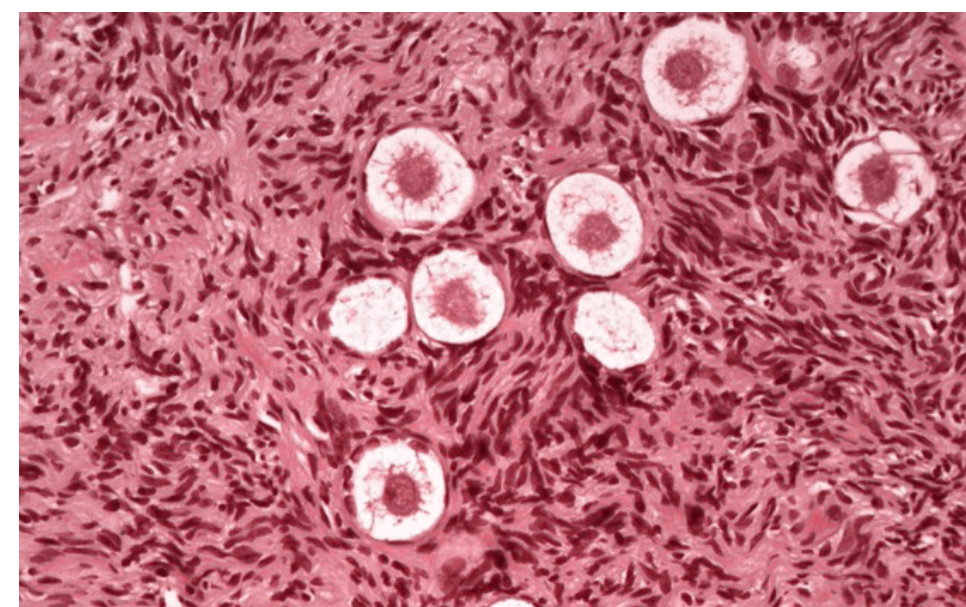
The different places we have stayed have been all around Sydney. I think I'm starting to feel like a tourist only

without the holiday. We seem to be always leaving home and having to come back. Who here hates the idea of moving house? Well on the last day of my chemo we go back to where we are staying in Sydney and Mum has to start packing up as we have to get out of the apartment the very next day. We then have a 7 to 8 hour drive home, feeling like crap because I've just had chemo, with vomit bags in tow. When we finally get home, we unpack our car for a two week stay, only to turn around and do it all again. This has been our world for the past 12 months." •

Editor's note: Felicity's treatment finished in February 2020 and she has started year 11 Boarding School.



More young cancer patients to have access to cutting-edge fertility preservation



A pioneering service to transport, freeze and store reproductive tissue for young cancer patients is being led by a team of fertility specialists at the Royal Women's Hospital, Melbourne thanks to a generous grant from Sony Foundation.

The National Ovarian and Testicular tissue Transport and Cryopreservation Service (NOTTCS) – the first of its kind in Australia – will enable medical professionals nationwide to offer fertility-preserving treatment to cancer patients aged 13 – 30 years old.

Currently, only 4 per cent of young women and 1 in 4 young men undergo fertility preservation before

chemotherapy, despite research showing infertility is the number one issue that has an identified impact on a young person's quality of life following cancer.

Associate Professor Kate Stern says she is thrilled to be able to deliver this exciting new initiative that has already proven to change people's lives.

"This service will enable tissue to be collected, transported and cryopreserved in Melbourne from patients right around Australia. It will give access to state-of-the-art fertility preservation to young people who might have thought that it's the end of the road for their fertility."

“
I wish I was given the option, but fertility preservation wasn't even discussed and I assumed it wouldn't be an issue. By not having a choice or a say at the time, it heavily impacted my mental health later on.”



Jess,
diagnosed
at 23 years
of age

Sophie Ryan, Sony Foundation CEO, said: "No longer will young people miss out on this treatment due to barriers such as lack of access for regional patients, cost and time restrictions. But more importantly, providing access will give young people facing cancer hope and the opportunity to focus on life after cancer." •

Out & About

With our Ambassadors & Supporters

Anthony Minichiello

It's not every day an NRL Legend joins your arts and crafts session, but that's exactly what happened when Sony Foundation Ambassador, Anthony Minichiello made a surprise visit to the St Joseph's Sony Camp.

"The kids I met were fantastic, they were so funny, and engaging. I could see the Campers were so comfortable in the care of their Companions, which is a testament to the care these students have shown to develop such strong bonds in a short time".

Stan Walker

Sony Foundation Ambassador, Stan Walker, made a special visit to Chris O'Brien Lifehouse the home of our next You Can Centre. Stan inspired a small group of youth cancer patients as he shared his cancer experience, before joining a Music Therapy session and visiting the wards for some very memorable surprise performances.



Mark Vincent

Sony Music Artist Mark Vincent popped by the Abbotsleigh and Knox Grammar, ABBOX Sony Camp, treating campers to a Christmas Carol concert with spontaneous karaoke. Mark spent hours getting to know the campers and their companions, making for a very special Christmas party.



A game changer in cancer care arrives in Brisbane

The Courier Mail

Giaan Rooney

Excerpt from an opinion editorial by Sony Foundation Ambassador Giaan Rooney that first appeared in The Courier-Mail on 15 Nov 2019.

"When I was 19 I was staring at a black line, every day, all day, with one goal in my mind. There was pain, mental strain, self-disbelief, loneliness. I was, however, also living my dream. I was healthy, strong, supported. I'm one of the lucky ones who in my prime, was able to follow pursuits that only a young person with ambition and a fearless outlook on life can.

I often think about this when I meet teenagers and young adults that have been dealt the most terrifying of challenges in the prime of their lives, cancer. Nothing compares. For them, every day, all day, it's staring at blank hospital walls, the elderly and dying, needles and pitying faces. Then there's the loneliness and

disbelief, but also the fear and the frustration. Because they aren't living their dreams, they are living their nightmare. A body failing them when they should be taking on the world.

But it's not just their body that's failing them. For too long, it's also been the system. We have some of the best hospitals and free medical care in the world. But sadly, it was uncovered by a Senate Inquiry in 2005 into the state of cancer care in Australia that our teenagers and young adults, aged 15 – 25 years old, had some of the lowest cancer survival rates in the country. How did this happen, how did we fail them? Although more people are diagnosed with cancer in this age group than kids, we let them fall through a gap in care. They were being treated in children's hospitals alongside kids or adult hospitals with the elderly, missing out on specialised care tailored to their unique set of needs. We've realised how vital this

is when caring for children, but for teenagers, it simply was not there.

Because taking their eye off the black line at this stage in their life has unthinkable ramifications for their future. It's estimated the lifetime financial impact of a cancer diagnosis on a young person is \$1.3 million. That's not just health expenses, but lost wages, productivity and opportunities. But Sony Foundation is changing that, one You Can Centre at a time. These Centres engage youth cancer patients and survivors in health and wellbeing workshops, support groups, music and art therapy, educational and vocational support and peer support. The aim is to also reverse the alarming statistic that a young person with cancer is six times more likely to suffer from mental health issues than their peers."

Visit www.sonyfoundation.org/news to read the full piece.

Summer fun at Sony Camps

Throughout December over 400 children with special needs and their families accessed free respite care provided by students from 32 high schools and universities across Australia, as part of Sony Foundation's Children's Holiday Camp program. The campers had a holiday of a lifetime taking part in activities including visits to theme parks, fair days, reptile visits, Christmas crafts and movie nights, all made possible by the student companions and their school communities.

In 2019, Sony Camps provided over \$1.8 million in respite care, to more than

1,100 children with special needs and their families. This four days of respite is often the only break from full-time care these parents have each year. •

“ I felt that taking 4 days out of my holidays, which was such a small thing for me, in return of 4 days of respite for these families would make such a significant difference in their lives especially during Christmas time.

Annika, Year 11 Student Companion, Abbotsleigh



“ The feelings knowing that the volunteers have given up paid work, school holidays, family time and social commitments, some at their first camp, but others helping behind the scenes for over a decade, was heart-warming.

Parent of Camper, at a Sony Foundation Holiday Camp 2019

SHOUT OUT to our participating schools

Abbotsleigh School for Girls
Knox Grammar School

Bond University

Brisbane State High School
University of Queensland

Brighton Grammar School

Canberra Grammar School

Christ Church Grammar School
Methodist Ladies' College

Launceston Church Grammar School - celebrating 15 years

Moriah College
Masada College
Emanuel School

Pymble Ladies' College,
Sydney Church of England Grammar [Shore]

Sababa Melbourne
[Flying Fox]

SCOTS College, Warwick

St Andrew's College,
University of Sydney

St Ignatius' College Riverview
Loreto Kirribilli
Monte St Angelo

St Joseph's College
Brigidine College
Marist Sisters College

St Kevin's College
Xavier College
Genazzano FCJ College
Loreto Mandeville Hall

The Cathedral College Rockhampton

The Illawarra Grammar School - celebrating 10 years

Scotch College
St Catherine's School

Police ball funds six Sony Camps in one night!

Pictured here: NSW Police Commissioner Mick Fuller, The Hon Peter Dutton, Charlotte, Dylan, Vaughn, 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.

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 like 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. •

A very Sony Christmas

The generosity of employees from the Sony Group of companies was on full display, with a record number of Christmas presents dropped off at our annual Christmas Giving Tree.

Over 100 gifts were donated and distributed to Youth Off the Streets and our Sony Camp program for children with special needs. The Holiday spirit was felt far and wide, with presents being delivered to youth across the East Coast, from Tasmania to Queensland. •

Special thanks to Sony Music, Sony Interactive Entertainment and P2 who helped spread some holiday joy, hope, and happiness.



MMAD STARS Graduate

Congratulations to the 20 young people from MMAD’s ‘Catch a Falling STAR’ program, who graduated in December!

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.

“My proudest moment on STAR was being able to say I’m mentally stable for the first time in my life”

Blake, Catch a Falling STAR Graduate

Blake* was one of the participants in the 2019 program, who was able to work through some critical issues including suicidal ideation, drug abuse and illegal behaviour.

Gamers unite for bushfire relief

The global gaming community came together over three weeks for Sony Foundation’s annual Twitch Charity Stream ‘Gaming4Life’ which this year was dedicated to raising funds for the Bushfire Appeal.

Supported by Sony Australia and Sony Interactive Entertainment,



The biggest breakthrough came when his MMAD Social Worker developed a close enough relationship with him to encourage an official mental health diagnosis.

This program relies on intensive mentoring via means of creative support and by becoming part of a community, part of the MMAD family.

A SHOUT out to employees from Sony Foundation Corporate Partners Sony Music Entertainment Australia, Network Nine and The Orchard who gave their time to contribute to this supportive community, and shared their experiences in a series of professional and personal development workshops. •

some of PlayStation’s leading Creative Studios hosted streams including; Media Molecule, Naughty Dog and Insomniac as well as PlayStation’s Senior Director, Sony Interactive Entertainment Content Communications, Sid Schuman, and former President of Sony Interactive Worldwide, Shuhei Yoshida.

Hundreds of hours of gaming and donations over the event period contributed to \$13,000+ in funds

raised with a huge thank you to Naughty Dog for the highest amount raised. Thanks to Club Med for donating the major prize.

Sophie Ryan, CEO Sony Foundation said, “Gaming4Life 2020 is Sony Foundation’s way of bringing the gaming community together to make a significant impact to aid the recovery of young people affected during this time of national crisis.” •

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GOLD PARTNERS



SILVER PARTNERS



PROUDLY SUPPORTED BY

