

Sony Foundation's

ISSUE 53 - SUMMER 2016

SHOUT

**WHARF4WARD
RAISES A RECORD
\$1.1 MILLION**

**OLYMPIC HERO
VISITS A CAMP!**

2017

Upcoming Events

TWITCH 24 Hour Charity Stream



Nationally **March 4-5**

Sydney You Can Centre opening



Sydney **March**

River4Ward



Melbourne **April 6**

Sony Foundation Charity Movie Screening 'Smurfs - The Lost Village'



Nationally **April 17**

This year, Sony Foundation is giving the gift of research for Christmas. The 'You Can Innovate Award' invites young researchers (students & early-careers) across universities, research institutes & hospitals to submit a proposal for a research project, idea or technology to improve cancer patients prospects or livelihood, particularly those patients suffering in their youth. Sony Foundation will be awarding a \$100,000 research grant for the winning idea. Entry is by a video on the Thinkable platform so spread the word! To learn more about Sony Foundation's \$100,000 You Can grant head to: <https://you-can-innovate-award.thinkable.org/>



Chairman's Report



Dear Valued Corporate Partners and Supporters,

The year's end has, as always, approached much quicker than anticipated leaving in its wake a long line of Foundation events, activities, successes and celebrations.

The Children's Holiday Camps Program for 2016 is now well and truly in full swing as campers and companions alike embark on what will inevitably be an enriching and at times, life-changing journey for those involved.

It is delightful to see this wonderful program continue to grow and expand throughout Australia, enabling more families, children with special needs and companions the opportunity to experience all this program has to offer.

Special mention must go to Olympic gold medallist and Australian sporting hero, Cate Campbell for taking a day to visit The Southport School (TSS) Sony Camp on the Gold Coast.

Cate's younger brother Hamish, has previously attended the Sony Foundation Churchie / St Margaret's Holiday Camp in Brisbane so needless to say, Cate understands the importance and impact this program has on all those involved firsthand. Naturally, Cate's gold medal was the real star of the show as it was passed around, leaving a sense of awe among the campers.

Most recently, Sony Foundation's eighth annual Wharf4Ward, surpassed all previous fundraising records raising a mighty \$1.1 million in support of Sony Foundation's youth cancer program, You Can. We are equally delighted and humbled with this result which reiterates that not only are we driven to establish better youth cancer care in this country, but that we are joined by a tour de force of invaluable Corporate Partners, supporters and donors who stop at nothing to see the best possible outcome for You Can. Their passionate support and belief in this program is a true driving force. All are outstanding and inspirational!

Sydney put on a beautiful day of delightful weather as guests were treated to a taste of 'La Dolce Vita' in this year's Italian themed Wharf4Ward. An immense thank you to all the very special media people who gave their time, their talent and their hearts to hosting this event. The day's fundraising was of course interspersed with spectacular Sony Music artist performances from Mark Vincent and Marina Prior's operatic opening to Guy Sebastian's soul-filled tunes, Jessica Mauboy's top hits, Rag'n'Bone Man performing a show-stopping hit and Aussie music icon Daryl Braithwaite closing the show in true Daryl style with every guest up and dancing to his classic hits. Amongst the incredible auction prizes, Sony Music performances, PlayStation Virtual Reality activations, super yacht dining and of course, raising funds for You Can, we couldn't have asked for a more spectacular Wharf4Ward 2016. As You Can continues to grow and expand, we are very proud to announce the funding of a

You Can Oncofertility Centre in Sydney to ensure youth cancer patients have access to free fertility treatment and preservation, something that has never before been offered in this country.

We will continue to expand our You Can program until adolescents and young adults have the specialised care, centres and services they need to survive their cancer diagnoses.

Following the success and excitement of Wharf4Ward 2016, we now eagerly anticipate our annual Melbourne event, River4Ward. Following on from last year's record breaking event, River4Ward 2017 is primed to be another extraordinary day on the iconic Yarra River with unrivalled entertainment and fundraising for You Can. Stay tuned for further updates in the New Year.

Energetic Sony Music artist Taylor Henderson recently visited The Illawarra Grammar School Sony Camp to film a special segment in conjunction with our Rainbow Corporate Partner Channel Nine for their annual 'Christmas with the Australian Women's Weekly Special'. Taylor of course was a hit with all the campers and companions, especially when he decided to sing a few of his hits. Suffice to say, the campers loved having Taylor visit and the awareness this package generated is invaluable.

Thank you to all of the Foundation's incredible supporters and partners for their support in making 2016 one of the Foundation's most amazing years to date. We look forward to a jam-packed year in 2017.

Wishing you all a very safe and happy holiday season!

Kind regards,

John Kirby AM

Chairman, Sony Foundation

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Sony Foundation would like to acknowledge the life of Wharf4Ward 2015 You Can speaker, You Can champion and fearless young woman, Tessa Calder (1994-2016). A brilliant, radiant and illuminated soul that was such a joy to be around, Tessa Calder was taken from this world far too soon. Tessa deeply impacted all those she met and we will remember Tessa with her infectious smile, incredible strength and infinite love forevermore.



WHARF4WARD BREAKS THE \$1 MILLION MARK

Aussie rock legend Daryl Braithwaite and some of Sony Music's biggest acts including Jessica Mauboy, Guy Sebastian, Mark Vincent, Marina Prior and UK hit singer Rag'n'Bone Man performed in support of youth cancer program 'You Can' at Sony Foundation's biggest annual fundraiser, Wharf4Ward in Sydney on Thursday 27th October 2016 helping to raise a record \$1.1 million for 'You Can'.

Richard Wilkins led a celebrity line up of Wharf4Ward hosts including, Samantha Armytage, Natalie Bassingthwaighe, Angela Bishop, Natarsha Belling and Adam Peacock and auctioneer Jason Roses

Sony Music artists Mark Vincent and Marina Prior opened the show in a striking display of fireworks and an operatic inspired performance that set the pace for a day of cracking entertainment, world class dining and most importantly, raising funds for Sony Foundation's You Can.

Richard Wilkins led an all-star line-up of hosts including Natalie Bassingthwaighe, Samantha Armytage, Angela Bishop, Natarsha Belling, Adam Peacock and auctioneer Jason Roses.

Wharf4Ward saw Sony Foundation take over the line up of restaurants along Woolloomooloo Wharf as over 800 guests from business, politics, media, celebrities and sport all came together to be part of Sydney's longest lunch and to raise funds for Sony Foundation's youth cancer program You Can. In addition to premium dining, guests were treated to flawless performances from Sony Music artists Guy Sebastian, Rag'n'Bone Man and Jessica Mauboy.

Aussie rock icon, Daryl Braithwaite closed the show in spectacular style with a phenomenal performance that got the entire Wharf up and dancing to his classic hits.

This year's event took on an Italian inspired 'La Dolce Vita' theme as guests experienced dining on super-yachts, PlayStation Virtual Reality, fireworks, premium dining and spectacular performances by Sony Music artists.

Held across all six restaurants at Woolloomooloo Wharf, Wharf4Ward receives incredible support from Otto, China Doll, Kingsley's, Manta, Criniti's and Aki's.

Wharf4Ward funds for Sony Foundation's youth cancer program, You Can. Created by Sony Foundation to fill a gap between adult and paediatric cancer care in Australia, You Can is raising funds to build specialised youth cancer centres for 15-25 year olds. In the five years since You Can's inception, Sony Foundation has donated \$1.8 million to build Australia's first You Can Centre in Perth, opened a second You Can Centre in Melbourne earlier this year with a \$1.5 million donation and is currently building a third centre in Sydney. A Brisbane centre is under negotiation. Additionally, Sony Foundation is now fundraising to build Australia's first youth Oncofertility Centre.

Sony Foundation's new You Can Oncofertility centre to be built at Randwick will enable young cancer patients to have access to important fertility treatment in a specialist clinic immediately after their diagnosis. This service will be provided totally free of charge saving these young patients thousands of dollars in preservation treatment in the private IVF clinics.

"We are thrilled with the record-breaking outcome of this year's Wharf4ward. All of Sydney joined together for a very worthy cause. This will go a long way in establishing further You Can Centres and funding our You Can Oncofertility Centre in Sydney," said Sony Foundation CEO, Sophie Ryan.

YOU CAN CHAMPION JESS OLSON MEETS HERO, DELTA GOODREM!

On Friday 28th October, with thanks to Sony Foundation Director Denis Handlin You Can Champion and Wharf4Ward 2016 You Can speaker Jess Olson and her boyfriend Corey were treated to a night in Sony Music's suite at Qudos Bank Arena for Delta Goodrem's 'Wings of the Wild' tour. Jess and Corey were provided luxury transfers to and from the concert as part of the experience. As a post-show surprise, Jess was treated to a personal meet and greet with Sony Music artist Delta Goodrem. This meeting held particular meaning for Jess as she is a long-time Delta fan and draws constant inspiration from Delta having been diagnosed with the same cancer.



You Can Champion Jess meeting Sony Music artist Delta Goodrem



Sony Music artist Guy Sebastian serenading the Wharf



Sony Foundation ambassador and glamorous Wharf4Ward host, Natalie Bassingthwaighe



Sony Foundation ambassador and Wharf4Ward host, Richard Wilkins



Daryl Braithwaite



Wharf4Ward



Sony Music artists Marina Prior and Mark Vincent opening the day in spectacular style



Wharf4Ward host, Fox Sports' Adam Peacock



Wharf4Ward hosts, Network TEN's Natarsha Belling & Angela Bishop



Sleek super yacht, Quantum

Jess Mauboy & You Can Champions



“My young life has burnt me alive. I’ve risen from the ashes but my words come from the fire. The only difference is they’re not burning anyone anymore, they’re helping change the world and they’re here today saving lives.”
- Jess Olson, You Can Champion

1.1 million reasons to say thank you...

So many contributed to make Wharf4Ward 2016 such a successful event and without their behind the scenes efforts, this incredible result simply would not have been possible.

As always, the fabulous support of dedicated sponsors whose generosity made for an outstanding day of amazing food, wine, performances and in true Sony style, some real showstoppers! We are extremely grateful and would like to take this opportunity to thank all of our sponsors. We can't wait to do it all again for Wharf4Ward 2017!



The high-flying crew from Trolley'd

Set up complete! Now just waiting for guests to arrive.



The Santa Vittoria staff and their colourful bar



Our incredible volunteers in their SCA sponsored shirts

Sponsor List

AKIS, china Doll, Criniti's, Kingsleys, Manta, Otto, Fourth Wall, The Tilbury, Heineken, Pommery, Ovolo, Fox Gordon, Ferrari, DHL, Southern Cross Austereo, Santa Vittoria, Quantum, WINK Models, House of K'Dor, Vittoria Coffee, VBM, TPR, Grays Online, Candy Liquer, Trolley'd and Quantum.



Ferrari's sleek display

Special thanks!

Thanks must also go to our amazing volunteers, our wonderful You Can Crew, generous prize donors and all who contributed to making the day such a standout success!



You Can champions enjoying the day!



The luxurious super yacht, Quantum, which this year guests dined on!



The fabulous WINK models with Wharf4Ward host, Fox Sports' Adam Peacock

You Can Centre Update

Created by Sony Foundation to fill a gap between adult and paediatric cancer care in Australia, You Can is raising funds to build specialist youth cancer centres for 16-25 year olds. In the five years since You Can's inception, Sony Foundation has built a You Can centre in Perth and Melbourne, is now currently building a centre in Sydney due for completion in early 2017. Additionally Sony Foundation is funding a You Can Oncofertility Centre to provide our young cancer patients with access to free fertility preservation. Stay tuned for updates as we work toward this momentous occasion in opening this Australian first Oncofertility Centre.



PERTH

Status: Donation of \$1.8 million. Complete and fully operational You Can Centre at Sir Charles Gairdner Hospital



MELBOURNE

Status: Donation of \$1.5 million. Complete and fully operational You Can Centre at Peter MacCallum Cancer Centre



SYDNEY

Status: Commitment of \$1.5 million. Building in progress at the Prince of Wales Hospital, due to be finished in early 2017



BRISBANE

Status: Soon to be finalised plans for construction of another You Can Centre

Olympic hero shows off medals at Children's Holiday Camp!

Lucky campers at this year's TSS (The Southport School) were treated to a big surprise when swimming sensation and Olympic gold medallist, Cate Campbell showed up with her medals in tow to visit with 20 special needs children attending the annual Sony Foundation Children's Holiday Camp.

Hosted by The Southport School and St Hilda's College this is one of 26 Sony Foundation Children's Holiday Camps that takes place annually.

"The Holiday Camps Program is Sony Foundation's oldest program. Lifelong bonds are formed between the children attending the camps and their teenage carers. And, the families of our campers are so grateful to receive much-needed respite," said Sony Foundation CEO Sophie Ryan. "We are thrilled that Australia's swimming hero is able to attend the camp to surprise the children in what will be no doubt an incredibly special visit."

The 40 high school student companions, supported by a team of dedicated teaching and medical staff, are responsible for the care of these children twenty four hours a day over the course of the Camp. They quickly learn about the challenges and demands involved in caring for a child with special needs.

Cate has firsthand experience with special needs children and understands the importance of this program, saying;

"Having a younger brother with Cerebral Palsy, I know exactly the time and care those with special needs require, but also the infinite joy and love they provide. Sony Camps provide amazing experiences for these very special children and give the families and carers a well-earned break. I love what they're doing and am really thrilled to lend my support to this important program."

Cate and the happy campers enjoyed their own awards ceremony with Cate presenting each of the campers with a medal of their own for their achievements over the course of the camp.

Thanks to Cate Campbell for being such a wonderful guest of honour and spreading plenty of smile, laughs and medals!



The medal presentation continues



Olympic champion Cate Campbell and some very happy campers with their medals



Getting presented with a medal from a gold medal winning Olympian!!



Bottom left image: Everyone say cheese! Bottom right image: Cate Campbell getting to know the campers and their companions

Taylor makes a splash ahead of Christmas!

The campers on this year's TIGS (The Illawarra Grammar School) Sony Camp spent a day of fun in the sun with Sony Music artist and Sony Foundation ambassador Taylor Henderson when he stopped by for an action packed day at Jamberoo Action Park on the NSW South Coast.

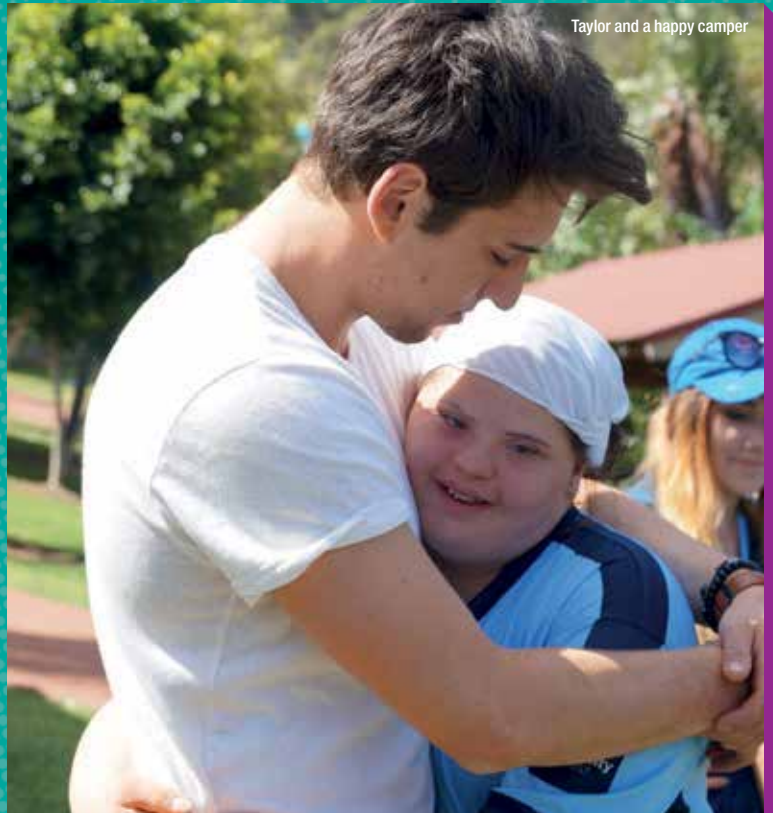
The high school student companions, supported by a team of dedicated teaching and medical staff, are responsible for the care of these children twenty four hours a day over the course of the Camp providing an incredible camp experience for special needs children and much-needed respite for their families ahead of a busy holiday period.

A dedicated ambassador who loves contributing to this very worthy program, Taylor spent the day playing endless games with the campers keeping everyone on the camp entertained for hours.

But Taylor's energy didn't stop there with Taylor performing an impromptu acoustic concert and sing along.

Taylor's visit was filmed and aired on the recent 'Christmas with the Australian Women's Weekly Special' on Channel Nine on the 20th November.

Special thanks to Taylor for making this Camp visit such a special one. Thanks must also go to the team at our Rainbow Corporate Partner Channel Nine for spreading the real meaning of giving this Christmas.



Taylor and a happy camper



Taylor and the TIGS camp all smiles

Churchie Fundraiser

For the second year, Sony Foundation was the beneficiary of the Churchie Cricket Luncheon hosted by Anglican Church Grammar School, which took place on 22nd November. Former Sony Camp companion Thomas Peabody addressed the 1000 guests in attendance to speak about the importance of the Children's Holiday Program, and in particular, the impact that it had had on him and his camper Jack.

The guests generously got behind the cause by way of a live auction, silent auction, raffle and a competitive bowl-off challenge. The final fundraising total is still to be confirmed by Anglican Church Grammar School to be donated to Sony Foundation and directed to the Children's Holiday Camp program. An incredible \$15,000 was raised for Sony Foundation's Children's Holiday Camps Program.

Thanks must go to all who organized and donated to the Churchie Cricket Luncheon, we are thrilled to be the recipient of this wonderful event!



Sony Foundation volunteer and former camper companion Tom Peabody addressing guests at this year's Churchie fundraiser.

Human Nature shows their competitive nature...

Sony Music artists and Sony Foundation ambassadors Human Nature recently went above and beyond when they won their way to \$30,000 on Channel Ten's All Star Family Feud.

The talented quartet pulled out all the stops to win the popular game show and managed to just pip their competitors, The Wiggles, at the post in a thrilling showdown!

Huge thanks to the Human Nature boys for their selfless donation toward the Children's Holiday Camps Program.

Sony Music artists Human Nature win big for Sony Foundation on the All Star Family Feud! Go boys!



BMX BANDITS

On Monday 19th September, the campers at this year's Churchie / St Margaret's Sony Children's Holiday Camp were treated to a very special visit from the team at BMQ Queensland.

The BMQ BMX bandits performed exhilarating demonstrations for a very excited bunch of campers and their families bringing the camp to an end on an exciting note.

We're sure a number of campers were more than inspired to take up BMX biking after this exciting visit!

Left image: Smiles all round when the BMQ team is in town.
Right image: Being a BMX bandit is fun!



STAR VOLUNTEER PROFILE!

Zoran, from Sony Interactive Entertainment has been a dedicated Sony Foundation for over eight years now... we asked Zoran a few questions on what he likes most about volunteering for Sony Foundation.

Why do you volunteer with Sony Foundation?

I really enjoy volunteering for Sony Foundation because of the help and support they provide to young people, in particular young cancer patients. When I hear the stories of individuals with cancer it always moves me, especially when they are so young and they have their whole life ahead of them. This is such a difficult time in their life, and by me being part of this great foundation, I am doing my part to help raise money and awareness for the youth cancer program 'You Can'. Building these specialised centres across Australia is a wonderful initiative where teenagers and young adults can come together and find the comfort and support they need as well as connect with others that are fighting cancer.

What's your favourite Sony Foundation event?

Sony Foundation supports several youth causes and I would have to say my favourite event is the Wharf4Ward. This is one of the biggest events, bringing together all the Sony companies, their business partners, celebrities and most importantly young cancer patients. Seeing everyone come together to show their support and listening to young cancer patients share their stories is very inspiring. It's wonderful to see the work that the Sony Foundation has done and I am proud to be part of this event.

What's the best thing you've experienced while volunteering for Sony Foundation?

There have been several great experiences during Wharf4Ward. This year we helped raise the highest amount to date of \$1.1million which is a huge achievement and it makes me so happy and honoured that I was able to contribute to this by approaching the guests and insisting they dig deep and donate to this wonderful cause. It's such a fun day working with all the other volunteers and a great atmosphere. I'm lucky to say that I've had the opportunity to meet and mingle with famous people.

How long have you volunteered for Sony Foundation?

I have volunteered each year with the Wharf4Ward since it commenced 8 years ago and would love to continue supporting this event.



**SONY FOUNDATION
STAR VOLUNTEER, ZORAN!**



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