

Sony Foundation's

ISSUE 52 - WINTER 2016

SHOUT



MELBOURNE YOU CAN CENTRE OPENS



GOLF DAY 2016 A SUCCESS!

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la dolce vita

SAVE THE DATE

THURSDAY, 27th OCTOBER 2016, 12 NOON

WOOLLOOMOOLOO WHARF
COWPER WHARF ROAD
WOOLLOOMOOLOO

For more information, contact Ady de Borst
(02) 9383 6231 or ady@sonyfoundation.org.au

Chairman's Report

Dear valued Corporate Partners and Supporters,

It has been a whirlwind few months for the Foundation as we prepared to open Melbourne's first and Australia's second You Can Centre at the world class Peter MacCallum Hospital in the Victorian Comprehensive Cancer Centre. Suffice to say, the opening events surrounding this milestone in youth cancer care were widely celebrated for which the Foundation is very grateful.

We are extremely proud to have reached this very special milestone and must of course, acknowledge all partners and supporters who have greatly contributed in reaching this achievement.

Firstly, our heartfelt thanks to the Peter MacCallum Cancer Centre and ONTrac team. The unique collaboration between Sony Foundation and the team of passionate and hands-on staff at Peter Mac and ONTrac have made this project particularly successful and have assisted the Foundation in setting a high standard of youth cancer care that we hope to replicate across the country. Special thanks must also go to our invested, compassionate and giving ambassadors, notably Natalie Bassingthwaighe for hosting our opening celebrations; Tessa James, for sharing such inspiring words for our young cancer patients; and Sony Music artist Delta Goodrem for entertaining guests and reminding all present of the importance of You Can.

Our annual Golf Challenge wasn't a day for the faint-hearted but despite this, many a Corporate Partner enthusiastically putted up their best to win golfing glory. Braving very adverse weather conditions, our golfers battled on at the picturesque NSW Golf Club all earning a spot as golfing greats. An outstanding \$55,000 was raised in support of the Camps program which will provide innumerable special needs children with an incredible Camp experience and countless families much-needed respite.

Sony Foundation's youth cancer program, You Can, was the lucky beneficiary of a fierce NRL match in WA when the South Sydney Rabbitohs headed over to play in support of You Can. Although the match didn't end in the Rabbitohs favour, it was certainly a win for You Can with \$26,000 being raised from this match. A special thanks must also be extended to South Sydney Rabbitohs star player, John Sutton for paying a visit to the Perth You Can Centre spending hours with our young cancer patients.

You'll see on page 10, a short story about You Can champion Jason Carrasco's recently released book which captures Jason's memoirs of his time with testicular cancer as an 18 year old and the subsequent beautiful friendship he formed with Cass. Tragically, Cass passed away in November 2013 from a brain tumour however Jason keeps her legacy alive in this moving memoir. Jason's simple yet powerful words recount the incredible adversities young cancer

patients endure and the importance of friendship, love and support in the grimmest of times.

Finally, I would like to take this opportunity to thank the Foundation's countless supporters. Notable mentions to our incredible ambassadors, Sony Music artists Jess + Matt for going the extra mile and bowling up big in support of Sony Foundation and our champion volunteer, fundraiser and Sony Foundation supporter Michael Meagher, who raised an outstanding amount in this year's City2Surf.

I hope you enjoy this jam-packed edition of Shout and are inspired by its contents.

Kind regards,

John Kirby AM

Chairman, Sony Foundation

GET IN TOUCH

Email: info@sonyfoundation.org.au

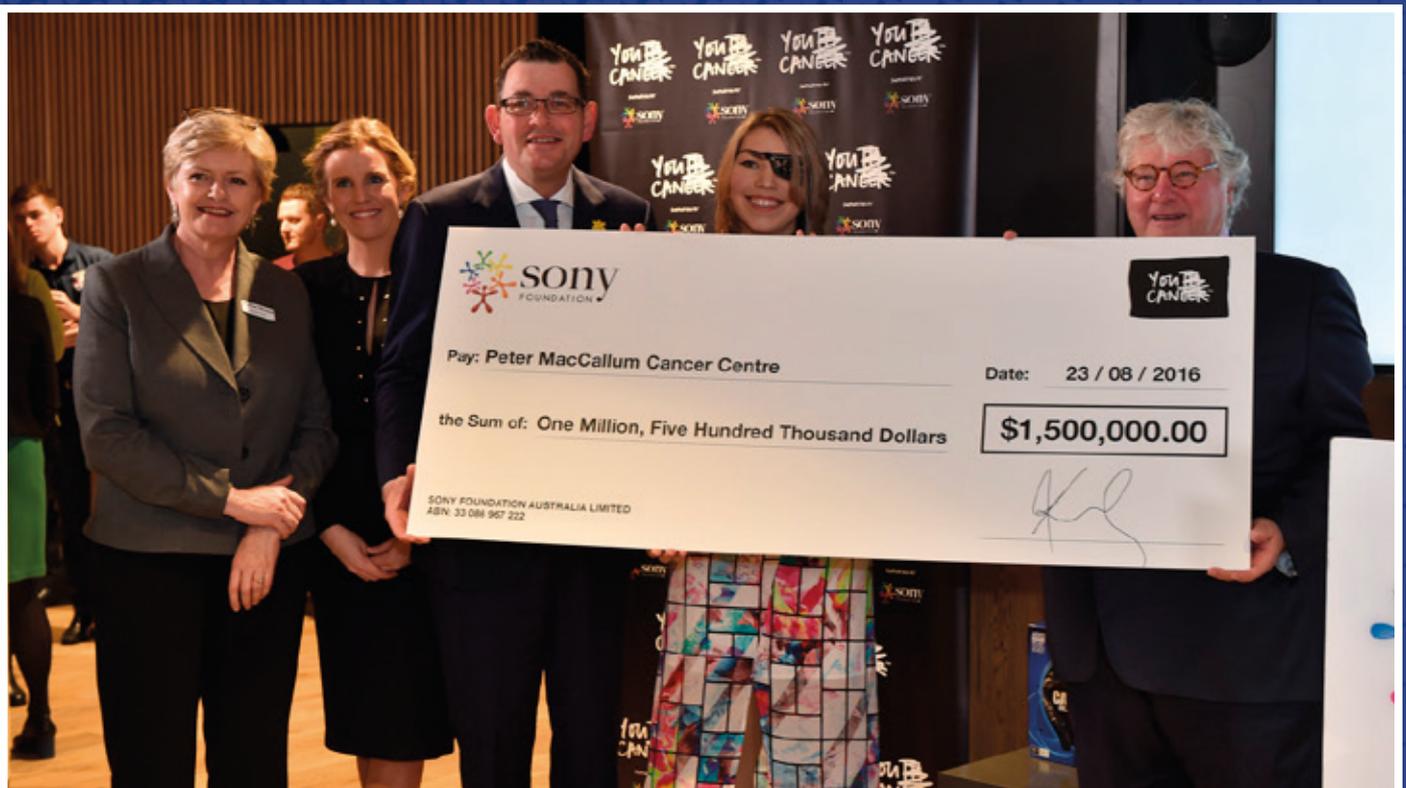
Phone: (02) 9383 6230

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Names from left to right: Peter MacCallum Cancer Chair Maxine Morand, Sony Foundation CEO Sophie Ryan, Premier of Victoria Daniel Andrews MP, You Can Champion Jess Van Zeil and Sony Foundation Chairman John Kirby.

Melbourne You Can Centre is open!

The second You Can Centre in Australia opens in spectacular style...

Sony Foundation's You Can Centre at Peter Mac launched to great success in a blaze of cake smashing, giant cheque signing colour with help from the Victorian Premier, the Hon. Daniel Andrews, Sony Foundation ambassador Natalie Bassingthwaighe, inspirational young cancer patient Jess Van Zeil, Sony Music artist Jai Waetford and Western Bulldogs player Declan Hamilton.

Around 500 young cancer patients each year will now have access to the youth-focused, high-tech haven in the new centre funded by Sony Foundation.

The You Can Centre was brought to life through a \$1.5 million donation from Sony Foundation to Peter MacCallum Cancer Centre in Melbourne.

The You Can Centre is the new home for Victoria's Adolescent & Young Adult Cancer Service, ONTrac at Peter Mac and will set a new international standard for adolescent and young adult cancer care.

Sony Foundation Chief Executive Officer Sophie Ryan says that the long term aim of the Foundation's 'You Can' program is to establish these youth cancer centres across Australia.

"This age group are too often lost in the gap in healthcare. Too old for children's hospitals yet too young for adult wards. Research demonstrates that age-appropriate care for this age group is urgently needed.

"Through You Can, Sony Foundation is building specialised youth cancer centres to provide young cancer patients with a haven within the hospital," said Sophie.

Located on Level 1 of Peter Mac's new home within the Victorian Comprehensive Cancer Centre building, the 'You Can' Centre was designed with input from young cancer patients.

The 'You Can' Centre includes a lounge, fully-equipped kitchen, entertainment rooms and dedicated spaces for study, consultations, counselling, recreation and group activities. Outfitted with the latest Sony technology, the 'You Can' Centre provides an area for young patients to continue their life outside of cancer.

The centre also has four outpatient clinical consultation and interview rooms, a multi-disciplinary video conferencing and meeting room, four inpatient rooms and a six-bed chemotherapy bay ensuring young patients will be treated alongside each other.

According to Professor Susan Sawyer, Chairman of the Victorian and Tasmanian Adolescent and Young Adult Cancer Advisory Committee, "Research shows that of any age group with cancer, it is adolescents and young adults who have the highest unmet needs for clinical care and psychosocial support. The new 'You Can' Centre at Peter Mac is part of a sweeping change now being experienced within health services across the world - which are needing to play catch up, fast - to ensure that cancer care becomes better oriented to the breadth of needs faced by young people," Professor Sawyer said.

23-year-old Jess Van Zeil who was recently treated for a rare form of melanoma in her eye. She said the new centre provided a much needed escape from the hospital environment.

"It's amazing. It gives us our own place and makes us feel special," says Jess, who lives on Victoria's Mornington Peninsula.

Jess was diagnosed while she was travelling in South Africa, at age 21. She had five surgeries to remove the cancer and lost her eye after it spread to her eyelid. She is studying nutrition and now in her final university semester and plans to become a motivational speaker.

The morning was a great success with many young patients and youth cancer advocates joining the Victorian Premier, the Hon. Daniel Andrews MP, to celebrate this milestone opening.



You Can champion Jess Van Zeil smashes the cake open in celebration of the You Can Centre opening



Victorian Premier, Daniel Andrews MP meeting You Can champion Liam



Kitchen area in new You Can Centre



A relaxing dining area in the new You Can Centre



The You Can Centre lounge area



The You Can Centre study areas



Melbourne's new You Can Centre



Sony Foundation is the charity arm of the Sony Group of Companies in Australia. The Foundation would like to thank the following supporters for their contribution to this 'You Can' Centre:

SUPPORTING PARTNERS



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“Our new ‘You Can’ Centre exudes positivity and hope as soon as you step through the doors! It is a space that gives us a break from all the noise of day to day life and allows us to focus on ourselves and meet other young people who can understand what we are going through.”
- Jess Van Zeil, young patient

An evening to remember...

On Tuesday 23rd August Sony Companies, Sony Foundation Corporate Partners, sponsors, You Can donors, young patients and ONTrac at Peter Mac staff all came together to celebrate the milestone opening of Sony Foundation's newest You Can Centre in the Peter MacCallum Cancer Centre in Melbourne.

Sony Music artist Delta Goodrem treated guests to an intimate performance. Delta is an invaluable advocate for the Foundation's You Can project sharing her passion for You Can; "I love being involved with Sony Foundation's You Can. The work You Can does in supporting young cancer patients during such formative years of their life is so important and it is a cause I am very proud to support."

The evening was hosted by Sony Foundation ambassador Natalie Bassingthwaite who thanked guests for their generosity and belief in the importance of building these You Can Centres to provide specialised care and dedicated treatment areas for this age group.

Guests also heard from You Can champion and current cancer patient, Emily Caine. Emily shared with guests the impact this You Can Centre would have on her as she continues her treatment at the Peter Mac hospital in Melbourne.

Sony Foundation ambassador, cancer survivor and You Can advocate Tessa James shared with the guests the positive impact this Centre would have on the young patients who would be making use of it. Tessa also inspired many leaving the young patients with a beautiful message of hope.

The evening concluded with a first look at this remarkable new Centre.

Sony Foundation would like to thank all our Corporate Partners, donors and supporters of this landmark project. With the launch of River4Ward into Melbourne, we are extremely grateful for the generosity of our supporters to make this much-needed Centre a reality. The unique partnership and support of the Peter MacCallum Cancer Centre has made the build of Australia's second You Can Centre a wonderful success and we look forward to continuing this partnership with the Peter Mac team as together, we strive to improve youth cancer care.



Special thanks!

As always so much went on behind the scenes to make the opening celebrations of Sony Foundation's second You Can Centre a success. The events would not have been possible without the fabulous support of dedicated sponsors whose generosity made for an unforgettable, milestone opening. We are extremely grateful and would like to take this opportunity to thank all of our sponsors.

- Heineken
- Pommery
- Fox Gordon
- Santa Vittoria
- Pure Scot
- L'Aperture
- Green Event
- Wink Models

Thanks must also go to our amazing volunteers, the Peter MacCallum Cancer Centre team and staff at The Loft at Peter Mac.



You Can Champion Emily Gaine, Sony Music artist Delta Goodrem and You Can champion Jess Van Zeil



Peter MacCallum Chief Executive Dale Fisher, Peter MacCallum Cancer Centre Chair, the Hon. Maxine Morand receiving the cheque of \$1.5 million from Sony Foundation Board of Directors Denis Hanlin AM, Stephen Basil-Jones, Leanne Neal and Kaz Matsuura.



You Can champion Jess Van Zeil, Sony Music artist Delta Goodrem and Sony Foundation ambassadors Tessa James and Natalie Bassingthwaite



Sony Music artist and You Can supporter Daryl Braithwaite celebrating the opening of Melbourne's You Can Centre

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 and is now currently building a centre in Sydney due for completion in early 2017. Stay tuned for updates as we work toward this momentous occasion.



Sony Foundation's Golf Challenge

The battle for ultimate golfing glory!

Sydney's favourite celebrity and corporate golfers braved one of Sydney's coldest, wettest and windiest days this year to tee off and raise record funds for Sony Foundation's Children's Holiday Camps Program for children with special needs.

Sony Foundation supporters led by Fox Sports' Adam Peacock and Network Seven's James Tobin hit off in the rain at NSW Golf Club in support of Sony Foundation and helped to raise \$55,000 for the Children's Holiday Camp Program.

Sony Foundation's celebrity supporters and valued Corporate Partners were taking part for a good cause – to raise funds for the Children's Holiday Camp Program. These camps, which are hosted at high schools and universities around the country, see Year 11, 12 and university students become the fulltime carers for children with special needs. The camps provide much-needed respite for the parents and families, who have often never spent a night away from their children. They also provide the kids with the holiday of a lifetime and are life-changing experiences for the student carers.

Following an early morning briefing at the stunning NSW Golf Course, the golfers split into their teams for the buggy ride out onto the green. The skies cleared for a while and all were able to take in the beautiful seaside views from the course before the clouds rolled in and the heavens opened. Despite the wet weather, there was some amazing play from all present with Seven's James Tobin winning the award for the 'Longest Drive' and the boys from Village Roadshow taking out the championship for the day and thus earning their title as Sony Foundation golfing greats!

Thanks to all Sony Companies for their extremely generous support of the event through prize donations, sponsorship and entered teams.

To our Corporate Partners, as always thank you for your invaluable support of this all too important program. These camps are powerful beyond measure and mean so much to all who partake in them.

Finally, kudos to all the golfing greats who, despite rather unsavoury weather conditions participated in the day with great gusto and a smile on their face. Needless to say, the warmth of the beautiful NSW Golf Club restaurant, the beers and the long lunch that followed were well appreciated.

The \$55,000 raised will contribute to funding 26 life changing Children's Holiday Camps around Australia.



Fox Sports Adam Peacock



Happy golfers in a moment of clear weather

The beautiful NSW Golf Club course.



Sony Foundation supporter James Tobin conducting the live auction.



SOUTH SYDNEY RABBITOHS

Lose their Perth home game but Win big for You Can

NRL hit the wild west in June when the South Sydney Rabbitohs were in Perth to play their eighth consecutive home game at nib Stadium on Sunday 5 June. The game supported Sony Foundation's You Can Youth Cancer Centres with \$3 from every ticket sold to the game going directly to You Can.

Sony Foundation CEO Sophie Ryan, said: "We are thrilled to have the South Sydney Rabbitohs supporting Sony Foundation's You Can. Gaining awareness and support is crucial to enable Sony Foundation to continue building these You Can centres and reaching more young Australians diagnosed with cancer. Through their support, \$25,000 was raised for You Can which is just incredible!"

The match was headed up with a concert from Sony Music artist and passionate Sony Foundation ambassador Samantha Jade. Returning to her hometown of town of Perth to support You Can and the South Sydney Rabbitohs, Samantha Jade gave an electric on-field performance well and truly getting the Perth crowd excited for a thrilling NRL match. Supporting Perth's You Can Centre holds special meaning for Samantha Jade as she opened Australia's first You Can Centre at the Sir Charles Gairdner hospital back in 2013.

You Can champion and local Perth resident, James Marquet, who had met with Rabbitohs player John Sutton at the Perth You Can Centre earlier in the week, had the honour of doing the coin toss for the match and meeting with Sony Music superstar and passionate Sony Foundation ambassador, Samantha Jade before her performance.

Despite the South Sydney Rabbitohs going down to the Gold Coast Titans in a nail biting finish with the final score being 29-28, they won the hearts of Perth with their generous support of You Can.



You Can Champion James Marquet, Sony Music Artist and Sony Foundation Ambassador Samantha Jade and South Sydney Rabbitohs star, John Sutton.



You Can Champion Jimmy Marquet meeting the South Sydney Rabbitohs team moments before the coin toss



Dancer Jacqui Heaney, You Can champion Jimmy Marquet, Sony Music artist and Sony Foundation ambassador Samantha Jade and dancer Amanda Deller on field.



SOUTH'S STAR DROPS BY PERTH YOU CAN CENTRE

South Sydney Rabbitohs superstar, John Sutton made a surprise visit to the Perth You Can Centre much to the delight of both the patients and staff alike.

An avid gamer, John was keen to battle some of the patients to a PlayStation game.

John spent a few hours in the Centre getting to know the young patients and hearing about what You Can has meant to them.



The superstar volunteer team in Perth

SUPERSTAR VOLUNTEERS

A huge thank you to our incredible Perth based volunteers who conducted the coin collection for You Can as the match took place! They contributed to a wonderful amount raised for You Can as the people of Perth gave generously.

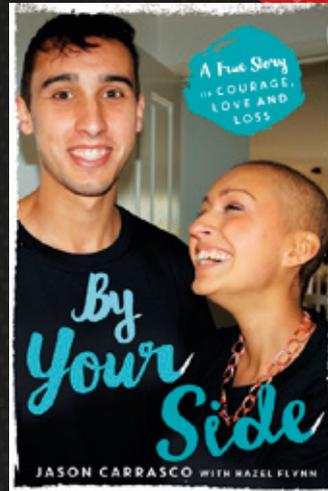
By Your Side

You Can Champion Jason Carrasco has experienced more in his young life than many ever will. As a cancer survivor, who lost his best friend and fellow You Can Champion, the beautiful Cass Nascimento, to a brain tumour, Jason was compelled to tell his story and in doing so, keep the memory of Cass alive.

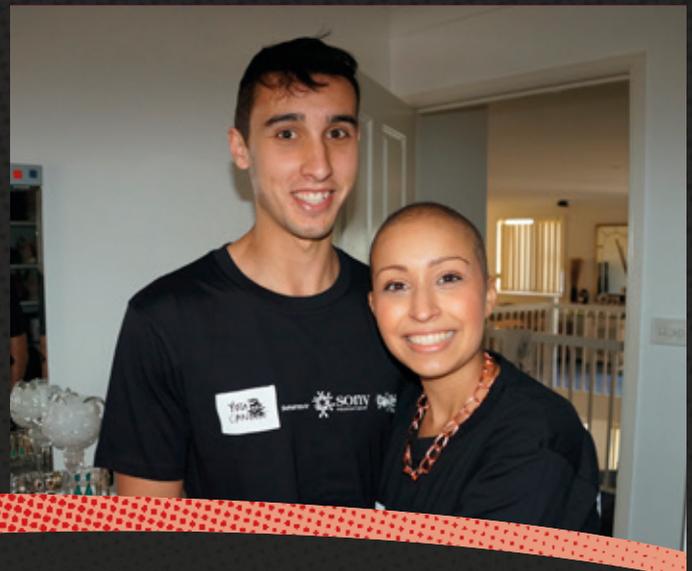
Jason's beautiful memoir details life before his diagnosis when he was just a young, care-free, mischief-making 18 year old whose only worry was scoring goals on the soccer field and impressing girls off it.

Jason and Cass met in a non-eventful way in their early teens and neither had any idea of the immense challenges that lay ahead of them for the next few years. Cass, at 16, was diagnosed with a brain tumour – and Jason, at 18, was diagnosed with testicular cancer. Jason beautifully recounts a blossoming friendship and an unbreakable bond that developed between them throughout their treatment and recovery. The support and love they provided each other was paramount to their survival and maintaining a sense of normality and positivity in the grimmest of times. This memoir is a deeply touching testament to their courage and bringing out the best in each other. Tragically, Cass passed away in 2013 however her beautiful memory and legacy is kept alive in this incredibly moving memoir. Jason's account in simply yet effectively written, raw and powerful. 'By Your Side' puts life into perspective no matter your situation.

From each book sold, a contribution will go directly to Sony Foundation's You Can to help establish a network of youth cancer centres across Australia.



Top left: Jason's memoir 'By Your Side'. Top right: Cass visiting Jason in hospital. Middle: Jason and Cass spending time together. Bottom left: Jason and Cass appreciating the view from their favourite spot. Bottom right: Jason and Cass, two of the most passionate You Can champions ever.



THE BOWLING STONES

Recently Sony Music duo and Sony Foundation ambassadors Matt + Jess donned their bowling best for a very early ten-pin bowling contest all in the name of charity.

The TODAY Show on Network Nine, in conjunction with AMF Bowling Australia hosted a Celebrity Charity Bowl-Off with \$1000 from every pin knocked down going directly to charity.

Sony Foundation was lucky enough to be represented by bowling superstars, Matt + Jess.

Despite the early start, Matt and Jess managed to score an amazing \$6000 for the Children's Holiday Camps program from their bowling efforts.

In a happy twist of fate, Matt was a volunteer companion on a Sony Foundation Children's Holiday Camp in 2011.

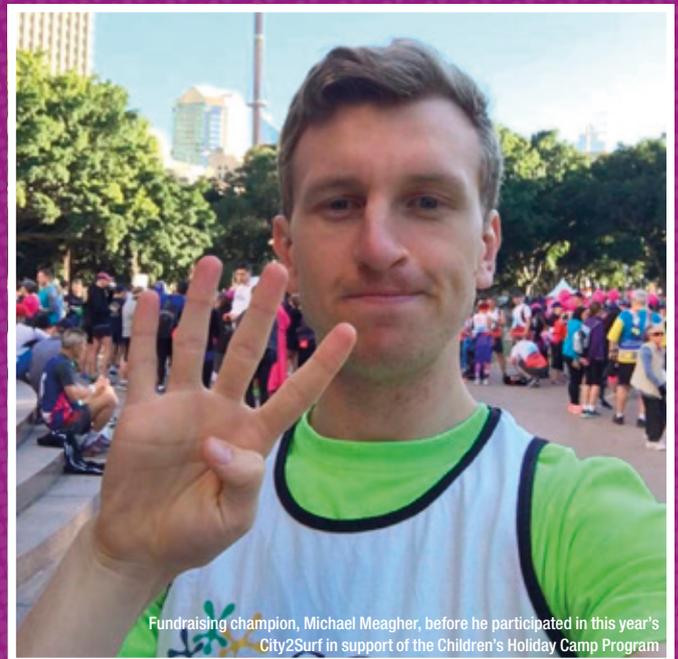


The Bowling Stones and Sony Foundation ambassadors Jess and Matt

BORN TO RUN (AND FUNDRAISE!)

Many thanks and big congratulations to Children's Holiday Camps fundraising superstar Michael Meagher for running in this year's City2Surf in Sydney and raising an incredible \$4320 in the process.

Michael has had a longtime involvement in the Children's Holiday Camps Program, first as a teenage carer at the Sony Riverview Camp and now as an organiser of the Newcastle Sony Camp. We are extremely grateful for his generosity and passion for this wonderful and very important program.



Fundraising champion, Michael Meagher, before he participated in this year's City2Surf in support of the Children's Holiday Camp Program

WELCOME ADY!

Following Sony Foundation's former National Events Manager, Elle Rose, making the move overseas, Adayanti (Ady) De Borst was appointed as National Events Manager. Ady is well underway in her new role, preparing for the Foundation's biggest ever Wharf4Ward!

For any event related queries you can get in touch with Ady by emailing ady@sonyfoundation.org.au



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