

THE HEALING POWER OF MUSIC

WITH DELTA GOODREM AND GUY SEBASTIAN



Chairman's Report



Dear Corporate Partners and Supporters,

As we near the end of year, it is truly humbling to reflect on the commitment and loyalty that you have demonstrated throughout 2019. Thanks to your continued support and brilliance, Sony Foundation Australia has had a significant positive impact on the youth of Australia, making our 21st vear one of our best to date.

We would not be able to have such an impact without the generosity of our corporate partners, donors, ambassadors, media partners, event sponsors and volunteers. That's why I would like to express my sincere thanks and highlight the contribution from a few partners in recent months.

We look forward to reporting in the next issue on: what we hope to be another record-breaking result at this year's Wharf4Ward; the opening of our Brisbane and Sydney You Can Centre's; the launch of our fertility preservation service; and share stories from our Children's Holiday Camp Program.

As always, our genuine thanks,

Sincerely, **John Kirby AM**

Chairman, Sony Foundation Australia

With thanks from the Chairman

HUTCHINSON BUILDERS

For delivering the Brisbane You Can Centre project on time and at a reduced cost

DHL

For delivering goods to our interstate events at no cost to the Foundation

YUSEN

To the employees that volunteer their time to pack our hundreds of gift bags for our major events

EVENTS

For supporting our You Can Champs in Brisbane with a group outing to the movies.



We welcome Lorin as the new National Events Manager with a wealth of experience from her time at APRA and Mumbrella as Events Manager.

We also welcome Tom, Law and Communications graduate who has joined Sony Foundation as the new Communications Executive. Tom's Sony Foundation journey started seven years ago as a student companion on Sony Camp and has since volunteered at '4ward events.

Both Tom and Lorin are excited to now be a part of the team to make a difference in the lives of young Australians



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Melbourne Celebrates 5 Years of River4Ward

Thanks to our Melbourne community, Sony Foundation has raised over \$3.1 million in five years for You Can at River4Ward.

In the spirit of the collaboration, this event brings together the Sony group of companies, and the best of the entertainment and media industry, retailers, business partners and government to help change the course of youth cancer.

THANKS TO OUR GUESTS IN MELBOURNE... THIS IS WHAT WE HAVE FUNDED IN 5 YEARS...



Melbourne You Can Centre at Peter Mac Hospital - Opened in 2016 \$1.5 million



VR Cancer Research
3x cancer research projects
using virtual reality
\$320,000



Survivorship Nurse
a nurse at the You Can Centre to
coordinate survivorship programs
\$180,000



National Fertility Preservation Service free fertility preservation for 13 – 30 year olds with cancer at The Royal Women's, Melbourne \$200.000



Palliative Care Unit
commitment to fund an adolescent age
appropriate space to support end of life care
at Peter MacCallum Cancer Centre

the Healing Power of Music

The Melbourne You Can Centre was a flurry of excitement with special visits from four Sony Foundation ambassadors ahead of River4Ward. Delta Goodrem, Guy Sebastian and The Veronica's spent time with patients, hearing why the You Can Centre is so important to them and having an impromptu jam session.

Its positive experiences like these that mean the world to patients, especially 21 year old Phillip who was too unwell to attend River4Ward. Knowing that these influential and inspiring ambassadors care about them, the You Can cause and are there to support and motivate them during the toughest of times.



Delta Goodrem, Sony Music Artist



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River ward hits new heights!



Celebrating its fifth anniversary, River4Ward was taken to new heights in April, as Sony Foundation's iconic Melbourne event moved to the sky! Set against the Melbourne skyline and the glistening Yarra, 400 of Melbourne's elite and key executives rallied together to raise an event record of \$810,000 for Sony Foundation's You Can program, including a national fertility preservation service.

Inspired by visits to the Melbourne You Can Centre, Sony Music artists Delta Goodrem, Guy Sebastian, David Campbell and The Veronica's dedicated their performances to Sony Foundation You Can Champs. A highlight was Delta and Guy's surprise duet, where the two performed a moving cover of Savage

Garden's 'I Knew I Loved You Before I Met You'.

Adding even more star power to the event was an impressive line-up of hosts from Nine, Ten, Sky News and Fox Sports including; Eddie McGuire, Natalie Bassingthwaighte, Rebecca Madden, Samantha Dawson, Neroli Meadows and Nick Riewoldt.

A special SHOUT out to Gerry and Val Ryan from Jayco for making the day's highest pledge of \$21,000 - thank you for your continued support of Sony Foundation and You Can!

TOP PLEDGERS



- Jayco \$21,000
- Ben McHarg \$20,000
- News Corp \$10,000
- digiDIRECT \$10,000
- The Sun Foundation \$10,000
- JB Hi-Fi \$10,500
- Crown Casino \$10,00

Guy Sebastian and Delta Goodrem surprise duet rendition of an aussie classic

TABLES HOSTED BY

SONY AUSTRALIA SONY MUSIC ENTERTAINMENT SONY INTERACTIVE ENTERTAINMENT SONY PICTURES RELEASING UNIVERSAL SONY PICTURES HOME ENTERTAINMENT NEWS CORP GERRY RYAN CROWN GROUP RIBOT GROUP VAL MORGAN PETER MACCALLUM CANCER CENTRE SYKES SPOTIFY FOX SPORTS INTERNATIONAL QUARTERBACK DIRECTED NETWORK SEVEN CHATSWOOD TOYOTA QANTAS NINE NETWORK

Guests Ann Peacock from Crown and Fox Sport's Nick Riewoldt

GHMUMM C H A M P A G N E

Sony Foundation Ambassador Natalie Bassingthwaighte enjoys champagne provided by sponsor G.H. Mumm

EVENT PARTNERS

CROWN G.H. MUMM FOX GORDON BELVEDERE STELLA ARTOIS
SANTA VITTORIA LP CREATIVE THE MUSIC BOX GREENEVENT
DHL 28 BLACK ARNOTTS'S BOUNCE DINOSAUR DESIGN DR.
LEWINNS'S ESSANO FLAWLESS REJUVENATION GLAM CORNER
GLASSHOUSE FRAGRANCES GRAZIA LINDT NUZEST
PEPSI PLANE PAL PACIFIC RESORT RED ROCK DELI SWISSE



Host Eddie McGuire accepting a generous \$10,000 pledge from News Corps' Damian Eales



The Synshine State Shines

AT BRISSY4WARD

Howard Smith Wharves delivered as the new home of Brissy4Ward with a record breaking result of \$480,000 raised on the day. This will go towards the \$1.8 million commitment from Sony Foundation to build Queensland's first You Can Centre, the largest in Australia, which will open its doors this November.

With the Sunshine State living up to its name, guests not only enjoyed a riverside dining experience along the iconic Brisbane River, but an entertainment extravaganza with special performances from Sony Music artists Samantha Jade, Stan Walker, and Conrad Sewell who closed the event bringing the crowd to their feet! The entertainment did not stop there, with a collection of Queensland's biggest names playing host. A special thank you to Ambassador Giaan Rooney, Luttsy, Georgina Lewis and Bianca Dye for your energy and to Ambassador Johnathan Thurston for making this a day one not to be forgotten.

A special SHOUT out to the Jason Scott at Ladbrokes who gifted a luxurious holiday in Vietnam to one of our **You Can Champs!**

TOP PLEDGERS

- **Ladbrokes \$10,000**
- Harvey Norman \$10,000
- **NOVA \$10,000**
- The Sun Foundation \$10.000
- Sony Music Australia \$10,000









Nova's Luttsy takes a moment with Sony Foundation ambassador and Queensland legend, Johnathan Thurston





TABLES HOSTED BY

SEVEN NETWORK INTERNATIONAL QUARTERBACK SERVCO NOVA NEWSCORP NINE NETWORK EVENT ENTERTAINMENT NETWORK 10 ARN SONY AUSTRALIA LADBROKES SONY MUSIC AUSTRALIA THE STAR HUTCHINSON'S HOWARD SMITH WHARVES SONY INTERACTIVE ENTERTAINMENT SPICERS RETREATS VAL MORGAN RORK PROJECTS PRICE WATERHOUSE COOPERS ROYAL BRISBANE AND WOMEN'S HOSPITAL OOH MEDIA MOET & CHANDON KATH ROSE PASPALEY VERIZON MEDIA FOX GORDON JC DECAUX CORRS CHAMBERS WESTGARTH SUNCORP STADIUM ANCHOR DIGITAL SCENTRE GROUP



WE COULDN'T HAVE DONE IT WITHOUT THE HELP FROM OUR EVENT PARTNERS

BELVEDERE VODKA DHL FOX GORDON HOWARD SMITH WHARVES MOET & CHANDON THE MUSIC BOX MORETON HIRE SANTA VITTORIA STELLA ARTOIS SOUTH BRISBANE JAGUAR LAND ROVER THE FANTAUZZO ARNOTT'S BOUNCE THE CONSORTIUM CLEMENGER CRAFTERS UNION DAILY NATURALS ELOMENTS GIRL IN THE BANDANA GRAZIA KALEM HORN PHOTO LENNOX MEDIA LINDT NAPALI COLLECTION REMEDY KOMBUCHA SANPELLEGRINO SANTA VITTORIA SCENTRE GROUP YUSEN LOGISTICS

Brisbane You Can Centre... coming soon!

Construction is nearly finished at the Royal Brisbane & Women's Hospital for Queensland's first You Can Centre which is set to open before the end of the year.

The Brisbane You Can Centre will be a hub for specialised clinical care, support services, research and peer support to improve the treatment experience and long-term impact.

- Largest You Can Centre in Australia
- Outdoor spaces, Sony entertainment areas, counselling rooms, kitchen, relaxation areas
- Dedicated Chemo bays



A HUGE SHOUT OUT AND THANK YOU

to corporate partner Hutchinson Builders who have delivered the project on time and at a significantly reduced cost. Corporate Partner Nick Scali have also generously provided the furniture for the centre including couches, tables, chairs, rugs and lamps making the centre feel like home.

Nick Scali is a company that has its roots in family values and furnishing the family home has been the centre of what we do. We saw the opportunity to support the tremendous work done by the Sony Foundation by supplying furniture that would create a 'homely' feel for those receiving treatment. We are proud and delighted to support the efforts of the Sony Foundation in making a difference. – Les Hart, Nick Scali



"The best outcomes for young cancer patients involves providing world class cancer healthcare in a custom designed environment that meets the unique needs of the young patient and their family."

David Rosengren,

Executive Director, RBWH



"The You Can Centre will also provide a central venue for both our internal clinical staff as well as our partner NGOs."

Janine Deevy,

Cancer Care Coordinator RBWH



"It will be a place where youths can connect with others, make new friends, spend time with their families out of the ward environment and access tailored youth support. This space will give youths a relaxed environment and a much needed escape that is currently missing in the healthcare system."

Rachel Gray, Patient, RBWH

Aliona's Words of Wisdom

Aliona was diagnosed with Hodgkin's Lymphoma at just 21 years old. It was quickly discovered when Aliona visited her GP that her lung had collapsed due to a mass the size of a rockmelon. Following a year of chemotherapy and before undergoing a stem cell transplant, Aliona shared her story at Brissy4Ward saying:



Sufi's speech inspires

Sufi Salieh was studying at uni, busy with friends and had aspirations for her future like any other 20 year old when she was diagnosed with a Right Wilm's Tumour. During her intensive treatment including invasive surgery, chemotherapy and radiation, Sufi was also able to have the support of a You Can Centre and the OnTrac at Peter Mac team which made all the difference.

If I were to describe what the You Can Centre is like, imagine a safe haven or shelter you can come home to that protects you from the stormy weather. Should I have not had this Centre, I don't think I'd be able to overcome this challenging period of my life as well as I did.

Sufi Aidah Salieh, You Can speaker, River4Ward 2019



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Stan lifts spirits higher

For years, dedicated Sony Music artist and Sony Foundation Ambassador Stan Walker did all he could to support 'You Can'. Performing at major events, visiting patients in hospital and featuring in campaigns. Little did he know that in years to come, he would sadly face his own cancer battle.

Now, in remission from stomach cancer, Stan Walker returned for his first performance with Sony Foundation at Brissy4Ward since the life changing ordeal. Before the event, he dropped into the Royal Brisbane & Women's Hospital, where our next You Can Centre will open, to see first-hand the impact of funds raised.

He met Molly, only 18 years old and far from her home in Rockhampton, who was on her first day of chemo. They hung out, shared cancer experiences, a few hugs and tears. It was this experience that inspired Molly to come to Brissy4ward the next day where she met other young cancer patients, some of which are now friends for life. She also got to see Stan perform a stirring rendition of "Amazing Grace", which he dedicated to Molly and the other You Can Champs.



Who runs the world?

Inspired by the work of Sony Foundation to improve the treatment experience for young Australians with cancer, Heather Hawkins signed up to do 'The Track', a 520km Ultra Marathon over 10 days between Alice Springs and Uluru, in the name of You Can. What pushed her through the gruelling challenge? The fighting spirits and brave You Can champs she was running in honour of each day.

"I love going on these adventures and running for a cause to help other people. It's also a way of celebrating life and surviving ovarian cancer. Running The Track was certainly a profound journey physically and emotionally and it meant so much to do it for the You Can champs." — Heather Hawkins



Heather was motivated by messages from Sony Foundation Ambassadors Amy Shark, Samantha Armytage, and Sally Obermeder.

With the You Can Champ names written on her arm and a motivational song playing in her ears, Heather ran for the young people she was so humbled by. Heather raised an incredible \$10,159 for Sony Foundation and warmed the hearts of all who witnessed her incredible feat.

If you, or your team, would like to take part in a charity trek for Sony Foundation, please contact Emma Pechey at emma@sonyfoundation. org.au



I really wanted to say a very big thank you for the amazing run you did and for dedicating one of your special days for my daughter. It melted my heart what you had done so I wanted to say a very big thank you and let you know you are an inspiration."

- Mother of You Can Champ

525

Captain's Run

WITH LILLEE AND EALES



L-R: Chris White, Denis Handlin, Sophie Ryan, Dennis Lillee, John Eales, Leanne Neal and Mark Fennessey

Dennis Lillee, Australia's fastest bowler of his generation and cricket fan favourite, was John Eales' guest of honour at his annual Sony Foundation Captain's Run Luncheon held in May.

The exclusive event was attended by 100 guests from Kayo, Ord Minette, International Quarterback, Sony Music and more who were treated to an intimate Q&A with Lillee conducted by Eales. Lillee shared career highs and the lows, offering some personal and unfiltered recollections of a celebrated time in Australia's sporting history.

Lillee, a passionate Sony Foundation Life Member, flew in from Perth to support John Eales' fundraising initiative for the Sony Foundation Children's Holiday Camp Program for children with special needs. The event raised \$180,000 thanks to the generosity of attendees, with an incredible 26 pledges on the day. Thank you to our event partners Hotel Centennial, Fox Gordon and Stella Artois. A huge SHOUT out and thank you to Sony Foundation Ambassador John Eales for hosting yet another very special lunch.



Sony ATV supports Youth Off The Streets Student

Sarah-Jane was the recipient of the Sony Foundation funded Youth Off The Streets Scholarship in 2017. Funding enabled Sarah-Jane to pursue tertiary education at the Australian Institute of Music. She hopes to one day work in the industry and was recently given an internship opportunity at Sony ATV supporting the team in suggesting music tracks for creative briefs.

"A highlight was when one of her song selections was chosen and licensed by one of our clients for use in a national TVC for Mazda. We're confident she will do very well upon completion of her studies at AIM, as she has a willingness to learn and an aptitude for music." Monique Riddell Sony ATV

Sarah-Jane said, "It's a super fun process and being able to creatively look through a range of music and send through the best picks is amazing."

If you are interested in hosting a young person from one of our programs for an internship, please contact Karen@sonyfoundation.org.au



Sky News surprises one lycky Sony Camper

SKY NEWS' 'OUR TOWN WITH PAUL MURRAY LIVE' SHOW TOOK A TRIP ACROSS THE BASS STRAIT TO VISIT LAUNCESTON, TASMANIA TO MEET A VERY SPECIAL SONY CAMPER, BRADIE-LEE.

12 year old Bradie-Lee has Battens Disease, a rare and fatal disorder. She has attended two Sony Foundation Holiday Camps at Launceston Church Grammar providing her with the unique opportunity to take part in activities and fun alongside kids her age and offering her parents some much needed respite.

Sadly, Bradie-Lee's condition means she suffers from muscular dystrophy, epilepsy, intellectual impairment is blind and needs a wheelchair to get around. With her family finding it increasingly difficult to manage her mobility with the stairs in their home, Camp Coordinator, Elizabeth Poland applied for a \$10,000 grant from Sony Foundation to help with home modifications.

During the show, Paul Murray interviewed Bradie-Lee and her mum and surprised them with the \$10,000 grant from Sony Foundation. The grant will enable the installation of a stair climber for her chair in their home to make it more accessible. Thank you to the team at Sky News for making this such a special moment!



Sony camps take over Queensland!

THANKS TO THE 12 PARTICIPATING SCHOOLS AND UNIVERSITIES THAT TOOK PART IN SONY CAMP IN 2019!

Over one long weekend in September, 180 children with special needs were treated to a holiday of a lifetime, supported by 340 student companions.





SHOUT OUT TO OUR PARTICIPATING SCHOOLS IN QUEENSLAND

ANGLICAN CHURCH GRAMMAR [CHURCHIE] ST MARGARET'S SCHOOL FOR GIRLS
MARIST COLLEGE, ASHGROVE MT ALVERNIA COLLEGE, KEDRON
ST PATRICK'S COLLEGE, TOWNSVILLE IGNATIUS PARK COLLEGE TOWNSVILLE
STUARTHOLME SCHOOL ST LAURENCE'S COLLEGE
TOOWOOMBA GRAMMAR SCHOOL THE GLENNIE SCHOOL FAIRHOLME COLLEGE
TOWNSVILLE GRAMMAR SCHOOL



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Sony Music Artist Conrad Sewell and Australian hip hop artist, Allday, dropped by MMAD's life-changing 'Catch a Falling STAR' Program recently to see the powerful impact on participants. Funded by Sony Foundation, this intensive and innovative music and mentoring program transforms the lives of 20 young Australians each year who face challenges of homelessness, domestic violence and neglect, drug and alcohol dependency, unemployment and mental illness.

During the music mentoring sessions, Conrad and Allday, spent time listening to the MMAD STARs' stories, before harnessing the emotions from these experiences for a series of moving jam sessions and rap battles.

I was lucky that I had a family who always told me I could do anything. The best part about coming here is that I get to tell you guys to believe in yourself.

Conrad Sewell, Sony Music Artist

Sony Foundation Corporate Partner volunteer mentors from Nine Network, Sony Music Australia and The Orchard conducted a series of mini-workshops on the music business, marketing, personal brand and confidence building. Thank you to these employees for taking part, sharing your time and experiences with our MMAD STARs.

Everything I've seen so far has blown me away

- so much talent and spirit!

Allday





MMAD mentors run breakout coaching sessions



City2Surf - Running with our Hearts

Team Sony Foundation laced up and ran out to Bondi in the world's largest fun-run in August to raise funds and awareness for our youth causes.

A special mention to employees from Endemol Shine, Crossmark and One Sony who took part and a HUGE SHOUT OUT to OMD who raised over \$4,100! Make no mistake how much it means to the young people we support when they have some of the best Aussie businesses backing them.

A total of \$18,196 was raised by Team Sony Foundation which will enable a new Sony Foundation Children's Holiday Camp for children with special needs to take place in 2019

Congratulations to our top fundraisers:

- Super Rory who single-handedly raised \$7,279
- Lorin from Sony Foundation raised \$1,644
- Dustin from Sony Music raised \$1,510



Media Com & Quiz-Mas in July

It was a hot and heaving room on a cold night in July when MediaCom hosted their annual 'Quiz-Mas' Charity Trivia night with media publishers for a battle of the brains.

The event was attended by over 250 people in bad Christmas sweaters who were treated to MD of MediaCom, Ben McCallum as host for the entire evening in an inflatable chicken suit.

The heat, the chicken, the Xmas Jumpers and all the alcohol makes one hell of a mix that's for sure. Due to overwhelming generosity we smashed our target of \$15,000 and managed to raise \$18,335! Sony Foundation and MediaCom are simply blown away by this." – Ben McCallum, MD MediaCom.

A huge thank you to Ben and Jen and the team at MediaCom for securing sponsors like Sony Electronics, Sony PlayStation, Universal Pictures, Bose, KFC and Supercars and Congratulations to the winning teams with Val Morgan taking out top place, followed by JCDecaux and SBS.

If your company would like to host a fundraiser event for Sony Foundation, please contact Lorin@sonyfoundation.org.au



Families grabbed their flock for a charity screening of Angry Birds Movie 2

Sony Pictures Releasing and Sony Foundation Australia partnered to help raise much-needed funds for Sony Foundation's Children's Holiday Camp Program. Special advance screenings of the animated comedy adventure THE ANGRY BIRDS MOVIE 2 were held at cinemas nationally with the proceeds of all tickets going to support this unique respite program for children with special needs.

An incredible \$76,935 was raised nationally in one day!

A huge thank you to Sony Pictures Releasing and the team at OMD who also secured 21 media publishers to support the fundraising initiative with nearly \$1 million in advertising CSA's across TV, OOH, Online,



Sony Foundation Media Partners

THANK YOU TO OUR 2019 MEDIA PARTNERS. WHOSE GENEROUS DONATIONS WILL ENABLE SONY FOUNDATION'S **EVENTS TO REACH NEW HEIGHTS THIS YEAR!**

DIAMOND PARTNERS

JCDecaux

















PLATINUM PARTNERS





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SONY FOUNDATION CORPORATE PARTNERS

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Luke Hepworth













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