

# SONY FOUNDATION AUSTRALIA

# **25 YEARS OF SONY** FOUNDATION'S CHILDREN'S **HOLIDAY CAMP PROGRAM**

# SHARE YOUR STORY

Join us in celebrating 25 years of the Sony Foundation Children's Holiday Camps and help us showcase the profound impact of this unique program.

Since 1999, over 10,000 children with disability have experienced the magic of a Sony Foundation Camp, with care provided by over 18,000 high school and university student volunteers.

We are reaching out to past Campers, their families and carers, and our volunteer network to share your Sony Foundation Camp stories and memories.

Stories of friendship, continued advocacy, career changes, positive community impact and more.

TO SHARE YOUR STORY, CAN THE QR CODE OR EMAIL US AT info@sonyfoundation.org.au









# A MESSAGE FROM OUR CHAIR AND CEO

## Dear Partners and Supporters,

At Sony Foundation, we believe in the power of collective effort and the impact of community spirit. Our work is driven by the support of people who are not just willing to contribute but are eager to make a difference. Our Foundation's success is built on a business-minded approach to tackling complex social issues that see Australian youth fall through the gaps.

This issue of our SHOUT magazine highlights the extraordinary commitment of corporates and individuals who act, not out of obligation, but from a deep sense of care. These are the companies and people who say "yes" when asked to help, enabling us to empower the next generation by providing positive experiences and creating social impact for young Aussies with cancer, disability and experiencing disadvantage.

We are constantly inspired by the young people we support, who demonstrate incredible courage and strength in the face of adversity. In this issue, you will read the stories of youth resilience, that motivates us to continue our mission with unwavering dedication. You will see examples where our partners and supporters have given of their time, talent and treasure, not only stepping up to be a voice for those falling through the gaps but taking ownership and responsibility to close these gaps.

As we approach the 25th Anniversary of our Children's Holiday Camp program, we look forward to not only reflecting on the impact achieved together to date, but also to what real, tangible and lasting change can be achieved for young Australians who need it most.

Thank you for your unwavering support and belief in our mission.



Cathy O'Connor Chair, Sony Foundation CEO & MD, oOh!media Pty Ltd



Sophie Ryan CEO, Sony Foundation

## Welcome to team **Sony Foundation**

## Sarah Potts

General Manager, Sony Foundation





**April Maciel** Administration Coordinator. Sony Foundation



## Angela Connor Finance Assistant,

Sony Foundation





Music, media, and corporate heavyweights united at Sony Foundation's iconic Wharf4Ward to raise over \$1.5 million for young Australians with cancer.

Known as Sydney's longest lunch,
Sony Foundation again took over
Woolloomooloo Wharf with guests
treated to performances by Sony Music
artists (A-Z): Angus & Julia Stone,
Coterie, Guy Sebastian AM and Sam
Fischer. The event opened with a special
medley from the cast of Michael Cassel
Group's '&Juliet' featuring Rob Mills and
Casey Donovan.

Wharf4Ward 2024 was hosted by Seven's Natalie Barr, Matt Shirvington and Kylie Gillies; Nine's Richard Wilkins AM and Peter Overton AM; Paramount's Osher Gunsberg and Dave Hughes; Sky News' Erin Molan; ARN's Matty J and Laura Byrne; and Phil Burton OAM with celebrity personalities and sporting legends including Michael 'Wippa' Wipfli, Kate Ritchie, Nicho Hynes, Toby Rudolf, Mark Bosnich, Jules Robinson, Krissy Marsh, Sally Obermeder,

The moment that silenced the wharf was the keynote address from 25-year-old regional youth cancer patient, Emma Borlace, whose strength and resilience captured the hearts of all

For 256 nights, Sony Foundation gave us a home away from home and they gave us a safe space that was more than just four walls and a bed. Those walls gave me stability in a life full of uncertainties, they saw me lose my hair for the first time, and then again, they saw me inject myself in an attempt to save my fertility, but most importantly it was a space in which we were together as a family.

My battle with blood cancer was relentless but not solitary. With every agonising treatment, my family were by my side, and I drew strength from them every day. I can honestly say that I couldn't have done it without them. In my darkest moments, when depression was rife, they made me laugh, they held me and they made me feel safe."

Emma Borlace, 2024 Wharf4Ward You Can Speaker.

guests. Two days before Wharf4Ward,
Emma received news that she had
relapsed, and was required to once
again relocate to Sydney for specialised
treatment. Originally from regional
South Australia, Emma was undertaking
university in Wagga Wagga when she
received a shock diagnosis of a rare
blood cancer requiring her to move

to Sydney for over eight months of treatment. Emma's family have

been provided with a two-bedroom apartment, at no cost, thanks to Sony Foundation's You Can Stay program.
Emma continues to be accommodated in Sydney through You Can Stay, as she undertakes ongoing treatment.









After 10 long months of intense chemotherapy treatment and radiation. I am coming out of this better than when I came in and that is in no small part due to Sony Foundation, their support was so much more than just a place to stay. The hope and stability I have, that I get to take as I restart my 20s is in no small part due to the support that has been provided to me and my family."

**Madison Purkis** 

2024 River4Ward You Can Speaker.





Ben Harvey, Liam Stapleton and Belle Jackson; Ann Peacock, Andrea Moss, Gaynor Wheatley, Ash London and more.

Funds raised at River4Ward are supporting Sony Foundation's 'You Can Stay' program, providing free and uncapped accommodation, for 15-29-year-old regional youth cancer patients, and their families, who must travel to the city to access lifesaving treatment. Since launching in June 2020, Sony Foundation has provided over 27,000 nights of accommodation for regional youth cancer patients nationally. In January 2024, You Can Stay expanded to support patients 15-29 years (previously 15-25 years); which will see the number of patients supported double in 12 months.

To enquire about Sony Foundation's 4Ward event series and event partnership opportunities, visit: sonyfoundation.org/events

SCAN THE QR CODE TO WATCH MADISON'S ADDRESS AT RIVER4WARD













Tunny, Julia Morris; NOVA's Lauren

sporting legends, media

annual entertainment

Australians with cancer.

personalities and corporate

extravaganza, River4Ward, to

raise \$805,000 to support young

The star-studded lunch was joined by

the Toyota AFL Premiership Cup, the

Brookes Challenge Cup' and the

'Daphne Akhurst Memorial Cup' with

insights into the three iconic Melbourne

with Darcy Moore, Michelle Payne OAM

each championship event, moderated

Sony Music Entertainment artists Daryl

extended live sets at River4Ward 2024 with attendees including Kelly Cartwright

OAM, Rob Woodhouse, Nine's Russel

Howcroft, Jo Hall; Paramount's Georgie

Braithwaite and Dylan Wright performed

by Seven's Jason Richardson.

heavyweights at the Foundation's

25th year of the Sony Foundation Children's Going into Sony Foundation Camp I was a bit nervous as I wanted to ensure that the campers had a memorable experience, however as soon as the campers arrived that nervousness quickly disappeared and replaced with excitement as a game of soccer immediately broke out in which all the kids joined in and made for a great start to the camp.

> Being on Sony Foundation Camp taught me a lot about having responsibility and having a little glimpse into what it may be like being a parent some day and will certainly be an experience I will remember for years to come. My personal highlight was saying goodbye to Brighton (my Camper)

and him running up to me and giving a hug and seeing that he was sad to leave which made me realise that I had made a difference in his life and given him a moment to remember."

Isaiah, Student Carer, Haileybury Rendall School



In April 2024, Sony Foundation partnered with Royal Far West and the Marninwarntikura Women's Resource Centre to host the 'In a Safe Place Camp.' The Camp provided intensive therapeutic support, supporting 14 Aboriginal children with complex needs and early life trauma from the remote Fitzroy Crossing, Yiyili, Moongardie and Broome regions.

The Camp involved a week of intensive therapeutic support provided by a multidisciplinary allied health team, including wraparound referral pathways and telehealth services. The Camp also offered respite and upskilling for parents/carers, providing them with strategies to support their children.

The Camp embraced the healing and connective power of creativity, with each day including music and art sessions to break down barriers and foster an open space to communicate and connect to culture. Additionally, movement sessions enhanced social-emotional communication and regulation, as well as supporting improved problem-solving skills.

A key goal of the Camp was to strengthen the bond between parent/carer and child. Through various activities and therapies, parents gained insights into their children's brain development and behaviour,

leading to improved interactions and understanding. One parent shared, "All this activity that was happening during this week helped [him] a lot ...he sleeps better, his behaviour is much better, he is able to do things by himself."

The Camp's impact extended beyond the immediate participants, with parents planning to share their learnings with schools and broader communities, promoting long-term positive outcomes.

Thanks to funding support from Sony Foundation, in partnership with Telethon 7, the families received holistic support from Royal Far West and Marninwarntikura Women's Resource Centre allowing parents/carers "to realise their children's potential".









thanks to the volunteer student carers, volunteer teaching and administrative staff from Haileybury Rendall School and Whitsunday Anglican School, volunteer nurses, and supporters from across the Darwin and Mackay communities.

children enjoyed the holiday of a lifetime

first two Sony Foundation Camps in Darwin, in partnership with Haileybury In 2024, over 550 children with disability Rendall School, and in Mackay in will experience the magic of a Sony partnership with Whitsunday Anglican Foundation Camp at one of 23 camps School. Collectively the two Sony held nationally in partnership with 40+ Foundation Camps welcomed 25+ high schools and universities, with 1,200+ children with disability, who for three volunteer student carers training in nights and four days were cared for by foundational disability care through this 60+ volunteer student formative experience.

Holiday Camp program kicks off

In November 2024, Sony Foundation

celebrates 25 years of funding the

Children's Holiday Camp program

The milestone year kicked off with the

(affectionately known as Sony

Foundation Camps).

From discos to mini golf, and water slides to movie nights, the

children's parents /carers

access to critical respite

carers, allowing the

care at no cost.

# Sony Foundation Camp Conference

Over 40 delegates from high schools, universities and hospitals across Australia attended the annual Children's Holiday Camp Conference, held this year at partner school Canberra Grammar School.

Teachers, nurses, student carers and administration staff who are also volunteer Sony Foundation Camp Coordinators in their local community, took part in two days of workshops covering disability advocacy, creative problem-solving, risk assessment, disability and medical care, as well as networking and sharing learnings from the program's 25 years of operations in Australia.

The conference highlight was the spirit of collaboration as Sony Foundation Camp Coordinators shared insights into new and exciting growth opportunities for the program as it kick-starts its next 25 years. With a national shortage of care workers, the Sony Foundation Camp community explored discussions in further encouraging pathways into the disability care sector with a focus on person-centric disability care training, as well as the expansion of the program to support children with disability, and their families/carers, in regional areas.

Thank you to Canberra Grammar School for hosting the 2024 Conference.







Recently, Sony Foundation announced the milestone of over 27,000 nights of free accommodation provided to regional youth cancer patients aged 15-29 years (formerly 15-25 years), and their families, through the Foundation's 'You Can Stay' program.





Launching in October 2020, the innovative accommodation scheme in partnership with Quest Hotel Apartments continues to be a lifeline for young Aussies in the country, and their families, to date, breaking down barriers to equitable health outcomes. With the recent increase in age eligibility up to 29 years, the number of patients supported annually is forecast to increase two-fold.

Mother of youth cancer patient, Sue McMurtrie expressed the importance of the You Can Stay program in a moving tribute to her daughter, Tess, at River4Ward saying,

Living regionally the added complication of travel and accommodation was also another worry to contend with. Sony Foundation provided countless nights of accommodation so that my husband and I could be close to Tess. I can't thank Sony Foundation and Quest Apartment Hotels enough for making this time easier. Reflecting now that she has passed away, I am

SCAN THE OR CODE TO WATCH SUE McMURTRIE'S ADDRESS AT RIVER4WARD

In January, the Australian Tennis

cancer patients and their families,

who are a

part of Sony

Foundation's

You Can Stay

program, to

the Brisbane

International

Sydney and the

Australian Open

Days initiative.

ATP Cup in

Foundation (ATF) invited over 80 youth



Brighter Days bring smiles

to youth cancer patients

so glad we had that precious time there. I know if we didn't have the accommodation provided, we could not have been there with our beautiful daughter as often."

for young people and their families

through fun, engaging in tennis and

social activities at flagship tennis



27,000+ nights of accommodation funded:

**70** NIGHTS Average stay away from home, family and friends.

Average cost saving of accommodation per patient.

To learn more about You Can Stay, visit: sonyfoundation.org/youcanstay



everything going on - all the setbacks, all the

anxiety - having you guys there for us just

Traci, Mother of youth cancer patient

means the absolute most to us."

events and facilities. From cheering on Words cannot express how grateful we their favourite are for yesterday. Remy and I got to not players, enjoying only experience the tennis for the first the endless time but spent the entire day and evening there, it was such an incredible occasion to share and experience together. We had such an amazing time. Thank you all for the continued love and support the You Can Stay program, Sony Foundation & Quest have shown both us and our family with

other young people and their families from the Foundation's You Can Stay program, each day out was a special and memorable one.





## & At Risk)' program, funded by Sony Foundation, delivers both in-person and online mentoring and crisis intervention for disadvantaged young people facing severe obstacles that are preventing them from living their best life.

Musicians Making A Difference's 'Catch

A Falling STAR (Special, Traumatised

SHOUT OUT to the volunteer employees from Sony Music Entertainment and Sony Music Publishing who assisted with mentoring the new cohort of youth participants in MMAD's STAR program. 10 young STARs were welcomed to Sony Music HQ for a day, with mentors sharing their experiences and industry knowledge in a series of workshops.



Going into my first MMAD session, I didn't know much about what to expect. Immediately, I understood why the program is so fiercely supported by Sony Foundation and Sony Music Group. The MMAD team have built an environment that encourages self-

Sony Music Group welcomes MMAD STARs

compassion, creativity and self-expression, all while teaching the importance of resilience, autonomy and accountability to young people who otherwise don't have access to this level of support or mentorship. The growth, confidence and self-determination that the participants gain throughout their time with MMAD is inspiring

to see, and assisting in the program in any small way is very fulfilling."

Ella Williams Sony Music Publishing

SONY

RELEASING



Sony Foundation Magazine

The MMAD Star program offers an amazing opportunity to engage with young people and learn about their life experiences and how we can all connect through music. In my recent years with the program, I have found it to be deeply rewarding and enlightening, an experience I encourage everyone to take part in."

Brianna Minnett-Allan

Sony Music Entertainment







# Garfield shares the magic of Sony Foundation Camps

Special advanced screenings of Sony Pictures Releasing's 'The Garfield Movie' were held nationally to raise funds and awareness for Sony Foundation Camps in March 2024.

SHOUT OUT to Stephen Basil-Jones, Executive Vice-President - Head of International Marketing, Sony Pictures Releasing International and former Director of Sony Foundation, and the team at Sony Pictures Releasing Australia for their brilliant support in bringing to life this campaign, raising \$110,000 to gift the magic of a Sony Foundation Camp to 160+ children with disability across Australia.

A special thanks also to Sony Pictures Releasing Australia's media agency OMD, who secured pro bono advertising to promote the campaign, and campaign supporters including News Corp, Seven, Nine Paramount, JCDecaux, Val Morgan, ARN, Daily Mail, Foxtel, SCA, Event Cinemas, Hoyts, Village Cinemas, Dendy, Reading, Wallis, Ace Cinemas, Limelight and United Cinemas.

If you have an idea to bring your corporate community together in support of Sony Foundation, please contact us at: info@sonyfoundation.org.au.

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from challenging life circumstances

in Melbourne, as part of the ongoing

As the official charity of Tennis Australia

and the Australian Open, the ATF and

this initiative aims to provide relief

partnership through their Brighter

# Out & **About**

## with our Celebrity **Ambassadors** and Supporters

## Sporting legends takeover River4Ward 2024

Guests at River4Ward 2024, were treated to a moment never to be forgotten when Australian sporting royalty took to the stage for a special fireside chat, each bringing an incredible piece of sporting history.

Seven's Jason Richardson, panel moderator, welcomed to the stage Darcy Moore, Captain of the 2023 Collingwood Premiership winning team with the 'Toyota AFL Premiership Cup', alongside Michelle Payne OAM, 2015 Melbourne Cup winning Jockey and the 'Lexus Melbourne Cup', as well as Todd Woodbridge OAM legendary Australian tennis player, joined by the 'Norman Brookes Challenge Cup' and the 'Daphne Akhurst Memorial Cup'; each trophy representing iconic Melbourne sporting events.

From punctured organs to rolled ankles, the fireside chat gave a glimpse into









the resilience required to overcome adversity on each of the legends' path to "the moment". Guests were also treated to insights from the panellists into the future of their respective sports and the importance of using influence to create positive experiences and social impact for the next generation.







SHOUT OUT to Sony Foundation's supporters AFL, Tennis Australia and Victoria Racing Club for supporting this segment.





accessing treatment at the You Can Centre. To be able to chat with them and hear what they were able to achieve while on treatment and given the right support was amazing and pretty breathtaking. It is such an important cause, it is really humbling to be here and throw my support behind the cause."

### Darcy Moore

Premiership Captain, Collingwood Football Club

"I've been to the You Can Centre at Peter

MacCallum Cancer Centre which is so

well supported by Sony Foundation. I

have met kids supported in their high

school and university studies while

SCAN THE QR CODE HERE TO WATCH THE RIVER4WARD SPORTING LEGENDS FIRESIDE CHAT:



## **Welcome Erin Molan**

Sony Foundation's Board of Directors is thrilled to announce the appointment of **Erin Molan** as an official Ambassador of Sony Foundation Australia. Erin joins Sony Foundation bringing a passion for improved cancer care in Australia and a formidable network in the media, entertainment, corporate and government sectors, a result of her formidable media career.

Since 2019, Erin has been a great supporter of Sony Foundation's mission to support the health and well-being of young Aussies, notably those with a cancer diagnosis. Representing Sony Foundation's partnership with Sky News and News Corp Australia, Erin has supported Sony Foundation fundraising events and campaigns, raising much-needed funds and awareness for the Foundation's youth cancer initiative 'You Can'. Most recently, Erin hosted a record-breaking pledge segment at Wharf4Ward 2024.

When my big sister was diagnosed with bowel cancer one of the hardest parts was navigating the logistics of treatment from her base in a country town to the city. The Sony Foundation takes away the stress and worry so that it can all be channelled into getting better - not figuring out where to stay and how to afford it."

Erin Molan, Sony Foundation Ambassador

# Dylan Wright, Lauren Phillips & Clint Stanaway

A surprise visit from Sony Music Artist, Dylan Wright, and NOVA's Lauren Phillips and Clint Stanaway brought a smile to the faces of youth cancer patients, and their families and friends, at Sony Foundation's Victorian You Can Centre at Peter MacCallum Cancer Centre, Melbourne.

Dylan, Lauren and Clint dropped by for a pizza party and jam session ahead of the Foundation's River4Ward event, with Lauren saying "There was some terrible piano playing from Clint and I, but it's a really special place and it's been so nice to sit down and have a chat. The Sony Foundation does an amazing job".

A highlight of the day was Dylan's acoustic performance of his single 'Paper Hearts' and a couple of fanfavourite covers from his time on Seven's Australian Idol.

## **Cast of &Juliet!**

SHOUT OUT to the cast of Michael Cassel Group's '&Juliet!' who kicked off Wharf4Ward 2024 with a bang, bringing the joy of the West End to Woolloomooloo Wharf. It was impossible for guests to not sing-along to a medley of Max Martin's hits featured in the

award-winning musical, as the cast including leads Rob Mills and Casey

Donovan, took over the Wharf putting the 'show' in 'show business'.









# Out & **About**

with Sony Foundation's **CONNECT Program** 

TKC and Quest help to say 'You Can Stay'

SHOUT OUT to Team Kill Cancer (TKC) who with incredible support from Quest Apartment Hotels, raised an impressive \$40,280 for Sony Foundation during their second 'You Can Stay Golf Day' at Heidelberg Golf Course, Victoria.

The event saw a fantastic turnout, with participants enjoying a day filled with

QUEST

festivities and goodwill. Special thanks to Australian actress and singer Tottie Goldsmith,



Collingwood great Tony Shaw for their invaluable support.

Kudos to the incredible teams at TKC and Quest for organizing such a remarkable event in support of this wonderful



## SLE Worldwide's 'You Can Golf Day'

SLE Worldwide, Rainbow Partner Sony Foundation, united the insurance industry at their third annual 'You Can Golf Day' welcoming 140 executives to Sydney's Concord Golf Course in March, for a day of golf with social impact.

The event broke its fundraising record, raising \$51,600 to fund

250+ nights of accommodation for regional youth cancer patients

through Sony Foundation's You Can Stay program. The record-breaking result brings the total funds raised by this event to over \$110,000, providing over 550 nights of accommodation since 2022.

Raj Nanra, CEO, SLE Worldwide said, "The You Can Golf Day is a great example of colleagues and peers from our industry coming together to make a difference in the community and support important causes which are close to the hearts

of so many of us. I look forward to once again hosting the You Can Golf Day at Concord Golf Club in March 2025. With the success over the last few years in Sydney we will look to take the golf day interstate in 2025 as well."





# Toody's week at **Curio Pictures**

Connecting at Wharf4Ward 2023, Jo Porter, Managing Director, of Sony's Curio Pictures, was impressed to hear Annabel 'Toody' Peterson, You Can Champion, speak about wanting to gain experience in TV and film.

Toody, a keen scriptwriter, spent an incredible week observing the Curio Picture's writers' room, learning from leading creatives and dynamic new voices on how writers and the Curio producing and development team come together to build and shape a story for the screen. "It was such a pleasure having Annabel join us - she is smart and thoughtful, and we look forward to watching her continue to explore her passion for screen writing" said



# A few short hours ensures someone gets a meal

The Sony Foundation funded 'Youth Off The Streets' Food Van feeds the homeless in Sydney every evening. For over 25 years, the Food Van has had a vital presence in Darlinghurst and is an important link to the young homeless of inner Sydney. The Food

Van is supported by employee volunteers from Sony Foundation's Media and Corporate Partner Network, who

give generously of their time to prepare and serve a meal

On her experience, Nine employee, Nadine Tuback said "I was always looking for an opportunity to give back but have never found one that I



Brown family tackles the Geelong half iron man

could commit to on a regular basis because I work full time. So when this opportunity popped up in my inbox, I jumped at it - and I'm so glad I did. It's just a few hours every

few weeks when I am able, but those few hours are so off the streets® worthwhile and fill up my "joy" bucket

> for days after. We cannot change the world, but every night the Food Van makes tens of people happy... we need more kindness in the world and I'm so grateful to Sony Foundation for letting me be a small part of that."



Introduced to

Sony Foundation when their friend Tess McMurtrie was diagnosed with osteosarcoma in 2022, the Brown family rallied to compete together in the Geelong Half Ironman in March 2024, whilst raising funds for 'You

The Brown Family said "You Can Stay meant Tess could get the treatment she needed with her family by her side every step of the way. As a family, we will be competing to raise funds and awareness for the You Can Stay program, which plays such a crucial role in supporting families with a life shattering diagnosis".



and Sydney FC A-League Teams, took place in April, marking a significant milestone as the two Sydneybased clubs came together to support a noble cause: raising funds for Sony Foundation's 'Children's Holiday Camp' program.

The Charity Cup harnessed the power of sport to make a positive community impact, uniting fans to support Sony Foundation Camps. Proceeds from

ticket sales, merchandise, and limitededition match-worn jerseys donated by the Macarthur FC A-League Team Players, directly supported Sony Foundation Camps. •





If you are interested in volunteering opportunities, or have an idea to bring your community together in support of Sony Foundation, please contact us at: info@sonyfoundation.org.au



# **Corporate Partners**



#### Diamond Partners















valmorgan



#### Platinum Partners















#### Rainbow Partners -













#### Gold Partners































#### Silver Partners























### Supporting Partners -

Sony Foundation Australia is the charity arm of the Sony Group of Companies.









