

Sony Foundation's

ISSUE 48 - WINTER 2015

# SHOUT

**JOHN FARNHAM HEADLINES  
INAUGURAL RIVER4WARD**

EVENT RAISES \$400,000 FOR YOU CAN



**SONY FOUNDATION REACHES  
\$20 MILLION MILESTONE**



[WWW.SONYFOUNDATION.ORG.AU](http://WWW.SONYFOUNDATION.ORG.AU)

# Save the Date

Sony Foundation has a number of events and fundraisers in the next few months and we would love to have you involved.

## CORPORATE PARTNERS' APPRECIATION EVENING

**DATE:** 7pm on Wednesday July 15

**LOCATION:** The Intercontinental Hotel, Double Bay

Sony Foundation's Corporate Partners' Evening is our way of saying 'thank you' to our generous Corporate Partners, supporters and key donors over the past 12 months. This year, we will be celebrating our \$20 million milestone in style at the Intercontinental Double Bay.



## JOIN CITY2SURF AND WIN A PS4!

**DATE:** The morning of Sunday, August 9

**LOCATION:** Sydney CBD to Bondi Beach (with a pre-run team breakfast and post-run celebration BBQ in North Sydney.)

Join us on Sunday 9th August, to help raise funds for Sony Foundation's Children's Holiday Camp Program, providing respite care for children with special needs.

Firstly, register to run in the Sony Foundation City2Surf team (password = team SF) then join our fundraising efforts at Everyday Hero. The most successful fundraiser will take home a PlayStation 4!



## WHARF4WARD

**DATE:** Noon on Thursday, October 22

**VENUE:** Woolloomooloo Wharf, Sydney

The date has been locked in for what is set to be our biggest event yet, Wharf4Ward 2015! Join us for Sydney's longest lunch and the charity event of the year... it's not to be missed. Corporate Partners will receive priority booking.



## GOLF DAY

Due to our jam-packed events calendar this quarter, the 2015 Golf Challenge will no longer go ahead. We apologise for any disappointment but look forward to bringing you a new and exciting format in 2016.



# Chairman's Report



Dear Corporate Partners and supporters,

It is with great pleasure that I announce that Sony Foundation has raised \$20 million since its inception in 1999. This past financial year has been one of our most successful on record.

Between July 2014 and June 2015, Sony Foundation has raised more than \$2 million for our charity causes including You Can and our Children's Holiday Camp Program. This is a remarkable achievement, and one of which we are immensely proud. These funds will go a long way towards improving the quality of life for young Australians suffering disability, disease and homelessness. The funds will contribute to the construction of You Can Youth Cancer Centres in Sydney and Melbourne; provide respite to more than 600 families who have children with special needs; and support young people as they break free from cycles of abuse and harmful behaviour.

It is no mean feat for a staff of four and a Board of seven to raise such a large amount of money. It took commitment, dedication, and of course, a lot of hard work. Perhaps most importantly, it would not have been possible without the support of the Sony group of companies and our network of Corporate Partners.

I can say without a doubt that the work we are doing is making a tangible difference to the lives of young people around the country. Every Holiday Camp carer or companion, every You Can advocate I am lucky to meet assures me of this. Feedback from our charity partners Youth Off The Streets, The Salvation Army and Musicians Making A Difference reaffirms this.

And so, on behalf of the Sony Foundation Board of Governors and the staff, thank you. Thank you for your unwavering support over the past 12 months and the years prior to that. Thank you for putting your faith in us to carry out our mission.

I hope you enjoy this quarter's edition of Shout, as we celebrate our recent River4Ward success. Launching into Melbourne was a splendid affair, and it was great to have so many of you be a part of it.

I hope to see you at our upcoming Corporate Partners Evening.

Warmest regards,

**Jim Dwyer OAM**

Chairman

## GET IN TOUCH

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Twitter: @sonyfoundation

## WELCOME TO OUR NEW CORPORATE PARTNERS

These past few months has seen our Corporate Partner program expand as we welcome new brands and businesses to the Sony Foundation family. It is wonderful to see so many companies supporting Sony Foundation.

- Fox Sports has signed up as a Rainbow Corporate Partner
- The Sun Foundation has increased its donation to a Rainbow Corporate Partner
- Leading Edge Computers has increased its involvement to become a Gold Corporate Partner
- Electronic Arts has signed up as a Silver Corporate Partner
- Audi Centre Sydney has signed up as a Silver Corporate Partner



# River4Ward raises \$400,000

The event that had Melbourne talking



Clockwise from top: Jessica Mauboy opened the show; The floating stage was built on the Yarra

**Sony Foundation's River4Ward luncheon raised over \$400,000 to build a specialised youth cancer centre in Melbourne when it was held on the banks of the Yarra River on Thursday, April 23.**

The city turned on its finest weather for the fundraiser, which brought together Sony Music artists John Farnham, Jessica Mauboy, Nathaniel and Stan Walker to perform on a custom-built, floating stage in the river at Crown Riverwalk.

Celebrities including Natalie Bassingthwaighe, Chrissie Swan, Meshel Laurie, Ben Fordham, Barry Hall and Giaan Rooney were joined by more than 400 guests to enjoy a day of world-class entertainment, fine dining and dancing!

John Farnham proved he's got 'The Voice', putting on an incredible performance which had guests up and dancing. His encore performance of AC/DC's 'Long Way To The Top' was the perfect way to close the day.

Jessica Mauboy was another highlight, opening River4Ward with a performance of 'Can I Get A Moment?' and 'I Can't Help Myself'. She spent the rest of the day meeting our You Can patients and survivors, and dancing to John Farnham!





Clockwise from top: You Can champion Julia sells roses; Hosts Ben Fordham and Giaan Rooney; Stan Walker brought some soul to the Yarra; Sony Foundation ambassador Natalie Bassingthwaighe with husband Cam McGlinchey; Jessica Mauboy and our Melbourne You Can Crew have some fun; Molly Meldrum; Crown Riverwalk looked spectacular

While the day was filled with entertainment and networking, it also had a serious note – raising funds for our Melbourne You Can Centre to close the gap in care for 16-25 year olds with cancer.

You Can advocate Adrian Brine spoke to this point. The issue of youth cancer is closer to his heart – his wife Lauren passed away last year at just 32 years old. She battled cancer for more than half her life.

"Lauren stayed around as long as she could to help make sure we saw the need for these Youth Cancer Centres. In the end, she was needed somewhere else. But she'd be happy she's still part of it," Adrian told guests.

"Now it's up to all of us to continue the amazing work the Sony Foundation and You Can are doing. We don't stop building these centres until every teen between 16 and 25 has somewhere they can fight cancer and beat it."

After Adrian's moving speech, Jess Mauboy performed a duet with Nathaniel, bringing tears to the eyes of many guests. They dedicated their rendition of 'I Don't Know Much But I Know I Love You' to Adrian and Lauren and all young people battling cancer.

Sony Music artists Human Nature also made a surprise hosting appearance, bowling guests over with their impromptu a capella performance.

Plus Nathaniel's performance of his dance floor hit 'Live Louder' and Stan Walker's soulful 'Signed, Sealed, Delivered' all made River4Ward such a special day.

The money raised at River4Ward will be directed to the building of a You Can Youth Cancer Centre at the Peter MacCallum Cancer Centre in Melbourne. This centre aims to close the gap in care that currently exists for 16-25 year olds with cancer, which is due to open in 2016.

Listen out for news of the 2016 River4Ward lunch, which will no doubt be another sell-out event!







John Farnham's closing performance brought the house down



Jess Mauboy flew into the event a Microflite chopper

# Thank you Melbourne!



A lot went on behind the scenes to make River4Ward possible. For starters, we built the whole event – from the floating stage to the marquee to the reception area.

The event would not have been possible without the support of our fabulous sponsors who made all of this happen; it really was an event like no other. We would like to say a huge thank you to all of them, we can't wait to do it all again next year!



Our amazing event volunteers



Channel Seven's Melanie Vallejo

Special thanks to

- Crown
- Vranken Pommery Champagne
- Peroni
- Fox Gordon
- Santa Vittoria
- Vittoria
- Fourth Wall
- Paspaley
- Spicers Retreats
- Boost Juice
- DHL
- Microflite
- Ferrari
- StrathAyr Turf
- Velocity Brand Management

A big shout out to Nivea, Gourmet Traveller, Carman's, Citizens of the World and Peppermint Grove as well.



Jess Mauboy with our Melbourne You Can Crew





The Ferrari display tempted guests



Pommery hosted a fabulous sparkling reception

**“** I'm in awe of how many people came and were willing to talk to us and actually listen to what we had to say about the You Can project in Melbourne and how it will benefit us adolescents going through cancer treatment. By getting this ward it will provide those young patients an opportunity to meet people who are going through the exact same experience... Something I never experienced. **”**

– *You Can champion and cancer survivor Bree*



Human Nature and Natalie Bassingthwaighe



Nathaniel serenaded guests



The marquee made the most of the stunning location

## Update: The Victorian You Can Project at the new Peter MacCallum Cancer Centre

Sony Foundation is now working with the Peter MacCallum Cancer Centre as we construct our You Can Centre at the hospital's new site in Parkville. The You Can Centre will include:

- A recreational room for young patients including a kitchen, a lounge area, an activities room for yoga classes and various workshops and private pods
- Six chemotherapy chairs on the Chemotherapy Day Unit dedicated to You Can patients
- Four beds and a recreational room on the Medical Inpatient Ward dedicated to You Can patients
- A multimedia meeting room and a large outdoor garden
- Four outpatient consulting rooms co-located with the ONTrac at Peter Mac multidisciplinary team





# Ferrari fundraiser makes \$100,000 for You Can



**Ferrari celebrated the relaunch of its Zagame Ferrari Showroom in Melbourne with a party on the eve of the 30th Anniversary of the Australian Grand Prix. The exclusive event, held on March 11, raised more than \$100,000 for Sony Foundation's new You Can Centre in Melbourne.**

National and international guests and celebrities joined the Ferrari celebrations, including F1 Test Driver Esteban Gutiérrez, AFL great Dermott Brereton and Gina Liano from The Real Housewives of Melbourne. The performance from Sony Music artist Samantha Jade was a highlight of the evening.

Young cancer survivor Maisy Stratford-Hutchings addressed the crowd as well, telling them of her battle with Hodgkins Lymphoma. Like so many other teen patients, Maisy didn't meet a single person her age the entire time she was in hospital. It wasn't until her treatment was over and she reached out to CanTeen that she was able to meet other young people who understood completely what she had been through.

Zagame Ferrari hosted an exclusive live auction, with incredible prizes from Veuve Clicquot, Ferrari Australasia, Hublot and Sony Music Entertainment. Thank you to auctioneer Peter Kakos from Marshall White.

A trio of limited-edition Veuve jeroboams, of which there are only 20 in the world, sold for \$27,000.

Zagame Ferrari also showcased a number of Ferrari vehicles including a Scuderia Ferrari F1 show car, California T, and 458 Speciale on the evening of the opening.

All funds raised from the auction will be directed to the construction of Sony Foundation's third You Can Youth Cancer Centre at the new Peter MacCallum Cancer Centre site in Parkville.

Clockwise from top: The Ferrari F1 car on display; Maisy Stratford-Hutchings and CEO Sophie Ryan addressed guests; Real Housewives of Melbourne star Gina Liano; F1 Test Driver Esteban Gutierrez made an appearance; Samantha Jade's performance had guests up and dancing





# Changing lives through music

## YOTS visits Sony Music and MMAD continues to inspire

### Youth Off The Streets

Every year, Sony Foundation sponsors a Youth Off The Streets Scholarship Recipient and encourages them to pursue their dreams and goals. This year, our scholarship recipient is Daniel Harvey.

Daniel, 20, has been involved with Sony Foundation before as part of our work placement program in 2012, and through the Musicians Making A Difference (MMAD) programs. Daniel is studying a Bachelor of Composition and Production at the Australian Institute of Music.

In March, Daniel Harvey was treated to a recording session in the Sony Music studio with sound engineer, Adrian Breakspear. He recorded his own track, entitled 'On Fire'.



Daniel meets Denis Handlin AM, Chairman & CEO of Sony Music Entertainment Australia & New Zealand and President, Asia.



Daniel records his track 'On Fire'

### Musicians Making A Difference (MMAD)

**MMAD's Sony Foundation-funded Sound Foundations program is continuing around Sydney, with Term 1 at Oasis Surry Hills just wrapping up.**

Sound Foundations aims to provide alternative education through music production, song writing, performance and industry sessions - building interest and skill in reading, writing, computer skills, rhythm, team work, discipline.

Twelve young people in crisis were engaged with the program over the term, a program which brought life and activity to the Oasis Music Studio throughout each week under the guidance of the Sound Foundations mentors (which include our Daniel Harvey!)

Term 1 also saw the launch of the 2015 National Youth Week CD, featuring songs written and recorded by Sound Foundations students. Download it at [www.freeyouthweekcd.com.au](http://www.freeyouthweekcd.com.au)



The MMAD family at 351 Camp in May



# Update: You Can

YOU CAN  
CANCER

As you know, Sony Foundation is raising funds to build specialised You Can Centres around Australia. What you may not have realised, is that we have also recently committed to a number of other programs aligned with You Can.

## “The You Can Fellowship”

### *In partnership with Cure Brain Cancer and Tour De Cure*

You Can advocate Cass Nascimento passed away in 2013, after battling with an aggressive form of brain cancer for three years. Together with her family, and fellow You Can advocate Jason Carrasco and his family, we organised a fundraising walk – “You Can Walk 4 Cass”. Held in Wollongong in November last year, this community event raised \$70,000 for You Can.

We decided we wanted to do something special in Cass’ memory and so, in partnership with Cure Brain Cancer and Tour De Cure, Sony Foundation committed to sponsoring a brain cancer research project. With Dr Jeremy Henson (Head of Cancer Cell Immortality Lab, Prince of Wales Clinical School, UNSW Australia) as Principal Researcher of the project, it will work to find new cures for brain cancer, using new technology for “cancer-cell targeted drug discovery.” Sony Foundation is donating \$80,000 to fund the employment of a dedicated researcher for the project.

## Brachytherapy Suite at the Nelune Comprehensive Cancer Centre, Prince of Wales Hospital

### *In partnership with Loyal Foundation*

In July 2014, Loyal Foundation raised \$100,000 for You Can at the ‘Clarkey 4 Kids’ luncheon. Sony Foundation has committed these funds to build a brachytherapy suite one floor down from our You Can Centre at the Prince of Wales Hospital, Sydney. Adolescent and young adult patients do not want to have painful procedures on the ward with local anaesthetic and so, there was a need to provide the option of having procedures under a general anaesthetic.

The brachytherapy/procedure suite will be equipped to provide this service, ensuring adolescent and young adult patients can have procedures carried out in a method that reduces pain and in an age appropriate environment. This suite would be used daily for this purpose. It will be equipped with a theatre set-up and holding and recovery bay to provide for specialist perioperative care.

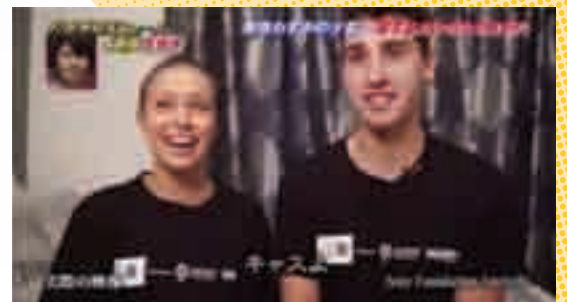
## You Can reaches Japanese audience

After the story of our You Can advocates Jason and Cass aired on Channel Seven’s ‘Sunday Night’ program, Sony Foundation was contacted by Nippon TV (NTV), a major Japanese television network. The story had caught their attention, and they were interested in telling Cass and Jason’s story for a Japanese audience for the Sekai Gyoten News program.

Sekai Gyoten News met with Jason and Gloria, Cass’ mother, and interviewed them at length to prepare for the story.

It aired in Japan in early April and received a very positive public response, and it was a great opportunity for the Japanese audience to learn of the work done by Sony Foundation.

NTV donated \$5000 to You Can after the story, and Gloria also gave her \$5000 donation to You Can. These funds are being directed to the You Can Fellowship.



Clockwise from top: Natalie Bassingthwaite with Gloria and Joe Nascimento; An example of a brachytherapy suite; Jason and Cass were on Japanese TV



# SoundPoint Celebrates Youth Week

The Sony Foundation and Salvation Army-funded SoundPoint Youth and Community Centre is thriving. SoundPoint had a busy April, hosting its second Annual National Youth Week Event on Thursday April 16.

More than 350 people attended the day, including 250 young people, who enjoyed performances by MMAD's Street Dream's crews, local artists and a Brisbane Group called Bullhorn. Stalls outside were organised by local youth agencies including The Base and Ipswich Community Youth Service and activities included football competitions, a photo booth, a jumping castle, a bungee run, loom bands, a sausage sizzle and prize giveaways.

Shortly before the event started, Ipswich City Council hosted a Youth Forum in the Sony Space, attended by young people from the region who wished to express their ideas, experiences and concerns to the Mayor.



From top: MMAD's Goodna Street Dreams crew performed at Youth Week; The event attracted 350 people to SoundPoint

“Over the past few months I have been reminded several times of the increasing need in our community. We were already working in a community that had enough challenges of its own however we are committed to finding meaningful ways of battling this challenge as well.”

- John Williams, Team Leader at SoundPoint



**LEADING EDGE Computers**

Switched  Service

## Corporate Partner Spotlight

Leading Edge Computers have been supporting Sony Foundation's You Can program since it launched in 2010.

Leading Edge, one of the largest specialised independent IT resellers in Australia, have stores around the country that give regularly to the campaign through cash donations and mobile phone collections.

In 2014, more than \$11,000 was donated by Leading Edge stores. In 2015, this has increased to a huge \$19,760!

Leading Edge will now be recognised as a Gold Corporate Partner of Sony Foundation.



From Top: Lee Scott, the General Manager at Leading Edge Computers; Sony Foundation CEO Sophie Ryan addresses LEC staff



# RAINBOW PARTNERS



# GOLD PARTNERS



# SILVER PARTNERS



# SUPPORTERS

