

Sony Foundation's

ISSUE 57 - SUMMER 2017/18

# SHOUT

GET BY WITH A LITTLE  
HELP FROM OUR FRIENDS  
**#FRIENDS4YOUTH**

WHARF4WARD 2017 BREAKS EVERY  
RECORD ON THE WHARF EVER!

MMAD STARS WALK THE  
RED CARPET



sony  
FOUNDATION

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





# INVITATION

THE SONY FOUNDATION BOARD OF DIRECTORS  
TAKE PLEASURE IN INVITING YOU TO

A vibrant, watercolor-style illustration of a floral wreath. It features large yellow lemons, green leaves, and small purple and pink flowers, all arranged in a circular pattern around the central text.

# RIVER4WARD

## 19 APRIL 2018

IN SUPPORT OF



THURSDAY 19 APRIL 2018 • FROM 12NOON • CROWN RIVERWALK, MELBOURNE  
Priority bookings for Corporate Partners

TABLE OF TEN \$5,500 + GST • VIP TABLE OF TEN \$10,000 + GST

Kindly RSVP by 5 APRIL 2018

For bookings contact Ady de Borst • [ady@sonyfoundation.org.au](mailto:ady@sonyfoundation.org.au) • 02 9383 6231  
Dress: Lounge Suit • Official After Party at Long Chim from 4pm



# Chairman's Report



Dear Valued Corporate Partners and Supporters,  
2017 saw a year of huge achievements and fabulous outcomes for the programs and events of Sony Foundation and we are riding that wave of highs to continue these successes well into 2018 and beyond.

In late October, Sony Foundation hosted a Wharf4Ward for the history books with a number of records broken but most importantly, a record \$1.3 million raised for Sony Foundation's youth cancer program, You Can. These funds raised go a long way in ensuring that no young patient is left to face their journey alone, something that Wharf4Ward 2017 speaker and cancer survivor Maddi can attest. I urge you to head to page 8 to read more on this remarkable young woman, all our extraordinary You Can Crew and the impact that the You Can community is having on their lives.

As always, we wouldn't be able to host such outstanding events without the invaluable support from our outstanding and generous Sony companies, Sony Australia, Sony Interactive Entertainment Australia, Sony DADC, Sony Mobile Communications, Sony Music Entertainment, Sony Pictures Releasing, Sony Pictures TV, Universal

Sony Pictures Home Entertainment and Sony/ATV Music Publishing, our incredible event partners, our loyal sponsors who give us strength and our guests, each of whom inspire us forwards. Wow!

The launch of our first-ever charity single, debuted in spectacular style at Wharf4Ward has demonstrated to us at the Foundation how fortunate we are to be supported by such a benevolent and wide network. From leading media outlets providing advertising to the Holiday Camps network recreating renditions and helping to raise awareness, we were blown away by the willingness to get on board and share the message of friendship and community. This catchy single, a rendition of The Beatles classic 'With A Little Help From My Friends' truly demonstrates the belief that every young person should have the opportunity to reach their full potential and feel supported and loved by those around them. With the support of Sony Music, 29 Sony Music artists collaborated to make a statement of support to all young Australians to let them know that we've got their back.

The 2017 Sony Foundation Holiday Camps program again saw over 600 special needs children around Australia given the holiday of a lifetime whilst providing their families with invaluable time off. The outpouring of collaboration, volunteering and support from the 46 schools and 4 universities that took part in this humbling program this year was enormous! Without these communities and networks that so selflessly donate endless time, talents and resources to ensure these camps are such a success, this program would not have expanded to what it is today. A number of the camps celebrated impressive camp milestones with the St Ignatius Sony Camp reaching their 20th anniversary, Marist College Ashgrove Sony Camp reaching their 15th and the Abbotsleigh Knox Sony Camp reaching their 10th. Remarkable achievements for all! I look forward to seeing this program continue to spread across Australia and continue creating lifelong bonds, memories and impact on all involved.

Musicians Making A Difference (MMAD) celebrated their annual Red Carpet Graduation Evening in true MMAD style with their young Catch A Falling STAR graduates showcasing their huge talent on

stage as well as sharing their astonishing stories of transformation and achievement over the course of the STAR program. Year on year, this important program so profoundly changes the prospects and futures for some of Australia's most at-risk and vulnerable young people. It is a program that Sony Foundation is so humbled to support and we look forward to another year of young people recognising and achieving their potential.

In just a few short months, our Melbourne event spectacular, River4Ward, will once again be upon us! Already the Sony Foundation team are curating a day of world class entertainment along the banks of Melbourne's beautiful and iconic Yarra River, supported by the team at Crown Entertainment who are just terrific. It will be such a pleasure to once again see Australia's imminent brands, businesses and individuals come together to raise funds for our youth cancer program, You Can. Be sure to mark Thursday 19th April in your diaries for this social calendar highlight.

Thank you for your resolute support and commitment in ensuring Sony Foundation continues to pave the way and create a brighter future for the young people of Australia. I look forward to another year of creating real and lasting impact.

Kind regards,

John Kirby AM

Chairman

Sony Foundation Australia

## GET IN TOUCH

Email: [info@sonyfoundation.org.au](mailto:info@sonyfoundation.org.au)

Phone: (02) 9383 6230

Website: [www.sonyfoundation.org](http://www.sonyfoundation.org)

Facebook: [www.facebook.com/sonyfoundation](https://www.facebook.com/sonyfoundation)

Twitter: @sonyfoundation

Instagram: @sonyfoundation

## SIGN UP TO OUR DIGITAL NEWSLETTER!

HEAD TO [WWW.SONYFOUNDATION.ORG](http://WWW.SONYFOUNDATION.ORG)  
AND CLICK ON THE 'SIGN UP' BUTTON



# WHARF4WARD 2017

## RECORDS WERE MADE TO BE BROKEN...

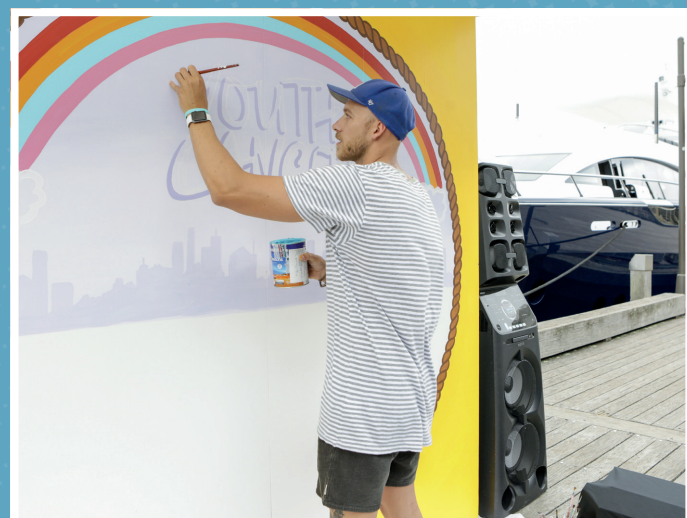
It was a day for breaking and making new records along the iconic Woolloomooloo Wharf at Sony Foundation's ninth annual Wharf4Ward event on Thursday 26th October 2017.

Every Wharf4Ward record ever, broken in just four hours!;

- **907 guests attended**
- **\$1.3 million raised. The highest amount raised at any Sony Foundation event!**
- **11 Sony Music artists perform**
- **1 Sony Music All Star charity single launch**
- **First ever Wharf4Ward live art installation**
- **First ever Wharf4Ward pool bomb dive**



Sony Music artist Anthony Callea



Live art installation by Sony Australia ambassador and artist Mitch Revs.



You Can Champ Maddi with Wharf4Ward hosts Natarsha Belling, Richard Wilkins, Peter Overton and Angela Bishop

A flurry of colour, noise and dancing kicked off this year's event spectacular as models made their way down the wharf in the Carnivale-inspired fashion parade by Camilla, the Kaftan Queen.

Bringing an extra boost of star power to the day was the impressive line-up of hosts including Channel Nine's Richard Wilkins, Karl Stefanovic and Peter Overton, Fox Sports' Lara Pitt and Matt Shirvington, Network TEN's Natarsha Belling and Angela Bishop, Seven Network's Samantha Armytage and legendary pledge host, Natalie Bassingthwaite.

Seventeen year old You Can Champion Maddi Delaney delivered an emotional speech saying,

**"To the researchers, the oncologists, the nurses, the parents and the people who fund everything from finding that potential cure for cancer, or funding a You Can centre... Thank you and let's make sure that anyone affected by cancer not only has a partner in crime but a You Can centre too!"**

The show-stopper of the day was a surprise performance from 11 Sony Music artists including: Daryl Braithwaite, Samantha Jade, Dami Im, Anthony Callea, Ally Simpson, Mark Vincent, Isaiah, Jessica Mauboy, Rick Price and Jess and Matt to debut the launch of the charity single created to raise funds, awareness and support for Sony Foundation's programs and initiatives. 29 Sony Music artists joined forces to record a very special version of The Beatles classic 'With A Little Help From My Friends for Sony Foundation. The single officially launched the very next day with proceeds going to Sony Foundation.





Head to our Facebook page, @SonyFoundation, to check out all the photos from the day!

NRL legend Jonathan Thurston and some You Can Champs get snap happy!



"I think the work you do is extraordinary and congratulations on yesterday's incredible result. It was amazing to meet Maddi - she is truly inspirational."

- Network TEN's Angela Bishop, Wharf4Ward 2017 co-host



Dedicated Sony Foundation ambassadors Richard Wilkins and Karl Stefanovic



Sony Music artists Rick Price and Jess & Matt serenading the crowd



Sony Music artist Jessica Mauboy lighting up the stage!



# FRIENDS4YOUTH

## GET BY WITH A LITTLE HELP FROM OUR FRIENDS



The Beatles had it right all those years ago, it's your friends that help you through tough times. We hear this time and time again that from young people that having someone believe in you and support you unconditionally is what helps them get through life's biggest challenges.

At Sony Foundation, we believe every young person should have the opportunity to reach their full potential, and it's those that have been subjected to unimaginable adversity that we work hard to support – those suffering from severe illness, disability, marginalisation, homelessness.

Sony Foundation's charity single, "Get By With A Little Help From My Friends" was made possible by Sony Music and the 29 Sony Music artists who collaborated to make a statement of support to all young Australian's that we've got your back. A thank you also to Sony ATV who assisted with licensing clearance for this iconic track.

Sophie Ryan, Chief Executive Officer of Sony Foundation Australia, commented,

**"We never underestimate the power of music to heal and to change lives. This special initiative will not only raise vital funds, but will also be a powerful message to the young people Sony Foundation supports, that they are not alone. They have Sony Music artists and our supporters, backing them and believing in them, working together to achieve positive change. We hope this single will inspire Australians to stand up and support our young people in need – those facing cancer, those struggling with homelessness, addiction and poverty and those with special needs. Let's change the outcomes for these young people."**

The single launched on October 27 and quickly jumped to #13 on iTunes Singles chart and #1 on the iTunes Music Video chart. Schools around Australia hosting Sony Camps jumped on board to create their own renditions which you can now see up on Sony Foundation's Facebook and Youtube Page. Australia's leading media jumped on board raising awareness about the single with advertising on News Corp, Shazam, NOVA, Southern Cross Austereo radio, major television networks, TEN, Nine, Seven and Foxtel. A huge thank you to these media partners for this invaluable support.

Funds raised will contribute to: establishing youth cancer You Can Centres; support marginalised and at-risk young people to go through the MMAD STAR mentoring program; ensure hot meals are served every night to the homeless via the Youth off The Streets van; and, fund the respite care for over 600 children with special needs at Sony Foundation Holiday Camps around Australia.

**Show your support by visiting [www.Friends4Youth.com](http://www.Friends4Youth.com) to download the single, buy exclusive merchandise and donate funds.**



Sony Foundation ambassador Natalie Bassingthwaite with our You Can Champs

Sony Music artists with You Can Champs after launching the charity single!





# WHARF4WARD SPONSORS, PARTNERS AND GUESTS.... THANK YOU!

Without the invaluable support from our event partners, sponsors and guests, none of what makes Wharf4Ward so spectacular and successful year after year would be possible. A huge thank you must go to the following, whose generosity made for an unforgettable day along the Wharf!

## Special thanks to our event sponsors:

Aki's, China Doll, Criniti's, Kingsleys, Manta, Otto, Fourth Wall, The Tilbury, Stella Artois, G.H.Mumm, Fox Gordon, Ovolo, Trivett Bespoke, House of K'Dor, CEO Magazine, Santa Vittoria, Quantum, SJW PR, DHL, Vittoria Coffee, Nerium, Belvedere Vodka, TPR Group, Gold Records Australia, WINK Models, [ANNABEARCREATIVE.com](http://ANNABEARCREATIVE.com)



Wharf4Ward's first ever Belvedere pool bar!



House of K'Dor's dazzling display



Quantum superyacht docked and ready to welcome guests aboard!



A sparkling arrival for guests with Mumm Champagne



Go to Rio.... Camilla's carnivale inspired fashion show



## YOU CAN CHAMPS KICK OFF WHARF4WARD DAY IN STYLE

They say that breakfast is the most important meal of the day and it certainly was on Wharf4Ward day when our You Can Champs gathered to kick off the day with a brunch generously sponsored by The Tilbury.

Hosted by Nova funny-man and You Can supporter, Michael 'Wippa' Wipfli, the brunch was a chance for our You Can Champs to meet, catch up, debrief and get ready for a jam-packed day of fundraising, entertainment, media and fun and to celebrate the true meaning behind Wharf4Ward, our You Can Champs. Thanks to their willingness to advocate for the cause and share their stories, we have more and more people joining the movement to ensure no young person has to journey through cancer alone.

Check out all the pics of our You Can Champs and follow us on:



@YouCan



@YouCanConnect



## NOMINATE MADDI!

When Wharf4Ward 2017 speaker Maddi found out about You Can and the fact that there would soon be a You Can Centre in Sydney, it gave Maddi a newfound hope and determination to ensure that no other young patient would ever have to endure their cancer treatment alone.

Following Maddi's speech at Wharf4Ward, there wasn't a dry eye in the house with Maddi's story, so beautifully told, having touched each and every guest.

Maddi has now even been nominated for a Pride Of Australia medal from Rainbow Corporate Partner, NewsCorp for her advocacy work. To cast your vote for Maddi to win the Pride Of Australia medal, head to [www.prideofaustralia.com.au](http://www.prideofaustralia.com.au) and nominate Maddi today!

~~YOU CAN CHAMPS~~ CONNECT

Visit [www.youcan.org.au](http://www.youcan.org.au) to read more of Maddi's journey



A special moment between You Can Champ speaker Maddi and Sony Foundation ambassador Peter Overton

**"Although there is loss, there is also gain, and through my time in the hospital I have met so many people along the way. But just like Batman needed his Robin and Winnie the Pooh needs Piglet, I felt like I didn't have my partner-in-cancer-crime. That was until, late January when I met Zoie. The exact same Cancer, similar ages and interests. I had finally found my Piglet."**

— Maddi Delaney, You Can Champion, Wharf4Ward 2017

## SONGBIRD SAMANTHA JADE VISITS SUPER-FAN

Recently Sony Music artist and dedicated Sony Foundation ambassador Samantha Jade stopped by the hospital to surprise You Can Champ Zoie. Samantha Jade and Zoie first met at a 'Look Good, Feel Better' workshop in early 2017 and cemented an instant friendship.

**"What the Sony Foundation does is amazing, and I've been able to see their work first hand and be so involved....I was there for the opening of the first You Can Centre in Perth in 2013 and it holds a special place in my heart."**

— Samantha Jade, Sony Music artist and Sony Foundation ambassador

The pair spent hours exchanging shopping, fashion and makeup tips!





# HAPPY CAMPER, HAPPY DAYS!

## CHILDREN'S HOLIDAY CAMP PROGRAM

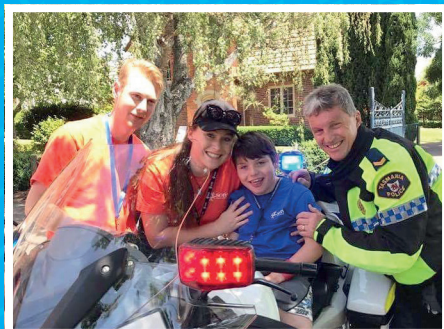
In 2017, over 1100 high school students participated in the Sony Foundation Children's Holiday Camp program taking on the primary care for over 600 children with special needs. The families of these children are given an extremely rare opportunity to access a few days of respite, absolutely free of charge.

Congratulations and thank you to the communities that support the following camps year on year. A number of our camps celebrated impressive camp milestones: St. Ignatius Sony Camp – 20th anniversary, Abbotsleigh Knox Sony Camp – 10th anniversary and the Marist Ashgrove Sony Camp 15th anniversary.

These camps have a far reaching and life changing impact on all involved;

***"Whilst it seems an obvious gesture, the gravity of a couple of teenage boys taking an interest in another teenager with autism was huge. I really hope that through programs like this camp, more people will be able to have the skills, the understanding and the resilience to cope in the event that they are blessed as parents with a special child."***

– Parent of Marist Ashgrove Sony Camp child



Sony Music artist Anthony Callea with campers at this year's Abbotsleigh Knox Sony Camp



Head to our YouTube channel to see some of the Sony Camp videos [www.youtube.com/SonyFoundation](http://www.youtube.com/SonyFoundation)

***"Being involved in the camp allowed me to gain valuable experiences and life skills, such as tolerance and patience, communicating effectively, being empathetic and having a greater appreciation of my own health and wellbeing. It also gave me a much greater understanding to see how these children with challenges have so much to offer to our world and need to be appreciated, as they are just normal children."***

– Toowoomba Grammar Sony School Companion



***I find it difficult to put into words the appreciation I have to all those involved in the camp. When I picked my son up today, I could see just how comfortable he was and how thoroughly he enjoyed his time. Thank you all so much for the effort everyone put in.***

– Parent of Mackay Sony Camp child



Sony Music artist and Sony Foundation ambassador Jess Mauboy all smiles with campers and companions at the Churchie Sony Camp





## STARS ROLL OUT THE RED CARPET

It was the night of nights for Musicians Making A Difference on Thursday 30th November when their young program participants were able to celebrate 2017's year of hard work, perseverance and dedication to changing their lives for the better at their annual Red Carpet graduation evening.

This year's Red Carpet saw 20 young people graduate from the Sony Foundation funded 'Catch A Falling STAR' program. Throughout the year, these promising young STARS had receiving intensive mentoring and support from Sony Music staff as they worked to overcome the traumas and negative influences that had prevented them from growing and creating positive change in their lives.

These young STARS not only showcased their incredible talent on stage but also shared their stories and the lifechanging impact MMAD has had on them. Like aspiring rapper, 18 year old Wes. Since undertaking the Catch A Falling STAR program, Wes has big dreams to make his mark in the music industry and become a leader and someone his community can look up to.



MMAD STAR Cassie stoked to be graduating!



MMAD STARS bringing swag to the red carpet

## STRUMMING HIS WAY TO SUCCESS

After hitting some pretty huge goals throughout his time on his Catch a Falling STAR journey, Blake was gifted a guitar as a reward for his perseverance, dedication and commitment to positive change with Blake saying:

“

*Before meeting all the family at MMAD, I had a belief I was alone. See I've not had the best mental health or the best lunch in my school box... but with the help and understanding I achieved from my mentors, (I have) had the chance to see and meet the people at Sony Music studios in Sydney and finally have the confidence to study at an accredited university in Melbourne. If I were to want anything more in life, it's to meet more people like those in the MMAD fam.*

— Blake

”



Good luck as you embark on your studies Blake! We know you'll be hitting all the right notes on your new guitar and in life!

# Imagination GRAPHICS

Proud Silver Corporate Partner of Sony Foundation, providing printing services to support the great work of Sony Foundation.

Web & Graphic Design | Digital & Offset Printing  
Wedding Stationery | Point of Sale  
Promotional Material | Signage

**Imagination Graphics**

33-35 Sydney Street, Marrickville NSW 2204

T 02 9560 6511

E [emmanuel@imaginationgraphics.com.au](mailto:emmanuel@imaginationgraphics.com.au)

W [imaginationgraphics.com.au](http://imaginationgraphics.com.au)



## SCHOLARSHIP BRINGS HOPE TO BRIGHT YOUNG MIND

Despite adversity and trauma throughout her life from a young age, Sarah Jane maintained an unwavering motivation for her academic studies and a passion for music which has been recognised with a scholarship that will enable her to change the course of her future. In October, Youth off The Streets and Sony Foundation awarded Sarah Jane a scholarship which will provide her with financial assistance, mentoring and support services to ensure she has the best possible chance of succeeding in her tertiary studies. Already living independently at age 17, this assistance will relieve her from the stress of supporting herself whilst providing opportunities that otherwise wouldn't be achievable.

Youth off the Streets awarded over 20 scholarships this year to bright young minds that have already had the courage to face barriers head on and showed commitment to overcoming these to follow their dreams. Each scholarship grant is awarded to help the young person pursue further education and training – and work towards a positive future.

***This scholarship is a symbol of hope and support for me and others, showing that every moment in life leads to a better end, despite any challenges faced. This scholarship gives me support and eases the financial burdens on my shoulders allowing me to face life with a positive mindset and opportunities to follow my dreams and goals. I am extremely grateful for this scholarship and excited for what doors await to be opened in the future.***

– Sarah Jane, Sony Foundation scholarship winner 2017

Sarah Jane has enrolled in courses at both AIM and JMC for further study 2018 and has her eyes set on being in the music industry.



Sony Music's Emmanuel Candi with Sarah Jane and Sony Foundation's Emma Pechey

## STAR VOLLIES

Behind every event, every Children's Holiday Camps, every You Can Centre built and every dollar raised are a tireless, dedicated and generous group of volunteers who selflessly donate their, talents and efforts to ensuring that Sony Foundation is the very best it can be. We wanted to take a moment to introduce and acknowledge some of these volunteers.



Superstar volunteers Tina Carter (left) and Grace Pittar (right)



Superstar volie Joy working on the Youth Off The Streets Food Van



Just some of our amazing Wharf4Ward 2017 vollies helping keep Wharf4Ward 2017 running smoothly

### GRACE PITTAR

Grace has been interning in the Sony Foundation office since January 2017 and has been involved in all aspects of the Foundation from event planning to assisting with preparations for the annual Holiday Camp conference, event database management to working on the Sony Foundation St Andrew's Camp. Grace was the Foundation's right hand on Wharf4Ward day, running laps of the wharf to help ensure the event ran seamlessly.

### JOY MANGLESDORF

Joy, Sony Australia employee, has been volunteering with the Foundation for many years now on everything from our Youth Off The Streets Food Van to events and now office assistance! In the lead up to Wharf4Ward, Joy helped the Sony Foundation team work on everything from making the beautiful neck ties for sale to sending out event lanyards and so much more!

### WHARF4WARD 2017 VOLLIES

This exceptional group of humans from our Corporate Partners; Seven, DHL, Nine Network, Sony Australia, Sony Interactive Entertainment and Sony Music helped ensure that Wharf4Ward 2017 was our most successful ever! We are so proud to incorporate our partners into our programs and events. To express your interest in volunteering, please email [info@sonyfoundation.org.au](mailto:info@sonyfoundation.org.au)



# RAINBOW PARTNERS

**MEDIACOM**



*News Corp* Australia



# GOLD PARTNERS

**ACTIVISION**

**creative activation**

**CROSSMARK**  
The Way To Market®

**FREMANTLE MEDIA**  
AUSTRALIA



**CORRS CHAMBERS WESTGARTH**  
lawyers

**macquarie**  
TELECOM

**VBM**  
VELOCITY BRAND MANAGEMENT

# SILVER PARTNERS

**BOUX**

**Allens > Linklaters**



**BT** Financial Group

**centium**  
SOFTWARE

**ClearView**

**The Consortium Clemenger**  
totally consumer centric

**CEC** MAGAZINE  
INSPIRING THE BUSINESS WORLD



**EY**  
Building a better working world

**graysonline**  
.com



**Imagination**  
GRAPHICS

Luke Hepworth



# SUPPORTERS

**SONY**



**Sony DADC**

