

Sony Foundation's

ISSUE 47 - AUTUMN 2015

# SHOUT



## HAPPY CAMPERS!

SONY MUSIC ARTISTS SUPPORT OUR  
SPECIAL VIDEO PROJECT

RIVER4WARD TO LAUNCH IN MELBOURNE

FERRARI GIVES YOU CAN CREW  
THE RIDE OF THEIR LIVES



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

The Sony Foundation Board of Governors  
take pleasure in inviting you to join them at the inaugural

# RIVER4WARD

## • MELBOURNE •

THURSDAY 23<sup>rd</sup> APRIL | 12 NOON | CROWN RIVERWALK

A LONG LUNCH FEATURING SONY MUSIC ARTIST PERFORMANCES  
AND A MENU PREPARED BY CROWN RESORT'S CHEFS NEIL PERRY AM,  
GUILLAUME BRAHIMI AND JOHN LAWSON

DRESS: LOUNGE SUIT

**TABLE OF 10: \$4,950+GST**

**INDIVIDUAL TICKET: \$495+GST**

(Please note there are limited individual seats available)

★ **GOLDEN VIP TABLE : \$10,000 + GST (TWO ONLY)** ★

**RSVP: THURSDAY APRIL 2**

To learn more about the Golden VIP Tables and our Corporate Partner Program,  
please contact Elle: [elle@sonyfoundation.org.au](mailto:elle@sonyfoundation.org.au)

River4Ward is held in support of Sony Foundation's youth cancer program, 'You Can', for 16-25 year olds with cancer. All funds raised will go towards the building of a 'You Can' Youth Cancer Centre at the Peter MacCallum Cancer Centre's new site in Melbourne.

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With thanks to



# Ambassador's Report

To Sony Foundation's valued partners and supporters,

Firstly, Happy New Year and welcome to 2015! I am excited to be on board again as a Sony Foundation ambassador, as we work towards improving the lives of young Australians facing disability and disease. The incredible stories of the young people Sony Foundation work with are forever inspiring, and I look forward to hearing many more in the year to come.

As you all know, Sony Foundation had a huge year in 2014, with record-breaking fundraising events and the launch of a new Holiday Camps fund. We worked with Ferrari and The Championships; committed \$1.5 million to build a You Can Centre in Sydney; and raised a record-breaking million dollars in October alone. No doubt 2015 will see further growth, with the continued expansion of the Children's Holiday Camps Program and the launch of 'You Can' into Melbourne.

This is what I am particularly excited about, bringing Sony Foundation and You Can to my home town with the launch of the 'River4Ward' event. This long lunch on the Yarra will undoubtedly be one of the social events of the year, as we bring together Sony Music artist performances, incredible cuisine from Crown Resorts chefs Neil Perry AM, John Lawson and Guillaume Brahimi; and of course, the inspiring stories from our You Can champions which make these events so special.

All funds raised at River4Ward will be directed to the building of a third You Can Centre at the new Peter MacCallum Cancer Centre in Melbourne. I had the chance to visit the construction site late last year, and to see this You Can vision become reality so quickly is inspiring. This time two years ago, there were no You Can Centres in Australia. Today, one is fully operational in Perth and two more are being built in Sydney and in Melbourne. It's amazing progress.

So, thank you to everyone for your support over the past year and in the year ahead. Please join us at River4Ward this April, it's sure to be a day to remember.

I hope to see you all there.

Warmest regards,  
Nat xox



Sophie Ryan and Natalie Bassingthwaite at the construction site.

The new Peter MacCallum Cancer Centre is underway.



# Happy New Year

## ONE DIRECTION GET INVOLVED IN CHILDREN'S HOLIDAY CAMP PROGRAM CAMPAIGN

In the lead-up to Christmas, Sony Foundation launched our 'Happy' Christmas video campaign in conjunction with the Sony companies.

Starring children from the September holiday camps, with a cameo from Sony Music superstars One Direction, the campaign was a hugely successful way to end a busy year with our partners, supporters and One Direction fans sharing the video.

The video, filmed to Sony Music artist Pharrell Williams' 'Happy', encapsulated the wonderful spirit of the holiday camps and the joy they bring to the children.

It was the perfect way to mark the 15th anniversary of Sony Foundation's unique camps program. Check out the video here:



# CHILDREN'S HOLIDAY CAMPS CELEBRATE 15 YEARS

In 1998, a group of Sony Directors saw a Today Show story about a single camp for children with special needs being run at St Ignatius College Riverview. The Today Show hosts were calling out for a donor to come forward and support this unique camp, as it was about to run out of funding. Determined to secure its future, the Sony Directors committed to fund the camp and so, the Sony Foundation was born.

The St Ignatius Sony Camp was first funded by Sony Foundation in 1999 and has been ongoing ever since. The past 15 years have seen the Sony Camps program expand into every state and territory around Australia, with 23 camps held in 2014. To date, 4500 children with special needs have been on 173 Sony Foundation Children's Holiday Camps.

In 2014, two new camps were funded by Sony Foundation. For the first time, the camps were hosted by public schools who partnered with local universities and institutions to host the program. Up until this point, the camps had only ever been held at private schools with sufficient boarding facilities where the children can eat and sleep. In December 2014, Orara High School partnered with Bishop Druitt College to hold a camp at The Centre in Bonville. The camp was a great success, and was well-received by the local community.

It was also the inaugural University of Newcastle Camp, in partnership with Whitebridge High School. The camp was spearheaded by a former St Ignatius student but it was the high school students who took on the full-time care of the children and who utilised the dormitory facilities at the university.

In 2015, Sony Foundation will fund 28 camps around Australia.



## The Veronicas

### VISIT 'EARTH ANGELS' AT HOLIDAY CAMP

The Veronicas' Lisa and Jess Origlasso brought some Christmas cheer to the Abbotsleigh/Knox Children's Holiday Camp in December, performing for the campers and their teenage carers.

The Sony Music artists took time out from their jam-packed schedule to sing to the Camp, which was held at Abbotsleigh.

Denis Handlin AM, Sony Music Chairman & CEO and President, Asia, visited the camp as well, speaking to the campers and carers about the importance of the program and what a difference it can make to young lives.

The Veronicas were touched by the experience, calling the children their "earth angels".



Left page top left: One Direction support the Holiday Camps. Left page middle left: One happy camper! Left page middle right: Jaspa Jimmieson with his carers, Lucy and Tyrrel. Left page main pic: Reading time at the Ignatius Sony Camp. This page top: The St Joseph's College Sony Camp in Darwin. Left: The Veronicas - North Shore Times. Top right: Sony Music Chairman and CEO, Denis Handlin AM with Lisa and Jess from The Veronicas and some happy campers! Bottom Right: The Veronicas meet James.



# Smashing Sydney Sixers all for You Can!

## CRICKETERS TO HIT YOUTH CANCER FOR SIX

Sony Foundation's youth cancer program, You Can, was again selected as the charity partner of the Sydney Sixers team for the fourth season running. The Sixers, who had an incredible season, making it all the way to the Grand Final (where they lost on the last ball...) were hugely supportive of You Can and our young advocates.

Prior to their showdown with the Sydney Thunder on Thursday, January 22, You Can champion Jaida Wand visited the team at training and spoke to the boys about what it's like being a young patients. Jaida, who is in remission from Hodgkins Lymphoma, said it felt great to have the Sixers, young men similar in age to her, supporting her and all the other young people with cancer.

Jaida then had the opportunity to do the coin toss the following evening, to kick off the all important match. The Sixers won the

coin toss (pewh!) and went on to win the game off the last ball in what would be Brett Lee's final match at the SCG.

To commemorate the occasion, each of the players auctioned off their playing shirts to raise funds for You Can. The online auction raised \$4500!

Thank you to the Sydney Sixers for all of your support this season. As always, it's been a great one and we look forward to another wonderful partnership next summer.

This page main image: Jaida Wand with the Sixers, after speaking at their training sessions. Bottom left to right: Jason Carrasco, Jason Brady, Steve Smith & Jenna Golub watch the game from the You Can suite, You Can champion Jaida Wand with Brett Lee and the boys from Justice Crew. Over page main pic: The You Can Crew (and some Sony Foundation staff) enjoy the suite, donated by the SCGT. Over page inset: Steve Smith.





## SYDNEY CRICKET & SPORTS GROUND TRUST

We would like to say a huge thank to the SCGT for their support of You Can during the Big Bash League season. They treated our You Can champions to box seats at the games and hosted our Corporate Partners around the stadium.



## WELCOME STEVE SMITH!

We've known Steve a long time, and we're so excited to now welcome him to the Sony Foundation as an official ambassador. Steve has been on board with You Can since we partnered with the Sydney Sixers for the first Big Bash League season in 2010/11 and has met many of our young cancer patients and survivors throughout the years.

Steve was involved in our \$1.5 million funding announcement to Prince of Wales Hospital, coming down to the building site for a media launch to mark the occasion. More recently, a special memory for our You Can advocates was the Sydney Sixers match against the Adelaide Strikers in January. Steve, who couldn't play in the match due to upcoming ODI commitments, spent the evening in a suite watching the game with the You Can Crew. He fielded plenty of questions, signed a lot of autographs and explained the field positioning and batting tactics to anyone who asked. Thanks to Steve and his girlfriend Danni for such a special night.

It's been a huge couple of months for Steve, who performed exceptionally well in his role as stand-in Test cricket captain in the Border-Gavaskar series against India. Steve, who is 25 years old, was praised for his leadership skills and calming presence on the field. Further to that, he also performed terrifically with the bat, with centuries in four successive Tests against India, the last three of which were as captain.

Steve was also awarded the Allan Border Medal, the most prestigious award in Australian cricket, as well as the Test Player of the Year and ODI Player of the Year.

We look forward to working closely with Steve over the coming months.



# Ferrari takes You Can champions on the ride of their life!

## SONY FOUNDATION TAKES OVER THE TRACK

It was a morning to remember at Sydney Motorsport Park when Ferrari took some young cancer patients and survivors for some thrilling hot laps in some of the world's fastest road cars.

Thanks to the generosity of our Gold Corporate Partner, Ferrari Australasia, six You Can champions were treated to an incredible Christmas present on the morning of Thursday, December 4.

We were joined by Sunrise at the track, which was entirely ours for the morning. Jason, Adry, Rachel, Jessada, Hannah and Anastasia were all taken out for spins in the Ferrari 501 and the Ferrari FF. Even Sunrise presenter James Tobin got to take one of the cars for a ride!

It was an amazing morning of laughs, screams, fun and games which brought young people together in an environment far, far away from the hospital wards.

"When I was diagnosed, I didn't meet anyone my age. So to be here, with all of these other young people who understand, is awesome," said Adry, a You Can champion and cancer survivor.

It's moments like this that highlight the importance of You Can, and the need for our You Can Centres.

Thank you to everyone who made the morning possible – Ferrari Australasia, MotoKinetic, Sydney Motorsport Park, Jason Kirk Photography and Sunrise.



# Ho Ho Ho! You Can Christmas Parties

## WE CELEBRATE YOU CAN ACROSS AUSTRALIA

With the festive season upon us, what better way to celebrate than bringing together the young people we work so closely with, the young people that You Can is all about.

Over in Perth, our young patients worked with the Youth Cancer Services team, Sony Music and our Corporate Partners Initiative to throw a Christmas bash in the You Can Centre. More than 25 patients, along with plenty of friends and family came to the You Can Centre to celebrate.

A new canvas was hand-printed and painted, to be hung in the centre, and Cupcakes 4 Cancer provided plenty of sweet treats for the group. From Christmas tree decorating to Polaroid photos, the afternoon was a hit. Thanks must go to everyone who helped in the organising of the day.

Over in Sydney, we hosted a party of our own in the Sony Music studios, while we await the completion of the new You Can Centre at Prince of Wales Hospital in 2016. Young patients from hospitals all over Sydney, and from our charity partners CanTeen, came together to reflect on the year that had passed. It had been a big one – from X Factor visits, to Ferrari rides, to breakfast with Hamish and Andy.

Top to bottom: The Sydney Crew, The You Can Christmas Party in Perth, Anastasia Attia, Sophie Ryan and Jess Olson



# Corporate Partner Spotlight



THE STAR

Top left clockwise: Young Jack De Rooy Harris cracks a joke on stage, Wharf4Ward and Denis Handlin's anniversary voted best events!, Denis Handlin AM addresses guests, Sony Music artist Guy Sebastian performs, Host Richard Wilkins talks to Delta Goodrem after her stunning performance.

Each and every one of our Corporate Partners are wonderful supporters of Sony Foundation and we would like to thank all of you for your generosity.

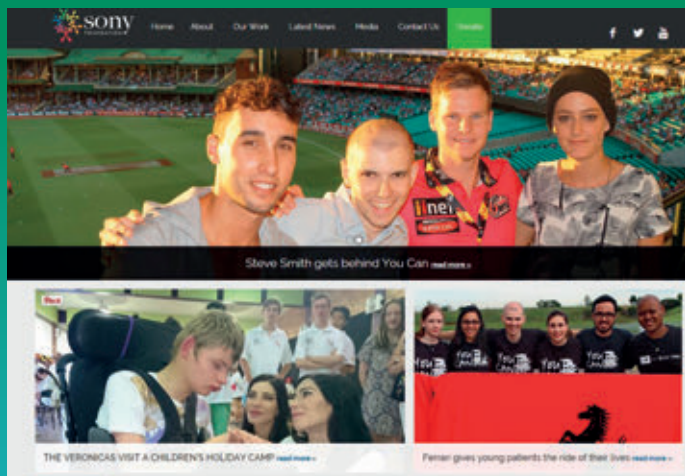
This edition, we would like to pay a special thanks to Gold Corporate Partners The Star for their generosity over the past few months. In October, The Star Event Centre hosted Denis Handlin's Celebration of 30 Years Leading Sony Music Australia. It was an incredible evening filled with incredible Sony Music artist performances, superstar video messages and fundraising for a new Holiday Camps Fund. The Star ensured this event was an absolute standout, and was reported by The Daily Telegraph as one of the best events of the year!

Furthermore, The Star generously hosted the recipient of the special Holiday Camps Grant awarded on the evening. Jack De Rooy Harris and his mother and brother had been flown down from Brisbane to attend the event, and they were treated like royalty from the moment they set foot in The Star.

Thank you to The Star, and your dedicated staff, for all of your support. We look forward to more collaborations and events with you in future.

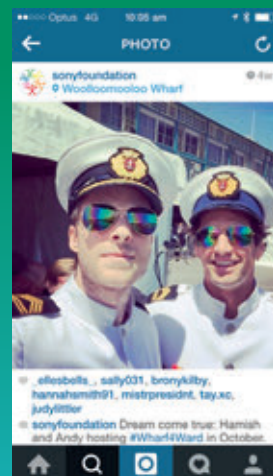


## Check us out!



Have you checked out Sony Foundation's new website? It's looking good. Head on over to [www.sonyfoundation.org.au](http://www.sonyfoundation.org.au) and have a browse.

Plus, Sony Foundation now has INSTAGRAM! We launched onto the platform in January, so check us out. Follow us @sonyfoundation for event updates, news flashes and inside info!



# Charity Spotlight

## SoundPoint

The Salvation Army and Sony Foundation Youth and Community Centre

**SoundPoint Youth and Community Centre was established in Goodna, Ipswich, following the devastating Queensland floods of 2011. It was built in partnership with The Salvation Army, and Sony Foundation is continuing to fund the services that operate from the Centre. SoundPoint is an incredible example of human resilience and courage against the odds, and the stories that come from the Goodna community are remarkable. Sony Foundation is proud to be involved with a project destined to leave such a hugely positive impact on the community.**

“ Before I came here I was at a school that I barely used to go to and I got into many fights, I never did any work and I got sent to the office a lot and got suspended.... Things have changed for the better now, I am not wagging school, I am not getting into any fights and I am not hanging out with the old crew.

- Alternative Education Student, SoundPoint

“ Lives are being changed. Young people are overcoming barriers that have, up until now, only contributed sadness and pain to their lives. It's exciting to think of where these young people will be in years to come because they have connected to the staff in this space.

- John Williams, Team Leader, SoundPoint

Since it opened in October 2012, SoundPoint has become a community hub. Not only is it a place where people go when they're in trouble, it is also a space for families to spend time together, a workplace for many, a dance hall for others and a school for some teenagers.

One of the most important services offered at SoundPoint is the Alternative Education program. This offers a different learning format for those struggling with traditional schooling. Each one of the young people is supported to connect back into mainstream schooling, or into other activities. In 2014, five students graduated from Year 9, with all commenting on the impact it had on their lives.

SoundPoint is also a Street Dream's hotspot, hosting the MMAD program weekly for dozens of young dancers. For the Christmas concert, more than 160 people packed into the Sony Space to enjoy a concert of song and dance.

The Centre is also a place of learning, with two Sony-funded trainees currently within SoundPoint. Nine is completing an Administration traineeship and Stevie-Leigh is continuing her hospitality traineeship.

Main pic: The successful Class of 2014! Bottom left to right: The administration trainee, Nina, The Street Dreams team prepare for their Christmas concert, The Sony Space was packed for the concert.



# RAINBOW PARTNERS



# GOLD PARTNERS



# SILVER PARTNERS



# SUPPORTERS

