

Sony Foundation's

ISSUE 55 - WINTER 2017

SHOUT



RIVER4WARD 2017 BREAKS FUNDRAISING RECORD!

MMAD STARS SHINING BRIGHT

ORIGIN LEGENDS SUPPORT
SONY FOUNDATION

Chairman's Report



Dear Valued Corporate Partners and Supporters,

It is almost impossible to believe that half a year has already escaped us. When I look at what the Foundation has achieved in that time with thanks to the continued and invaluable support of our Corporate Partners and supporters, I am left simply incredulous at what the power of unity and common belief in making real and lasting impact for the youth of Australia can achieve.

A charity that Sony Foundation is humbled to support is Musicians Making A Difference (MMAD). This grass-roots, hands-on organisation takes vulnerable and at risk youth who have more often than not, completely given up on themselves and helps to turn their lives around with nothing more than music, kindness, community and a complete blanketing of love. On page 3, you can read about the latest cohort of MMAD STARS (Special, Traumatized and At Risk), who have collectively gone on a journey of self-discovery to create a future filled with optimism and positivity knowing they'll always have their MMAD family there to support and provide the backing they need when the going gets tough.

We recently celebrated our third annual River4Ward on the banks of the beautiful Yarra River in Melbourne. This year's event felt extra notable as together, we raised a record amount of \$640,000 with our special guest, Mr Kazuo Hirai, President and CEO Sony Corporation in attendance. Kaz and his wife Riko, made the trip all the way from Tokyo to learn more about our Foundation and attend River4Ward 2017 to see the Foundation

and our wonderful supporters in action. The event itself was an entertainment spectacular with over five Sony Music artist performances, an epic and adrenaline filled live auction and of course, a beautifully poignant and heartrending speech from our passionate and inspirational You Can Champion, Christie Allan, to remind guests of the importance and impact their fundraising and support of our youth cancer program 'You Can' has on Australia's youth cancer patients. Kaz and Riko were able to experience firsthand, just how much of an impact this fundraising has had when they visited the Melbourne You Can Centre whilst on their visit to Australia. Equally moved and impressed by the You Can Centre, which opened in August last year, Kazuo made note of this Centre is a prime example of "direct giving with real and actual impact", something we strive to achieve in all our activities at Sony Foundation Australia and which would absolutely not be possible without the strong and valued partnerships of our Corporate Partners, supporters, event sponsors and volunteers for which we are infinitely grateful. To learn more about this year's phenomenal River4Ward head to pages 4 – 7 for all the details.

Sony Foundation Australia recently made our first foray into the online gaming space with our very first Twitch Charity Stream, aptly named 'Gaming4Life' as together with a passionate and generous online community, we raised funds for our youth cancer program, You Can. This marathon charity stream went for an incredible 30 hours and engaged the support of gamers and influencers from all over the world as over \$70,000 was raised in donations for You Can! We must make special mention of the expertise, support and guidance provided from the team at PlayStation and One Green Bean to ensure that this event received fantastic coverage and promotion. We are excited to have made our mark and developed a presence in this extremely engaged and generous community and look forward to future events and fundraising initiatives in this space!

Sony Foundation's Children Holiday Camp Program was recently the beneficiary of a Nova 106.9 and Nine Network event to celebrate the launch of the 2017 State of Origin series in Brisbane. The inaugural Maroon Loose Lunch celebrated all things rugby league with the appearance of many rugby league greats including Wally 'The King' Lewis, Darren Lockyer, Mal Meninga and many more. A special speech was given from a former camp companion and volunteer, Lachlan Messary. Lachlan shared with guests the life-changing and lifelong effects these camps have on all involved and the importance of

keeping these camps funded to ensure more families around Australia are afforded ever-precious respite.

I hope you enjoy reading this jam-packed edition and feel an immense sense of pride and community, knowing that you too have contributed to these remarkable successes and achievements. And, I must put on notice the tremendous vision and execution by our executive team of Sophie Ryan (CEO), Emma Pechey (General Manager), Karen White, Sara Williams and Ady de Borst. They are all outstanding!

Kind regards,

John Kirby AM

Chairman, Sony Foundation

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WELCOME TO SONY FOUNDATION'S GENERAL MANAGER

A very warm welcome to Sony Foundation's newest team member, Emma Pechey. Emma will take on the role of General Manager overseeing and executing the Foundation's activities from events and partnerships, project development and implementation to communications and PR. Emma's very excited to continue the Foundation's far-reaching effect working across the variety of projects that make a real and lasting impact in the community.



MMAD'S 2017 STARS shining bright...

MMAD'S CATCH A FALLING STAR LAUNCHES AT SONY MUSIC

This incredibly powerful program invites the most vulnerable and disadvantaged young people, aged 15 – 21, who face challenges of homelessness, drug and alcohol dependency, exclusion from school, unemployment, mental illness, neglect and abuse to rise up and change their lives. Through this intensive and innovative music and mentoring program, the negative and destructive cycles are uncovered and broken so that these young STARS can realise and reach their full potential. Something that many have never been given the opportunity to do so before.

This term, Catch A Falling STAR has caught 10 young people whose lives were at serious risk. With the support of Sony Music employees, these young STARS began their transformation journey in a safe, welcoming and encouraging space. Together the Sony Music mentors and these young STARS shared their hopes, fears and dreams as they bonded over the universal and healing power of music.

According to their own feedback, this program has already saved their lives. MMAD mentors have undergone deep, transformative mentoring with these STARS, uncovering some very well disguised trauma and working through ways to heal, move forward and challenge complex problem behaviours that are preventing them from fulfilling their dreams.

Following a three day 'battle camp' away from the struggles of their everyday life these young stars were given love, support, training and tools to create a better life from their MMAD mentors.

Now almost at the end of their intensive six month mentoring period, these young STARS have been equipped with the skills and tools necessary to continue living their best lives and creating the future they envision for themselves.

A new round of STARS will soon begin their intensive mentoring program in August as they endeavour to break negative cycles and embrace their best life.

*Name changed for confidentiality reasons



MMAD STAR Dylan, sharing his story with Sony Music staff

“It was moving to hear the life stories from the young people in the MMAD program. It was pretty inspiring to witness how they use music as a tool to address the adversity and challenges in their lives. Everyone was so open and honest. It was a really memorable experience.”

- Rory, Sony Music employee and MMAD STAR mentor



A moment of happy reflection



MMAD mentors leading the group through song



Sony Music staff and their MMAD STARS prepping for the rap battle

“...I feel like I belong. Not getting any negativity from anyone. Having the MMAD fam is the best thing in the world!”

- *Tina, MMAD STAR 2017

RIVER4WARD 2017!

ANOTHER EPIC DAY ON THE YARRA!

It was another show-stopping day on the banks of the iconic Yarra River as Sony Foundation's third annual River4Ward took place.

With a stellar line up of FIVE Sony Music artists, Daryl Braithwaite, Jessica Mauboy, Dami Im, Anthony Callea and recent Eurovision contestant, Isaiah, guests were wowed as these stars performed from the now infamous custom-built floating stage. The performers well and truly rocked the river as Melbourne's favourite long lunch raised a record \$640,000 for Sony Foundation's youth cancer program, You Can.

Celebrities including Sony Foundation ambassadors Richard Wilkins, Natalie Bassingthwaite as well as Tim Campbell and Giaan Rooney hosted the event as nearly 400 guests were treated to incredible performances, fine dining and fundraising. The day ended in spectacular style with all five Sony Music performers hitting the stage together with a never-before-seen rendition of Braithwaite's classic, 'The Horses'.

You Can Champion, Christie Allan, received a well-deserved standing ovation following her speech on the experience of enduring a lonely and at-times, isolating cancer journey. Christie's heartfelt plea for the ongoing support of Australia's youth cancer patients truly struck a chord with guests.

"We are ecstatic to have raised such a phenomenal amount in our third River4Ward event. It is truly heart-warming to see corporate, government, celebrities and media networks come together to raise serious funds for You Can" said Sony Foundation CEO, Sophie Ryan.

"Sony Foundation is determined to fill the gap between adult and paediatric care by building specialised youth cancer centres and services for Australia's young cancer patients. The large scale funding event that River4Ward has become, allows this to happen."

River4Ward is raising funds for Sony Foundation's youth cancer program, 'You Can'. Funds raised are directed to the building of a specialised youth cancer centres around Australia for 15-25 year olds with cancer. This year's River4Ward will also fund Sony Foundation's 'virtual You Can Centre' to be known as 'The You Can Network'. This online platform will enable young patients, their families and friends to connect with those going through similar issues regardless of their proximity to a physical You Can Centre.

Following a \$1.5 million donation from Sony Foundation, Australia's second You Can Centre was opened at the Victorian Comprehensive Cancer Centre in Parkville in August last year. Since opening, over 550 teenage and young adult patients have received treatment at the world class centre.



Sony Music artist Jessica Mauboy serenading the crowd



Auctioneer Jason Roses conducting an animated and thrilling auction



You Can speaker Christie Allan addressing this year's River4Ward guests

THE GUITAR OF A LEGEND...

In a Sony Foundation event auction first, this year's River4Ward saw the auction of the iconic Fender Esquire guitar, signed by rock king, Bruce Springsteen! Valued Sony Foundation supporter, digiDIRECT Managing Director Shant Kradjian was the lucky bidder to take home this piece of rock history. Shant recently popped into Sony Music HQ to pick up his purchase. Safe to say, he looks pretty happy with it! We'll be waiting to hear the classic hits you'll write with your new guitar Shant!



Sony Foundation General Manager Emma Pechey, digiDIRECT Managing Director, Shant Kradjian and Denis Handlin AO CEO & Chairman Sony Music Entertainment Australia & New Zealand and President Asia



This year's amazing You Can Crew with hosts Giaan Rooney and Sony Foundation ambassador, Natalie Bassingthwaite

Photo credit: Jim Lee Photography

SONY FOUNDATION MAKING WAVES GLOBALLY...

After hearing about the impressive work of Sony Foundation Australia at regional business meetings, President and CEO Sony Corporation, Kazuo Hirai decided to venture to Australia to see first-hand the impact and magnitude of the Foundation. Sony Foundation was privileged to host Kaz and his wife Riko on their first ever trip to Australia which included attending River4Ward 2017 and a very special visit to the Foundation's Melbourne You Can Centre.

On the day of Sony Foundation's signature Melbourne fundraising event, River4Ward, Kaz and Riko took time to visit Sony Foundation's recently opened Melbourne You Can Centre. They were officially welcomed by Premier Andrews, a longstanding supporter of Sony Foundation's work in youth cancer care and spent time talking with the patients and staff at the Centre. They were overwhelmed with the experience and the positive impact which Kaz later shared in an address to River4Ward guests saying,

"Earlier this morning when I visited the Melbourne You Can Centre, I was overwhelmed. Seeing the modern, entertaining and welcoming space, within a clinical hospital for young people to relax in and hearing from the doctors and youth workers about how this Centre is transforming survivorship rates for young people with cancer... This Centre is a prime example of real and actual impact."

The genuine interest in the Foundation from Kaz Hirai and his global team has garnered attention and admiration from Sony markets globally who are impressed by the collaborative efforts of Sony companies and their business partners to unite for such a special cause.



Smiles all round after an epic River4Ward event



John Kirby AM Sony Foundation Chairman, Kazuo Hirai President and CEO Sony Corporation and Denis Handlin AO, CEO & Chairman Sony Music Entertainment Australia & New Zealand and President Asia



Sony Foundation CEO Sophie Ryan presenting Kazuo with a plaque commemorating this visit to Australia



Sony Foundation ambassador Natalie Bassingthwaite and President and CEO Sony Corporation Kazuo Hirai pledging his support of You Can at River4Ward 2017



President and CEO Sony Corporation Kazuo Hirai with Premier of Victoria, the Hon. Daniel Andrews and Sony Foundation Board of Directors.

SONY FOUNDATION WINS GLOBAL AWARD!

After a year of incredible milestones from record-breaking fundraising events to the opening of Australia's second You Can Youth Cancer Centre, Sony Foundation Australia was recently awarded a prestigious global award at the Sony Annual Management Conference in Tokyo.

This award recognised the outstanding achievement of Sony Foundation at the highest levels of Sony as a leading example of how the Sony companies can work together with their business partners and networks to create lasting change and impact in the community. This award was accepted in honour of all the Sony Companies in Australia and our Corporate Partners who donate their time, products, resources, assets and experience to ensure the continued success and ongoing impact of the Foundation.



Denis Handlin AO CEO & Chairman Sony Music Entertainment Australia & New Zealand and President, Asia and Sony Foundation CEO Sophie Ryan receiving the award

RIVER4WARD SPONSORS, PARTNERS AND GUESTS... THANK YOU!

The success of River4Ward 2017 must of course, be attributed to those who contributed in various capacities from event partners and sponsors to volunteers and prize donors.

An event of this calibre requires colossal efforts from all involved. Special thanks must go to our event sponsors whose generosity made for an unforgettable day of amazing food, wine, fundraising, performances and showstoppers. We are extremely grateful and would like to take this opportunity to thank all of our sponsors. We are already planning River4Ward 2018!!



GreenEvent's beautiful greenery provided the perfect stage backdrop to Sony Music artist Isaiah's powerful performance



A beautiful set up.... the marquee from No Fuss Marquees just before River4Ward 2017 commenced

Choices, choices! A refreshing Mountain Goat beer or a G.H.Mumm champagne on arrival.



Special thanks to:

Crown, G.H.Mumm Champagne, Mountain Goat, Fox Gordon, Santa Vittoria, Vittoria Coffee, Fourth Wall, Zagame Ferrari, Paspaley, DHL, No Fuss Event Hire, WINK Models, Cloakroom Media, Jim Lee Photography and Woofys.



The breathtaking Paspaley Live Auction donation.

Thanks also go to:

Arnotts, Foodora, Golden Grind, Robb Report, Fox Sports, Tipple, Grazia, Carman's, Elise Parker Photography and Table of Plenty.

Sony Music artist Daryl Braithwaite with some of our incredible You Can Champs



Glamorous WINK models with Zagame Ferrari's equally glamorous display



Sony Music artist Isaiah is all smiles after meeting our You Can Crew



Melbourne knows their coffee so luckily we had only the best on hand



Just some of Fox Gordon's delightful drops

Twitch and Sony collaborate for Gaming4Life!

For the first time ever in Australia, Twitch, the world's leading video platform and community for gamers, partnered with Sony Foundation to host **Gaming4Life**, a 30-hour gaming and entertainment live stream fundraiser for youth cancer program, You Can. The marathon 30 hour stream which ran from 29-30 April included live crosses from Maitland's annual 'Groovin The Moo' festival enabling global audiences exclusive backstage access to headline acts.

Whilst clocking up the hours, the 30hr stream didn't miss a beat, as Twitch gamers, hosts, You Can Champs and Sony Music artists took part in fun gameplay, humorous challenges, cosplay, gaming trivia, dance-offs, and live music performances with regular crosses to Groovin the Moo and the Melbourne You Can Centre and a special live cross to superstar Norwegian DJ and Sony Music Artist, Alan Walker.

Other Sony Music artists, including 2016 X-Factor winner, Cyrus, Nat Conway and Missy Lancaster all appeared in-studio playing music and games as part of the charity stream to help drive donations

Sony Foundation's, General Manager, Emma Pechey said,

"Twitch streamers are gaming fans and are a socially conscious community. We were moved by their collective support and rallying behind the You Can cause and our first event on Twitch. We're excited for what future events with the Twitch community hold!"

The global stream included exclusive content, developer interviews and rare merchandise available in exchange for donations, including PlayStation, Sony Electronics and Sony Mobile hardware and accessories.

Over \$70,000 was donated through the campaign in support of You Can which wouldn't have been possible without the incredible support and collaborative efforts of our partners; Sony Interactive Entertainment, Sony Electronics, Sony Music Entertainment, Sony Mobile, Bethesda, Ubisoft, Guerilla Games, Media Molecule and Twitch.

A special mention must also be made to the team from One Green Bean who were invaluable in securing PR and Social awareness for this first-time event!



You Can Champs Nathaniel and Jason playing against Sony Music artist Cyrus



You Can Champ Nathaniel chatting on the stream about the importance of You Can



Twitch streamer HaimBelle with You Can Champs Nathaniel and Jason and Sony Music artist Cyrus backstage



You Can Champion Nikhil all smiles backstage at Gaming4Life



You Can Champ Nikhil hosting a segment with our international streamer Kees (far right) playing to raise funds for You Can

GLOBAL GAMERS UNITE FOR GAMING4LIFE

Kees Steenbergen, an avid gamer and Twitch streamer from The Netherlands, never in his wildest dreams believed his passion for gaming would land him a trip to Australia! In the lead up to Gaming4Life, Kees engaged his gaming community to raise over \$5000 for You Can as part of a global gaming competition and in doing so won a trip to Australia. Kees, who had never left The Netherlands, ventured to Sydney to take part in Gaming4Life and brought with him his online community who rallied together to raise funds for You Can. Sony Foundation extends a huge thank you to Kees and the global Twitch community for supporting You Can and Gaming4Life and in doing so, raising global awareness of the need for age-appropriate care for young people with cancer. We hope you enjoyed your first trip to Australia Kees and look forward to continuing this great friendship!

GAMER SHED THE LIGHT ON YOUTH CANCER

Kathleen Belsten aka 'Loserfruit' to her 300,000 followers on Twitch, is one of Australia's most influential gamers and was one of the major Twitch streamers who took part in Gaming4Life. Kathleen, aged 24, took time out of her busy schedule to come and visit the Melbourne You Can Centre ahead of Gaming4Life to understand more about You Can. Here, Kathleen met with patients and survivors similar in age to herself and youth cancer services staff to understand their experiences and why the You Can Centre is so essential in supporting young people with cancer. Her experience and the stories of Jarod and Lauren were shared with viewers during Gaming4Life and are available to view on our Sony Foundation YouTube page. These incredibly moving stories truly reinforce the importance of funding centres to provide age-appropriate care for young people.

Special thanks to Kathleen for her assistance in creating these videos and for raising invaluable awareness for You Can amongst her community.



Kathleen recording the special video projects in the Melbourne You Can Centre

Melbourne's You Can Crew making the most of the Melbourne You Can Centre for Gaming4Life



YOU CAN CREW GAME FROM MELBOURNE

Thanks to the fabulous support of You Can Centre staff in Melbourne along with some excellent hosting by Sunday Herald Sun journalist, gamer and cosplay aficionado Alice Clarke, Melbourne's You Can Crew were able to take part in Gaming4Life from the comfort of their Melbourne You Can Centre. Alice ran various challenges from gaming trivia quizzes, game-play and Lego builds whilst our Melbourne You Can Crew shared their stories on the live-stream.

SMURFS FOR SONY FOUNDATION!

This year, Sony Pictures Releasing hosted their annual charity screening of the highly anticipated 'Smurfs: The Lost Village' at cinemas all around Australia in a special advanced screening on Sunday, March 26th. All funds raised from this very special screening were donated to Sony Foundation. A fantastic \$32,863 was raised in total.

Special thanks to Sony Pictures Releasing, all cinema staff and of course, any movie goers who supported this fabulous fundraising initiative!



ORIGIN LEGENDS SUPPORT SONY FOUNDATION

There is no denying that Queenslanders have Origin Fever every year around July and this year to celebrate the launch of the 2017 Origin series, Nine Network and Nova 106.9 in Brisbane held an inaugural Maroon's corporate luncheon at the new Maroon Festival Live Site in Brisbane and generously partnered with Sony Foundation as the beneficiary.

Queensland's rugby league legends including Wally 'The King' Lewis, Darren

Lockyer, Mal Meninga and many more took part in an exclusive Q&A, Sony Music artist Pete Murray took the stage for a special set and a moving speech was given from a former Sony Foundation Children's Holiday camp companion and volunteer, Lachlan Messary. Lachlan, Marist Ashgrove College Class of 2014, shared with guests the life-changing and lifelong effects these camps have on all involved and the importance of keeping these camps funded to ensure more families around Australia are afforded

ever-precious respite.

A total of \$22,000 was generously raised in support of Sony Foundation's longest running program ensuring that more families are given the invaluable gift of respite and that Australia's special needs children are treated to a holiday of a lifetime. Sony Foundation would like to thank Jay Walkerden, Nova 106.9 and Kylie Blucher, Nine Network for including Sony Foundation in this fantastic event!



Former camp companion Lachlan gave a stirring speech on the importance of the Children's Holiday Camp Program



Sony Music artist Pete Murray performing at the fundraising luncheon



League legends Wally Lewis and Mal Meninga with former Sony Camp Companion Lachlan Messary

POWERFUL VOICES UNITE!

Sony Foundation, Sony Music Entertainment and Queensland Music Festival have collaborated on a pioneering choral project to raise funds and awareness for domestic violence.

Iconic Australian artists Katie Noonan, Archie Roach, Troy Cassar-Daley, Montaigne, Kate Ceberano and recent Eurovision Grand Finalist Isaiah joined forces to record John Farnham's powerful anthem 'You're the Voice' to sing for change about domestic and family violence. Thanks to Sony Music Entertainment Australia, all proceeds from the sale of the single on iTunes will be donated by Sony Foundation to DVConnect who provide 24/7 crisis response in Queensland for those living with domestic or family violence. DVConnect will use the funds specifically to support young people needing emergency refuge escaping domestic violence.

A monumental musical event as part of Queensland Music Festival's program will culminate in a moving, mass rendition with

a 2000 strong choir singing John Farnham's 'You're the Voice' on Saturday July 29 at Brisbane's South Bank Piazza.

Hop onto the www.sonyfoundation.org homepage to purchase the single and be part of an army of voices saying a resounding 'no!' to domestic and family violence.



DHL VOLUNTEERS GENEROUSLY GIVE BACK!

A number of our Corporate Partners regularly support the Foundation through our various programs. One of these programs is taking out our Youth Off The Streets Food Van to ensure that those in need receive one warm meal, served with a side dish of love and company every night. Recently, some of the staff from DHL staffed the food van and left feeling they'd contributed to something very meaningful.

"Volunteering was most rewarding. The appreciation shown by the people who came to the van made the experience all the more worthwhile. It gave me a sense of wanting to help more where I could. I definitely would love to participate again and think that the Food Van is something needed by so many people. Thanks again for the opportunity."

- Karin Robson DHL



STAR VOLUNTEER PROFILE: DEB BAIRD

Why do you volunteer with Sony Foundation?

I was very privileged to be involved with the Sony Foundation whilst working for Sony PlayStation. Not only do I volunteer but also organise the staff at PlayStation to volunteer, it was rare that we couldn't help out with people who were willing to give their time to one of the programs. I even had a 'wait list' of people wishing to put up their hand!

Volunteers are essential to the running of the Foundation, I myself volunteer because I see the greater benefit that I can bring, just by giving some of my time that can ultimately benefit those less fortunate and keep the Foundation on track doing their amazing work.

What is your favourite Sony Foundation event?

I would have to say Wharf4Ward, it is exciting right from the start to the finish, organising and the actual day. The emotions, pledges and warmth that 800+ people being together in one place can really make a huge difference not only to raise funds but to increase the awareness of youth cancer and how real young adults/teens lives are affected by this disease and particularly how the Sony Foundation is making an incredible difference to those lives.

What is the best thing you have experienced while volunteering for Sony Foundation? / Favourite Sony Foundation memory?

I have some wonderful memories of volunteering at Sony Foundation's Children's Holiday Camp Sababa.

At the camp, when it was at Riverview, a lovely little boy started to follow me around. This little boy and I sat down and chatted for a while, his mother came up to me later and told me it's very rare for him to connect with anyone, and thanked me for taking the time I spent with him. It just proved to me how much these lovely children are benefitting from the camp, and that they are able to open up and trust a little more.

What's your favourite Sony Foundation program and why?

This is difficult to decide upon a favourite, however, one that stands out is MMAD (Musician's Making a Difference). It's really raw and moving with what these young people have been through. With the support and funding from the Sony Foundation they are now getting assistance, help to get back on track and life guidance through the medium of dance and music.



SONY FOUNDATION STAR VOLUNTEER, DEB BAIRD!

RAINBOW PARTNERS

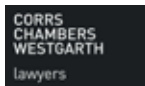
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