

**Barwon Youth - new image – new challenges -same quality  
Services assisting young people to reach their full potential  
across the Barwon South West Region of Victoria for the next 25 years**



Proudly providing services to  
young people in the Barwon  
South West Region

[www.barwonyouth.org.au](http://www.barwonyouth.org.au)

In early February 2007 BAYSA Youth Services officially changed its trading name to Barwon Youth.

In launching the new name local Member for Geelong Mr Ian Tresize complimented the Board and staff of Barwon Youth Ltd for twenty five years of quality service delivery to disadvantaged young people in the region.

Mr Shane Murphy, Barwon Youth's Executive Director who has been with the organisation since its establishment in 1981 explained that "the organisation's commitment to those less fortunate stems back to the late seventies when deinstitutionalisation was the focus of the state government."

Firstly in 1981, a youth hostel 'Lismore House' in South Geelong was established following financial assistance from the state government (staffing costs) and several philanthropic organisations including United Way Geelong which enabled the purchase and renovation of a suitable property. Once completed, the youth hostel directly impacted upon local young people who were incarcerated in metropolitan Youth Training Centres either as Wards of the State or on sentence who required suitable and supervised accommodation in Geelong. The focus was on transition to independence with a minimum stay of generally 3 months before the individual was deemed suitable to live within the community either back at home or in other supported accommodation.

Once the staffing model was complete, additional case management and administration staff relocated in 1986 to a property at Spring Street, Geelong West after negotiating the lease of the building known then as The Boys Employment Movement (BEM).

Ten years later BAYSA amalgamated with BEM and also purchased and leased other properties in the immediate vicinity which were used for education and training programs. Regionally the youth hostel was at capacity (6 – 8 young people aged 15 – 18yrs) for 20 years, however the concept underwent an intensive regional government review in 2001 and funding for much smaller facilities for high risk adolescents was the new approach on a regional basis.

From there, BAYSA, as most people still know it, experienced monumental changes. The twenty year period to 2007 has seen a broad expansion of programs and services across the Barwon South Western Region that assist and support disadvantaged young people. Currently, four distinct streams within the organisation have evolved – Youth Support, Education, Training and Employment, Homelessness Services and Alcohol and other Drugs Programs. “Government funds, philanthropic grants and other sponsors have made it possible for our organisation to grow and deliver its programs”. said Mr Murphy. “Particular thanks must go to the many volunteers, employees, community members and community based organisations whose ongoing support and collaboration to provide services to young people is so very much appreciated ” he said.

“Barwon Youth has launched into 2007 with plans to maintain and further demonstrate high quality, responsive and innovative service delivery to young people and the community. This organisation looks forward to implementing its strategic plan and working with our most important stake holders - young people ”said Mr Murphy.

So why the name change? Mr Murphy explained that there were a number of reasons for BAYSA to embark upon a name change “Firstly, we have had on going discussion for several years amongst staff, the Board and other regional agency personnel regarding the need for a name change; it was also agreed that after 25 years a modernised logo was in order.

Secondly, as the organisation has over the past twenty years broadened it’s service delivery from local Geelong boundaries to a regional model which stretches to Warrnambool, Portland and the South Australian border . Mr. Murphy believes the name change and moving away from an acronym based identity, “will also allow a more readily identifiable geographical understanding of the organisation’s scope.”

Additionally, Barwon Youth now has a new and modernised organisational logo which proudly adorns the front doors of the 3 sites in Geelong West and with it’s several partnerships across the Barwon South West Region of Victoria. Such partners as the Salvation Army Social Housing Barwon South West Service(SASHS),, Brophy Family and Youth Services Warrnambool Western Region Alcohol and Drug Service (WRAD) are just a few of the many partnerships that are currently linked to Barwon Youth.