



youth affairs council
OF SOUTH AUSTRALIA

Summary

- History of Magill Youth Training Centre
- Overview of Magill Campaign
- Elements of a successful campaign
- Use of technology – Andrew McHugh
- Don't want to tell anyone how to run a campaign – just provide experience and examples of Magill campaign

Magill Youth Training Centre

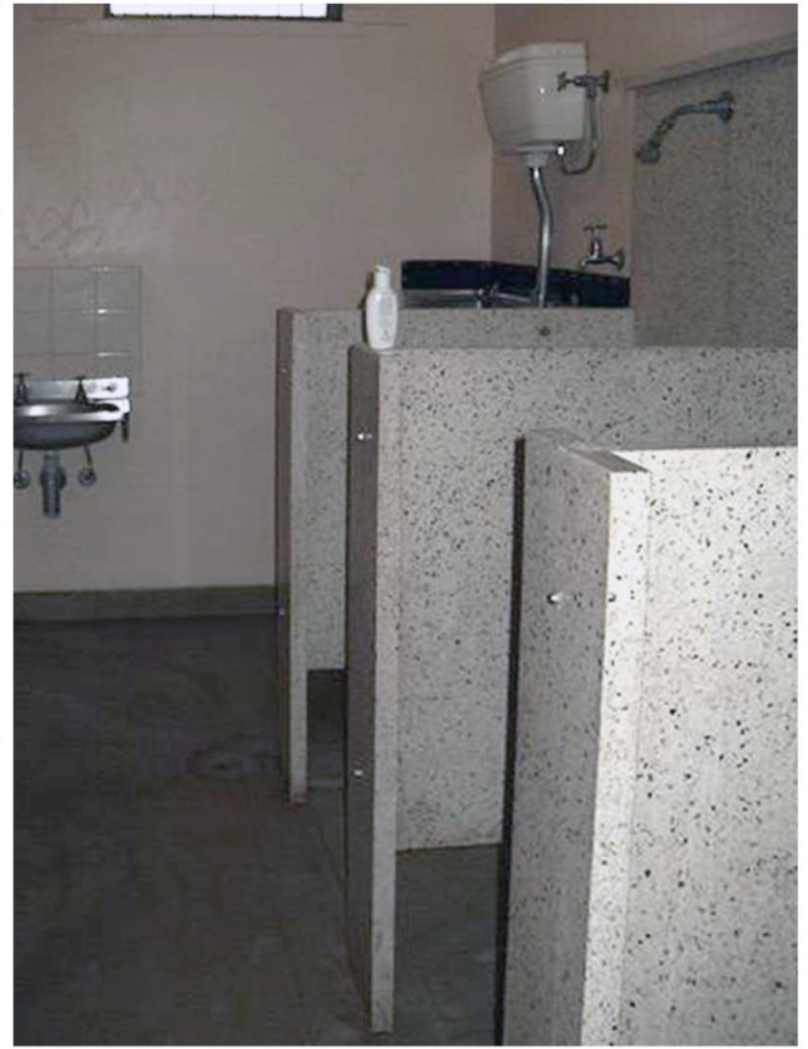
- Houses girls and boys aged 10 -17 years
- About half of the residents in Magill are on remand, i.e. in custody awaiting trial.
- On an average day:
 - 33 to 34 residents (2007 figure)
 - four or five residents are girls
 - about 12 are Aboriginal children
- Each year, an estimated 500 individual children spend some time in the Magill Youth Training Centre



Sandstone and brick buildings surrounded by security-wire fencing.

Walkways between separate buildings are caged.

Conditions within the Centre





Elements of a Successful Campaign

Principle **People**
Participation **Persuasion**
Pragmatism



Principle



- Underlying/ongoing issue
- Campaign “trigger” – something that gives the issue urgency/affects people strongly

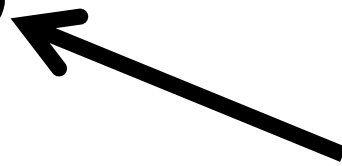
People

- A diverse and active group of campaigners
- Key people involved
- “Strange bedfellows”
- Support structures



Participation

- Ways for people to “see” their involvement
- Allow people to choose the length and nature of their involvement
- Keep it at the front of people’s minds



Keep it here!

Persuasion

- Whose mind do you need to change?
- A narrow focus and a clear goal
- Visual elements

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GOAL

Pragmatism

- Flexibility
- Shift the length and focus of the campaign if required by circumstances or new information





Questions





youth affairs council
OF SOUTH AUSTRALIA

Actively supporting
young
South Australians





The Close Magill Campaign became public with the placing of an advertisement in The Advertiser

Dear Premier

We are deeply concerned at the cancellation in the 2009-10 State Budget of a replacement facility for the Magill Youth Training Centre. The Centre is not an appropriate place to accommodate children and young people.

We appeal to you to proceed with the plans to build a replacement youth detention centre, one that is informed by 21st century principles, to open in 2011.

We accept and acknowledge that community safety is an important government and community priority. We urge the state government to ensure this by being tough on the causes of crime and delivering appropriate investment in rehabilitative programs and facilities for children and young people.

The Magill Youth Training Centre is a facility for children as young as 10 years old who have, or are alleged to have, broken the law. Their punishment is the deprivation of liberty. Their hope, and your government's intention and ours, is that they are assisted to live within the law in the future.

Up to 90 per cent of the children and young people held at the Centre have had previous child protection notifications and most have a recognised learning disability. Some would not be in custody at all if there were sufficient safe places for them in the community.

Conditions within the Magill Youth Training Centre contravene the provisions of the United Nations' Convention on the Rights of the Child. An institution that imprisons children and young people in confined space, with little or no view to the outside and caged surroundings, is damaging to their mental health.

Good services, programs and positive relationships with staff in the Centre are essential but the impact of these is being negated by the physical environment. The design of the Magill Youth Training Centre works against staff attempts to support children in their rehabilitation, healing and learning.

It is not possible merely to refurbish the existing structure. The fundamental design of the Centre fails to take into account children's most basic developmental needs. Commitments have been made over the years to close the Magill Youth Training Centre, however none has come to fruition. While the Magill Youth Training Centre remains in operation we, as a state, are failing in our duty to meet our international obligations regarding the care and treatment of children, including children deprived of their liberty.

We can give up on these young people and consign them to further indignity and humiliation. This will only heighten their vulnerability upon release and likely lead to further criminal activity, with all the social and legal implications that this entails. Or we can take the opportunity that their time in custody offers, to promote a different direction in their lives: a direction of hope, optimism, shared responsibility and respect for themselves and others.

Clearly we have no choice but to take urgent action now.

The signatories to this letter are professional associations, organisations and individuals who share an interest in the health and wellbeing of young South Australians. Publication of this letter has been paid for through private contributions.

For further information regarding Magill Youth Training Centre, visit www.yacsa.com.au

- Aboriginal Legal Rights Movement - Chief Executive Officer, Mr Neil Gillespie
- Aboriginal Prisoners and Offenders Support Services Inc. - Executive Director, Mr Frank H Lampard OAM
- Anglicare SA - Chief Executive Officer, Dr Lynn Arnold AO
- Associate Professor Andrew Day, Adjunct Associate Professor in Forensic Psychology, School of Psychology, Social Work and Social Policy, University of South Australia
- Australian and New Zealand Association of Psychiatry, Psychology and Law (SA Branch)
- Australian Psychological Society (SA Branch) - Chair, Dr Jack Metzger
- Australian Childhood Foundation - Chief Executive Officer, Dr Joe Tucci
- Australian College of Child and Family Protection Practitioners - National President
- Australian Crime Prevention Council (SA Branch) - Chair, Mr Andrew Paterson
- Mr Barry Jennings - Former Youth Court Judge
- Child and Family Welfare Association of SA - Chairperson, Mr Rob Foggo
- Mr Chris Varney, 2009 Australian Youth Representative to the United Nations
- College of Forensic Psychologists (SA Section), Australian Psychological Society - Treasurer, Dr Jack White
- CREATE Foundation - Acting Regional Manager (SA, Vic, QLD, NT), Ms Lea Spaven
- Professor Dorothy Scott - Director, Australian Centre for Child Protection, University of South Australia
- Dr Elzabeth McInnes AM - Director, deLissa Institute of Early Childhood and Family Studies Research Group
- Professor Freda Briggs AO - Emeritus Professor in Child Development, University of South Australia
- Mr Klynton Wanganeen - Commissioner for Aboriginal Engagement
- The Law Society - President, Mr John Goldberg
- Ms Leena Sudano - Health and Community Services Complaints Commissioner
- Ms Madeleine Hedges - Director, Family and Youth Services (1995-2000)
- National Association for Prevention of Child Abuse and Neglect (NAPCAN) State Council - President, Professor Richard Bruggemann
- National Children's and Youth Law Centre - Director, Mr James McDougall
- National Indigenous Youth Movement of Australia
- Offenders Aid and Rehabilitation Services of SA - Chief Executive Officer, Mr Leigh Garrett
- Ms Pam Simmons - Guardian for Children and Young People
- Mr Peter Bicknell - Chair, UnitingCare Australia and former Chair, Council for the Care of Children
- Public Service Association - General Secretary, Jan McMahon
- Professor Rick Sarre
- SA Child, Adolescent and Family Psychology Interest Group, Australian Psychological Society
- SA Faculty of Child and Adolescent Psychiatry, Royal Australian and New Zealand College of Psychiatrists
- SA Council for Civil Liberties - Chair, Mr George Mancini
- South Australian Council of Social Service - Chair, Mr Simon Schrapel
- St Vincent de Paul Society (SA)
- United Nations Association of Australia (SA) - President, Ms Heather Smithecott
- United Nations Youth Association (SA Branch) - Outgoing President, Melissa Wong
- UnitingCare Wesley Adelaide Inc. - Chief Executive Officer, Ms Sue Park
- UnitingCare Wesley Port Adelaide Inc. - Chief Executive Officer, Ms Libby Craft
- Professor Verity Bottorff - Head of the Department of Disability Studies, School of Medicine, Flinders University
- Victim Support Service - Chief Executive, Mr Michael Dawson
- Youth Affairs Council of South Australia - President, Mr Sean Carey



youth affairs council OF SOUTH AUSTRALIA

Ongoing

Magill Training Centre campaign
Getting Through - Responding to Young People's Mental Health Issues in the Youth Sector

THE MAGILL YOUTH TRAINING CENTRE CAMPAIGN

On 23 September the state government announced a reversal of its previous budget decision to cancel the replacement of Magill Youth Training Centre. The government has now committed to building a replacement facility for opening in the second half of 2011.

Without doubt this decision would not have been taken without individual South Australians' immediate and direct action in voicing your concerns about conditions within Magill. Whether you signed an online letter or responded to a survey, wrote a letter to the editor, called up radio talkback or contacted your political representatives, thank you; your direct action has been the biggest contributor to the decision to Close Magill.

This is a great day for some of the most vulnerable and marginalised children and young people in our state - more than that, it is a great day for South Australians who have stood up in the interests of children and young people and have been heard.

Thank you for your commitment and support,
The Youth Affairs Council of SA

Please note that this page is being left on the website as record of the campaign. Some details, such as the portfolios of the MPs below, may have changed in the meantime.

Here is the state government media release
Here is YACSA's media release

- Take your own action
- View the letter and add your signature
- Media Releases
- Resources for Magill campaign
- Survey Results

TAKE YOUR OWN ACTION

You may wish to use the factsheet or YACSA letter in the Resources section below as a basis for your own correspondence to any or all of the following:

- YACSA membership
- Young Members
- YACSA What's new

Youth Directory SA

Networks & contacts for youth workers in SA

- A-Z index**
- 5 A B C D E F G H
I J K L M N O P Q R
S T U V W Y a
- Search by category

-search directory-
Search

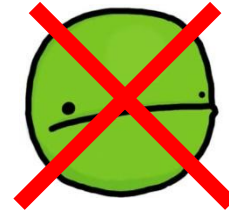


- Home
- Site Map
- About us
- Campaigns
 - Current
 - Ongoing
 - Letter
 - Survey Results
 - Previous
- Code of Ethics
- Conferences Diary
- Courses Diary
- Events
- Generate
- Grants
- Links
- Media
- Member Services
- Policy and Research
- Publications
- YACSA Catalogue
- Youth Directory SA
- Youth Participation
- Youth Sector

-search this site-
Go

Campaign Page

(Unfortunately there is only one “P” on this page)



Not you, loser!

Take Your Own Action
View Letter & Add Your Signature
Media Releases
Resources
Survey Results

Take Your Own Action

Email or phone:

- The Premier
- Minister for Families and Communities
 - Minister for Youth
- The Leader of the Opposition
- Shadow Minister for Families and Communities
 - Shadow Minister for Youth
 - The Advertiser



File Edit View Favorites Tools Help

Google Search Share Sidewiki Check Translate AutoFill Sign In

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Conferences Diary

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Events

Generate

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Links

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Go

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Top of page

THE SIGNATORIES TO THE LETTER IN THE ADVERTISER 10 AUGUST 2009

- Aboriginal Legal Rights Movement - Chief Executive Officer, Mr Neil Gillespie
- Aboriginal Prisoners and Offenders Support Services Inc. - Executive Director, Mr Frank H Lampard OAM

Search

-search-



View Letter & Add Your Signature

- Read the open letter**
- Email YACSA to add your name and/or organisation to the list of signatories**
- Check the website to see your input into the campaign**



Media Releases



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- Home
- Site Map
- About us
- Campaigns
 - Current
 - Ongoing
 - Letter
 - Survey Results
 - Previous
- Code of Ethics
- Conferences Diary
- Courses Diary
- Events
- Generate
- Grants
- Links
- Media
- Member Services
- Policy and Research
- Publications
- YACSA Catalogue
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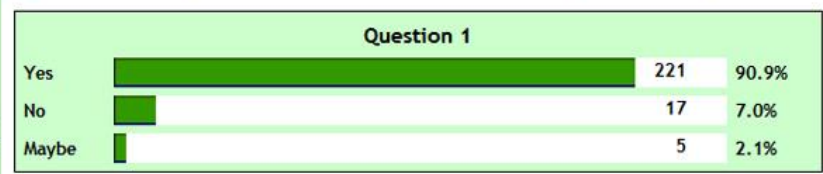
Survey Results

THE MAGILL YOUTH TRAINING CENTRE SURVEY

The Magill Youth Training Centre was opened in 1967 and houses girls and boys aged 10 -17 years. Each year, an estimated 500 individual children spend some time in the Magill Youth Training Centre. About half of the residents in Magill have not been convicted of the offence for which they're being held but are simply on remand, being held in custody awaiting trial. The conditions within the Magill Youth Training Centre fail to meet the provisions of the United Nations 'Convention on the Rights of the Child' and also its 'Rules for the Protection of Juveniles Deprived of their Liberty'. Magill comprises buildings surrounded by security-wire fencing. Walkways between separate buildings are caged. Exercise areas attached to the units are also caged, and sized only 12 x 14.5 metres. The boys are accommodated in three units in a building originally designed with dormitory-style sleeping quarters and one long corridor of 130 metres' length. This accommodation is now divided into units with locked reinforced doors and the dormitories divided into small cells/rooms of approximately 2 x 3 metres. The windows in the cells are at 1.5 metres high - too high for small children to see out of them - and rendered opaque by grime, wire mesh and bars. There is no space in the rooms for a desk or chair. Most personal belongings are prohibited. The annual cost to simply keep the building functioning, is about \$2million a year. The current state government has previously conceded that, "the current Magill facility ... does not meet modern building codes, occupational health and safety requirements, and the recommendations of the Royal Commission on Aboriginal Deaths in Custody, or Australasian Standards for Juvenile Custodial facilities. Annually it is proving increasingly costly to maintain and it is grossly incompatible with our commitment to give young people a chance to make amends, learn and be productive members of society." There have been calls for the replacement of the Magill Youth Training Centre dating back to the late 1970s. YACSA has asked the state government to reconsider its recent decision to withdraw its commitment to the redevelopment of Magill and to urgently announce the re-listing of the development of a modern secure care centre for children and young people, to be scheduled for opening in 2011.

The survey has closed and questions and results are as follows or are here as downloadable pdfs: Q1 (20Kb) Q2 (20Kb) Q3 (16Kb)

Question 1: Do you agree that the living conditions within the Magill Youth Training Centre are INAPPROPRIATE for children as young as 10?



Comments

- these are the most vulnerable children: they need best conditions
- Children are being institutionalised to live in prison in such conditions
- It is also inappropriate for adolescent mental health

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- YACSA What's new

Youth Directory SA

Networks & contacts for youth workers in SA

A-Z index

- 5 A B C D E F G H
- I J K L M N O P Q R
- S T U V W Y a

Search by category

-search directory-

Search



-search this site-

Go

Survey Results

Each day:

- Pdfs of the results posted
- Graph of results updated
- Comments Updated

