

Illegal signage illuminates bigger issues at Lyndoch



The illuminated Lyndoch Living sign installed – illegally – on the Swinton Wing building by Cassign.

Carol Altmann – The Terrier

Update: Turns out the new, swish piece of illuminated corporate branding at Lyndoch Living is illegal – there is no permit for this sign to be installed on the side of Swinton Wing.

As readers know, this sign, which is bright-white at night (disclaimer: I live not far away, but these photos were taken by another nearby resident), was installed last week by

Cassign, which is the business owned and operated by the husband of the new Lyndoch board chair, Sue Cassidy.

We still don't know if all the signage works undertaken by Cassign at Lyndoch Living these past months went to tender (Steve Moore, did you have any luck finding out?), but I do know that there is no council permit for this one.

This means a permit must be sought retrospectively from the Warrnambool City Council.

How does Lyndoch think it can get away with it?

Meanwhile, as the corporatisation of Lyndoch rolls on, I continue to get calls and emails and messages every second day from families worried about staff shortages, staff exhaustion and the impact of both on some residents.

Yes, yes, we all know these complaints can be taken here, and reported there, but what happens as a result? Nothing.

Nothing seems to change and the staff become more tired, and families of those residents affected become more frustrated.

I know not all families are affected and we all know that Lyndoch's hard working staff do the very best they can, but the resignations keep coming – from the nursing staff to those working at Waterfront Living.

I hear about them all, and I despair that nothing happens to fix it and turn things around.

All I see is more corporate branding, more executive appointments, more staff surveys, and fluff stories about Lyndoch trying to win awards.

Who will step up? Who is going to step forward and say, enough of this?

This whole story is much bigger than a sign on a building, but

that illegal, unnecessary and expensive sign – to me – sums up the changing priorities of Lyndoch Living, the arrogance, and a corporate culture that cares more about image than substance.

We own Lyndoch, we must never forget that, but we have lost control of its destiny and we no longer recognise its soul and I am not sure how we can reconnect with both, but every time I speak to those families and workers who are in the thick of it, I know we have to keep trying.