

APPLICATION & APPLICATION NUMBER
Redevelopment of Greenwich Hospital (Concept) Modification 1 -
Amendments to envelopes and GFA (SSD-8699-MOD-1)

I object to the proposal.

Reason: The proposal is far too big for
the site.

I have made no reportable political donations
in the last two years

I acknowledge the department's disclaimer
and declaration

Greenwich NSW 2065
20/10/2022

Karen Harragon
Director, Social and Infrastructure Assessments,
Department of Planning and Environment
New South Wales Government.

Dear Karen Harragon,

Redevelopment of Greenwich Hospital (Concept) Modification 1 (SSD-8699-Mod-1)

A new need to scrutinize this development would depend on a discovering of a misunderstanding of facts already examined.

That Katie Formston and the Hammond Care workers have not been prepared to give me written answers to simple questions precipitates my concern.

Last night at the Greenwich Community Association meeting the Lane Cove Mayor could quote the file number for the Traffic Study for the development but would not acknowledge the local constituents knowledge that River Road is already VERY busy. The Mayor just says that the traffic report says that there is not a problem.

Both the Lane Cove Mayor and Deputy Mayor stated that their planning department was inadequate to deal with their responsibilities. Ratepayers cited numerous instances where other council officers gave wrong advice.

SSD: State Significant Development. SEPP: State Environment Planning Policy. – monikers which, upfront, have been applied to this Greenwich Hospital project and, in my view, need to be re-assessed. These decisions are crucial to Hammond Care planning an unsuitable Development. Trouble is you may not wish to or be able to bring the decision makers to re-assess their logic.

The start of the Ethos Urban submission; and its final sentence....."We have no hesitation in recommending that this Section 4.55(1A) modification be approved as submitted" is spin.

I urge you and the team to scrutinize the conception of Greenwich Hospital proposals.

Enclosed. My recent letters to Hammond care . Article by Parnell PalmerMcGuiness

Greenwich NSW 2065

27/04/2022

Ms Katie Formston
Head of Design, Property and Capital Works,
Hammond Care.

Dear Ms Formston,

I attended your presentation to the Greenwich Community Association on
Wednesday 20/04/2022 about the proposed Hammond Care's Greenwich Health Campus.

I understood you to say that there is no other facility with these features in Australia,
though a similar one is being built in Victoria. Are there any others in the World?

If the design is so good, why have others not been built? Your revelation of "Seniors Living"
for the occupants to access 24 hour medical help could be your explanation.

But you said that the "Seniors Living" section was not respite care. Your plan has a separate
place for respite care.

I understood you to say that people using the "Seniors Living" may choose to live there for
only a short time before returning to their home. Is the "Seniors Living" emergency
accommodation?

You provided no detailed plans of the internal layout of the "Seniors Living" buildings.

If one needs complex care and one is not in hospital or respite care it is probably healthier
to live in the wider community rather than an unattractive six story block relatively remote
from the wider community.

There has been consideration in the community that the campus "Seniors Living" will
become an income stream which makes this Hammond Care Health Campus financially
viable. Also, this form of accommodation could be suitable for the large number of hospital
and respite care staff who will have public transport difficulties.

My conclusion is that Hammond Care may have inadvertently duped the authorities into
allowing this project traction. Why did you not provide details of the "Seniors Living" layout
at this stage and when will you provide those details?

Yours faithfully,

Greenwich NSW 2065

16/06/2022

Ms Katie Formston
Head of Design, Property and Capital Works,
Hammond Care,
4/207B Pacific Highway,
St Leonards NSW 2065

Dear Ms Formston,

I delivered by hand a letter to you at the same address as on this letter, early on the morning of April 28th 2022. I enclose a copy of that letter.

I have not received a reply.

My imagination has me thinking the worst. An absence of reply implies an inability to concede wrong doing to the community. That your reputation and by extension that of Hammond Care is diminished.

Was the original edict that the hospital site be used only as a hospital? Yes/No

Are the residential buildings for use by the hospital? Yes/No

If Yes, for what use?

Are the residential buildings for essentially healthy "Senior People"? Yes/No

How old is "Senior" old?

Has the original edict been declared no longer a law? Yes/No

How many people will live in the residential buildings?

Perhaps if you, yourself, feel unable to answer, your public relations helper who attended the GCA meeting could reply and, if necessary, give me relief by correcting my thinking.

Yours faithfully,

Greenwich NSW 2065

15/09/2022

Mr Kelvin Bissett
Hammond Care,
Greenwich Hospital Re-Development,
Public Affairs Manager
Lvl. 4, 207B Pacific Highway
St Leonards NSW 2065

Dear Mr Bissett,

Councillor Merri Southwood has contacted me to inform me that you wished to make contact.

I assume that the Hammond Care Head of Design, Property and Capital Works, Ms Katie Formston, initiated your assignment to contact me.

The two, enclosed, copies of letters that I sent her should give the background to my concerns. You will notice that my address is on the letters.

Yours faithfully,

Greenwich NSW 2065

04/10/2022

Mr Kelvin Bissett
Public Affairs Manager,
Hammond Care
Level 4, 207B Pacific Highway
St Leonards NSW 2065

Dear Kelvin Bissett,

Co-incidentally your letter to me (26 September 2022) arrived on the same day that the NSW Department of Planning notified me that Katie Formston had submitted a modification application for re-development of Greenwich Hospital.

I believe the answers to my questions should be brief. A few words, - which could be written in the gaps between typed questions and returned by post, if you choose. I would not mind.

For me, a face to face discussion would be unsatisfactory in comparison to a few written words, and that process would probably save our time.

Yours faithfully,

Enclosed: Copies of my letters/questions to Ms Katie Formston.

Optus has a chief optimism officer – switch on your bulldust detector

There is a sure-fire way to tell that a business is a short way from grand failure. But you won't find it on the balance sheet or the cashflow statement. The best indicator that a business is betraying its customers' trust and is about to fall foul of the corporate regulator is the emission of a plume of bullshit, which crystallises around some entirely absurd role descriptions.

And so it was that in 2020, Optus created the role of chief optimism officer, appointing Formula One driver Daniel Ricciardo. "When he's not ripping around the racetrack track as Australia's favourite F1 driver," the Optus website burbles, "he'll be bringing his can-do 'yes' optimism we all know and love to the not-so-tough job of chief optimism officer, which will require the speedster to radiate inspiring positivity both here at Optus and also to you guys at home."

Before you reach for the spew bowl, allow me to suggest the greater capacity

of the porcelain altar. Because the website goes on to inform customers that "while it may seem that we're fangirling a bit hard, Ricciardo was just as happy to work with our excited faces". Ricciardo, who is surely by now hiding his excited face beneath his "Yes, Optus" T-shirt, is quoted as saying: "I saw this as a terrific opportunity to partner with a company that shares my values and ideas and is also passionate about its customers and team."

You may pause to heave now.

Ready again?

According to the telco, Ricciardo's appointment "forms part of our new exciting brand, centring around the idea: 'It starts with yes'. Meaning it's all good vibes and we're all super committed to the Optus optimism."

So many good vibes, the *goodest* of times! Yet it wasn't enough. Brimming with optimism, the Optus fangirls were still lacking in inspiration. So, this year, they acquired tennis legend and all-round awesome human Ash Barty to be their "chief inspiration officer". Optus CEO Kelly Bayer Rosmarin enthused that Ash "epitomised a challenger spirit" while her community work "has demonstrated the power of optimism in action". Rosmarin was "thrilled to bring this partnership to life and inspire more Australians to enable their tech futures and unlock the power of 'yes'".

Optimism, then, was something Optus had in abundance. But as one wit observed on LinkedIn, wouldn't a company that deals in swaths of customer data in an industry increasingly vulnerable to hacks have been wiser to hire a chief pessimism officer?

Three days after the hack that compromised the identifying and banking data of millions of Australians, it occurred to Optus to do just that. With the poo hitting the propeller, it didn't concoct some fancy title. It looked for a real and delineated role: a senior manager in IT and cyber risk, whose primary responsibility is "to provide advice and support in all matters related to risk management". For anyone with a memory reaching back five years, this is all just a little bit of history repeating.



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Just before the banking royal commission, ridiculous job titles and fashionable preoccupations had taken the banking world by storm. At one boardroom roundtable at the august Committee for Economic Development of Australia, I was presented with the business card of a chap claiming to be the head of "thought leadership & insights (corporate & institutional banking)" at NAB. That was in mid-2017.

In that same heady few months, Westpac announced it had achieved gender parity in its upper ranks. But the Workplace Gender Equality Agency reported that the number of female executives at Westpac was stuck at under 30 per cent. It was soon revealed the bank had fudged the numbers by bestowing female employees with a bunch of bulldust management roles, prompting two UTS academics to ask whether it was "gender gerrymandering". Banking was engulfed in a miasma of managerial guff.

Two months later, in December 2017, the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry was established. Hearing after hearing aired the substantial matters the banks should have been concentrating on. Basic things, like not charging dead people fees and preventing money laundering.

As the royal commission progressed, the guffsters evaporated. Indeed, they have an odd knack of disappearing. I tried to look up the banking thought leader, only to find that he'd removed his profile from LinkedIn. I'm not in the business of ruining livelihoods, so I won't reveal where I finally found him, but I am tickled to reveal he now runs an outfit with a name very similar to The Complication Emptiness, which claims something along the lines, "the emptiness of complication is the signature of intelligence".

You and I know that public ineffectuals will rise again. Which is why we should be aware of the signs when they manifest, as they always clearly do. When a company begins to dream up fancy titles, run a mile. Start shopping around for a serious alternative to the unserious service provider wasting your money on corporate frippery. If you're invested, divest – sell, sell, sell.

I can hardly keep track of how many bottom lines corporate governance is running on these days, but the bull's bottom line is a key indicator we now all need to keep track of as well.

Parnell Palme McGuinness is managing director at strategic communications firm Agenda C. Jacqueline Maley is on assignment and will be back next week.

Parnell Palme McGuinness



NICK BONYHADY and ZOE SAMIOS