

# depth

No. 10 - AUGUST 1974.

For the Australian  
New Zealand staff  
of Hewlett-Packard



## THE OFFICIAL OPENING OF HP'S AUSTRALASIAN HEADQUARTERS

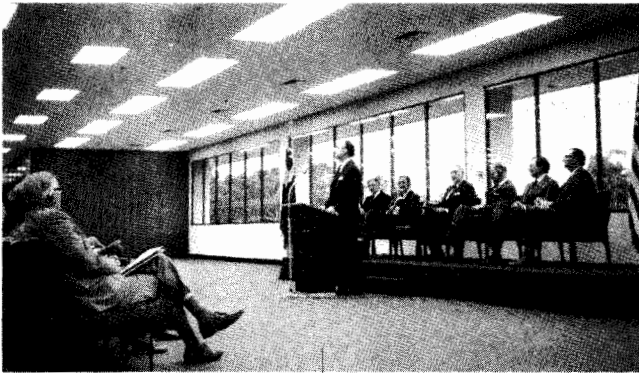
A major milestone was reached in the history of Hewlett-Packard Australia's growth with the official opening of a new headquarters building on April 24th. This eagerly awaited event was held in the new building and was attended by several hundred people from HP's staff, customer organizations and the press, and was the culmination of a great deal of effort by the staff of HP and of Austin-Anderson, the building contractors.

On the afternoon guests were welcomed by the Managing Director of HP Australasia, John Warmington, who spoke of the long association he has had with the Hewlett-Packard Company and particularly of the development of the Australasian operation. Mr. Warmington was followed by Mr. William P. Doolittle, Vice-President and Director of the Hewlett-Packard Company, who had flown from the U.S.A. to be present on such an important occasion. Mr. Doolittle spoke of the tremendous growth the Company had experienced in the period since 1947 when he joined the Company. He also spoke of the increasing importance of international business to the Company and of the role played by the Australasian marketing operation.

The official opening speech and unveiling was to have been carried out by the Hon. Mr. R.J. Hamer ED, MP, the Premier of Victoria, but unfortunately unforeseen circumstances prevented him from being present. Mr. Vance Dickie, the Minister for Housing, representing the Premier, declared the building open and unveiled a commemorative plaque.



John Warmington welcoming visitors to the official opening.



Mr. V. Dickie, The Minister for Housing, opening the building.



The commemorative plaque.



One of the first HP instruments sold in Australia beside its current counterpart.



Prof. J. S. Smith CMG inspecting the Data Centre with other guests.



Visitors inspecting one of the many exhibits.



A section of the E. P. G. exhibit.

## THE BIG SHIFT

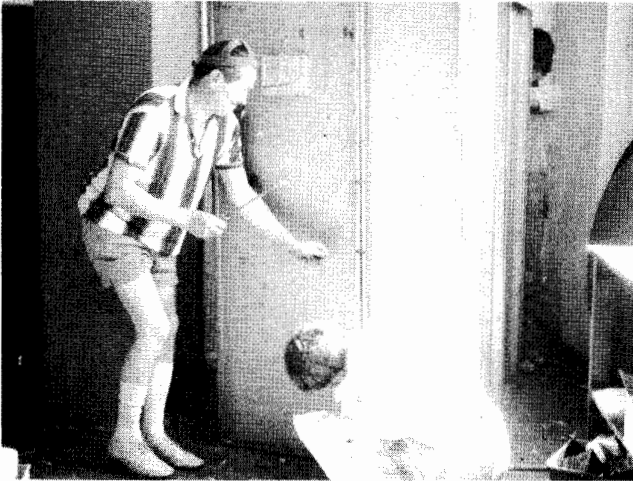
What must surely be one of the greatest feats of organization and logistics ever undertaken in the entire history of HP Australia occurred over the weekend of February 16th and 17th. This was the weekend chosen to shift the whole of the HP headquarters operation from the Weir Street and Prospect Hill Road offices into the new premises at Blackburn.

For over a week many people devoted much of their time to preparing for the move by packing literature, records and small equipment into boxes and by dismantling large equipment. The offices took on the appearance of a crowded, chaotic and disaster-hit warehouse. The confusion was only apparent however, and the actual transfer of materials went very smoothly and as planned. This was due largely to the fine efforts of everybody concerned and the high level of co-operation achieved.

Thanks to the efforts of all concerned the shift went very well and HP was able to continue to provide service to customers without interruption.



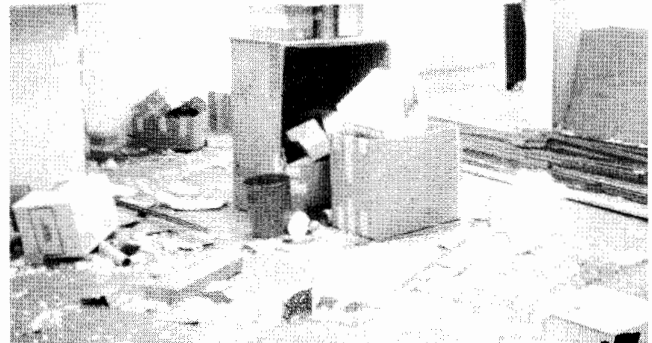
Reassembling equipment at Joseph Street.



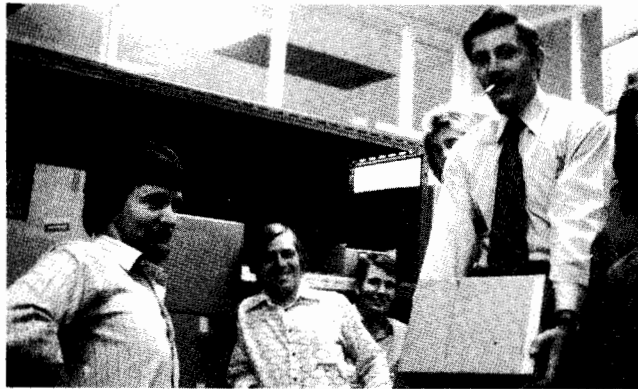
Dismantling equipment at Weir Street.



Co-operation was the keynote.



The aftermath at Weir Street.



The Workers Working . . . and . . .



The management managing.

## THE PERTH REPORT

Since the last edition of "Depth" we have had the pleasure of adding two new people to the staff at Perth Office.

They are, Michael Stanbridge, Perth Service Engineer, who started at HP on the 19th November, 1973, and Dawn Alderson, Perth Secretary, who started on the 10th December, 1973.

Michael and his wife Maria have recently moved into a new home in Burren-dah (near Rossmoyne). Michael occupies himself with such things as electromechanics, cryptanalysis, water-skiing, snooker, and reading.

Dawn and her husband, Jim, have only just moved from Sydney to Perth (though Dawn was originally a West Australian). When she has any spare time, Dawn enjoys reading, knitting, playing squash, fishing and gardening.

The other members of the staff "have lead very uneventful lives" since the last issue of "Depth", or at least, are remaining uncommunicative about it all.

## FROM SUNNY SOUTH AUSTRALIA:

In December, Jenny & Gray Morgan entertained the Staff (with their families) at their Property at Macclesfield. This was a delightful day for everyone, which included a hay ride for the kiddies (& the big kiddies). Gray hooked up the tractor and delighted all on board with the up-hill and down-dale bumps and postcard-like views . . . front and back???

The Morgan's daughters, Ceinwen and Lisa were wonderful guides of the estate and showed all their goats and dogs and bantams and horses and cows and cats and other animals perhaps not mentioned (whatever they may be).

We were fortunate in having Wilma and George Cobbe at this picnic. George took some excellent photos and these appear in DEPTH.

We sincerely thank Jenny Morgan and her mother for their help with the "fodder" which was plentiful and delicious.

With the promotion of Gray we took delivery of a New Manager from Sydney. . John Williams. . known to many of the HP Customers in the area from previous experience.

John and his wife, Isobel, were guests at a Staff Dinner and we also had the pleasure of Tony Cookes at this function.

John & Isobel Williams entertained the Adelaide Staff (& many interstate company visitors in Adelaide for the Sales Seminar) at their new home for dinner one evening. We wish John & Isobel Happy Times in their lovely "hacienda".

Yet another face appeared in the Adelaide Office during January — DENIS MILLS (who is responsible for the larger type Calculator Sales). In vogue with many of the HP Personnel, Denis, his wife Joan, and daughter Rebecca, and Rufus the Persian Cat are moving into their new home shortly. The venue is a stone's throw from the anticipated site for the New Adelaide Building.



Denis Mills-Adelaide office.

### THE SYDNEY SCENE:

Since the last issue of 'Depth', our staff changes have slowed down, but we still have a few new faces to introduce. We also have one expatriate. Melbournite (or Perthite!) in Ray Smith. Ray moved to Sydney as a bachelor, however the Sydney climate must have lowered his resistance as he is now happily married. Ray's wife, Judy, was known in Melbourne as Judy Shields and has now changed her state, job and last name.

Hans Raithel joined HP as a Field Engineer in the Calculator group. Hans has a commercial pilot's licence, making him a contender for the area west of Bourke! He was previously involved in a computer service bureau in Lithgow and is quite conversant with commercial computer and calculator applications.

In a "people shuffle" in the Service Department, Ray Mills has moved to the Calculator Service position from Analytical, to fill the slot left when Matt Wallace moved from Calculator to Data Systems. John Kearney came in from Racal Electronics to fill the analytical position and has just returned from a week in Melbourne learning the chemistry of our products.

John Palmer has recently completed a period of training in Melbourne and will be taking up residence in Sydney shortly. More news of John P. in the next issue!

The other two new faces are Jennie Grainger, our new EPG Secretary helping Chris Armstrong; and Leif Karlsson our new Medical Field Engineer. As you may guess Leif is a Swede and comes from Telelectronics, where he was Service Manager. Leif has always been involved in medical electronics, and had developed some instruments in Sweden before coming to Australia.

We have had our share of visitors through Sydney recently — Ray Demere, Bob Brunner and David Martin from the U.S., Jim Creed, Gray Morgan, Tony Cookes, Mike Muller among the many visitors from Melbourne.

Other events of interest have been the completion of landscaping around the building — two successful shows at the U.S. Trade Centre, one to launch the HP65 Calculator and one demonstrating the mass memory with a 9830 Calculator and Leura in the Blue Mountains being chosen for this year's E.P.G. sales meeting and seminar.



Gray Morgan "having a ball" at the Adelaide picnic.



The hay-ride.



Leif Karlsson - Sydney office.





Paul Watson.



Stuart Morel



Liz Arthur



Suzanne Di Mattia



David Aneer



Margaret Shepherd

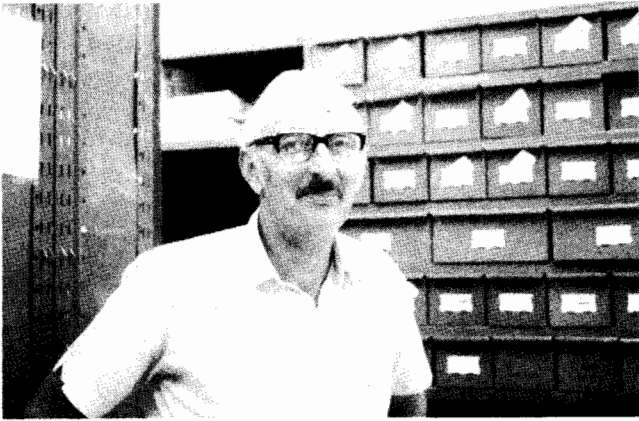


Daidre Peach



Cherie Dakin





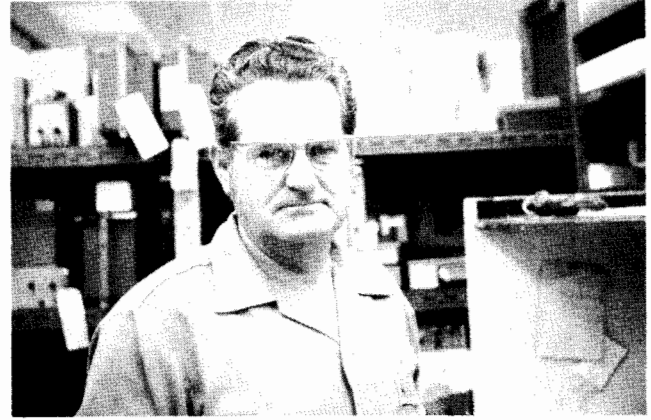
*Frank Turner*



*Sheila Lowe*



*Catrina Neilson*



*Max Coughle*



*David Barr*



*Bev Cousins*



*Robyn Morrison*



*Colin Boyle*



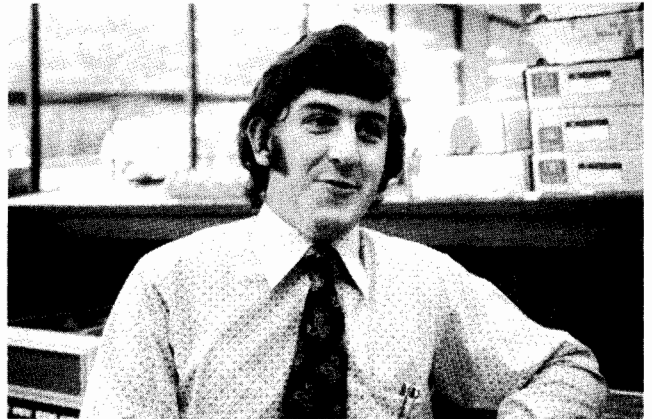
Neil Traeger



Yvonne Gaunt



Anne Boyle



Bob Catell



Bill Allison



Jo Baker



Clarissa Crespin



Jeff Marshall







*Vin Wilson*



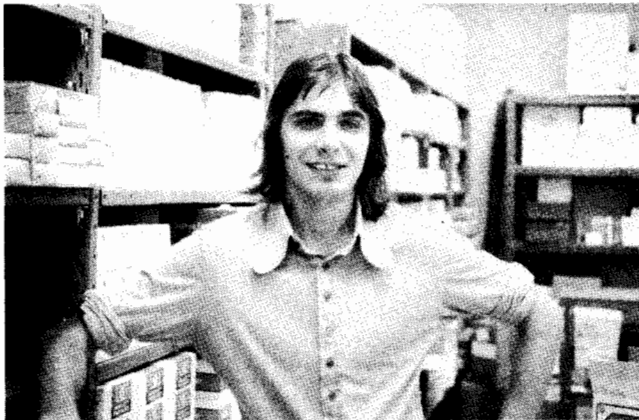
*Monica Waffler*



*Gwen Welsh*



*Chris Simpson*



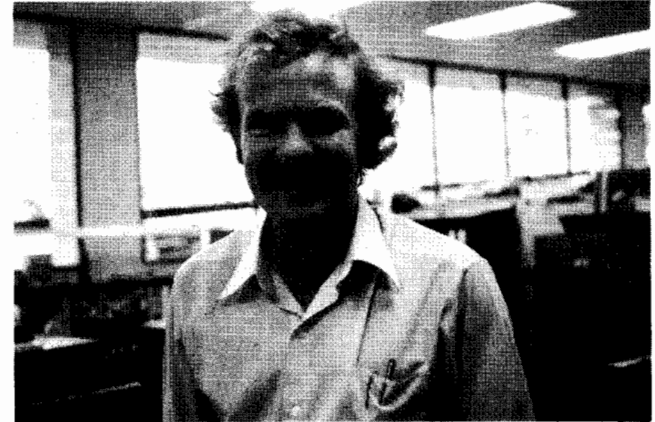
*David Bancell*



*Margaret Munro*



*Sammy Krauja*



*Alan Dobby*



## FACTS TO FIT NEW FACES

**David Bancell** is a Melbournian who matriculated at Latrobe High School. Following this he worked for some time as a freelance writer, did a certain amount of layout work and typesetting in the printing trade and then joined the C.B.A. Bank where he worked as a Bill Clerk handling overseas transactions. David now works in the Parts Warehousing section of HP. His main outside interest is motorcycle racing and in the space of two years has risen to 'B' grade class road racing.

**Clarissa Crespin** was born in Egypt but has spent the greater part of her life in Melbourne where she was educated at Box Hill Girls Technical School. Since starting work she has specialised in Accounts Reconciliation work and has been employed by The Victorian Insurance Company, Davies and Dalziel — a stockbroking firm, The Bank of Nova Scotia, and Cambridge Credit before joining HP. She lists her outside interests as photography, painting, furniture restoration, reading, sewing and most sports.

**Liz Arthur** was born in Scotland but has spent most of her life in Melbourne where she studied at Ashwood High School. Prior to joining HP Liz had been secretary to the General Manager at Watten, Kurnow and Cocks — a customs agency. She is married with two sons and enjoys driving and music in her leisure time.

**Neil Traeger** has lived all his life in Melbourne and studied at the Williamstown High School and Preston Institute of Technology. He worked for six years with James Hardie and Co., returned to the Preston Institute full time for a year and then joined HP. Neil is married and is a keen lacrosse player.

**Margaret Munro** was raised and schooled in the Western District of Victoria near Warrnambool. She is married and has two daughters and a son. Prior to joining HP most of Margaret's time was taken up with home duties although she did find time to do part-time market research interviewing.

**Robyn Morrison** is not really a new employee although she has been hired since the last issue of 'Depth' — Robyn was employed by HP from 1968-1972 as an Accounts Payable Clerk and left the company to go on a world tour. Since leaving us she has travelled through the U.K., Asia, Scandinavia, U.S.S.R., and Europe before returning to HP to do data preparation work and computer operation.

**Deirdre Peach** is a Melbourne girl who did her secretarial training at Stott's Business College and worked for Leggett Rubber and Email before coming to HP. She is married, enjoys all sports but specialises in swimming, and tennis. Her other major interest is music and she played both piccolo and flute with the Victorian Service Orchestra and the Victorian Junior Symphony Orchestra.

**Suzanne Di Mattia** is from Melbourne and was educated at McRobertson High School and then did a Commercial Art Course at Swinburne Technical School. Suzanne then became a Ladies Hairdresser and worked for the Frederick Muller and Antoine Salons. Suzanne and her husband have one son and she likes skiing and cooking Italian food in her spare time.

**Monica Waffler** comes originally from Augsburg in West Germany. She is married with one son and one daughter and lives in Boronia. She is resuming her career and worked for a short time as a temporary with Car Part Importers before joining HP. Her spare time activities include swimming, yoga, music and needlework.

**Catrina Neilson** comes from Paisley in Scotland and has only been in Australia a little over twelve months. She has one daughter and one son and spends her leisure time reading, listening to music and taking cine films to send back to Scotland.

**Margaret Shepherd** comes originally from Parkes in N.S.W. and received her education at San Clemente Convent in Newcastle and also at the Newcastle Business College. Before joining HP Margaret worked for various Chartered Accountants doing clerical and secretarial work. She and her husband have one daughter and one son. In her spare time Margaret likes flying Tiger Moth aircraft, reading, music, ballet and swimming.

**Chris Simpson** comes originally from Melbourne and was educated at Scots College and Melbourne University. After University he took a job as an electrical engineer with the Antarctic Division and went to the Antarctic. He lists his spare time interests as playing squash, skiing, bush walking and listening to music.

**Cherie Dakin** comes from Kew in Melbourne and was educated at Ruyton where she gained her H.S.C. Following this she attended Stott's Business College and worked at secretarial duties with a firm of solicitors before joining HP. Cherie is married and likes to spend her spare time reading and listening to music.

**Max Cogle** is also from Melbourne and was educated at Prahran Technical School. He served in the A.I.F. during World War 2 and stayed on in the Armoured Signal Corps as a member of the regular army afterwards. Max is married with three daughters and enjoys playing golf in his spare time.

**David Barr** was born in New Zealand and was educated in Britain before coming to Australia. David is married, has three sons and likes to spend his spare time as a Leader in The Boys' Brigade, playing squash, engaging in model railway activities, playing Badminton and also gardening.

**Bob Catell** is a New Zealander who was educated at Manly Boys High School in Sydney, then joined the RAAF with 34 Sqdn. which conducts all VIP flights. He and his wife have one boy and one girl. Bob lists his outside interests as gardening, sailing, playing cards, and listening to classical music.

**David Anear** is originally from Suffolk in England but has spent most of his adult life in Australia. David is married and has one daughter. His major recreational interest is Archery, he has represented Australia, was the Victorian Champion for two years, holds four current Australian records and came second in the recent National Titles.

**Jeff Marshall** is a Yorkshireman but has spent the last 10 years in Australia. He trained as a Radio & TV technician and then completed a course in Computer Logic. Prior to joining HP he worked with Fielden Electronics and also George Kent. Jeff is a gay bachelor who lists his interest as "Wine, Women and Song, not necessarily in that order and depending on availability."

**Vin Wilson** is a local boy who has held a variety of jobs in the Box Hill area. His interests are a wife and three sons, gold prospecting and the annual three mile swim down the Yarra.

**Ann Boyle** is another local girl who was educated at Box Hill Primary School and Fintona Girls School. She worked for a Public Accountant before joining HP. Her interests are her fiance, water skiing, swimming, square dancing, and her work as an assistant cub leader.

**Sheila Lowe** comes originally from the Sherwood Forest area of Britain and migrated directly to Sydney 15 years ago. Before coming to Melbourne and joining HP she worked with Kent Instruments. Her leisure time is taken up by her two sons, reading and listening to music.

**Sammy Krauja** was born in Latvia and has been in Australia for 25 years. She had her education at Brisbane State High School and Stotts Business College. She was Office Manager with the Housing Industry Association. Her interests are caring for her husband and three pedigreed cats, reading, squash, cooking, tapestry work, and the Melbourne Latvian Theatre.

**Bev Cousins** has spent all her life in the Boronia-Blackburn general area. Her outside interests are inland fishing, and net ball, and she plays A grade for Boronia as well as coaching the nine to thirteen year old team.

**Frank Turner** served in the Army in New Guinea and New Britain and then became an instructor with the Army Jungle School, Canungra. Since leaving the Army, Frank has run his own Butcher businesses before joining HP. He has one son and one daughter and likes to spend spare time fishing and caravanning.

**Josephine Baker** was schooled at the Sierra Convent and Lilydale High School where she Matriculated. Her spare time is taken up by walking, reading, sewing and playing cards.

**Yvonne Gaunt** originally comes from Deniliquin in New South Wales. She was schooled at the Methodist Ladies College and has been studying for a Diploma of Youth Work which she has almost completed. She lists her interests as motor cars, horses, and observing people.

**Stuart Morel** was born in Ceylon where he was educated at St. Thomas' College, Mount Lavinia. He lived and worked in Britain for 12 years before coming to Australia, and joining HP. He has one son and one daughter and likes fishing, renovating old houses or playing cricket.

**Paul Watson** is a Melbourne boy who was educated at Christian Brothers College, St. Kilda. He is currently studying for the Certificate of Business Studies and Customs procedures at South Melbourne Tech. School. Paul's major outside interest is playing for the Monarch's Ice Hockey team. He has represented Victoria in Ice Hockey Competitions since 1969.

**Bill Allison** is another Melbournite who comes to HP with an Airforce background. Bill did his technical training with the R.A.A.F. and qualified as a radar technician. Since leaving the Service he has worked for N.I.C., Technico and Watson-Victor and has now joined HP as Warehouse Administrator. Bill has three daughters and one son and spends most of his time on his 5 acre property at Emerald.

**Gwen Welsh** is originally from the bayside suburb of Frankston and was educated at McRobertson Girls High School. She did secretarial work with the S.E.C., Email, and Cyclone before leaving work to start a family. She now has two daughters and is resuming her career. Gwen is Secretary of the Yarra Valley Kennel Club and lists her interests as showing and breeding Samoyed Dogs, bushwalking, reading and ballet.

**Colin Boyle** comes originally from Warrnambool but was educated at the Box Hill High School. Colin joined Repco as a salesman after leaving school and spent some time with that Company at both Horsham and Albury and was promoted to an assistant managership. He is engaged and lists his interests as water and snow skiing, snooker, and squash.

**Alan Dobby** was born in Romford in the U.K. and came to Australia in 1959. He attended R.M.I.T. and joined the P.M.G. Research Laboratories as a Technical Officer before coming to HP. Alan spends his spare time shooting at the Lilydale Small Bore Rifle Club and doing stage lighting for The Basin Theatre Group.

## SOCIAL CLUB ACTIVITIES

The HP Social Club recently organised a combined Car Treasure Hunt and Barbeque for employees and their friends. The day was organized in such a way that the destination was known by all prior to the start of the Car Treasure Hunt and as a result attendance was particularly good — those who wished could drive around the prepared course, whilst those who did not feel like taking part could still join in for the barbeque.

Participants in the Car Treasure Hunt began arriving at the Joseph Street premises at about 10.00 A.M. on a fine Sunday morning and were started from the car park area. The course, although not long, was very scenic and involved a wide variety of driving conditions. The questions to be answered ensured that everybody had plenty of fun and visited several points of interest. The course finished at Tony Cookes' property at Warrandyte.

Shortly after arrival at the Cookes' the sounds of sizzling steaks, sausages and hamburgers was very evident. Don Simmons, Paul Dunn and John Springall found themselves cast as chefs and made an excellent job of the cooking.

During the course of the afternoon most people simply relaxed and enjoyed the glorious views or joined in an hilarious and energetic game of volley-ball. All agreed that the day was a great success.



The volleyball game in full swing.



The barbeque meal in progress.



Don Simmons, Chef Extraordinaire, about to feed two members of the hungry horde.



John Springall, Hatchet Man, in action.

## TRADE SHOWS AND SEMINARS

The first of the trade shows was the Institute of Surveyors Congress exhibition held at the Pharmacy College in February. This show was attended by the Calculator/D.M.I. product groups and made a special feature of the HP-65 and the newly released 3805 Distance Meter as well as more established larger calculators. A welcome guest on the HP stand was Bill McCullough, from Loveland Division's Civil Engineering Group. The site of the exhibition presented severe constructional difficulties, but despite this it was generally agreed that the two HP stands were the best presented stands of the entire show.

The second trade show was once again a Calculator group effort. This was the Civil Engineering Exposition held outdoor at Marine Parade, St. Kilda, and a great deal of interest was shown by the civil engineers in the calculators on display.

In addition to trade shows there have been a number of seminars held, particularly since moving into the Blackburn premises. Some of these have been management courses, some customer contact courses, some training courses for customers and some for service personnel.



One of the HP stands at the 17th Survey Congress.



Paul Dunn instructing at a 9810A seminar at the Koala Motel.

# FROM THE MANAGING DIRECTOR



By now you will all have had the opportunity of reading the News Release where Bill Hewlett set out the figures showing the results for our first six months of FY74.

The results of course are quite outstanding as compared to the previous year and I am happy to say that in certain areas HP Australia and New Zealand have also pulled their weight in logging good order levels and remaining within a reasonable distance from our originally targetted expense levels. Unfortunately however, there are some areas within our overall performance that require additional attention during this coming six months to ensure that we do live within our targetted figures and I specifically refer to our inventory levels and to our receivables, i.e. the money owing to us by our customers. These two items alone due to our size today can very seriously disrupt the Intercontinental Region figures.

Obviously it cannot be left to a very small number of people to bring these two particular facets of our business into line and it behoves every individual that has some association with either item to ensure that all is done to improve our position in this regard as quickly as possible.

You possibly are not aware of the fact that heavy inventories do reflect in our ability to improve profit share performance. Inventory held in stock that is committed to a customer does not assist our overall profit performance and therefore it's essential that committed stock be delivered to the customer in the most expeditious fashion.



## ACHIEVEMENTS BY HP PEOPLE

Congratulations are due to six of our staff for various outstanding achievements which have won them recognition outside HP Australia.

- John Warmington has been elected for a further three year term as an Executive Director of The American Chamber of Commerce in Australia.
- Ian Richards has been elected as a Corporate Member of the Institution Of Electrical And Electronics Engineers, U.S.A.
- Phil Herbert has been elected to the Committee of the Electrical and Electronics Branch of the South Australian Division of the Institution Of Engineers Australia.
- David Strong was the second runner-up for the Data Systems Division "Salesman of the Year" award for the HPIC Region for FY'73.
- Don Simmons was the first HP Field Engineer to sell a model 1645A Data Error Analyzer. Don sold 24 of these instruments to the P.M.G. and in doing so exceeded a previous month's total sales by the Colorado Springs Division for that instrument.
- Hans Bels sold 260 model 10544A Quartz Oscillators to A.W.A. This was the largest ever order for this instrument for the Santa Clara Division.

## HARDY PESTS FROM HP!

**We all know that on occasions some rather unexpected things have turned up on shipments from overseas — but it is rather unusual when they are alive, angry and ready to attack whoever opens the box they happen to be in!**

This was the case recently with a shipment of instruments from the U.S. Les Clark was working on the shipment unpacking instruments to be checked and inspected prior to delivery to the customers and was suddenly confronted by an irate and aggressive scorpion. The scorpion advanced on Les but by dint of quick thinking and swift footwork he was able to frustrate its evil intentions — he trod on it.

This remarkably hardy creature had survived the trip from America despite the freezing temperatures and non-pressurised environment of an aircraft cargo hold — a situation which is fatal to most forms of life.

## CREDITS PANEL

"Depth" is presented as a combined effort of the Personnel and Marcom Departments.

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**Photography:** George Cobbe (Intercon), Geoff Gaylard.

J. WARMINGTON



**HEWLETT-PACKARD AUSTRALIA PTY. LTD.  
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