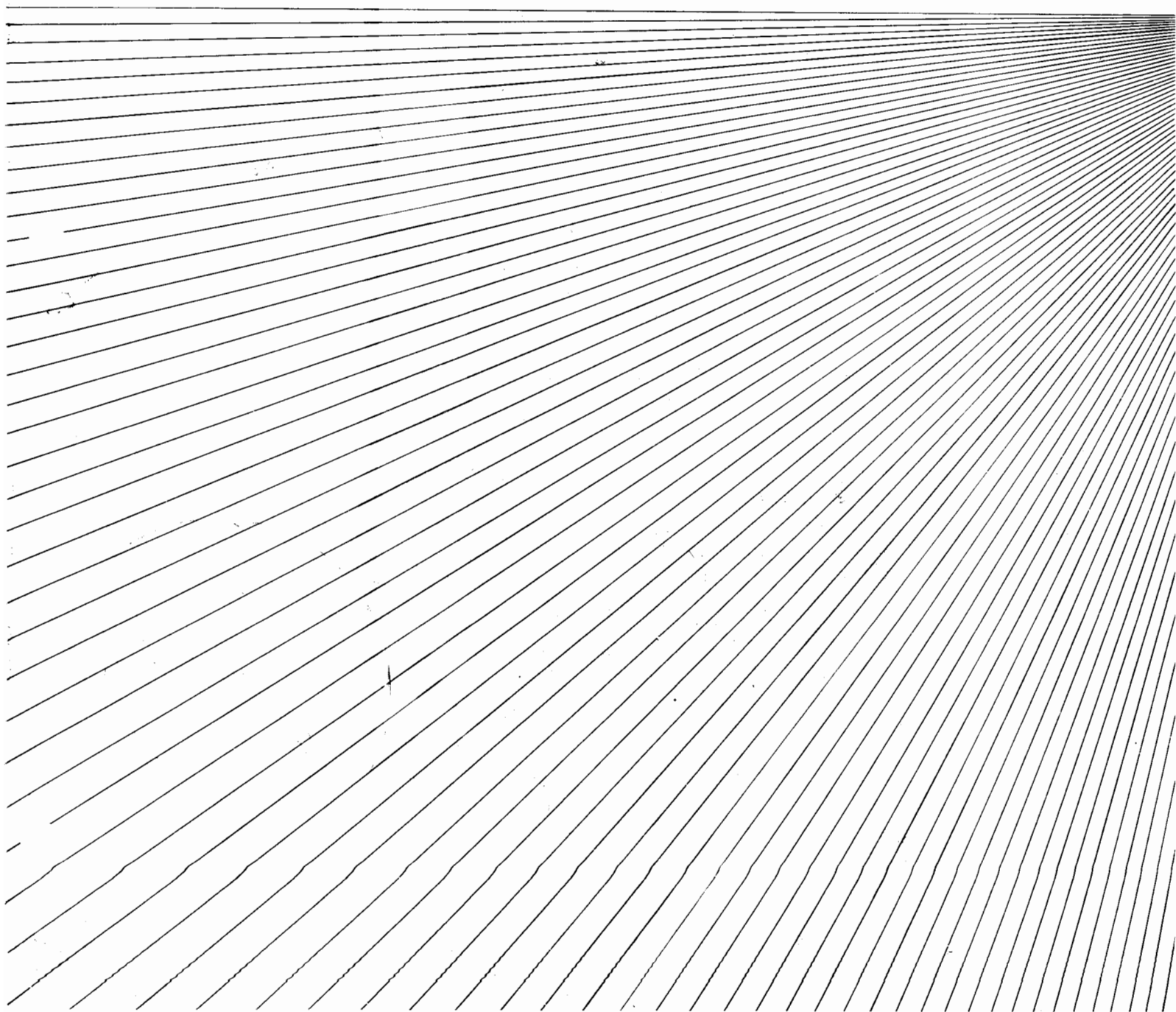


No. 12 – MARCH, 1975

**For the Australian
New Zealand staff
of Hewlett-Packard**





Office Jottings From New South Wales-----

Land of the 'Walers

Over the last quarter we were all involved in a number of social events, not all of which were work oriented. The customer Christmas party was again held on the roof of the Sydney office and was once again an outstanding success. The weather was perfect and despite the quantity of liquor consumed, no serious after effects were reported!

On Sunday, December 15th, we took over a picnic area alongside the Hawkesbury River at Cattai, for the first annual Sydney office picnic. There were some anxious moments while the drivers of some of the cars were trying to find out where they were, but by about 12.30 pm a goodly crowd was assembling in weather conditions perfect for the occasion.

The cooking of a barbecue lunch was ably undertaken by Hans Bels who was assisted by Harold Norrie, and the quantity of food available ensured that nobody went hungry. For the children of all ages we had a tractor towed hay cart ride and pony rides, with an ample supply of icy poles and cans of soft drink.

On a less happy note, we were saddened to see the failing health and eventual death of Hans Raithel. In the time with HP in Sydney, Han endeared himself to us all as a happy and willing colleague and friend. His wife Ruth has now returned to her native Denmark.

We have recently undergone some more internal changing and rearranging of our premises. As additional space was required by both our calculator group and the computer systems group, we have now occupied a further suite in the office. These groups share the new suite with the Data Centre computer, moved from the ground floor to allow for expansion of the Service department.

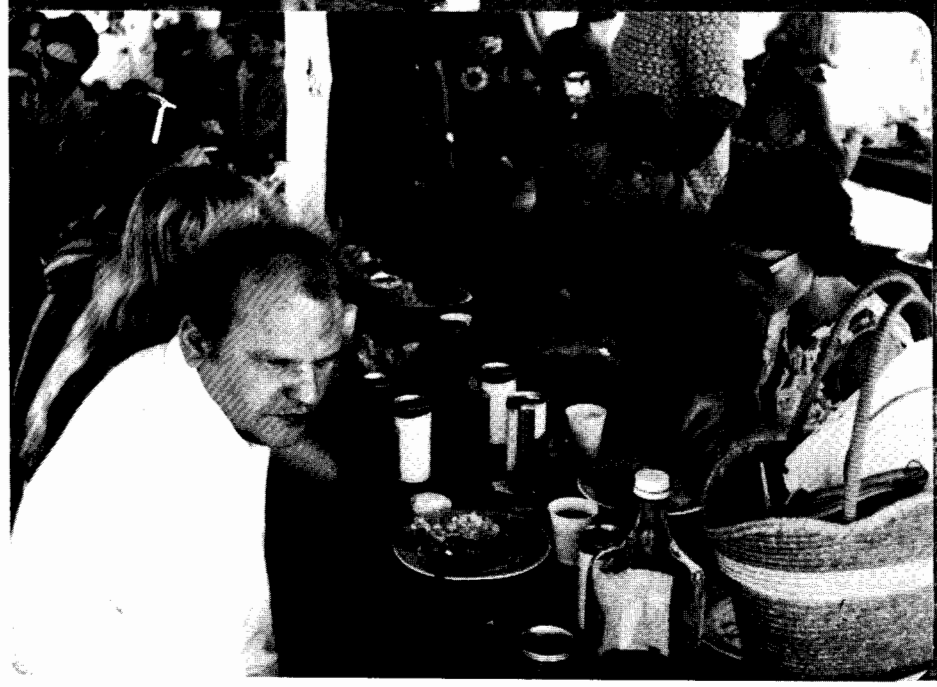
Many new faces have appeared in the Sydney office since the last edition of "Depth". These include;

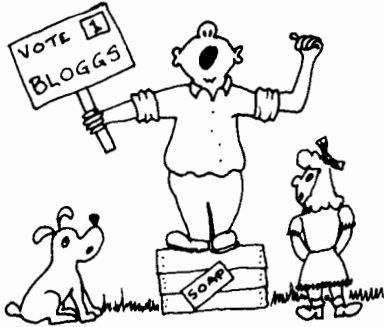
Dan Restuccia	Instrument Staff Engineer
Peter Pain	Computer Field Engineer
David Maitland	Calculator Field Engineer
Margaret Laycock	Calculator Secretary
Scott Bayes	Calculator Staff Engineer
Doug Woodcock	Instrument Service Engineer

Other staff changes include Matt Wallace taking over responsibility for hand held calculator service and John Harvey moving from Staff Engineer to Field Engineer in the Instrument group. Among our new staff it is interesting to note that two are from HP facilities overseas - Soila Sandell from HP Sweden and Louise Walter from HP Corporate HQ at Palo Alto.

At the time this copy is being prepared we in Sydney are in rather dim conditions as we are in the throes of a power blackout. Fortunately our business outlook is not as dim, for while we are suffering the ills facing all Australia, we are confident of a fairly rapid return to the level of orders anticipated earlier.

The Pymble People's Picnic





Office Jottings From Canberra -----

The Nation's Capital

We wound up 1974 in Canberra with a bang - by having our first Christmas party in our new office. It gave us all an opportunity to show off our new premises, and our customers a chance to get to know the staff in our own surroundings. It was an unequivocal success - the first of many we hope.

The staff at Canberra are all looking refreshed after their Christmas break. Dick Graf spent some time in Brisbane, and is back looking healthy and "ready for anything". Colin and his family went to the south coast for a short period before jet-setting off again to America (on business, he tells us). Craig and Alex spent their Christmas at home with respective families, which they assure us is the very best way to spend Christmas, away from the hustle, bustle and traffic of holiday-makers. Liz went to New Zealand for three weeks, to meet her new in-laws-to-be, and assures us the only reason she came back was that the money ran out. New Zealand is marvellous wonderful, beautiful.....she may run out of superlatives by next Christmas. John Daly spent a happy family Christmas at Myall Lakes, boating, skiing, sailing and generally having a good time - another one reluctant to finish his holiday, one gathers.

Still, it's back to the salt-mines, and we hope to make sure this year is even more prosperous and successful than the one we've just finished.

Some New Faces in N.S.W.



Scott Bayes



Margaret Laycock



David Maitland

We in Australia are sometimes prone to feeling we are a little "out of the swim of things" because of our relatively small population and geographical isolation from the rest of the world, but this is not necessarily so! At the conclusion of a very successful FY74 two letters were received from the U.S which were very complimentary about HP Australia's efforts. They are reproduced below:

HEWLETT  PACKARD

INTERCONTINENTAL SALES REGION - 3200 Hillview Avenue, Palo Alto, California 94304



FROM: HP Australia Calculator Sales/Service Personnel DATE: November 20, 1974

TO: HP Australia Calculator Sales/Service Personnel SUBJECT: Our Ref: RCW/XI/5

cc: John Warmington/HP Australia

The results of FY'74 are in and we would like to extend to each of you our congratulations on a job well done.

Your sales performance of 174% of quota, reaching a level of \$7,134K in total calculator sales, is indeed commendable. This is particularly highlighted by the fact that your overall calculator sales exceeded those of all other countries in HPIC, including Japan and Canada!

In addition, we recognize the challenge which this tremendous growth in calculator sales has created for you in the calculator service support group. We would, therefore, like to extend our congratulations to you for meeting this challenge by continuing to provide the high level of after-sale support our customers have come to expect from HP.

Keep up the great job you are doing. We have high expectations that HP Australia will continue to be the leader in calculator sales in HPIC during FY'75.

*great job John
AND Bick*
Ray King
Ray King
APD Division Calculator Manager
Tom Kelley
Tom Kelley
CPD Division Calculator Manager

Best regards,
Ralph Lee
Ralph Lee
Executive Vice President
George Newman
George Newman
Calculator Group Manager
Dick Warmington
Dick Warmington
HPIC Calculator Marketing Manager

AGCOLADE FOR AUSTRALIA



HEWLETT  PACKARD

1501 Page Mill Road, Palo Alto, California 94304, Telephone 415 493-1501, TWX 910 373 1267

December 12, 1974

Mr. Tony Cookes
Hewlett-Packard
Australia Pty Ltd
31-51 Joseph Street
Blackburn, 3130
P. O. Box 36, Doncaster East, 3109
Victoria, Australia



Dear Tony:

After just reviewing the 1974 Instrument Order and Expense performance reports, I would like to pass on my congratulations to you and your people for the outstanding job that you did in 1974. Your Order Performance of 124% of quota and your low level of FESS expenditure contributed greatly to Hewlett-Packard's fine profit and earnings position this last fiscal year.

I appreciate your efforts on behalf of the Instrument Group and I want to thank you for a job well done and to wish you every success this year.

Best regards,

Bill Terry
Bill Terry
Vice President, Instrument Group

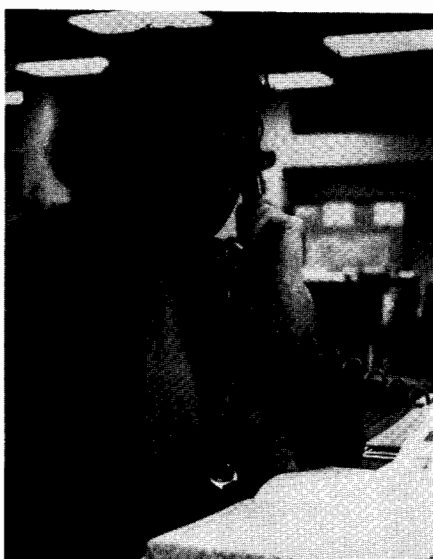
BT/jas

cc: John Warmington
Alan Bickell
Bob Brunner
George Cobbe

New Faces



Margaret Penglis



John Deftereos



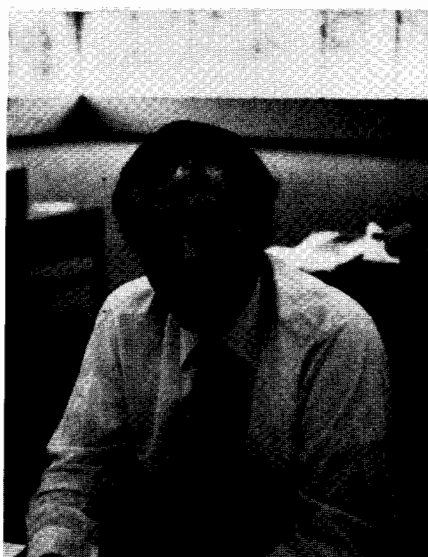
Ray Underwood



Barbara Boesche



Peter Philipp



Ted Cooke



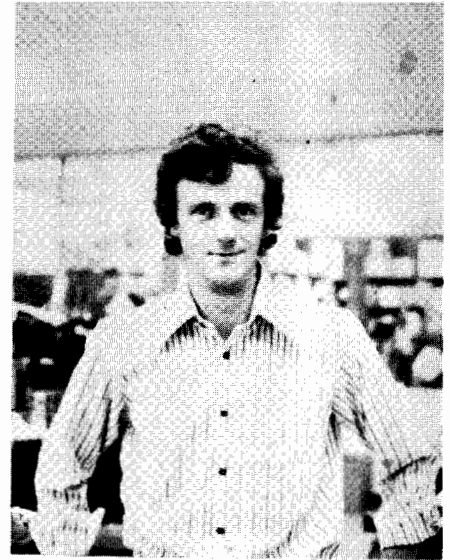
Jan Wall

Margaret Penglis - ROPS Clerk
John Deftereos - Consumer Products District Manager
Ray Underwood - Analytical Field Engineer
Barbara Boesche - EPG Secretary
Peter Philipp - Calculator Staff Engineer
Ted Cooke - Calculator-DMI Southern, Central & Western
Districts Manager
Jan Wall - Calculator/Consumer Products Secretary

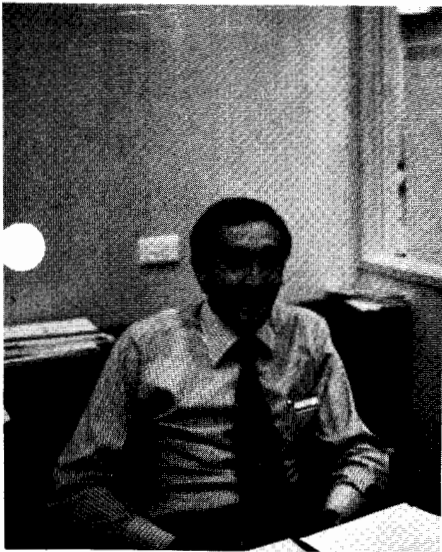
Around Melbourne



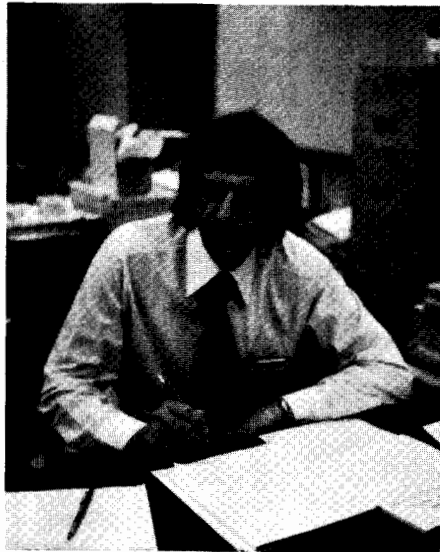
Diane Thomas



Hans Neilson



Michael Woodhams



Stan Karpowicz



Barbara Goodman



Bernd Rottinger



Leonie Hion

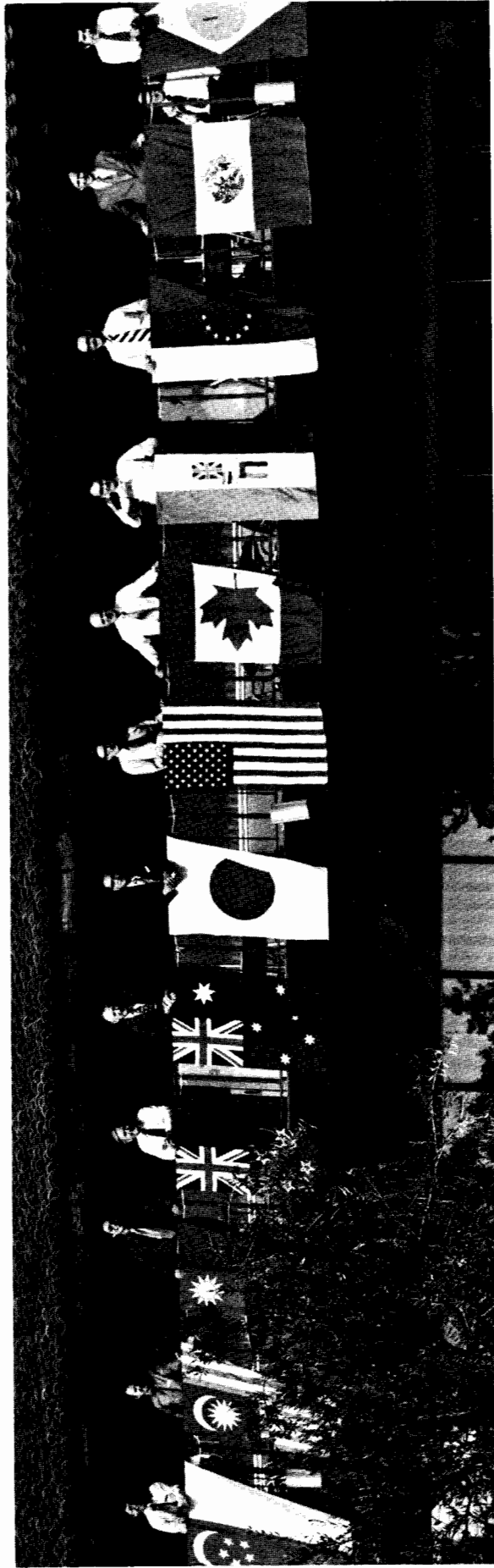


Diane Thomas - Parts Clerk
Hans Neilson - Service Technician
Michael Woodhams - S.O. Systems Analyst
Stan Karpowicz - Calculator Staff Engineer
Barbara Goodman - Accounts Clerk
Bernd Rottinger - Data Systems Service Engineer
Leonie Hion - Typist/Clerk

THE ICON REGION GENERAL MANAGERS' MEETING

According to the old saying "all roads lead to Rome" but in November it seems that very many of them lead to the ICON Region HQ at Building 16 at Palo Alto and to La Quinta, Palm Springs. The occasion that drew people from widely scattered parts of the globe was the ICON Region General Managers Meeting.

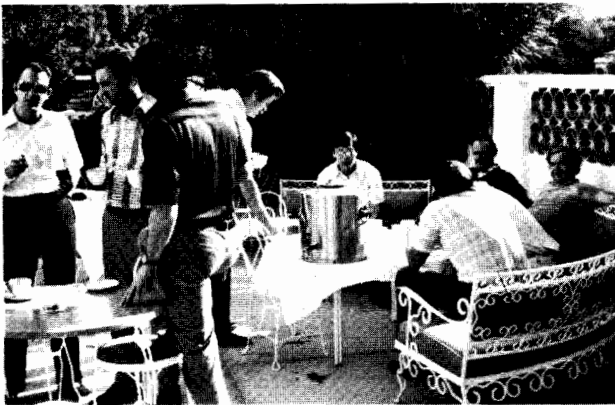
This meeting was attended by senior management people from the ICON headquarters staff as well as by General Managers or representatives of a dozen different countries for a concentrated session of performance reviews and forward planning. Hard work and heavy thinking were the keystones of the meeting but as our photographs show, there was also time for relaxation and informal discussion.



Representatives of a dozen different ICON countries on the balcony of Building 16 at Palo Alto. (Left to Right) Lee Ting - Singapore, Don Andrushko - Malaysia, Lok Lin - Taiwan, Derek Barlow - New Zealand, John Warmington - Australia, Toshio Muraoka - Japan, Alan Bickell - U.S.A., Chuck Williams - Canada, Tienie Steyn - South Africa, Horacio Manifesto - Venezuela, Jean Francois Thions - Mexico, Mark Gumucio - Brazil.



The meeting involved several sessions of concentration and involved thinking. Attendees were: Alan Bickell, Lloyd Taylor, Alan Markon, Jim Kapralos, Sy Corenson, Dave Williams, Mark Gumucio, Lee Ting, Don Andrushko, Chuck Williams, John Warmington, George Cobbe, Chuck Dykes, Tony Abbiss, Malcolm Kerr, Bill Harper, Derek Barlow, Tienie Steyn, Lok Lin, Horacio Manifesto, Jean Francois Thions, Toshio Muraoka.



Relaxing during a coffee break.



An informal discussion group in session.



Concentration of a different kind!



THE SOCIAL SCENE

A recent social event in Melbourne which proved very popular was a cricket match and barbecue held in the picturesque Dandenong Ranges. The venue chosen was the Menzies Creek Recreation Reserve which is set among large pines and eucalypts and offers a fine panoramic view of the almost completed Cardinia Creek Reservoir, the surrounding hills and Westernport Bay.

Cars began arriving at the Reserve at about 11.30 a.m. and several willing volunteers soon had the wicket matting pegged out and the stumps in position. Practice play was underway almost immediately and by the time the majority of people had arrived several barbecues were alight and the first match was ready to begin. Several matches were played and some very interesting cricket was witnessed. Apart from one or two occasions when passing rain showers forced players to abandon the field, play continued well into the afternoon. Final results were: Service defeated Sales, Admin. defeated a team composed of Warehouse, S.O. and Marcom, and the Ladies' team defeated a scratch team of men from various sections.

As usual, those who really enjoyed the day were the children. Wendy Mosden and Bruce Marsh soon had a "junior" cricket team operating much to the delight of the participants and amusement of the spectators.

Everybody who attended agreed that despite the variable weather conditions the day was great fun and an undoubted success.



FROM THE MANAGING DIRECTOR...



WE HAVE CERTAINLY BEEN INVOLVED WITH MUCH ECONOMIC CHAOS AND UNCERTAINTY DURING THE PAST FEW MONTHS. I AM SURE THAT YOU ARE ALL WELL AWARE THAT MANY COMPANIES HAVE BEEN FACED WITH VERY DIFFICULT SITUATIONS AMIDST THIS SLUGGISH ECONOMIC ENVIRONMENT WITH MANY OF THEM - LARGE AND SMALL ALIKE, COMING TO A RATHER UNTIMELY DEMISE.

WE, IN HP AUSTRALIA, HAVE NOT ESCAPED UNSCATHED DURING THIS PAST QUARTER OF FISCAL '75 AS IT IS THE FIRST RECORDED LOSS FOR A TOTAL QUARTER SINCE OUR INCEPTION. I AM SURE YOU ARE WELL VERSED WITH SOME RATHER DRASTIC ACTIONS THAT HAVE BEEN TAKEN BY MANY COMPANIES IN THE AUTOMOTIVE AND TEXTILE INDUSTRIES AND EVEN SOME WITHIN THE ELECTRONICS MANUFACTURING INDUSTRY TO RECTIFY THEIR SOARING COSTS

AND OVER-PRODUCTION.

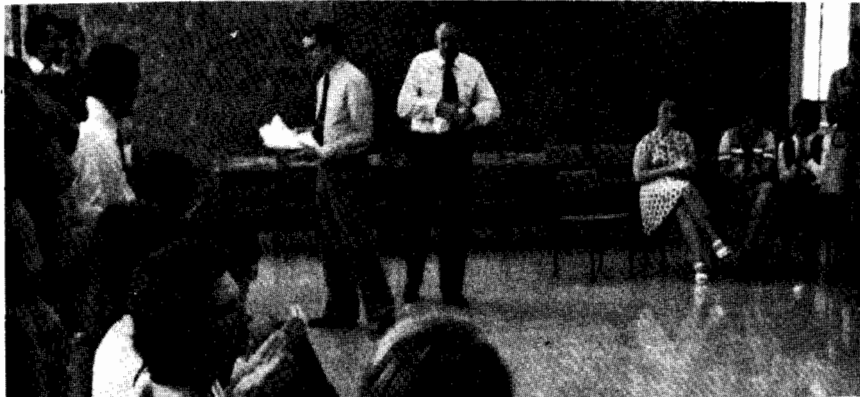
WE ARE FORTUNATE TO BE PARTNERS IN A COMPANY WHICH IS DEDICATED TO DO ALL IT CAN TO PROTECT THE EMPLOYMENT OF ITS EMPLOYEES. THE EARLY FORESIGHT OF OUR FOUNDERS TO SELECT BUSINESS AVENUES WHICH HAD GOOD LONG TERM PROSPECTS AND INHERENT STABILITY HAS RESULTED IN A PARTICULARLY BROAD BASE OF PRODUCTS SUPPLIED TO AN INCREASING NUMBER OF CUSTOMERS. IN THIS WAY, THE ORGANIZATION IS NOT SO VULNERABLE AS THOSE WHOSE "EGGS ARE BASICALLY IN THE ONE BASKET."

WHILST THE SITUATION IS NOT LIKELY TO CHANGE OVERNIGHT, IT WOULD APPEAR THAT THERE HAS BEEN A SLIGHT CHANGE FOR THE BETTER WITH A MORE CONSISTENT LEVEL OF ENQUIRIES WHICH SHOULD IMPROVE OUR ORDER LEVELS AT AN EARLY DATE. OBVIOUSLY THIS SHOULD PRODUCE BETTER SHIPMENTS AND THUS THE AUSTRALIAN ORGANIZATION WOULD BE MORE PROFITABLE AND HOPEFULLY WE WILL BE CLOSER TO TARGETTED EXPENSES AND PROFITS BY MID-YEAR.

AS I INTIMATED IN THE LAST ISSUE, MORE PRODUCTIVITY PER EMPLOYEE IS ESSENTIAL DURING THESE TIMES OF ECONOMIC INSTABILITY AND A WILLINGNESS FOR EACH PERSON TO HELP ANOTHER FOSTERS THE TYPE OF ENVIRONMENT I'M SURE WE ARE ALL SEARCHING FOR IN OUR DAILY LIVES.

A handwritten signature in cursive script that reads "John Warmington". The signature is written in dark ink on a light background.

J. WARMINGTON



Alan Bickell addressing the staff.



The Christmas buffet luncheon.



John Warmington presenting Iris Smith with an award for ten years of service with HP.

Since the last issue of "Depth" there have been two important occasions when the entire Melbourne staff have gathered together. The first time was for the distribution of the FY'74 end of year profit share cheques. On this occasion we were very fortunate in having Alan Bickell, Director of ICON Operations, present. Alan addressed the staff prior to distribution of the cheques and provided us with some very interesting statistics on the performance of the company as a whole, for the ICON Region and also for the Australasian Sales Area. In his address Alan indicated that there were problems ahead for HP in the Australian Sales Area but he felt that the overall outlook could be viewed optimistically.

In the second instance the reason for the gathering was the annual staff Christmas party. Prior to this John Warmington had the pleasant duty of presenting long service awards to several of the staff. Following the award presentation everybody "fell to with a will" and quickly demolished the excellent buffet luncheon provided by the canteen catering staff.