

No. 19, SEPTEMBER, 1977

For the Australian
New Zealand staff
of Hewlett-Packard



10th
Anniversary
Edition

The Managing Director looks back-



JOHN WARMINGTON, MANAGING DIRECTOR (sold the first HP instrument delivered in Australia in 1947) reminisces,

"Looking back over the past ten years one recalls a number of milestones which have taken place during the intervening years."

"We commenced business July 1, 1967 with twenty-nine employees and had an order level of approximately \$2,000,000 per annum contrasting with today's figures of about 240 and \$25,000,000.

The operation was confined to Melbourne Head Office with a branch office in Sydney – we subsequently opened branches in Adelaide, Perth, Brisbane, Canberra and Port Moresby in addition to establishing a subsidiary in Wellington (New Zealand) with a branch in Auckland and more lately a CE operating from a base in Christchurch.

At each location, due to growth and changed marketing requirements, it has been necessary to move office locations on at least one occasion which at times proved to be quite traumatic.

It is not so long since we celebrated our first One, Two and Three Million Dollar order months.

New Zealand staff, assisted by Australian management, logged the first \$2,000,000 order whilst Australia is still searching for that elusive \$1,000,000 order. Of course we could reflect on a good many other records which have fallen by the wayside – Sydney office logged their first One Million Dollar month and shipments have tagged along in similar vein as orders whilst Service crashed through their first Million Dollar Year. None of the foregoing events would have taken place without the dedication of a good number of our employees who have combined together to produce some particularly fine teamwork.

It is good to see that sixteen of the original team are still actively involved with HP – three of whom are presently located in the U.S.; Malcolm Kerr, David Martin and Alan Bickell."

"During the period under review, we have grown from a relatively simple organizational structure with all records being kept manually to a highly complex operating unit incorporating a verticalized and specialized reporting system. A good many of these complex systems were designed for much larger groups and therefore it's been necessary for our staff to obtain additional training and develop new expertise; these challenges have been taken up with a good deal of enthusiasm in many areas."

"The organization has become very people oriented – this system stems almost from the first year of our existence as I very vividly recall just prior to Alan Bickell's transfer to Scotland at Bill Doolittle's (VP International Operations) request, I was introduced, for the first time, to an evaluation form so that I could report on Alan's performance during the time he spent with HP Australia – I also vividly recall how he and I purchased our first 'bricks and mortar' – previously used as a fish and chip shop – to become our Adelaide home for many years; changed guidelines would make such a venture extremely difficult today."

"It's been an interesting period – full of challenges and I fully expect the next ten years to present even more opportunities for staff growth and plenty of challenges to keep one's mind fully alert to the needs of the time."

John Warmington

HEWLETT PACKARD AUSTRALIA CELEBRATES TENTH ANNIVERSARY – AND WHAT PARTIES THEY WERE!



ADELAIDE

The Adelaide group celebrated with a dinner at the Hahndorf Old Mill, a German restaurant just outside the city. John Warmington and Geoff

Windsor were in Adelaide and attended the dinner.

Those not in a festive mood upon arrival were so within a short time and all joined in to make it a very good evening.



BRISBANE

Brisbane employees dined and danced at the Heidelberg Restaurant. John Springall and Tony

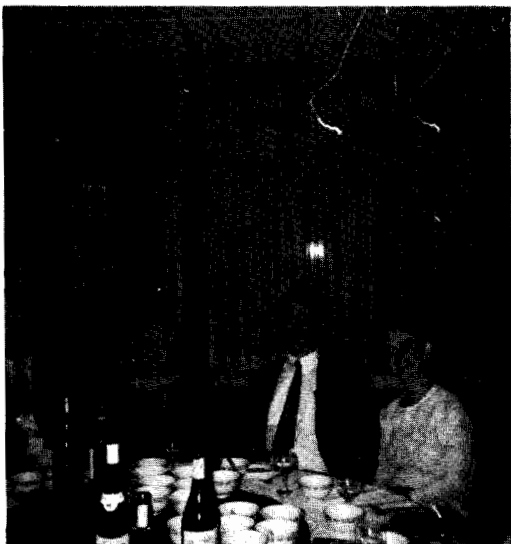
Cookes from Melbourne joined them. All reports have been the same: It was the best HP party Brisbane has ever had.



CANBERRA

Canberra staff celebrated the ten year anniversary with dinner at the Mandarin Restaurant in Phillip. Roger Bailey from

Melbourne office joined in the celebration. Dick Graf's wife, Phyllis drew the name of the staff member to come to the Melbourne party. Clare Maguire's name was drawn.



MELBOURNE

Lance Moffat very capably organised the Melbourne party for 250 employees and guests, which was held in the canteen and surrounding area.

Entertainment was provided by Sue Turner, Kirsten Firth and Wendy Mosden, who mimed Helen Reddy's "I Am Woman".

Mike Muller, Bill Thomas and John Deftereos, as news commentators gave us the latest release on policies covering the F. E. Task Force, new products and travel. To date we have not received confirmation of the authenticity of their comments. Bruce Thompson, Lance Moffat and Ron Pritchard gave us their version of the television program "League Teams" commenting on staff members as football club members.

The Service Department designed a computer which was viewed for the first time, but it exploded before the sales promotion ended. Gray

Gorgan-Zola (Brian Marsh), Mike Mullet-Head (Ray Hartley) Toe-Knees Undercooked (Jeff Marshall) and Doubting Thomas (Hans Neilson) as well as Bill (Bernd Rottinger) and Dave (Danny Hills) were on stage to give the sales pitch to customer Matt Wallace. Marnie Clarke cued the audience on the expected reactions.

Bruce Marsh appears in one of the photographs with a paper in his hand. We asked David Barr to describe Bruce's role in the skit and we quote David, "The best I can remember at that hour of the evening; Bruce was Master of Ceremonies." Guests at the Melbourne party were employees and husbands or wives whose names were drawn at the Branch office parties:

- John and Pat Palmer – Sydney
- Jenny and Larry Mudge – Brisbane
- Clare Maguire – Canberra
- Sue and Ken Bragg – Adelaide
- Judi and Errol Elliott – Perth





PERTH

The Perth celebration hosted by Branch Manager, David Chambers; was obviously a great success.

Note the expression of his face in the photographs below. John Warmington was in Perth to attend the party, and cut the "Birthday Cake".



SYDNEY

Chris Armstrong told "DEPTH" about the Sydney party.

Sydney Office's 10th Anniversary Party was held in Suit 3 of the premises at Bridge Street, Pymble, on 17th June.

As at Tuesday, 14th June, a percentage of this Suite was occupied by Seven Seas Stamps – and as they were moving out, the partitions were being removed in readiness for our party! This area had carpet tiles (albeit with gaps where the floor-to-ceiling partitions had been). These gaps were very ably filled with pieces of carpet by Harold Norrie, who obviously missed his true vocation in life.

Caterers and drink waiters were employed – so all HP staff had to do was enjoy themselves; and enjoy themselves they did. A Cabaret Show (of sorts!) was put on. We had Calculator Sales Group doing a skit on "The HP Way"; John Palmer, Roger Kane and Chris Armstrong did a short sketch; Jim Watson (complete with

Backing Group) and Emmet Hayes, both gave recitations; and John Palmer, Ray Mills (complete with wig) and Errol Donkin were a very entertaining singing trio. Considering the lack of rehearsals (at 5 p.m. on the evening of the party, the building resounded with voices rehearsing in the basement car park, the Service Department, the upstairs Conference Room – truly!) the show put on was very good.

Visitors to Sydney Office's party were Robin Schmidt and Mike Muller. As most people will know by now, winner of the Draw and subsequent Sydney office representative at Melbourne's party was John Palmer and his wife Pat.

The evening seemed to fly by – and as organisers of other events will appreciate; as no complaints, criticisms/suggestions whatsoever were received on the evening's activities, only compliments, the organisers of Sydney's party – Harold Norrie and Chris Armstrong – felt that all the hard work was well worthwhile and were ready to tackle it all again ANY time!



55% OF ORIGINAL STAFF STILL WITH US

Hewlett-Packard products were first distributed in Australia by another company which was purchased by the Hewlett-Packard Company on July 1, 1967.

That company – George H. Sample & Son (Electronics) Pty. Ltd. became a distributor for HP equipment in 1946 and a direct distributor of the Hewlett-Packard Company in 1956.

Fourteen of the twenty-five Sample employees are still with the company; twelve are in Australia and two have been transferred to the United States.

Hewlett-Packard had employed three people, and these were joined by Alan Bickell, now Director of Inter-Continental Operations, as Business Manager; bringing the total staff number to twenty-nine on July 1, 1967.

Of the original twenty-nine HP employees, sixteen are still with the company; thirteen in Australia, three in the United States and one has retired.

Eleven of original staff attended the Melbourne party:



A composite photograph of eleven of the originals, taken at the Melbourne celebration. From left to right, they are: Mike Muller, Robin Schmidt, Gray Morgan, Peter Burford, John Warmington, John Springall, Ron Davis, Les Lawrence, Bruce Marsh, John Biggins, Danny Kovacs.

The others are:

WALTER BUTURLIN
JOHN WILLIAMS
DAVID MARTIN

ALAN BICKELL
MAL KERR.

This is the way *they* looked TEN years ago:



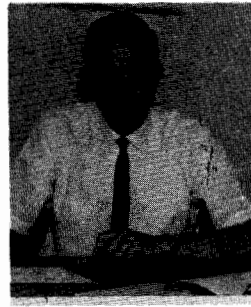
Walter Buturlin



John Williams



David Martin

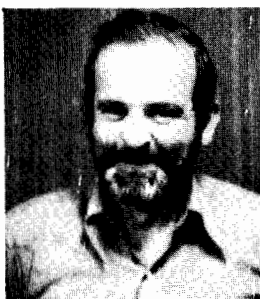


Alan Bickell

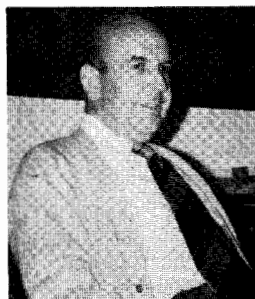


Mal Kerr

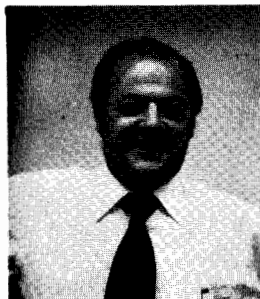
and this is how they look NOW.



Walter Buturlin



John Williams



David Martin



Alan Bickell



Mal Kerr

LOOKING BACK TO 1967

EARLY DAYS & OFFICE GROWTH

"DEPTH" asked these people about the establishing of Hewlett Packard Australia in its first days.

JOHN WILLIAMS, Adelaide Branch Manager, talked about the buildings in which HP was located and the improved facilities that we enjoy today.

"A new building had been leased in Weir Street, Glen Iris, Melbourne for Headquarters; the office in the right front corner accommodated the General Manager, Sales Manager, two Field Engineers (one was Malcolm Kerr, who is now ICON Regional Marketing Manager for Computer Systems), a Customs clerk, two secretaries, a literature clerk, an accounts clerk and a receptionist.

"At the left back corner was the Service Department in which worked the Service Manager, four Instrument technicians, a Medical/Analytical technician, and a technician in training. We did not have Computer Systems or Calculator disciplines in Australia."

"Lost in between these two offices was the Warehouse area with one storeman."

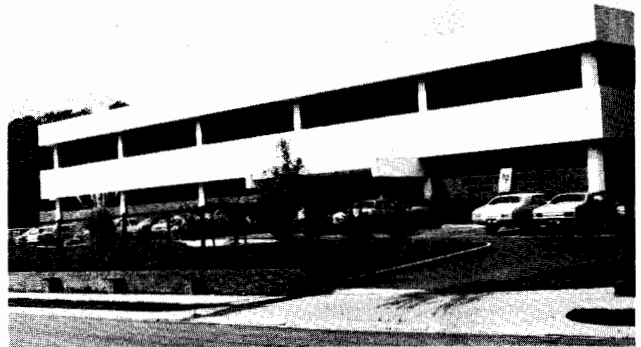
RON DAVIS remembers it as "a big, mainly empty barn, at the time"; and BRUCE MARSH said: "The table tennis area was so big that time spent in chasing the ball considerably shortened the playing time in the lunch period."

The building was neither heated nor cooled and in winter everyone had an electric heater by his desk in order to keep warm. The first improvement by Hewlett-Packard was the installation of an air conditioning system for winter and summer comfort.



Growth was rapid and by October, 1972, every inch of space was being utilized, but it was not enough. The Sales group was moved to Prospect

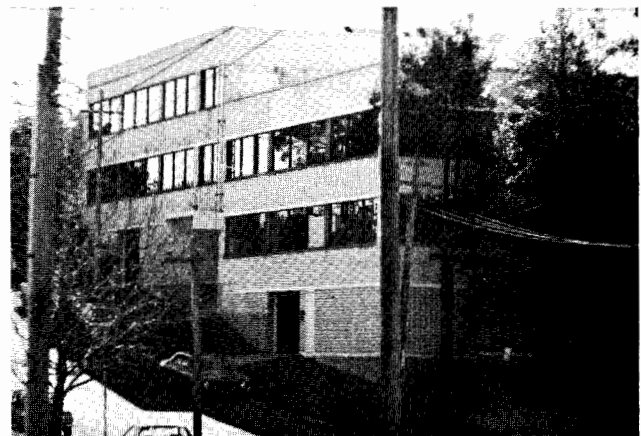
Hill Road, Camberwell, but our present location was completed in 1974 and on February 18 of that year, we were all together again.



The Sydney office was in Alexander Street, Crows Nest. John Williams was the Manager, Gray Morgan and David Martin (now Marketing Manager of the Santa Clara Scientific and Mechanical Division) were FE's. There were three service technicians and one secretary.



By 1973 the people growth had reached the proportions that additional space was needed and a new building was leased in Bridge Street, Pymble, which is the current location.



EARLY DAYS & OFFICE GROWTH (CONT'D)

GRAY MORGAN, Area Sales Manager, Instruments recalls: "From January 1967, I had been travelling to South Australia for one week of every month with the view to establishing an office in Adelaide. Ron Davis, a service engineer for Adelaide had been hired and was working in Melbourne gaining product knowledge. In October '67 we moved to Adelaide. The office was located in Churchill Road, Prospect. It was a converted Fruit and Vegetable/Fish and Chip shop. (Gray was the first Adelaide Branch Manager). After extensive modifications, it was made into an office."

By 1975 more space was needed and John Williams, who had successfully located the Sydney office, was Branch Manager in Adelaide. It was his responsibility to find a suitable location, which he did, but not without more than the usual headaches. On July 4, 1975, HP moved to Greenhill Road, Parkside.

Adelaide was a springboard to the West and in 1969, Ron Davis left Adelaide to open the Perth office. One of the basic reasons for this was a fairly substantial installation of patient monitoring equipment at the Royal Perth Hospital. The Perth office reported through the Western District office, which was Adelaide.

GRAY MORGAN continued: "Having established the West with a territory of two thirds of Australia as a district; from 1969 to 1974 we tried selling more, doing it smarter and having fun as well. The first Perth office was in the Casablanca Building, Adelaide Terrace."

RON DAVIS, now Applications Engineer; Calculators, Melbourne, comments on his move to Perth:

"In Perth, there was more pioneering to be done. My first sight of the new office was not encouraging. It was ankle deep in builder's rubble. Phones, lights, air-conditioner, stationery, etc. had all to be arranged. Data sheets had to be sorted and put away."

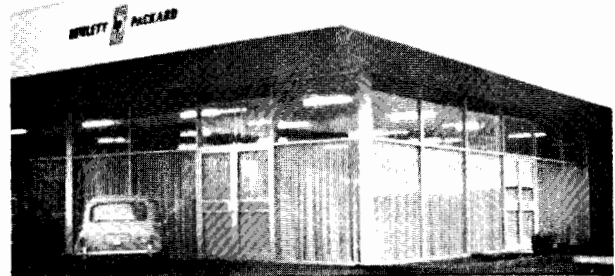
"Even in those days, trying to be reasonably knowledgeable about all five HP disciplines was difficult. The amount of sales and service literature that arrived each month could be measured in cubic feet!"

The first Perth office was in Adelaide Terrace, but in September 1974 it was relocated in Chelsea Village at the corner of Weld Street and Sterling Highway, Claremont. The staff number is currently eight.

"DEPTH" asked DICK GRAF, Canberra Branch Manager, where the first office in Canberra was located. He replied: "In my home."

Dick Graf joined HP in October 1969 and until December of that year, he worked from his home. There was a need for HP to be represented in Canberra. Though the orders may be placed in Melbourne; the decisions relating to purchases for the Air Force and Navy are made in Canberra.

The first office, opened in December 1969, was in Woolley Street, Dickson. As in the other offices, there was a need for more staff and more room. In September 1974 the Canberra office was moved to the present location, Wollongong Street, Fyshwick and there are eight staff members.



HP started its Brisbane operation in 1971 when a field engineer was transferred from the Sydney office. He worked from his home selling in metropolitan Brisbane with an occasional trip up the coast.

A \$200K order from the Main Roads Department Computer Centre made it necessary to add a Service Engineer and Healey Blessing joined HP in April, 1972.

In November 1972, the two HP employees moved into a second floor location in a building known as Bread House. Access to the office was by of an outside stairway and there were a few anxious moments when it was necessary to get equipment up to the office.

The present location is in the Teachers Union Building, Boundary Road, Spring Hill which was moved into in June 1975. The staff number is currently 12.

The most recent sales office is in the Development Bank Building, Port Moresby, Papua New Guinea. It was opened in early 1976. We have had a Calculator FE there since February 1976 and now he is supported by a secretary.

Prior to the PNG office, HP equipment was sold by Australian FE's at the time of their annual visit to the PNG National Survey Congress. At that time surveyors and engineers were the main purchasers of calculators and distance meters.

Bill Thomas talked about the difference in application of equipment: "In PNG, a Government Department is typically responsible for the whole

EARLY DAYS & OFFICE GROWTH (CONT'D)

country rather than a State or Shire as in Australia. The Department of Natural Resources is effectively the 'Country's Council' and is responsible for the compilation of leasehold land data and rate collection."

"It has the largest HP desk-top computer in the Southern hemisphere and it involves a dual 9830 system with mass memory, line printers, terminals, card reader, paper tape reader/punch and digitizer."

"Another application soon to be implemented is by the Department of Finance in the monitoring of all government department finances. It will virtually keep track of how the country is spending its money."

"Our Port Moresby operations will become more and more important as PNG grows and its huge natural resources are tapped."

The New Zealand Operation, which will celebrate its tenth anniversary in September is a subsidiary of HP Australia.

It was first opened for business in Wellington September 1, 1967, and there was only one employee. There is now an office in Auckland as well as a Customer Engineer permanently located in Christchurch. The current staff number is twenty-five.

JOHN WILLIAMS summed up by saying: "The HP offices now project the permanency image that we want our customers to have. I am sure that we have not seen the last change in location. Growth will continue and perhaps when we reach our Twentieth Anniversary, someone will look back on our present offices with some nostalgia."

REMINISCENCES

BRUCE MARSH, Service Manager, Instruments / Medical / Analytical / Consumer Calculator recounts: "When we became HP Australia, one of the first things noticeable was the rapid increase in staff. Also some new, and at that time, unusual products, appeared on the scene in the medical and analytical fields which we rapidly learned to support."

"ALAN BICKELL, who was our resident Business Manager for quite a few months; apart from teaching us many of the new terms and terminologies relating to HP, managed to illustrate his prowess with a table tennis bat and demonstrate his judgement by purchasing a used Jaguar and later reselling it at a profit."

"Our total service philosophy in supporting our produces was also changed from that of a cost centre or a sales support function, to a profit centre. In other words, for the Service Department to grow and adequately support the products Hewlett-Packard was selling, we now had to recover a small profit above expenses and thus contribute to the Company's profitability."

"As time went on, new products appeared on the market. Firstly a desk-top calculator called a 9100A appeared which caused tremendous interest throughout the industry and could only be likened to the introduction of the HP35 a number of years later."

"And then came computers, those black boxes that just seemed to be a big bucket of worms (and what's changed!). But despite what everyone said at that time, the discipline grew, and its future in the company is now very bright."

"The achievements and growth during the last ten years lead one to contemplate how things will be on HP Australia's twentieth anniversary."

DANNY KOVACS, Service Technician, Instruments said: "Let's start from the beginning! HP Australia celebrated at the Southern Cross Hotel where I danced the 'Blue Danube' with Mrs. Warmington."

"In addition to my Service duties, I was responsible for the mail run which brings back a few memorable incidents. I drove to and from the Post Office in the HP Mini van. I was supposed to park the little 'Mini' inside the Weir Street building. One night I was driving it in and missed! Mr. Warmington later saw the Mini and said, 'Not again Danny!' but I said it wasn't my fault. (Turned out later it really wasn't my fault)."

"Malcolm Kerr sold the first computer system; it was larger than our door opening and had to be dismantled to get the whole thing inside."

"When John Springall employed the first secretary for Service, I was told: 'Danny, you better sit on one side of the room because you occasionally swear in Hungarian and you are a bad influence on my secretary!' Well, there is an old saying which I learned from my Grandmother: 'Time is the best medicine for everything.' A few months later I learned from the secretary to swear in Australian!"

In the year of 1967 I started my studies at R.M.I.T. Many thanks to Bruce and Judy Marsh. Before every final exam I spent a few nights at their place - and poor Bruce tried to 'hammer' some knowledge into my head; I really appreciated his patience which helped me so much."

REMINISCENCES

(Cont'd)

GRAY MORGAN mused: "It has been fun looking back and remembering some of the problems that we could so easily solve with today's technology, but the problems are now ten or fifteen years old. The problem, for example, of monitoring sheep in the New England area of New South Wales. Trying to sell distance measuring equipment underground at Broken Hill for an application that really was not on."

MIKE MULLER, Medical/Analytical Country Sales Manager, remembers some of the early days with amusement, and "DEPTH" quotes:

"Arriving back after four months training in the U.S. with Australia as a sales territory, a single product line – a bunch of Gas Chromatographs designed by chemists (an Electrometer had three types of batteries in it) and not knowing our customer, let alone having never sold anything to anyone before; no wonder I sold one instrument in the first four months. Word got around, and thirteen were sold in the second four months."

"Later we presented Gas Chromatograph courses for training customers in the technique and hopefully as a means of selling Gas Chromatographs."

"And there's Tony Abbis, Sydney Analytical Field Engineer and now ICON Analytical Marketing Manager – my one claim to fame, I hired the guy – seems though not a very good personnel job on my part, obviously over-qualified for the job, i.e. Sydney Analytical Field Engineer. He and I ran nine of these courses over a period of eighteen months in all the cities between Auckland, New Zealand and Perth, Australia. I remember offering to answer a technical question for a customer at the course in Adelaide. Her reply was that she wanted to speak to the chemist (Tony Abbis) about it."

"If you have ever seen one of these early beasts you could imagine the size of the boxes they were shipped in. I am still as professional with a strapping machine as any of the fellows in the Store."

"A few years later, the Medical guys had moved on to greener pastures and I picked up another hat. Amazing how a bit of electronics can rub off on a chemist over a number of years."

ALAN BICKELL wrote to us:

"Unfortunately, I don't seem to have the calendar I used while I was in Australia. As I recall, the family arrived there in June 1967, after a preliminary visit by myself earlier that year when Paul Warnock and I met in Melbourne to interview candidates for the Chief Accountant's

position. It was at that time we decided to hire Barrie Sutton. As I recall, the interview was at the Southern Cross and both Paul and I were impressed with Barrie's professional qualifications as well as his activities in the community, specifically the Boy Scouts."

"At any rate, our first efforts at organizing and administrative group, as I recall, consisted of myself, Barrie and, of course Robin Schmidt. Robin served as secretary to our little group and managed the horrible task of our accounts receivable, which in those days were kept in a great big open file and, of course, required a lot of sweat each month to be balanced. Barrie took over the responsibility for the general ledger and some of our financial reporting, as well as our inventory accounting system. We hired Brian Polglase for Traffic and Graeme Jacobs for Order Processing, as well as Karen James to assist Graeme. I can't remember the names of some of the other people who joined us."

"Some of the memorable moments that I recall include our first telex transmission to the United States when we announced 'This is HP Australia' and the response came back, something to the effect of 'Welcome to the HP worldwide family'. I was particularly impressed with that as the transmission we made was, of course, day time in Australia and reached Palo Alto in the middle of the night and was responded to by our night operator. It was a great indication to me of the esprit de corps that exists throughout our company around the world."

"Another very memorable event had to do with decorating the lobby at Weir Street. I can recall how aghast John Warmington was when he found out what I had paid for the chairs and, particularly, the lamp which was used to decorate our first lobby. Of course that lamp is still in use and I am sure John must realize by now that it's probably the best investment we ever made. As I recall, the price was about \$100."

"One of the other things I remember was decorating the office prior to a visit by Bill Doolittle. Pat and I went out to a nursery, bought plants, and, on the weekend, went to the office and planted them in planters along the front of the building. I also remember that from time to time Jack Graham didn't do a very good job of watering them – or occasionally, someone managed to drive their car into them. On each occasion I felt a bit of personal pain."

"Whilst we're dealing with nostalgia, I think we should recall our first company party. It was held at the Southern Cross. It was a husband and wife affair and John, once again, was pretty concerned about the cost. I remember the evening as being a lot of fun and a great way to start off our company life together. It seems to

REMINISCENCES

(Cont'd)

me that from the very beginning we had a good team of people at HP Australia."

"I also remember John's concern when I bought that 1946 Jaguar and insisted on parking it in the company parking lot. It was really a wreck of a car and I'm sure it didn't do much to dress up the front of our building. Interesting enough, I paid \$150 for it, sold it for \$200 when I left, and I now find that that same car, when you can find one, is worth \$5,000. It really was a classic and I am sorry John didn't fully appreciate its true value."

"Of course, no account of our early days at HP Australia would be complete without some reference to the business luncheons we had, on occasion, at Jimmy Watson's and my famous going away party there which ended back in John's office for our usual Friday afternoon management meeting. As I recall, that meeting was so exciting I managed to fall asleep right in the middle of it. You can either attribute that to the subject matter, the company or the port wine, whichever you choose."

"I think that about sums it up. From the very first day HP Australia was born, the entire team did an excellent job of measuring up to our company standards. I can't recall one time when a financial statement was late or when we failed to meet other requirements of the corporation. The business grew from the very first day we started. I think the entire management team of HP Australia can be very proud of the results the company has achieved during its first ten years. I am particularly pleased to see that so many of our first employees with the company are still with us today. I'm proud to count myself as one of them."

"I believe the next ten years are going to be every bit as exciting as the last ten. I am sure we can all look forward to continuing personal and company growth in Australia."

PREDICTIONS

DEPTH ASKED –

And what about the future of HP in Australia?

ALAN BICKELL predicted the next 10 years are going to be every bit as exciting as the last ten and that personal and company growth will continue.

JOHN WARMINGTON's prognosis is that the next ten years will present even more opportunities for staff growth as well as plenty of challenges to keep one's mind alert to the needs of the time.

TONY COOKES, Area Sales Manager, Computer Systems thinks we are entering a very interesting growth phase for the Company. As a result there are going to be many opportunities for people to develop their skills and meet the challenges the future will bring.

BILL THOMAS, Calculator Sales Manager, forecasts a healthy growth in all product groups in the future for HP Australia.

"Indications are that the highest percentage of business expansion will more than likely come from the smaller geographic areas such as New Guinea, New Zealand, etc. Computational business is destined for fast increase because of the needs of the total market-place and the room for great improvement in solid state technology."

MIKE MULLER, Medical/Analytical Sales Manager, sees the next 5 years as a period of growth in some product lines, obviously in the computer group.

"To achieve the expected growth in most areas, depends to a large extent on a return of a sound basis of the Australian economy."

"The most important factor though, is the necessity for us to maintain our current direction towards becoming a thoroughly professional group."

DEPTH asked

GRAY MORGAN, IG/Comp/DMI Sales Manager, what he could foresee in Hewlett-Packard's future within the next ten years. Gray divulged:

"I am not a prophet but one can only view the next ten years as being exciting, challenging and one hopes rewarding. Within the next ten years I expect the Company to grow 4 to 5 times its present size. Within the next 5 years, the Instrument Group alone expects to be the size of Hewlett-Packard today. (World-wide).

We are going to have new technologies and new techniques, this is why I see the next ten years as being so exciting."

When DEPTH asked Geoff Windsor, Personnel Manager, his views on HP's future, he said that with the predicted growth in our business activity we shall see a proportionate increase in employees:

"This people growth will impose different strains and challenges upon our collective abilities as communicators. At all management and supervisors' levels we shall need to work hard at communicating and developing employees to ensure that the 'HP Way' is understood and works. We all must be responsive to social and legislative changes that will in all probability make our working life quite different ten years from now."

When JOHN SPRINGALL, Area Service Manager, was interviewed, he told DEPTH:



PREDICTIONS (Cont'd)

"Elsewhere in this magazine you will read about the growth of HP Australia over the last ten years. Let's look at the next 10 years for a few moments."

"One thing is certain, there will be a lot of change. To sustain our growth we will need to find whole new markets for our products – which themselves may be considerably different from, though still related to those we now sell."

"In addition, HP will need to develop and market new types of products – some of which will be mind-blowing, even compared to 1977 state-of-art products."

THE 'HP WAY', AS SEEN BY NEW HP-ITES

DEPTH interviewed some of the employees who have joined the company recently to learn what they have to say about the HP way.

TONY PRIEST, Melbourne Service was employed July 11, 1977 and told us:

"Having been employed by numerous companies in the communication and industrial instrumentation fields, I find HP Australia to be one of the few companies which can both keep the employee turned on and also make a profit under the adverse trading conditions prevailing. Whilst computers are used extensively in my area for pricing, parts procurement, etc; the general attitude is still oriented toward the employee in such matters as the open door policy, flexible hours and training.

Summing it up, it would appear that if some of the Australian companies I have worked for in the past adopted the same management approach, the work output per man hour and the stop work meeting problems would be improved greatly."

STEPHEN WATKINSON, Staff Engineer, Instruments, Sydney, employed May 16, 1977, points out:

"I have been with HP for a little over 4 months now, and to me there are two main points which are brought to mind when I hear the phrase 'The HP Way'."

"Firstly, there is the team approach to doing the job, where communication through all the levels of the company is on a friendly and informal basis, and prompt co-operation in providing helpful and accurate information from all personnel can always be counted."

"Secondly, there is ample opportunity for

individuals to realise their personal ambitions through practical experience and 'in house' tuition that is provided by the company or at a formal course at a recognised institution."

"The two points mentioned above contribute to the overall job satisfaction that I achieve in my present position. This satisfaction is also enhanced by the continuous flow of new and exciting events that I can see in the future."

"Because of the individual and team effort in doing a job to the very best of their ability, management by objectives works well for HP, since it is an effective method for individuals to improve their knowledge and efficiency."

SYLVIA PHILIPPS, Secretary, Instruments Group, who joined HP on February 1, 1977 thinks it is refreshing to be working for a company that takes an interest in its employees:

"It is evident not only in its benefits programme, which is indeed an attraction to a prospective employee; but also in its training and development programme. In my opinion the profit share system provides an incentive to an employee to take a genuine interest in the company as he receives the rewards for his efforts."

"I have only attended two training programmes but have found them beneficial when applying what I have learnt, not only in my work but also in my personal life."

"Since commencing with HP one of the things that I have really appreciated is the fact that there is always someone to speak with about any problems that I may have. Also I have achieved a greater job satisfaction knowing that when given a job to do, I am left to my own resources to tackle the situation in the manner I think best."

DEPTH would like to thank all of you who co-operated with us by taking time to write articles or be interviewed, search for old photographs or make new ones; and for your suggestions and ideas.

This magazine is for the employees of Hewlett Packard Australia and New Zealand. The degree to which it meets your expectations depends upon you.

Depth is published by and for the employees of Hewlett Packard Australia and New Zealand.

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