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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND
No 33 May 1988

 HEWLETT
PACKARD



It was a moment of history for Hewlett-Packard Australia when Senator John Button, Minister for Industry, Technology and Commerce, signed the Partnership for Development Agreement. A handshake with Managing Director Malcolm Kerr reinforced the contract.
Report: p2.

Determined drive for exports

The Partnership for Development Agreement is a most important milestone for Hewlett-Packard Australia.

Senator John Button, Minister for Industry, Technology and Commerce, signed the document at Joseph Street on 5 February.

John Young, HP Company President, had earlier signed it in Palo Alto.

We will spend a total of \$88 million in research and development and increase our annual exports to \$78 million by 1994. Currently they are running at about \$5 million a year.

In return the Federal Government, as part of its Information Industry Strategy, will:

- Substantially strengthen the research and education infrastructure as a basis for developing the industry; and
- Re-examine regulatory constraints that the electronics industry is facing.

Governments are responsible for setting the environment in which business operates; they set fiscal and monetary policies that affect both the supply of capital available to industry and its cost.

They negotiate and enforce the rules of trade and direct resources to such things as education.

However, governments cannot legislate success. So, clearly it is up to us in the industry to take action and be responsible for our own success and accountable for our performance.

I was pleased to be able to tell Senator Button and the media guests who came to Blackburn that one of our seven Corporate Objectives focuses on citizenship.

We seek to honor our obligations to society by being an economic, intellectual and social asset to each nation and each community in which we operate.

We are helped in fulfilling this Corporate Objective by meeting the Government's needs and expectations to impact positively on Australia's balance of payments, increase employment and build a substantial industry.

We were the first major computer company to move down this path in Australia and have added signi-

ficant pressure on other industry members to follow.

In 1983, HPA had identified both the opportunity and the need to commence the transformation of our company from a sales and support organisation by building an export business based on local developments.

The opportunity arose from the availability of excellent people ready to do R&D at competitive cost, coupled with access to HP's world-wide marketing network.

Our strategy has proven to be very successful and is a prototype in the industry and for the Government's new Information Industry Strategy.

Firstly we gained a *worldwide* charter for *development* and *export* of products, which allowed us to run a business in its own right (ie, to receive revenues from export of products).

Secondly we concentrated on software development, judging that Australia had excellent capabilities based on the supply of good people from our educational institutions, who were often under-utilised compared to their potential.

The strategy has resulted in a profitable and growing business at our Ringwood-based Australian Software Organisation.

The ASO employs about 40 professionals and a 40% expansion is underway. It has developed credibility for Australia within the HP R&D and marketing communities.

Its success has been instrumental in gaining John Young's support.

By spending \$88 million on R&D over the next seven years, we hope to develop products for export to achieve the growth planned in the Agreement.

To achieve this, we need some new strategies. Clearly it requires ASO to continue its strong growth but the development of additional businesses as well.

We plan to develop *new* hardware and software product lines required as part of HP Company's worldwide marketing strategy rather than transfer existing products from other HP organisations to Australia.

In the past two years, we have been funding a partnership with two Australian companies to develop some advanced instrumentation systems which we hope will be a world first to market.

We expect to expand those relationships by building an export business with a new product.

We have started planning for a third export business based on communications technology and expect that this will also involve other Australian companies working with a new HP organisation.

Signing the Agreement signifies the start of a transformation of HPA's business which will open up all sorts of career paths for our Australian employees.

It will also give business opportunities for Australian companies associated with our programs.

Australia will also benefit, both from the exports achieved and from the new skills and jobs created. We estimate about 300 new professional jobs will result.

MALCOLM KERR



- John Cromie, ASO Manager (left) with David Williamson, of the Ministry of Industry, Technology and Commerce. The koala, which wouldn't travel well, isn't for export; it's a Ben Bramble ice carving.

Big progress achieved

Intercon's Director of Marketing, Sales and Support, **Rick Justice**, was pleased by what he saw when he visited in January.

In a six-page account of his observations, he told **John Toppel**, Director of Marketing Operations, that he was impressed by the improvement since his previous visit.

He had seen it in the whole sales and marketing operation but particularly in the PC Group and the Customer Information Centre.

"We still have a lot of work to do but Rick was highly pleased with the progress," John said.

"He wrote that **Keith Watson** and his team clearly deserved the FY87 Best Dealer Program award; and their prospects continue to look excellent for FY88.

"He was excited about New Zealand's growth, nearly 100 per cent up on the previous year, and was really pleased with this year's outstanding start.

"Rick also gave high marks to **Roger Kane** and his support organisation."

Asked how Rick arrived at his conclusions, John said it was by a mixture of objective data and subjectivity.

"He assessed the tone of presentations, he looked at the figures and talked to people. It was obvious that we were getting results from the recent restructuring that went on throughout the Company," John said.

"Rick contrasted the positive way in which people talked to their defensiveness of a year ago.

"He liked the way we were trying to get people into an offensive framework. We displayed a much more offensive approach. We are believing that we can be much more competitive, that we **can** win deals."

John said the HPA Sales and Support organisation was delivering a very positive message to customers and the effects were showing.

"Our orders are up significantly this year," he said. "New products are coming on line, people are talking about successes we have had.

"We are presenting ourselves in a much more positive way. It shows throughout the organisation."

John was certainly very happy with



• John (left) conferring with Rick in Melbourne.

the good press Rick and he received in New Zealand.

The Dominion daily newspaper asked, "How come Hewlett-Packard is all smiles and optimism at a time when most of the computer industry is indulging in introspection and reorganisation?"

The paper answered for itself: "The simple answer is that Hewlett-Packard has been through that phase and emerged at the end of it in a new and invigorated shape . . .

"By taking a bold chance and developing a new computing technology, Hewlett-Packard has stolen a march on its rivals. The RISC machines are proving successful and other computer companies are now following HP's lead . . .

"Half the company's revenue comes from products introduced in the past three years . . .

"In an industry which is increasingly dominated by grey companies all trying desperately to conform to a particular norm — just count the companies who sell 'solutions', not computers — Mr Justice and Mr Toppel are like a breath of fresh air.

"Both men, and Hewlett-Packard, recognise a simple truth; computer companies exist to sell computers."

US award to NZ

New Zealand's Radius team won the 1987 Computer Supplies Sales Contest with its splendid 222% growth in sales of consumable goods (SF09 parts).

MD Malcolm Kerr presented the award to Inventory Administrator Carol Hogan and Order Administrator Elizabeth McMillan in Wellington.

Both acknowledged the help of Warehouseperson Keith Martin and the whole HPNZ team.

John accompanied Rick when he visited our offices in Melbourne, Sydney, Canberra and New Zealand.

Since he came from the US in 1986, John has been struck by how "unbelievably friendly and nice people are here."

Australians and New Zealanders had quickly accepted him, his wife Margaret and their six-year-old son.

Young John had adjusted so much that he "even has an Australian accent."

John the father is a keen tennis player and Margaret's sport is swimming.

She competed in the 1964 Tokyo Olympics and recently in her age group has set four Australian national records. She now has sights set on the World Games in Brisbane in October. ■

Adelaide SR **Craig Clements** and CE **Darron McDill** are gradually being released from Coventry after printing wrong instructions for the car trial . . . a line too many.

Competitors are getting their balance back after being sent round and round in circles.

Focus on orders gives success

Sydney employees received a well-earned compliment from **Rick Justice**, Intercon's Director of Sales, Marketing and Support, when he reported on his recent visit to Australia and New Zealand.

"Sydney continues to hum like a finely tuned machine," Rick wrote.

Asked why that should be so, NSW State Sales Manager **Bob Robertson** attributed it to these factors:

- *Sales managers as well as sales representatives stay focused on getting orders.*

"There are a lot of distractions that can defocus DMs and SRs from the real job of seeing customers and talking solutions," Bob said.

"We spend a lot of management time in making sure the first priority for SRs is getting orders. The main job of a Sales Manager is to coach SRs in the field.

"Sales Managers can be successful only if their people are successful."

- *Everyone, not just the sales staff, is involved in the effort to make big deals.*

"The key sales managers are focussing, along with the sales representatives, **on the customer.**

"Their attitude is, 'Let's get the orders'. The managers have good rapport with their sales teams and they spend a lot of time with them in the field.

"We speak in our sales meetings about the large sales in the area and what we need to do to get a particular deal."

- *There has been success hiring good people over the past two years.*

"I'd put it down to good screening and our unwillingness to take aboard someone just to fill a hole.

"It has become very hard to get top people locally for every vacancy. When we were unable to find someone of the quality we wanted, we did not compromise; we have waited until someone was found overseas.

"We have brought in people who were HP-trained and able to adapt very quickly."

- *Much importance is placed on regular visits to major accounts.*

"We go out and ask how things are going, rather than just respond to complaints or visit when

we think we can get an order. We make sure our managers are out there stopping problems before they occur.

"They're also spotting for new business coming up, perhaps opportunities to sell into new divisions.

"We've institutionalised these account meetings, instead of holding them ad hoc or letting a meeting slide because we're busy."

- *An individual formal meeting with each district manager every month.*

"We sit down for two hours and go through the business. I review the district forecast, review the big items and what we need to do to get the business."

- *Everyone is kept informed of what is happening at a regular monthly staff meeting.*

"We report on how we are going with quota, we review actual deals and identify the teams involved in getting them — the sales reps, AEs and all associated.

"This ensures that everybody who contributes to a major order gets recognised and it keeps us all shooting at the same target.

"We have to keep a few places staffed, like the reception area and the switchboard, but otherwise everyone attends.

"And like the account meetings, the all-staff meetings are institutionalised; we wouldn't cancel or postpone one without very serious cause."

Bob runs for fitness four days a week, usually 10k around the harbor, plays tennis and golf and, with his Australian wife, Annette, is interested in theatre.

They were married in Paris last August. Annette is a corporate lawyer with Mercantile Mutual, an HP customer (no special discounts, he assures).

Bob was born in Nova Scotia, worked for HP in sales at Toronto and Vancouver and came to Sydney in 1982. He's now an Australian citizen. ■



• Bob Robertson . . . one target.

Newcomers

Elaine Bastian, Warehouseperson/ Warehouse (Melbourne).

Chris Calodoucas, Secretary/ Region Sales (Melbourne).

Adam Cann, Software Development Engineer/ ASO (Ringwood).

Steven Chadd, Special Project Manager/ ASO (Ringwood).

Anne Foley, Sales Order Administrator/ Sales Admin (Melbourne).

Wayne Harris, Customer Service Co-ordinator/ Warehouse (Sydney).

Cheryl Kenafacke, Service Co-ordinator (Canberra).

Irene Kovacs, Warehouseperson/ Warehouse (Melbourne).

Cathy Meredith, Telephonist-Typist/ ASO (Ringwood).

Michael Pardy, Associate Marcom Writer-Marketing/ ASO (Ringwood).

Andrea Quaid, Service Co-ordinator, Medical-Analytical (Sydney).

Judy Walker, Sales Order Administrator/ Sales Admin (Melbourne).

NEW ZEALAND

Vicky Chong, Inventory Specialist-Cont Admin/ OP (Wellington).

Leah Clute, Order Co-ordinator-Mail Clerk/ Admin (Wellington).

Louise Lentjes, Accounts Receivable-Credit/ Accounts (Wellington).

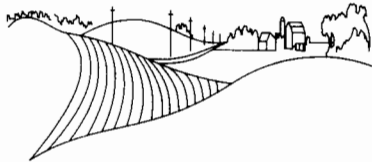
Joyce Rattray, Credit Controller/ Accounts (Wellington).

Kristina Habgood, PC Sales Representative/ Sales (Auckland).

Helena Hammargren, Assistant Accountant/ Accounts (Wellington).

SLIC
 (STATE LAND INFORMATION COUNCIL)
 TEAM

- * NICK DEBENHAM
- * JOHN KNAGGS
- * PHIL MERRICK
- * DAVID TRIGGS
- * GENASYS



- Projecting a successful team at a Sydney staff meeting: one SR, two SEs and a VAR.

Derryn Shardlow, Senior Secretary/Sales (Wellington).

Transfers

Ian Clarke, Product Support Engineer/ASO to Applications Engineer (Melbourne).

Paul Curtis, Customer Engineer (Adelaide) to Response Centre (Melbourne).

Tony Holman, Distribution Centre O/P & Inventory Supervisor (Melbourne) to Branch Business Manager (Brisbane).

Lyn Ingram, Systems Engineer/ AEO (Sydney) to Systems Engineer/ AEO (Brisbane).

Lisa Johnson, Accounts Analyst to Accounts System Co-ordinator (Melbourne).

Chris Kowalski, Customer Engineer/ Medical (Brisbane) to Medical Sales (Sydney).

Diana Ong, HP Asia to Fixed Assets Accountant/ Accounts (Melbourne).

Lydia Ropiha, Finance Secretary (Melbourne) to Production Co-ordinator/ ASO (Ringwood).

Murray Thomas, Customer Engineer/ CEO (Melbourne) to Response Centre.

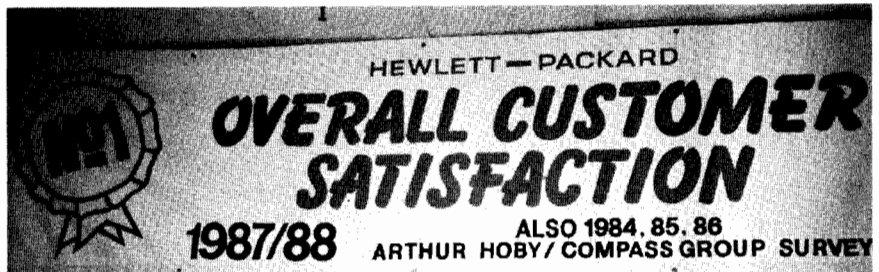
Stephen Trainor, Sales Representative/ Medical (Sydney) to Sales Representative/ Medical (Melbourne).

NEW ZEALAND

Anita Bowe, Credit Controller to Accounts Payable Co-ordinator (Wellington).

Robert Lee, Business Systems Manager to Marketing (Wellington). ■

Celebrating our 4th Hoby award



Just before dispersing for the Easter break, Support, Sales and Admin staff gathered in the Joseph Street cafeteria to celebrate HPA's unparalleled run of success with the Hoby Awards.

For the fourth year running, HPA was judged by the electronics industry as providing the best customer service.

As MD **Malcolm Kerr** put it, "You have shown persistence and consistency, everything that goes into making a winning team."

Malcolm added: "Service on its own doesn't win orders but it cer-

tainly keeps them. I know it is used as one of the key bullets in the arsenal of our sales group.

"Our service is the number one differentiator between us and our competitors here in Australia.

"The problem now, having got the hill, is being able to keep the others away. I hope you have the persistence and strength to keep up the good work.

"We're on a road to success and it's due to you people."

Support Marketing Manager **Phil Greetham** hosted the gathering. ■



- SR Graham Barnes (left), SR Susan Fielding, Secretary Kay Jakob and AE Administrator Elaine Dawes at the Hoby Award function.



- From left: SE John Velezis, Software Support Manager Rod Makin, SR Brenton Rule and SR Bob McCutcheon.



Upgrade of health and safety

North Ryde, Rosebery, Perth and Joseph Street offices now have a better first-aid service following the recruitment and training of more volunteers.

The contents of first-aid chests have also been reviewed and upgraded.

Personnel Representative **Alison Teed**, who oversees HP Health and Safety, says that volunteers without previous first-aid experience have been given initial training through St John Ambulance classes.

Those with experience have had refresher courses and all have passed tests and been given their certificates.

Alison says that with first-aid services in those four offices now strengthened a similar upgrade is planned for Canberra, Brisbane and Adelaide.

She stresses, however, that first-aiders are expected to take only the first steps in an accident or sickness.

In some emergencies, they would start treatment — such as mouth-to-mouth resuscitation or clearing airways.

But often their role would be to quickly ascertain the probable cause of distress, call for appropriate professional medical help and monitor the patient until it arrived.

An important function of a first-aiders was to take steps to restrict injury to what had already occurred; to deter well-meaning but misguided action that could aggravate injuries.

For example, when bone fracture or spinal damage was a possibility, they would take control and prevent a patient being moved until a doctor or ambulance officer arrived to make an assessment.

They would also allow air

to flow around a patient by keeping onlookers at a distance.

One thing she wanted to dispel was any thought that the first-aiders were a dispenser of free Band-Aids and Aspros whenever someone felt mildly unwell.

"I don't doubt an Aspro would be forthcoming for a new dad who had celebrated unwisely but the service isn't meant to replace the family doctor or pharmacy," Alison says.

Nearly every volunteer confessed they had mixed motives — they wanted training so they could be useful in case a colleague or customer needed life-saving help; but they saw the knowledge as being valuable if someone in their family were threatened.



• **Julia Dibley**

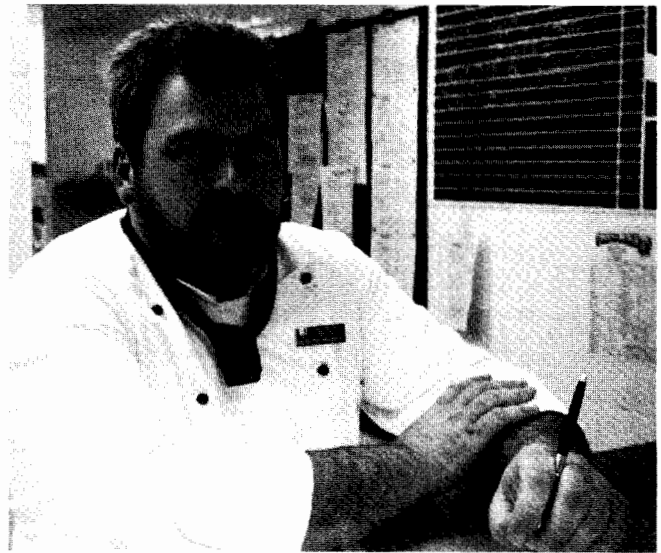
This is what the the Sydney first-aiders say —

Julia Dibley (Secretary): *We spent two full days at St John's House in the city studying initial care of the sick and injured.*

If they have stopped breathing, we clear the air ways, give resuscitation, remove the cause of danger, control the crowds and send for professional help.

If someone is impaled, we don't pull it out.

Everyone should do the course. I feel so much more confident now. You don't stand there like a dummy. The alternative is to not know what to do and let them die.



• **Ben Bramble** . . . tetchy cooks, slippery floors.

Clearing air ways is more important than treating injuries. You know how to roll patients into the coma position.

I've had two minor emergencies. One was pains in the stomach and the other a sprained ankle, which I bandaged as I'd been shown how.

Beryl Johnson (Canteen Assistant): *I wanted to know what to do when someone gets burnt or cuts a finger. HP paid for the course and gave us time to attend.*

Robyn Taylor (Secretary): *We will have regular meetings to keep our knowledge up to date. Our certificates aren't open-ended; they need renewing at set intervals.*



• **Robyn Taylor.**

Rodney Gordon (SVC Technician): *I've had a few prickles when I've been handling electricity doing board diagnostics. I might be at risk myself. It's comforting that, if I'm trained to help others, someone is trained to help me.*



• **Beryl Johnson.**

Elissa Kranitis (Receptionist/Typist, Rosebery): *I wanted to know what to do if I were on my own.*

I've been learning ballet for 12 years and dance four times a week. I'd like eventually to teach. Accidents happen on the dance floor and I'd like to be able to help if needed.



• **Rodney Gordon.**



• Elissa Kranitis.

Veronica Maslin (SVC Co-ordinator, Perth): *I was 'volunteered' but I'm not unhappy about that. Because I'm in the office nearly all the time, it seemed they thought I was an appropriate choice.*

I tell them it's obvious I'm the one they would most like to revive them with mouth-to-mouth. But so far, there hasn't been a need.



• Veronica Maslin.



• Mark Bryant.



• Robert Underhill, Mark Wilkins, Glenn Williams and Peter Simpson.

Mark Bryant (Customs Co-ordinator, Rosebery): *There's only my mother and me at home and first-aid could be handy. Also, the shipping warehouse I visit a lot is a risky environment with high stacking and fork lifts buzzing around.*

And the Melbourne motivation —

Glenn Williams (Senior Service Engineer and team leader): *I started first-aid eight years ago and have gone up through the grades to medalion level. I'd hate to be in a position where a couple of simple manoeuvres would save a life and I didn't know them. But it should be known we're first-aiders, not GPs.*

Peter Simpson (SVC Co-ordinator): *I am deputy fire chief and it seemed I ought to know first-aid. Also, there was a selfish reason to do the course. Our three young kids are always getting into trouble.*

Ben Bramble (Catering Supervisor): *I've been in it since college days when first-aid was essential for a chef's apprenticeship. One person I helped when he collapsed was later diagnosed as being undernourished. Not flattering to my cooking.*

Then a distraught cook stabbed another (not likely to be repeated at Joseph Street).

Falls on slippery floors hold more danger in the kitchen even than cuts and burns.

Adrian Weiss (Telemarketing Representative): *I've got a young family and I just wanted to know what to do in an*



• Adrian Weiss and Jacqui Burns ... fall on stairs.

emergency. If the time spent on the course and keeping up to date also helps someone else, that's fine.

Mark Wilkins (Warehouseperson): *My wife's a nurse. We have attended two road accidents and she was more useful than I. But it was good to get to the passengers before well-intentioned but unskilled people started hauling them out.*


Jacqui Burns (A/P Clerk): *Everyone should do first-aid. It could save your own life as well as others'. I jumped at the opportunity to be trained. It helps me as well as the company.*

Last year an employee fell down stairs. Inexperienced workmates might have picked her up and hurt her even more seriously.

I knew it was important to immobilise the arm and apply ice packs at the back of the

neck to stop swelling. It was a good feeling, when I accompanied her to X-ray, to be told I'd done the correct thing.

Robert Underhill (Remarketing Engineer): *I'd like to be able to help out. It's also useful for the family. We're going on a long outback trip.* ■

 **St. John**
First Aid Courses

can be arranged privately in all capital cities.

Those interested can ring the St John Ambulance Association and inquire when courses are scheduled.



Eric and Glenn go walkabout

None of their colleagues had a doubt. Touring defence establishments right around Australia was everyone's dream.

New vistas, new faces, time to relax in touristy places. Why did SR **Eric Lording**, account manager for the RAAF and Army, and Senior Service Engineer **Glenn Williams** have all the luck?

Envy obviously was well placed when **Jo-Anne Hawkins** in the Joseph Street mailroom tipped up a bag and out tumbled an unwrapped but properly stamped coconut addressed to Secretary **Cate Rejman**.

Sender: E Lording. Post mark: Townsville.

You could hear the tropical breezes singing in swaying palms, see the brilliant blue water caressing coral reefs.

But Eric and Glenn, while eager to do it again, say it wasn't as folk imagined. Exciting, productive, rewarding . . . yes. But idyllic holiday conjured up by travel consultant **Barbara Walsh**, it wasn't.

Their 'road show' was designed to take knowledge of HP products to the actual users — airmen, soldiers and sailors at their stations rather than Sydney and Melbourne HQs.

Many had HP gear installed but were unaware of how to make full use of it.

"They were so pleased to see us. At some bases, there was low level technical support from competitors but Glenn's expertise was a quality they never thought would come to their own remote patch," Eric said, describing the tour.

"Their enthusiasm and gratitude compensated for the real hardship of lumping demo gear from place to place."

Ingenuity as well as sweat went into moving 12 boxes of equipment, valued at more than \$300,000, from Melbourne to the RAAF base near Sydney (Richmond).

Then on to Newcastle (Williamstown), Brisbane (Amberley and the Bulima Army base), Townsville, Cairns, Alice Springs (the Jindalee over-the-horizon radar project), Darwin (Tindal), Perth (Pearce) and Adelaide (Edinburgh).

No box could weigh more than 30kg to go with them as excess baggage, rather than risky unaccom-

panied cargo, but some machines topped 30kg.

The solution was to dismantle a machine, pack each box to within a gram or two of the limit and, on arrival at each destination, rebuild it.

If bugs showed up from bumping along outback tracks and being heaved in and out of aircraft, they worked through a night to be ready for a seminar or training session that could start as early as 6.45am.



• The outback.

"The bases welcomed us as instrument professionals; but we're now highly qualified packers and removalists. Wridgeways would snap us up," said Glenn.

Although tired and missing home after three weeks on the trail, Eric and Glenn volunteered an extra seminar for non-defence people in Perth and another in Adelaide.

"They had heard that someone was bad-mouthing HP equipment and souring sales.

"Glenn confronted every criticism with sound technical evidence in a really great demonstration. I was happy to let him make the running because no one could fault his expertise," said Eric.

"In the end even our knocker volunteered he had been forced into a rethink. Said he'll now be buying HP.

"In immediate sales, we more than recovered expenses. Actually, they were low because the RAAF treated us generously, making no charge for accommodation and meals.

"Their friendliness even distracted from cane toads that invaded one officers' mess and kamikaze mosquitoes that made a bump when they landed.

"I'm confident we will end up with deals worth a million or more; and everyone wants to see HP come back."

The trippers had the valuable help in the Sydney area of FE **Bruce Maxwell** and SR **Robert Wallace**; in Brisbane of SE **Dave Robertson**; in Perth of SR **Ron Sebrechts**; and in Adelaide of FE **Ken Jackson**.

"They added their expertise and didn't hang back from the hard yakka of packing and unpacking," said Eric.

Group Captain N P Middleton,



• Eric (left) and Glenn back at Blackburn.

Commanding No 3 Aircraft Depot, Amberley, in a letter to MD **Malcolm Kerr**, said the visit was a "huge success".

He praised Glenn's "expertise and ease in getting points across" and thanked Eric for ensuring equipment and training aids were available at the presentation.



• Cate Rejman . . . with what the postie brought.

Eric and Glenn are anxious to organise another roadshow. Eric thinks that lots of lawn mowing and Saturday morning shopping will get a leave pass from wife Faye and their three children.

Glenn is equally confident of wife Pam's co-operation. ■



• John Quigley . . . rescuer.

Nothing daunted

Family look in the workshop when Sydney CE **John Quigley** has to be called for meals.

Or send someone to where he's test-flying the latest modification to his model aeroplanes.

Engineering and model planes are his twin recreations. He has a well-equipped workshop and he's built an engine from scratch.

When a line printer part broke at Royal North Shore Hospital, there wasn't a spare in the country, no other machine to borrow from and the hospital feared its critical overnight printout would have to be aborted.

It was all so frustrating because that part had never failed before and a

spare, if available, would cost less than \$10.

CE **Kirt Fanning** was called from another site and he suggested the hospital maintenance engineers make a replacement.

"No way," was their response. "It's special alloy and we don't have any."

Then the call to John Quigley. Was there a way?

"Sure, I've got some of the metal at home; I'll machine it."

Half an hour later, the part was speeding to North Shore. Within ninety minutes the printer was working comfortably.

"It's not the first time JQ's skills have got us out of a hole," said CEDM **Doug Woodcock**. ■

For Mike, a disturbing sign

Normally Wellington CE **Mike Smith** is a tolerant chap who doesn't let things get to him.

When Wang extended its premises right opposite HP's new building — the architectural pride of Willis St — he accepted it with a moderate degree of phlegm. Computer companies do tend to nest together.

Putting their name prominently on the facade wasn't particularly provocative, either. After all, HP had its sign 10 floors up, visible from afar.

But then Mike found that whenever he walked down a corridor leading to a window that looked out onto Willis Street — several times a day — there was that Wang sign seemingly posing as part of the HP decor.

That really got his goat; he began to brood. Colleagues feared he was plotting ways to counter the irritation, some barely ethical and some downright illegal.

Then, in an impassioned Desk message, he appealed to GM **Hans Neilson** to do something. Put portable trees at the end of the corridor? Something.

Hans acted fast as a good manager should. Pictured below is the offending sign and then the solution, at least until a better idea comes along. ■

ENGAGED: Adelaide CE **Hugh Hocking** to Jane Deckys. ■



• Those who know the history of that rip-roaring mining town Kalgoorlie will recognise the kindly malice in the street signs above. There is definitely a Congdon Street and it's quite likely that a relative of Region CE Manager **Bob Congdon** did pass that way.

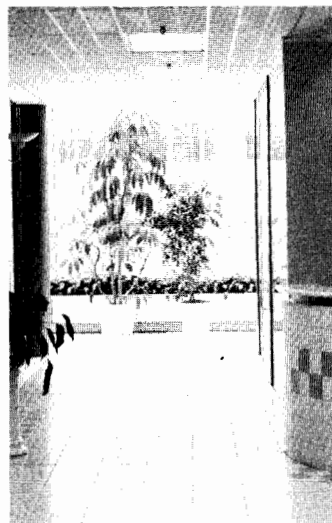
And it's certain that the peripatetic **Robert** was recently in town.

But it's asserted that Congdon Street and that naughty thoroughfare named **Hay** do not meet.

Instead, it's suggested that Perth CE Manager **Chris Cantor** might have fiddled with the picture. ■



• Before . . . the cheeky intruder.



• After . . . serenity restored.

Golf bargains

Recreation for Marketing Development Manager **Tom Daniel** is playing golf at the Latrobe course or bicycling around Melbourne streets with his fiancée, **Karen Cichowski**.

Tom, who was born at Douglas on the border of Arizona and Mexico, transferred to HPA in August 1986.

He knew Karen in the US but they did not decide to marry until she came to Australia a few months after his arrival. Karen is a Sales Representative with Cocam.

Tom sings the praises of Australian golf clubs. "They're well designed and maintained and fees are about a fifth of what they are in the States," he says.

He's also enjoying his work — no regrets at Marketing Manager **Bruce Marsh** dropping into his office at Neely and asking whether he would like a job in Australia. They hadn't met before.

He's been 10 years with HP, starting as a software engineer working with the HP3000 at Cupertino. He went into factory marketing, first at Cupertino and then with the Neely Sales Region in the Bay area.

Tom describes modern field marketing as being (a) lead generation, the traditional role; (b) local advertising (through Marcom); and (c) market development (shaping strategies and the direction of the markets we want to tackle).

Field marketing takes on even more importance in Australia and New Zealand because the marketing materials provided by the factories often need to be adapted to the special characteristics of the local market.

He says it took six to nine months for him to really understand Australia and New Zealand, to achieve rapport with customers and to get to know the sales force.

He was surprised by the competitiveness of the market here, by the number of suppliers.

"Back home, IBM and DEC are our main competitors but here there are another three or four major and dozens of smaller ones," he says.

"The Australian market has been assessed at about \$5 billion a year so it is worth operating in; but it's also seen as ideal for testing before launching products in the US and



• **Tom Daniel ... golfing cyclist.**

Europe, where the bulk of world business is done.

"Australasia is English-speaking and shares American and European values; there's no other environment that matches it."

Tom says inventory control and administrative operations here are much more automated than elsewhere. It's in manufacturing that we lag behind in automation.

"But the Australian Government is providing incentives to automate; that is not necessarily true around the world, including the US," he says.

Tom expects to be here at least another year. After that? "Perhaps a stint in Hong Kong or back to the States." ■

Adelaide BBM **Sandra Carter** is back at work after holidaying in Austria, Germany, France, Italy and the UK.

Wanted: an angle

Anyone have a buyer for a Micro 3000, someone with a sloping floor?

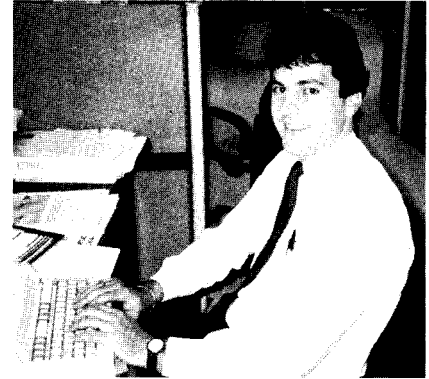
One arrived in New Zealand that had been dropped from a great height or run over by a Jumbo.

Auckland CE **Terry Davies** connected it up and it worked. But Fidelity Life has flat floors and, to fit in with its decor, preferred the straight-up-and-down variety.

No Brownie points for the carriers but certainly a testimonial to the ruggedness of our equipment. ■

Contracts staff at Joseph Street are donating \$2 each a month to sponsor a child through World Vision — not weekly, as reported in the last issue of Depth.

That makes it four times easier to accept their challenge to other sections to follow suit. ■



• **Rosebery SR Bill Dimopolous ... married Despina Manolelli at St Nicholas Church, Marrackville, on 20 February.**

Births

- **Twins** — Hayley Elise (2126gr/4lb 11oz) and Jessica Lee (2070gr/4lb 9oz) — daughters of SE **Steven Brivik** and Monica, at St George's Hospital, Kew, at 8am on 17 February.
- **Ashleigh Lianne**, second daughter of Wellington CE **Keith Baucke** and Adrienne, on 24 February (4380gr/9lb 10oz).
- **Geoffrey Peter**, son of Perth CE **Peter Forrester** and Emily, at St John of God Hospital, Subiaco, on 22 February (3629gr/8lb).



• **Dave Beaton ... and corker hat..**

Overseas recruits

Sydney employees have given a friendly welcome to a number of people recently recruited abroad.

They include SR **John Pennington**, who attributes his family's quick settling in as much to the helpfulness of colleagues as the thoroughness of his research into Australian conditions.

John went from the UK to South Africa, where he worked for nine years and then returned for two years at Newbury, 70k west of London.

"After the sunshine of South Africa, we got fed up with the weather, so late in 1986 I made an exploratory visit to Australia," he said recently.

"I stayed here more than two weeks, looking at Melbourne, Sydney, Canberra, Brisbane, Adelaide and Perth and had some offers. We aren't sorry we chose Sydney."

At first, John and his wife Myra, their son James, 16, and daughter Natalie, 8, rented a house and furniture, organised schools and surveyed all the areas they wanted to live.

Early this month, they moved into the house they bought at Castle Hill.

John is DSM for Technical Computer Systems.

SR **James Radford** is another who is pleased with his move, although he wasn't all that happy when arranging migration from Saudi Arabia.

"It took a drawn-out 15 months but that's behind us; now we're enjoying Sydney," he said.

James was sponsored through London University's Imperial College by the RAF. He was a pilot with 250 flying hours up but developed an allergy which made him unfit to continue flying.

He thought of banking or accountancy but a job with HP came up with training in Geneva and Athens.

He spent three years in Jeddah, where it rained once in 18 months.

James had visited Australia on three occasions and his wife, Joanna, had had a year's working holiday here.

He came out ahead to arrange accommodation but wasn't at the airport to meet her.

"We literally passed in the air somewhere over Australia. I was on a quick work visit to Hong Kong," he said.

Joanna works now as a personal assistant to a consultant engineer. They have just moved into a house in Roseville.

Andrea Quaid, moved from Galway County to Dublin in 1985, where she worked as an HP temporary.

Permanent jobs were hard to find and living was expensive so she decided to try a new life in Australia.

"I arrived in January and it's been a treat to pick up something in the food shops and realise how cheap it is," she said.

"In Dublin, I worked in Medical and Analytical and it was my lucky day when I rang HP and heard there was a vacancy in the same area."

Andrea spends her free time getting to know Sydney. She's been to Tamworth, The Rocks, "even to Melbourne" (whatever that might mean) and has indulged an interest in Rugby by attending a Sydney game.

Eva Chan worked in Order Processing in HP Hong Kong for three years. She graduated from the HK Polytechnic in business management.

With her husband, she has been here five months; and is continuing to use her OP skills with HPA.

SR **Dave Beaton** was another who made a careful investigation before deciding to move from Canada.

He was a colleague and friend of **Bob Robertson** in Vancouver and visited him in Sydney for a fortnight in 1982.

Dave worked with HP Canada for more than five years and moved out to electronic publishing with Xerox for eighteen months.

"I wanted to get back to HP and was delighted when Bob suggested a move to Australia," he said.

He's been here just on a year.

Cindy is his wife and James, their son of seven months, has dual Australian and Canadian citizenship.

For his first Christmas in the land of Oz, colleagues at Rosebery gave him a bush hat complete with corks.

Although he conceded our flies were more formidable than the Canadian variety, he said: "I've learnt you don't dig gold in the streets, neither do you wear such headgear to the office. It was a kind thought, though, and I'll value it as a symbol of Australian friendship."

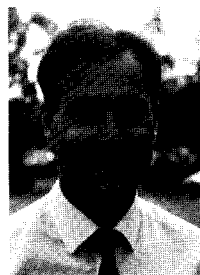
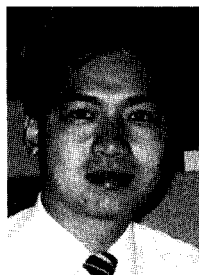
Paul Tam is another recent recruit from Hong Kong but Sydney was like a homecoming. He obtained a computer engineering degree at Newcastle University and his sister was also educated here.

After his schooling, he returned to Hong Kong for three years and joined HP last November. He's a systems engineer on the HP9000 Series 300. Another responsibility at Rosebery is EE-CAD.

Not such a recent arrival but also recruited overseas is CEDM **Pam Isaac**, who works out of Rosebery.

She was a graduate hire in South Africa who worked on the HP1000 and HP9000 and was gearing up for the HP3000 when the Sydney job became available two years ago.

"I'm excited about visiting the US," she said just before flying out for a DM's seminar in Palo Alto and then a look at some of the divisions. ■



• Pam Isaac.

• John Pennington.

• Paul Tam.

• James Radford.

• Andrea Quaid.

• Eva Chan.



Warehouse re-organised

Do they intend to dare the head waiter? Will he let them in without ties?

This is one possibility, judging from the ritzy sunblind.

But they're not about to make trouble; they're the Warehouse/Kit Store team at North Ryde, posing outside the up-market entrance to the customer service area.

The fifth member **Wayne Harris** is missing.

"He's always being called up for jury duty," bemoaned Warehouse Supervisor **Les Jackson**.

"And he never gets challenged. Everyone trusts him. With me, they always turf me out before I get a foot on the jury box."

Unkind workmates volunteered: "That's because the prosecutor thinks you look too crooked to be trusted and the crims think there may just be a chance you're honest."

The Warehouse and Kit Store used to be separate but were recently joined in a reorganisation by Sales Admin Manager **John Evans**.

"We are learning each others' jobs which makes us interchangeable and gives more back-up," said Les. ■

Couple twice rewarded

Two years ago Sydney CE **Paul Scotland** introduced **Jan Matley** as a likely recruit under the staff referral scheme.

She was hired and Paul's prize was a fine dinner for four with HPA picking up the tab.

HPA appreciated getting a good employee and Jan is now a Sales Co-ordinator.

And Paul was certainly pleased because working together at North Ryde made courting Jan much easier. On 25 February, they married.

"We've done pretty well out of HP," they say.

Paul, one of the second intake of college graduates, has been with HPA for five years. ■



• Jan and Paul Scotland in the garden at Talavera Road.



• From left: Dennis Portland, Les Jackson, Bernie Lever and Glen Doherty.

Polly's first A/asia visit

One of HP's three most senior personnel people made her first visit to Australia and New Zealand in April.

Polly Johnson, Intercontinental Operations Personnel Manager, brought impressive qualifications.

She's won awards as *Outstanding Young Woman of America* and Santa Clara County's *Volunteer of the Year*, and a four-year full scholarship to Stanford University, sponsored by the Ford Motor Company.

Polly graduated BA in Economics and has been 15 years with HP. She is a board member of the Hewlett-Packard Com-

pany Foundation and public broadcast station KTEH.

She received her present appointment last October.

Named Paula but always known as Polly, she spent a Sunday sightseeing with Region PM **Geoff Windsor** and wife Joan; and the next in Sydney with PM **Tom Aldrich**, inspecting a property her sister and brother-in-law "inherited from an uncle out of the blue."

Into a busy schedule Polly squeezed a talk to business management students at the Australian Administrative Staff College at Mt Eliza. ■



• Personnel Representative Elizabeth Densky and Polly.