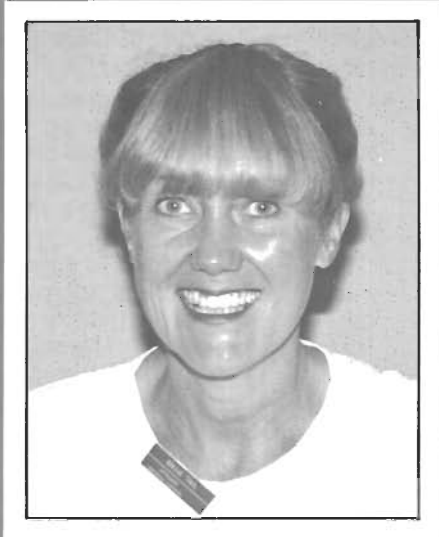
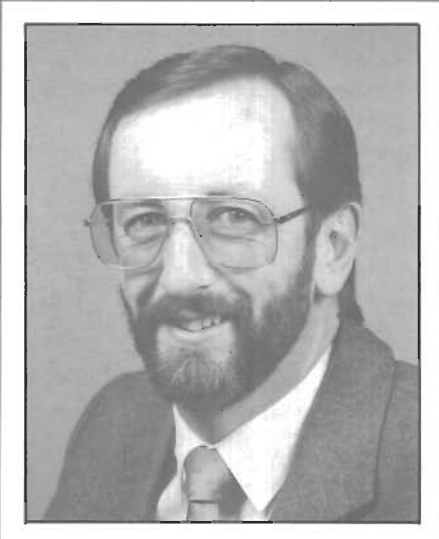


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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND
No 38 April 1989



• Sydney's Val Ryan



• Wellington's Graham Reynolds

A 50th birthday party

From 18 to 20 May, 125 Hewlett-Packard employees from around the world will gather at Palo Alto to celebrate the start of the company's second half century.

Each will have been chosen to represent an HP entity.

Secretary Val Ryan will go from Australia and Distribution Supervisor Graham Reynolds from New Zealand.

Around 100 employees met the criteria to be considered for selection — length of service, consistently evaluated as excellent or better, not required by their jobs to travel regularly overseas and ability to represent their country creditably.

Both Val and Graham were delighted but surprised by their selection.

"It's a great honor," said Val.

"A privilege I never expected," said Graham.

On return, they will report to colleagues on their meeting with other members of the far-flung HP family.

• New Zealand report: pp 6-9.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Congratulations

The first four months of FY89 have been superb.

Our Region achieved 125% of quota and growth of 49%, bettering the Intercon average.

The long holiday break has always been difficult for Australia and New Zealand; so the result is even more impressive.

Commercial Computers achieved 156% of quota (56% growth), Technical Computers 125% (12%), Test and Measurement 146% (70%) and PC and Dealer Business 120% (91%).

Medical and Analytical are also on target.

So congratulations to everyone — managers, sales teams, distribution, admin and service people.

I must mention our support people, particularly CEO which made a major profit contribution with 123.7% of target.

Credit and collection people are doing a splendid job coping with increased business, beating by 10% their Day Sales Outstanding target and substantially helping cash flow.

And special thanks to Distribution and Warehouse. In one day they moved shelf stock worth \$1 million. Three years ago, it would have been the figure for a month.

All this, of course, indicates the changes and growth going on in our company.

These are the issues I'm continuing to focus on:

- The management of growth;
- Providing better integrated planning processes so we can predict where we're going in a consistent manner;
- Improving skills in the tasks we each perform and also in managing our people;
- Providing the right environment to accept change as positive;
- Reinforcing attitudes and values that help us handle change and grow as individuals and as an organisation;
- Encouraging everyone to start thinking and acting like a billion dollar company, which is what we will be in the mid-1990s.

MALCOLM

Gift to S.A. manufacturers

Two hundred companies stand to benefit from the donation of an HP 3000 mini-computer, seven terminals and the supply of software by two of our business partners, Mentat Manufacturing Solutions and Cognos.

The South Australian Centre for Manufacturing will use the system to train senior managers, supervisors and shop floor employees in all facets of modern manufacturing.

The \$300,000 system can simulate all operations of a typical manufacturing company, emergencies as well as day-to-day operations.

For example, there might be a wharf strike causing a shortage of materials that coincides with an unexpectedly large order. The system will offer options of how to react in a dynamic way.

Managing Director **Malcolm Kerr** made the gift to **Mr Lynn Arnold**, State Minister for Technology and Industry at a function at the Centre.

Also present were new Branch Sales Manager **Graham Barnes** and SR **Brenton Rule**.

Malcolm told guests that Australian manufacturers were challenged by new competitors in new countries with new strategies.

So it was essential to commercialise local innovation, bringing products to market at a cost, quality and timeliness that would capture volume sales and export markets.

HP had learned that bright ideas

and innovation were not enough to ensure success.

"Australia's manufacturing history is littered with bright ideas that failed to pay off," he said.

"At Hewlett-Packard we have turned this situation around by seeking the window of opportunity — the right time to release a product and designing for manufacturability.

"Good design used to mean simply advancing the state of the art. Now it also means reducing part counts, streamlining inventory, optimising designs. And manufacturing better and smarter."

"Our donation is part of Hewlett-Packard's commitment to passing on what we have learned to Australian manufacturers," he said.

Mr Arnold said: "Hewlett-Packard strives to be a good citizen in whatever community it operates. In 50 years, it has lived up to its ideal.

"This system, proven overseas, gives us access to the very latest in computer-assisted planning.

"I'm fascinated by savings that have been achieved in the United States."

Brenton, who negotiated the gift, was delighted that HP was chosen over other willing donors.

"Governments are keen to be seen as even-handed. There are probably 100 manufacturing packages on the market; selecting us and our partners was a great vote of confidence," he said. ■



● Brenton Rule (left), Malcolm Kerr and the Hon Lynn Arnold at the presentation of the system.

For a single image

Next month will see the start of a three-year strategy to position Hewlett-Packard as a mainstream computer supplier.

Standardising the image that HP projects is part of the strategy.

Marketing Services Manager **Bob O'Connor** says a powerful advertising campaign will emphasise these HP strengths:

- Our record of service and support (*"Unmatched and undisputed."*);
- Products that satisfy customer needs (*"We have strong and new products once again coming along, giving HP a hot hand against competitors."*); and
- Product compatibility (*"It dovetails exceptionally well with our Telecom joint venture with the largest networking company in Australia"*).

The first year will be very much credential-building.

"HP is not recognised as a major player in the computer market and we aim to correct that perception," Bob says.

"We've been doing well with three of the four Ps of good marketing — Product, Price, Placing/distribution. Now we're lifting our game in Promotion."

There will be staff launches in Melbourne and Sydney before advertisements start appearing and Bob will visit other offices to explain the campaign.

Part of it will be taken to New Zealand once it has been bedded down in Australia.

□



Concerning the HP image, **Bob** and **Bryan Stahmer**, from Intercon Corporate Design, last month told a Melbourne staff meeting that it was necessary to present a consistent image worldwide.

"That's not being done now. A consultant recently said our image is one of spare parts flying in formation rather than a plane," Bryan said.

HP had more than 30 different design systems produced by probably



• **Bob O'Connor (left), Susan Collins and Bryan Staymer.**

1200 organisations — factories to field offices to personnel to PR.

Half our customers bought from more than one HP business unit and were confused by the different images projected.

A uniform image would:

- Reinforce the message of a high quality, well-managed company;
- Increase visibility and give a stronger position in the marketplace; and
- Cut expenditure of time and materials.

Bob said HPA would review everything the company printed — including name badges, business

cards, stationery, mail pieces, advertisements, brochures and packaging.

"We have 30 different sizes of binder. By reducing to six there is potential to save millions of dollars worldwide."

Both Bob and Bryan assured that heavy-handed enforcement from on high was not part of the plan.

"We don't want to be the design police of the company," said Bryan. "We'll listen to a wide range of advice, in particular recommendations from councils set up for such things as advertising, documentation, literature and product publicity." ■

Communicator

As Marketing Communications Specialist, **Susan Collins** has a rackful of hats.

One for advertising; another for direct mailing; another when designing communication programs for marketing development; and yet another to review internal communications.

It means she has a role in the program to standardise HP's image.

Susan recognises that internally there is risk of busy people tuning out because of overload and not knowing all they need to know.

"We're looking at ways to communicate things without adding more stress and the reaction, yet another publication, yet another memo."

"We want users of our systems to comment and make suggestions."

Before coming to HPA three months ago, Susan had been a communicator in several environments.

She trained as a teacher in Bendigo and taught language and art to migrant children.

Then into food marketing and package design.

Next to television through a company operating regional and New Zealand stations.

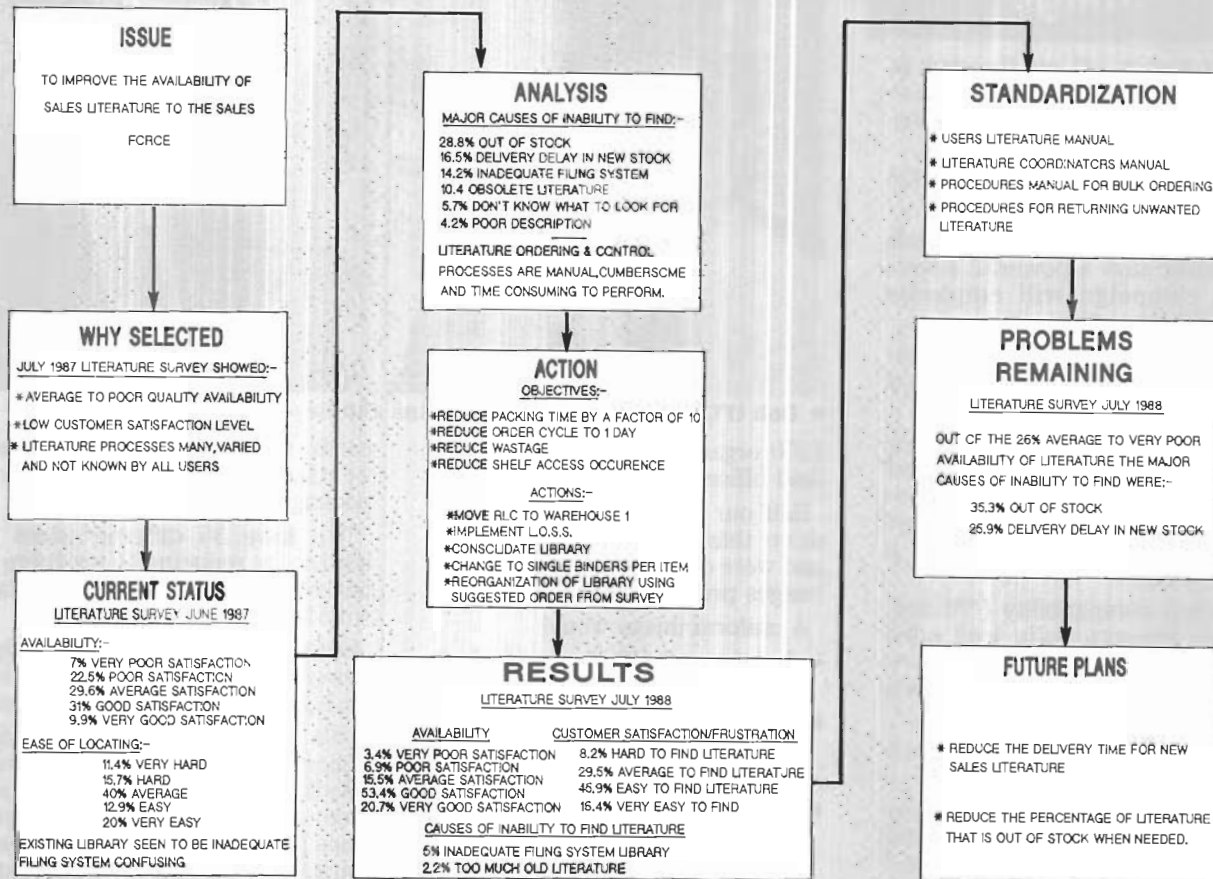
And at Data General steering a campaign to lift public awareness of that company.

Susan applies green fingers to "lots and lots of plants and landscaping." Other interests are creative writing and fashion design.

Bold one-off jumper patterns with lumpy things stitched all over.

"Your day's made when someone chases you in the street to ask where you bought it," she says. ■

ELEMENTS OF THE TQC STORY



TQC to be made more visible

Some may be thinking our push for quality has faded a little but that's far from the fact.

It's some time since I commented on TQC and this may have contributed to a low profile; but I'm happy to say a great deal has been done training managers in its philosophy and methodology.

We currently have 25 teams working on projects throughout Australia.

Through the TQC philosophy, our annual planning process is becoming more structured and integrated.

I recently reviewed TQC activities with **Roy Armour** and am delighted with the progress and momentum.

Activity is strongest in the support and administration areas but sales teams are becoming much more involved.

It is particularly gratifying that our external relations are being improved by outsiders turning to us for help with their TQC programs.

They see HPA as a leader in the field. Currently we're providing support for a RAAF team through direct participation.

Work still has to be done in the area of customer feedback and I have asked Roy to raise the visibility of the Customer Feedback Program we introduced last year.

We will continue to sponsor the annual visit by 20 Australian business leaders to Japan through the Total Quality Management Institute.

Because YHP is an acknowledged leader in TQC, the TQMI values study opportunities that HPA has been arranging there for the last three years.

MALCOLM

TQC structure

The chart above shows the general structure applied to a TQC project.

Team members start by defining the issue, why it was selected and the initial status. They then work methodically through analysis, action, results, problems that may remain and finally plans for the future.

Those contributing to the Literature project at various stages were:

Karen Harris, Kay Hosking, Bill Allison, Bronwyn Spencer, Adrian Weiss, Geok-Seng Tay, Danielle Segal, Vin Wilson, Dianne Nuske, John Daley and Doug Forsyth, in Melbourne; and Marnie Shea and Robert Wallace, in Sydney. ■



● Karen Harris



● Bill Allison

Some of the TQC Literature Team



● Bronwyn Spencer



● Kay Hosking



● Adrian Weiss



● Robert Wallace



● Marnie Shea



● Tom Daniel ... golfing glory.

Democratic processes

Excursions to wineries, a beach barbecue, pub nights, a mystery car tour, a Murray River boat trip, bush walks, picture and theatre nights, breakfasts and their famous Melbourne Cup luncheon.

These are events organised by the busy Adelaide Social Club.

Darron McDill is president, **Craig Clements** is secretary, and **Hugh Hocking** is treasurer.

"We were shanghaied into the jobs three years ago when duty required that we be elsewhere attending to the company's business," Hugh claims.

"Between us, we didn't have a single friend with the courage to stand up at the meeting and argue how unsuitable we were.

"We've tried attending AGMs and voting as a bloc against re-election but they're always too well organised."

Craig and Hugh attended Findon High School together.

Hugh has been four years with HPA and is looking forward to moving from the CEO to Sales.

Craig has been with the company just over three years and Darron nearly five. ■

Tom's new patch

After more than two years in Australia as Marketing Development Manager, **Tom Daniel** has left to set up a marketing group for Latin America and Canada.

He will be based in Cupertino.

"I welcome a new challenge but I'll miss Australia; it's a great place to live," Tom said on departure.

One happy memory will be fine golf courses and low green fees compared with America; and a hole-in-one at Rosebud.

Steve Hitchings, after his US assignment, has taken over from Tom. ■



● Hugh (left) and Craig ... always re-elected.

Interfaces

Continuing our series of faces behind the voices, below is another of our receptionists.

They are the people who *are* Hewlett-Packard until they can identify the nature of a call and pass it on to the appropriate person or section.



● Kristy Fowles, just three months on the reception desk at Greenhill Road, Adelaide, came from the Department of Mines and Energy; works out in the gym, rides horses, reads and enjoys eating out.

Average age of HPA employees is 33.83 years.

Five years' service or more has been achieved by 31%.

And the average length of service is 4.5 years.



• Hans listing 50th birthday activities at Wellington staff meeting.

Long service

Nearly 20 years' association — 12 as director — makes Wellington lawyer **Jonathan Crawford** the longest serving person still associated with the company in New Zealand.

His interests and contributions have not been confined to the local scene.

With fellow director and former Governor-General of New Zealand, **Sir David Beattie**, he has accompanied Country Manager **Hans Neilson** on visits to Palo Alto and other HP facilities in the US.

"I have had the pleasure of working with many Managing Directors and personnel at all levels.

"A lot have come from outside New Zealand. They come and go but, because I am based in Wellington, I've remained constantly involved over a long period. I like to think that gives a useful perspective," he says.

"I'm pleased to take every opportunity to speak highly of Hewlett-Packard's technical excellence, international financial strength and, above all, its integrity.

"HP is rightly known as a company which delivers what it promises and as the setter of an excellent example in employee relations.

Sustaining growth and credibility

Two main priorities were set by **Hans Neilson** when he moved from Melbourne to Wellington in 1986 as New Zealand Country Manager.

One was to double the business in three years as a basis for it doubling again in the next three.

The other was to help employees absorb HP culture, with emphasis on HP being a really open company whose managers were committed to each employee's development and welfare.

"Doubling business in three years looked to some an intimidating target but it really wasn't. HPNZ had been growing at 26% a year and what I asked was 25%, although in a difficult economic climate," Hans says.

HPNZ has reached its growth targets at a time when competitors have stayed still or gone backwards.

Hans feels that HP culture is becoming more tangible. He says:

"People who come from work environments that don't match HP's openness need time to make their own assessments that what we say is what we do.

"Sixty per cent of employees have been with HPNZ less than two years.

"Some have been managers little more than a year. I'd prefer five years' exposure to HP culture for those entrusted with management and the personal development of people in their teams. But that's not how it is today.

"I've seen it as my responsibility primarily and then of the managers to lead in building confidence in the direction of the company and each other.

"For a system to be credible, those who impose it must give credibility. If I'm not credible in my own role I can't ask others to be credible in theirs.

"The basic ingredient of a manager is integrity and a certain amount of humility to show you don't have all the answers.

"Rather than make every decision myself, I'm pleased when employees come up with ideas for improvements or solutions. They must have the chance to experiment because in that way they get experience.

"It doesn't mean, of course, that you allow anarchy or dodge the decisions that only senior managers can make.

"Happily there are good signs that together we are making progress; we're more willing to trust each other and that gives much pleasure and satisfaction. ■

"As a born and bred New Zealander, I welcome the chance to be at the interface between Hewlett-Packard and New Zealand in business technology and the whole concept of good corporate citizenship." ■

Marking time

New Zealand faces anxious times.

Will a court appeal take away the right to host the next America's Cup challenge?

HPNZ has a keen interest in the outcome but will supply computer gear whether *New Zealand* defends or challenges.



• Jonathan ... HP admirer.

Maintaining an enviable image

Facilities Co-ordinator **Debbie Young** leaves hiring of electricians, plumbers and other trades people to a contract building manager.

But, as Wellington Facilities Co-ordinator, she's the first to be told when a tap leaks, a light fails, the copier, fax machine and stationary cabinet run out of paper, air-conditioning falters, phones won't work or a chair comes apart.

She's also alert to the need to maintain security of the building, like replenishing fire extinguishers and updating contracts with the security company, and generally keeping things neat and tidy.

Currently the Accounts Department is moving up to the third floor so it means discussions about partitions, positioning work stations, power outlets and telephones and all the other minutiae.

Debbie was born in Wellington. Skiing is her winter recreation and at other times it's cycling and gardening.



● **Debbie Young ... versatile.**

The award-winning HP building, which commands the south end of Willis Street, was opened on 11 April, 1986.

"... lifted morale"

Those who remember how cramped Kilburnie had become, like Secretaries **Cheryl Brown** and **Sally Guinness** and Assistant Accountant **Joan Joy**, say Willis Street has lifted morale.

It has also given HPNZ a more prestigious face to customers and the general public.

Twice a week, Cheryl is reminded of the contrast because she teaches aerobics at the gymnasium now occupying what was the HP service area of the Kilburnie building.

"Customers perceive us as being more professional, although I think we were always that in the provision of quality equipment and backup. Also, we now have stronger marketing resources," Cheryl says.

"There have been trade-offs, however.

"At Kilburnie, everyone stopped for morning and afternoon tea and it was a time for communicating. Now we're spread over three floors and we tend to congregate in our groups."

Cheryl worked for the government in tourism before coming to HPNZ.

"At first it was hard adjusting to the HP Way but in 10 years I've appreciated the independence it gives us as individuals," she says.

Sally agrees it's hard to sustain the Kilburnie feeling of togetherness but also that HPNZ's basic image has improved immensely.

"We have a better feeling about ourselves and customers seem to have a better feeling about us," she says.

Sally is in the second year of a three-year part-time Diploma of Business Administration course at Victoria University.

"It's hard on top of work. Sometimes I'd happily be doing other things. Friends and projects around the house are put on hold. But no doubt I'll think it worthwhile at the end," she says.

Joan joined HPNZ 12 years ago. At the start at Kilburnie, she was one of six. At the move to the city, headcount was near 60.

Joan thinks today's hires have the potential to be more professional.

"It's not only HP; New Zealanders are changing. With unemployment and the economy being restructured, young people realise they have to be better educated, more professional and better dressed," she says.

Computer
Museum



Next year New Zealand will celebrate the 150th anniversary of nationhood.

On 6 February, 1840, Captain William Hobson of the British Navy and a group of Maori chiefs signed the treaty of Waitangi.

It provided that Maoris gave Britain sovereignty and Hobson became first Governor-General.

Soon after signing the treaty, he declared New Zealand to be a British colony.

In 1893, New Zealand became the first country to give women the vote.



● **Sally Guinness ... studying.**



● **Joan Joy ... bigger demands.**

Wanderer home

New Zealand National Sales Manager **Bob Cattell** was born in the Land of the Great White Cloud, has lived most of his life in Australia, travelled widely to the US and other places and had a two-year assignment to HP South Africa.

He joined HP in Australia, went to South Africa, returned to Australia, went to New Zealand, back to Australia and again to New Zealand.

He doesn't entirely rule out another overseas posting but won't be disappointed if he's allowed to complete his career in New Zealand.

After five years' absence, he found Australia had changed. Pollution and traffic congestion had increased and day by day the call of Wellington, his birth place, grew stronger.



● **Bob Cattell ... even-handed.**

"Able to live close to the water, a 10-minute drive to the city, clear skies and forest walks at the weekend — the attractions are irresistible," Bob explains.

"On top of that, HPNZ now has one of the most stable and professional sales teams I've seen. They are a joy to work with.

"They like what they are doing, they like the company and they are getting results. We had big sales growth last year at a time when competitors suffered badly.

"Few had increases; most had major declines and were forced to restructure and lay off staff.

"New Zealand continues its eco-

conomic restructuring, part of which is the transfer of many enterprises from government to private ownership.

"It has caused much uncertainty but we have done better than most. In fact, it has opened up new markets for us, as in the universities and health care areas.

"We will be doing more to sell to customers the stability of our sales force and the teamwork of our support people.

"It's reassuring to customers that if they buy today and have troubles next year there is high probability that they will be dealing with the same faces."

HPNZ gets calls from time to time to service HP1000s aboard Russian ships.

"We're even-handed, happy to service anyone who has the good sense to buy HP products," Bob says.

The Cattell family comprises father, mother Jill and children, Patrick, Sarah and Alister. ■

Train buffs

In Wellington, Accounting Supervisor **Nyap Foo** and in Auckland Support Sales Engineer **Steve McConnell** earn livings based on the newest of new technology.

But whenever possible they escape to a less sophisticated environment and indulge their hobby of trains.

Nyap's delight is steam. He's only got to hear a whistle in the distance to imagine himself rigged out with Casey Jones cap and boiler suit.

He's an encyclopaedia of facts and figures.



● **Steve McConnell ... mind is blown.**



● **Nyap Foo ... steam head.**

"Do you know the tunnel outside Wellington on the way to Masterton is so long that the engine can't get enough oxygen for the fire to stay alight so a diesel pulls it through?" Nyap asks.

No, Depth hadn't known that, although the editor's dad drove the Sydney Express and before that Puffing Billy.

Nyap's other hobby is tramping (also known as bushwalking).

He was born in Malaysia, spent 10 years in the UK, where he qualified as a chartered accountant, and came to Wellington with Price Waterhouse in 1986. He was auditing at HPNZ when a staff vacancy came up.

Nyap's wife Rosalind is a New Zealander.

Steve's love is model trains. About 25 locos, maybe 100 wagons and two tiers of track have taken over his basement, to the doubtful pleasure of wife, Kenzie.

For seven-year-old son Robert, becoming a policeman or even a systems engineer may appeal later but right now he'd opt for a career afoot a full-size footplate.

His skill matches dad's when they're running two trains together.

How did it start?

"I was training on 9000s at Fort Collins when my mind was blown by the size of locos, sometimes 10 of them pulling and pushing a freight train through the mountains," says Steve.

"Then in a toy shop, I bought my first engine. It's been a love affair ever since. An HP ME Series 10 CAD system designed the track layout." ■

Patent rights not applicable

Out of sight isn't out of mind for Wellington warehouseperson **Keith Martin**.

"He works a good way from the Willis Street office, in a Petone harborside warehouse with only one contract assistant but he's so efficient and reliable," says Commercial manager **Judy Chua**.

Keith has found an inventive way to remove labels from packaging.

He had long been irked by the appearance of boxes after labels had been torn off in the customary way.

"HP equipment has a reputation for quality but, after two or three trans-shipments and removal of the accumulated labels, the boxes looked really tatty. It didn't give customers a good first impression," Keith explains.

"Tugging at labels usually meant the last lamination of the cardboard stripped away and it looked anything but a quality item.

"So I experimented with a heat gun brought from home. Apply gentle heat and a paint scraper and the labels peel off perfectly.

"I'm not patenting the idea. Any of our warehouses can try it but I'd like to hear from them if it helps them too."

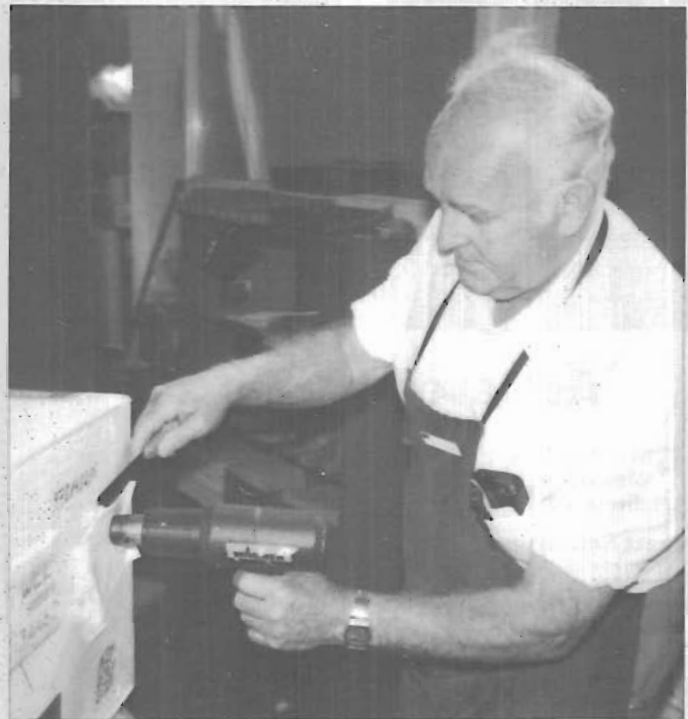


● **Judy Chua ... big savings.**

Judy's responsibilities include OP, Import/Export, Sales Contracts and Distribution.

Savings of up to \$US13,000 over air freight are now being made on each 20ft container shipped from

Keith Martin, mind set on delivering a tidy product, shows his skill, using hot air and a gentle touch.



our Singapore distribution centre.

High volume items like printers that can be ordered well ahead are now coming by sea.

"If we have an unexpectedly heavy run of orders we can always call on Australia or Singapore to help out with an urgent air shipment," Judy says.

Bushwalking and eating out at Wellington's splendid restaurants are her leisure time interests.

Judy came to Australia from Malaysia in 1983 and then to New Zealand for study at Canterbury University.

In 1986 she crossed the Tasman again to take her present position. ■



● **Leah Clute ... sympathy.**

Off his bike

Distribution Supervisor **Graham Reynolds** was overjoyed when told he had been chosen to represent New Zealand employees at the Palo Alto 50th birthday celebrations.

But he wasn't so cheerful a fortnight earlier with facial injuries and bruises he received from being hit by a car while riding his bicycle.

There was much sympathy for him in the Wellington office, so much so that Import/Export Coordinator **Leah Clute** sent regrets in verse:

Poor ol' Graham,
His hard ol' case
Met a car face to face.

Poor ol' Graham,
He lost the race,
Now his nose is smeared
All over the place.

Happily, Graham has recovered, with physiognomy nicely restored. Just a little poetic license had gone into the get-well card.

Leah has been two years in New Zealand, having come from Palo Alto (she *didn't* work for HP in the States). ■

Fourteen years ago our first computer terminal sold in Australia for \$6000.

One million terminals later, we are selling, for around \$600, terminals that use 95% fewer parts and take 92% less time to build.

Achievers

Five employees were named as Melbourne's first quarter High Achievers -

Brett Sunshine

Recommended wholeheartedly by the CIC team for substantial efforts to design and implement a new system called EMS (Enquiry Management System).

He worked many weekends and late nights refining the system and working with the CIC team to streamline their inputs.

Jenny Miller and Judi Elliott

They spent three months working at the ASO on significant problems being encountered on HPDesk.

And many evenings on the problem with the UK and daytime hours monitoring the situation, while also attending courses and carrying out their usual duties.

Both showed a great deal of persistence and patience while working on the problems and trying to keep the ASO operational.

Lloyd Stott and David Burton

During a period of severe short staffing in the Response Centre, both responded by taking on the extra customer call workload. When staff were appointed, they both became involved in monitoring the new employees while maintaining their call pools.

The additional work involved in the Dealer Support Centre operation required extra hours for loading and testing software which was given enthusiastically and willingly.



● Jenni Miller



● Judi Elliott



● Brett Sunshine



● David Burton



● Lloyd Stott

Newcomers

Mirella Bogaars, Call Co-ordinator/Response Centre (Melbourne).

Sam Buhariwala, Response Centre Engineer (Melbourne).

Declan Cooper, Senior Credit Officer (Sydney).

Paul Felsbourg, Sales Representative (Melbourne).

Kay Flynn, Call Co-ordinator/Response Centre (Melbourne).

Kristy Fowles, Receptionist (Adelaide).

Margaret Greenall, Secretary (Melbourne).

Andrew Harris, Graduate/Accounts (Melbourne).

Tony Johns, Computer Operator/EDP (Melbourne).

Dennis Kingsepp, Service Co-ordinator (Adelaide).

Paul Krneta, Systems Engineer/AEO (Melbourne).

Patricia Ladd, Secretary/Personnel Assistant (Melbourne).

David Leslie, Computer Operator/EDP (Sydney).

Jan Levett, Secretary (Sydney).

Wendy Low, Receptionist/Secretary (Perth).

Jan Lynch, Secretary (Melbourne).

David Mitchell, Response Centre Engineer (Melbourne).

Joeline Terrill, Secretary (Sydney).

Alan Warren, SVC Technician (Perth).

ASO

Darren Allen, Systems Development Engineer.

Stewart Daniels, Systems Development Engineer.

David Williams, Product Support Engineer.

NEW ZEALAND

Mark Law, Administration Manager (Wellington).

Carolyn Lawson, Order Processing (Wellington).

Christine Moynihan, Secretary (Wellington).

Susan Snell, Contracts Specialist (Wellington).

Transfers

Graham Barnes, Sales Representative (Melbourne) to Branch Sales Manager (Adelaide).

Richard Brearley, AEO to Product Manager (ASO).

Graeme Davie, Response Centre to AEO (Melbourne).

Elizabeth Eggers, Systems Administrator (Wellington) to Systems Administrator (Melbourne).

Robyn Hayes, Secretary/Marketing to Group Co-ordinator/PC Marketing (Melbourne).

Kathy Hollingsworth, Call Co-ordinator to CSO Co-ordinator (Melbourne).

Jon Johnston, US to Peripherals DDM (Melbourne).

Jacqui Mellody, AEO to ASO (Ringwood).

Harry Page, CEO to AEO (Wellington).

Noel Rath, Sales Representative/New Business to SR/Medical (Melbourne).

Andrew Robertson, Systems Engineer to Software Support Manager (Melbourne).

Neville Scott, AEO to Technical Staff, Corporate Development (Melbourne).

Murray Thomas, Response Centre to AEO (Melbourne). ■

Changed role

Selling looks easy looking on; you don't know the work there is until you do it.

So **John Townsend** found last year switching to sales after five years as a CE.

To turn a cold lead into a winning presentation to the Office of Defence Production at Salisbury, near Adelaide, he worked nights and through the Christmas holidays.

"As CEs, we're call-driven. Something breaks and we're called to fix it. With selling to new business, we start with little more than a feeling that someone ought to need our gear. Initiatives are all up to us," John says.

CE experience helps him in a small office with support resources spread more thinly than in Melbourne and Sydney.

The Salisbury sale came from Defence Production now having to compete commercially for non-defence work.

Another big sale was to Flinders University — the first South Australian university to buy HP workstations.

Flinders had to evaluate a huge amount of data from soundings showing the nature of land under the sea.

Up to 100 hydrophones trailing behind a boat and reporting every 10 seconds, day and night, produce far too much information to handle manually.

The University is also helping chart water levels and tides in Australian ports and harbors.

It's feared water levels will rise with the greenhouse effect and some British Admiralty charts drawn at the start of the century are no longer accurate.

A third substantial sale was to the Whyalla Technology and Enterprise Centre when McDonnell Douglas was chosen to supply software that ran on HP equipment.

"CAD is helping Whyalla industries do heavy engineering previously sent out of the state," he says.

"They didn't have much computer gear there. Now we have a good footing with industries in the Iron Triangle."

Before HPA, he worked in defence, at the Parkes telescope, on the Snowy hydro scheme and for a firm making shock absorbers.

He and wife Terri spend many evenings and weekends driving three children to ballet classes. In winter, he plays soccer. ■



● **John Townsend . . . now selling.**



● **First week in his new position as Adelaide Business Sales Manager, Graham Barnes (left) talks with HP Asia visitor, Marsh Faber, and SR Ken Jackson.**



● **Marlene the builder.**

Mixing mud

Long service leave after 10 years with HPA found Adelaide Secretary **Marlene Castrique** stopping work to carry bricks — literally.

Half of her three months' leave was spent making mud bricks for the house that is rising at Nairne, in the hills 39km south-east of Adelaide.

They were hefty bricks, too (12 by 10 by 3 inches) and there were 3300 of them. Marlene made 80 per cent and family the rest.

She isn't given to boasting but obviously it was a job that gave much satisfaction.

"They said I'd never make it; it was good to prove a little old lady of 56 could stick at it to the end," Marlene says.

The project was well planned. It meant digging a pit, filling it with soil and water and next morning stomping the goo in bare feet to the right consistency.

"That didn't take brains; the smart part was putting the pit higher up the hill than the house. I just had to pull back on the wheelbarrow to stop it bolting," she recalls.

Her routine was to work 12 hours a day for a couple of days and then have a day of rest.

Puddling clay up to your knees discovers muscles you didn't think you had. Tramping grapes would be gentler exercise, she thinks.

"It's exciting to see the house taking shape but I've no plans to do it again," Marlene says. ■



● John Toppel and Robin Papax.

Assignment completed

After three months analysing AHPA's education needs, **Joan Davidson** has returned to the States.

Joan is a member of the recently formed Consulting Services Group which provides education solutions to HP worldwide.

She was the first member to be given an assignment overseas.

The group helps managers and employees plan their development better, in keeping with Corporate policy that education is a life-long process.

"It's the whole development of people, not just a focus on particular skills training," Joan said.

"Job specifications and what people expect from their jobs are changing so rapidly that anyone not learning on a daily basis is falling behind."

Joan interviewed for jobs with HP for five years before being hired, patiently and methodically acquiring transferable skills that would help entry to the company she admired and admires.

Her daughter Debbie celebrated her 21st birthday with a short holiday in Australia. ■



● Jenny Plant



● Mark Wilkins



● Toula Chrisant

BIRTH

- Lucy Louise, first child of Contracts Administrator **Mark**

Wilkins and Christine at Mitcham Private Hospital on 24 February at 4.20am (3289gr/7lb 4oz). ■



● Joan Davidson ... persisted.

Depth

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An invitation from the CIC

Taking calls part-time in the Customer Information Centre is a task many at Joseph Street have volunteered for.

But Telemarketing Representative **Robyn Papax**, who manages the part-timers' program, can take more.

Volunteers learn from hands-on experience how CIC processes inquiries and interfaces with the sales force and dealers.

Director of Marketing Operations **John Toppel** has donned head phones and answered calls.

"This operation makes a lot of sense — it's a great place to understand customers and learn what they are thinking," he says. "There is significant added value to both customers and HP with CIC in place."

Contracts Administrator **Toula Chrisant** tries to spend half a day a fortnight in CIC.

"It expands knowledge of our products. If there is something I can't answer, or someone nearby can't help me out, I take a number, get the information and phone right back."

Mark Wilkins, also a Contract Administrator: "I volunteered mainly to get more confidence on the phone. I already know many who call me about service contracts but you start cold with most CIC calls. It improves your phone skills."

Jenny Plant, Secretary in the Installed Base: "I'm interested in marketing and want to acquire skills in this area." ■