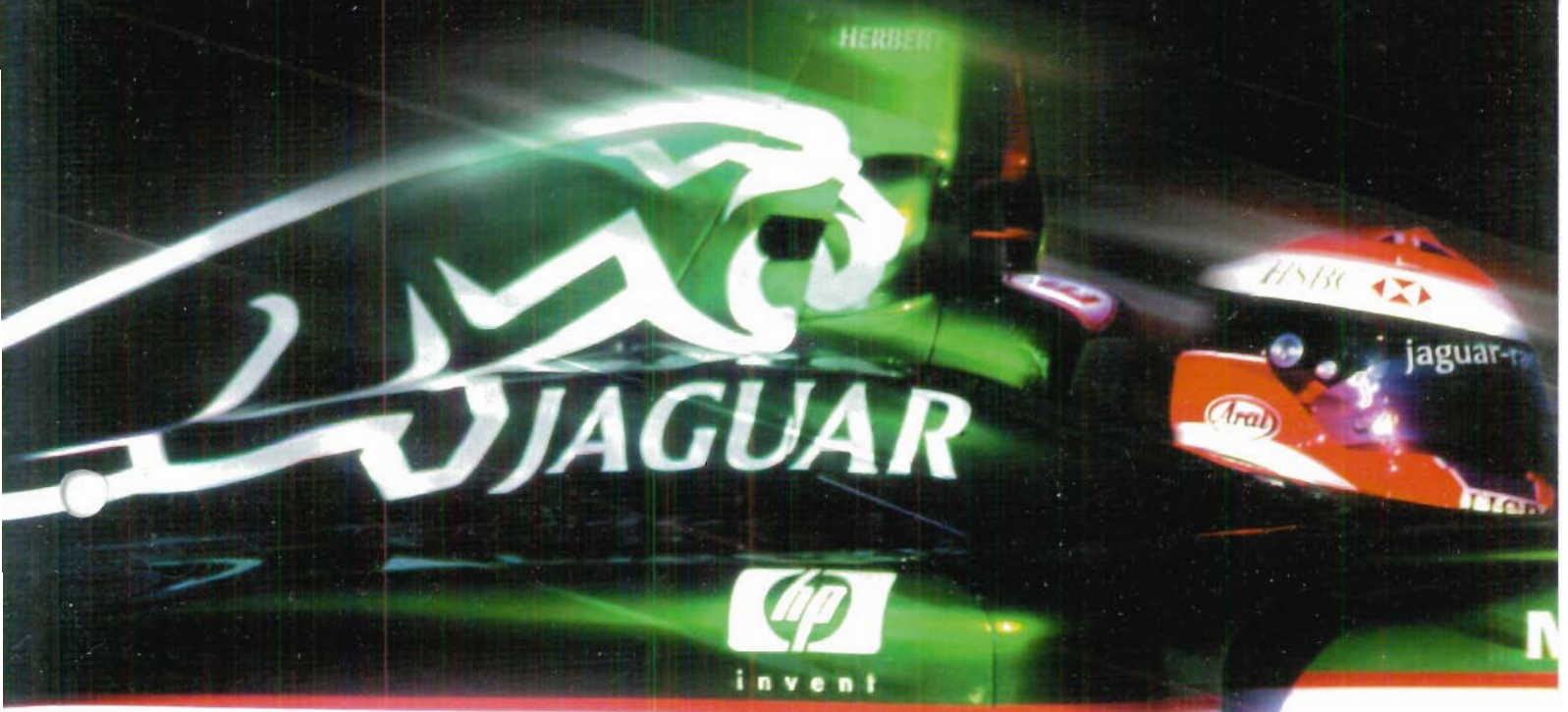
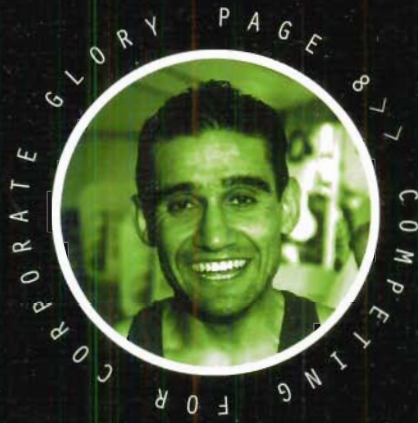


inform

Autumn 2000

The magazine for the people of
Hewlett-Packard in Australia and New Zealand



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by Bruce Thompson



Our CEO, Carly Fiorina recently described HP as a company with a "shining soul", a company that displays uncompromising integrity, a passion for good citizenship and a model of inclusion in the workplace and marketplace.

Everyone associated with HP is proud of our reputation, proud to be connected with an organisation that thinks beyond the bottom line – thinks about the role that corporations can play for the betterment of every community in which we operate. Our philanthropy programs and the demonstrated willingness of our people to be enthusiastically involved in a whole range of community activities bears ample testament to our community-minded culture.

But there are some issues out there in the community that for whatever reason, go unnoticed or ignored by many of us – perhaps most of us – as we go about our extremely busy day-to-day schedules.

My thinking in this area was crystallised dramatically some weeks ago when I took part in



TAKING THE FIRST STEP

Weekend "Trek" organised by Reach Youth. "Reach" is an organisation of compassionate, caring people founded some six years ago by Jim Stynes (of AFL football fame) and Paul Currie (film maker and actor trainer). Paul, Jim and their colleagues have now devoted their lives to helping the troubled youth of today achieve their personal dreams and re-establish themselves as valuable contributing members of society. The trek brought together 65 business and community leaders with a group of 36 young people for three intensive days of soul-searching, learning, teaching and communicating in an effort to bridge the gap between the community and those most disaffected within it. What emerged were tales of extraordinary courage, demonstrating the tremendous strength of the human spirit.

The trek gave me a rare opportunity to try and understand first-hand some of the profound issues facing today's youth. But as I tried to comprehend these issues from a youth point of view, I was left wondering about something which I regard is one of life's great paradoxes: why do we in Australia, the so called "lucky country", have one of the highest rates of youth suicide in

the world? A recent ABS report found the suicide rate for young Australians had risen markedly over the past three decades. The biggest increase was in the 15-24 age group where 27 percent of young men who die, take their own lives. Not only is this tragic in the extreme, it represents an incredible waste of potential and talent which is so critical for our success and prosperity as a country in future generations.

Over the weekend, we "corporates" spent many hours talking honestly with the kids. The problems facing them were manifest but I was surprised at how open they were in discussing, at a very personal level, the sorts of life issues they faced. Many of us on the Trek had not had the opportunity to hear these sad tales first hand. And while there appeared to be many common themes, each tale was different. Some of the kids had turned to crime and were currently in detention. Drugs and substance abuse was a key issue and at least one of the kids was going "cold turkey" over the weekend...she was clearly in a lot of emotional and physical pain. Stories of child abuse, alcoholism, rape, family disintegration, suicide attempts and so on surfaced over the weekend as we spoke with the teenagers.

On a positive note, there were clear messages and obvious examples of real hope. Some of the most disaffected had survived through the efforts of the Reach leaders and had become leaders themselves. The dark days for these kids, were well behind them.

The Reach Trek had a tremendous impact on me and it is a weekend I shall never forget. For those of you who are interested in these issues and in particular, would like to know more about the 'Trek', I have posted an excellent article written by fellow Trekker Chris Reardon, a partner at PWC, on the intranet (see the Corporate Marketing home page). Chris, a senior Scout leader, wrote this article for the Australian Scout Magazine but his sentiments are echoed by everyone who participated. I am sure this is a topic that we, as good 'Corporate Citizens' and as people in society, concerned about our future could spend time discussing, celebrating and assisting in providing solutions.

I will be asking the Reach organisation (and some of these kids) to come and talk to us about how we, as a community of like-minded individuals, might help these kids on their journey.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

CARLY PITCHES IN FOR TELSTRA

It was a call for 'all hands on deck' to assist with a \$400 million tender for Telstra business. And who should pitch in to help? None other than CEO and president, Carly Fiorina.

"We were hesitant about asking her for assistance, given her extraordinary schedule," says Proposal Specialist Julie Shoolman, "but it was definitely worth the time and effort."

So how did Carly assist? Well after an intense brainstorming session on how to best win the Telstra business, the team decided a video and interactive CD would greatly assist their tender. And that's where Carly fitted in.

"We had no doubt a video could make or break the tender and would add so much.... and Carly's participation was integral. Telstra certainly knew we meant business and that we were determined to win their business."

The tender for Telstra's DMO Service Infrastructure was submitted by a consortium led by HP w Lucent Technologies and Ernst & Young, known collectively as *e-now*.

Carly's participation added a new dimension to the tender, along with senior management from Lucent and Ernst & Young who also recorded video segments.

But it was Carly who stole the show. Her assurance of HP's commitment, as well as her personal commitment to Telstra reinforced the value that HP, from the very highest echelons down, placed on securing Telstra's business.

Julie says the tender was based on three key principles: speed, commitment and adaptability and she was soon practicing what she was preaching.

Acquiring the services of one of the world's busiest and most powerful business women is no easy task, involving weeks of negotiation and liaison with Australian management, Asia-Pacific management, Carly's office and HP Media Solutions.

"At first it seemed impossible," says Julie. "I started to find out how we could get some of Carly's time. I emailed people, looked on the web to see who did her videos, got hold of videos she'd actually done and gave them to our video producers, Global Vision. And while all of this was happening, we waited to get the go-ahead from management here in Australia to make the video.

"YOU REALLY HAVE TO PUSH, PUSH, PUSH. IT'S THE ONLY WAY TO GET THINGS DONE."



"And eventually we did. I then received an email from Lisa Chambers of HP Media Solutions to tell me we'd secured some time in Carly's diary (half an hour) but this was all we'd get and we'd have to organise the shoot to fit that time. Everyone on the Telstra DMO team was impressed that Carly had actually taken time out to help with the tender and the moral within the team improved dramatically."

The shoot was set up by Lisa Chambers and Global Vision, and time was booked in a Californian studio. Carly discussed the segment with producer Rory Sutton and Julie (who were in Melbourne) via telephone in the car on her way to the studio. Using bullet points prepared by Rory & Julie, Carly responded to questions asked off camera via telephone by Rory .

"And she was absolutely brilliant," says Julie.

Of course, even the best laid plans can come undone. The team had just under two weeks to compile Carly's segment with the Lucent and Ernst & Young interviews and other footage, yet three days after it was couriered from the States, the video still hadn't arrived in Australia.

But a solution was at hand. HP's Media Solutions arranged for the segment to be beamed via satellite to Global Vision's Sydney office, where it was transferred to video, picked up by a member of the tender team and personally delivered to Melbourne. Five days later the completed video was despatched to Telstra with the tender documentation.

So after achieving the near impossible how did Julie feel?

"I felt great. The whole DMO team was just fantastic. Everyone worked really well together. Once the tender was completed and submitted other people within the company came and had a look at the tender and were just blown away by it. We've now set a standard in the company for the big bids that go in that everyone will want to emulate."

And Julie's advice for the rest of us? "You really have to push, push, push....it's the only way you get things done."

"If we are to succeed, we must become a role model of inclusion by welcoming people with different styles, different ideas, different perspectives. We must invite more minorities, people of colour and women to join us at the HP table. Invention requires creativity; creativity requires true diversity."

- Carly Fiorina

taking action ON diversity

by Tonya Scibilia and Katie Spearitt

CEO and President, Carly Fiorina is right..... it's time for HP to take action on diversity. Managing Director, Bruce Thompson agrees: we need to refocus our attention on employee diversity to improve the proportion of women in the company, but particularly in management.

Speaking after the first Diversity and Harassment Advisor (DHA) forum for 2000, Bruce said HP Australia was committed to building a more diverse workforce.

"Yet the percentage of women has remained constant over the last decade," said Bruce.

And the question has to be: why?

Guest speaker at the DHA forum, Dr Mary Mattis, a researcher with leading US diversity research organisation, Catalyst, highlighted that barriers still exist for women in the workforce.

Quoting a US survey of 1,200 executive women, Dr Mattis said the main barriers for women in corporate leadership were male stereotyping, exclusion from informal networks and inhospitable corporate cultures.

Dr Mattis said each manager could make a difference to the workplace by:

- Including executive women in hiring and promotion interviews
- Participating in one or more diversity workshops annually
- Creating two social events per year in which management women can participate comfortably
- Covering a diversity subject at each major employee meeting
- Actively intervening where actions in meetings that interrupt or stifle women's contributions
- Assigning a proportional representation of women to projects/taskforces.

In HP, DHAs play a major role in ensuring diversity and harassment issues are resolved. With management support, DHAs take on the responsibility of providing guidance to employees and managers on diversity-related issues that occur in the workplace. These include work/life balance, gender diversity, and email harassment.

Want to know more? Information about the DHA program will be circulated throughout the year. In the meantime, visit <http://www.aus.hp.com/hr/worklife/>.

All the ingredients were there for a sensational four days: huge crowds, plenty of action; dramas in the pits and around the track; very fast cars; and money. Lots of it.

IT'S A GARAGE THING



Adrenaline levels were high when the Formula One Grand Prix circus rolled into Melbourne last month ... and the event certainly didn't disappoint.

All the ingredients were there for a sensational four days: huge crowds, plenty of action; dramas in the pits and around the track; very fast cars; and money. Lots of it. You only had to take a walk around the pits to see the signs.

Flower arrangements on every table, tastefully co-ordinated to match team colours. Succulent smorgasbords which would do a five-star hotel proud. Pristine uniforms matching in every detail, even down to shoes and socks. Floors so clean you could literally eat your lunch of them. Not a tool or instrument out of place. Cars hoisted on shining stainless steel trolleys not dissimilar to those you'd find in an ambulance. All in all it was kind of like being in an operating theatre. And the computer equipment? Well in the Jaguar Racing and Jordan Grand Prix camps, it's HP...of course.

On March 8, HP announced it was continuing its relationship with the Jordan and Jaguar teams. HP provides both teams with a total integrated IT

solution consisting of advanced HP computer systems for use in car and engine design; personal computers and other office equipment for the business infrastructure, and telemetry systems for measuring and interpreting car and engine data.

Both teams' IT systems are relocated every two weeks during the racing season, so they need to be operating at 100 percent as soon as they're set up at a new location.

"HP's mission-critical services play a key role in helping Jordan stay ahead in the technology race," says Aubrey Mitchell, Jordan's GP IT manager. "Whether we have UNIX or Windows NT systems at our headquarters, our R&D centre or a GP circuit somewhere around the world, HP's mission-critical support is a shield around our IT that protects us from downtime or disasters."

The teams' use of HP systems and technology mirror that of a corporate enterprise.

"We have a finite amount of resources and budget, the same as any other business, and we needed to carefully consider the balance between technology desires and commercial reality," says Steve Nevey, CAE manager of Jaguar Racing. "We feel we have achieved this, thanks to the advice we received from HP."

HP in GP racing: after all, IT's a garage thing.

GRAND PRIX
HP IN GRAND PRIX RACING

Fast Facts

Here's a few things you may not have known about Formula One Grand Prix racing.

- To run a competitive F1 GP team can cost up to \$US100 million per year.
- Between 60 and 80 personnel per team (including mechanics, IT engineers, designers, sponsor reps, ergonomists...and caterers) travel to each race.
- Around 25 tonnes of equipment is shipped to each location.
- Between 200 and 300 sensors record every detail of the car which may affect performance. Amazingly, none are attached to the driver.
- Cars weigh around 600 kg and race at speeds of over 300km/h.
- F1 cars are not the fastest cars on the racetrack.....it's the braking power that sets them apart.
- At race speed, there is 2.5 tonnes of pressure on the wing at the back of the car, literally 'sticking' it to the road.
- Each car has two antennae mounted just ahead of the windscreen – one for voice contact and the other for the on-board computers.
- Between 6 and 10 megabytes of data is collected each lap and relayed to the pits as each car tuns into the start-finish straight and gets line of sight contact with an aerial jutting from the pit counter.
- ISDN links allow the crew to send telemetry data from pit lane back to mission control in the UK (Silverstone for Jordan, and Bristol for Jaguar) for detailed analysis. Testing is completed overnight and recommended changes sent back to the circuit by the following morning.



LEAR

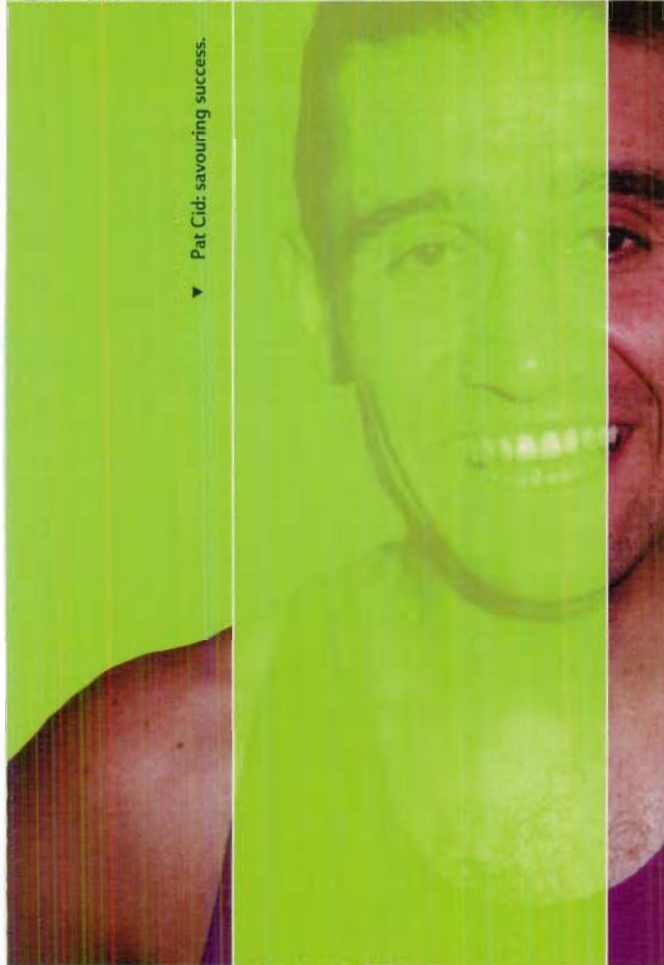
MCI WORLD COM





THE RACE FOR

▼ Pat Cid: savouring success.



And the winners were ...

Well, three young doctors representing Geelong Hospital may have won the event in a time of 1:49:08, but for the HP and Agilent teams, the day was still a resounding success.

Adorned in the brilliant blue, fluorescent orange and lime green racing gear of HP or the aqua blue and white Agilent garb, the teams looked simply sensational. And for the record, all 99 participants finished the race.

The first HP team to cross the finish line were The MoFo's (Aaron Wileman, Pat Cid, Andrew White) in a time of 2:12:17, placing them 62nd in an overall field of 896 teams (44th of 458 all male teams). For Agilent's Can't Swim, Can't Ride, Can't Run (Jeremy Simon, John Marshall, Brett White) their time of 2:22:15 saw them record a 175th placing overall, and 130th in the 458 team male competition.

First all female team across the line were HP's The All Girls (Danielle McNamara, Emily Raven, Janet Newan) in a time of 2:49:15 and a 34th placing in a field of 68 female teams.

In the mixed competition, HP's The Speedsters (Brett Mann, David Taig, Cathering Ogilvy) recorded a time of 2:28:15 resulting in an 84th placing out of 353 mixed teams. A time of 2:27:28 gave Agilent's Tri-umphs (Warren Hillier, Tracey Finnerty, Kerwin Rittamer) 77th position.

So what could possibly top off such a great day? HP came second in the race for the most colourful uniforms.

For full race results, see Lisa Bugalski in the gym.



Top left > Pat Burrows sprints to the finish line.

Top right > Lisa Bugalski with Andrew White.

Over Page > Ian Wallbridge concentrating on the task at hand.

Above > Agilent team members making dreams happen.

corporate glory

It's 7.30am on a Sunday morning and thousands of people are gathered at Melbourne's Elwood Beach, nervously awaiting the starter's gun for the running of the annual Powertel/BRW Corporate Triathlon.

Included within the waiting throng are 69 HP and 30 Agilent employees, all willing to push bodies to the limit in the race for corporate glory.

Over the next few hours and as part of a three-person team, they'll each swim 400 metres, cycle 10 km and run 4km. And for most, participation will bring its own rewards.

"There's no question I'm out for 'corporate blood'," says Andrew White, Marketing Assistant for CCO and member of The MoFo's, "but I also enjoy the

personal challenge and love being involved.

"The thrill for me is in crossing the finish line and being happy with my time, which hopefully will be under 50 minutes."

Ian Wallbridge, Australasian Remarketing UNIX Sales Rep, agrees.

"It's definitely a personal challenge....I just want to come out of the water running because once the swim's out of the way, I know I can do the rest."

And for Ian, that will be an achievement. Just six weeks ago, he couldn't swim further than 50 metres. Now, he's swimming the required 400.

"Getting to the end of the race will mean I'll have completed the swim," says Ian, "and there'll be a big grin on my face when I finish that swim!"

Despite long training sessions and the sacrifice of valuable personal time, competitors agree the camaraderie and team spirit is extraordinary.

For Andrew, training allowed him the opportunity to enjoy being a part of the HP team and to train towards a common goal.

"Being a part of a team is a good driver to achieve," says Andrew. "There's also the social aspect and the chance to meet new people."

For Ian, networking and socialising were invaluable benefits.

"There's a real spirit of 'we're in it together'. It's good fun, despite the fact we have highs and lows.

"It's also great for the corporate image ... we're flying the HP flag as a group."

And for Pat Burrows, CCO's Business IT Manager, competing in her second triathlon, the reward is clear.

"It's simply a good feeling to wear the HP uniform and feel as though you're part of the HP team."

Despite long training sessions and the sacrifice of valuable personal time, competitors agree the camaraderie and team spirit is extraordinary.





goodbye AND good

After 36 years, our longest serving employee, Bruce Marsh, has retired. Bruce, HP's Asia Pacific Education Manager, called it quits with a retirement function at Blackburn on March 3, his 55th birthday. Here's a few final words:

36 years on, and it's...

uck

Looking back over 36 years, I consider myself very fortunate to have grown and experienced so many wonderful opportunities in one company. Many of my school friends have had to change jobs often to gain only a fraction of the experience I have had.

I started with HP's then agent, Sample Electronics on 10th February 1964. My first job was "manufacturing" 200CD oscillators and 400D voltmeters for customers in Australia, New Zealand and South-East Asia. I was the production process from beginning to end. I unpacked the parts, assembled them, calibrated and shipped the product.

In 1967, HP "bought out" Sample Electronics and 13 people became HP Australia. In that year, I completed my Degree and became a Service Engineer for HP supporting the full range of measuring instruments as well as medical equipment "acquired" by HP from Sanborn company (again represented by an agent in Australia/NZ).

In those times, we relied totally on the Telex machine for all overseas communications, orders, confirmations etc (international phone calls were unreliable and very expensive). It took about two weeks to get a reply to any message. Orders took between three to four months to fill because of customs and shipping delays (sea freight) ... obviously customers had to be very patient!

I became Service Manager, Systems Engineering Manager, Business Development Manager, Southern Area General Manager, Marketing Manager, HRD manager and finally started Asia Pacific Education Services organization in 1991 (now called Global Learning for Performance - Asia Pacific). Each new role had its challenges but more importantly gave me great opportunities to learn.

The Southern Area General Manager role was the most exciting because of the wide scope of the role, functionally & geographically - I managed over 80 percent of the Australian land mass with some of our biggest customers located in incredibly isolated sites thousands of kilometers from civilization! My toughest role was

Marketing Manager because you have so many people wanting to "advise" you how to spend your small and very precious marketing dollars!

My most recent role was Asia Pacific Education Manager. We built a small but very effective team from scratch in all major countries in AP. This Education community is a closely knit team, working hard to support the needs of all businesses in Asia. I will miss their friendship, openness and flexibility very much.

Asia Pacific is a fantastic place to work...the enthusiasm, teamwork, cooperation and achievements with minimal resources is absolutely amazing. I'm certain AP will be HP's primary growth engine for the next 10 years or more.

"Thank you again for your support, encouragement, experiences - everything - I will miss you all very, very much."

What I'll miss:

- the great people in HP and Agilent
- the excitement of seeing HP grow and prosper in Asia.

What I won't miss:

- 1am - 3 am conference calls
- living in aeroplanes

Over all these years, the outstanding feature of HP was, and still is, its culture. People work together like a big family, solving problems and helping each other. I will carry these wonderful traits with me wherever I go and I am deeply grateful to all of you for your contributions to building my value system.

In this environment, colleagues become friends and I treasure the many friends from all over the world I have made over my career at HP. I will be doing my very best to maintain these friendships in the future.

Good luck in Agilent or HP and I will monitor your success closely. Thank you again for your support, encouragement, experiences - everything - I will miss you all very, very much."

If you'd like to keep in touch with Bruce, his email address is marsh_bruce@hotmail.com

For more than 25 years, HP calculators have been used by the world's leading scientists, engineers and finance professionals, achieving an excellent reputation for quality engineering and unsurpassed reliability.

Now, according to the Australian Calculator Operation's (ACO) Asia-Pacific Market Development Manager, Wendy Reynolds, the calculator is about to change.

downloaded to the calculator from the Internet and shared between teachers and students via infrared technology. The 38G also allow students to perform complex mathematical functions such as graphing many functions simultaneously and fitting mathematical models to real data.

"Drawing on the idea that graphic representations can greatly reinforce the understanding of abstract mathematical and scientific concepts, our marketing team in Asia-Pacific has been actively promoting graphic calculators to educators for the last two years," says Wendy.



"With technology innovation and visionary ideas, the products we will bring out in the future may not exactly resemble the calculators of today," says Wendy. "Instead they will be tools which will result in better quality education for more people."

"In fact, earlier this year, CEO and President, Carly Fiorina, spoke about a learning appliance that will be used to offer interactive lessons in a variety of subjects, giving educators and students the world at their fingertips...in the classroom."

According to Wendy, a sneak preview of this tool will be provided by the ACO this month at the National Council of Teachers of Mathematics in Chicago. And credit must be given to the ACO's design and development team based in Melbourne.

HP's current models of graphic calculators already have the basic elements of a learning appliance. In fact, HP's 38G is the only graphic calculator in the world to have a powerful concept called ApLets - electronic lessons that can be

And HP's graphic calculator is gaining market share throughout Australia and the Asia-Pacific.

"We're promoting a culture of using the HP graphic calculator as a teaching and learning tool to schools in Australia and have already been successful," says Wendy.

"In WA, for example, more than 30 percent of high school students use HP graphic calculators in their tertiary entrance examinations."

ACO's Education Account Manager, Tony Jones says the graphic calculator will change the way mathematics and science is taught and the way students learn in high school.

"The graphic calculators allow students to explore more 'real life' maths and science situations by taking away some tedium of certain processes, or the sophistication of others," says Tony.

"This allows students to discover and more fully understand these concepts."

And despite some concerns that the calculator may make it easy for students in exams, Tony

Students with the
HP graphic
calculators being
piloted in schools
around Australia



suggests that teachers are now structuring exam questions in a different way.

"Exams will now test a student's application of their knowledge and the processes involved to reach a conclusion, rather than how much of the syllabus they can recall," he says.

"As long as all students have access to the calculators, it means no one student has an advantage over another."

How HP's graphic
calculator is revolutionising
secondary maths

ACO CALCULATES SUCCESS WITH GRAPHICS

To ease teachers into using the new technology, the ACO has established Teachers' Professional Development Training Programs to train teachers who, in turn, coach other teachers in calculator-based mathematics and science education.

"Teacher training is done via intensive in-school trials on the use of HP graphic calculators and related technologies and by providing easy to follow instruction guides and resource materials," says Wendy.

"These calculators excite teachers and give them a powerful new teaching method, aimed at creating a brighter generation of leaders, competent and equipped to face the challenges of the new millennium."

As part of ACO's commitment to helping students, teachers and high schools access this technology the calculators are being piloted in 30 schools throughout Victoria, Queensland and South Australia. (HP graphic calculators are accepted as part of the WA curriculum.) The pilot program includes class kits of 30 calculators, professional coaching and teachers' resource material.

Want to know more about HP's graphic calculators? Contact Wendy Reynolds (x5769) or Tony Jones (x3800) at the ACO.



sky's **no** limit

HP HELPS MICROSOFT LAUNCH W2K

by Jacqueline Ibrahim

The sky was no limit in Sydney last February, as HP helped Microsoft launch Windows 2000. Held at Fox Studios, the event was nothing short of huge, as evidenced by a message written across the sky: "HP=W2K".

HP was a sponsor of the Windows 2000 launches internationally, investing \$450,000 on a world-wide level, showing customers and Microsoft that HP is serious about the partnership and Microsoft solutions.

The event began with an exhibition by all global partners, followed by a presentation, telecasting Bill Gates from the US. The grand finale was a party in the streets of Fox Studios with clowns, gymnasts and other artists keeping the crowds amused.

From a crowd of around 4,000 people, HP generated 2,000 leads (who all visited the booth). These are currently being qualified and passed on to the relevant people.

Thanks to all those involved, but particularly those who attended the launch and handled the crowds.

To find out more about HP and Microsoft Windows 2000, contact Carly Macmeikan, Microsoft Australian Alliance Manager, Simon Arch, AP Microsoft Alliance Manager or Jacqueline Ibrahim, Enterprise Marketing Group.



The boat bearing the HP logo on its sails, AmericaOne, may not have won ... but there was still reason for HPNZ to celebrate, as Team New Zealand became the first non-American team to successfully defend the America's Cup. What an achievement.

SAILING, SPONSORSHIP AND A SICK CHILD



When the extravaganza that is the America's Cup sailed into Auckland's Hauraki Gulf earlier this year, staff at HPNZ certainly had their hands full.

As a major sponsor of one of two remaining challenger boats, AmericaOne, HP was kept busy hosting customers on the spectator boat, meeting crews ... and making the wishes of a severely injured and sick little boy come true.

Beau-Dene Baker-Sweeney is 12 years old and a huge fan of sailing. However, a severe leg injury had left him incapacitated, confined

to a wheelchair and in hospital. And that's where he spent countless hours watching the challenger races on television.

Enter HPNZ's General Manager, Barry Hastings. Barry was contacted by the hospital which shared the plight of young Beau-Dene. And Barry's plan?

"I suggested that we could arrange for Beau-Dene to visit the AmericaOne base," says Barry.

"So we liaised with AmericaOne who were enthusiastic about the idea. We then organised the support of a cab company to transport the

boy (who was in a wheelchair) and his parents to the base to meet the crew.

"He was shown around the base by crew members, given AmericaOne posters and HP merchandise and got the chance to meet Paul Cayard, the skipper.

"Beau-Dene was completely overwhelmed and thrilled with the visit," says Barry. "And it has brought benefits. We hear from the hospital that such positive moments can really assist with the healing process...and we understand it has most definitely done this for him."



HR Director Alan Colvin with the low-down on IT&T skills shortages

ALTERING IMAGES

It seems the IT industry has a problem. There's too many jobs and not enough skilled people to fill them. Add to that an image crisis and the situation looks grim.

But according to HR Director, Alan Colvin, there is a solution.

"We need to attract young people to meet a huge industry demand," says Alan, "but while the image of an IT professional remains one of a 'nerd' or 'geek', we're fighting a losing battle.

"We need positive role models to attract people into our industry so parents won't just advise their kids to become doctors or lawyers, but IT professionals as well."

And it's not just media hype. Globally, there is an information technology skills shortage. In Australia this year, it's estimated around 19,000 students will graduate from universities

TAFE Colleges, yet forecasts suggest there'll be an astonishing 31,000 new IT roles. That's 12,000 jobs where companies will

have to seek employees from elsewhere, probably overseas.

So what is HP doing? It would seem we're doing lots. Says Alan, "We're working with the government, the education sector and our industry to find a long-term solution to address the problem.

"The government recently announced the establishment of an IT&T Skills Institute in Canberra. This Institute will have a charter to provide direction for the industry and an aim to propel Australia forward as a technology leader.

"We've contributed significant funding towards setting up the Institute and will be relied upon to provide further funds in the future.

"We're also talking with the Australian Student Trainee Foundation about their local community program," he says.

"HP will look to forge close relationships with local high schools and provide work and experience which will count towards students' VCE.

"We need to do our part to encourage and inspire students towards our industry.

"From a philanthropic perspective, we've also made a decision that our focus for 2000 will be secondary education and are in the process of finalising grant recipients. We can make a difference and ensure IT is a profession of choice.

Of course, long-term prospects still look good for the IT industry.

"There's zero unemployment for those with IT skills, exciting career opportunities, re-training programs to allow people to change industries, competitive salaries, increased access to computers, and the next generation of parents growing up with an awareness of the industry," says Alan.

"Our challenge is now to spread the word not only about HP, but about being a part of this exciting industry."

Inform us

It's your magazine so inform us about the news, views and events of HP.

Articles, photographs and feedback welcome.

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