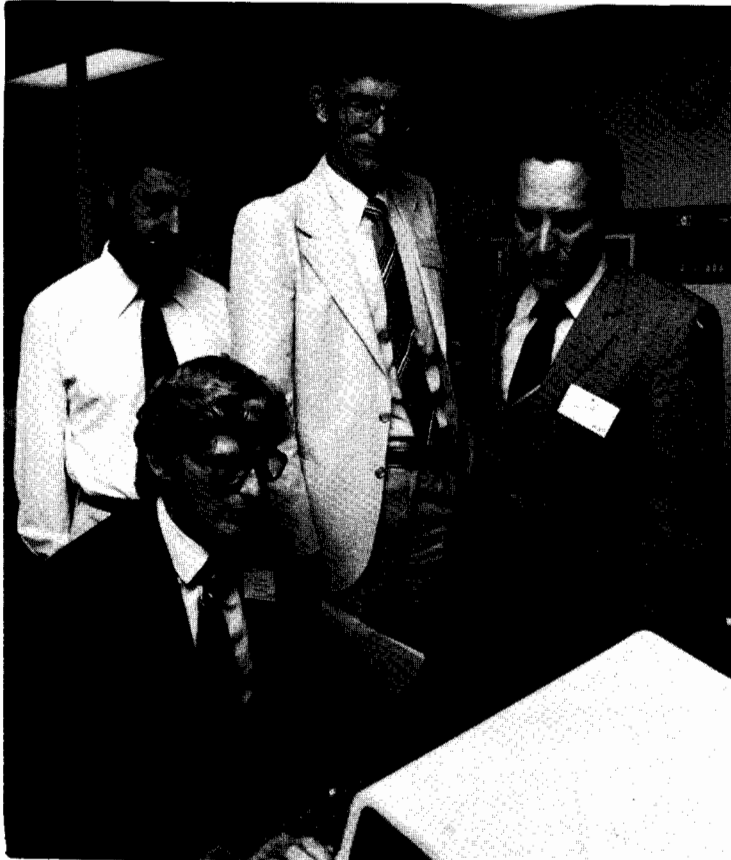


# depth

No.5 JULY 1982

## Gift Upgrades System for Queensland College



EDUCATION is partly imparting trade, professional, technical, artistic or commercial skills. It also identifies standards.

At its best, it is pursuit of perfection, never quite attainable but always beckoning.

The HP Way, when applied, gives inspiration to countless essays in excellence.

It is not surprising, therefore, that a company like Hewlett Packard should be closely linked to universities, institutes of technology and colleges in every country in which it operates.

It would be a rare educational institution where HP equipment and back-up were not preferred by teachers and students alike. Much of our business is done with them.

HP has given generous support to Australian and New Zealand institutions. Recently it donated a \$53,000 upgrade of the Queensland Institute of Technology's HP3000 computer, used by the School of Business Studies.

The upgrade made the Series II machine into a Series III, doubling storage to one megabyte.

● David Booker visited QIT to hand over the gift to Mr Bill Fisher (left) QIT Computer Manager, Dr Bernie Wolff, head of Business Studies, and Dr O Wordsworth, QIT Director. ■

FOR AUSTRALIAN AND NEW ZEALAND STAFF AND FAMILIES OF HEWLETT-PACKARD



## Half-Year Assessment

Without allowing ourselves to become complacent, HP people in Australia and New Zealand can feel pleased with the first half of FY82.

I assume everyone has had the chance to read John Young's profit share statement. He reported that sales worldwide had increased by 22 per cent and net earnings by 26 per cent.

The profit share percentage was 7.03 – just fractionally down from the previous figure.

This was achieved in spite of the recessionary climate that had prevailed.

Here too we have not escaped difficult trading conditions but we achieved a growth in Australia which matched the world figures.

New Zealand has also done well and made its valuable contribution.

In the context of tough times in the market place, our achievement rewards a very good team effort. Everyone has made a contribution and should be thanked.

We have increased sales without letting costs rise at the same rate.

Helping this has been our pricing policy but I do not overlook the effect of all our efforts to keep costs in line.

Payroll is a large element in costs. In both Australia and New Zealand it has been rising rapidly because of general increases in wages.

John Young said that we need to continue to increase our productivity. This is very relevant to Australasia if we are to retain our strength and competitiveness.

Our first Corporate Objective requires that we perform our manufacturing, marketing and administrative functions as economically as possible.

It is addressed not only to management. It concerns every single person in the HP family.

"Profit is not something that can be put off until tomorrow; it must be achieved today. It means that myriad jobs be done correctly and efficiently. The day-to-day performance of each individual adds to – or subtracts from – our profit. Profit is the responsibility of all."

DAVID BOOKER

## Apr/May Newcomers

Kitty Aerts, Service Co-ordinator/PCG (Melbourne).

Ernest Asher, Op/EDP Co-ordinator (Wellington).

Tony Athanatos, Analyst Programmer (Melbourne).

Sylvana Belcastro, Order Co-ordinator (Sydney).

Denise Bessenyei, Shipping Co-ordinator (Sydney).

Alan Brown, Sales Representative/CSG (Sydney).

Nigel Clunes, Staff Systems Engineer/SEO (Sydney).

Benjamin Hah, Management Accountant/Admin (Melbourne).

Wendy Heath, Sales Secretary (Auckland).

Steve Jeavock, Trainee Operator/EDP (Melbourne).

Peter Karol, Sales Representative/CSG (Melbourne).

Kathryn Kershaw, Canteen Ass/Personnel (Melbourne).

David Lauer, Service Accountant (Melbourne).

Nancy Lim, Support Admin Supervisor (Wellington).

Stuart McLaren, Imp/Exp Assistant (Wellington).

Jan Manning, Admin Clerk (Sydney).

Karen Mitchell, Typist/Clerk/Op (Melbourne).

Annette Morris, Secretary/Medical (Melbourne).

Sharon Morris, Secretary/CSG (Melbourne).

Alan Skelton, Service Engineer/Instruments (Melbourne).

Rhonda Smith, Secretary/Instruments (Sydney).

Colin St Clair, Systems Accountant (Melbourne).

Robyn Taylor, Secretary/CEO (Sydney).

Alyta Thwaites, Secretary/Instruments (Melbourne).

Craig Tice, Staff Customer Engineer (Wellington).

Ann Walker, Typist/Clerk – Imp/Exp (Melbourne).

Cliff Wilkinson, Service Engineer/Instruments (Perth).

Kim Wood, Staff Engineer/Instruments (Melbourne).

## Transfers

Jeff Gomes, Accounting Systems Supervisor to Application Specialist/ASC (Melbourne).

Alan Honeyman, Analyst Programmer to Application Specialist/ASC (Melbourne).

Bev Middleton, Service Contracts Co-ordinator to Southern Supt/Administrator Manager/Support Admin (Melbourne). ■

## South Island Restaffed

From New Zealand comes assurance by Roy Armour, District CE Manager, that "HP is alive and well in the South Island."

"With Hugh Smith moving to Melbourne, the South Island CEO office was left unoccupied for FY80 and support was provided from the North Island offices," Roy wrote.

"In late FY81 however it was decided to locate a CE permanently in Christchurch once again and by early FY82 Paul Turner had accepted the challenge and relocated himself down South.

"The new office is located in Peterborough St, opposite Digital, and to date Paul has resisted the trail of cookies across the street."

Paul joined HPNZ in December, 1980, as a staff engineer and after

receiving local training on the Government's large HP2000 network and USA training on the HP3000 he quickly became a competent account CE.

He had worked as a production engineering supervisor with Brandt Electronics; before that as telecommunications engineer on surveillance equipment with Civil Aviation.

"His wife Dawn is expecting their first child; he obviously spends some time at home," Roy advised.

Dawn keeps "fairly busy" tending 30 rabbits, two dogs, two cats and five fish. Paul's hobbies are light drama and theatricals.

Asked about disadvantages working in a remote environment, Paul replied: "None really. Absence of workmates may be seen as a disadvantage but it has resulted in a closer working relationship with my customers." ■

# Profitable Second Think

Not all who attended Productivity 82 in Melbourne and Sydney were on the verge of spending \$400,000, decided they were making a mistake, did their sums again and came up with the answer that they should switch from another supplier to HP.

But one did. And another handed a visiting American HP manager an order that may build up to \$10 million.

These were the most spectacular successes known so far. However, the ambitious promotion opened up a lot of other promising leads for **Geoff Stewart** in Sydney and **Bruce Miller** in Melbourne to follow up with their teams.

In summary, **Denis Hitchens**, Marketing Support Manager (O2), said:

"It gave us a run at sales that otherwise we would not have heard about. The attitude of the two keynote speakers was gratifying."

[The speakers were **Professor Lance Endersbee**, Dean of the Faculty of Engineering at Monash University, and **Professor N L Svensson**, Dean of the Faculty of Engineering at the University of New South Wales.]

"Not only did they praise HP products they use in teaching but Professor Svensson offered hints about developing equipment that we probably would not have thought about."

Denis was talking while he and **Gwen Welsh**, Marketing Assistant (O2), were sorting post-mortem notes, sales prospects and invoices, piled high on the board room table.

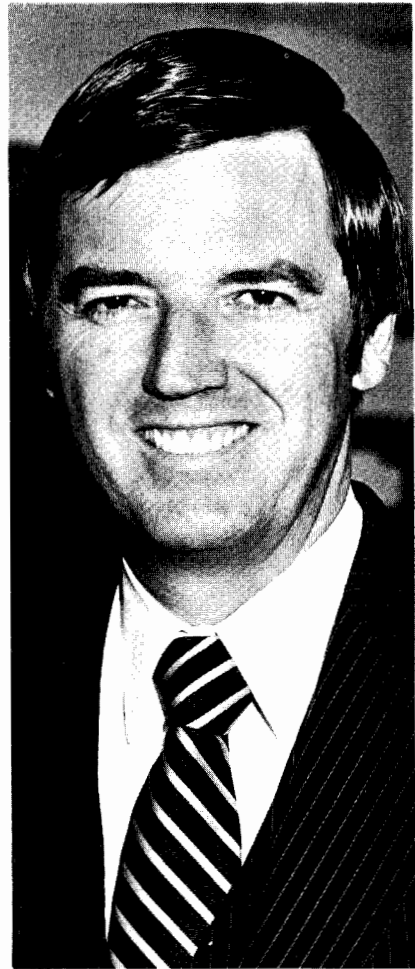
"To some people a presentation seems to end when the last guests walk out the door. That's when the hard work really starts," said Denis.

He was highly appreciative of co-operation from throughout the company. The example was set by Marcom Clerk, **Brian Scerri**, who in spite of a family bereavement co-ordinated props for the project, working almost around the clock.

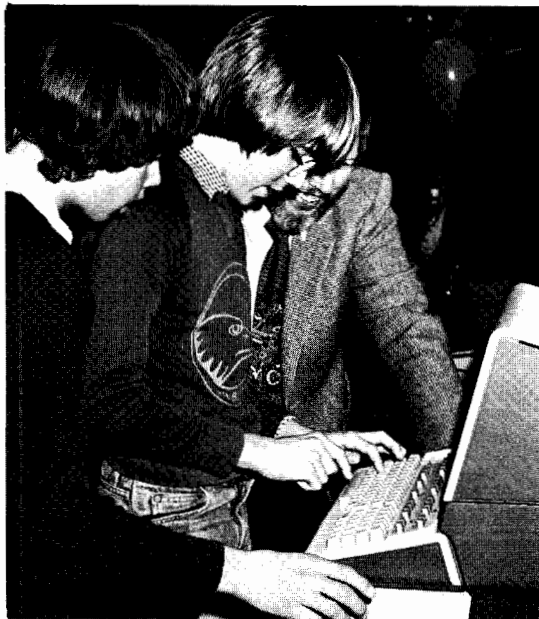
**Warren Jones**, Warehouse Supervisor, had the knack of producing equipment which pessimists said hadn't even reached the country.

Even **Paul Mesino**, from Redden College, Preston, spending only a fortnight with HP for work experience, got enthused by the project. He obliged visitors with birthday souvenir printouts from the HP7580 Plotter.

One of the most successful features of Productivity 82 was the special session for HP staff and families at the Dorchester in Melbourne and the Masonic Centre in Sydney. There was a grand turn-up - enough encouragement to do it again on an appropriate occasion. ■



● **Bill Murphy**, Peripheral Group Marketing Manager, brought a bright smile and sartorial elegance to Productivity 82



□  
Future staff or future customers?  
(Left) **Ray Gerwing**, Senior Administrator-Personnel, introduces **Tim Edgoose** and son **Steve** to the front end of an HP3000 system.

□  
(Right) **David Pawley**, Clerk-Services Contract Group, does the same for **Peter Schurr**, son of **Jenny Schurr**, O/P Specialist-O2



# Seminar for Australian Miners

**P**erth and Melbourne were venues in early June for the CAMGO seminars – Computer Applications for Mining Gas and Oil.

David Chambers, Branch General Manager, with Westerners Andrew Moore and Garland Smith, Sales Representatives (O2), teamed with Terry Wilde, District Manager (O2), and Kenoll Wilson, Sales Rep (O2), of Melbourne office, to mount an impressive three-day program in each city.

Western Australia's vast mining projects made Perth an obvious place to assemble operatives from the field – those who use the hardware and software and can strongly influence its purchase.

Melbourne was seen as an important second string to the promotional bow – many of the managers who make final decisions are eastern-based.

Aim, according to Kenoll Wilson, was to bring together for the first time the three parties applying computer technology: HP as hardware and software supplier; the mining companies which buy it; and our "third party" companies, those specialising in areas of computer applications that HP itself does not touch.

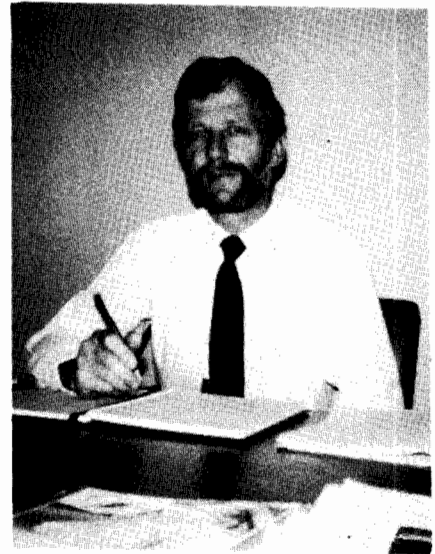
Kenoll spelt out the objectives:

- To help the mining industry understand what HP and its third-party software companies can offer in hardware and software applications.
- To give more visibility to the combined strengths of HP and its third-party companies in mining gas and oil, with emphasis on the broadness of the spectrum.
- To encourage third-party companies by positive action, showing that HP has a meaningful strategy – ERPN (Earth Resources Productivity Network).
- To encourage exchange of software, cross-licensing between Australia and the United States, not just within Australia.
- To work together to offer total solutions, demonstrating that much more can be done by a team than by individual packages.

Kenoll was born in England and came to Australia in 1978. He has been with HP just under two years.

His wife, Diane, was an Air France travel consultant and Kenoll a logistics officer in the RAF when they met in Malta. They married in Dorchester Cathedral. Elisha is their three-year-old daughter. ■

● Terry Wilde . . . pointing to wide horizons



● David Chambers . . . with the paper work

■  
● Garland Smith (right), now just a year in Perth after migrating from the US . . . 19 years with Litton Guidance and Control Systems . . . site manager at the Naval Air Test Centre, Patuxent River, Maryland . . . wife is Shirley and they have a 12-year-old son Tommy.

■  
● Kenoll Wilson with Professor Alban Lynch, of the Julius Kruttschmitt Mineral Research Centre, University of Queensland, at CAMGO session in Melbourne.





● Garland Smith at CAMGO

## Cardinals Top

**D**epth has already told of HP Australia's sponsorship of the Blackburn Junior Baseball Club and the active involvement of HP staff and their sons.

There is a happy sequel. The Under 15 Cardinals won the Victorian Championship after going through the year with 20 wins, two losses and a draw.

After the Christmas break, they were undefeated, reeling off a score of 13-12 to win their section grand-final from the neighboring Waverley Wildcats and then wins of 17-4 and 17-3 in the final series to earn the Victorian crown.

Ray Gerwing (Personnel) is the proud coach. Kenoll Wilson (Computer Sales) assists him. ■

## Maidens Still

**T**he term 'maiden' is applied only loosely to the muscle-bound and whiskery types pictured above.

It's used a lot in turf circles to describe a horse that hasn't yet had a win.

These five members of the new HP basketball team playing in a Melbourne suburban competition haven't looked like winning. And judging by the way they're horsing around, there's no risk of them losing their maidenly status.

Steve Hitchings, Staff Systems Engineer-02 (second from right), should be tongue-lashing them like any tough coach would with failures on his hands.

The others, who must learn that you play like you train, are Ion Klopogge, Kenoll Wilson and Mike Rimer, Sales Representatives-02, and Rasputin-bearded Steve Chadd, Systems Engineer-02.

Brian Scerri, Marcom clerk, has been pestering the editor to publish the losing scores. But he is not a critic with altogether pure motives. He was emergency for the first two games and wasn't called from the bench. ■

## STOP PRESS

**In upset of season Hitching's Hewlett Packardians d Blackburn CUBS 32-18.**

WE WERE WRONG (Again)

The May report of a gorilla eating Sandra Bateman's typewriter was incorrect. We unreservedly accept that Ms Bateman does not have a typewriter and regret any distress the report may have caused her. The visitor ate her telephone. This was not caused by a reporter's error nor the desire of a sub-editor to doctor the news. It was caused by a gremlin fiddling with the computer print-out, which jolly well goes to show how shaky the state of the art still is. □

## More Pool

**E**ncouraged by success of their singles tournament, Joseph St pool players are staging a doubles competition.

Two rounds have been played during lunchtime sessions at the Doncaster Inn.

One highly-fancied pair was bundled out in the first round.

D ("Minnesota Fats") Booker and J ("Never Give A Sucker An Even Break") Springall looked certainties for the prize. Not only did they exude the confidence of professional hustlers but . . . well, who would be game to toss not just one boss but a brace of bosses?

However, Greg Beers and Stuart Forbes don't scare easily. They walloped their opponents 2 to 0.

The losers were only fairly gracious in defeat. "Never Give" muttered that he really didn't want to win. It could have given rise to stories of a youth misspent in pool parlors.

"Minnesota" said he was going on holidays and didn't want to hold up things by moving into the second round.

Jal Karani and Gray Morgan were another couple of tall poppies to topple.

The competition so far:

### FIRST ROUND

Richard Pike (Imp/Exp Co-ordinator) and Phil Jones (Snr Imp/Exp Sup) d John Markovich (CE-02) and Graham Gunson (CE-02).

Greg Beers (Imp Co-ordinator) and Stuart Forbes (Imp Co-ordinator) d John Springall (Facility I/S Mgr) and David Booker (Man Dir).

Jeff Ineson (FICS Operator-02) and Sean Mellerick (Data Entry Clerk-09) d Mick Cerkez (Warehouseman-02) and Allan Kershaw (Warehouseman).

Warren Jones (Warehouse Sup) and Bill Allison (Warehouseman Snr) d Adrian Weiss (Warehouseman) and John Bennett (Maintenance Assistant).

Peter Simpson (Clerk-12) and James Crawford (Calc Service Assistant) d Graham Gourley (Serv Tech-01) and Ian Kurht (Service-01).

Ray Gerwing (Snr Admstr) and Russell Warrington (Psnl Admstr) d Jal Karani (Admin Mgr) and Gray Morgan (Ctry Sales Mgr-01).

Geoff Brown (Warehouseman) and Paul Croese (Grp Leader-01) d Bill Hitchcock (Serv Tech-01) and Danny Kovaks (Serv Tech-01).

Don Mays (Warehouseman-09) and Les Clark (Maint Eng) d Dave Reddy (Comp Op Sup) and Alex McKean (Maint Eng). ■



## East-West Tensions

**K**ipling was only half-right when he said that East is East and West is West and ne'er the twain shall meet.

They did meet when **Brian Holder**, (CE-02), packed his haversack, filled his water bottle, donned his Bombay bloomers and set out on a trek to Perth for a five-weeks' secondment.

On his last night in the West, he attended a fancy dress party as Tarzan. From this ensued a conflict which a rapid-fire exchange of telexes has not really resolved.

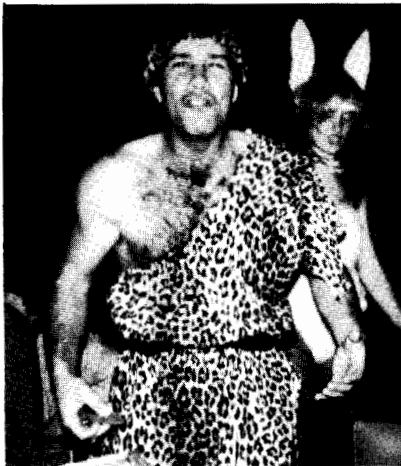
It seems that words spoken in the East have a different meaning when uttered in the West. So Rudyard can shrug his shoulders and claim that you lose a few, you win a few.

These are uncensored interrogatories exchanged between Perth and Sydney and reported by **Glen Taylor** (Perth Secretary-01):

BRIAN HOLDER - SOME LOCAL CONFLICT EXISTS AS TO WHETHER JOCKETTES UNDER TARZAN SUIT WERE BRIGHT RED OR 'JUNGLE SUNSET'. PLS CONFIRM. ALSO PERTH COSTUME HIRE WOULD APPRECIATE RETURN OF THEIR MOHAIR CHEST PIECE ASAP. HAVING PROBLEMS GETTING KODAK TO RELEASE NEGATIVES. BEST WISHES. NATIVES OF WESTERN JUNGLE.

HPWA - GREETINGS NATIVES. COLOR WAS IN FACT 'SCANT SCARLET'. PERTH COSTUME HIRE OBVIOUSLY ATTEMPTING A RIP-OFF WITH CHEST PIECE. KODAK SEEM TO HAVE GOOD SENSE. REGARDS. TARZAN. ■

● **Me Tarzan . . . plenty scared of Jane**



 **HEWLETT  
PACKARD**

## Social Club Activities

**S**ydney staff have a vigorous Social Club which brings considerable ingenuity to a wide-ranging program.

The club tries to stage at least one lunch-time function, such as a sausage sizzle, and a more ambitious event every month.

For June there was a sizzle - free to club members and costing \$1 for others - and a chicken and champagne night (well, chicken and Bodega) combined with a theatre performance of "Sleuth" by the amateur dramatic group, the Westleigh Players. Charge was \$7 with friends welcome.

**Bob O'Brien**, Sales Representative (02), was ticket secretary.



Twenty brave people signed up for a snow trip over the first July weekend. Places filled quickly and slow-off-the-mark applicants were left lamenting.

A dinner dance is listed for July, a Harbour cruise for August 13 and functions are being planned for later in the year.

Novelty is part of the approach. Like picking strawberries at **Jane Burton's** place. Jane is a secretary with Components Group.

A competition for a logo, with a magnum of champagne as prize, is attracting talented entries.

**Bob O'Brien** is committee president, **Duncan Coles** (CE-02) is vice-president, **Joanne Turton** (CEO Co-ordinator-02) and **Shayne Griffiths** (SEO Administrator-02) are secretaries, and **Chris Armstrong** (Communications Services Administrator) is publicity officer.

Fifteen shops in Macquarie Centre offer at least 10 per cent discount to club members and **Irene Cook** (Secretary-04) is ever so gently twisting the arms of more traders to demonstrate their generosity.

□ □ □

Melbourne's Social Club also is active, although lunch-time activities outdoors have been curtailed while extensions to the building are in progress.

Popular demand resulted in **Chaucers of Canterbury** being booked for the annual dinner dance on Saturday, August 7. This is the highlight of the social year.

**Russell Warmington** promises "a fabulous evening with good food, wine, dancing and lots of prizes." Address inquiries to him.

Discounts are also available to members of the Melbourne Social Club.

Members can now receive 35 per cent off film processing. All films left with the Social Club will receive the discount. Delivery will usually be within two days.

Kodak film can also be bought from the club at discount prices. **Lorraine Hales**, secretary in Personnel, will give details.

**Russell Warmington** is president of the club and committee members are **Lea Thompson**, Order Co-ordinator-02, and **John Bellofiore**, Accountant.

Vacant offices will be filled at the AGM to be held soon. ■

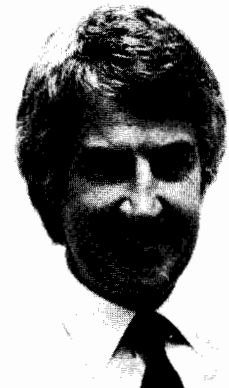
## Over Quota

In Perth **Ian Murray**, FE-01, has bettered his quota by 281 per cent. In six months his sales exceeded \$1 million.

In Melbourne, **Ian Johnston**, FE-01, has topped \$1 million and exceeded quota by 213 per cent.

In Wellington **Keith Watson**, is over by 231 per cent, also selling more than \$1 million. ■

● **Ian Johnston . . . business is brisk**



## Talavera Toasts

Twenty of the 28 charter members of the Macquarie-HP branch of Toastmasters International work at the Talavera Rd office in Sydney.

Membership is still open.

HP lends the auditorium and kitchen for twice-monthly meetings and members appreciate this help but otherwise the branch is independent of the company.

Chris Armstrong, Commercial Services Supervisor, is an enthusiastic treasurer who explains that Toastmasters helps in leadership training, preparing for and chairing meetings and speaking

coherently and persuasively to an audience.

Members deliver prepared and impromptu speeches and every talk is evaluated.

Droning on is firmly discouraged. After five minutes a special clock prompts an orange warning light, at six minutes a green and at seven a red.

Office-bearers are:

- President - John Keen (Sales Representative-12)
- Vice-president for education - Tim O'Sullivan (Sales Representative-02)
- Vice-president administration - Doug Woodcock (DCE Manager-02).
- Treasurer - Chris Armstrong.
- Sergeant-at-Arms - Val Ryan (Secretary-03).

John, Tim and (pictured right) Chris founded the branch. ■



## Underarm Not Underhand For Bachelor Bob

Bob Hands, who came to Australia from the UK via New Zealand, represented Surrey at soccer, tennis and table tennis and got his golf handicap down to 6 before a knee injury put him out of that sport.

Twenty years ago he ran the quarter and half-mile, played a lot of chess and sailed, which he still does.

His sporting instincts and affection for New Zealanders cause him to frown on Australian cricketers who bowl underarm at Kiwis yet he's been spending all his spare time over the last three years polishing his own skills at underarm bowling.

He says there's a difference. He plays First Division lawn bowls for Burwood and they would chuck him out if he bowled overarm.

About his visit to Australia in a New Zealand ballroom dancing team, he says: "I think we were beaten; I'm sure we were."

His rise on the rinks has been little short of meteoric. "I didn't want to play. I told them it was an old man's

game and I was just over 40. But my left knee isn't too good so I had my first year bowling at Boronia," he says.

Then he went to Burwood, one of the strongest clubs in Australia, and got into a state final, losing to Mitcham.

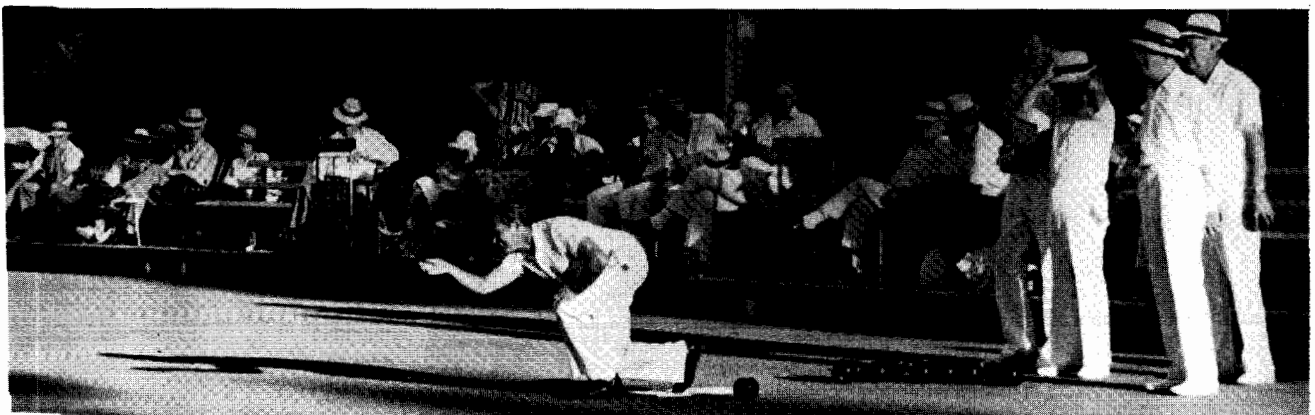
Bob says there are more lawn bowlers in Australia than the rest of the world put together. The weather helps, giving an eight-month season. It is no longer a game for geriatrics. In the UK there is an Under 15 championship.

He hasn't come up against any HP staff playing senior grade bowls. Are there any?

Bob worked for Cable and Wireless in the UK and moved to New Zealand when he was 22. He's work co-ordinator in the Melbourne parts centre.

With so much of his time devoted to sport, it's little surprise that he's a bachelor.

The splendid picture below shows the style of a champion. ■



## Denis's Lament

It's just good fun. Visitors to Sovereign Hill, the reconstructed gold rush settlement at Ballarat, can pay a dollar or so and get a "Wanted" poster run off the antique printing press.

Denis Hitchens, Marketing Support Manager (O2), happily shelled out for the poster (right) as a gift for Bob Bond, Commercial Systems Division Marketing Manager, here from America to help with Productivity 82.

Now he's not so sure. The printer might have cannily picked a potential recidivist, chockful of surplus Y chromosomes.

There were two document tubes on the back shelf of Denis's car when he drove to the airport. One contained the poster, the other an Arthur Streeton print. Bob took the wrong one and has since let it be known that he's not returning it for exchange.

Denis hopes that Depth has wide readership around Palo Alto.

"How could you buy a computer from this man," he asks. ■

## The Ballarat Times

### DISTURBANCE AT THE UNITED STATES

HOTEL  
MAIN ROAD BALLARAT

### ROBERT T. BOND

### TAKEN INTO CUSTODY

FOR BEING

### DRUNK & DISORDERLY

AND DISTURBING THE PEACE

## Five Down . . .

Mary Ayre, who has earned her five-year award, says her first years with HP New Zealand have been good ones.

Mary is secretary in the Wellington office to Brian Leighs, NZ Company Secretary.

She joined HP as secretary to Wayne Squires, then Country Manager and now Managing Director. She had worked for Philips Instruments and had also been secretary to a judge.

"The sales environment was very new to me and required some adjustment. I really liked it, however, and found it more involving. In this environment you have the opportunities to make decisions on your own," Mary said recently.

In five years she has seen HP New Zealand nearly double in size.

"I enjoy the feeling that I am contributing to the company and its growth," she said.

Mary also welcomes the challenge presented by New Zealand's new country status. ■

## Sydney Success

Everyone in the Sydney office is proud of Yvonne Warner, O/P Co-ordinator-01, reports Chris Armstrong.

Yvonne recently completed a two-year Department of Technical and Further Education (TAFE) course in Supervision.

"It's not just that she completed it that we're proud of her. Anyone knowing Yvonne will know her determination to stick at any project to completion.

"She topped the state," wrote Chris.

Yvonne won the AWA-EC Parkinson Memorial Prize for the highest pass in Stage 1 of the subject Human Relations.

She also earned first place in Stage 1 of the Supervision Certificate course, studying at Meadowbank Technical College.

The prizes were presented at Ryde Civic Centre on June 8.

All Yvonne's studying at lunchtimes paid off with handsome dividends. ■



● Pride of Talavera Rd



● Jan Manning, new Admin Clerk, has no excuse for lateness. She lives one street away from Talavera Rd. ■



# Sailor Still

**C**osmopolitan is what you might call Yves Knezy, CE/FE with Analytical Group. He has a French mother, an Austrian father and was born in Morocco.

He served 12 years in the Royal Australian Navy as an electrical artificer and was one of the first to do a transistor course at Royal Melbourne Institute of Technology (when the Navy was still tied to valves). This led to involvement in the Ikara weapons system. He's been three years with HP.

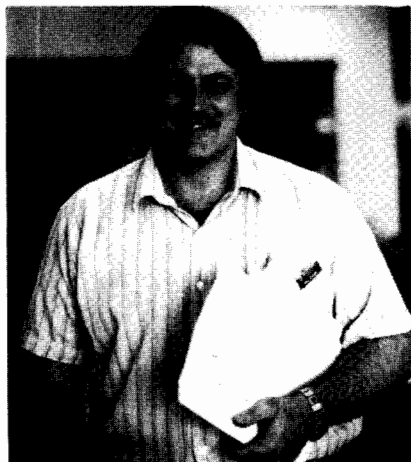
Sailing a 16-ft catamaran, the Evil Knevil, with Adelaide's Henley Sailing Club is his recreation. Wife Lyn, Jackie, 14, Shaun, 12, and Michelle, 11, also sail.

Yves is a member of the Mosquito Association, the Multi-Hull Association and the junior and senior sailing committees of Henley Sailing Club. ■

## WELCOME

**Wal Stemp**, Senior Warehouseman at Talaverna Rd, is a big man who does things in the grand manner. He heads this list of proud parents with twins.

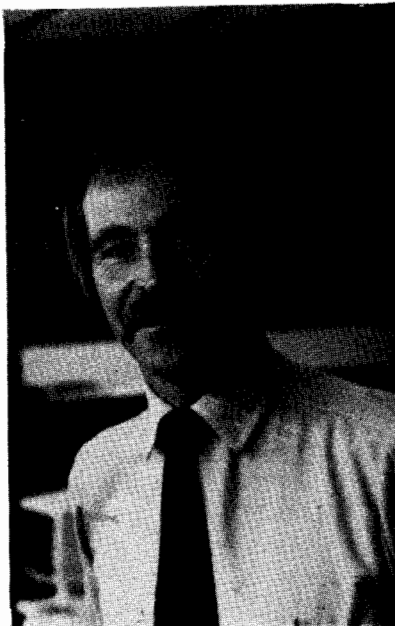
Wal and Lesley already had Peter, nearly three. The twins are Mitchell and Michelle.



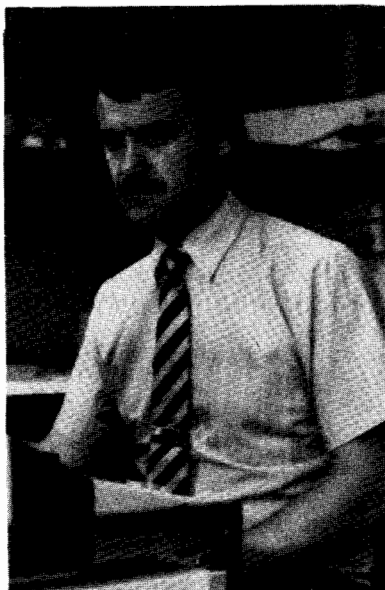
● Wal Stemp . . . double pleasure

**Doug Woodcock**, Northern District CE Manager, and Merlyn announced the arrival of Kathryn, 8lb 5oz/3.77kg, sister for Rebecca.

**Chris Crowle**, Staff Systems Engineer-02, Melbourne, and Christine advised even more pre-



● Yves . . . the road from Morocco



● Paul likes small offices

cise statistics: weight, 6lb 4oz/2.84kg; checked in 0005hrs on June 10.

**Cliff Wilkinson**, who started in mid-May as a CE/SE with 01 in Perth, and wife Jan have had their third child, Christopher.

**Bruce Maxwell**, F/E-01, and wife Robyn have a second daughter, Sophie. Weight, a whisker under 8lb/3.62kg; ginger hair; brother Robert, 8, and sister Amber, 5, were both at her birth; born March 13.

**Bruce Miller**, District Manager-02, and Robyn welcomed Kate Emily at 1220hrs on June 11. Weight: a robust 8lb 6oz/3.80kg. ■



ADELAIDE HP people share their building in Greenhill Rd, Parkside, with important neighbors.

The Department of Services and Supply does a lot of business with HP and Branch Manager **John Williams** has thought of boring a hole through the floor so orders can be lowered to his desk.

□ □ □

**Paul Cumberlandidge** came to Australia from Leicester in England in 1974, joining HP in August, 1981.

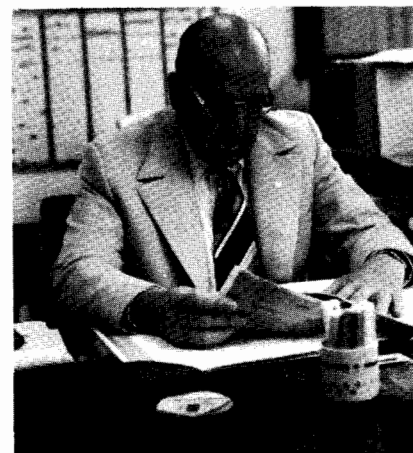
He married Adelaide-born Suzanne and their daughter Lee is approaching four.

Paul played soccer in England but now joins his father, also a migrant, when Australian Rules team Norwood is playing big games.

In cricket he supports the underdog: "When they're playing in Australia, I barrack for the Poms and for Australia when the Tests are in England."

The team he most consistently supports is HP: "It's good to feel part of a team, not just an individual. I like small offices, although it is fine to go interstate for courses and meet the friendly faces behind the voices." ■

● John Williams waiting for a drop





## Mexican Madness

Melbourne staff are an urbane lot. They don't bat an eyelid when singing telegrams are rendered at high pitch, when hairy beasts wander through the desks looking to deliver a birthday Gorillagram.

However, even their aplomb was slightly shaken when a mustachioed Latin, attended by winsome señoritas, cavorted through the building extolling in word and dance the virtues of Mexican pie.

But puzzlement lasted only a moment. In vigorous execution of a hat dance, the mo slipped and



● Cheesecake or pie?

● Bruce Marsh, Aust SEO Mgr; Ann; Kathy Kershaw, new canteen assistant; and Hans Bels, Ins/Grp Supp Mgr

spectators thought they saw a resemblance to Ann Hill, the former County Wicklow colleen who presides as jolly priestess of the staff canteen.

Suspicion that there was something Irish afoot was confirmed by complaints that not everyone got servings of Mexican pie. Skeptics debated the difference between a curry or mushroom Four'n'Twenty and one made to the secret recipe of a Mexico City gentlewoman.

Some regulars, who patronise the canteen as much for a merry exchange of wit with Ann as to eat her food, suggested things must have been going bad to need the promotion.

"Flogging old stock before moving to the new premises?" one cynic inquired.

"Trying to raise the fare for your holiday in Ireland?" asked another. ■

## Copy Deadline

Pictures and text for the next issue of Depth should be delivered to **GEOFF WINDSOR** or **PETER DELBRIDGE** not later than Thursday, July 21.

Earlier filing will be appreciated. It will also increase the chances of a contribution being used.

## Who's Calling?

One more case of mistaken identity (remember Rosemary Lamont and the frustrated dialler in the last issue?):

Robert Dey, preparing for Productivity 82, had a problem that needed input from Northern District CE Manager, **Doug Woodcock**.

It was late on Anzac Day so he started ringing Woodcocks in the phone book. Success was almost immediate.

"Yes, Doug Woodcock lives here but he's in the shower," a woman said.

"Would you tell him that Robert Dey's ringing from Melbourne, please."

Doug Woodcock, well towelled and talced judging by the time he took, inquired breezily: "What's doing? Why are you in Melbourne?"

A bit odd but Robert served up a pretty technical question.

"Don't know what you're talking about," said Doug.

"You ARE Doug Woodcock. You DO work for Hewlett Packard?" Robert asked.

"Yeah, but I don't understand a thing you're saying."

"You do work on computers?"

"Nope. I do a bit of plumbing for Hewlett's and I do know a bloke named Robert Day."

Our RD didn't dally to sort out niceties like "do you spell it Dey or Day?" ■

□

It's a good feeling when, pressed for time, you move off in a fleet car and note that the tank is full.

Not so good when you arrive late at an appointment because you had to stop to take on gas.

Are you a thoughtless or a thoughtful fleet user?

□

**Dawn Whymark** married Alan Mead recently and soon after they left Sydney for a seven-weeks' trip to England. Dawn works with **Roger Kane**, FE for STC, Telecom and major city areas.

□

John Warmington, Chairman of Hewlett Packard Australia, recently made a nostalgic journey back to Telecom.

It brought back memories of his first sale for HP when he worked for George Sample and Sons in 1947. It was an HP410A Vacuum Tube Voltmeter.

John presented an HP3438A Multimeter to the Director of the Telecom Research Laboratory, Mr Ed Sandbach (right).

Telecom some time ago donated the vintage instrument back to HP and it occupies a place of pride in the reception area of Melbourne office. The contrast between old and new can be seen in the picture.



The Army truck often seen in the eastern car park at Joseph St hasn't returned from the Falklands and isn't being readied for a foreseeable war.

HP is performing a contract for the Department of the Army to calibrate testing instruments within the truck.

The Army uses the truck as a mobile laboratory to calibrate equipment at various establishments.

Instrument Group's Standards Laboratory calibrates equipment within the truck, providing traceability to our National Measurements system.

□

John Bieske, Country Sales Manager-02, has been living a monkish existence doing a crash course in advanced business management at Melbourne University.

He signed up to live in for six weeks from June 7 to July 16, being virtually incommunicado to family and friends.

Sessions take place over Monday to Saturday. Both day and evening hours are required for the analysis of cases, group discussions, preparation of assignments, attendance at general sessions and private study.

## Calculator Competition

On July 1 The Australian was scheduled to carry an announcement of the winner of HP's competition to find the most original and practical application or program for either the HP11C or 12C calculator.

A handsome prize was offered: an HP85 personal computer with integrated graphics and 210kb data storage featuring Random Access Tape and a built-in printer.

Consolation prizes were one HP41 Calculator with choice of a Business/Finance Application Pac and one HP41 with choice of an Engineering/Scientific Application Pac.

□

Ron Turnbull, CE-02, and Carol Young have announced their engagement and plans to marry in Sydney at the end of this year.

□

Betty Hamilton, Distrib Sales Sp, has been warmly welcomed back to North Ryde after a longish absence.



## Profit Share

Judy Payne, Melbourne receptionist, won the sweep on the profit share percentage for the first half of the fiscal year.

She calculated - 'guessed' is too patronising a word for such an acute actuarial prediction - that it would be 7.05 per cent. Actual was 7.03 per cent.

John Young, announcing the figure on May 18, said it compared very favorably with the results of other companies in the electronics industry. It was down only 0.43 on the previous percentage, at a time when most economies of the developed world, including the United States, were in a recessionary phase.

## Health Insurance

Computer Museum

We remind all Australian employees to submit their Supplemental Medical and Dental claims through the Personnel Department.

All accounts should be paid and, for hospital and medical accounts, a claim should first be submitted to Medibank.

Dental expenses can be claimed only through the HP Dental Plan.

The yearly deduction for the Supplemental Health Plan (medical and hospital) is \$37.50 for single members and \$75 for a family.

The yearly deduction for the Dental Plan is also \$37.50 for single and \$75 for family members.

Yearly expenses are calculated from July 1, ending on June 30.

If expenses do not reach the deduction in one year, any expense incurred between April 1 and June 30 can be claimed as part of your deduction for the next year.

We would like to point out that an ambulance subscription and prescribed medicines are rebatable under our Supplemental Plan.

For further information, contact the Personnel Department.

RUSSELL WARMINGTON  
Personnel

# New Depth

This is the fifth issue of the new Depth, product of nearly a year of planning and participation by a lot of people.

As far back as last July, Geoff Windsor and Peter Delbridge talked to the School of Journalism at Royal Melbourne Institute of Technology about their concept for a revitalised house magazine.

High on the list of HP priorities was a publication that came out more often and more regularly than in the past, a failing with any journal produced by busy people like those in Personnel and Marcom who often have more urgent day-to-day priorities.

RMIT warned that re-establishing Depth would not be a one-issue operation. One need was to build confidence that it could be produced more regularly. Another was that the quality of writing, layout and production should mirror the professionalism and quality that HP sets itself in all its endeavors. Yet another was that the HP family in Australasia would accept it as their own communicating tool, columns open to everyone with something to say.

The last thing management wanted was that Depth be just a vehicle for management statements - chiefs puffing out smoke signals about the party line to obedient injuns and expecting them to be rapt in the contents.

On the other hand, it should not be just a joke sheet - 'in' humor that raises a chuckle in Melbourne or Wellington but is flat and unintelligible everywhere else.

Management will make statements and we will have jokes but both have to justify the space they take. Content needs to be topical; about HP people, their families and activities; and readers need to endorse it as what they want or need to know.

Some goals are near achievement. Early printing problems have been largely solved. Others need more hard work to reach the standard we aim for.

We want to improve photography. Black & white is better for reproduction than color; conventional prints are better than instant; close-ups are better than long shots; strong tonal contrast is better than monotonous all-over dark or washed-out white.

In a closeup, three or four 'skulls' (what crude jargon journalists use; yet they take others to task for their buzz words) can be identified more easily and have more impact than 30 indistinct 'pinheads' taken as a group at 50 metres.

Perhaps it is with contributions that most progress still has to be made. Not only that material be submitted but that it be supplied to deadlines. A deadline means that that is the latest date that an important item can be squeezed in - there must be an earlier flow of less urgent material starting at least a fortnight before a stated deadline.

We are conscious that our most generous contributors - New Zealand and Perth come strongly to mind - may think their efforts are unappreciated because some offerings have not been used.

Editors easily earn reputations for insensitivity, unable to recognise a good story when it's waved under their noses, but most times an item is unpublished because there isn't space. Pages, in the printing process, are bounded by frames that can't be stretched like rubber. To go up in size to take one extra item means adding a minimum of four pages.

Sometimes an item can be held over and lose none of its freshness. Other times it is overtaken by events and loses topicality.

FRANK MOLONEY

Frank Moloney is becoming an increasingly familiar face around HP offices. As editorial consultant to Depth, he works with Geoff Windsor, Peter Delbridge and Brian Scerri at the Melbourne office but has visited Adelaide and Sydney.

Before he was appointed a lecturer in journalism at Royal Melbourne Institute of Technology in 1975, he was promotions manager of The Herald and Weekly Times Ltd. The Herald Outdoor Art Show, Sun Tour, Sun Aria, Royal Children's Hospital Good Friday Appeal and Sun Youth Travel were some of his responsibilities.

As a correspondent with RAAF Directorate of Public Relations during the Second World War he served in New Guinea, Sri Lanka, India, Burma and China.

He will visit China for three months later in the year to lecture at the Journalism Research Institute of the Academy of Social Sciences and consult with the New China News Agency (Xinhua) in Peking, Nanking, Shanghai and Canton.

While in Peking (Beijing) he will call on the HP office. Last year the Chinese Government set up a joint venture company with HP, the first such enterprise with a foreign electronics manufacturer.

Frank has been asked to devote a good deal of his teaching to word processing in newspaper production and newsagency operations.

One of his RMIT responsibilities is teaching the new technology to journalists employed by the Herald, Sun, Age, ABC, suburban newspapers, government departments, public relations staffs and others enrolled for the degree and diploma courses in journalism.

He says "this explains the cartoon which an irreverent student doodled when he should have been paying more attention to the great wisdom I was dispensing."

But he doesn't dispute that it is a pretty good likeness. □

## COMING RETRACTION

RATED   
[REPULSIVE]

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Filmed in BLACK and WHITE before a live but sleeping audience :: Floral arrangements by ROY V ALLISON :: Hairstyles by JOHNSON'S WAX :: Graphics by TONY VAN HARRINGTON

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