

# depth depth



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

No 15 June, 1984

● A significant event — signing the first contract to manufacture an Australian component for HP products.



## Business good; care needed

First half-year results in both Australia and New Zealand have been very good.

Being a sales company, the most important measure of success is the incoming order rate, because everything flows from there.

So it is good that orders have been strong. We finished the first half-year achieving 110% of quota, which was 36% up on the same period last year.

This is the result of many factors. The sales force has been well backed up by more aggressive strategies, particularly in pricing and advertising.

We also had some of the strongest shipment months because of the combined efforts of the various groups within Commercial Services - customs, order processing and warehouse.

We have made good improvement in the time it takes to ship goods to the customer. Therefore, our inventories have been reduced, in spite of some of the highest levels of shipments being received from factories right at the end of the half-year.

I am sure most of you have heard John Young's tape recording telling of profit-sharing, which was 6.88% for the first six months. This was very good.

But you have also noted John's comments about the overall level of expenses within the company.

As a corporation we are still growing and our expenses are too high compared with the shipment rate. Hence we are not getting the growth in profitability that we would all like to see.

We don't want to cut costs to the extent of it having a major impact

on our sales program and hence our incoming order rate. However, it will remain important in the second-half to keep tight rein on costs. HP A/asia is no different from the rest of the company.

□ □ □

From time to time I have a chance to speak to small groups during coffee sessions and the issue of the HP Way comes up.

Many express concern, asking whether the HP Way is being lost. Is the growth and change in the company causing this?

Once again, this is not a concern that is being expressed only in Australia and I recommend that you all take time to read John Young's article in the latest issue of 'Measure'.

I am very confident of the HP Way surviving. As John points out, so many people have raised the question and told of their concern that it is obvious a great many want it to survive.

The HP Way is a very well-based philosophy which serves the best interests of employees, shareholders and customers. It is therefore important that all of us accept the responsibility to ensure that it does continue.

But, as I have said in Depth before, the HP Way is a two-way thing - for a privilege and a benefit, there is a matching duty or responsibility.

HP Australasia has changed. In the little more than four years I have been part of it, the number of employees has doubled.

Obviously we have moved from being a small company to being a medium one; now we are on the way to becoming a large company. We all have a role to see that the HP Way continues to serve it well.

DAVID BOOKER

## Start of local manufacturing

The cover picture recorded an historic moment in HP Australia's development - Managing Director David Booker had just signed a contract with a Victorian company to supply a range of interconnecting, high technology data cable assemblies for local needs and export.

The cables connect all HP computers to the full range of HP equipment, including instrumentation, terminals, printers, analytical and medical equipment.

At first exports will be to the Pacific Basin but there is potential to sell to the world.

Just a few weeks earlier, Dick Alberding, Senior Vice-President in charge of International Operations, said he had asked HP Australia to draw up a plan for progressive increase in Australian content of HP products.

Signing for the Ringwood (Victoria) company, Data Cable Pty Ltd, is its managing director, Mr Jim Doriean (left).

HP's newly appointed Marketing Development Manager Bruce Marsh stands at the back.

Also at the signing was Mr Ross McCully, of the Victorian Economic Development Corporation.

Mr Doriean thanked the VEDC and the purchasing unit of the Department of Industry, Commerce and Technology for helping the parties to negotiate.

Data Cable's early days mirrored those of HP in the US. Both started operations in a garage, had rapid growth and earned a reputation for high quality.

The cable contract is expected to be just one of a number of initiatives to achieve more value added local content in HP products. ■

## A new look administration

Regional Admin objectives for FY84 included a review of the organisation structure to ensure it was appropriate to provide optimum support to the business plans of the marketing groups.

A task force review of the structure was carried out on January 11 and 12, the task force members including David Booker, John Bieske, Hans Neilson, Gray Morgan, Geoff Windsor, Peter Martin, John Daley and Bruce Thompson.

A number of factors were taken into consideration. They included the need to balance "controller-ship" and "support" respon-

sibilities within Admin, the fact that the marketing groups were in different stages of evolution (therefore demanding differing support requirements), the impact on Admin of our PC program and the need to distinguish between the Region groups and the tactical operations of the Zone/Country staff.

(Next page)

## ADMIN APPOINTMENTS

**Roger Morgan:** Marketing Support Manager.

**John Klimczak:** Region Information Systems Manager.

**Judy Chua:** Systems Administrator.

**Peter Edwards:** Systems Administrator.

**Phil Jones:** Distribution Manager.

**Dave Reddy:** PC Centre Manager (Melbourne).

**Stephen Briand:** PC Centre Manager (Sydney). ■

□ □

## New look administration

After two days' deliberation, two basic structures evolved; one for the Region and one for the Zone/Country formula.

The Region structure is heavily oriented towards systems maintenance and development; and the provision of "Corporate" services such as MIS, Accounting and Treasury.

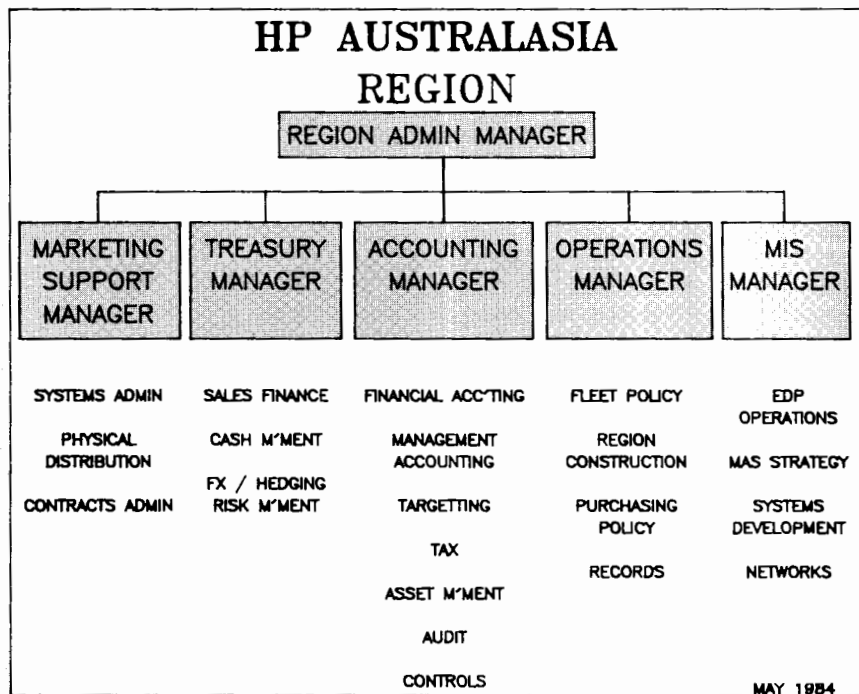
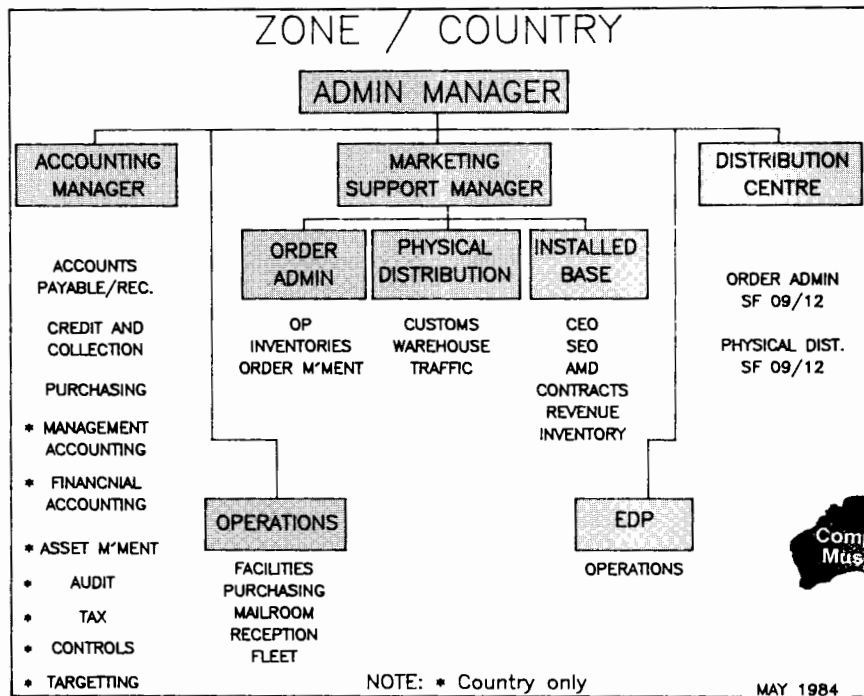
The Zone and Country structures, on the other hand, contain the operational or "tactical" units with a high proportion of staff having direct contact with our customers.

The concept of the Marketing Support Organisation represents a significant departure from the previous structure. This new organisation at Zone and Country levels is responsible for ordering products, moving them from factory to customer and, finally, handling the administration for maintenance and support of those products once they are installed.

Hence designation of the three functional areas within the Zone/Country as Order Administration, Physical Distribution and Installed Base.

This organisation also calls for the separation of Computer support teams from ICAM (Instruments, Components, Analytical, Medical) teams at the operational level, recognising the unique support requirements of these two groups.

At the Region level, the Marketing Support team has a strong systems bias and provides a liaison function between the user groups and the Information Systems group



through the System Administration team.

Another key change in the structure is the advent of the Distribution Centre concept to handle high volume/low cost items such as consumables and personal computer products. This organisation will ensure that our systems and procedures for servicing major accounts and dealers are consistent with our aim to minimise distribution costs and maximise turnaround time performance.

A number of significant benefits accrue from the new structure:

(a) clarification of Region, Country and Zone roles;

(b) elimination of some existing duplication of effort in the "Support Admin" and "Commercial Services" area, and creation of synergy by the combination of these functions;

(c) cost effectiveness through increased span of control; and

(d) increased emphasis and support for systems development. ■

## Bells that toll

**H**emingway rang one. Someone at St Clements must have pulled a rope or two in between sorting the citrus. And in Sydney office, on a good day, you could think you're at a campanologists' convention.

A brass bell outside the office of Northern Zone GM **Gray Morgan** booms the signal that someone has just made a significant sale.

On a recent visit to Talavera Rd, Depth found SE Manager (O2) **John O'Brien** had been last to ring the bell. He had sold an upgrade of a Series 48 printer and big disk for about \$200,000 to Hunter BNZ Finance. With 252 percent of monthly quota, he had also won the Shovel Award (for digging up most leads).

"A rough rule of thumb is one thump for each \$10,000," John explained. "It gets Gray's adrenalin spurting and it's supposed to inspire the other reps. But it usually falls on deaf ears because they're out selling. You may get a peck on the cheek from your own secretary - and the extra in the pay packet means the kids don't starve."

Around the corner in Medical is another but more modest bell that Secretary (O3) **Val Ryan** had rung the night before, announcing that Sydney Adventist Hospital had bought more patient monitoring equipment.

"If others blow their trumpet, we like to be heard, too," said Val, ever so modestly.

Next door A/asia Area Sales Manager (O4) **Jim Watson** had literally set himself up with a trumpet and was eager to tell of the success of SE **Tony Crocker** selling a \$90,000 GC mass spectrometer to Royal Prince Alfred Hospital.

With Watson entrepreneurial flair, it would not have surprised if the trumpet reeked history - sounded perhaps to tell of the Relief of Mafeking or at least to start a Charge of the Light Brigade.

"No, I can't honestly say it's got a history," said Jim, obviously disappointed that truth had to out. "I just went down to Grace Bros and bought it off the shelf."

Then, with Watson candor, added: "It doesn't just announce we've made a sale. It tells the team, 'Kick a computer person today.'"



● John O'Brien . . . peck on the cheek; kids don't starve



● Jim Watson . . . blows his trumpet but tells the truth



● Val Ryan . . . says "we like to be heard, too"

## Duty wins out

The cop who pointed out to **Rob Stewart** that he was mildly in breach of the traffic laws as enacted by Her Majesty's Parliament was expansive.

"Work for Hewlett Packard, eh? I know Hewlett Packard. Hewlett Packard's that computer company. That's a good ad you've got on telly . . . the Uncle Conrad one."

Rob's clammy feeling started to go away. He'd just have to ride a rebuke and agree he wouldn't do that there thing again.

But alas, the cop was also a man of unswerving dedication to duty. The hand wrote on. Rob got his ticket. ■

## A new look

Sydney office has a new look both upstairs and down.

Upstairs, the area has been partitioned to the open office concept that is being followed in HP establishments around the world - except that Sydney expressed its own personality with materials and colors.

Facilities Supervisor **Rhys Gates** managed the changeover from old to new. To minimise disruption of the normal work that had to keep going, he arranged for most partitions to go up and furniture and files to be moved at night and weekend.

As was to be expected, the

changes did not immediately please everyone. It is never easy to dispense with the familiar and embrace new routines.

"But now that things have shaken down, I think there are few critics," says Rhys. "For one thing, we all appreciate the remarkable drop in the noise level. The wool fabric covering the partition panels absorbs sound even better than the vinyl Melbourne used."

Downstairs, Personnel Administrator **Keith Burson** is pushing ahead, as fast as funds permit, with his concept of what modern training rooms should be. He has installed new furniture and audio-visual equipment that eliminates trailing wires and frequent setting-up and taking down,

Help with the color scheme was sought from interior decorator **Pamela Bridges**, of Spotlight Interiors, whose design for the Illoura Room has been praised.

The Illoura Room is tastefully furnished, lending itself to important presentations and closing sales to top executives. Customers can be entertained in an elegant atmosphere which converts at the drawing of curtains into a multi-screened video theatre. ■

### Engagements

● Melbourne Order Co-ordinator **Robyn Eustace** celebrated her 21st birthday on April 1 and also announced her engagement to **Andrew Papax**.

● **Bronwyn Bryant** and **Graeme Gilmour** are engaged. Both work at Joseph Street, Bronwyn as Parts Co-ordinator (09) and Graeme as Customer Engineer (02). ■

### Senior Promotions

● **Graham Palmer** - to Adelaide Branch General Manager.

● **Chris Armstrong** - to Northern Zone Order Processing Manager.

● **Bill Rees** - to Northern Zone Accounts and Finance Manager. ■

### New office

Newcastle is the site of HP Australia's newest office.

**Peter Evans** was transferred from Canberra to start it, with the intention that initially he would work from his home. ■



● Rosie Lamont (left) and Shirley Nankervis chat at Sydney reception desk



● Carol Blackman shows off the drapes in Illoura Room

# Canberra Plans

Visit the Canberra office and you would be well advised to take a folding chair.

That's a sure way of getting a seat but even then you won't be sure of a parking spot.

It's not that the natives are unfriendly towards outsiders but literally the office bulges at its seams. Visitors are accommodated in a cramped aisle or the less than spacious lunch room.

However, the 13 staff see light in the tunnel. On April 17, the Canberra Development Board announced that Hewlett-Packard would be the first major company to establish premises in the new Canberra Technology Park, investing \$4 million in a 4,000-square metre building.

Technology Park is a prestigious site at Bruce in Belconnen - Canberra's effort to attract hi-tech companies to the Australian Capital Territory.

Mr Peter O'Clery, executive director of Technology Park, said other companies establishing facilities in Canberra were Plessey, Logica, Amdahl, Computer Power, Wang, Prime, Aspect, Sperry-EMI and MICA.

The aim was a fully landscaped, high quality industrial park, equal to the best in the world. It would allow a wide range of commercial

activity involving new technologies and would house leading international companies as well as Australian and local Canberra enterprises.

There was potential for at least 600 new jobs to be generated.

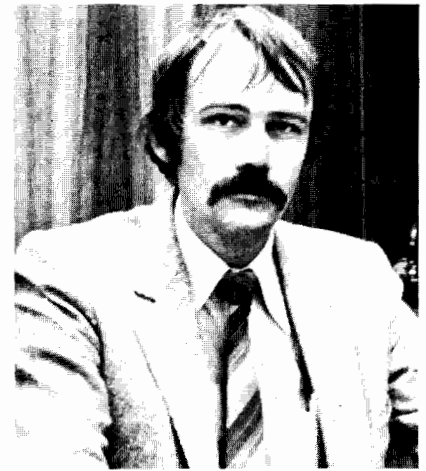
David Booker was in Canberra for the announcement, which made front page news in The Canberra Times and prime viewing on both TV channels. David said that negotiations with the developer, Lend Lease, had obtained a choice 1.4-hectare site for \$400,000, which compared most favorably with recent commercial land sales in Canberra.

The HP building was scheduled for completion by about May next year.

David said it would be a sales, service, demonstration and administrative centre. Up to 150 would work in it within five years. It was expected that half its space would later be used for software and applications development but initially he thought parts would be sub-leased to smaller companies.

No one denies that in recent times the Canberra office has much outgrown its shell and that Fyshwick has become a slightly tatty industrial area in which a modern electronics company sits less than comfortably.

Again, no one has disputed that the Canberra operation deserved better; because of the importance of Canberra as the national capital



● David Whitsed . . . windsurfer

and the location there of many of the nation's top decision makers; and because for two years running Canberra office has performed relatively more profitably than any other Australian office.

Getting to the stage of an official announcement, after the disappointment of several starts and stops, gave an undoubted lift in morale to HP's Canberra staff (even if a couple of sceptics said they would believe only when they saw a ribbon cut and a plaque unveiled).

Supporters of the Technology Park project point to Canberra as offering the greatest concentration of highly trained labor in Australia, backed by appropriate educational facilities. ■

● Athol Barker . . . a pause that refreshes



● Greg Bell in Canberra's lunch room



## Births:

● Senior Systems Engineer (02) **Alan Stoops** and wife Honora welcomed their first child, Andrew David, at

Mitcham District Private Hospital on April 19 (2835 gr/6 lb 4 oz).

● Region Sales Manager (01) **Roger Kane** and Debbie chose home birth for Owen Thomas on April 10 (3941 gr/8 lb 11 oz). ■

## ACT office is unique

Ninety per cent of business written in Canberra is with government departments. No other office is obliged to target a market so specialised.

Mark Dilli and his 12 colleagues have to adapt to the nature of the business and the nature of bureaucracy.

As Systems Engineer David Whitsed observes: "Government customers require much more detailed written specifications and submissions.

"Most contracts involve going to tender. You have the experience that you don't win them all but you have to be in there pitching, so a lot of midnight oil is burned for seemingly fruitless result.

"Still, the Canberra sales staff and their support colleagues know that not always is everything lost when someone else writes the business. Willingness and ability to observe stringent tendering requirements impress those who decide these things and the technical people who brief the decision makers. The climate is developed for better results next time."

One important HP site is the Bureau of Mineral Resources which uses HP1000s for aerial magnetic surveys (Grant Spratt is the contact).

Another is the National Capital Development Commission, which plans all ACT development and construction with its HP3000s.

The ACT Schools Commission is setting up a system of at least one micro-computer in every school, linked to its HP3000 for general administration and personnel management. A mixture of HP125s and 150s is used.

Another large site is the Australian Industry Development Corporation, a government authority but a commercial organisation as well. It provides finance, merchant bank-style, and other services to Australian industry. Its HP3000 handles general accounting and word processing.

Staff Sales Representative Bob O'Brien is the only 'indigenie'. All the others are 'imports', although Dave comes from just down the track at Albury.



● Chris Etheridge . . . Canberra CE

Dave has been in Canberra for 10 years. He graduated from Canberra CAE, where he worked for a couple of years. He came to HP two and a half years ago from the Royal Military College at Duntroon, where he was a programmer at the computer centre. Duntroon is a faculty of the University of NSW.

His wife Anne came from Ballina. Son Sam is 18 months and Jessica is nearly five. Windsurfing on Lake Burley Griffin and river and coastal fishing are the family hobbies.

Craig Shaw has the longest Canberra service, followed by Mark Dilli.

Because numbers are small, Canberra doesn't have a formal social club but staff fraternise fairly frequently away from the job, mostly with barbecues, outdoor activities and home visits.

Mark, Grant, David, Support Coordinator Debbie Squires and Secretary Chris Gardner usually do the organising. ■

## Important link

Warehousing — a vital part of any manufacturing, sales and distribution organisation — is different at HP.

Sydney's Arthur Weigand says he, Wal Stemp and Ivan Jacobs don't run a normal warehouse.

They don't have vast shelves of stock. Most items have been sold and are wanted 'yesterday'. Pipeline inventory is a finely tuned science.

"We carry parts for service. The customers we meet are mainly bringing calculators and instruments for repair. Most times other customers are names on paper," says Arthur.

"Normally a warehouse would have dealings with only three or four people in a company. Here we service just about everyone of our 200 staff face-to-face. Sales representatives are particularly keen to see a sale right through to completion, so they keep checking with us on the progress of consignments.

"Overnight delivery is the norm for most companies but we rely on couriers and save a few hours of transit time. We pay top rates but our carriers give top service."

Also in Melbourne, the warehouse is a much appreciated place. And like Sydney the warehouse people work closely with others concerned in the movement of goods.

Physical Distribution Manager Bill Allison was not immoderately boastful when he supplied a caption for the picture below:

"To the uninitiated, the picture shows just four columns of numbers. But to those who know, the story is one of good work by the Customs Section. In the eight working days between April 16 and 30, it cleared eight San Francisco shipments.

SHIPMENT CLEARANCE STATUS			
AWB	NET	PKGS	DATE CLEAR
794	688	62	16
805	715	75	17
816	723	79	24
820	722	31	18
831	751	36	26
842	753	50	26
782	768	28	27
024	772	49	30

● . . . a busy fortnight

"Easter holidays and Anzac Day complicated matters and it was no mean achievement. The Warehouse, Credit Section and Order Processing completed the picture of shipping and invoicing goods that assisted an Australia-wide \$7.7 million shipment for the month." ■

□ □

**Murphy's Law:** A complex system that works is invariably found to have evolved from a simple system that works. ■

## Busy time at Productivity

Computer users have to sift through a mass of competing claims by manufacturers and finally match their own special needs with what appears to be the best offering.

This was what Mr Noel Anthony, Dean of the Faculty of Business at Royal Melbourne Institute of Technology, said when opening Productivity '84 at the Hilton Hotel in Melbourne.

He said that early on RMIT had realised the need to train users and each year it offered, through Technisearch Ltd, hundreds of special courses, in addition to formal courses taught by the Institute to computer careerists.

Recently it had established the Australian Micro Computer Industry Clearing House with Hewlett-Packard as a founding member. AMIC would also offer introductory and special training programs in micro computing.

"We in the Faculty of Business have put our trust in Hewlett-Packard. Our first acquisition was an HP2000, now honorably retired, and currently we have an HP3000. Recently we took our first consignment of HP150s. History may prove our trust in HP misplaced but I doubt it," he said.

"I found it reassuring, in 'In Search of Excellence', to read again and again references to the excellence of Hewlett-Packard. This trade show and seminar series reinforce my confidence in this company. HP comprehends the present and is well placed to take its users into the future."

Good attendances and customer interest in both Melbourne and Sydney rewarded the heavy extra demands made on staff.

In Sydney it was a particularly hectic time for DSM (12) Mike Stevens and his section. He told how Productivity '84 affected Personal Computation:

"Fifty thousand had come to PC '84 at Centrepont. It was wall-to-wall people most of the time, exhilarating but physically and mentally tiring. We were there from March 13 to 17. We packed up on the Saturday night and on Sunday went to the Showgrounds for the Business Efficiency Fair that went from the 19th to the 23rd.

"We again packed up on the Saturday and moved to Productivity '84. We vacated the Hilton at midnight on the Thursday and moved on the Sunday to the Sebel Town House for the Computerland vendors show.

"On April 11 Doug Forsyth started a three-day show for Crestwood Business Machines."

Why push so hard?

"There's great interest in the HP150 and while it's there we have to capitalise," he said. "At last count there were 180 PC brands on offer. We think we're second or third in the race and want to do better. We'll put in the hours now and maybe take a breather later.

"Wherever we can get 10 people together, we're happy to take along a box."

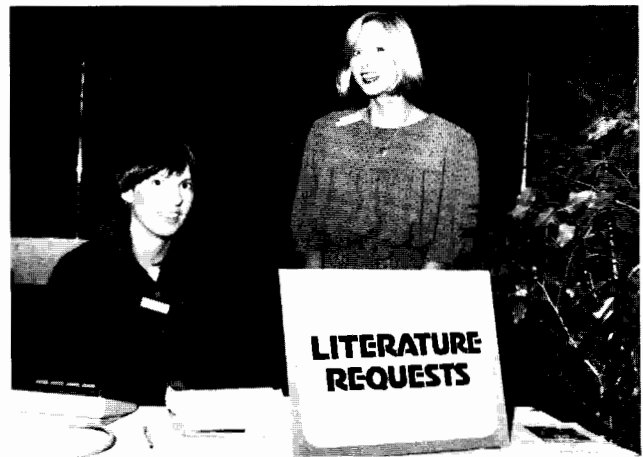
Mike's load was being shared by Shirley Nankervis, Carole Ledden, John Martin, John Keen, Doug Forsyth and HP's much appreciated dealers. ■



● John Ewins, from Melbourne, Nigel Clunes and customer at Sydney Productivity



● Steven Ewin (left) and Sue Wadsworth take a Productivity breather



● Iris Brinkman (left) and Andrea Hinton smile a welcome at Melbourne Productivity



## Feb/Mar/Apr Transfers

**Dave Anderson**, Systems Engineer/SEO to SEDM/SEO (Melbourne).

**Brian Avery**, Customer Engineer to CEDM/CEO (Adelaide).

**Denise Bessenyei**, Shipping Co-ordinator/Commercial Services to Software Support Co-ordinator/SEO (Sydney).

**Judy Bottomley**, Software Support Co-ordinator/SEO to Office Systems Co-ordinator/EDP (Melbourne).

**Greg Condell**, Customer Engineer to CEDM/CEO (Brisbane).

**Peter Edwards**, SEO Co-ordinator to Support Systems Administrator/Admin (Melbourne).

**Judy Elliott**, Secretary/CSG to Branch Administration Supervisor (Perth).

**Stan Karpowicz**, Sales Representative/Tech CSG to Sales Representative/Comm CSG (Melbourne).

**John Klimczak**, SEDM to Region Information Systems Manager/Admin/EDP (Melbourne).

**Dennis Malseed**, SEDM to Region SEO Manager/SEO (Melbourne).

**Robert Manderson**, Service Engineer to Systems Engineer/Inst (Melbourne).

**Bruce Marsh**, Region SEO Manager to Market Development Manager (Melbourne).

**Dawn Mead**, Sales Secretary/Instruments to Sales Secretary/Analytical (Sydney).

**Shirley Nankervis**, Secretary/SF02 to Secretary/SF12 (Sydney).

**Glen Taylor**, Branch Administration Supervisor (Perth) to Marketing Assistant/Inst (Melbourne).

### NEW ZEALAND

**Diane Quirk**, Order Processing Co-ordinator to Service Inventory Specialist/Support Admin (Wellington).

## Newcomers

**Heather Beasley**, Secretary/Instruments (Melbourne).

**Paul Berner**, Order Administrator/Order Admin (Melbourne).

**Linda Boettcher**, Contracts Clerk/Service Admin (Sydney).

**Ian Brown**, Order Administrator/Order Admin (Melbourne).

**Norma Cherry**, Secretary/Instruments (Melbourne).

**Mui-Chun Chew**, Associate Accountant/Accts (Melbourne).

**Fiona Cleland**, Receptionist/Admin (Perth).

**Brian Compton**, Manufacturing Support Representative/AAC (Melbourne).

**Therese Dennis**, Order Co-ordinator/Order Admin (Sydney).

**Max Gersling**, Field Engineer/Medical (Sydney).

**Catherine Heirdsfield**, Service Co-ordinator/Support Admin (Brisbane).

**Debbie Hubbard**, Accounts Clerk/Admin (Melbourne).

**Colin Johnson**, Customer Engineer/CEO (Adelaide).

**Russell Lea**, Marcom Manager/CSG (Melbourne).

**Lisa Marcakis**, Secretary/AAC (Melbourne).

**Mary Nowland**, Order Co-ordinator/Order Admin (Sydney).

**Martin Perrins**, Order Co-ordinator/SF12 (Sydney).

**Michelle Purdy**, Contracts Clerk/Support Admin (Sydney).

**Peter Ratten**, Customer Engineer/Medical (Melbourne).

**Judith Rix**, Order Co-ordinator/Order Admin (Sydney).

**Janet Stuart**, Branch Administration Supervisor (Brisbane).

**Pam Tamplin**, Secretary/Admin (Sydney).

**Murray Thomas**, Customer Engineer/CEO (Perth).

**Richard Vincent**, Business Development Group Manager/CSG (Melbourne).

**Barbara Zappia**, Sales Secretary/Instruments (Sydney).

### NEW ZEALAND

**Angela Douglas**, ICS/Customers Clerk-Import/Export (Wellington).

**Diana Forsell**, Order Processing Co-ordinator/O1 (Wellington).

**Ann Haigh**, Service Co-ordinator/PTO1/12 (Wellington).

**Peter Reedy**, Service Technician/PTO1 (Wellington).

**Graham Young**, Staff Customer Engineer/PTO2 (Wellington).

## Tony studies on

Education has brought more than a grasp of the three Rs - readin', 'ritin' and 'rithmetic' - to **Tony Athenatos** (Analyst/Program, Melbourne).

He's been studying at tertiary level 'on and off' since 1964, with this result:

- Bachelor of Commerce (University of Western Australia).

- Diploma in Data Processing (Royal Melbourne Institute of Technology).

- Bachelor of Economics (Latrobe University).

- Graduate Diploma in Systems Management (Swinburne CAE).

For wife Joy and daughters Gabrielle, 7, and Michelle, 3, it is good news.

"I can spend more time with them, which they deserve. It is a big strain when the husband and father spends 20 to 30 hours a week poring over textbooks after his normal work day," he says.

His academic qualifications are probably unique. He sees an advantage in marrying technical knowledge to commerce. More courses? "No thanks."

Now 39, Tony came to Australia when he was four. His Greek Cypriot father came first as a motor mechanic, earned enough for fares and sent for the family. Joy arrived in 1974, a refugee from the Turkish invasion of Cyprus.

Tony is the only one into computers. A brother followed Dad and is a motor mechanic. ■



• Study slog ends?

Computer Museum

## SSC Officers

**P**ersonnel Administrator **Keith Burson** leads Sydney office's Social Club as president.

Traffic Supervisor **Peter Hensley** is vice-president; Systems Engineer **John Burnett** is treasurer; and secretaries are Software Support Coordinator (22) **Kay Horley** and Sales Secretary (02) **Jan Foster**.

The committee comprises **Jane Burton**, **Chris Armstrong**, **Glen Poulsen**, **Paul McQuarrie** and **Pam Seibert**.

The club offers six functions a year and, for flexibility, does not plan too far ahead.

Those attending the April Sausage Sizzle had the theme of Easter bonnets and it was good for some imaginative headwear and quite a few laughs. ■

## NZ improvers

**S**uccess in sport does not come easily. You have to work at it. Rarely does a win come first up.

This was the message that Wellington Secretary **Lois Miller** tried to get across in her report of the Auckland 'Round the Bays Fun Run'.

Last year HP was under-prepared and inexperienced; but this year it improved an impressive 121 places. (From 957th to 836th.)

HP recorded the slippery time of 50 min 15 sec, outpacing such as the Mairangi Allstars, Waimauku Wanderers, Prime Computers and QS Crawlers.

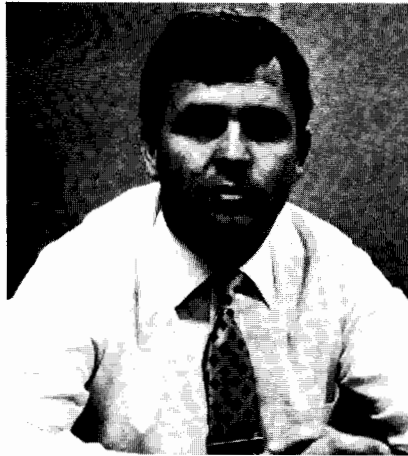
Outright winners were the Green and McCahill team.

(They recorded 20 min flat.)

HP colors were worn by **Simon and Carmel Molloy**, **Wayne Meikle**, **Remonde Claridge**, **Lois Miller**, **Wendy Heath**, **Peter Maunder**, **Mathew** and **Dave Morel** and, in friendly help to make up numbers, **Robert Numans** (Atlas Travel), **John Garlick** (Comptronics) and **Andy Foster** (DSE).

Survivors from the 70,000 starters ("the biggest fun run in the world") repaired to a tent site at Madills Farm.

"Unfortunately it was a bit wet," said Lois, "but that did not dampen spirits." ■



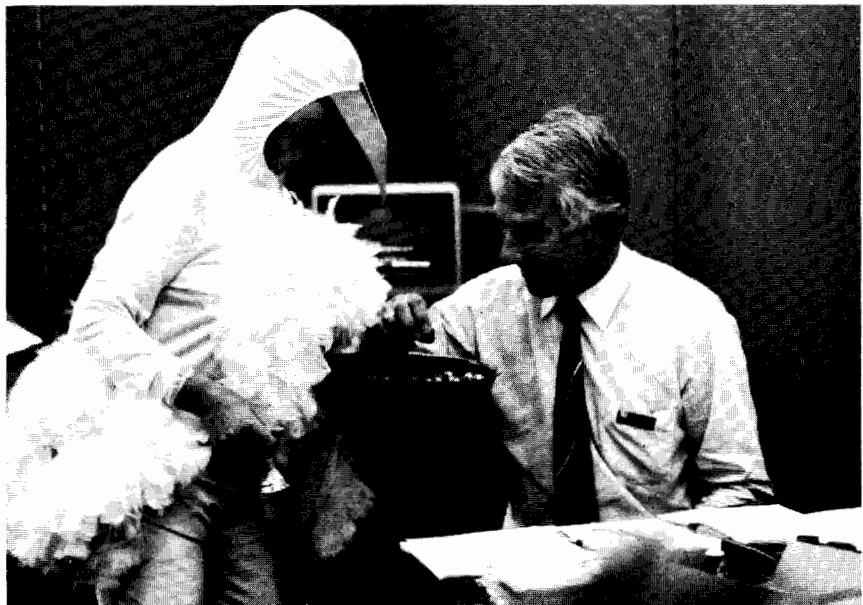
● Keith Burson, SSC president



● Graham Gourley . . . QT enthusiast



● In Sydney Michelle Purdy (left), Linda Boettcher, John Burnett and Jenny Burton model bonnets



● In Melbourne John Springall selects Easter egg offered by Ann Hill

## Quality Teams produce results

**S**teady rather than spectacular progress is being made with the establishment of Quality Teams.

That was intended when the QT concept was introduced to HP Australia early last year. Instead of encouraging a rash of new starts, that could easily flare and then just as quickly burn out, the decision was taken to start them in Melbourne, assess their strengths and weaknesses and then offer the other branch offices a workable model for further development.

**Graham Gourley**, who was active in starting Melbourne's "Instrumentalists", is a QT enthusiast who hopes to help start a new team following his transfer from DM Instruments to Southern Zone SAO.

He says the 'Instrumentalists' are working "quietly but determinedly on problems related to all aspects of training and they are progressing very well".

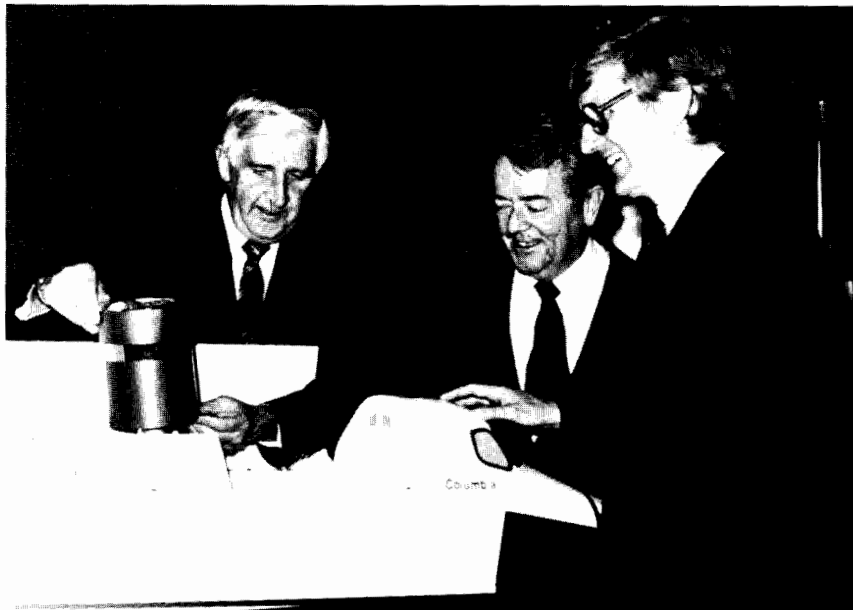
Graham has joined the Quality Teams steering committee. Other members are **Roger Morgan** (co-ordinator), **Bruce Graham**, **Gwen Welsh**, **Robert Dey**, **Denis Malseed** and **Steve Watkinson**.

In Sydney, the CEO team (**Rod Totten** as leader and **Val Ryan** as facilitator) earn credit for persevering. Also working towards its first presentation is the Instrument Sales team with **Paul McQuarrie** as leader and **Chris Armstrong** as facilitator.

Administration is setting up a team with **Suzanne Burrows** as leader and **Tim O'Sullivan** as facilitator. ■



● At opening of new Telecom facility at Box Hill



● Talk of satellites and spacecraft at business lunch

## In the news

**P**roofs of this issue of Depth did not make **David Booker** all that happy.

"There's too much Booker," he complained.

But editors need to exercise news judgment and in HP it is good that they can stand their ground.

For several weeks HP Australia has been presenting a high public profile in a number of areas. The events were significant and worth recording; and inevitably its Managing Director was prominently involved.

The front cover pictured David in an important first – a signing ceremony to mark HP Australia's involvement in its first manufacturing project.

The picture at left shows him again in the spotlight – inspecting Telecom's new telecommunications centre at Box Hill, which he opened, with Telecom's **Clare Nelson** showing him some of the equipment.

"I've worked in telephone exchanges in England and South Africa but never been honored by being asked to open one," he told the audience.

But he hurried to point out that the Box Hill facility bore little resemblance to an old-fashioned exchange. It had married the high technology marvels of computers to the high technology science of telecommunications, permitting quick, easy and reliable information links between individuals and organisations.

He gratefully acknowledged the good feeling between Telecom and HP, saying Telecom offered a level of co-operation that was not forthcoming from every part of the public sector.

□ □

David also helped host a recent luncheon in Sydney for top Australian business leaders. The Australian newspaper was co-sponsor and the guest speaker was Mr **Graham Gosewinckel**, general manager of Aussat.

The picture shows Mr Gosewinckel explaining the projected Aussat satellite to Mr **John Wheeldon**, of the Australian, and David. ■

## Stock Plan explained

There have been a number of questions recently about the Stock Purchase Plan and Personnel Representative **Alison Teed** hopes this will clarify the situation:

HP guarantees employees' shares at a discounted price of 75% per share.

The formula on which the 75% is calculated is the lower of -

(a) the average price over the calendar quarter just ended; or

(b) the average price over the last five business days during the prior calendar quarter.

Shares are bought on the employees' behalf on the fifth day of trading following the quarter. This is because of requirements laid down by the US Inland Revenue authorities.

Actual purchase cost may be either higher or lower than the formula price already established. This means the company contribution may be more or less than 25%.

The company contribution is the difference between your 75 per cent contribution and the actual purchase price.

Below are two examples showing both rising and falling market prices. The second is exactly what happened for the quarter just gone. This pattern has occurred only twice in the last six years.

The company bears the cost of a rising market where the percentage contribution will be higher than 25 per cent.

	Rising market \$	Falling market \$
Formula price at Apr 31, '84 (lower of qtr ave or last 5 days ave)	35.83	35.83
Employee contribution	26.87	26.87
Actual purchase price (5th day of trading in month following period)	40.00	31.63
HP contribution	13.13	4.76
% contributed by employee	51.1	82.3
% contributed by HP	48.9	17.7

## New citizen

Naturalisation is something that not all migrants quickly embrace. Some need considerable time to get used to the idea of surrendering one nationality that they know for another that is at least partly unknown.

But not for Sydney Service Technician **Rafik Razzouk**. After only 18 months here, he took out citizenship "because I like Australia very

much and don't doubt that I want to stay here forever. In Egypt literacy was only 10 to 15%. The intellectual climate here is more stimulating."

Rafik graduated BSc (electrical and communications engineering) from Ainshams University in Cairo.

He met Nadine, who lived at Werrington, at a swimming pool when she was a tourist visiting mutual friends in Egypt. They were married in the Latin rite at Blacktown. ■



● Rafik sure about staying



● Tom Pilcik . . . entertaining guests at Masters golf

● A successful promotion saw HP Australia as a sponsor of the 1984 Masters Golf Championship, able to entertain customers at the prestigious Huntingdale Golf Club.

"Quota Buster" Tom Pilcik was one who staffed the HP marquee. The picture shows him in relaxed mood with Telecom's Brian Sharp (left) and Andrew Webber.

Tom was top salesman in ICON last year with sales of \$2.75 million and this

year reached quota in only six months.

An HP computer was the \$6000 prize in a competition for customers of Volvo, the car distributor.

And as a sponsor of the Melbourne Theatre Company, HP was able to host customers at supper after a performance of 'Medea', starring Zoe Caldwell at the Victorian Arts Centre.

Marcom's Di Condon liaised with the MTC. ■