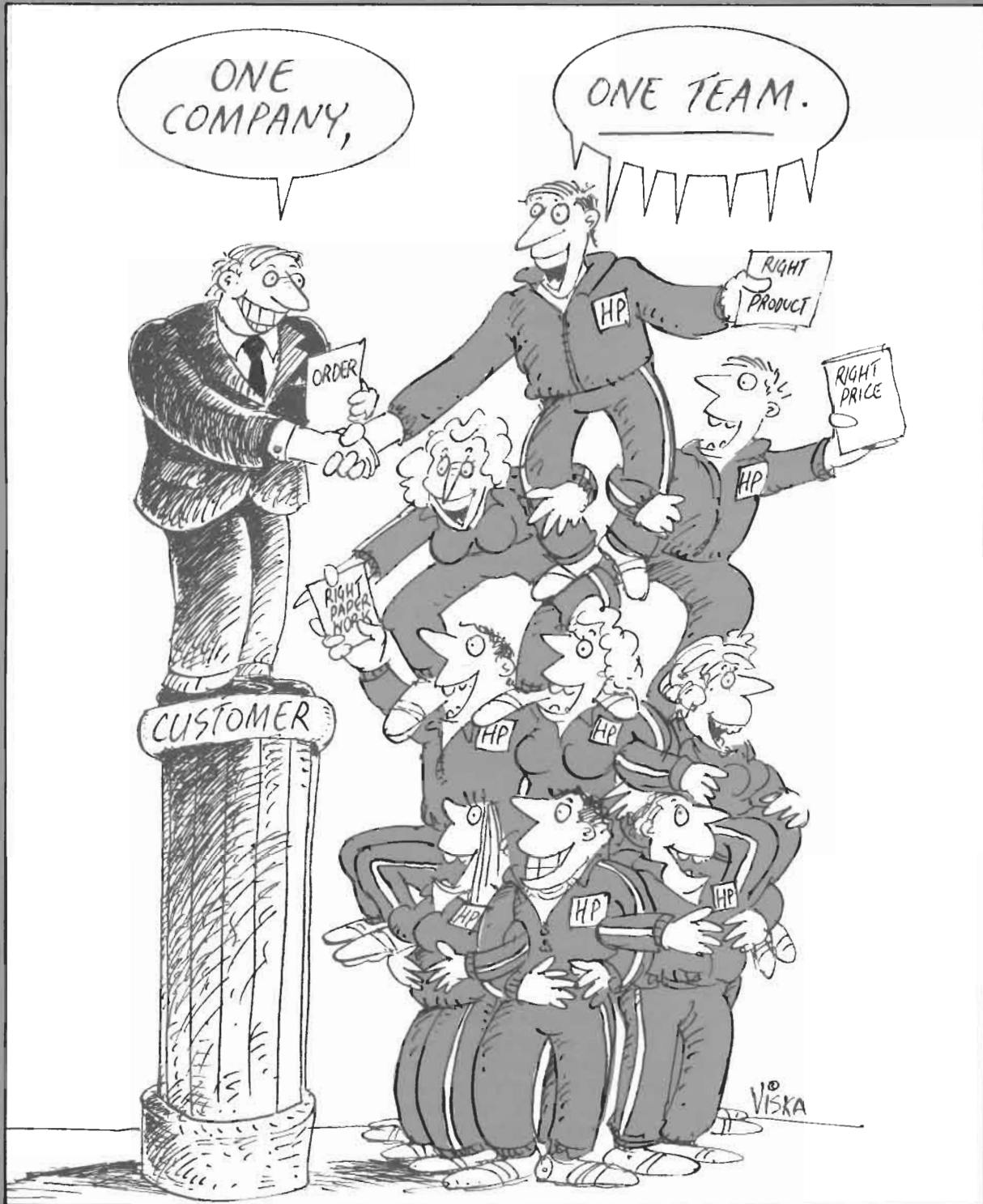


# ept depth de

**hp** FOR AUSTRALIAN AND NEW ZEALAND  
STAFF AND FAMILIES OF HEWLETT-PACKARD  
No 21 December 1985



## Variety of challenges for all of us

I want to reinforce the *one company, one team* theme I offered a few weeks back by sharing with you a few of my thoughts.



By now everyone should have clarified their role and the ownership aspects of their position.

We should all have prepared position descriptions highlighting the five or six key areas we must focus on to achieve success in our current roles.

Appropriate standards should have been defined so that there is something objective to measure against when people do performance evaluations with their supervisors.

We all need to accept responsibility and accountability for our job functions.

And we need the appropriate authority to perform them. There is no point in giving a person responsibility and ownership without giving the appropriate level of authority to perform their duties.

Our managers need to accept their role of providing quality coaching and leadership, enthusiastically communicating HP's philosophy to the people entrusted to them.

And to communicate the reasons why particular decisions have been taken.

There is always a reason for deciding something and always good reason to explain the *why* of things to those affected or asked to help in carrying out a decision.

My experience is that all but the

most obstinate co-operate generously when they understand the nature of a problem and the rationale for management taking one option in preference to others.

Managers who cannot or don't bother to communicate reasons for decisions are failing in one of their prime responsibilities.



As we enter 1986, we are about to introduce TQC — *Total Quality Control* — concepts and philosophy to all our people.

I believe most sincerely that if we truly institutionalise TQC we will achieve a change in attitude that will bring rewards to each of us professionally and personally.

So I encourage you to read the article in the middle fold of this issue of *Depth*.



Along with other members of the Executive Committee, I have sympathy for those who work hard — sometimes harder than their managers and I expect — in support of our sales team.

Certainly we don't ignore the current concern of some that certain sales incentives are not shared throughout the company.

But I have to be frank and say that incentives to boost sales, as distinct from normal salaries, are accepted worldwide as a way of rewarding sales staff, especially when a company's very existence is tied directly to sales in an aggressively competitive environment.

We are diversifying into manufacturing but in Australia and New Zealand we are still essentially a selling organisation.

We must hold our market share just to make our jobs secure. But sales have to grow faster than the market and certainly faster than inflation for the rewards to any one of us to increase.

The sales person is the front-line fighter whose personal success or failure impacts the well-being of everyone else.

I fear there are misconceptions about the glamor and rewards of being in sales. Have you considered that in our industry a sales person loses many more deals than are won? They're rejected on average seven out of every 10 times they work on a proposal and a quote.

So one of the most important tasks of a manager is to encourage a sales person through troughs of despair, to keep intact morale that might have to endure through a dozen more rejections before an order breaks the drought.

Perhaps we hear too much about the triumphs of million-plus deals and too little about months of conscientious work going down the drain.

Sometimes the sales person sees a deal slipping away because of HP's standards of openness, fairness and consistency in matters such as discounts. The hurt strikes deep when a competitor who is not so scrupulous wins out.

## Student help

Careers Expo '85, held at Sydney's Centrepoint Convention Centre in October, was a fine opportunity for HP to meet students from year nine through to university.

For Personnel Representative **Sig-run Aschoff** it was a first chance to organise an HP stand in a large exhibition.

"I was a bit nervous at the start but **Shirley Nankervis** and others were a great support," she said.

Northern Area General Manager **Richard Vincent** and Northern Area

Personnel Manager **Alayne Durant** joined her at the official opening, performed by Prime Minister Bob Hawke.

AIESEC (the French acronym for International Association of Economics and Business Management Students and pronounced *eye-sek*) sponsored the exhibition.

It is the world's largest non-profit, non-political, student-run organisation, with bases in 62 countries, committed to global management and leadership development.

It was founded in Australia in 1948 and has offices on 14 campuses with an Australian membership of 1000.

AIESEC runs activities such as study tours, export missions, graduate recruitment surveys and has the largest international graduate exchange program in the world.

HP donated six HP-12C calculators as prizes and they were presented to winners at a gathering in the Lexcen Room on 2 December.

Sigrun was supported during the exhibition by **Tim O'Sullivan, Ross Templeton, Craig Hambleton, Martin Perrins, Faye Fitzpatrick, Gordon Smith** and new graduate recruits **Laurence Fong, Bob Coulthurst, Robert Creaser, Joseph Fenech, Jo-Anne Bloch and Eric Wong**. ■

A factor that persuaded Intercon — it wasn't a local decision — to offer the incentive of a Singapore seminar to high-achieving sales people was that our competitors have long been doing it.

Sure, HP has a philosophy that job satisfaction does not depend on financial reward alone. Job tenure and encouragement to grow as people as well as employees are things we're strong on and many of our competitors are not.

But we risk falling behind should we steadfastly decline to match incentives that could entice our best people to leave.

It is true that the prosperity of all of us is tied directly to how energetically and skilfully our sales people join the battle to win orders.

It is a safe bet that no one at HP wants to have any but the very best sales people out there pitching for us.

I just want to add that the theme of *one company, one team* was not arrived at lightly or in haste and HP remains totally committed to it.

□

At this time of peace and goodwill, Barbara and I wish you and all your loved ones a safe and happy Christmas season.

□

During January I will be representing you at **John Young's** worldwide general managers' meeting and in February I will report back to you on our company's progress and plans for 1986.

MALCOLM KERR

**R**ed noses proliferated at Joseph Street on Monday, 2 December — not from high living, just telling who didn't take zinc cream to the Christmas picnic two days before.

It was a great day at the Campbelltown Railway, Narre Warren, with one of the biggest attendances of recent years.

Santa, who bore an uncanny resemblance to Sales Director **John Bieske**, arrived by helicopter and finished his journey by miniature railway.

Santa said it had been a long trip from the South Pole, which raised



• Train trippers: (From right) Luke and Mandy Worthy and David, Stuart and Ron Forsyth.



• Danielle, Tony and Arlette Cantlon, Brenda Wilkinson and Cameron and Steven Hart.

eyebrows. Every kid knows Santa lives at the North Pole.

But John — sorry, Santa — went on handing out goodies, too busy to explain that a demographic survey had shown a big move from north to south and so he'd followed the trend. There just hadn't been time to advertise a change of address.

Chef **Ben Bramble** was up early to start the spits, there were train rides and lots of play equipment and a first-rate bush band.

Melbourne kicked off the Christmas picnic activities. Sydney's was on 14 December, too late to catch this issue of *Depth*.

**All offices:** Please send Christmas and other copy and pix to **Alison Teed** by 10 January. ■



• Sonja and Andrew Gasser and Sevi Schneider pose with Santa.

## Sad at tall poppy syndrome

Back after two years' absence, Region Training and Development Manager **Russell Warrington** is glad to be home but grateful for what he learnt at Palo Alto as Intercon's Compensation and Benefits Manager.

His beat took him to Mexico, Venezuela, Argentina, Puerto Rico, Brazil, Singapore, Malaysia, Hong Kong, Taiwan and Korea. He helped start a compensation and benefits program in Korea.

Canada and Japan were also in his bailiwick but time ran out and he did not get to visit them.

In essence, Russell's job was to ensure that the HP compensation and benefits philosophy was compatible with local cultures, economies and government attitudes.

"Sometimes our philosophy told us to do something but if it conflicted with the local culture we could not apply it," he explains.

Russell was struck by two differences between Australians and Americans. We worked just as hard but did not always channel energies as profitably; and Americans did not have to fear the tall poppy syndrome which tried to cut successful Australians down to size.

"In America, if you want something, you work hard to get it and people don't begrudge your success. So a great many are striving to match their potential and it benefits the nation as well as the individual," he says.

"Here in this wonderful country we envy the successful person and bitch that success is denied us but we don't work hard enough at achieving it."

Russell didn't bring back a new broom and a crusader's zeal to reform everything in sight. He thinks he can use management skills he learnt abroad but not everything that worked in some countries would fit New Zealand and Australia.



- Adelaide staff set up a barbecue in the park off Greenhill Road and ran a raffle on Melbourne Cup Day: CEs Hugh Hocking and Rick Fisher shake the tickets; then from left, new Service Co-ordinator Ruth Johnston, Receptionist Jackie Knezy, Sales Secretary Marlene Castrique, Staff CE Darron McDill, CE John Townsend, Peter Duncan and Ken Jackson (Sales) and SE Jim Golding.

"We should be thankful we don't have the inflation of some South American countries," he says. "Fancy trying to devise retirement packages when inflation is running at 800% and wages are upped every two months."



- Russell with wife Sue, Denise, nearly 8, and Alan, 5, at the Narre Warren Christmas party.



- Bob O'Brien . . . the real McCoy.

Sydney Sales Representative **Bob O'Brien** has a stranglehold on the Santa contracts at North Ryde and Fyshwick. They book him two years ahead.

He has a great way with kids, even the worldly wise sceptical of his less than ample girth.

Part of his success depends on a notebook which he fills leading up to an appearance with the help of conniving parents.

At left is a typical entry.

One Canberra agnostic, astounded by Bob's virtuoso display of omniscience, confided to his mum: "Now I think he *is* the real Santa." ■

*OPPER Melanie (6½)*

*loves music & sport. Lanced in a concert previous Saturday (was it at Seymour). Does very well at school but doesn't like cleaning room.*

## Quality award

Hewlett-Packard was honored in November by the Australian Defence Industry Quality and Achievement Award selectors.

We were asked if we would accept nomination as a company supplying the three arms of defence, having been assessed against the following criteria:

- Product/service quality.
- Compliance with specification.
- Delivery to schedule.
- Adherence to cost.
- Manufacturing processes.
- Management systems.
- Working environment.
- Innovativeness.
- Industrial practices.

The Award is designed to stimulate excellence in the Australian defence industry sector and promote competitiveness of Australian companies in meeting defence requirements and developing greater self-reliance in defence supply.

We had come under notice because of the way Region Service Manager **Ian Richards** and his people had supported the defence instrumentation contract.

The Royal Australian Navy had nominated us.

HP tests, callibrates and services equipment which in turn keeps running checks on the performance of instruments that monitor the callibration of guns, tanks, aircraft, ships and other military hardware.

It explains why Army trucks, mobile callibration units, are often in the Joseph St car park for days on end.

The Defence Department sent a video team to Blackburn to collect visual evidence for the selection panel.

Nearby sections envied the attention the film crew paid to Ian, his callibration experts, **Bill Cerutty** and **Peter Burford**, Repair Section supervisors, **Doug Hayne** and **Tony Johnson**, Doug's team of **John Fuller**, **Alan Skelton**, **Bruce Thompson** and **Jeno Kuhrt** and Tony's team of **Danny Kovaks**, **Glenn Williams**, **Rowland Crosse** and **Gary Visser**.

"Don't forget to name our Admin backups, **Danny Hills** and **Margaret Penglis**," urged Ian.



• "Neophytes" at their training meeting: (Left) Fred Cyran, Dave Anderson, Noel Rath, Robert Perin, Gary Boler, David Wright, Victor Appelboom and (front) Maria-Luz Bernabe and Sue Wadsworth.

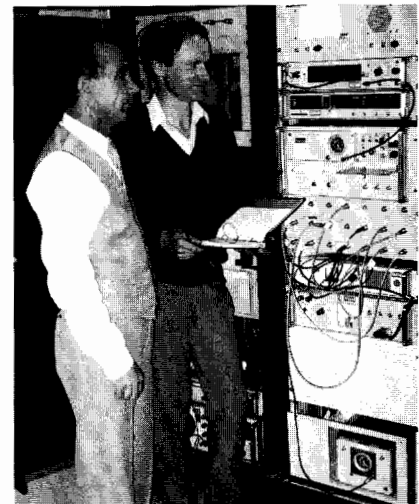
No, we didn't win the coveted Award but being among the seven finalists was a great achievement.

The Award went to Qantas Airways Ltd.

Other finalists were Aircraft Equipment Overhauls and Sales PL, Parkhurst, NSW; Dunlop Aviation Australia Ltd, Bayswater, Vic; Mercedes Benz Australia PL, Mulgrave, Vic; Phillips Communications Systems, Moorebank, NSW; and Thorn-EMI Electronics Australia Ltd, Enoggera, Qld.

The winner was announced by the Minister for Defence, Mr Kim Beasley, at Canberra's Lakeside Hotel on 20 November.

The Secretary to the Department, Sir William Cole, hosted a dinner and Managing Director **Malcolm Kerr** represented HP. ■



• Ian Richards and Peter Burford with equipment that measures elapsed time to accuracy of one second in 30,000 years.

## Appreciation

**Mr Ian Saunders**, senior mechanical engineer with **Munro Johnson and Associates PL**, consulting engineers, of Brisbane, recently took the trouble to thank us for helping him out of a difficulty.

This was his letter:

I am writing to thank you for offering to replace my HP33E. Your **Mr Steve Bogaars** telephoned me asking to return the calculator.

I thought you might be interested in the consequences of your decision.

I would have bought an HP replacement re-

gardless of your decision as I have been educated on HP and like the reverse Polish notation. However, it would have been only an 11C.

As you have so kindly offered a replacement, I will now be able to go ahead with a long awaited but previously economically unjustifiable purchase of the 41CV for my home office.

Also, my instrument foreman had advised his son against the purchase of HP on the performance of my 33E. I have told him of your act in replacing it and he was impressed sufficiently with your company's concern for its clients that he has bought his son an 11C.

You have won some admirers. Congratulations, HP. ■

## Consistently meeting the customer's expectations

Everyone has received a copy of the bright and punchy booklet, *The "She'll Be Absolutely Right" Company*.

The wags, inevitably, have dubbed it *Chairman Mal's Little Red Book*, even though he isn't chairman.

But by whatever title, it sets out important challenges, not just for the next few months but for all the years ahead.

It called attention to TQC — *Total Quality Control* — a new corporate strategy which everyone knew **Hans Neilson** was working on but not much about.

Many will say they still don't know much but that is about to change because TQC will soon require a positive response from every single member of Hewlett-Packard.

Not just in Australia and New Zealand . . . but from every HP person wherever they are sited around the world.

It has been a deliberate policy to avoid a hasty launching in Australia. As Hans has put it, "TQC is not a flavor of the month, something to stimulate the taste buds today and be superseded tomorrow."

It has been necessary to build a solid foundation that will stand the stresses that usually accompany introduction of a whole new operating structure.

Still, it comes as a surprise that 54 managers have already been trained in TQC. The big official launch is scheduled for late February or early March.

Ask him to tell what TQC is and Hans accepts some dictionary definitions but rejects others.

He has no quibble with the Shorter Oxford definition of **Total**: "adj. of, pertaining to, or relating to the whole of something."

He accepts it totally — total means everyone and every individual act that has anything to do with providing a product or a service.

Not just the designer, the production engineer or the sales person but everyone and everything that can in even the most oblique way exert an influence on a customer's satisfaction with an HP purchase.

But **Quality** finds him at odds with the Oxford editors: "n. character, disposition, nature of persons or things."

"Too bland," he says. "Probably the closest I can get to defining qual-

ity as meant in TQC is *consistently meeting and exceeding the customer's expectations.*"

"Building quality into something does not mean that it must last for ever or be a work of art that critics, most of whom will never have use for it, will applaud.

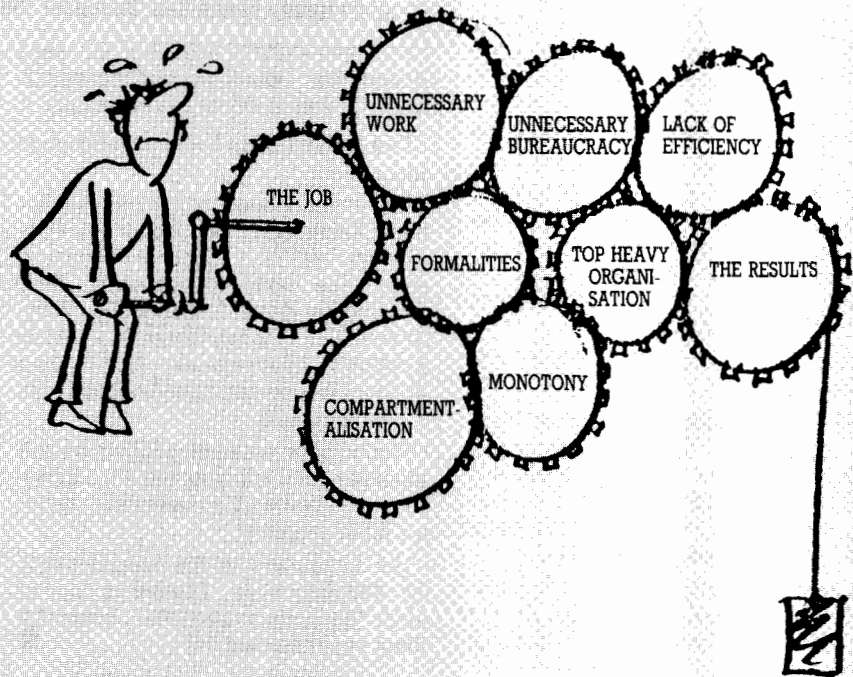
"Machines can be built to finer and finer tolerances but these may be far in excess of a customer's needs

"The same rationale applies to all the things we do for the customer. Why have an order processing system, or any system, that does what we want and not what the customer needs?"

"Inversely, there's no room in the TQC concept to design for obsolescence with the breakdown point perilously close to its performance specifications or life expectancy."

Hans is only half-happy with the dictionary definition of **Control**: "trans. to check or verify and hence to regulate."

"I don't want people to believe that *regulate* means to control or stifle an individual's ability to contribute



and specifications. Each upgrade brings an increase in cost and a customer may simply not need what a tuned-out designer insists on providing.

"It doesn't take a customer long to work out he paid for something he will never use.

"We have to listen to our customers and avoid the pitfalls of thinking we know best. If a customer who's obviously on top of his business deliberately plans to use a machine for four years and then reinvest in newer technology, he sees little sense in paying a premium for something designed to last for 40.

to solving problems or helping the company to grow.

"Really, nothing has changed in HP's concern for quality or the HP Way's pursuit of excellence," he says.

"It's just that TQC is a structure and everything we do is seen as a process. Together they make it more certain that, having studied and identified a process that makes something successful, the process can be applied and successes achieved consistently without having to be continually rediscovering the rules.

"Instead of letting successes happen haphazardly, we control all the factors that make them occur. And cut out all unnecessary steps. Forcing a customer to seek just one repair or make just one query of an administrative process that could have been avoided is a retreat from TQC."

Hans warns against thinking that only HP has discovered TQC, that it is a secret weapon for business success.

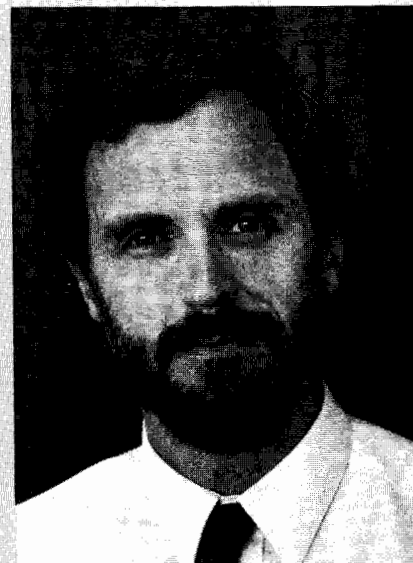
"Many of our competitors are just as committed and have talented people applying TQC. We gain nothing by just proclaiming that TQC will be our road to success, following it for a few months or a year and then doubting the way and taking another path.

"What will give us or them the

*"It has done wonders for HP, particularly in Japan, and for some other major corporations including Ford, Nashua and Kodak."*

Hans thinks it could take five years for TQC to be fully integrated into HP in New Zealand and Australia. How will we know when that day has come?

"When it's apparent that every contact a customer or a potential customer has with HP gives satisfaction. When people start noticing that they aren't getting any bad vibes from their association with us. When they're greeted warmly and efficiently at the switchboard, when extensions don't ring unanswered, when mail is promptly answered, when things that do need repair are speedily repaired, when there are no hassles over billing, no confusion



• Hans Neilson ... 54 managers already trained.

over what we're quoting on and what we're not, and when our whole operation seems to be designed for their benefit and comfort rather than our own.

"We do all of these things well at various times but the goal is for all of them to happen consistently."

Hans says HP will not have to wait five years for successes from TQC. They start with the very first process you work on.

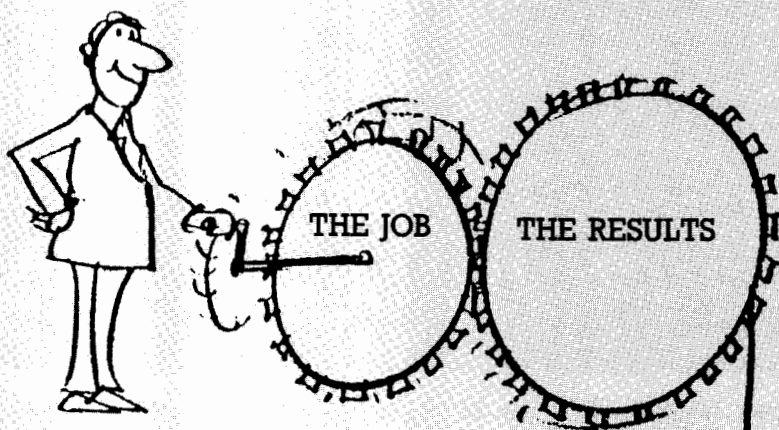
He does not downgrade past achievements of Quality Teams, or Quality Circles, as some companies call them.

"In a lot of places, there is a history of them withering on the vine but much good was achieved by many dedicated and intelligent people in HP," he says. "Their trouble was that they tried to give a lead from below and did not receive the resources they needed.

"It was tough going when sometimes your manager didn't seem too interested. Management at the top of Corporate and of HP Australia is wholeheartedly committed to TQC and knows that considerable resources must be provided.

"So it is no longer a matter of some managers being interested and some not. All managers are expected to lead in introducing TQC.

"I expect that when TQC has become an institutionalised way of doing things Quality Teams will have a second blossoming and that initiatives that start at the bottom will be supported right through to the top." ■



competitive edge is having the dedication and stamina to keep with it when others have lost faith and direction."

**Malcolm Kerr** said in his booklet: "Now, given that our colleagues overseas develop and produce all our magnificent products and deliver them here, you would think that our job was easy.

"Unfortunately, it is not. HP has allowed its administrative processes to become as intricate as the insides of our products themselves.

"And this is bogging us down ...

"We are embarking on a world-wide philosophy of simplification and improvement through a method called TQC (Total Quality Control).

## Managers are human, too

**Hans Neilson**, Quality Assurance Manager, acknowledges that in a sales organisation, which at the moment HP Australia Ltd largely is, everyone's prosperity depends on the orders that Sales Representatives bring in.

"They are in the forefront of the battle to preserve our prosperity. In the field, they are continually contesting against skilful and determined competitors," he says.

"It is not a place for faint hearts and listless people. If they fail to sell, no amount of good work back at base will keep us afloat."

But having said that, Hans balances the picture. No sales representative can succeed without dedicated support.

"Hospitals need highly skilled diagnosticians, surgeons and nurses but they cannot operate without people who swab floors."

In the Neilson philosophy, the first requirement of a job is that it gives satisfaction. Salary is secondary, so is a high-sounding title or corporate sta-

tus. Satisfaction comes from knowing your contribution is crucial in the grand plan and that you are doing it well.

"Sometimes you're assailed by self-doubt even when others appreciate the quality of your work. So it's part of a manager's many duties to give re-assurance, not the butter-up kind which deceives no one, but honestly and consistently.

"The cynics call it *stroking* but it's much more than that. It's so important that it can be the difference between a happy productive team of workers and one that is unsure, unsettled and unproductive."

Hans reminds that stroking should be a two-way thing. People complain that their boss doesn't seem to notice their efforts but forget the boss is also human and needs encouragement.

"Yet how often do you hear someone tell a manager, sincerely and spontaneously, 'That was a good decision you made, boss'?"

Hans thinks HP, with all its enlightened policies, could do more to consider families and hopes that will happen in TQC.

"I expect TQC to make us even busier while the structure is being put into place but then all our jobs should become easier.

"Personally, I seek a better lifestyle and am always trying to balance responsibilities to my job and my family. I've done it reasonably well but for me TQC won't be a success if it doesn't change the status quo to something more in favor of my home life.

"I expect we will always give more of our time and energy to our jobs but I'm sure that TQC can improve the quality of our lives at home as well as at work."

Hans earmarks weekends whenever he can for shared pursuits with Annette and their son, Adrian, 14.

Basically it revolves around outdoor activities — camping, national parks and four-wheel driving.

Hans brings to his TQC job the experience of 12 years with Hewlett-Packard, including appointments as Regional CE Manager, Regional Logistics Manager, District CE Manager and Instrumentation Engineer. ■

## Births

- Rebecca Suzanne, first child of Exchange Invoice Clerk **Mick Cerkez** and Janet at Melbourne' Mercy Hospital on 9 October (3232gr/7lb 1oz).
- Michelle Jessica, daughter of Marketing Development Manager **Graham Barnes** and Sally at the Queen Victoria Hospital at 5.35pm on 10 October (3770/8lb 5oz).
- Nicola, daughter of AE Tech Centre Manager **Chris Crowle** and Christine at Royal Women's Hospital, Melbourne, at 2.45pm on 25 November (3260gr/7lb 3oz).
- Stephen Patrick, first son and third child of Canberra Staff Sales Representative **Bob O'Connor** and Helen on 29 October (3657gr/8lb 1oz).
- David Jonathan, son of CE **Peter Ratten** and Christine at St

George's Hospital, Kew, on 22 November (3055gr/6lb 12oz).

- Michelle Elise, daughter of Import Co-ordinator **Rod Brown** and Christine at St Andrew's Hospital, Melbourne, at 4.30am on 17 November (3175gr/7lb).
- James Edward, first child of Sales Representative **Keith Burson** and Virginia at St Margaret's Hospital, Darlinghurst, on 1 December (2722gr/6lb). ■

## Stop Press

Congratulations, New Zealand, on:

- 105% of 1985 quota.
- 120% of shipments.
- 80% growth.
- \$NZ1.6 million net before tax.
- \$34 million gross revenue.
- \$272,000 CEO profit. ■



- BGM Paul McQuarrie shows where Canberra staff will move early next year.



## Quiet achiever

She doesn't come over big in terms of height and weight but Northern Area's first Field Marketing Manager **Sandra Bateman** is a lady of considerable achievement.

For a while she was the only aerobatic air pilot in Victoria. She still flies but more sedately — aerobatics take a lot of hours for practice and Sandra needed most of her spare time over the past six years to renovate five houses.

She had hardly squeezed into her new cubby (the mini-exodus to Rosebery hasn't solved all the space problems at Talavera Rd) than she was buying an apartment at Neutral Bay and refurbishing that.

Sandra was born in South Australia, operated a computer at the Defence Research Centre at Salisbury, pestered bosses to do courses, decided it would take too long for a woman to advance in computers in Adelaide and moved to Melbourne.

"For a while on the dole, Psych and English at Melbourne Uni and stints with ACI and IBM before joining HP," is how she condenses several years of her life.

"I've got a great team to work with. When I was a sales rep, I used to say what was wrong with Support. Now I'm not so sure. Now I'm looking from the other side of the fence. Anyway, if there is anything wrong, I've got the chance to do something about it.

"I miss Sales a bit but I'm really stimulated by the new challenge," she says.

Her team is **Betty Hamilton** (demo equipment and literature library); **Shirley Nankervis** (marketing communications, press, seminars and trade shows); **Eric Wong** (Target 500); **Robert Wallace** (Instrument Support Engineer in the Sales Support Centre); **George Clark** (Technical Support Engineer); **Tim O'Sullivan** (Sales Representative training and product specialist); **Katerina Skountzos** (Receptionist in the Sales Support Centre) and **Barbara Zappia** (Secretary). ■

• **Sandra has lost all loyalty to Melbourne ... with Katerina Skountzos she points to Sydney, "centre of the universe." Camera-shy Receptionist Rosie Lamont just fails to fade out of the picture.**

## Aid to the arts

Both in Sydney and Melbourne, HP is strongly supporting the arts.

At the launch of the 1986 Festival of Sydney last month, Northern Area General Manager **Richard Vincent** presented a computer system and software valued at more than \$28,000 to the Lord Mayor, Alderman Doug Sutherland, and the Festival General Manager, Mr Stephen Hall.

HP will be acknowledged as sponsor of these Festival productions: *The Footsbarn Travelling Theatre Company*; *Gertrude Stein and a Companion*; *Spalding Gray*; *Fasci-*

*nating Aida*; *St Mark's Gospel*; and *Tomfoolery*.

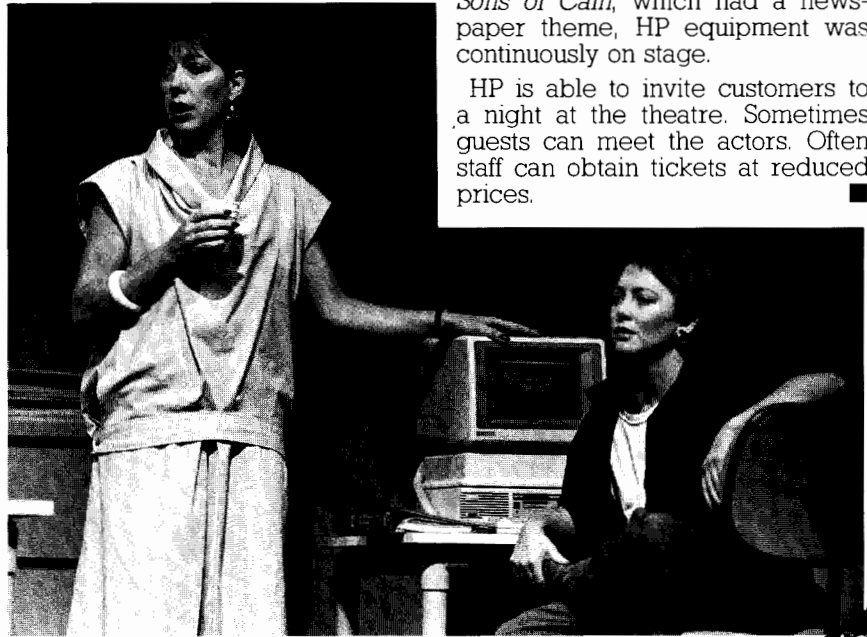
In Melbourne, **Di Condon** has good rapport with the Melbourne Theatre Company and HP will sponsor it with equipment and money for two years.

During 1986 HP will sponsor also the Sydney Theatre Company, the Australian Film Institute, The Australian Theatre for Young People and the Spectacle Theatre Company's production of *The Secret at Clark Island*.

Theatre-goers are perceived as good potential customers for HP products.

In the recent MTC production of *Sons of Cain*, which had a newspaper theme, HP equipment was continuously on stage.

HP is able to invite customers to a night at the theatre. Sometimes guests can meet the actors. Often staff can obtain tickets at reduced prices. ■



• Sandy Gore and Liddy Clark in "Sons of Cain."

Computer  
Museum



## Transfers

**Sandra Bateman**, Sales Representative (Melbourne) to Field Marketing Manager (Sydney).

**Andrew Blokner**, Customer Engineer/CEO (New Zealand) to Customer Engineer/CEO (Melbourne).

**Andre Blom**, Field Marketing Support Manager (Melbourne) to National Accounts Manager (Sydney).

**Carole Bruce**, Secretary/Third Party Sales to Sales Co-ordinator/Area Sales Support Centre (Melbourne).

**John Burnet**, Contracts & Finance Manager/Computer Group to Southern Area Admin Manager (Melbourne).

**John Burnett**, Systems Engineer (Sydney) to Sales Representative/Computer Sales (Brisbane).

**Colin Byron**, Accounting Supervisor to Australasian Accounting Manager (Melbourne).

**Bob Cattell**, Sales Manager (New Zealand) to Australasian Sales Manager/Medical (Melbourne).

**Bob Congdon**, Region Support Manager to Area CEO Manager (Melbourne).

**John Daley**, Southern Area Admin Manager to Region Commercial Services Manager (Melbourne).

**Barbara Evans**, Accounts Payable Clerk to Training Co-ordinator/AEO (Sydney).

**Adrian Farrell**, District Manager/Major Accounts to Field Marketing Manager (Melbourne).

**Nancy Gan**, Credit Administrator (Sydney) to Treasury Accountant (Melbourne).

**Glenn Gowan**, Order Admin Manager to Area Sales Support Manager (Melbourne).

**Graham Gunson**, District CE Manager to Escalation Manager/TSO (Melbourne).

**Betty Hamilton**, Distributor Representative/Components to Sales Support Co-ordinator (Sydney).

**Jon Hancott**, Customer Engineer/Analytical (Sydney) to Customer Engineer/Sales Representative (Brisbane).

**Kay Hawley**, Customer Education Co-ordinator to Contracts Clerk/Supp Admin (Sydney).

**K Kumar**, Customer Engineer/CEO to Customer Engineer/AEO (Melbourne).

**Les Lawrence**, Region Sales Manager/Medical to District Sales Manager/Major Accounts (Melbourne).

**Muan Lim**, Australasian Accounting Manager (Melbourne) to Northern Area Admin Manager (Sydney).

**Lilian Luiyf**, Secretary/Info Systems to Sales Co-ordinator/Govt Sales (Melbourne).

**Sean Mellerick**, Computer Operator/ISG to Warehouseperson/Distribution Centre (Melbourne).

**Roger Morgan**, Region Commercial Services Manager to Finance Consultant (Melbourne).

**Ian Murray**, Senior Sales Representative to Branch General Manager (Perth).

**Helen Nicholls**, Secretary/Manufacturing to Sales Co-ordinator/Area Sales Support Centre (Melbourne).

**John O'Brien**, Sales Representative (Brisbane) to Product Line Manager (Grenoble, France).

**Sandra Ritchie**, Sales Secretary (Sydney) to Sales Co-ordinator (Rosebery).

**Val Ryan**, Secretary/Medical Group to Secretary/General Manager (Sydney).

**Glen Taylor**, Marketing Assistant/Marketing (Melbourne) to Sales Support Representative/Major Accounts (Sydney).

**Fred Traue**, Sales Manager (Thailand) to District Sales Manager/Major Accounts (Sydney).

**Darryl Wallace**, TSO Manager to District Manager/CEO (Melbourne).

**Robert Wallace**, Staff Sales Representative/Manufacturing to Support Engineer/Field Marketing (Sydney).

**Russell Warmington**, Intercon Compensation & Benefits Manager (Palo Alto) to Region Training & Development Manager (Melbourne).

**David Weeks**, Service Kit Co-ordinator to Order Administrator/Distribution Centre (Melbourne).

**Peter Weinbergs**, Finance Consultant to Sales Representative/Info Systems (Melbourne).

**Phil Wilkins**, Warehouseperson to Service Kit Co-ordinator (Melbourne).

**Eric Wong**, Staff Sales Representative/Govt Group to Marketing Assistant/Field Marketing (Sydney).

**Kim Wood**, Applications Engineer/AEO to District Manager/AEO (Melbourne).

### NEW ZEALAND

**Craig Tice**, Customer Engineer/CEO to District CE Manager (Wellington). ■

## Newcomers

**Elizabeth Andrews**, Secretary/Medical Sales (Sydney).

**Phillip Biggs**, Systems Engineer/AEO (Sydney).

**Spiros Bourloukas**, Computer Operator I/ISG (Melbourne).

Sydney office's mailroom has been reorganised as a Quality Team project.

Next issue of Depth will tell more.

But the old mailroom, with all its faults, never matched the efforts of the Ghana postal service.

On 5/8/82 in Melbourne, Isobel Sinclair (now long back in her native Scotland) posted a package of literature to Accra.

It came back on 15/11/85 stamped: "Unclaimed". ■

**Christopher Bridgland**, Sales Representative (Canberra).

**Greg Burville**, Shift Leader/ISG (Melbourne).

**Mark Coleman**, Financial Accountant/Admin (Melbourne).

**Peter Combridge**, Warehouseperson/Distribution Centre (Melbourne).

**Daniel Downs**, Staff Sales Representative (Brisbane).

**John Evans**, Sales Administration Manager/Admin (Sydney).

**Maria Floro**, Facilities Clerk/Admin (Sydney).

**Rod Fraser**, Sales Representative/Manufacturing (Sydney).

**Anne Hamilton**, Secretary/Sales (Melbourne).

**Anne Harman**, Secretary/ASO (Melbourne).

**Stephen Jenkinson**, Systems Engineer/AEO (Melbourne).

**Ruth Johnston**, Service Co-ordinator (Adelaide).

**Joseph Kakucska**, Warehouseperson/Distribution Centre (Melbourne).

**Julianne King**, Sales Secretary/Finance (Sydney).

**Jasmine Li**, Sales Co-ordinator/Government Sales (Sydney).

**Michael Sepecan**, Warehouseperson/Distribution Centre (Melbourne).

**David Shield**, Customer Engineer/CEO (Melbourne).

**Phillip Simmons**, Senior Credit Officer/Admin (Sydney).

**Katerina Skountzos**, Receptionist/Telephonist/Admin (Sydney).

**Elizabeth Stewart**, Sales Order Co-ordinator/Order Admin (Sydney).

**Robert Stygall**, Product Marketing Manager/ASO (Melbourne).

**Robyn Taylor**, Sales Co-ordinator/Major Accounts (Sydney).

**Bill Thalmeler**, Customer Engineer/Analytical (Melbourne).

**Elizabeth Whitton**, Secretary/Sales Support (Brisbane).

**Diana Willison**, Computer Operator/EDP Admin (Sydney).

**Peter Zalums**, Sales Representative/Third Party Sales (Sydney).

### NEW ZEALAND

**Suzanne Duncan**, Customs Assistant/Import-Export (Wellington).

**Cristine Gibson**, Clerk/Typist/Import-Export (Wellington).

**Frank Jenkins**, Customer Engineer/CEO (Wellington).

**Lewis Jennings**, Customer Engineer/CEO (Auckland).

**Justin Nicholas**, Computer Operator/EDP (Wellington).

**Kate Savell**, Inventory Controller/Accounting (Wellington).

**Patricia Webster**, Personnel Associate/Personnel (Wellington).

# At work and play

Off-site meetings are chances to escape the telephone and other city distractions, share ideas, study marketing strategies, get to know new products and learn to have confidence in colleagues.

Sometimes they cover at least part of a weekend, which means absence from spouse and family.

Programs usually start soon after eight and extend formally or informally into the evening. So they are hardly a holiday.

But all work and no play makes Jack a dull boy (and Jill no brighter) so usually on one evening participants let their hair down . . . like at the recent "1986 kick-off" sales

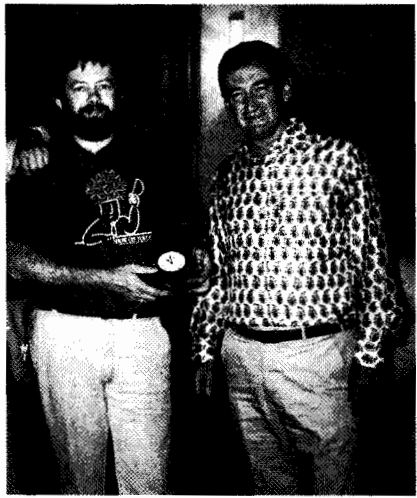
meetings at Bendigo and Robertson.

Not a little ingenuity goes into producing a fun night as pictures here testify.

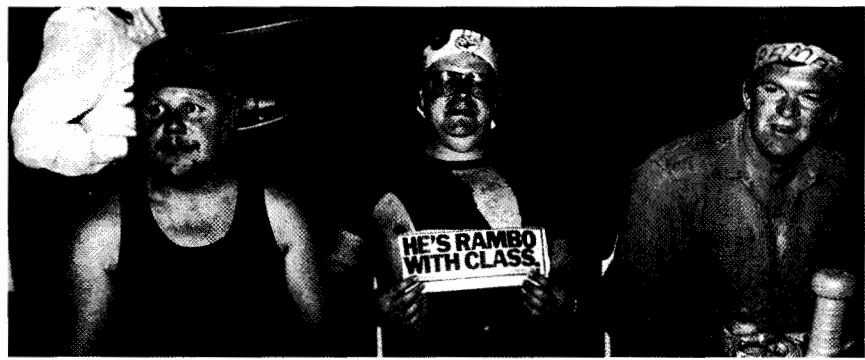
Costumes for the inevitable send-up skits are sometimes hired, other times made at home or put together on the spot with whatever is at hand.



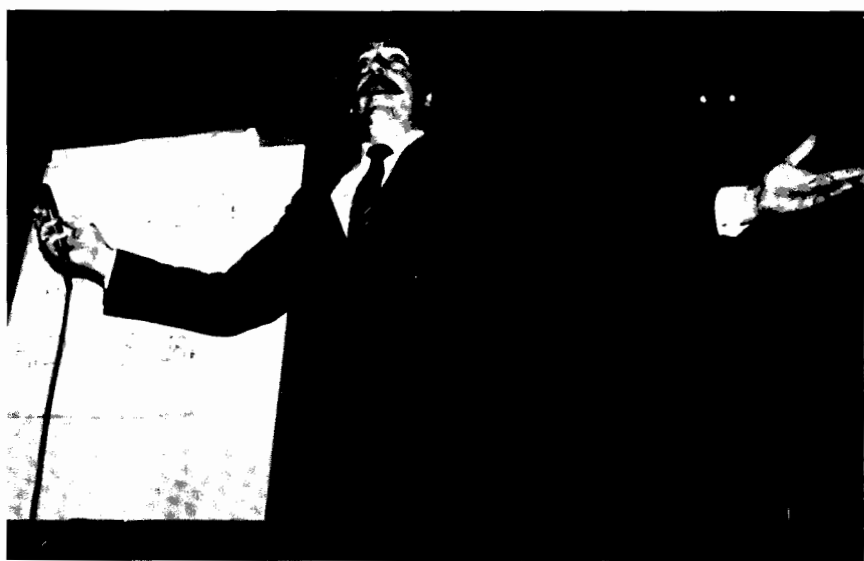
• "Builders' laborer" Frank Freschi (Southern Area Sales Rep of the Year) and Cavaliers Glenn Gowan and Jim Khoo . . . all for one and one for all.



• Northern Area Sales Rep of the Year, Bruce Maxwell, and MD Malcolm Kerr.



• Mike Rimer (left), Robert Plowman and Merv Clemens . . . looking tough but their armament stopped at water pistols.



Dame Joan wasn't available for a duet so Perth's Robert Brown did a Pavarotti-like impersonation of a rival computer company's MD.



• Brisbane's Tony Beaton . . . one of the quota-busters.

## That good old feeling

Old-timers who knew Pymble and the early days at North Ryde and Blackburn know what staff at HP's newest branch office are feeling.

The fledgling Rosebery branch occupies a fine new building with bags of space and so far only 16 people to fill it.

There is an informality, closeness and friendliness that small offices make possible.

Only Senior Systems Engineer **Heiko Weber** could feel Rosebery is getting a trifle tight. He was first to move in and for four delicious months was the sole occupant of two whole floors of the nine-storey building.

"It was marvellous," says Heiko. "Only one phone line into the place and most times I was tying it up anyway. What peace and quiet?"

Others, like Sales Representative **Sid Antflick**, agree they get more work done at Rosebery. Most find their travelling time is less and there are fewer distractions.

"Wonderful — a great atmosphere," was how Sales Representative **Greg Kershaw** summed up the move.

He lives at Waverley, just two suburbs away. What was a 55 minute journey is now five.

"We'll have to enjoy it while we may," says Canadian-born **Bob Robertson**, whose appointment as BGM starts on 1 February.

He points to a third of one floor being carpeted but uncluttered with desks and says the next floor up will be rented out for a while.

"More staff are coming and I guess it won't be all that long before we think about moving the partitions closer together. Already we have approval for just under 30 staff.

"The new location will let us recruit people from nearby who would not be attracted by the travel to North Ryde."

Rosebery about halves the North Ryde travelling time to the city so it is a convenient place for sales reps and service people to work out of.

Only five minutes from the airport,



• Some of the Rosebery Rebels: (Back) Cathie, Greg, Craig, Bob, Sid, James Hartigan (Import-Export contractor); (front) Sandra, Julianne, Andrew and Heiko.

it is convenient for people coming from other states to training courses. There will be emphasis on training at Rosebery.

A lot of HP customers are close by. Heiko can drive or walk to many of them in five minutes.

Burlington Northern, which handles HP's freight, is right next door and that pleases Customs Co-ordinator **Cathie Johnston** no end.

Telecom is a tenant in the nine-storey building at 1 Rosebery Ave.

There are drawbacks, however. "I do miss Paddy's canteen lunches," says Sid. "Bob should make the Talavera ladies an offer to move down with us."

These are the staff already in residence: Bob, Sid, Greg, Heiko, Cathy, Sales Co-ordinator **Sandra Ritchie**, Secretary **Julianne King**, Sales Rep-

resentatives **Shailesh Naik**, **Craig Hambleton** and **Keith Burson**, Staff Sales Representative **Robert Creaser**, Systems Engineer **Randy Lee**, Staff Systems Engineer **Andrew Silvers** and Customer Engineer **Mike Burcher**.

Manufacturing Applications Specialist **Andrew Aschner** and Systems Engineer **Janine Morris** have got their visas and will travel south early in the New Year.

Bob and his Rosebery Rebels were grateful to Facilities Supervisor **Pam Tamplin**, Facilities Clerk **Mark Martin** and EDP Administrator **Graeme Paton** for the smoothness of their transfer.

"At 4pm Friday we packed our gear into cardboard boxes at North Ryde and on Monday morning everything was magically in place at Rosebery," Bob recalls. ■



• Heiko Weber ... not lonely with a new \$US500,000 circuit board tester to play with.