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FOR AUSTRALIAN AND NEW ZEALAND  
STAFF AND FAMILIES OF HEWLETT-PACKARD  
No 20 October 1985



- A sign of continuity and history in the making: David Booker (left), John Warrington and Malcolm Kerr span all of Hewlett-Packard's involvement with Australia and New Zealand. Story p2.

## Leaders meet, then part

An event possibly not to be repeated was the presence together at a dinner in July of the three men who have led Hewlett-Packard's activities in Australia Ltd since they began in 1947.

They were the Managing Directors since foundation: John Warrington, David Booker and Malcolm Kerr.

At the dinner, which was only one of the staff initiatives, senior managers farewelled David, who had completed a five-year term after coming from Britain and South Africa, and welcomed his successor, Malcolm.

David has been appointed Marketing/Administration Manager of HP Laboratories, Bristol (UK).

HP Australia Ltd grew out of John's success in selling HP products for George Sample and Co.

Did he glance nostalgically at the old vacuum tube voltmeter given pride of place in the foyer?

It was the first HP sale in Australia. Telecom very decently donated it back a few years ago.

David took over from him in November 1980.

Now Malcolm has the reins. He was born at Yass, started his HP career in Australia and returned in July with a reputation for solid achievement in Singapore and most recently as General Manager of Far East Sales Region based in Hong Kong. ■

## HP has new challenges to meet

I've had my first 100 days back in Australia and been assessing the strengths and weaknesses of Hewlett-Packard in Australasia.

We indeed have some real strengths: sales growth is healthy, New Zealand is in good shape and we have credibility within Icon.

It is clear to me that we have some excellent people who have the skills to come up with the plans and ideas we need.

HP has the basic strengths and values to meet its challenges. We have been favorably mentioned in the international business press and we have strong and stable management.

But I have to say that I see our Australasian organisation as fuzzy. There isn't clarity in how people see their direction and roles and the strategies to get us to where we want to get.

I don't think we have articulated our roles and strategies very well. We have little groups who know where they want to go but they have not expressed it throughout the organisation.

There is always something falling between the cracks or someone second-guessing.

Our company is becoming increasingly more difficult to manage because of the complexity of our business, rapidly changing expectations and challenges that are increasing, not decreasing, and the uncertainty of the future.

Six key issues have to be addressed:

- Leadership and organisation;
- Developing a "new look" marketing plan;
- Value Added strategy;
- Customer satisfaction;
- Institutionalising TQC; and
- Attracting, developing and retaining top quality people.

In leadership and organisation we have to project a sense of strength and resourcefulness; cultivate trust and confidence in our teams, making them all feel like winners; define clearly and have consensus on goals and long term objectives; correctly align organisation to effectively pursue our goals; be assertive towards Corporate/Group policy; actively interpret "US Experience" based guidelines; and thoroughly understand the process of how we pursue our business goals and the roles of each one of us.

In marketing, we need to develop and implement a "new look" plan for our region based on the positioning of products, markets and the Corporation coming together.

We must pay attention to intangibles, factors like customer perception of technical leadership and high quality. We need to understand

- Target 500 aims to heighten awareness of HP among Australia's top 500 organisations.

A recent competition for old and potential customers, with the prize a world trip, partly by Concorde and the Orient Express, was won by Mrs Elizabeth Mason, secretary to Dr Greg Tegart, Secretary of the Department of Science.

She is pictured with Canberra BGM Paul McQuarrie. ■



the workings of industry infrastructure and our relationships with the network of retailers, distributors, analysts, journalists and industry experts.

Our Value Added strategy aims to relieve HP's Import/Export imbalance, to provide local employment opportunities, to access local expertise, to make visible our contributions to the local economy, and to improve ability to produce localised products through software manufacturing, application software and project management.

In the area of customer satisfaction we need much change; a responsive and attentive attitude to customer inquiries and needs; and better understanding of support from the customer's point of view.

We must "own" the concept and philosophy of TQC; and must practise and be measured by it.

TQC is the only way because, in the long term, it will differentiate us from our competitors.

In Australia we have a huge number of competitors relative to the population or market size. Unless we focus on issues of effectiveness, efficiency and quality, we won't achieve our rightful position as being number one in our chosen market places.

Also, we have to focus on developing and strengthening relationships between our customers and other organisations, even to the extent of forging strategic links with organisations that will position us as the lowest risk supplier of information systems in the Region.

I have conveyed to the management team that our people deserve and have the right to have competent management and that the prime goal of managers and supervisors is to coach and develop their people.

Productivity tools are high on my list and it is clear that some of the systems we have implemented have not yet achieved the productivity improvement we all deserve.

I have asked each Executive Committee member to allocate at least an hour a week for each subordinate for direct and personal coaching; and managers reporting to an Executive Committee member must do the same for their subordinates.

Therefore, I have the expectation that this practice will be reinforced throughout the Region.

I want supervisors and managers to appreciate the great responsibility that rests with them. My own influence on the company's fortunes can be exerted in only a limited area; the most important person for most HP employees is not the Managing Director but his or her supervisor.

Finally, I want to thank you all for your warm welcome back home to HP Australasia and to invite you to join me in taking up the theme: *Let's get it right and enjoy our jobs.*

**MALCOLM KERR**

## Newcomers

**Wayne Davey**, Systems Engineer/AEO (Canberra).

**Jan Foster** (return from maternity leave), Secretary/Sales (Sydney).

**Elaine Griffiths**, Order Administrator/Dist Centre (Melbourne).

**Clifford Heath**, Software Development Engineer/ASO (Melbourne).

**Veronica Kerr**, Service Co-ordinator/CEO (Perth).

**Peter Konnecke**, Order Co-ordinator/Order Processing (Sydney).

**Olivia Lim**, Fixed Asset Accountant/Accounts (Melbourne).

**David Luck**, Systems Engineer/AEO (Melbourne).

**Julie Papalia**, Secretary/Sales (Perth).

**Lydia Ropiha**, Secretary/Finance (Brisbane).

**Penelope Taylor**, Service Co-ordinator/Secretary (Canberra).

NEW ZEALAND

**Elizabeth Eggers**, Contracts Administrator/Supp Admin (Wellington).

**Sally Guinness**, Secretary/CSG (Wellington).

**Lynda Hagen**, CSG Manager (Wellington).

**Sara Kerwood**, Computer Operator/EDP/Admin (Wellington).

**David Lloyd**, Accounting Systems Co-ordinator/Accounts (Wellington).

**Paula McLennan**, Customs Clerk/CSG (Wellington).

**Denise Stones**, Credit Controller/Accounting (Wellington). ■

## Transfers

**Gary Boler**, Project Manager to Sales Representative (Melbourne).

**David Booker**, Managing Director, HPA Ltd, to Marketing/Admin Manager, HP Laboratories, Bristol (UK).

**Laurie Cini**, Warehouseperson to Receipt/Despatch Supervisor (Melbourne).

**Nigel Clunes**, Systems Engineer/SEO (Sydney) to R & D Systems Engineer/Data Systems (Cupertino, US).

**Trudy Edgehill**, Telephonist/Typist/AEO to Group Secretary/AEO (Sydney).

**Faye Fitzpatrick**, OA Specialist/AEO to District Application Engineering Manager/AEO (Sydney).

**Peter Griffiths**, AEO Administrator/Region to Region Support Admin Manager (Melbourne).

**Malcolm Kerr**, FEA General Manager/HP Asia to Managing Director/HP Australia.

**Felicity McClure**, Financial Analyst/Finance to Region Financial Analyst (Melbourne).

**Cathy Marchetti**, Telephonist/Receptionist/Sales to AEO Group Telephonist/Typist (Sydney).

**Hans Neilson**, Region Customer Engineering Manager to Quality Assurance Manager (Melbourne).

**Martin Perrins**, Order Co-ordinator/Order Processing to Staff Engineer/PC (Sydney).

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

**Gwen Welsh**, Marketing Specialist/Marketing to Area Marketing Comm Specialist (Melbourne).

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

NEW ZEALAND

**Craig Tice**, Customer Engineer/Service to DCEM/CEO (Wellington). ■



## Loose lips sink chips

Wise words were written in a recent issue of HP's *R&D Network*. They are well worth repeating for HP's Australian and New Zealand families:

When one of HP's R&D managers invited some representatives of another company into our labs a few years back, it never dawned on him that he might be giving away a bit of the store.

After all, the company was not a direct competitor and the manager was careful to demonstrate only a released product. So, what was the harm?

The harm, as it turned out, was an unreleased product sitting on the workbench next to the released product that the R&D manager never noticed. And that product under development was similar to one the visiting company was working on.

Ultimately it supplied them with enough critical information to get a jump on HP in entering the marketplace.

Gaining information from so little effort seems almost a crime but, in fact, it usually isn't. True, illegal corporate spying and selling of trade secrets grabs headlines but it probably accounts for only a small portion or fraction of corporate intelligence gathering, according to *Fortune* magazine.

Like it or not, increased global competition seems to have made legal corporate intelligence gathering widespread, with some of the 'best' companies regularly engaging in it, especially since they've discovered it's so cheap and easy.

Suppliers, newsletters, memos, employees — all are valuable and legal sources of information which, pieced together, can supply data on orders, earnings and plant capacities. And this data, when compiled, can reveal a complete corporate strategy.

Nor is snooping necessarily unethical if the information is available and freely given. Often, however, the snooper is an expert — otherwise known as a spy — who contacts a competitor under false pretences, or deceives or pressures a competitor's customer in order to gather confiden-

tial information on sales, products, inventories and so on.

Although in the opening episode of this article the competition was invited in, often companies will encourage their sales people to make tours of competitors' plants under assumed identities. Consequently many R&D labs have made their territory off limits to all tours.



"So when you get any call about a product from an HP employee you don't know, say you'll call back," Steve advises. "Then you can verify who it is by looking the person up in TELNET. It gives you time to breathe."

### The perfect crime

As all armchair detectives know, the perfect crime is the one where no one — except the villain — thinks a crime has even happened. Industrial super-snoops are experts at this technique and the scene of the crime is often innocent; a trade show, conference or a dozen other places where engineers can be engaged in seemingly harmless conversations concerning HP products.

"And an innocent conversation about processes and problems can reveal many trade secrets," Steve says. "Technical staff, like all of us, are proud of their work and often talk about surmounting technical challenges. In the process they can also divulge sensitive information."

Yet, devious and expert as many super-snoops are, often they don't even need to be.

### Case of the eager speaker

Anyone can call on an HP engineer and ask for information about a product.

During an exploration of various inventions, HP's Steve Fox, managing patent counsel in the Corporate Legal Department, found himself short of information. He gave the appropriate engineer a call.

The flash that went up on the Joseph St noticeboard advised the name was *Little Girl* and weight was *unknown* — a fair reflection of the father's confusion but great delight.

"As soon as he picked up the phone he began talking. I spent 20 minutes asking him one question after another. We got deeper and deeper into the technology until I knew everything I had to know about it. He even offered to send me more information."

At the end of the conversation, the engineer said: "What division are you with?"

Steve answered: "Oh, I'm not with HP," although of course he was. There was a strained silence during which the engineer obviously realised he might just have given away trade secrets. Steve finally explained he was indeed with HP but might not have been. The engineer sighed and said: "You just gave me the worst scare of my life."

While he doesn't like going around frightening employees, Steve knows that customers, sales people from competing firms, financial analysts, all call HP regularly for information but don't always identify who they really are.

"Headhunters penetrate labs. They call in with one name and then use other names you mention during the conversation. Then they mention a project attached to one of the names and try to get information.

The trick is simply to answer questions about the product, not about the technical problems involved in its research.

### "Chinatown"

Increasingly, we are encouraging our R&D engineers to go out to customer sites in order to learn customer needs even before a product is released. But, like the private eye in the movie *Chinatown*, engineers on the customer's premises can't really know what's going on when they're out of their element.

The customer might turn right around and tell the competition out of loyalty. Competitors might even be present at the customer site. But should an engineer tell a customer of a planned product release, or even talk about research on such a product, the consequences can be harsh.

"From both the marketing and securities standpoint, we can be damaged," explains Corporate counsel Craig Nordlund, assistant secretary of the company. "A customer may think if we're coming out with something that great they'll wait to buy and thereby hurt present sales."

Research revealed that the name is Jaclyn Kate and the weight was 2778gr (6lb 2oz).

Welcome also to:

## Births

To Melbourne Customer Engineer Wayne Willoughby and Judy at 1.30am on 28 August, a daughter.

The entire process can snowball. Competitors, who then have time to replan their strategy, may beat us to market. If information becomes widespread, the steam may go right out of the product introduction as the field sales people, sensing the situation, concentrate on other products.

Other customers may then begin calling to find out about the product, tying up sales support. HP might even be forced into premature product introduction, since SEC rules require that information on a product must be disseminated fairly.

That's when the whole thing can become an avalanche because such premature introduction might also hurt the patentability of our products.

"Release of product information prematurely may destroy our opportunity to obtain adequate worldwide patent coverage because many countries will not grant patents on inventions that have been disclosed before patent applications have been filed on them," Steve Fox points out.

So what are engineers supposed to do? They go to customer sites precisely to demonstrate products under development in order to get feedback for improvements. The answer isn't simple but the best advice seems to be to stick to the business of the present product and avoid leading questions about the technical challenges in the lab.

#### Cat and mouse

Once upon a time job interviews were a negotiation between an employer and its prospective employee for a position. Corporate intelligence snooping has turned the process into a game of cat and mouse, with some companies actually advertising and interviewing for jobs that don't exist.

Their goal: to get their competitors' employees to divulge proprietary information. Though obviously unethical, the practice is not illegal so long as the interviewer doesn't actually ask for trade secrets.

Even in legitimate job interviews, applicants can unwittingly talk too much. Eager to please, applicants may divulge company information. But R&D projects, which involve trade secrets, are especially important not to discuss.

**Corporate snooping:** legal but unethical, unsavory but prevalent behavior that undoubtedly harms all of us as secrets leak. But, with care, much information can be protected. ■

Thomas Edward, son of Marketing Support Manager Bev Middleton and Ian, at St George's Hospital, Kew, at 11.30am on 18 September (3628gr/8lbs).

## Who said we're smug?

Canadians are splendid people. I liked them a lot when, during World War II, Australians, New Zealanders and Canadians often were a majority in RAF squadrons.

But in just a few things, they were other-worldly and hard to understand.

You could never get over to them that the correct way to drive a car was on the left side of the road.

And they obviously had got their plumbing wrong. All right-thinking Australian and New Zealand bath water swirls down the plug-hole clockwise. Canadians, for some strange reason, persist in doing it anti-clockwise.

July issue of *The Canadian*, published for employees and families of Hewlett-Packard (Canada) Ltd, shows that they still possess many admirable qualities and can be extremely generous towards Australians.

They described Australia's staging of the 1987 America's Cup as a truly historic event, the premier sporting function of that year which 700 million people around the world will see televised.

Then promptly proceeded to demonstrate the old problem of coming to grips with logic.

*True North*, Canada's contender for the Cup, was described as the prime challenger, largely because an HP9836C computer, HP110s, software and technical support were being used to design the boat and develop sailing techniques.

But (smirk, smirk) HP Australia Ltd has done all that. We lent equipment to the Alan Bond syndicate that brought the Cup to Perth in 1983, the only non-American winner in 134 years.

And Ben Lexcen, who rocked the yachting world with his revolu-

Samantha Louise, daughter of Contracts Co-ordinator Linda McIntyre and Peter, at Lilydale Hospital on 23 August (4024gr/8lb 14oz). ■

tionary design of the keel, helps in marketing for HP Australia Ltd. Sydney office's impressive presentation area was even renamed the Ben Lexcen Room.

So let's tell the world that HP equipment and expertise will certainly exert a tremendous influence on the Cup challenge; it's so good that every contender will use it.

## TRUE NORTH



But I warn them solemnly that challengers should be directing their computer power to countering our other secret weapons.

I'm even happy to help with a bit of cheerful disinformation:

- *Australians are fearsome competitors; we all carry like stigmata the shackle marks of our convict ancestors;*
- *Every Aussie is a sun-tanned, super-athlete whose morning workout is parrying wicked left hooks from a boxing kangaroo;*
- *If we don't get them, the Aussie flies will (China did not kill all its flies; it merely gave safe conduct passes to the Antipodes where they have all prospered; an average specimen is as big as a canary and chock full of aggro when confronting foreigners);*
- *Aussie meat pies are the food of angels and champions but destructive to the digestions of visitors unaccustomed to lashings of tomato sauce that ritually accompany them.* ■

FRANK MOLONEY

Send text and pictures for Depth to Alison Teed, Personnel Department, Melbourne.



● The O'Briens making an impressive arrival at Sydney Social Club's annual ball



● Sales Representative Bob O'Brien and wife Carol

## Sydney night out

In John Warmington days as Managing Director, it would have brought a mild rebuke:

"How do you tell customers the products aren't overpriced when you gallivant around in a Rolls Royce? A Ford's good enough for anyone."

But Bob and Carol O'Brien put on airs and graces for only one night and even then no one was required to curtsy or touch the forelock.

They won a raffle and were chauffeur-driver in a Rolls to Sydney office's annual ball.

It was a much enjoyed function. ■



● Former HP staff — Chris Armstrong and Geoff Keir — fraternising with friends. From left: Chris; Order Co-ordinator Tim Proust; DM Gordon Smith and wife Karen; Sales Representative Sid Antflick; and Geoff (at right).



● Sales Representative Doug Forsyth and wife Margaret



● Software Support Co-ordinator Denise Bessenyei, SE Jere Bowcock and Secretary Robyn Taylor

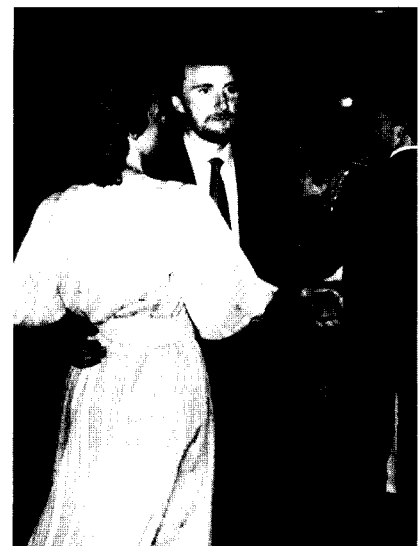
**MELBOURNE, TOO:** On 27 September, the Melbourne Social Club repeated the success of its 1984 dinner dance, again at the popular Tudor Lodge in Caulfield.

Service Co-ordinator **Joyce Thompson** and D/E Clerk Co-ordinator **Wilma Crawford** were capable organisers, rewarded by the attendance of 230 staff, spouses and friends. ■

- Fin/Analyst **Felicity McClure**, Product Support Engineer **Stefan Ziemer** and OA Sal/Consultant **Sue Wadsworth** (right)
- **Wilma Crawford** sits out a dance with husband **Greg** (centre left)
- **Joyce** and **Bob Thompson** at the coffee stage (centre right)



● **Marie Hird** and EDP Administrator **Graeme Paton**



● **Sales Representative Stephen Avery** and wife **Sue** . . . **CE Ian Leeson** in background



## Giving open house to ourselves

There was a touch of serendipity about the visit by ANZAAS Festival of Science participants to Joseph Street last month.

The original purpose was just to show Year-11 students the workings of a computer company and hope that when they became Prime Minister, boss of BHP or university vice-chancellor, they would remember the name Hewlett-Packard.

But staff who volunteered to show them around were surprised at the magnitude of HP's Australian operation and how much the tours taught them.

Also, many staff who watched the groups as they moved from section to section said, "We'd like house inspections ourselves; why restrict them to visitors?"

So planning is in hand to offer our own people conducted tours. The aim is to show how everyone fits into the complete staff structure; and to bring out the reality of "that mob over there" (perhaps until now a bit of a mystery) doing a job just as important as our own.

But serendipity? It's not mere indulgence in big words. Serendip was the former name of Ceylon. Ceylon was the former name of Sri Lanka.

In the fairy tale, *Three Princes of Serendip*, the heroes "were always making discoveries, by accidents and sagacity, of things they were not in quest of."

So — according to the Shorter Oxford — "the faculty of making happy and unexpected discoveries by accident."

And ANZAAS? More than 700 students came to Melbourne for five days for a special youth program introduced by Sir Edmund Hillary, first conquerer of Mt Everest and president of the Australian and New Zealand Association for the Advancement of Science.

Four groups of 40 in each visited Joseph Street as part of the Community Science and Technology program in which government and private organisations opened laboratories, production lines and other activities to the public.



● Service Technician Michael Holmes has an attentive audience: (left) Michelle O'Brien, School of Total Education, St Kilda; Katrina Kimpston, MacRobertson Girls' High School; and Maria Ingram, Mercedes College, Perth



● Customer Engineer Leanne Martin and ANZAAS visitors

Those who volunteered as Joseph Street guides — and didn't regret a moment of it — were: Paul O'Brien, Kevin Neal, Adrian Weiss, Judy Allan, Kim Wood, Chris Morrison, Michael Holmes, Bill Cerutti, Felicity McClure, Bruce Miller, Adrian Farrell, Peter Simpson, Rod Kendall, Glen Sheppard, Ray Gerwing, Sue Byrdey, Jill Digirolamo, David Booth, David Peake, Fred Cyran, Jason Tranter, Sue Wadsworth, Grant Freeland, Mark Dixon, Leanne Martin, Peter Burford, Dave Anderson, David Lauer, Kieran O'Reilly, John Daley, Pe-

ter McInnes, Gray Morgan, Ian Leeson, Danny Hills, Darryl Obelt, Glenda Kann, Gregory Lister, Jenny Plant, Steve Moon, Joanne Drew and Toula Filopoulos.

Others volunteered but were not needed. Bruce Marsh thanked them also.

Gwen Welsh organised the operation and valuable support was given by the switchboard and cafeteria staff.

New Zealand will host the next ANZAAS Festival at Massey University, Palmerston North, in January 1987. ■



## Nice to hear

**H**uman nature being what it is, a lot of people are quick to take up pen to complain.

But not so quick when things are right. That's why it's always nice to receive letters of thanks like that written to **Malcolm Kerr** by **Mr W A Snowdon**, Chief of the Australian National Animal Health Laboratory at Geelong.

Mr Snowdon wrote:

Just a short letter of introduction and to congratulate you on your appointment as Managing Director of Hewlett-Packard Australia Ltd.

You may be familiar with the large scale application of Hewlett-Packard HP1000 systems at CSIRO's Australian National Animal Health Laboratory.

Since taking on the first system in 1981, it is worth commenting on how happy and impressed we have been with the equipment, HP's performance and the enthusiasm and competence conveyed to us by your staff.

Of particular mention are **Ms Glenda Patterson**, **Mr Chris Butchers** and **Mr Linas Petras**.

Please pass on our sincere thanks to Chris and our best wishes in his new position. Chris, until recently, was our local point of HP contact. His efforts have played a major role in our success story so far and the excellent relationship we enjoy with Hewlett-Packard.

We look forward to perhaps meeting with you in the near future and our continuing excellent association.

At ANAHL, HP shares responsibility for one of the world's top security sites. It's where research is conducted into exotic diseases like foot-and-mouth that could devastate an entire \$4.5 billion livestock industry should they infiltrate the country.

No object taken into the laboratories ever comes out; people submit to sophisticated sanitising that includes passing through successive airlocks and taking as many as three showers upon entering and leaving.

HP has helped make it a truly paperless environment. No documents pass in and out so viruses can't piggyback.

Computers process a vast range of information associated with monitoring every movement through checkpoints and the alerts that are triggered should anyone try illegal entry. ■

10 Tracey Drive  
5th Vermont 3133

The Public Relations Manager  
Hewlett Packard Australia Ltd.,  
31 Joseph Street,  
Blackburn Nth.

Dear Sir,  
Thank you very much for the tour through Hewlett Packard last week at ANZAAS and in particular thank you Mr Dave Anderson, who was a very interesting and informative tour guide. The children were very enthusiastic and on their return home used their own computers with great zest. Once again many thanks to yourselves and Mr Anderson for the kind courtesies shown last Thursday morning.

Yours sincerely,

Sue Injwell

## Initiative

**S**ix months ago **Christene Okey** wasn't really rapt in her new job as Clerical Assistant.

"It did not have much of a challenge, not as much as the job I left at the Council of Adult Education where I advised on off-campus courses," she told *Depth*.

So Christene set about upgrading it into a task that more closely matched her talents and ambitions. How well she succeeded is told by Marcom Manager **Geoff Stewart**:

"She's an example of how personal initiative can transform a job from the humdrum to something really impressive; and not only giving satisfaction to the individual but significant benefit to the company."

Christene was responsible for handling inquiries triggered by advertisements or mailings but it seemed to stop once she put down the phone or delivered a package of literature to the mailroom.

She started to log all inquiries in detail and group them in categories. Sales patterns began to appear, showing which promotional activity had hit the target and which had been less successful.

Soon managers were getting information to help them measure cost-effectiveness of marketing campaigns. Sales representatives were being prompted about promising leads and the Okey data base was expanded to keep tabs on their responses.

Christene's systems are being continuously refined. She's been given the equipment she asked for and has not been too proud to take advice on how to get maximum performance from hardware and software.

Another initiative has been to prepare literature packages in advance, tailored for specific targets. Instead of assembling material on a one-off basis, she now has one package pitched at primary school students, another at secondary level and another at tertiary.

Now when a request is received, it needs only a sticky label to be typed and the package is on its way to the mailroom.

Christene has been married for four years to Ian, who works for AGC but has been seconded to Westpac Bank. ■



● Christene Okey . . . took humdrum out of new job

## New look stock purchase plan

**Y**ou may have heard on the grapevine or through seminars in Melbourne and Sydney that some new services have been offered through our Stock Purchase Plan.

Through the **Harris Trust & Savings Bank** in Chicago, you can now choose another method of holding and selling HP shares.

Before you received only share certificates and made your own arrangements through a stockbroker (usually Merrill Lynch) to hold onto your certificates or sell on your behalf. Now you have three options:

- Issue Stock Certificate;
- Automatic Sell; and
- Harris Trust Book Entry System.

This is how they operate:

### Issue Stock Certificate

Exactly as we have had for a number of years whereby you receive your share certificates. It is then up to you what to do with them. Because they are legal documents, they should be kept in a safe place of your choosing.

### Automatic Sell

Instead of receiving your share certificates or a statement of ownership, your shares will be **automatically** sold on the open market by Harris Trust and you only receive the proceeds of the sale.

Shares purchased at the end of the quarter will be sold over a period of four or five days between the 23rd and 31st of the month in which they were bought, i.e. if shares were purchased on 5 May, they would be sold between 23 and 31 May.

Selling price you will receive is the average price per share received over that four or five-day period, less Harris Trust's commission (currently five cents U.S. per share).

You should allow another two to three weeks to receive your cheque.

One thing you should be aware of with this option is that any capital gain between the share purchase and sale could be tax assessable as income. You may wish to consult your accountant before venturing with this choice.

### Harris Trust Book Entry System

We believe this to be the most flexible because it offers a combination of elements. Shares you purchase through the HP Stock Purchase Plan are credited to your account held by the Harris Trust Bank in Chicago.

You will receive a quarterly statement of ownership which will have in detail the number of shares in your account and the prices in US dollars that you paid for them. This will be your accurate record of the shares you own.

Once you have a Harris account, you have a number of options:

- You can deposit any existing share certificates into your account by completing the form No 9320-5248, attach your shares (not signed) and forward to **Region Personnel** for recording and forwarding to Harris Bank. Your next quarterly statement will then show the total shares you own.
- You can also deposit any shares that Merrill Lynch are holding on your behalf, as described earlier, by forwarding Merrill Lynch a copy of your statement of ownership or account number with a request to deposit the shares they are holding into your account.



### ● Ian Watts . . . will help with stock purchase advice

- You can sell your shares directly from your account by filling out the white card No 9320-5250 (ensure correct option is ticked) and forward direct to Harris Bank or to Region Personnel. (If you forward to Region Personnel, the request will be forwarded via COMSYS and the process would be considerably faster than mail to the US.
- On the next working day to receipt of your sell order, your shares will be sold on the open market and you should allow two weeks to receive your cheque, which will have Harris Trust's commission

already deducted. Currently the commission is 5 cents US per share sold, irrespective of the number sold or their value.

- You are able to have share certificates issued from your account should you wish to use them as security or sell through a stockbroker. To do this, you also complete the white card No 9320-5250, ticking the "Issue Certificate" option, and forward the card to Harris Bank, or Region Personnel to forward via COMSYS. Allow at least six weeks to receive your share certificates from the US.
- You also now have the opportunity to have your account in joint names. The advantage of this is that if any tax assessable capital gain (or dividend) is made, it could be split over two or more incomes.
- To take advantage of this option, you should complete the forms Nos 9320-5245 and 9320-5244.
- **Note:** Descriptions of ownership recognised in Australia are only (a) joint

tenants with right of survivorship (i.e. the last survivor has total rights to ownership); and (b) tenants in common (i.e. the rights of ownership accrue to the deceased's estate).

- Signatures of each owner must be guaranteed as stated on the forms. We suggest a bank manager as the easiest guarantor to obtain.
- You can easily transfer shares to another person by completing the form No 9320-5243. This is a great idea when considering giving HP shares as gifts to friends and relatives.

- You do not have to worry about the share certificates because they are held by the Harris Bank. Therefore, you do not have the problems with security or loss or destruction of certificates. Should you lose your statement of ownership, you can request another or just wait for the next quarter.

The company saves money by not having to issue certificates every quarter to all employees in the Stock Purchase Plan.

However, all is not gold; there are some services that the Harris Bank cannot provide because it is not a stockbroker.

- It cannot give out share advice.
- You cannot place a "stop loss" order, i.e. sell the shares at a price before you start to lose money on the purchase.
- You cannot place a sell order with a sell price or sell date specified.
- You cannot have your share dividends credited directly to your Harris Trust account. The dividend cheque will be mailed directly to you.

As you will notice, the service offered by a stockbroker differs from that offered by Harris Bank and that is why the commission rate charged by each differs. This is how they compare:

**Cost of selling at US\$35 per share**

	<b>10 shares</b>
Merrill Lynch	A\$38.50
Harris Trust	US\$0.50
	<b>60 shares</b>
Merrill Lynch	A\$65.00
Harris Trust	US\$3.00

**Note:** Merrill Lynch charge 1 1/2% on any transaction less than \$360. Over \$360 the charge is a minimum of A\$40 plus a factor based on the price of the shares and the number being sold. However, you should consider using a stockbroker if selling a large number of shares because it may be more attractive to sell at a determined price and pay a higher commission.

The option you select is up to you. Should you choose the Harris Trust Book Entry System, then all the forms you need are available from your Personnel Department.

The Stock Purchase Plan, with the Company contributing approximately 25% to the purchase of your shares, is attractive on its own. Now, with the ease and simplicity of these choices available to you, it become a great benefit.

Should you have questions or need further details, just drop me a line and I will be willing to assist where I can.

IAN WATTS Region Personnel

## NZ open day

To familiarise consultants with the PCs, Office Automation, 4th Generation Language and 3rd Party Applications, HP Auckland invited them to an open day in May.

Help with demonstrations was given by:

- **Commercial Data Processing** — Powerhouse Distributors in NZ;
- **Computronics Ltd** — COMPOS representatives in Auckland;
- **Keith Watson** — HP Personal Computer Representative; and
- **Glenys Tunncliffe** — HP Office Automation Representative.



• Glenys Tunncliffe . . . hostess to visiting consultants



• **New Zealand's Dave Heads** . . . top sales person for July (1001% of quota) and for Third Quarter (550%)

## Persisting

Just to compete — not desperate to win — is the Olympic spirit.

From Wellington Lois Miller reports that HP New Zealand has plenty of the Olympic spirit but is working on winning as well.

In 1983, the HP team was placed 957th in the Round the Bays Fun Run. Next year they placed 836th with a time of 50min 15sec.

This year they were 515th in 46min. No reason yet to question their greed for gold . . . just a good reason to congratulate them on a fine sporting contribution to a worthwhile event.



• District Sales Manager NZ, Keith Watson, and guests at Open Day

## 'Twas a famous victory

There was much excitement in the air . . . the day of the football challenge match with Shell had arrived.

HP's blue-and-whites had trained fiercely under chief coach **Bruce Marsh** and skills coach **Bruce Miller**.

The lovely HP Hyacinths — short-skirted, high-kicking cheer leaders — had their routines practised to perfection and their bushy blue-and-white floggers represented many hours of loving preparation.

Club spies had researched the opposition meticulously.

It was known that umpire "Rooster" **Van Roosendaal** was an ex-Shell boy but said to know nothing about football and the rules.

A contingency plan, in case he was more impartial to Shell than to HP, was to pretend not to hear the whistle when free kicks went to the oilmen.

Officially, the club did not want to know about HP runner **Ray Gerwing** infiltrating the Shell camp and spiking their orange juice but unofficially it was thought to be an excellent idea.

Coach Marsh wasn't entirely happy with the "Footy Record" which he felt was too generous to the opposition. He questioned particularly the statement: *Unfortunately, there can be only one winner but we'd like to thank the Shell boys for at least trying. Better luck next year.*

And the sign on the combi: *Shell Courtesy Ambulance*. Casualties should have been required to take public transport to the hospital.

He thought it showed too much compassion and eroded the killer instinct he had worked so hard to instil.

The game drew a record crowd to the T H King Oval at Glen Iris and the pro-HP chanting started even before the superbly conditioned players ran onto the ground.

Shell had a paper banner for its team to run through and HP didn't — but it all seemed a profitless whistle-in-the-dark exercise.

The "Footy Record" — described

as a souvenir edition, one which HP folk would long keep and treasure — gave human interest insights into the Joseph Street gladiators. Like:

**Dave "Dad & Dave" Williams** — Country recruit from Ringwood. Often plays in gumboots.

**Jason "Treetops" Tranter** — Applied for position of goal post but made fullback.

**Piers "Handbag" Hodson** — Best in team (when asleep); injured at training getting out of car; will be considered when co-ordinated.

**Greg "Keg of" Beers** — Rugged back pocket, hates rovers and low alcohol drinks.

**Laurie "Make My Day" Cini** — Known hit man who hates oil

companies and IBM users.

**Bruce "Swampy" Marsh** — Big reputation supported by squeaky clean image; last of the big spenders; been known to spend up to \$40 on recruiting.

**Bruce "Tearaway" Thompson** — Assistant coach; dropped after failing to attend training; Swampy's stats man.

Weather was perfect, ideally suited to HP's clever flowing play-on game; indeed a great harbinger of a famous victory.

But *Depth*, aware that in warfare truth is often the first casualty, does not shrink from its duty.

Shell, in an astounding upset, had the victory: 15.18 to 6.8.

To HP's credit, shell-shocked though everyone was, someone remembered that the company aims at being a good citizen always. So an emu parade picked up the souvenir "Footy Records" that littered the T H King Oval.



● Coach Marsh orders: "Righto, fellers, out there and eat 'em alive." Others are Bruce Thompson (left), Robert Dey and Ian "The Enforcer" Brown



● Facilities Assistant Kieran O'Reilly dozes in the sun and dreams of a donnybrook with lots of oilmen boyoys needing repairs



● District CE Manager Graham Gunson stands no nonsense from resting ruckmen: "Tread on my toes again and I'll thump you," he warns a Shell Goliath