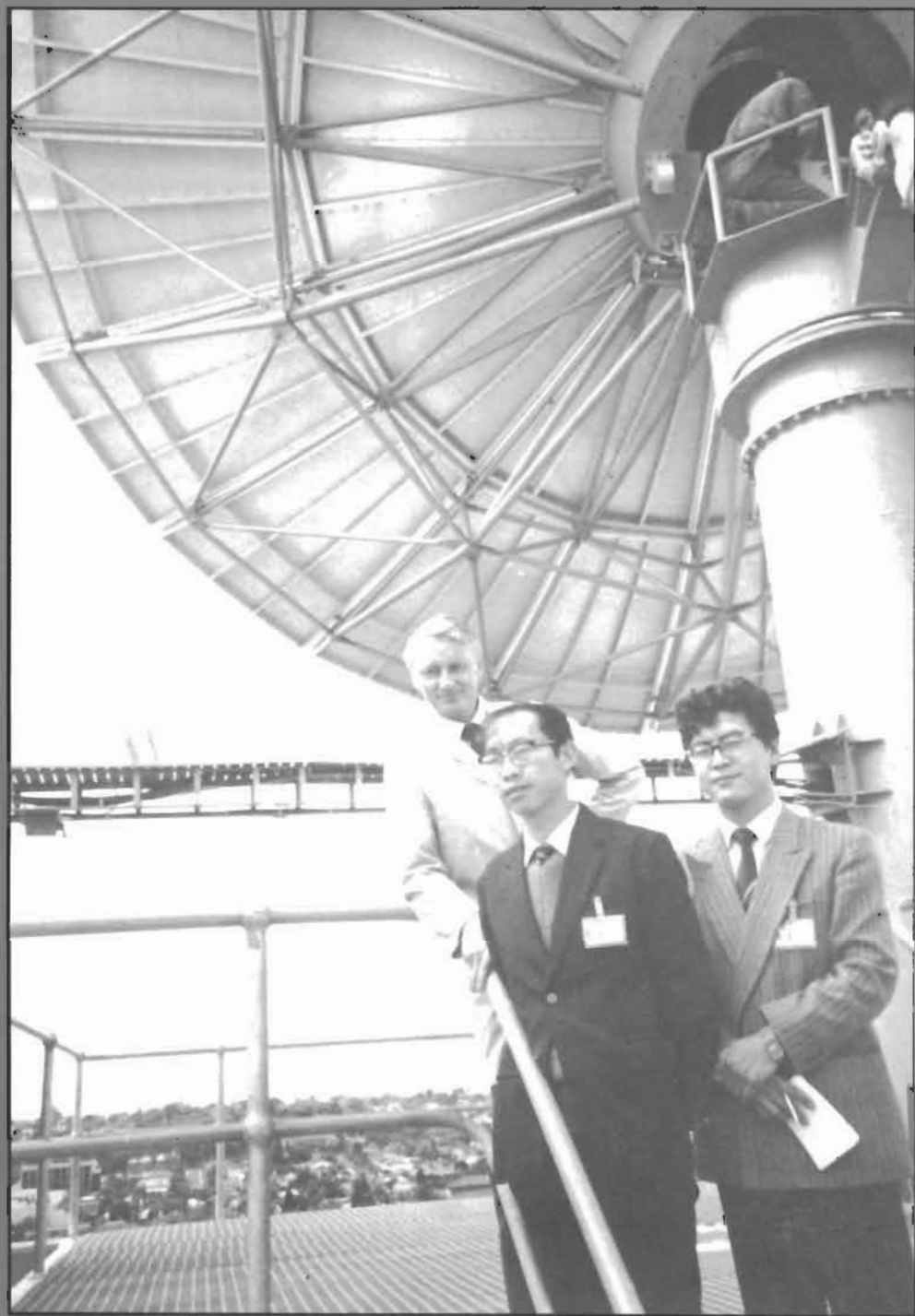


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FOR AUSTRALIAN AND NEW ZEALAND
STAFF AND FAMILIES OF HEWLETT PACKARD
No 31 December 1987



Many of our customers gave generous assistance to Hewlett Packard Australia and the two Chinese journalists sponsored by the company for a seven months' study program.

Among them were Telecom, which helped their understanding of the role of computers and satellites in information transfer.

Telecom Senior Technician Bob Spinks is pictured with Li Jianxiong (left) and Zhang Huchen, from China's Xinhua News Agency, at the Hawthorn (Victoria) satellite earth station.

A winning team

We made it.

Congratulations everyone and thank you for your efforts.

Australasia-wide, we made it.

We achieved our order targets, contained our expenses and significantly improved our profit contribution to the Corporation.

Our Australian Software Operation colleagues achieved fantastic growth in shipments (more than 600 per cent) and contributed to our profit.

A super effort.

And we made it *as a team*.

We need to focus on supplying products and services that *differentiate us from our competitors*.

It is key that the differentiation must be *in the Australasian context*.

Through our MTS and TQC philosophies, we have the management processes in place to make a major breakthrough in teamwork and excellence.

For all of us, 1988 will be a telling year. We must continue the successes we have had in '87 in the areas of leadership, management and quality.



Christmas is almost with us ... the season when families gather, we take momentary leave of our work cares and a spirit of goodwill prevails.

Barbara and I wish all of the HPA family a very happy and peaceful Christmas.

MALCOLM KERR

First retiree

Retirement for SSE **Ray Mills** won't mean knocking off work to carry bricks.

Or at most only enough bricks to keep him occupied when not lazily cruising tropical waters in his 8-metre catamaran.

Ray, when he leaves North Ryde in January, will have been 18 years with HPA and is the first to retire from the CEO.

His boat doesn't yet exist. The instructions say it can be built in 600 man-hours but Ray is allowing 1000.

It should be ready by July and then he plans to cruise for two or three months a year in sheltered waters like Whitsunday Island. His brother and their wives will make up the first crew.

When not sailing, Ray will keep his technical skills up to date by servicing television sets, computers, word processors and most things electrical. He's already being offered work.

He's always been a student and will do yet another course to polish up on video cameras and recorders.

"The other things are easy; video is something different," he says.

Ray was born in India and lived and worked in Britain and Europe before coming to Australia.

He's had extensive avionics experience with the RAF and civil aircraft manufacturers. He worked at the Carnarvon tracking station for three years, involved with the Gemini program and the first moon landing.

His respect for HP equipment is boundless.

"It's so well designed and engineered, such beautiful stuff, easily accessible. They really think of the service man when they build, not like so many other manufacturers," Ray says.

"We should educate customers to the belief that they have the Rolls Royce of electronic equipment and it deserves to be well treated."

He illustrates with a story from a training course in the US (hastening to add it's not to be offered as the approved way to treat a customer).

A CE, accompanied on a site visit by his manager, was scandalised by the neglect of equipment. Filter pads were clogged and there was other evidence of maltreatment.

"I'll go to lunch and if the machine's clean by the time I'm back, I'll work on it. You've got the world's best equipment and you're not treating it right," the CE scolded.

Back at his desk, the manager dashed off a letter, apologising for the way his man had behaved, promising he would be taken off the account and they'd get another CE.

But the customer rang to say the CE had been quite right. They realised they had been abusing good equipment. Don't dare take away their CE and rob them of that kind of honest service.

Northern Area CE Manager **Doug Woodcock** and CE **John Quigley** have for years shared interests with Ray outside HPA. They are all model aeroplane enthusiasts. ■



● "Wouldn't trust him with a bung toaster," Doug Woodcock (right) and John Quigley rubbish their mate, Ray Mills (centre).



- SVC Receptionist Ken Mackay can take a bow.

Satisfaction

Satisfying customers is our top priority.

And we get a lot of satisfaction ourselves when a customer takes the trouble to tell us we have given satisfaction.

John Roberts, of John F Roberts Friends Provident Life Office, Melbourne, recently wrote.

*The General Manager
Hewlett Packard Australia Ltd
Dear Sir*

It would be remiss of me if I did not pen a few words of appreciation for the service your Company has given to me over some years.

Each time advice and service has been received, the intention to write and express my thanks has somehow been overtaken with other demands on time.

In the last few days, I have once again benefited from the professional advice of Mr Ken Mackay who, in my opinion, always makes the customer feel nothing is too much trouble, whether it be a lengthy explanation or patience when customer comprehension has been a bit slow.

All this adds up to the fact that HP is a good firm with which to do business (I might add that many of my associates feel the same way about HP).

*Yours sincerely
JOHN ROBERTS*

TAFE recruits

Technician certificates were awarded this year by Box Hill TAFE College to **Stuart Smith** and **Jason Maude**, who then joined CEO in Melbourne.

In addition, Stuart won a special award "for outstanding achievements in Computer Field Service."

Stuart went to Nunawading High School and did an apprenticeship with General Motors. His section was closed and with his redundancy

package, which included entitlement to retraining, he did the Box Hill computer course.

Jason went to Eltham College, did the Box Hill vocational orientation program and started the computer course with Stuart.

Other HP people to have graduated from Box Hill include **Frank van Grieken** and **Leanne Martin**.

Region CE Manager **Bob Congdon** and CEDM **Kevin Neal** visited the college for the presentation ceremony. ■



- From left: Bob, Stuart, Jason and Kevin at prize presentation.



- Karen ... from science.



- Marnie ... from films.

Library upgrade

This year the decision was taken to establish technical and sales libraries in Melbourne and Sydney and staff them professionally.

Karen Harris came from CSIRO and in Sydney **Marnie Shea** from the film industry.

Library duty had been an extra for sales and technical people but eventually sheer volume and diversity required full-time custodians.

The aim now is for the two collections to become an integrated resource for employees to access from anywhere in the region.

"Give us a few more months to get things really into shape; then we'll want to say more about how to put the collections to optimum use," says Karen.

Marnie is a Canadian married to an Australian, with a first degree in history and physical education from the University of Toronto and a master's in library science.

She has trained librarians in Papua New Guinea and worked also in Muscat and Oman.

Karen has a BA from Monash, librarian qualifications from RMIT and a diploma in computing from Chisholm Institute. ■





- The team: (front) Dave Holland, Canberra; (second row, from left) Brian Avery, then Adelaide, now Melbourne; John Knaggs, Sydney; Tony Cantlon, Melbourne; Tony Wade, Canberra; and (left, back) Ken Sheers, Melbourne; Ross Templeton, Sydney; Piers Hodson, Canberra; Sandra Carter, Adelaide; Richard Brearley, Melbourne; Sonia Keranas, Canberra; Monica Reay, temporary typist; and Anastasia Mavroidis, Sydney.



- The dinner celebrating the end of the tender preparation. Clockwise: Ken and Marion Sheers, Helen and Tony Wade, Arlette and Tony Cantlon, Piers and Annemaree Hodson, and Sandra Carter.



- The operations room clears and Ken Sheers hits up during a compulsory recreation break.

Effort behind a tender

Never in Australia or even the US has Hewlett Packard put more effort into tendering than it did recently for *Desine*.

The whole contract is estimated to be worth about \$750 million so stakes are high.

Desine covers the supply of computing equipment and associated services to the Australian Department of Defence over the next five years.

Such is the magnitude of the contract that just about every electronics company in the world, singly or in consortium, submitted tenders.

The physical size of our own tender, prepared in association with Telecom, Computer Sciences of Australia and Amdahl Australia, was large enough.

But, says SSM **Dave Holland**, who headed our *Desine* project team, it wasn't as big as some others.

Delivering our bid on closing day, he found a mini-traffic jam as truck drivers manoeuvred for spaces to unload crate upon crate of documents.

"Our team described as simply, succinctly and unambiguously as possible the solutions we offered, the global resources the Department could call on and our track record of already satisfying the Australian armed services," Dave said.

"Of course, that didn't mean we skimmed on detail. Days after the tender went in, everyone was bug-eyed from proof-reading, collating and binding thousands of pages of explanation and documentation."

Then hopefully: "Maybe they will never get to the end of reading some of the other tenders and will reward us for keeping to the point."

But soberly: "We called up vast resources here and around the world. We gave it our best shot. Now we can only wait for the result."

The upper floor of HPA's offices in Fern Hill Technology Park became an operations bunker for a team of specialists assembled from Canberra, Sydney, Melbourne and Adelaide.

BBM **Sandra Carter**, came from Adelaide to spend seven weeks on the project.

It wasn't only folk like Sandy, who



• Greg and his 100-page business plan.

Profit share up

The profit-sharing percentage announced by Chief Executive Officer John Young for the second half of FY87 is 5.78.

It is the highest in the last three years.

Profit-sharing started in 1962.

Employees who have worked at least six months by 31 October 1987 are eligible.

The plan covers all HP employees except those in Japan, who have their own profit-sharing plan.

from previous page

was on-site co-ordinator, who contributed. There were all the others who pitched in to cover their absences . . . a great team effort.

The tendering logistics were organised almost like a military operation.

Distractions were rigidly excluded, security was strict and, because of the intensity of the effort, regular recreation breaks were scheduled. A ping pong table was set up at the end of the area.

And because it meant longer than usual separation for families, spouses were brought to Canberra for a dinner celebrating the end of the job.

It meant a lot of work co-ordinating travel, accommodation and the restaurant but they wouldn't mind doing it all again, bigger and better, if it meant celebrating success for our tender. ■

Selling inventions

Forty of the Federal Government's senior department heads will meet at HPA's ACT office in December to promote *Enterprise Australia*.

This follows the enterprise of Canberra SR **Greg Atkinson**, who privately participated in *Enterprise Australia* last year and whose team won the ACT section.

EA was born when the Department of Industry, Technology and Commerce saw a need for better training in the research and development of inventions.

A requirement was that a product did not exist. With the aid of sound professional advice, the inventor was to be helped to market his conception.

Volunteers were assessed on their own business success, assembled in teams of six and given an invention to work on.

They looked at all aspects of the process from the inventor's conception to research, development, financing, production and marketing.

There was no remuneration; they even met the costs of inquiries and presentations.

For 16 weekends, teams considered patent rights, legal issues, structuring a company, accounting procedures, marketing, sales, etc.

Greg's invention was a raised flooring system, low enough in cost to be installed throughout a building, not just in computer rooms.

"We think we came up with a good business plan, even if we didn't convince the inventor his expectations of equity and control were high and he did not proceed with the plan," Greg says.

"I did the main part of our written presentation on my computer at home and then massaged it into a professional looking document on the office 3000.

"When we competed in the Australian finals in Perth, we got the feeling that we might have won if our plan had put a product onto the market. The winner could.

"As is the custom, only the winner was identified but we believe we were still being considered late in the judging."

This year teams can research and develop a service as well as an invention. ■

Auckland farewell

To the strains of *Old McCormick Had a Farm*, **Bruce McCormick** said goodbye and an immediate hello to staff of the Auckland office on 11 September.

After 14 years with HP, the Auckland GM was resigning but straight away resuming his HP association as GM of our Valued Added Reseller COMOPS (NZ) Ltd.

Bruce's life outside of HP was his farm and it was apt that colleagues sang a ditty, interspersed with the customary "he hi, he ho's", about needing a bigger company car to work his sheep so he switched to COMOPS.

Lois Numans reported that the farewell was strictly agenda-controlled (Bruce had a thing about agendas) and that the business of the day was handled by the following:

Muan Lim (main presentation of an angle grinder — every farmer needs one).

Remonde Claridge (gumboots presentation).

Geoff Horne (PE presentation and certificate).

Simon Molloy (piggy bank from **Roy Armour**).

Chuck Thompson (office door sign).

Dave Robinson (company car brochure).

Richard Warham (tomato sauce and sparklers).

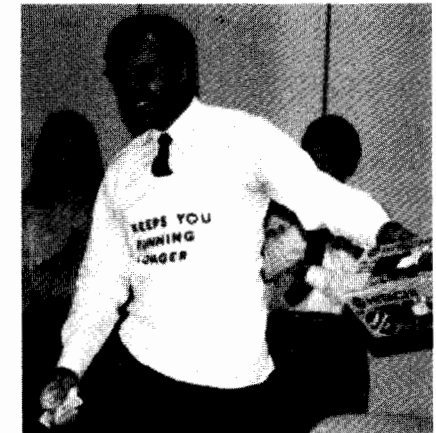
Robert Numans (ball).

Peter Shaw (Steak Henry).

Kevin Matson (HP T-shirt).

Lois Numans (calendar).

Peter Romeyn (farm set and Roy's Bribery). ■



• Farmer Bruce farewelled.



Popular guests from the Middle Kingdom

Being a good corporate citizen, required of every HP entity wherever it operates, was enough reason for HPA to fund the visit by two journalists from the Xinhua News Agency.

China is modernising its communications and Xinhua was anxious that its employees, both holding master degrees from the National Institute of Journalism, should make a special study of computers and satellites in news transmission.

Australia had the expertise. RMIT journalism lecturers had designed China's only English language daily newspaper in 1981 and Depth's editor, **Frank Moloney**, had lectured at the National Institute of Journalism in Beijing in 1981, trained China Daily staff and headed Australian media delegations in 1983 and 1985.

Hewlett Packard was also favorably known to Xinhua.

HPA itself has no trading presence in China but **Malcolm Kerr** was involved in preparations to set up China Hewlett Packard, the first joint venture China had with a computer manufacturer, when he was in Hong Kong and responsible for HP Far East.

HPA was pleased to contribute to a seven months' training program for **Li Jianxiong**, 36, and **Zhang Huchen**, 31.

Co-sponsors were CRA Ltd, which hosted them for a fortnight in the Pilbara; Australian Associated Press; the Australia-China Council, an agency of the Foreign Affairs Department; and Melbourne Rotary (they are living in Melbourne with Dr George Tippet, chairman of Rotary's international services committee).

A number of HPA customers in Victoria, South Australia and Western Australia have provided study facilities.

In Perth **BBM Glen Taylor** and CRA's Manager, Government Affairs, **Chris Schrape**, were responsible for the program which included interviews with **David Parker**, Minister for Mines and Energy; **Terry Burke**, brother of the Premier and chairman of WA's overseas relations; and officials of the Premier's Department and the EXIM Export-Import Corporation.

Glen helped **SSM Ian Murray** host the first cocktail party given at the

new Herdsmen Park office for officials of CRA LTd (Hammersley Iron, Dampier Salt and Argyle Diamond Mines).

Gaye Chambers, David's wife, hosted a morning at Como Senior High School.

Chris Schrape went to much trouble arranging what was probably the most comprehensive inspection of the Pilbare ever given a non-company journalist, Australian or foreign.

In Adelaide, **SR Graham Palmer** accompanied Li and Zhang to Levi Strauss's impressive jeans factory and Codan; and **SR Yves Knezy** took them to the Medical and Veterinary Research Institute, all important HP sites.

Telecom gave access to its earth station at Hawthorn to learn about satellite technology.

In Sydney they were shown the workings of the Joint Stock Exchange and next month will visit a Riverina farm during harvest, arranged by the Australian Wheat Board.

They have been to the Latrobe

Valley as guests of Victoria's State Electricity Commission.

Li and Zhang have been attached for varying periods to The Sun News-Pictorial, The Herald, The Age, the Bendigo Advertiser, Geelong Advertiser, Ballarat Courier, Albury Border Mail, Illawarra Daily Herald and AAP.

They interviewed Prime Minister **Bob Hawke**, the Leader of the Opposition **John Howard**, the Leader of the National Party **Ian Sinclair** and the Deputy Leader **Bruce Lloyd** in Canberra; and the NSW Premier **Barry Unsworth**.

Li and Zhang were given a Melbourne Town Hall reception in September by the Lord Mayor, **Cr Lecki Ord**.

Malcolm and **Bruce Marsh** were HPA's chief representatives.

Zhang asked that **Steve Hitchings**, whom he has known since 1982 when Steve was lent for a UN assignment in Beijing, be given an invitation.

They both asked that **Alison Teed** be invited because she was the first of the many staff who made them feel at home at HPA; and **Jenny Miller** because she was training them on the HP Portable Malcolm lent them (and much envied wherever they used it).

Our guests, who have impressed by their friendliness, wide knowledge and eagerness to learn, will return to Beijing on 16 January. ■



Left: CRA Vice-President **Ian Burston**, HPA's MD **Malcolm Kerr**, Melbourne's Lord Mayor **Cr Lecki Ord**, Li and Zhang receiving etchings of Melbourne Town Hall as souvenirs.

Next page: Zhang interviewing PM **Bob Hawke** on Parliament House steps; and the visitors with **Ian Sinclair**, **John Howard** and **Bruce Lloyd**.

Teamwork builds good relations

South Australian skills in manufacturing transceiver products for land, sea and air operation have captured 70 per cent of the Australian non-military market.

The successful company is Codan Pty Ltd, which uses a large proportion of HP components. Its head office is at Newton, an Adelaide suburb.

Codan was established in 1959 principally to design and manufacture HF communications equipment.

In 1970 it won a contract to re-equip base stations of the Royal Flying Doctor Service, which led in part to an increasing business designing, manufacturing, installing and maintaining systems that are either stand-alone or interfaced with the national telephone network.

About half Codan's revenues come from exports to more than 70 countries, often as aid programs for developing countries through United Nations agencies.

In 1980 the company started development of a series of small earth terminals for the rapidly growing market for satellite communication systems.

"HPA and Codan have worked well as a team," says SR **Graham Palmer**.

"Our relationship has been an example of how we can prosper along with our customers. We don't think as separate entities when making a sale or following up with service. We think of ourselves as part of Codan's team and Codan regards us a part of its own." ■



- **Graham Palmer (left), Codan's marketing engineer Stan Ryan and Zhang Huchen study a design that helped Codan win the Gold Cup for Excellence in Commercialisation and Engineering.**

Pesticide pests

Brisbane SR **Jon Hancott** understands better than most the threat to primary industry and Australia's economy of pesticide pollution in the food chain.

First America and then Japan challenged the level of toxicity in Australian beef but now pesticides are under scrutiny in areas additional to meat production.

Grasses and wool, because the latter provides lanolin and has medicinal applications, are just some commodities being scientifically tested.

Jon's sales of gas chromatographs have zoomed. The Queensland Department of Primary Industry has already bought eight and has called tenders for another six.

"Testing is being done on an increasing number of substances; it's just a matter of where the authorities draw the line," says Jon.

"Pesticides certainly help you sell gas chromatographs. You don't enjoy another's misfortune but I guess it's an ill wind that doesn't blow somebody good.

"The really good thing is that HP can supply excellent equipment to help overcome the problem." ■

Downunder on top

Competition was keen but Australia triumphed and its name is the first engraved on the Intercontinental Market Image plaque.

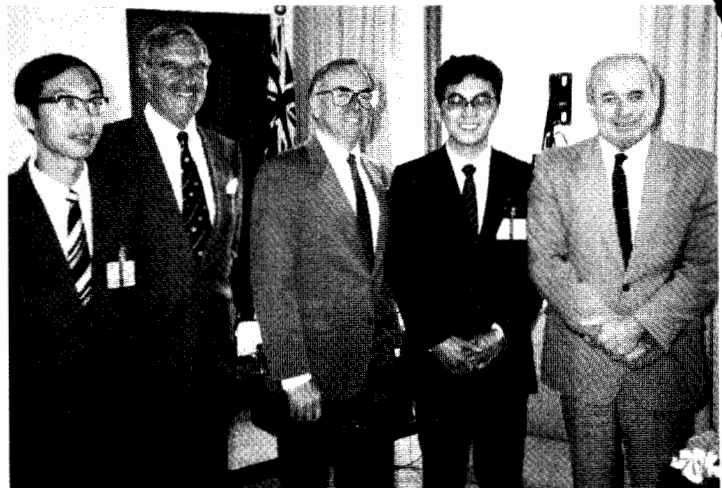
The award was for the best presentation of a marketing idea developed in FY87.

Marketing Communications Manager **Doug Forsyth** was all smiles when he came back from the recent Intercon Marketing Council meeting in Palo Alto.

And so he might. Canada, Japan, Latin America, Far East, New Zealand and Japan were represented.

Japan put up particularly stiff opposition with a presentation based on a \$3.5 million exposition in Japan of HP equipment.

Doug's six-minute dissertation dealt with the success of ME-CAD, HPA's direct marketing exercise. He used slides produced in-house which were acclaimed the best at the meeting. ■



A CE's trials and tribulations

Sydney CE **Michael Haverfield** isn't a born pessimist. He just thinks this is droll and we agree.

Service Manager: I hear there's something going on in Customer Service. What is it?

Service Technician: *They're not going to be able to get their work out for some time.*

Why not?

It'll take about a month to rebuild the computer room.

What happened to it?

The floor collapsed from the weight of all the machines being at one end of the room.

Why were they all at one end of the room?

To get them away from the water.

Water, what water?

The water used to put out the fire.

Fire, what fire?

A tape drive caught fire when I lit a match to read my watch.

Tape drives don't catch fire from just a match.

I'd been using solvent to clean the head and some spilled on the floor.

Why were the lights out, anyway?

A fuse blew in a printer so I put in a 30 amp fuse; then all the lights went out.

Well, we're going to have to arrange for them to do their work elsewhere.

I don't think they will be doing their work for some time.

Why not?

The master files were in a cabinet next to the tape drive that caught fire and were destroyed.

The DP Manager ought to be able to reconstruct the master files.

Not until he gets out of hospital and that won't be for another month.

Why is he in hospital?

He was between the wall and one of the tape drives when the floor gave way and was crushed.

That's too bad.

Yes, it is. If he hadn't been limping he could have got out of the way.

Why was he limping?

He tripped over my toolbox.

By the way, what was the original trouble? I don't remember anything being reported.

There wasn't any trouble; it was a goodwill call. ■

Practising restraint

Support Marketing Manager **Phil Greetham** denies the spectre of Treasury hung threateningly over them when a group of HP people dined in Sydney recently.

But Phil tells the story of how frugally they ate.

Quite a number of interstate and US visitors were visiting Sydney, Melbourne and Auckland for *Encore 88*, which introduced our new range of PC products.

Phil presented *Laserrom*, an exciting new product but that is another story.

Working back at Sydney's Hyatt Kingsgate in the heart of "The Cross", to fine-tune the next day's presentations, Phil asked **Rajeev Mitroo** to use his local knowledge to hunt down a take-away dinner for himself, **Laurence Fong** and Phil.

Rajeev shopped keenly. Total cost of the dinners was \$14.82.

The schedule was tight again next

day and speakers found themselves with only half-an-hour for lunch.

This time Phil and MD **Malcolm Kerr** set out along Darlinghurst Road in search of fast service.

They were spied standing in the window of McDonald's chomping on a Big Mac.

Of course, Phil being one of the last of the big spenders, magnanimously shouted. The bill for two was \$7.58.

Back in time for the second seminar, Malcolm and Phil self-righteously assured questioners that they wouldn't have responded to King's Cross spruikers even if there had been oodles of time to take in a live stage show.

Admin Manager **Bruce Thompson** advises that expenses for travelling staff stretch to a little more than a big Mac in the window.

But one gets the impression, without it actually being said, that he'd condone error in that direction rather more readily than silver service, lashings of Bollinger and lobster tails at every sitting. ■



• Rajeev and Laurence vote it finger-lickin' good.

Married

- Australian Response Centre SSE **Ashley Henwood** to Kerry Wood at Blackburn on 10 October (honeymoon at South Molle Island).
- Secretary **Janine Wilson** to Andrew Pahlow on 24 October (honeymoon on the Hawkesbury River).

- ADM **John Klein** to Sandie Faigen in August (honeymoon at Palm Cove near Cairns).
- SRP **Peter Hall** to Meegan Shaw on 19 September (honeymoon at Cairns). Personnel Manager **David Peake**, who could easily have made singing his career but opted for business as providing a surer meal ticket, sang at the wedding.

Faces were red

Granted, they're not yet in tortoise class, but as hares go **John Burnet** and **David Burton** definitely lack a yard of pace.

At the Joseph Street harriers' September outing, hounds pounced on the hapless hares before they had finished laying the trail.

To understand the degree of embarrassment, we explain the plan is for hares to set off 10 minutes early, with bags of flour to mark the course. They sprinkle flour in a circle, perhaps at a four-way intersection, that tells the trail resumes somewhere in a radius of 100 metres.

Panting tailenders hope the front runners have done the scouting and picked up the scent by the time they catch up.

John and Dave were at a loss explaining the shemuzzle. The legs felt fine; it wasn't raining so fingers didn't get stuck in the flour.

Perhaps the hounds were on steroids or something, was a dark guess.

Anyway, it was as disconcerting for Depth's ace photographer, secreted in shrubs to capture the agony of tiring hounds climbing an Everest-like pinch near the finish.

Why didn't they come? Had he been given the wrong course? Was the pack away on a false lead, unlikely to appear before midnight? A cold wind had sprung up.

But just before after-race refreshments completely erased memories, **Steve Hitchings** and **Ian Brown** guiltily remembered briefing Minolta Man. They paced the uncontested section of the course and brought him in for sustenance.

Not only are Hitchings and Brown the fastest runners in the pack, they are thoughtful and compassionate gentlemen as well.

Others who take part in the monthly runs are:

David Austin, Richard Burnet, Tom Daniel, Brian Glasgow, Brett Hutchinson, Glenda Hutchinson, John Lipson, Rod Makin, Bruce Marsh, Tim Methot, Roger Morgan, Kel Needham, Denis Odlin, Philip Payne, Dave Reddy, Michelle Rittinger, Anne Vassos, John Velezis, David Weeks and Vin Wilson.

In Adelaide, HP's *Drugbusters*, led by **Yves Knezy**, were pounding the pavements, determined to shed ex-



• Hare John (left) and Hare David start full of running.



• Debbie Karrantjiss, John Townsend, Hugh Hocking, Ruth Johnston and Craig Clements; and (front) Yves Knezy and Paul Cumberlidge.

tra weight and reduce their 1986 time over the Channel 10-Medibank Private Corporate Cup Course.

The idea is for companies to sponsor teams, which aim to progressively reduce times in eight lunchtime outings over 16 weeks.

Last year HP was 60th, beat IBM and had a time of 21 minutes for the men and 27 minutes for **Debbie Karrantjiss**.

About the time that they were running in Adelaide and Melbourne, Canberra employees were enjoying a late fall of snow.

Three weeks later the temperature had climbed close to the 30s.



• Branch Sales Manager David Holland makes a snowman with wife Linda. Their five-year-old daughter took the picture.

Engaged

- PC Production Manager **Iris Brinkman** and SE **John Velezis**; planning to marry next April. ■

Newcomers

Ali Al-Tarafi, Marketing Program Manager (Melbourne).

Rosilda Clarke, Receptionist/Telephonist (Canberra).

Sandra Farber, Sales Secretary/Sales (Melbourne).

Chris Forbes, Trainee Contracts Administrator/Service Contracts (Melbourne).

Jo-Anne Hawkins, Office Services Clerk/Facilities (Melbourne).

Andrew Katz, Production Co-ordinator/ASO (Melbourne).

Julie Mellerick, Typist-Clerk/Distribution Centre (Melbourne).

Susan Rocchi, Branch Administration Secretary (Sydney).

Gordon Williams, Public Relations Representative/Marketing (Melbourne).

NEW ZEALAND

Nyap Foo, Senior Accountant (Wellington).

Transfers

Brian Avery, BGM (Adelaide) to PC Support Manager (Melbourne).

Brian Bashford, Analytical CE (Sydney) to Analytical CE (UK).

Jacqui Burns, Order Administrator to Accounts Payable Clerk (Melbourne).

Susan Byrde, Secretary/Training Co-ordinator to Support Secretary (Melbourne).

Bob Cattell, Regional Medical Manager (Melbourne) to National Sales Manager (Wellington).

Heather Duncan, Secretary/ASO (Ringwood) to Secretary/Training Co-ordinator (Melbourne).

John Fuller, Instrument Engineer to Applications Engineer (Melbourne).

Brian Glasgow, Staff Sales Representative (Melbourne) to Commercial Sales Representative (Perth).

Phil Greetham, Response Centre Manager to Support Marketing Manager (Melbourne).

Elaine Griffiths, Accounts Payable Clerk to Contracts Administrator (Melbourne).

Marie Henderson, Sales Co-ordinator to Service Co-ordinator (Canberra).

Danny Hills, Service Co-ordinator to Facilities Assistant (Melbourne).

Phil Hunt, CEDM (Melbourne) to State CE Manager (Adelaide).

Roger Morgan, Financial Consultant to Contracts Manager (Melbourne).

Michael O'Connor, Staff Sales Representative to Applications Engineer (Perth).

Norika Traue, PC Sales Secretary to PC Marcom Associate (Melbourne).

Adrian Weiss, Contract Administrator to Telemarketing-Customer Information Centre (Melbourne).

Socially active

Sydney Social Club has conducted most successfully its third annual car rally.

Successful, because 110 people in 25 cars faced the starter; and successful also because such a notoriously stressful thing resulted in no known marriage breakup.

Husbands were smiling at wives and wives were smiling at husbands, navigating errors forgiven, as they gathered at journey's end for a barbecue.

Credit Clerk **Chris MacFadyen** and husband Bruce won a year's possession of the silver cup that Social Club president **Ann Terrans** says is more handsome than Adelaide gives for its Grand Prix.

Tactfully, Ann didn't tell Depth who clocked the longest distance and won the Spare Parts trophy (distance being indicative of the most wrong turns).

Many of the clues required inspection of old Sydney buildings and the graves at Parramatta, one dating back to 1822.

The club's Christmas picnic at The Basin on December 12 involved a ferry trip on the Hawkesbury and the mandatory attendance of **Bob O'Brien** as Santa.

Early in November, Bob was updating his North Pole records, previously in a collection of notebooks but now transposed to an impressive padded tome which is sure to become a Sydney archival treasure.

Over the years, HP children, dangling on Santa's knee, have been amazed at his knowledge of the most intimate details of their lives.

None has twigged that he draws on a wide network of informants, mainly mums and dads.

"I know you don't like cabbage but it's good for you," is psychic stuff to a four-year-old. And generates magic results at the dinner table when the advice comes from Santa.

Bob doesn't ho-ho-ho only at the Sydney function. Next day, he and his book, hidden deep in his robes, were again astounding the Canberra kids.

Ann's Social Club committee comprises **Julie Burn**, **Phil Simmons**, **Chris MacFadyen**, **Tracey Keyes**, **Rajeev Mitroo**, **Laurence Fong**, **Katerina Cringle** and **Bob O'Brien**. ■

Births

• **Mathew Robert**, son of Canberra SE **Joseph Fenech** and Wilma, at Calvary Hospital on 2 August (3912gr/8lb 10oz).

• **Alexander Peter**, son of Senior Service Technician **Peter Burford** and Ann, at Melbourne's Mercy Hospital on 31 August (3544gr/7lb 13oz).

• **Jessica Ella**, daughter of ASO Software Development Engineer **Dave Thomas** and Sally, at Waverley Private Hospital at 5.45pm on 11 September.

• **Blair**, son of Melbourne Secretary **Rena Gibson** and Murray, at 8pm on 23 October (3132gr/7lb 2oz).

• **Naomi**, daughter of Product Support Representative **Jan Foster** and David, at the Wahroonga Sanatorium on 6 August (3742gr/8lb 4oz).

• **James Alexander**, son of SR **David Beaton** and Cindy at Royal North Shore Hospital on 27 September (3147gr/6lb 15oz).

• **Annabelle**, daughter of SE **Cathy Killen** and Phil at Royal North Shore Hospital on 28 September (4167gr/9lb 3oz).

• **Tait**, son of Computer Operator **Di Willison** and Boris at Royal North Shore Hospital on 28 September.

• **Brooke**, daughter of Office Automation PSR **Shayne Silvers** and Dennis at Baulkham Hills Private Hospital on 30 October (3799gr/8lb 6oz).

• **Conrad**, son to Systems Manager **Paul Bankowski** and Elizabeth, at Royal North Shore Hospital on 17 November. ■

HPA helping with shearing robot

Robotic shearing of sheep is being researched by the University of Western Australia and an HP A900 is the control computer managing the incredibly intricate system.

Some of the techniques have been borrowed from automobile plants that use robots in welding and other assembly activities.

But a sheep is much more sensitive than a body made of iron; its skin is wrinkled, it moves as it breathes and gentlemen sheep are, ahem, more at risk from an out-of-control machine than their good ladies.

A shearing robot consists of a mechanical arm powered by a number of hydraulic actuators. The position of each actuator is measured electronically; any error in position is corrected by a valve which admits oil to the actuator so that the piston moves to correct it.

Sensors in the clamp that holds the sheep and in the cutting head call on the computer to make a million decisions a second.

A software profile has been developed for different breeds and sizes of sheep so the robot starts with a general idea of the job ahead. When it detects departures from the model, it fine tunes for the task in hand but also updates significant aspects of the profile.

So the robot learns to shear better the next time.

Of the more than 500 sheep shorn at UWA, only a handful have sustained visible injuries. In fact, the robot nicks less frequently than an expert human shearer.

R&D, financed by the Australian Wool Corporation from a special tax on the sale of wool, aims to consistently produce an entire fleece for automated inspection, sorting and packaging, an important wool trade requirement.

It began because of increasing costs of traditional shearing; the expectation that shearing costs will continue to increase faster than wool prices; and fibre competition in the textile industry which demands increased productivity from wool growers to maintain profitability.

In addition, the shearing robot program is giving important spin-offs to other Australian industries.

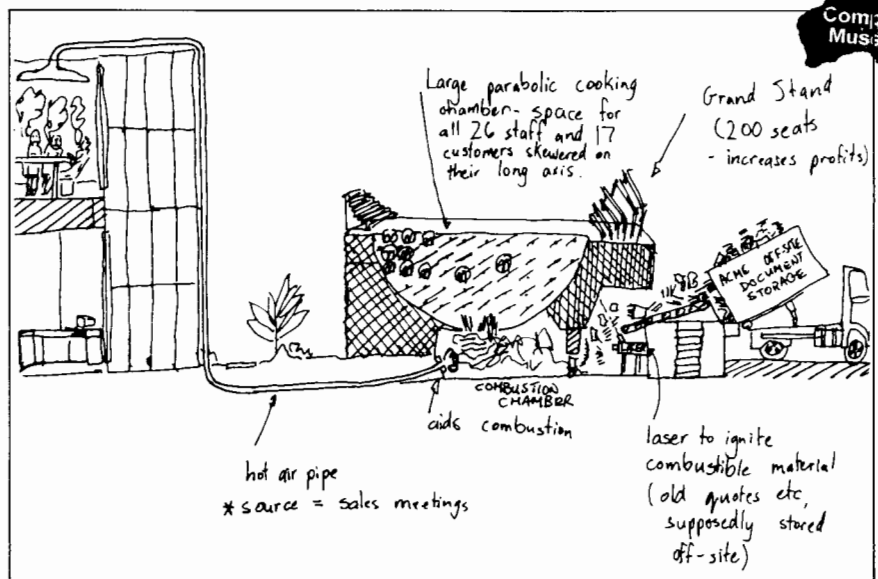
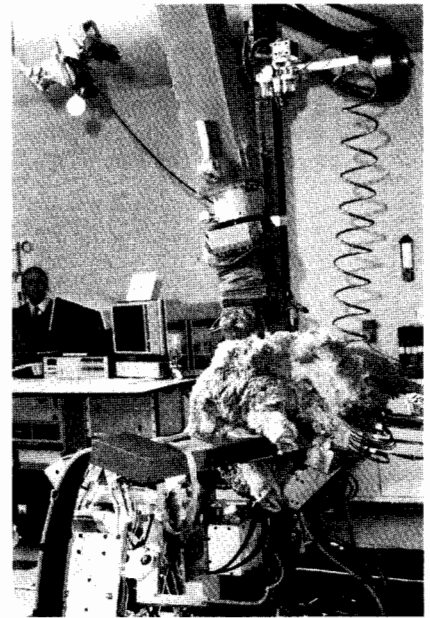
James Trevelyan, the technical di-

rector, has an international reputation and recently gave a paper to a conference of robotic engineers in the US.

Generously he points out that important contributions to the WA effort are being made by other University research groups, particularly Melbourne University and the University of NSW in respect of cutter mechanisms and Adelaide University with ultrasonic ranging sensors.

Senior Sales Representative **David Chambers** manages the HPA part of the project. ■

- Right: The robot shearer.
- Below: WA University electronics engineer Jan Baranski discussing research progress with David Chambers.



- A mail box and barbecue weren't in the architect's plans for Perth's new office. BBM Glen Taylor ran a competition and received some fanciful entries. Michael O'Connor submitted the design above.

Sober in defeat

The strike rate of the HP All Stars declined somewhat on 20 September when defeated at the Deepdene Park amphitheatre by Colonial Mutual.

Precise dimensions of the loss cannot be reported because Depth's reporter left in anguish before the final bell.

On Monday morning, the scorer declined to remember the margin. There was suspicion that someone had browbeaten him into Trappist silence.

Skills coach **David Booth** did not spare feelings when the Blue-and-

Whites trailed ominously at the first change.

Irked by over-use of handball, he grumped: "This isn't fancy VFL stuff. This is mugs' football. The trouble is the other mugs are playing better than you are."

Unlike the back line, the cheer squad never faltered. One unfeeling supporter suggested they should change places.

Even in the last seconds of the game, when Divine intervention wouldn't have turned the tide, they high-kicked and flogged floggers in stoic loyalty.

Maria-Luz Bernabe, Joanne Turton, Elaine Griffiths, Jenny Miller, Judi

Elliott and Linda Harrison should all have won Brownlows.

Perhaps at their next outing, the All Stars should take the free coaching offered from the boundary rather than high-priced professionals who just aren't getting goals on the board.

"Chase, chase; he's twice as fast as you but, who knows, he might be struck by lightning," was one hoarse entreaty.

Still, we should be proud of our lads. There was a tendency to brag before the game, no one admitting the possibility of defeat. But at the wake, there were many admirable expressions of the Olympic spirit: "It's better to have taken part than to have won." ■



● Rod Makin, Steve Smith, and Steve Hitchings.



● David Booth, Lou Borg, Peter McInnes, Peter Wihman, and Judi Elliott.

Disclosures

Hewlett Packard is one of the most open of companies but from time to time there can be doubt about the information that should be made public.

HP classifies its proprietary information in three categories:

Company Private — used only for documents generated solely for the use of management and must not be disclosed outside of HP.

Company Confidential — used for documents whose disclosure would damage HP's interests.

For Internal Use Only — used for documents that will have a broad distribution but are considered sensitive.

In addition, there's a lot of information that HP does not wish to disclose outside the company:

Marketing information

- Product introduction plans and dates.
- Market share and competitive position.
- Short and long-term market strategies.



● Maria-Luz (left), Judi, Jenny, Helene and Linda.

- Customer names.
- Market research results (unless already in the public domain or part of a published case study).
- Forecasts.
- Obsolescence plans.

Financial information

- Profit margins before public release.
- Sales and order volumes before quarterly public release.
- Budgets, quotas and targets.
- Information on any particular pro-

duct's sales, orders and projections.

Organisational information

- Entity or department organisation charts and reporting relationships.
- Names and titles of employees below functional manager level.
- Compensation information (including salary range and benefits).
- Copies of personnel policies and guidelines/other internal documents.
- Department size and scope.
- Pending reorganisation and staffing changes. ■