

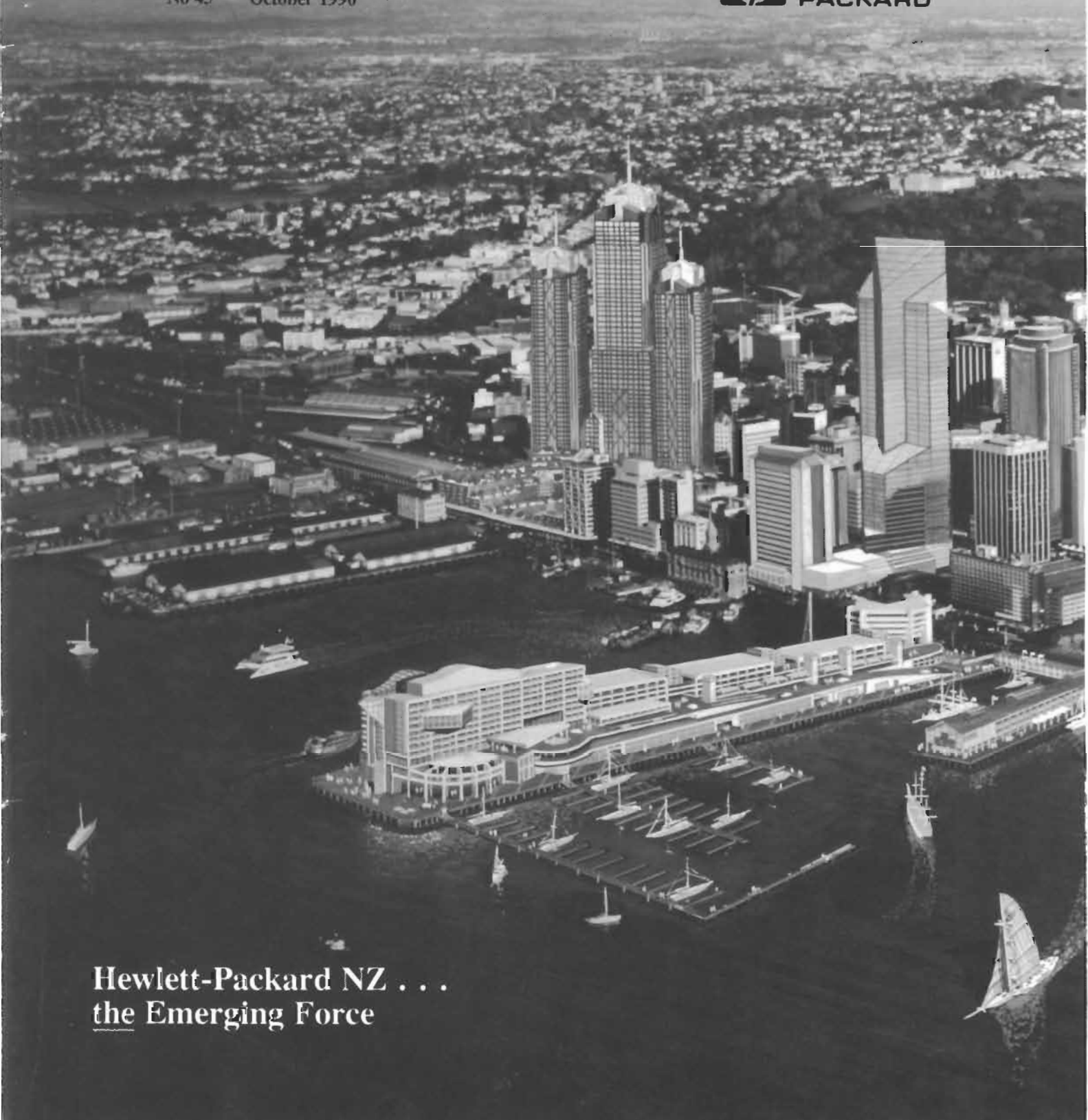
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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND

No 45 October 1990



Hewlett-Packard NZ . . .
the Emerging Force



We're committed to Australia

As I am sure you are aware, HP has recently announced the closure of the research activities of the Australian Software Operation in Ringwood, Victoria.

The change resulted as part of HP's worldwide strategy to focus on its core businesses - computer systems, workstations, PCs and peripherals, test and measurement, medical and analytical - the things we excel at.

Although the commercial viability of the proprietary software tools developed by the ASO has reached its end, the operation was by no means a failure but proved that world-class research could be undertaken and marketed from within Australia.

The products now have 10,000 users worldwide and the ASO grew to be Australia's largest exporter of pre-recorded computer media, employing as many as 80 software development professionals fulltime.

HP Australia remains committed to the Federal Government's Partnerships for Development Program and we are working hard to develop programs that will meet the sizeable export and research quotas.

We have the ATO, which is in the final stages of the development of world-class equipment for the data-communications industry.

There is also the FRO, which has now been given an expanded charter to export throughout the Asia-Pacific region, including Japan.

We have co-ordinated high-level discussions with the Department of Industry, Technology and Commerce. This will culminate in talks between DITAC and HP in the US in October, to assure them of our active investigation of additional new strategies to meet our Partnership guidelines and reaffirm our commitment to Australia.

Realistically, however, we must accept that Government business will suffer in the short term until the complete package that will satisfy the requirements of the Agreement are in place.

In summary, the following messages should be reinforced to our customers and other business partners:

- HP remains committed to the Federal Government's Partnerships program and is actively investigating new strategies to boost its research and export activities in Australia, in consultation with the Department of Industry, Technology and Commerce.
- HP continues its 22-years' commitment to Australia. With centres in all mainland states and multi-million dollar investments in people, capital and our business partners, HP Australia is here to stay as a major force in this country's computer, medical, analytical and electronics industry.
- HP has a better and broader product line, with greater price-performance benefits than at any time in its 51-year history.

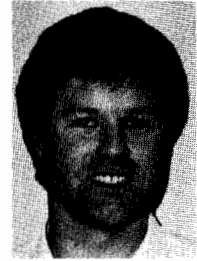
I ask you to have confidence in our ability to develop these programs and to share our commitment to the future success of HP in Australia.



• Ray De Jong.



• Leighton Nakata.



• Mark Dixon.

Three High Achiever Awards

Certificates and dinners for two at restaurants of their choice were prizes won by Blackburn's 3rd Quarter High Achievers. They were:

• **Ray De Jong**, Customer Engineer: *HP was responding to a multi-vendor support tender for Shell worth around \$1 million a year. Brian Avery was project leader and Ray his assistant.*

Other members of the team admired his initiative in developing a Lotus pricing model; obtaining a large amount of competitive information through industry contacts; creating a marketing specifications sheet for future use; analysing the potential inventory writeoff to HP; assisting in development of a training strategy; and contributing to follow-up management meetings.

He worked virtually without supervision and continued to manage his accounts. We were finally beaten on price but some of the tools and processes will help us in the future.

• **Leighton Nakata**, Senior Systems Administrator, and **Mark Dixon**, Programmer/Analyst: *Over four months they worked about 150 excess hours preparing for release of an updated Enquiry Management System.*

EMS is used not only in Australia but has been adopted by Canada, Japan, Taiwan, Hong Kong and Singapore.

Canada, the alpha test site, made particularly strong demands for productivity on the Australian-designed system. Happily the test was successful and the EMS improvements were implemented in Canada in June, with other sites being serviced later in the year. ■

Births

- Sharon, daughter of Senior Systems Administrator **Paul Lau** and **Maria** at Mercy Maternity on 6 July (3402gr/7lb 8oz).
- Megan Anne, daughter of Teleorder Clerk **Penny Percy** at Mitcham Private Hospital on 17 August (prematurely - 2155gr/4lb 12oz).
- Sean Timothy, son of Systems Accountant **Leanne White** and **Ken** at Mitcham Private Hospital at 11.15pm on 28 July (3997gr/8lb 13oz).
- Amanda Jane, daughter of CE **Peter Sheehan** and **Sharon** at Mater Private Hospital, Brisbane, at 9.30pm on 24 July.
- Edward James, son of NZ ISB Manager **Chris Dever** and **Nancy** at 1.41pm on 11 July (4876gr/10lb 12oz). ■

The Great Kiwi Quiz

Tick appropriate boxes

- | | | |
|--|--------------------------|--------------------|
| 1. Which NZ horses won the Melbourne Cup in 1989 and 1988? | <input type="checkbox"/> | Tawrrific |
| | <input type="checkbox"/> | Enfant Terrible |
| | <input type="checkbox"/> | Empire Rose |
| 2. Kiri Te Kanawa sang at the wedding of - | <input type="checkbox"/> | David Lange |
| | <input type="checkbox"/> | Sir Edmund Hillary |
| | <input type="checkbox"/> | Prince Charles |
| 3. What is scheduled flying time for Air New Zealand Perth to Christchurch? | <input type="checkbox"/> | 8hrs 6min |
| | <input type="checkbox"/> | 6hr |
| | <input type="checkbox"/> | 3hr 50min |
| 4. Which city is closest to Wellington? | <input type="checkbox"/> | Brisbane |
| | <input type="checkbox"/> | Sydney |
| | <input type="checkbox"/> | Melbourne |
| 5. If you could keep walking due west from Canberra, which country would you not traverse? | <input type="checkbox"/> | Argentine |
| | <input type="checkbox"/> | Chile |
| | <input type="checkbox"/> | New Zealand |
| 6. Which of the following have only one House of Parliament? | <input type="checkbox"/> | Queensland |
| | <input type="checkbox"/> | New Zealand |
| | <input type="checkbox"/> | Northern Territory |
| 7. Which of these is a bird? | <input type="checkbox"/> | Kiwi |
| | <input type="checkbox"/> | Moa |
| | <input type="checkbox"/> | Haka |
| 8. Which of these cities is closest to the South Pole? | <input type="checkbox"/> | Invercargill |
| | <input type="checkbox"/> | Hobart |
| | <input type="checkbox"/> | Capetown |
| 9. Which commodity is not a big export earner for NZ? | <input type="checkbox"/> | Wool |
| | <input type="checkbox"/> | Uranium |
| | <input type="checkbox"/> | Cheese |
| 10. Peace between Europeans and Maoris was made with signing of the Treaty of - | <input type="checkbox"/> | Waitangi |
| | <input type="checkbox"/> | Wanganui |
| | <input type="checkbox"/> | Whangarei |
| 11. <i>Aotearoa</i> means - | <input type="checkbox"/> | Long White Cloud |
| | <input type="checkbox"/> | Big Sea |
| | <input type="checkbox"/> | Company of Chiefs |
| 12. What percentage of the population of 3,360,000 is Maori? | <input type="checkbox"/> | 9% |
| | <input type="checkbox"/> | 28% |
| | <input type="checkbox"/> | 51% |
| 13. The recently deposed Prime Minister of NZ is - | <input type="checkbox"/> | Robert Muldoon |
| | <input type="checkbox"/> | Geoffrey Palmer |
| | <input type="checkbox"/> | Roger Douglas |
| 14. Languages officially recognised in NZ are - | <input type="checkbox"/> | English |
| | <input type="checkbox"/> | Maori |
| | <input type="checkbox"/> | Hindi |
| 15. GST (Sales Tax) applied to goods and services is - | <input type="checkbox"/> | 7.5% |
| | <input type="checkbox"/> | 10% |
| | <input type="checkbox"/> | 12.5% |

NAME: _____

OFFICE: _____

Cut out, place in a sealed envelope and send to Dawn Ewing in Wellington for receipt not later than 29 October. Winners notified by 1 November.

If you want to file Depth intact, make a photo copy of the questionnaire only.

All HP employees in Australia are eligible except New Zealanders who may be on loan or visiting.

Gifts from across the Tasman

Come twenty-to-three on the first Tuesday of November and all Australia halts for three minutes and 20 seconds (give or take a twitch or two of the sweep hand).

Shop assistants stop assisting; shoppers don't complain (if radio or TV screen is handy); even Parliament adjourns.

It's the annual ritual of the Melbourne Cup.

In New Zealand it's not a public holiday, as in Melbourne, but interest there is only a little less intense.

You see, the Kiwis make a monotonous practice of winning Australia's most prestigious horse race.

They tell you it's not worth the trouble of chasing wealth and glory in Tokyo, Ascot or Kentucky. That means quarantine hassles and acclimatising the horses; it's much easier picking off the rich prizes that Australia so innocently sets up year after year.

Even the mighty Phar Lap, an enduring Oz icon, was foaled in New Zealand, they tell you archly.

But some of the loot is coming back. HPNZ wants to play benefactor to some Australians at the time of this year's Melbourne Cup.

HPNZ's MD, Hans Neilson - who seems to forget sometimes that he's a Dimboola-schooled Aussie and only on loan to NZ - mischievously describes the offer:

"We want Australians this year to share in celebrating our 150th anniversary of nationhood and a New Zealand win in the 130th year of the Melbourne Cup.

"Aussies don't get much joy these days. We winkled them out of challenging for the America's Cup; our All Blacks thrash the Wallabies every time they peep out of their pouch; Sir Richard has left Mr Lillee far behind in capturing Test wickets; we beat them to the top of Everest; and no one comes close to our Kiri as the world's best opera singer."

Aided and abetted by support from export-minded Kiwi manufacturers, HPNZ will reward winners of a competition designed to heighten awareness of the Land of the Great White Cloud. The main prize is:

- A ticket in the Tatts Melbourne Cup sweep.
- Six bottles of *Nobilo's Sauvignon Blanc*.
- A CD, tape or pressing of a Kiri Te Kanawa album.
- Two kilos of New Zealand *Mainland* cheese.

"Plus," Hans tick-tacks, "a copy of the handsome Auge publication, *New Zealand, An Emerging Force*."

Consolation prizes for one entrant each from Brisbane, Canberra, Perth and Adelaide, and two each from Sydney and Melbourne, will be two bottles of *Nobilo's Sauvignon Blanc*, a kilo of *Mainland* cheese, and a copy of *New Zealand, An Emerging Force*.

In the event of ties, names will be drawn from a hat . . . with highest probity assured (who would question a draw supervised by Sir David Beattie, HPNZ director, former Supreme Court judge and former Governor-General?)

When weights came out in July, 304 of the 624 horses nominated were New Zealanders and three top weights were Kiwis. "Not much hope for the local chaff-eaters," says Hans in feigned sadness.

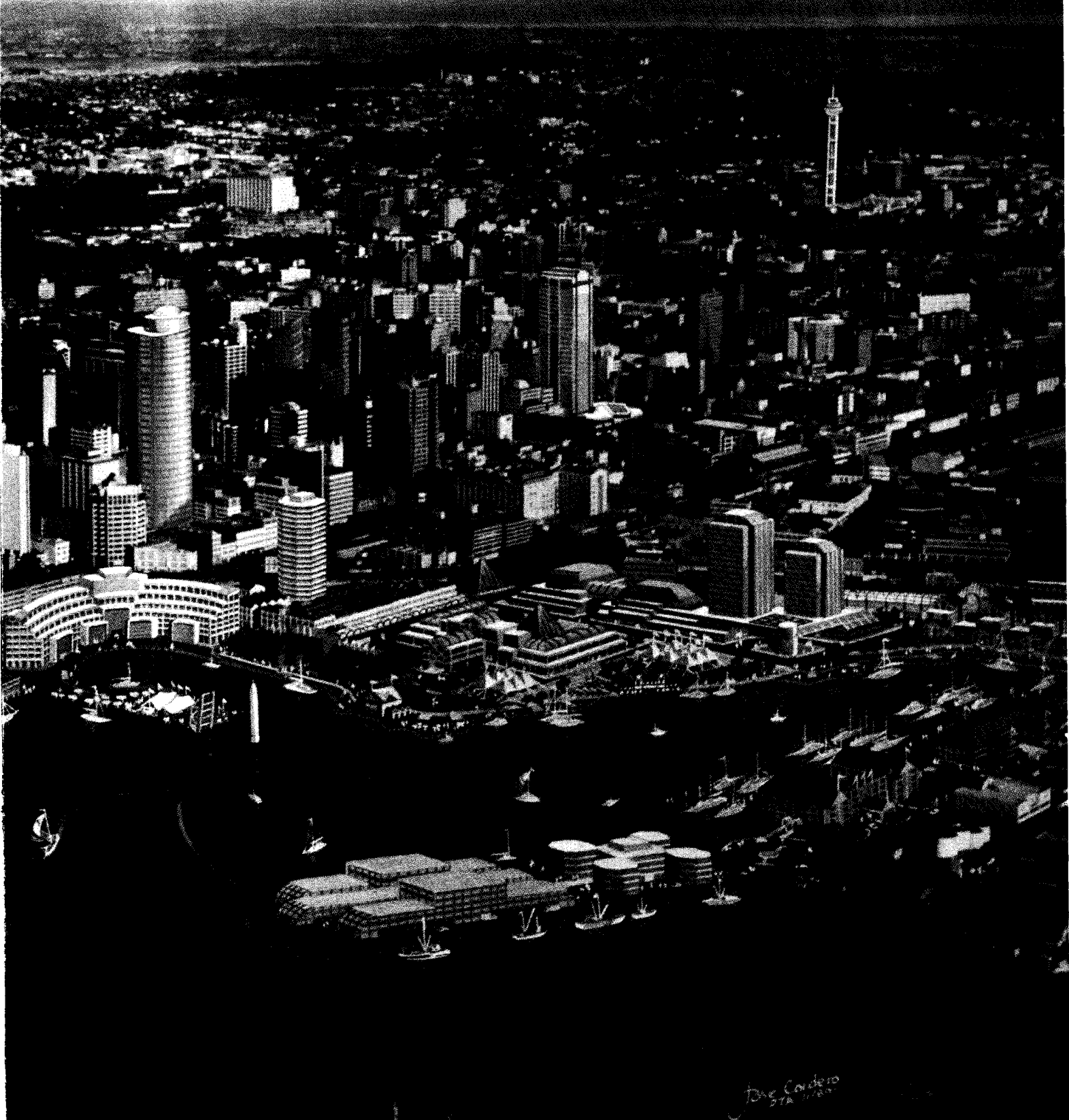


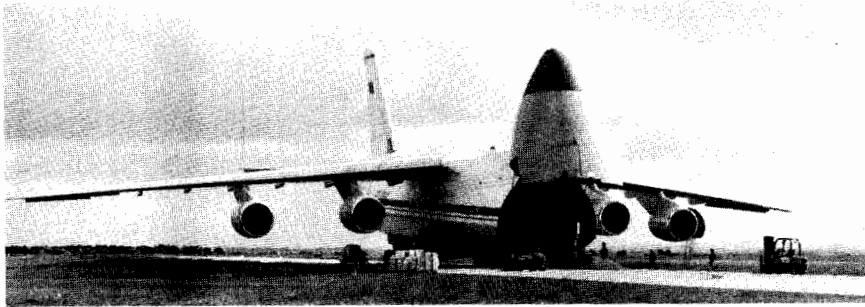
- | | | | | |
|-----------------|-------------------|--------------|------------------|-------------------|
| 4: MD message | 6: Trenerry opens | 9: Navy buys | 11: Police happy | 13: Accounts, etc |
| 5: Big Bird win | 8: NZ review | 10: Top Dogs | 12: Grads settle | 14: AA assistance |

pth

AUCKLAND . . . the City of Sails . . .

has ambitious plans for expansion to take it into the next century. This is an artist's conception of harborside development of New Zealand's largest urban centre. With the sea constantly in sight, a large number of Aucklanders - indeed New Zealanders - are recreational sailors. The best have brought fame through challenging for the America's Cup.





• Barry Newland (right) . . . how many LaserJets to an Antonov?

Co-operation saves the day

Glasnost came in a variety of flavors when in June HPA had a chance to wipe out a backlog of LaserJet orders but scheduled airlines were unable to deliver on time.

We held orders for more than 1000 printers and PC National Sales/Marketing Manager **John Bieske** and Marketing Development Manager **Jon Johnston** successfully negotiated with the factory in Japan for a special shipment of 1400. The catch was that most were for government departments and delivery had to be made before the end of their financial year.

Scheduled airlines could offer cargo capacity for only 450. Then **Barry Newland**, Physical Distribution Manager, devised a bold plan to charter the Soviet Antonov, the world's biggest freighter, for an airlift from Singapore. And that's when glasnost came into its own.

Japanese planes flew the consignment from Tokyo to Singapore where mainly Chinese ground staff did a quick reload of pallets into the Antonov and officials responded helpfully to pleas for a special lift-off permit.

At Darwin, the plane landed only long enough to off-load some heavy mining machinery and then set course direct for Tullamarine. It landed at 9pm on Saturday and unloading started at 11am on Sunday with the help of Ansett staff.

Barry and Distribution Centre Operations Manager **Laurie Cini** coaxed permission to reload interstate orders onto domestic carriers even as Customs formalities were still being completed.

Adam Boxshall and **Trevor Bale**, from the Warehouse, spent Sunday and Monday helping, Team Leader **Mark Wilkins** co-ordinating the effort.

The last interstate consignment cleared Melbourne on Tuesday night.

The Antonov crew invited our folk up to the flight deck, placing no restrictions on sitting in the captain's seat and getting a feel for the controls.

Laurie was staggered by the height above the tarmac but even more staggered when he touched a lever and the huge nose dropped and clanked into flight mode.

"What have I done?," he gasped.

But the Russians were unfazed. "You didn't cause it. The cargo handlers have their own controls in the hold," were their glasnost-laden words.

Barry's comment: "It was hard work but a most satisfying result. Only 10 days elapsed between the decision to go for the Antonov and the printers reaching customer premises throughout Australia. We didn't lose one order.

"We had some printers over but they were snapped up



• Tony Holman (left), Laurie Cini and Barry hoist the HPP colors at Tullamarine.



• Laurie points to the multi-wheeled undercarriage of a plane that can carry a payload of 150,000 kilograms.

by dealers in 48 hours. It wasn't an expensive sales effort - just a couple of dollars for a few phone calls advising we had stock."

Barry started with HPA in January, 1989. He had been national distribution manager for Robert Bosch (Aust), subsidiary of the German manufacturer of auto electrical, television, radio and domestic appliance products.

He is married to Dorothy and they have three sons. ■

• The Antonov is seven times larger than a Hercules and half as big again as a Boeing 747, can carry 12 shipping containers, heavy dump trucks and earthmoving equipment, buses and river ships, 70 cars, bridge spans and up to 250 cattle or 3500 sheep. The airlift cost us \$20,000 less than by other carriers.



Customers thanked at Trenerry

With one of the best product sets ever, Hewlett-Packard Australia was confident as it faced the next 12 to 18 months, Region Marketing Manager **Bob Robertson** told guests at the official opening of the Trenerry Crescent sales office on 20 July.

To mark the important occasion, 80 people - representing customers, HP and media - sat down to lunch in the Menzies Theatre after speeches in the spacious entrance foyer.

"We have provided this building because we feel the customers who support us deserve the best facilities possible," Bob said.

"It's part of the \$100 million of HP assets spread around Australia."

Bob acknowledged the contributions by those in the HPA team who backed **Greg Kershaw**, National Sales Manager for Computer Products, and **John Springall**, Project Manager, General Services, in the design and outfitting of the building.

Greg thanked INARC Design PL for meeting the deadlines of 'an aggressive timetable' and for the quality of the building.

He said HP was recognised world-wide for its interest in the health and well-being of employees. At Abbotsford it had provided a fine facility just five kilometres from the city.

"Looking out at the river and parklands, you could very easily think you were 100 kilometers into the country," he said.

"We have LAN running throughout the building so it is a high technology 'smart' building. We expect to be able to do a lot of smart things here. But most importantly we have the ability to service customers in a more timely and effective manner."

Barry Jones, former Federal Minister for Science and Technology, who performed the opening ceremony, showed he knew a lot about Hewlett-Packard and was an admiring user of its products; also that he had thoroughly researched the history of the locality.

"There is a history lesson in this site," he said.

Out the back, Dights Falls was as far as boats could go without being unloaded and relaunched for the journey further upstream.

Animals grazed in Dights Paddock until it was converted to industrial purposes. The Yakka clothing factory was established on the HP site and so was born the term 'hard yakka' to describe hard work.

Next door was a wool scouring plant but it had to move when developing environmental sentiment ruled the smells it created weren't acceptable so close to the city.

Another 'immortal Australian product' - Saunders Malt Extract - was made just down the road.

Barry traced Hewlett-Packard's development from producing audio oscilloscopes, which Walt Disney used to film *Fantasia*, through to workstations and mainframes.

"No doubt that is not the end of the story," he said.

"It is an illustration of the American entrepreneurial model. American entrepreneurs have always been *research and product* oriented; but ours tend to be *process* oriented."



• Bob Robertson (left) and guest speaker Barry Jones.

"With paper or steel or beer, their interest is in technology elevation or more efficient ways of producing the old product. We have never been in the business of producing brand name products, unlike the Swedes, Finns, Americans and Japanese, who have products that have really left a mark on the world stage.

"We export huge volumes of coal and wheat but they carry no tags that identify them as Australian.

"It is not true that Australians lack entrepreneurship; in recent times they have been pretty imaginative in company takeovers, in finding new markets for old products and in exploration.

"BHP spends very little on industrial R&D. They say they take risks but they do it by digging holes in the ground. Thus we are moved to new frontiers but not new products.

"A figure like **Ralph Sarich** has been on the sidelines. He is but one who has close relationship with the Japanese and Americans." ■



• Expectant diners . . . Barry Jones and Greg Kershaw.



• RAAF Group Captain Bob Bennett (left), DSM Peter Shaw and Hiroshi Iizuka, who is here on an extended visit to the APESC.



• Staff Sales Representative Edmund Wong at the keyboard.



• Gary Bruce, of APM Packaging (left), and John Klimczak, Region I/S Manager.



• John Springall (left), Ian King, of Genysis, and Branch Sales Manager Nick Debenham, from Brisbane.

Footnotes:

- Limited accommodation restricted the number who could be invited to the opening function.
- Facilities Administrator **Benjamin Bramble** was once more called on to exercise his catering talents by designing the luncheon menu - as well as handling the logistics of the function.
- **Peter Simpson** wasn't conspicuous but Administration Manager **Tim Proust** praised him for an immense amount of work ensuring that all demonstration rooms had equipment working.
- **Edmund Wong** showed not only that he owns a lot of expensive musical equipment but has the talent to play it professionally - which he does at a number of Melbourne venues. He provided background music at the opening.
- Admin Secretary **Carol Donaldson** and Receptionist **Wendy Hazeldine** didn't disbelieve workers cleaning up the site that there were plenty of snakes about. But any lingering doubts disappeared on a lunch-time stroll across a Yarra River footbridge when a tiger snake swam gracefully across to the rocks, where they had recently picnicked, and started sunning itself. ■



• Former MD John Warrington (right) and the then Mayor of Collingwood, Cr Alan Just.



Dights Mill, Yarra Yarra

• S.T. Gill (1818-80) drew in black-and-white the sketch (right) of Dights Mill on the Yarra bank.

Mouse roared and was heard

Four years ago Hans Neilson went to Wellington to lead the HP team in New Zealand. In this review he reflects on what has been achieved and what lies ahead.

■ ■ ■

Hewlett-Packard New Zealand has matured in the past three or four years and it has been the result of a lot of hard work by a dedicated team.

We have matured as people and as a competitor in the marketplace. We are now recognised as a stable organisation, financially and structurally, and are credited with the ability to train our people to handle new responsibilities and opportunities.

When asked to spend a period in New Zealand, I was asked to achieve three things:

- Increase the rate of growth.
- Restore HPNZ's influence in the market.
- Develop and motivate the people in the organisation so that they saw themselves for what they were - an important part of the Hewlett-Packard Corporation.



I think we have co-operated well with each other and substantially achieved those objectives.

What is in front of us is an extension of our challenges and the need to capitalise on what we have achieved to date. We are ready to take our next big step.

We have consolidated our position as the fifth or sixth largest NZ supplier and within three to five years we can become No 3. How we apply ourselves will determine whether it takes three years or five.

We are already recognised as one of the most profitable and productive organisations in New Zealand and can increase this perception in the nineties.

• Hans . . . has good team.

Rehousing the Bard of Avon

Wellington's Shakespeare Society has the loan of an HP Vectra and LaserJet 11 printer to keep track of an epic embroidery assignment that is helping reconstruct the Globe Theatre.

The Globe is being rebuilt close to its original site opposite St Paul's Cathedral in London and is a tribute to the greatest English language playwright.

William Shakespeare lived from 1564 to 1616 and his plays are topical 400 years after they were written.

More than 300 New Zealand embroiderers are working on stage hangings which comprise four dramatic panels, two featuring Venus and Adonis from Shakespeare's most famous poem and two the figures of Atlas and Hercules.

They will be applied to New Zealand wool, appliqued and embroidered in the authentic Elizabethan style. The NZ contribution is valued at \$NZ250,000.

There will be more opportunities for our people to develop, personally and in the job they are doing today or will be asked to do tomorrow.

I am proud of the quality of our team. Half have less than three years' experience with HP and half of those have been with us less than a year.

We are going to put much effort into developing the growth of our business but also more time into developing the satisfaction we get from it.

It is not enough to see the company grow; we have to take pride in the personal development of ourselves and our colleagues. We ask a lot and our people give a lot. We must not lose sight of this in the cut and thrust of day-to-day activities.

We tell our new employees that they must prepare themselves for the constancy of change. Even if we had zero growth, there would be a 30 per cent change in our products and the way we do our jobs.

I am grateful for the way our team accepts change, sometimes in circumstances that make it difficult to show the reason for it. Their trust and resilience continually impress me.

In New Zealand we have been able to do some unique and innovative things, not always initially applauded but proved by time to be worthwhile. Just one example is the America's Cup.

HPNZ was first to perceive it as a high technology venture which needed the support of a high technology organisation. We were correct in our assessment that HP would be rewarded by having world attention focused on us and our products.

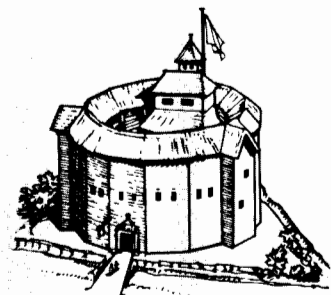
At first it was only HPNZ contributing to the New Zealand challenge. Today HP Company is committed to the America's Cup as its primary sports marketing platform; it is involved in the overall organisation and is supporting one and possibly two US syndicates and others around world; and we are again supporting the NZ challenge.

We have less than 1000th of the employees and resources of HP but it all started in New Zealand - a bit like the mouse that roared.

In the 90s HPNZ will be the 'emerging force', both within the New Zealand market and within the Asia/Pacific organisation. ■

Heading the design team is New Zealand's top stage director Raymond Boyce, and the construction site is Erskine College, Wellington.

HPNZ's support will be acknowledged in various ways, including a book that will accompany the hangings on a national tour in 1991/92 and then on display in London when the theatre is opened in 1993.



• The old Globe Theatre.

They are intended to show the highest standard of New Zealand art and materials in an international setting. It is expected there will be nine million visitors annually.

The NZ patron of fund raising is Lady Beattie, wife of Sir David Beattie, an HPNZ director. ■

Industrial heart is hurting

Auckland, where most of New Zealand's industrial activity takes place, is suffering from the economic downturn which has tumbled some of the country's big entrepreneurs.

But while HP has hurt, it is in far better shape than its competitors.

So says Branch Sales Manager Peter Romeyn, who looks with a little envy at Wellington, the centre of government, "which has been booming while Auckland has been suffering."

Peter adds: "The sell-off of government businesses and the nation's restructuring have required computers. We don't get that kind of business in Auckland.

"Still, we are better positioned than competitors for a bounce back. One has put off 40 people and another 30. Each has shed more than our entire staff.

"They have stopped offering a variety of incentives that characterised their desperate grasp for business; and they don't now have a lot of people clambering over accounts.

"Our experience operating with lean resources is a help. We're still growing as an entity and productivity per head is higher than other computer companies." ■

Navy is part of HPNZ history

At the Royal New Zealand Navy Dockyard at Devonport, Auckland, Warren Lowe, head of the calibration section, is good naturedly referred to as *HP's resident SR*.

"I've bought so much HP gear that the description is almost justified. You can see it all round the lab," Warren concedes.

The first thing he bought was a 5061A Celsius Beam Frequency Standard unit, making the Navy HP's oldest New Zealand customer.

"I well remember buying it. It was received on 20 October, 1968, and it's still going strong," he says.

"The first tube lasted 12½ years and when we returned it to the factory they wrote saying it had outlasted all the tubes around the world by three months. We're now on only our third tube."

Cleaning out files a couple of years ago, Warren came across a letter from Bill Doolittle, as Vice-President Intercontinental Operations, dated 8 May 1967.

Bill said HP was establishing its own organisation, to be called Hewlett-Packard Australia Pty Ltd.

"We will continue the fine tradition of service which has been developed by Sample Electronics . . .," he wrote. "Hewlett-Packard Australia will be under the general management of John A Warmington, maintaining headquarters in Melbourne with a branch office in Sydney managed by John L Williams.

"Sample Electronics will continue to represent other electronic manufacturers and we wish them success in these important activities."

An earlier letter that Warren found was from Sample Electronics, dated October 1966. It listed the following personnel for its Hewlett-Packard division:



• Peter Romeyn (left) and the Navy's Warren Lowe.

- John A Warmington, General Manager.
- Derek M G Barlow, Sales Manager.
- R John Springall, Service Manager.
- Malcolm J Kerr, Sales Engineer.
- George F Wimble, Order Processing. ■

New sales set-up for T&M

From 1 August, Dave Heads has been Field Manager responsible for Test and Measurement in New Zealand.

It means a lot of travelling throughout both North and South islands. Since Peter Shaw left Auckland for a DSM appointment at Trenerry Crescent, he has been looking after the Navy dockyard site.

A T&M team is being assembled, comprising Dave, Secretary Cheryl Brown and an SR still to be appointed.

Dave was born in

England and spent six years in the services as a telecomms engineer, worked for a year on HP's Wellington instrument repair bench and six years in T&M Sales.

Hobbies are skiing and golf and Ros is his wife.

Cheryl is a long-serving HPNZ employee. She came from the Tourist Hotels Corporation in 1979 to be Sales Secretary.

Dressmaking, gardening and jazz exercises are her keep fit recipe. ■



• David Heads.



• Cheryl Brown.

Lowering walls of loneliness

Top Dog Companion is a New Zealand non-profit organisation that provides dogs to the disadvantaged and disabled to help them pursue more independent and satisfying lives.

They are trained to pull wheelchairs, retrieve dropped items, press lift buttons, turn lights on and off and warn of sounds that mean danger.

They also provide a love-bond for the house-bound, the lonely, the aged and for short and long-term hospital patients.

Top Dog was founded and is directed from Wellington by **Debbie Anderson**, who herself is disabled.

To further the work, HPNZ has donated a Vectra PC, VGA monitor, LaserJet 11 printer, ScanJet Plus and a specially modified desk that Debbie can work from.

Software has been donated by HP dealers, Brimaur and Renaissance.

Presentation of the gear was made by Marketing Development Manager **Dean Butchers** and Administration Manager **Mark Law**.

Dean is Wellington-born, and while training as an officer cadet, studied at Canterbury University, Christchurch, for a BSc, majoring in operations research.

He spent vacations doing eight-day survival exercises in the Southern Alps and flying around in Skyhawks ("much better than the other option of picking peas for Watties.")

He's run a half marathon and has set sights on the full distance.

Other interests are cooking ("done gateaux and Chinese courses") and renovating an 1890s Edwardian house with wife Tracey, an investment adviser for Westpac.

Mark sees virtue in HPNZ having a lean staff.

"Without a cast of thousands, you have to be flexible," he says.

"This lets us engage in product management and risk management, things not all of our competitors are prepared to tackle.

"By acting as prime contractor responsible

for the performance of sub-contractors, we're becoming more skilled and comfortable handling many of the legal aspects of contracts without needing a lawyer to vet our every move.

"This is a saving when 95% of distribution is contracted out. Four people handle movements valued at \$55 million annually."

Mark was born in Wellington, obtained a science, chemistry and computer science degree at Otago University, Dunedin, worked a while and returned for another double degree in computer systems and accounting.

He plays competitive soccer ("not top grade") and has an interest in the turf, trading in thoroughbreds.

His latest sale was to a Hong Kong owner.

"He changed its name from King Silver to Thunder and Gold but I don't know if it made him run any faster," he says.

Mark is married to **Carol** and they have a daughter, 4, and a son, 6 months. ■



• Dean Butchers.



• Mark Law.

Targeting health pays off

Winning the big one first up gave HPNZ an attention-getting entry to the health care industry.

Against rugged opposition from the established players, HP sold two fully integrated systems to the Wellington Area Health Board.

It meant the supply of dual HP9000/855 and 850 systems, 300 VDUs and 80 printers and good projected growth over two years.

And the Wellington sale was followed quickly by sales to the Southland Area Health Board and the Department of Health. There are 20 health boards in the two islands.

Wellington needed its systems to keep track of admittances, transfers and discharges, encompassing all aspects of hospital activity from outpatients to medical records, theatre bookings, accident and emergency, radiology and pharmacy.

It also had to interface with the National Patients Master Index, which enables any hospital in New Zealand to access the medical history of anyone who has at any time entered the health care system.

Previously WAHB had little information on which to make optimum use of its annual grant of \$300 million. It was hard to know which areas were running efficiently and which weren't.

Senior Sales Representative **Steve Brine**, who made the sale, was born in the UK but has lived nearly all his life in Wellington. He graduated from the Wellington Polytechnic in electrical engineering.

He's a keen deep sea fisherman and is secretary of his young son's soccer club. Other interests are astronomy and quantum mechanics. Steve and his wife Jacqueline also have two daughters of pre-school age. ■



• Steve Brine . . . expects more sales.

R&D that is helping build a better boat

What was high technology when New Zealand entered the quest for the America's Cup is now low tech, say those at Auckland University's Yacht Research Unit.

"The demand for computer memory has grown enormously," the unit tells you. Staff Sales Representative Steve McConnell agrees.

He isn't too dispirited that New Zealand lost its US court action challenging San Diego's right to hold the Cup and defend it in its own waters.

"We now know the venue, the timing and the type of boat to build. We're able to get on with the job of producing a competitive challenge. By Christmas we expect to have two boats in the water for trials off San Diego," he says.

HPNZ will again support the Kiwi syndicate headed by Michael Fay.

The Yacht Research Unit serves the commercial shipbuilding industry as well as the owners of racing yachts.

If Steve was at all dispirited when Depth spoke to him, it was because his face was swollen and jaw wired after being hit by a hockey stick.

He plays social games with a team that includes a former international (chest out) and another still playing at 58 (eyes averted).

"But I'm the second youngest," he lisped defensively. ■

Police happy with HP network

The brief given Ian McLaughlin when he joined HP two years ago was to keep away from established customers and search out new and large business.

He heard around town that the New Zealand Police were having information and communication problems and were considering changing over to a distributive system.

"This put HP in with a chance and we threw in our hat with a strong tender," Ian recalls.

"The police wanted eight mini-computers to be networked to six regions, the head office and the police college, with a mix of applications covering finance, human resources and office automation. Crime-fighting was not involved.

"The remoteness of many of the terminals created special difficulties.

"They wanted one terminal to be able to access all of the systems, with 300 terminals to be scattered from Invercargill in the far south to Wangarai in the north.

"They had needs that systems don't readily cater for. For instance, police work a variety of shifts, with broken time, and it's difficult keeping track of overtime, time off and leave entitlements.



• PhD student Chris Mitchell (left) and Steve discuss design and computers at Auckland Yacht Research Centre.

Computer
Museum

"If the boss wanted to assign a young, unmarried constable to a remote outpost as an emergency relief, it was almost impossible to ascertain quickly who was available.

"With the contract won, installation was still a considerable challenge but CEs Harry Page and Paul Duxfield did a great job."

The system has bedded in and the police are thinking of adding more applications.

"We'll tender again but only for those things we know we can do better than anyone else," he says.

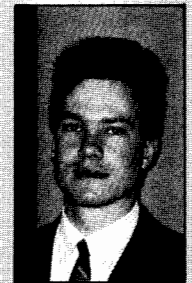
SRs Dave Morel and Bruce Robinson have taken over the account.

Ian was born in New Zealand, is a cub leader and with wife Cheryl has sons, aged 11 and 8, and a daughter, 5.

"Stephen and Andrew play rugby and Andrea thinks she should be able to play, too," he says. ■



• Harry Page.



• Paul Duxfield.



• Ian McLaughlin (left), Bruce Robinson and Dave Morel.

• HPNZ is a sponsor of the prestigious Auge International publication, *New Zealand, An Emerging Force*, which has worldwide circulation. It gives a high-quality coverage of just about every aspect of New Zealand life. A special print run for HPNZ is being given to customers and New Zealand school libraries.

Secretary Dawn Ewing admires the HPP pages.



Graduates reflect

Towards the end of their first year in the work force, these 1990 HPA graduates have no regrets about their choice of employer.

Angela Fitzgerald (Sales, Brisbane): "I was delighted when **Peter Geale** asked me to organise a series of desktop presentations to dealers, saying 'you've got to do it all yourself.'

"Now dealers are asking me to do presentations to their customers; and I'm waiting for the next big one to come along.

"HP takes risks, and knows it, throwing responsibility to newcomers but is prepared to accept a mistake provided it teaches something. It's a great way to boost morale."

Angela adds: "Yes, I've got an Uncle Tony but he's not *that* Tony, the Royal Commissioner."

Leo Lynch (Sales, Sydney):

"It's an excellent company to work for, much better than my last job selling newspaper advertising. HP is willing to spend money equipping employees to do a better job.

"I get the feeling we're all contributing to a common goal, even though job requirements cover a wide field.

"I was at a trade show and passed on a lead which resulted in a good sale. That made me feel I was part of a team."

Sue Ogilvy (CEO, Abbotsford):

"I haven't regrets about the job I selected.

"I've had trouble only once through being a woman in a male-dominated area. At a customer site someone demanded to know what a woman was doing working on his

bench. I could have handled things myself but **Ray De Jong** jumped in, said I had an engineering degree and knew one end of a screwdriver from the other. That ended that.

"All the CEs are supportive."

Pauline Hassakis (Accounts, Wellington): "I never thought I'd be given so much responsibility as an associate analyst so quickly.

"Finance Accountant **Elizabeth Hannigan** keeps extending you with challenges and that's great."

Pauline was born in Wellington but graduated from Athen's American University when her family returned to Greece for a six years' stay.

Todd Parsons (Sales, Auckland): "My main sales focus has been on calculators. We get treated well and we're given responsibility, which hasn't been the experience of all my former classmates.

"Certainly, we work hard but even when it means working back it's not an issue."

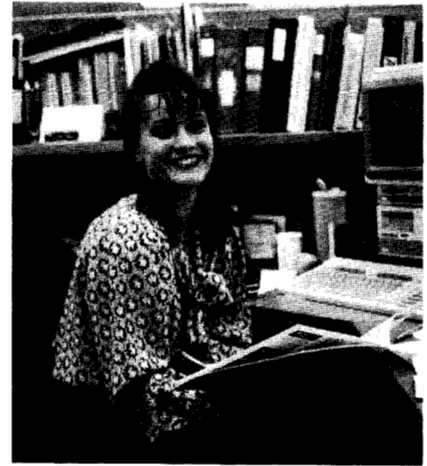
Jeff Ayton (Sales, Abbotsford):

"My main impression is that time assumes more importance doing things for real than it does at university. You could cram at the end of the year and achieve a pass.

"Restructuring has made things more difficult than I expected. You just get used to one manager and then you have another. But everyone has been helpful.

"They want you to succeed every bit as much as they want to succeed themselves."

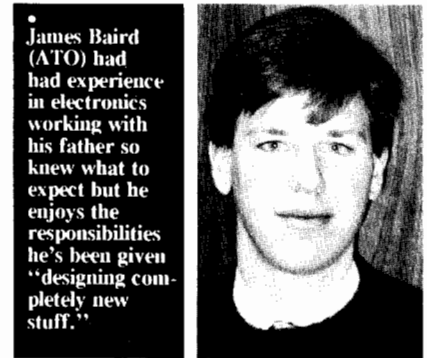
Pek Choo Tan (Systems Administration, Wellington): "This has been my first job so I really can't compare it with anything. Still, I'm quite satisfied with what it has turned out to be."



• Angela Fitzgerald . . . eager for next opportunity.

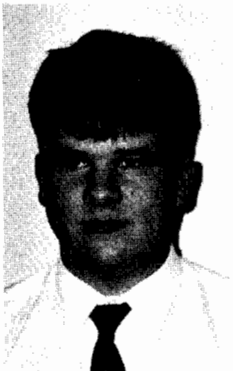


• Sue Ogilvy . . . met challenge.



• James Baird (ATO) had had experience in electronics working with his father so knew what to expect but he enjoys the responsibilities he's been given "designing completely new stuff."

• James Baird.



• Todd Parsons.



• Pek Choo Tan.



• Jeff Ayton.



• Pauline Hassakis.



• Leo Lynch.

Accounts finding smarter processes

Streamlining procedures for Accounts, Payroll, Banking and Inter-Company Transactions is paying off in more being done without increasing resources.

One example is the coding of keyboarding so that entering a three-digit code brings up the name of a supplier. It used to require more than 20 characters being typed in.

Other rationalisations, small in themselves but contributing significantly to substantial overall savings, are:

- Joseph Street now does banking for all of Australia. It does not reduce security because very few payments are made other than by cheque.
- Joseph Street is being invoiced directly for supplies of goods to Cafe Bars in all our offices, reducing transactions from six to one.

Lisa Galbraith, as General Services Accounting Manager, leads a team of nine.

Each day the banking process starts with the Mail Room opening letters and totalling cheques, providing a figure that the bank pay-in needs to match.

Other important tasks of the section are the reimbursement to employees of expenses they have met and payment to Thomas Cook for staff travel.

On average, 50 reimbursements are made in a day; and at any one time there could be 300 travel requisitions being processed.

Lisa's team comprises: **Rosemary Lantz** (Accounts Receivable Clerk); **Lisa Demetriou**, **Meagan Ladd** and **Karalee Lomas** (Accounts Payable Clerks); **Melissa Castritis** (Payroll Administrator); **Keith Irvine** (Payroll Co-ordinator) and **Jenny Esplin** (Inter-Company Accountant).

Lisa was a graduate recruit in 1984, coming from Melbourne University with a BCom degree. She started in the Finance Company.

Her recreations are Royal Tennis and netball. ■



• Rosemary Lantz.



• Keith Irvine.



• Lisa Demetriou.



• Melissa Castritis.



• Lisa Galbraith . . . shrinks keystrokes.



• From left: Meagan Ladd, Karalee Lomas, Karen Emms and Jenny Esplin.

Falling for Queensland's attractions



Brisbane's Branch Office Administrator **Gerri Hartley**, was born in Arizona when her father was on a RAAF assignment. Another posting brought the family to Queensland in 1967.

She was one of Apollo's first Brisbane employees and joined HPA at merger time last year along with Sales Secretary **Karen Lang**.

Gerri's leisure interests are bushwalking, camping and renovating a house. Karen was Adelaide-born. Her sister moved to Brisbane eight years ago. On a holiday, Karen liked the city so much that she joined her two years later.

Karen trained as a nurse but did not like the shift work and became a secretary. She also is renovating a house and keeps fit with aerobics. ■



• Karen (left) and Gerri . . . colleagues who came from Apollo.

Help!

Does anyone have a recipe for Pritikin Cake?

GWEN WELSH is in full chef mode, has the oven idling at Moderate but can't run down the recipe.

Melb Extension: 2568.

Women in Engineering

More emphasis would be placed by HPA on the role women could play as engineers, Region Corporate Development Manager **Bruce Graham** told a gathering of Melbourne University faculty members and students at Blackburn.

Four first-year science/engineering students had just completed work experience - **Kate Cotter**, with CEO, **Michele Burns**, with ATO, **Belinda Leong**, with Australian Response Centre, and **Heather Ferguson**, with Systems Development Group.

Bruce said that HPA had been working in a small way to encourage women to take up engineering by offering scholarships and jobs.

"We will be doing more to persuade girls to consider opportunities available to them. I'm an engineer and have been showing two daughters the options they have but I'm aware there are a lot of counter forces persuading them away from engineering," he said.

"It takes a lot to remain open to the possibilities."

The students gave assured presentations of what work experience had meant to them.

Kate said: "It's hard when studying to relate to a job environment and we appreciate what HP has done to help us. We're taught things that don't become real until we see them in a real working environment.

"Approachable, open and friendly HP people have let us see the wide range of jobs available to us, not just in engineering. Having a degree does not lock you into engineering; there are opportunities in sales where a qualification makes you credible."

Michele said: "I feel more motivated. Now I have a clear idea of what I want to do, which is electronics design."

Belinda and Heather endorsed their friends' impressions of HP helpfulness.

To stimulate interest at secondary school level, HPA contributed to a *Women in Engineering* workshop at Melbourne University in August.

Engineers **Jennifer Miller** (Corporate Development) and **Cecilia Louey** (ARC) did presentations to a large audience of teachers and students and staffed our stand. ■



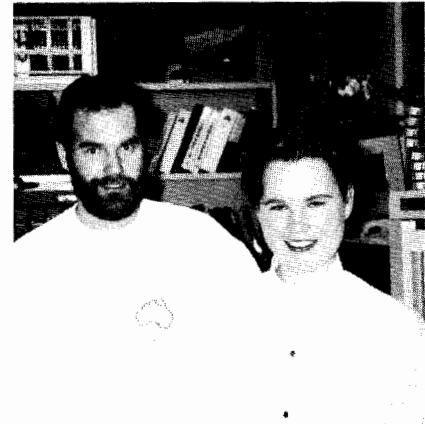
• CEDM Darryl Wallace assures Project Officer Robyn Meikle that benefits aren't one way: "We at HP are exposed to new teaching and the students pose challenging questions."



• Koorngal Secondary College teacher Kaye Baxter (left), Jennifer Miller and Cecilia Louey.



• Kate Cotter.



• ATO's John Fuller and Michele Burns.



• Bruce Graham (left), Belinda Leong and Manufacturing Engineer Graeme Cobb.



• Heather Ferguson and Human Resources Development Manager David Peake.