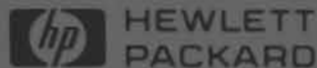


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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND
No 47 March 1991



Queensland Premier Wayne Goss unveiled the plaque and 500 guests attended the official opening of Hewlett-Packard House on 8 March.

Brisbane employees are proud of their splendid new building on the fringe of the CBD and with commanding views of the Brisbane River.

2: APESC meeting

7: Demo team

11: Nth Ryde news

14: Personnel changes

3: Move to Milton

8: TQC report

12: Selling education

15: Adelaide moving too

6: Service awards

10: TCG commandos

13: Lady in distress

16: Dreaded audit

Graduate advisers visit

Members of the National Association of Graduate Careers Advisers, meeting in Melbourne, visited Blackburn to discuss HPA's criteria for recruiting graduates and for continuing career opportunities.

Region Personnel Manager **Geoff Windsor** told them that HP employees were offered long-term careers with a company that constantly sought to establish leadership in state-of-the-art technology.

Staffing Programs Manager **Rose-Marie Todes** said 221 graduates had been recruited in 10 years and 60 per cent had stayed.

Response Centre Manager **Rod Makin** said that when he was interviewing he looked for 'an HP fit', not just academic results, plus flexibility and adaptability.

"I can't promise engineers that next year they will be working on widgets; things change so quickly that it might be fidgets," he said.

Danny O'Brien, recruited as a graduate in 1988 and now a Technical Support Specialist, said: "HP is well-known for its commitment to people. It asks a lot but gives a lot."

Julie Walker, who was given work experience with

Melbourne's first hosting of an APESC meeting

The first meeting in Australia of the Asia Pacific Education Services Centre was held in Melbourne over two days in February.

It was also the first meeting of two new committee members - **Brian Ee**, General Manager of HP's Penang manufacturing facility, and **Paul Balnys**, who is manager of all support operations in the Asia Pacific Region.

APESC Manager **Bruce Marsh** hosted the visitors.

Secretary **Mary Lam** arranged accommodation and helped Bruce organise the meeting. ■

the ATO last year as part of her HPA scholarship and who took up a full-time position with ATO in February, urged women students to stake advantage of career opportunities opening up in engineering.

The guests, who continued with informal discussion over refreshments that followed the presentations, came from the universities of Adelaide, Flinders, South Australia, Tasmania, Wollongong, Newcastle, New South Wales, Queensland, Qld University of Technology, Melbourne, Monash, La Trobe and Deakin, Swinburne Institute, Victoria College and RMIT. ■



• Julie Walker, Managing Director Bill Hilliard and Rod Makin.



• Kerrin Haword, La Trobe University, and Danny O'Brien.

• Front (from left): Polly Johnson, Intercon Operations Personnel Manager; Bruce Marsh; and Janis Andrews, Education Services Manager.

Back: Paul Balnys; Geoff Windsor, HPA Region Personnel Manager; Hiroshi Iizuka, ESM; Victor Ang, Director Business Systems, Asia Pacific; Bob Coutts, Intercon Personnel Programs Manager; Bob Robertson, General Manager Computer Systems HPA; Brian Tan, HP Malaysia; and Hank Lu, ESM.



Brisbane branch office has moved to Milton

Hewlett-Packard Australia Ltd has a new Brisbane address and a new public perception more in keeping with its reputation for quality and industry leadership.

We have leased two floors and have naming rights for a splendid new building which overlooks the Brisbane River at 50 McDougall Street, Milton, and has uninterrupted views across to the city.

The premises at The Gap had outlived their usefulness; they were a long way from the CBD and suffered when compared with the public's perception of our main competitors.

Queensland Premier Wayne Goss performed the official opening ceremony on 8 March after 500 guests had been given a guided tour of the modern facilities.

Hewlett-Packard House is one of three prestigious office blocks in a project developed by Suncorp Insurance and Finance with Capcourt Australia Ltd.

A condition of the development permit was that one of Brisbane's oldest buildings be restored and made available for use by Brisbane City Council for important civic occasions as well as for tenants of the estate.

... loving restoration

It has been lovingly restored to a state where HPA and other tenants have a sumptuous board room and stately areas for activities like the HP Users' meeting which synchronised with the official opening.

Employees also have use of a swimming pool and all-weather tennis court attached to Milton House.

"We might complain we haven't all the resources we think we need consistent with our business volume but we're the envy of all who see our fine accommodation and the Milton House recreational facilities," says Brisbane Branch Sales Manager Nick Debenham.

... innovative technology

Welcoming the Premier, Nick said HP was profitable, was growing at 11 per cent a year and was continuing to introduce innovative technology.

HP had again been named as the largest UNIX and RISK supplier in the world. Soon it would release a new computer described as 'the greatest price-performing computer ever' by those had work-tested it.

The Information Technology industry in Queensland was important in helping to maximise efficiency in both government and the private sector.

The City of Brisbane, the second biggest city by area in the world, had also developed policies and infrastructure to improve its operations now and well into the future.

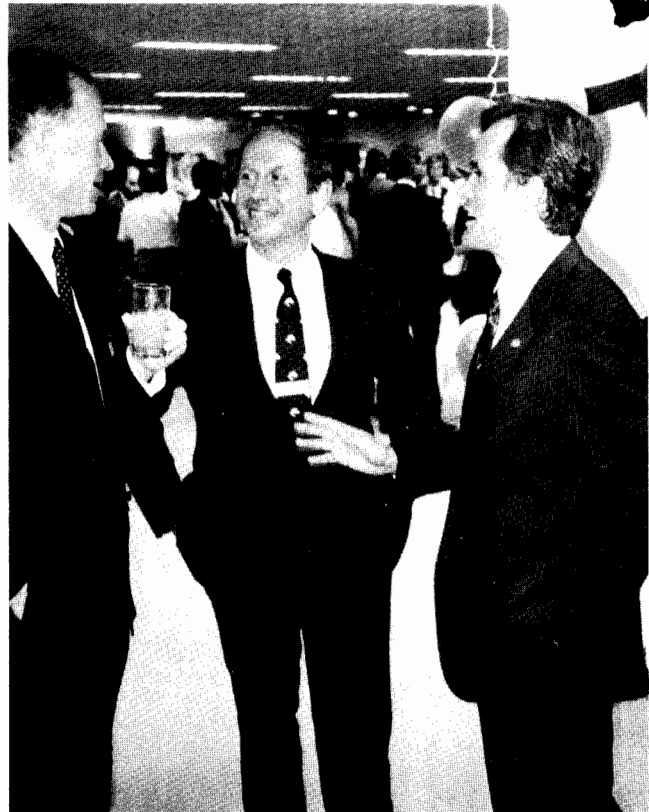
"The person behind many of these initiatives needs no introduction to this audience. You know he is the Premier, Wayne Goss," he said.

Mr Goss said the Government was striving to improve



• Premier Wayne Goss, introduced by Nick Debenham, unveils plaque commemorating the opening of Hewlett-Packard House

Computer Museum



• Formalities over, Nick makes a point in conversation with the Premier and MD Bill Hilliard. Bob Robertson, Roger Kane and Greg Kershaw were also visitors for the opening.

efficiency of government to the extent that it could without imposing new taxes.

"The IT industry is helping us in these efforts and we want it to benefit as well from our initiatives; and so in turn benefit the state's economy," he said. »»

Move to Milton

« “We will continue to consult the IT industry and provide the structures for all of us to prosper.”

... optimism for future

Nick, since his transfer from Sydney, is an enthusiastic prophet of a prosperous future for Queensland.

“It’s predicted that not too far into the 21st Century Greater Brisbane will be Australia’s second largest city,” he says. “Queensland is growing twice as fast as the national average and the region from Brisbane to the Gold Coast at four times the average.

“It surprises some that Brisbane sells more PCs than any other state. Brisbane-based Applied Micro Systems is the current *PC Dealer of the Year*; and Brisbane is the only Australian office outside Melbourne and Sydney with need for a full-time warehouse person.”

... Queensland advantage

The 1991 edition of *The Australian Construction Handbook* underscores some of Nick’s confidence in outside investment maintaining business growth.

Its latest survey shows that there is a \$37.5 million difference in the average cost of erecting a 50,000 sq m office building in Brisbane and constructing a comparable building in Melbourne.

Greater industrial harmony, competition and efficiency in the construction industry, particularly in sub-contracting, account for much of the saving.

... focus account plan

Nick says Queensland office is changing significantly as it pursues HPA’s new focus account plan.

“We’re developing new ways to get contacts higher up in targeted companies and we’re confident we will get results,” he says.

Chairman and MD **Bill Hilliard** is scheduled to speak at a series of business breakfasts for CEOs of targeted Queensland companies.

Nick, as a trustee of the Committee for Economic Development of Australia, was one of the hosts to the Prime Minister **Bob Hawke** when he spoke at a CEDA luncheon three days after delivering the Government’s industry statement.

Branch Office Administrator Gerri Hartley was warmly praised by Nick for her part in planning and setting up the new office, managing the move from The Gap and for her unflappable organising of the opening ceremony.

□

One guest at the opening paid a compliment when he described the Milton office as one of the most impressive in Brisbane and added: “Like the building, the opening ceremony had HP class. Right down to the string quartet. You couldn’t imagine HP confusing background music, that lets you talk, with heavy metal from tattooed gee-tah players.” ■



• Milton House, an 1854 farmhouse restored as a showpiece of the estate, was home to several pioneering Brisbane families. A chemist, Ambrose Eldridge, paid 46 pounds for 30 acres and built Milton House. Two years later he sold for 2300 pounds.



• SVC Co-ordinator Virginia Viers (left), CE Greg Hawes and Secretary Karen Lang inspect the tennis court and swimming pool.



• Gerri Hartley . . . managed the move to Milton and the official opening.



• SR Kirsty Garrett gave a guided tour of the office and Milton House to Applied Micro Systems MD Alan Brackin.



• Four talented sisters - the youngest 11 and the oldest 17 - entertained with string music in the brightly decorated first floor area.



• Entry to Hewlett-Packard House is from McDougall St but there is an uninterrupted view, through the curved frontage to Coronation Drive, across landscaped gardens and the Brisbane River.



• Everyone had a hosting role - Nick Debenham gives a final briefing to guides Rod Enever, Virginia Viers, Grant Coulson, Peter Sheehan, Conor MacManus (seated), Bevan Watt and Penny McClelland.



• ... and Geoff Crozier (left), Tony Beatton and Don Beardmore.



• Guests understood when John Burnett excused himself to answer a call that had got past the switchboard.



• David Altoft, of Suncorp, Roger Kane, Campbell MacPherson, of Ultimate, and Greg Peaty, of Housing and Local Government.



• Peter Cox, of Computer and Engineering Services, Bevan Watt and Peter Sheehan.

Computer
Museum



• Yves Knezy (right) with Ann Langdon and Greg Trigger, of Computerland, Grant Nobes, of Australian Consolidated Technologies, and Les MacDonald, of Heat and Control.

• Garth Shaw (right) is happy with ground level access at Milton.

"We sell a heck of a lot of PCs; there's hardly a school in Queensland, primary, secondary or tertiary, that doesn't have one of our PCs.

With many users, they don't always get kid glove treatment so there's a stream of repairs.

"Wheeling straight off a truck beats heaving up and down stairs. Customers also appreciate the easy loading."



Career paths merge at HPA

Employees come to HPA by a number of paths.

Some are graduates with all their careers ahead of them.

Others bring skills and work experience gained with other companies and government agencies.

And yet others come with good track records from other HP entities.

The four employees who recently received 20 Year Service Awards came by four different paths.

Joy Wingard, after maternity leave, could have returned to her job as a managing director's secretary but was looking for a challenge in a different area.

An HP advertisement suggesting to housewives that they might consider returning to the paid work force caught her eye.

A neighbor married to an American was scandalised when Joy asked, "What's HP stand for. Is it that brand of sauce?"

The neighbor properly pointed out that HP was a household name in the US and very highly respected. Go for it, she advised.

So that's how Joy became secretary to **John Warmington** and held the post for eight years.

She's also been supervisor of the parts and consumables group, which grew into the Distribution Centre, Support Admin Specialist and in charge of Payroll for five years.

She now is Purchasing Officer.

Joy was one of the two High Achievers in First Quarter for going the extra mile in reducing the cost of early return of cars leased by ASO from \$170,000 to less than \$40,000.

Joy did it by skilful negotiation, giving employees the opportunity to spread the burden by taking over 'pre-owned' vehicles.

At one time, three Wingards were together at Blackburn - Joy and daughters Andrea and Tracey.

Gardening, walking her dogs and frequently dining out are Joy's off-site pleasures. Valentine's in Oakleigh is her favorite restaurant.

Guess where she and husband Robert celebrated St Valentine's Day?

Doug Cheeseman was a Samples employee but did not come over to HPA until 1970, two years after our company was formed.

He was one of two employees in the parts store and the first member of Service Admin. He was in charge of that area until 1978.

As Australian Exchange Board Co-ordinator, he handles all boards removed from sites. The usual procedure is for CEs to replace faulty boards from their kits and then get replacements.

Doug physically handles and keeps tally of 12,000 boards a year.

Stocks are held on contractors' premises at Sydney, Melbourne and Brisbane airports to avoid the time and cost of sending them by courier from North Ryde, Blackburn or Milton.

If an order is received 10 minutes before a plane's departure, the board can make the flight and be delivered to most parts of Australia within three hours.

Doug says he loves gardening and confesses to having a family reput-

ation for being a chronic fiddler.

"I love fiddling with things, like fixing clocks and anything that breaks down," he explains.

Lloyd Stott was an electrical engineering student at RMIT when **John Warmington** was our MD and a customer at his father's chemist shop.

Mr Stott rang John and enquired about a job. It led in 1967 to part-time work in the warehouse at Glen Iris.

When he graduated, he was taken on as a CE servicing HP9100 calculators.

"They were desktops, weighing more than 20 kilos and having a price tag of \$4900," he recalls.

"Today's hand-held calcs have the same power and cost around \$50."

Lloyd moved on to become a senior technical support engineer and has been involved with PCs since the HP125. Today he provides backup to the Dealer Channel.

His relaxation comes from reading and instructing his family - wife Marion, daughter and two sons - how to stretch their word processing skills on an HP150.

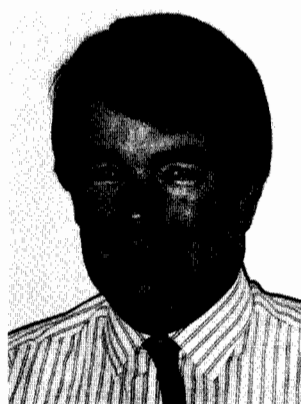
Roy Armour began his HP career in September 1970 in a manufacturing environment as a trainee test engineer at Queensferry.

He started on signal generators and computerised automatic testing.

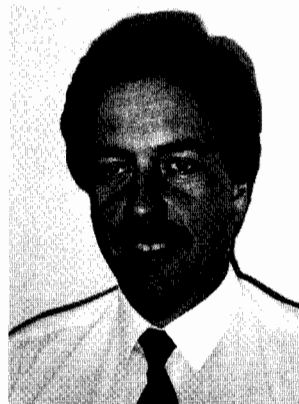
In 1976 he moved to Auckland as a CE and was New Zealand's first HP3000 engineer. By 1980 he was CEM, moving HPNZ up to No 1 spot for customer satisfaction in computer systems.



• Doug Cheeseman



• Lloyd Stott



• Roy Armour



• Joy Wingard

Service Awards

These Australian and New Zealand employees were recently presented with 20, 15, 10 and five year service awards:

20 Years

Melbourne

Roy Armour
Doug Cheeseman
Lloyd Stott
Joy Wingard

15 Years

Melbourne

Joan Boxshall
Ken Braszell
Bill Cerutti
Bob Congdon
Paul Curtis
Judi Elliott

Kirsten Firth
Mike Holmes
Jal Karani
Brian Marsh
Neil Moseley

10 Years

Sydney

Tony Crocker
David Triggs
Heiko Weber

Melbourne

George Artemiou
Pat Calabrisi
Doug Hayne
Steve Hitchings
Jurgen Horhann
Greg Kershaw
Goretti Lai
Nigel Marrion
Steve Peters
Jenny Plant
Helene Smith
Garry Sullivan
Joanne Turton
Frank Van Grieken
Darryl Wallace

Mary Weinman
Adrian Weiss
David Wright

5 Years

New Zealand

Beverley Dobson
Paul Duxfield
Craig Fraser
Sally Guinness
Bill Gynd
Lew Jennings
Harry Page
Kate Savell
Christine Scammell

Adelaide

Craig Clements

Sydney

Phillip Biggs
Bill Dimopoulos
Stephen Finch
Peter Geale
Rod Gordon
Rajeev Mitroo
Charles Nasr
Wee Ming Tan
David Tomas

Melbourne

Sudhir Ahuja
Spiros Bourloukas
Alan Colvin
Peter Combridge
Graeme Davie
Claudio De Francesco
Lyndy Drew
Linda Edwards
Cameron Green
Elaine Griffiths
Christopher Hain
Andy Jaeger
Joe Kakucska
Justin Klvac
Ian Knight
John Lester
Brad Monksborough
Elayne Pickthall
Mark Pimperl
Joseph Puthussery
David Shield
Wilma Spencer
Rolf Stoekle
Chin Teng
Paul Turner
Fiona Wiseman
Tony Wood

Keeping track of our demo stock

Demonstration equipment valued at around \$US3.5 million is needed to support the sales force.

Some is as simple as a peripheral, like a printer, being demonstrated as an add-on to a customer's installation; and at the other end of the scale it could be an HP3000 system installed for weeks at a prospect's site for exhaustive evaluation.

David Weeks, as Demonstration Administrator, is responsible for keeping track of it all, getting it back after use, ensuring it is in working order and having it replaced when past its rated life or when superseded by new products.

Greg Kershaw, Computer Systems Sales Manager Australia, is one who appreciates David's performance.

"He keeps me right up to date on our demo inventory. I don't have to chase him for reports and that makes it comfortable for me," he says.

David will qualify in May for his 10 Year Service Award. He has had experience in Order Processing, in Distribution and on joining as a kit co-ordinator.

He has the support of three Demonstration Co-ordinators:

David Lade at Joseph St, Peter Simpson at Abbotsford and Nathan Holdforth at North Ryde. ■



« Paths merge

He started to organise his move to Australia in 1983 but it took several months to convert a visitor's visa into permanent residence and take up the appointment as Northern Area CEM, based in Sydney.

His next challenge was as Region Quality Manager from 1987 to 1990, when he moved back into the CEO as CEM Australia.

Asked about hobbies and recreations, Roy replies "just work", hesitates and then adds, "cycling for exercise and saving up for holidays in Scotland."

Recently he was best man at the wedding of Ian Buchanan, who joined HP in Scotland the same day as Roy.

He introduced Ian, on an earlier visit, to Linda Boettcher, then working in Contracts at North Ryde.

They married at Lane Cove on 3 January.

"No, Linda didn't need an interpreter to translate the ceremony into English," Roy assured in the burr that has resisted the best efforts of Kiwis and Aussies to corrupt.

Linda had a long-standing bet with

Roy that she would not marry before she was 30.

"You can judge the quality of the girl; she paid up the day she was married," Roy said. ■



• Ian Buchanan (left), Linda Boettcher and Roy Armour pose for a wedding picture.



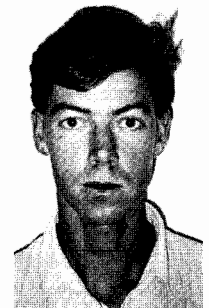
• David Weeks



• Peter Simpson



• David Lade



• Nathan Holdforth

T-Q-C-REPORT

Gold Award goes to Sydney

Suggestions for increasing sales force productivity through improved budgeting and tender/big deal quoting won a TQC *Ideas in Action* Gold Award valued at \$250 for **David Triggs**, Sydney SE and member of the Technical Consulting Group.

Then it was named *Idea of the Year*, chosen from all the ideas submitted.

While the TCG are not directly involved in pricing and quote generation, David felt there had to be a much better way.

He considered many of the things we did were manual and clumsy and we strained for credibility when we told customers that we could automate *their* processes and help them increase *their* productivity.

"One cannot help sometimes being distressed by the labor intensive methods used by our colleagues in the sales force," he argued in his submission.

Current methods required each item and option to be entered individually, which was not only slow and wasteful of costly labor but discouraged the inclusion of important details such as the support and start-up materials needed before a configuration would work.

"It doesn't make for customer satisfaction when

even a small item like a cord gets overlooked, isn't included in the price and has to be added later," David said.

Even a relatively small quotation made an HPA solution look more complex than it really was. Some of the bulk of paper was caused by heading every page with the name and address of the customer when printing it on one page would be sufficient.

All but the more complex tenders could show the identification numbers of every item in a configuration and the prices, all on one page - and be more informative and more easily interpreted by people without great technical knowledge.

David proposed that HPA work towards producing a series of standard modular configurations, with prices that could be instantly updated, with enough options to cover 90% of requirements for budgetary quotations.

He conceded that such configurations would need to be put together by a few HPA specialists, ideally a combination of technical and marketing, with tools needed to support fast development of configurations.

The tools in the hands of experts would not need to be as easy to use as those having to be operated by every SR.



• David Triggs . . . pointing the way to sales productivity.

David calculated that, after providing for the cost of designing the modules, HPA would save the cost of one full-time SR through increased productivity in the sales force.

But he saw the biggest benefit coming from our systems being much easier to sell through volume distribution channels; and matching the professional desktop publishing look of some of our competitors.

David's proposal scored five out of 10 for originality, 20/20 for effort involved in producing it, 25/25 for the productivity improvement it promised and 25/25 for quality improvement.

Timing to implement all or part of his proposal as part of the FY91 IT strategy is being considered by the Senior Management Team.

David completed 10 years' service with HPA on 27 January. ■

Bicycle rack is built for nine

Joseph Street now has a nine-slot bicycle rack near the Customer Service Reception entrance.

Employees riding to work can feel their bicycles are safe as they work, protected from sun and rain.

The rack was suggested by Shelley Schwinn, Telesales Representative, and it earned an *Ideas in Action* award.

She hopes more employees will see cycling as cheap transport, a healthy occupation and a contribution, however small, to reducing air pollution.

"Of course, there is a precedent for HPA to use bikes. In California, HP has bought them for employees to cycle between close-by sites rather than drive," she says.

Shelley practices what she preaches . . . at least half the time. She shares a new bike with husband John.

When he cycles to work at Croydon, it's 27km each way and Shelley has the car. For her it's a 14km ride.

Shelley, from the States, says a Schwinn bike is to Americans what a Malvern Star is to Australians.

"Anyone who's anyone has a Schwinn," she says. "But I'm not one of those Schwinns, unfortunately."

Shelley has been visiting interstate offices to kick off the Telesales program. Her own first sale was to an Adelaide customer who told DSM Peter Hall, "One day she'll make an excellent sales person."

To which Shelley replied with spirit, "What do you mean *one day*? I'm already an excellent sales person."

Now orders come by fax from Adelaide marked, *HPA: Attention Shelley Supa-Sella Schwinn.* ■



• Shelley Schwinn . . . urges cycling for fitness and the environment.

RECYCLING: Twice their body weight is estimated to be the quantity of paper some office workers use and then discard in a year. How much in a career; how many trees pulped? Recycling makes se

Ideas in Action summary

Already it is the end of the first quarter of FY91 and we have been disappointed by the slow start to *Ideas in Action*.

Our target for the program for the full year is 450 ideas but so far only 39 have been submitted.

To reach our target, we now need to quadruple the responses of the first three months.

So please accept the challenge. TQC requires everyone, each in his or her work environment, to contribute to improvements that let us achieve better quality and increase our productivity.

It isn't the responsibility of just a few.

These are the statistics for the first quarter -

Support: 17 submissions; 11 *Ideas in Action* Pencil awards; 5 Bronze awards; 4 implemented.

Admin: 15 submissions; 9 Pencils; 6 Bronze; 7 implemented.

Sales: 6 submissions; 4 Pencils; 2 Bronze; 1 implemented.

Manufacturing: 1 submission; 1 Pencil.

Among the implemented ideas were those dealing with -

- Paper recycling;
- Local purchasing of discs;
- SMT communications;
- Additional notes on quotes, with focus on delivery.

Starting this month, this is the new awards structure -

- Pencil: 1-20pts.
- Bronze: 21-34 (\$25).
- Silver: 35-49 (\$50).
- Platinum: 50-69 (\$100).
- Gold: 70 plus (\$150).

Winner of the *Idea of the Year* award, judged by the SMT, will receive \$500.

Anne Foley

Quality Manager
(Admin)



Hills resound to sound of TCG commandos

Late last year, members of the NSW Technical Consulting Group swapped business suits and dresses for jungle greens, painted their faces and shouted wildly as they stormed obstacles, urged on by Duntroon graduates, at a commando training camp.

It was an off-site motivational activity with a difference, organised by NSW TCG Manager Jo Naylor with the help of AEDMs Ross Templeton and Laurence Fong.

Objects were to -

- Develop leadership and communication skills;
- Stimulate enthusiasm and commitment of team members;
- Develop team cohesion, morale and productivity;
- Manage conflict and overcome fears; and
- Develop co-operation.

After their work-out, no one itched to be dropped far behind enemy lines to paralyse a nasty foe. But they voted it an extremely enjoyable and instructive exercise.

And surveys done before and some weeks after showed a 20% improvement in participants' perception of leadership; 6% in communication; and 7.5% in teamwork.

'Productivity' was up 18.7% - "but the people, the tasks and the processes were the same," Jo says.

Everyone was medically assessed so that physical activities were not harmful. Tasks were set within their capabilities but involved some conquering of fear.

"One thing we learned was that some tasks, like abseiling and fording rivers, are impossible as individuals but become possible with the back-up of a team," Jo says.

The course gave her enthusiasm to add abseiling to the other recreations of scuba diving, camping and bush walking.

"Scuba diving is so exciting and challenging that it drives everything else from the mind," says the lady who has dived around Australia, in the Maldives and Vanuatu.



• Joeline Terrill: "Let me at it . . . but I'll need help."



• Commando Naylor



• Civilian Naylor

Jo joined HP as a graduate engineer at Redhill, south of London. She specialised in office automation and UNIX, sales development and product marketing.

Moving to Australia, she has progressed through office automation consulting to AEDM and now her TCG post. ■

Happy warriors



A cheerful Christmas

Sydney's Christmas luncheons continued to be generously catered for but Secretary **Susan Rocchi** felt they weren't quite the success of earlier years.

"Perhaps there were too many other pre-Christmas festivities," she wondered.

So she got approval from **Jim Watson** for her and Field Marketing Associate **Leanne Carroll** to share organisation of the end-of-year celebration in the North Ryde canteen and gardens.

Theme for all meetings

Jim Watson's Sydney staff meetings aren't scheduled for the same day in the month.

He likes to have a theme for each meeting and in February it was St Valentine's Day. The ladies received a red rose and the men a red-wrapped chocolate heart.

It was fun but Jim had a serious message, too . . . *you can think success or you can think failure.*

He instanced the tightrope walker who spent his life astounding audiences with his great skill. Then he fell to his death.

His wife revealed that for months he had feared he was going to fall that day.

"Concentrating on getting to the other side will get you there," Jim said. "In the midst of gloom and doom, positive attitudes will give success." ■

Twice a week, aerobics classes are conducted at North Ryde. **Leanne Carroll** takes one class and **Deborah Derriman** the other. Both have done instructor courses, are fully qualified to teach and are dedicated to the cause of offering their fellow employees an enjoyable path to fitness.



• Limbering up . . . Front: Deborah Derriman, Susan Rocchi and Vicki Hatzidis. Rear: David Chung, Michael Vogel, Rajeev Mitroo and Raj Dalal.

The thing they did differently was ask everyone to bring a gift for a disadvantaged child or food for a family.

"The response was thrilling; for two weeks the place was buzzing," Susan recalled. "Some gave gifts and money; those who had started holidays early left their offerings.

"The company donated \$250, the Social Club \$100 and employees another \$30. Barnardo's Australia was the charity which benefited.

"There was a great spirit of family around the buffet and the barbecue," Susan said. ■



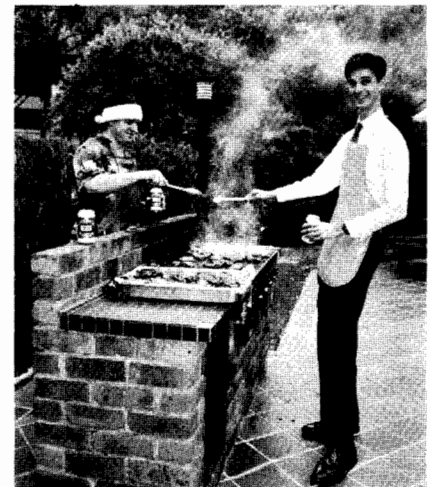
• Displaying the gifts . . . From left: Jim Watson, Leanne Carroll, Susan Rocchi, Stephen Finch, Beryl Johnson, Tina Johnson and (front) Andrew Cosgrove.



• Susan Rocchi . . . "place buzzed."



• Alison Bowles and Robyn Taylor . . . pleased with Valentine roses.



• Christmas cooks . . . Andrew Cosgrove and Peter Clift.



Education is a tough market

Once it was more or less left to customers to speak up if they wanted on-going instruction to make better use of their computer installations.

Today there is fierce competition among course providers, some not all that stable or reputable.

Brendan McAdam, HPA's Australian Customer Education Manager, has counted up to 50. They come and go so it is never clear who they are or what they offer.

"It's indeed a tough market but we are well served by the quality of our equipment, the fact that we know it better than anyone else and the unmatched reputation HP has for customer service," Brendan says.

Like the dentist reminding it's time for another check-up, the ACE team is pro-active in following up established and potential customers.

They know how long it takes after an installation for customers to be wondering if they are getting full benefit from their systems.

Not only from HP equipment but from that of other suppliers because ACE courses deal with all recognised industry standards.

"We don't suggest a course, any course, but advise which would be appropriate *now* and what it would lead to down the track, in six months or a year," Brendan says.

The ACE calls its offering *a curriculum of courses*.

The experience of the ACE is that companies which can afford to employ full-time managers for their information systems are achieving close to the potential of their installations but many smaller users would be lucky to better 40%.

Customers who get the most out of their equipment not only benefit from higher productivity but employees get greater job satisfaction when confident they are managing technology rather than it managing them.



• Brendan McAdam



TOP: (Left) Peter O'Shannassy
Ian Wallbridge
and Janine Browning



RIGHT: Joyce Thompson
and Barbara Evans

The ACE promotion kit sets out all the courses applicable to all HP product lines and a 12 month schedule of courses, dates and locations in Melbourne, Sydney, Adelaide, Perth, Canberra and Brisbane.

It gives a company the option of waiting for a course in its own city or deciding it is cost effective to send people to an earlier course interstate.

The length of courses varies from one day to 15.

Courses also help companies with the Government Training Levy.

Ian Wallbridge, in Melbourne, and **Peter O'Shannassy**, in Sydney, joined HPA as SE Instructors in 1988. Both brought professional teaching qualifications.

HPA technical specialists help with the courses. **Joyce Thompson** is Customer Education Co-ordinator in Melbourne and in Sydney **Barbara Evans** is Training Co-ordinator.

Janine Browning, after maternity leave (she had twins) has returned to North Ryde to work 20 hours a week as SR supporting ACE as well as the Technical Consulting Group. ■

Not only the sales force opens or closes deals but everyone in the organisation, not least those who manage switchboards and reception areas. Here are more faces to match with pleasant voices you hear when you ring Auckland, Wellington, Adelaide or Canberra.



• Joanne Palmer
Auckland



• Joan Baigent
Wellington



• Anna Leighton
Wellington



• Lorraine Skidmore
Canberra



• Ros Smith
Canberra



• Debbie Karr
Adelaide

Giving a helping hand

Finally we've tracked down John Who. The Good Samaritan who helped a lady in distress.

Juliet, wife of HP DM Terry West in Houston, wrote to *Measure* praising him but remembered him only as John. Her letter was passed on to *Depth*.

HPA's Johns are exceeded in number only by our Davids - and the John wasn't bragging about his good deeds. He thought it wasn't a big deal; anyone would have done the same.

But we're pleased to tell it was Sydney Medical FE John Davidson and this is what happened:

Juliet had been staying with friends who farewelled her at Mascot international airport and then left town on holidays. At the check-in counter, she was told one of her sons travelling on a New Zealand passport could not re-enter the US.

How was she to find accommodation and, just as pressing, alert Terry she had missed her flight?

Her phone call to HPA was answered by John Davidson. Would she like him to come to the airport? Did she need money? Accommodation?

As things turned out, her friends were contacted and were happy for her to use the house; but could he get word to Terry, who was travelling but she didn't know where.

John decided on overkill. He faxed and Desked Houston and New Orleans and phoned Terry's secretary when she arrived at work next morning.



• John Davidson

She guessed where he might be so John sent another fax. At last Terry was found at a hotel, he Desked a phone contact to John and Juliet was able to ring and discuss the problems. Immigration did relent and the family did get back to Houston intact some days later.

"How comforting to be in another country and yet be able to call a Hewlett-Packard office and get such kind co-operation," Juliet wrote.

John came to HPA in 1987 with experience as a hospital scientist in cardio-vascular units in Adelaide, London and Munich. He was at Royal Adelaide Hospital when he decided time was running out to get commercial experience.

"With HPA I've stayed with the ultra-sound fraternity and seen many more applications than if I'd stayed in Adelaide," he says.

He and wife Jill have two children. ■

In tough economic times, Northern Area CE Manager Pam Isaac is quite right in resisting calls, however jocular, for dustbin and broom to be added to tool boxes.

CEs fixed a recent computer breakdown by sweeping away the little messages left by a colony of mice.

"A one-off occurrence; request refused," responded Pam with commendable calm.

Pam came to Australia from South Africa. She had studied electrical engineering and business management at Natal University in Durban.

She was our first woman field CE, first woman CEDM and first promoted to her present position. ■



• Pam . . . no dustbins.



• This year six graduates have been recruited and, after induction last month, have taken up positions across the company. ABOVE (from left): Deborah Tueno (graduated from RMIT), Jung Goh (Monash University), Julie Walker (Melbourne University), Elissa Forbes (Melbourne) and Michael Petrie (Monash).



• Iveta Samulis (Melbourne University), who works at Abbotsford.



Personnel offers easy access

Restructuring and refocusing of Personnel resources are aimed at doing more with less in support of the Company's business goals and in greatly improving services to employees.

Not just in Australia and New Zealand but in HP entities around the world.

Some changes and their benefits are already visible but it will be a continuous ongoing process.

For HPA employees, services supplied by the Personnel Department are being made much more accessible.

For managers, there has been a re-emphasis of their responsibility for managing people and people-related programs.

Managers are expected to take ownership of major changes that impact people.

Personnel's role is to support managers in their leadership responsibilities and the changes reflect that.

Centralisation of Personnel resources at Blackburn means that inquiries can be handled by Personnel representatives specialised in the various services being provided.

The services include medical, superannuation, salary, profit share, other benefits, position plans, training, payroll, termination, transfers, recruiting, workers' compensation, PEs and staff purchase.

Personnel Services Manager **Ray Gerwing** would prefer a less hackneyed phrase but says that 'one stop shop' describes just what the Services group is.

"We try to handle inquiries, whatever the subject, on the spot," he says.

"As soon as the nature of an inquiry is identified, it is channelled to an appropriate specialist. If that person is unavailable to attend to it immediately, we have back-



• Ray Gerwing

Achiever

Service Co-ordinator **Kitty Aerts** was a 1st Quarter High Achiever "for her outstanding performance in handling her daily duties while training other team members on the new on-line processing in her area.

"At times she ran the CSO processing area single-handedly. Because of resource problems, she took it upon herself to work long hours to ensure CSO achieved their goals."



• Kitty Aerts

support who will log the call and a response will be given as soon as the issue has been investigated.

"We aim to turn around most inquiries well within 24 hours."

Personnel services can be accessed, with complete confidentiality, in various ways:

- By calling in person;
- By telephoning 2736;
- By fax to a dedicated Personnel number (03-898 7761);
- By mail; and
- By the newest contact facility - simply sending a request or inquiry by HPDesk to HPA Personnel (which will give a response within 24-hours).

But Ray urges, before contacting Personnel, that you decide whether there is good reason why the first approach should not be made to your own manager. ■

Births

- Emma, daughter of Chris and CE Graham Wood at Baukham Hills Private Hospital on 9 February (4423gr/9lb 12oz).
- Catherine Marie, daughter of Sonja and Compensation and Benefits Program Manager Ian Watts at South Eastern District Hospital at 4.50pm on 24 January (1729gr/3lb 13oz).
- Jade Danielle, daughter of Sue (formerly of Joseph St) and Canberra CE Bob Mittermair on 25 November (3714gr/8lb 3oz).
- Nicholas Philip, son of Frances and DSM Phil Moon at Cabrini Hospital at 5.23am on 10 December.
- Daniel Leslie, son of Trisha and Sydney CEDM David Burgess at Sutherland Hospital, Caringbah, on 18 February (2991gr/6lb 9oz).

Married

- Elizabeth Fennell, Logistics Specialist, and CE Paul Schroeter at Queens College, Melbourne University, on 12 February.
- Fiona Wiseman, Systems Administrator and David Atkins at St John's Anglican Church, Toorak, on 24 November.
- Craig Clements, Adelaide SR, and Paula Stevenson at the Sacred Heart Chapel, Brighton, on 17 November.
- Deborah Derriman, Sydney Secretary, and Peter Taylor at Outlands House, Dundas on 1 March.



• Craig and Paula

Moving again

Adelaide, like Brisbane, is making a 1991 change of address after nearly 16 years at 153 Greenhill Park, Parkside.

On Anzac Day, if refurbishing is to schedule, the office will move to 191 Fullarton Rd.

Like the old office, it overlooks attractive parkland and is close to Victoria Park Racecourse and the Grand Prix circuit.

In fact, Fullarton Rd is the eastern boundary of the park and Greenhill Rd is the southern.

Also like Brisbane, HPA will enjoy a ground floor positioning.

Equipment and tool kits can be moved on one level just a few paces from where trucks unload and engineers have reserved parking.

Branch Sales Manager **Graham Barnes** and Branch Office Administrator **Angie Marshall** are organising the office layout, furnishings and the physical transfer.

When Depth looked at the unfurnished facility in late February, it looked like a paddock but Graham and colleagues were looking forward to a much more efficient facility.

The Fullarton Rd premises are a far cry from HPA's first Adelaide office - a converted fruit and vegetable/fish and chip shop in Churchill Rd, Prospect.

John Williams, now retired, was the manager who with **John Warmington** found the Greenhill Rd premises and opened the office there on 4 July, 1975.

□

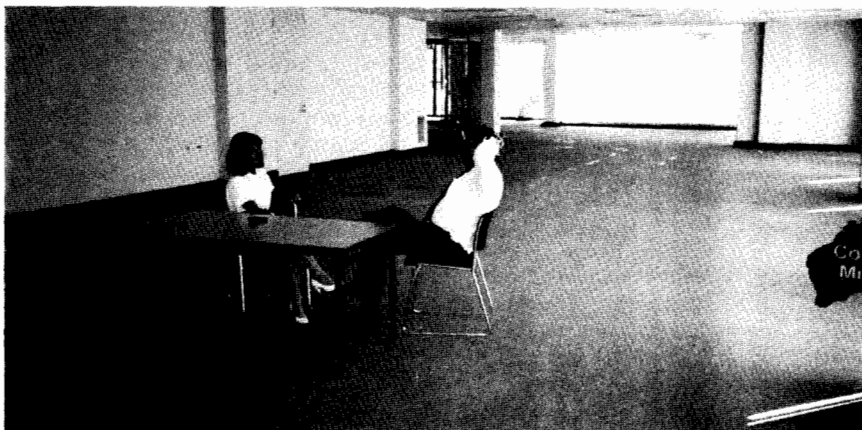
Graham was a member of the University Graduates hockey team which won the premierships last year and he's in serious training to help defend their title.

His team had gone through a long drought and they don't want another wait in the wilderness.

Graham plays alongside two members of the Australian team which won an Olympic silver medal at Montreal in 1976 - Trevor Smith and Steve Marshall (who is married to Angie).



• IIPA will occupy the ground floor of 191 Fullarton Rd . . . office area to the left and meeting rooms to the right, with the reception area between.



• Bailiffs have repossessed the furniture? Not a bit of it. Graham and Angie have an on-site talk about furnishings, the allocation of parking spaces and logistics of the move.

Manon Strachan, originally from New Zealand, has just completed her third year in Australia and first year with HPA in Adelaide as Sales Secretary.

In NZ she was a secretary with Computerland, an HP dealer, so was familiar with most of the product range when she joined HPA. ■



• LEFT: Manon . . . recreation is tennis . . . ambition an Australian driving licence.

• RIGHT: Angie produces key for a look at new premises.



The dreaded



The word 'audit' evokes a variety of emotions ranging from diffidence to paranoia.

Those directly involved or, to put it another way, on the receiving end generally experience a heightened level of tension immediately before an audit; and typically the adrenalin will flow until results are known.

Then the emotional experience may be elation or despair.

What is it about an audit that fills some people with fear? After all, audits are relatively commonplace activities. In our Region, in the past year, both HPA and HPNZ have experienced Tax Audits, External Audits by Price Waterhouse and, of course, the friendly Internal Auditors have paid both a visit.

Probably the 'fear' is fear of the unknown. What will they find? Or as many believe, "people will be looking at our work and criticising it."

But there is no doubt life can be uncomfortable for responsible managers when an entity performs poorly. Internal Audit is a serious business at HP; our reputation for the highest level of ethics, controls and management practices wasn't won easily.

The Internal Audit function acts as a feedback loop to ensure our standards are maintained.

In terms of the continuous process improvement model, the audit represents the 'check' part of the plan-do-check-act continuum.

Audit results are given extremely high visibility. They are submitted to Executive management, as well as

Group and Sector managers, so that the most senior management group within the company is able to view a report on whether proper business controls have been established and maintained at each entity.

To ensure a 'dispassionate view' of the audit function, a committee of the Board of Directors is set up, consisting of non-executive or outside directors. This group monitors audit performance and ensures action plans are in place to correct deficiencies.

I have been involved in many Internal Audits. Looking back, a number of observations can be made.

Firstly, the audit team are not 'out to get you.' They actually audit an entity against controls and procedures established by the entity management.

We cannot, therefore, argue that the procedure is 'antiquated' or 'doesn't make sense'. It is clearly within our capacity to change it.

Secondly, auditors try to audit performance against controls and procedures over a sustained period. It becomes quite obvious when 'window dressing' or 'eleventh hour' preparation has been made.

Last year New Zealand was audited against area of business controls and rated Acceptable in 37 and Unacceptable in 2.

In Australia, three audits were conducted in our Manufacturing operations, Sales, Support and Marketing operation and the Headquarters function, which includes Accounting, Treasury and Information Technology.

Of 58 areas audited, 56 were Acceptable and 2 Unacceptable.

Our challenge now is to maintain or improve current high standards standard.

Thirdly, processes considered 'clean' by the team in terms of controls and follow-up are, in my experience, inevitably those which are the most efficient and productive; and in the end provide the highest degree of customer satisfaction.

It is a myth, therefore, that the audit function or good business controls impose some extra burdens on the organisation. Productive processes which don't break usually have the appropriate level of controls built in.

Reed Malleck, Asia Pacific Audit Manager, has established a Vision

• Bruce Thompson

Region
Adminis-
tration
Manager



and Goals for the audit function and has written:

VISION: The draft vision statement contains the key phrase, "contribute to HP's competitive advantage."

This is the essential responsibility of the function. The challenge is to create a business controls structure and process (including the audit process) that makes the Vision of providing a competitive advantage a reality.

To have HP Management at all levels perceive the process as value-added (i.e. competitive advantage) is an important part of this challenge.

The concept implies that -

- Good business controls are a fundamental element of achieving good business performance. They are integral to business processes, not superimposed, an extra burden.

You can picture when an organisation is well-defined, when procedures are clear, are updated and responsibilities are understood; it frees up people to do their work with confidence in their decision-making.

- The controls are relevant.

To the extent that we have to conform to policies or practices that are meaningless or even harmful, we erode the organisation's ability to be effective in business. Adhering to controls is a means to business success, not an end in itself

GOALS: With respect to increasing effectiveness (i.e. providing a competitive advantage) and efficiency (of Internal Audit itself and of HP entities), we have two areas of opportunity -

- The first is in improving our own productivity through more accurate targeting of risk, localised audit programs and use of tools (computer integrated audit) to apply our resources more accurately. We need to improve cost effectiveness like everyone else in HP.
- The second is in assisting operating entities through increased sharing of best practices, increased consultancy and a stronger role in ensuring that policies are relevant and dynamic as we move through time.

These opportunities are contained within the ongoing charter to ensure the control process is functioning properly at HP entities. ■