



# Measure

For the men and women of Hewlett-Packard / NOVEMBER 1968



Two magnificent cities dominate the Australian scene, Sydney, with more than 2.5-million people, tends to be modern, aggressive and lively; Melbourne, with just over 2-million population, is more conservative and quiet, but still a center of dynamic growth.



# AUSTRALIA



## the new

# New World





Keeping up technically and in salesmanship receives special emphasis on training and exchange. Efforts include seminars by such visitors as F & T's Jack Klinger, photo at right, concerning nuclear products; also missions such as Derek Barlow, sales manager, recently made to other parts of HP organizations. Barlow, above right, confers with Walt Robson, Corporate Training TV production chief, on the use of videotape unit.



A is for Australia. That's as good a way as any to begin describing this land, the only country that's also a continent, the oldest geological expanse that is also one of the world's newest industrial centers, a living museum of prehistoric men and animals that is fast becoming a frontier for science and technology.

Contrasts seem to come naturally to Australia. A huge country equal in size to the 48 states of the U. S. mainland, it supports a population of under 12-million people who congregate in areas representing only about five percent of the land. Yet Australia is among the top 12 trading nations of the world. Along with the world's largest sheep population at 157-million head, it also is the largest producer of lead, and one of the big four wheat exporters. The Australians and their New Zealand neighbors are among the most fully protected people in terms of life-long social security, yet they are noted individualists with a capacity for adventure and challenge that far exceeds their numbers.

On the economic and industrial frontiers in particular, great changes have become suddenly visible in almost all directions. The Outback, for example, once the haunt of the lonely prospector, is being scoured intensively by modern geophysical teams seeking more of the iron ore, bauxite,

lead, copper, natural gas and oil that have been uncovered in vast quantities. Major sections in a "round Australia" telecommunications system will be completed during the next two years, linking the continent's widely scattered settlements in one network some 20,000 route-miles long. A population surge, greatly accelerated by a massive immigration program, has fostered a building boom in housing, schools, universities, factories, hospitals, research programs, offices, government projects, and recreational facilities.

To meet these needs, Australia has more and more had to call in modern technological methods. One result is that the area, including neighboring New Zealand, has become one of Hewlett-Packard's fastest growing markets. In fact, the sprinter's pace of sales growth experienced there in the past few years has left HP Australia Pty. Ltd. just a little breathless trying to keep up. John Warmington, general manager of HP Australia, took note of some of that experience for MEASURE:

"We've had a number of challenges to face since the HP portion of the Sample distributing organization was acquired in July last year to become the nucleus of HP Australia. There was first the problem of covering this huge continent out of offices in Melbourne and Sydney.

*(continued)*



# AUSTRALIA



Strong emphasis on development of natural resources, such as petroleum project at left and, above, the Snowy Mountains hydroelectric scheme, is helping transform Australia from a largely agricultural producer into a diversified economy with a high degree of sophistication. That change underlies the rapid growth of HP Australia.

“Since then we’ve established new offices in Adelaide and Wellington, New Zealand. Early next year we will be opening an office at Perth, and later we expect to open branches in Brisbane and Canberra.

“The biggest challenge has been in the recruiting and training of people. Some of the original staff, which numbered 27 people, had experience in the electronics field. But entry into the medical, chemical and data handling disciplines has been an entirely new venture. Meanwhile sales have gone up more than four times their 1964 level. As a result, we now have 44 people and probably will reach 60 by the end of 1969.”

Some of the problems of selling in a boom market were described by Derek Barlow, sales manager, who came to the organization from New Zealand two years ago:

“Just the problem of stock can be difficult — it’s practically sold immediately. Or, take salesmanship. Although we are now completely oriented to the HP corporate approach of doing business, when we became an HP operation there was naturally some lingering heritage of the ‘agent’ — of non-technical sales representation. On the other hand, some of the technical people we brought in to counter this were not sales oriented. So we’ve had to work it out from both directions by emphasizing the selling approach and intensifying our technical capabilities.”

The need to do this sort of thing, even when the market seems to be on the boil, becomes clear when certain other factors are examined. For one, there is no shortage of

competition from both imported and domestically produced instruments. For many sales, HP Australia has to bid against local products protected by tariffs and duties that raise the price of importation more than 45 percent over list price. In addition, most of the corporation’s traditional competitors from the U. S. and Europe are represented in the Australian market.

Still, there is solid ground for optimism, even though it is unreasonable to expect that the spectacular sales growth rate of the past decade will continue indefinitely. During a recent visit to Palo Alto, Barlow stated that “Australia is ready for the scientific computer and the calculator. Our major customers are becoming very systems oriented, and that’s what we have to be alert to in our planning for the future. Our growth record to date has been based on being there with the right instrument — many new instruments — at the right time.

“At the moment we are participating in a proposal to computerize highway lighting controls. We have other prospects for these instruments among both our traditional and non-traditional customers — including a big pipeline engineering concern. We will also be installing some very sophisticated patient monitoring systems. At Royal Adelaide Hospital a special building will contain our most advanced equipment linked to a computer.”

Although the marketing responsibility of HP Australia extends from Melbourne headquarters some 3,000 miles west to Perth, 3,000 miles north to New Guinea, and



International and local manufacturers provide stiff competition for HP products in Australia. But by meeting needs for new instruments, such as calculator indicated here by Malcom Kerr, and instruments such as 180A scope under Don Simmons' hand, sales have soared for past ten years. Both men are field engineers.



More room to accommodate fast growth of HP Australia occupies Barrie Sutton, business manager, John Springhall, service, and John Warmington, general manager.

another 3,000 miles east beyond New Zealand to the Fiji Islands, there is no feeling in the organization that distance is **any** particular problem. Air service is good, and taken for **granted**. Highways in the heavily settled east are up to international standards. Sales offices are being located strategically with respect to population and market centers.

Indeed, Australia in its major metropolitan areas bears a striking resemblance to cities of North America or Europe. Traffic and parking are the same pain in the neck here — so far — no smog. Urban congestion and suburban sprawl are prevalent. High-rise construction dominates the horizons. And an evening in Sydney or Melbourne now can be quite cosmopolitan and complete, thanks in part to the recent relaxation of pub licensing hours and to the very evident influence of New Australians — the hundreds of thousands of Britons and Europeans who have made Australia their home in recent years.

Some of that influence is seen in the HP organization which contains people from at least eight countries outside of Australia and New Zealand. They are there for the same reasons that more than 100,000 people from almost all parts of the world each year pack up their dreams and head down under.

And in its own quiet and constructive way, Australasia is providing these people with all the challenge — the chance to **grow**, the new life, the freedom from traditional barriers, the most horizonless frontiers — that any modern pioneer could hope for. □



Hewlett-Packard New Zealand, Ltd., a subsidiary of the Australian company, exhibits here at the annual electronic convention. Don Watson of Wellington office discusses 180A scope with visitors.



With data processing, medical and analytical markets growing rapidly on top of traditional electronic market, service responsibilities have mushroomed in Australia as elsewhere. Data acquisition system is tested by Graeme Brown, below; other instruments are checked at Melbourne office by Bruce Marsh, left, and Walter Buturlin.

