

Hewlett-Packard Australia



Creating the future

A world leader

The Hewlett-Packard Company is a leading global manufacturer of products for measurement computing and communication – and a major provider of services.

With its world headquarters in Palo Alto, near San Francisco, Hewlett-Packard has more than 112,000 employees in 120 countries, and a global revenue of around \$US40 billion.

Widely recognised for excellence in innovation, quality and support, Hewlett-Packard was founded in 1939 by two college friends, Bill Hewlett and Dave Packard.

The company began by making simple electronic components in a rented garage in Palo Alto. Its first major sale was an audio oscillator to Walt Disney who used it in the making of the animated feature film *Fantasia*.

Today, Hewlett-Packard manufactures more than 26,000 products including market-leading PCs, laser and inkjet printers, Open Systems computers, electronic test instruments, analytical products and electronic medical equipment.

These products, together with Hewlett-Packard's associated services, have made a positive contribution to industry, business, engineering, science, medicine and education.

Overall, Hewlett-Packard has 600 offices around the world with 52 separate research and manufacturing facilities in 18 countries.

A world leader

Hewlett-Packard's purpose:

To create information products that

accelerate the advancement of

knowledge and fundamentally

improve the effectiveness of people

and organisations.

30 years in Australia

Hewlett-Packard has a tradition of commitment to Australia going back more than 30 years.

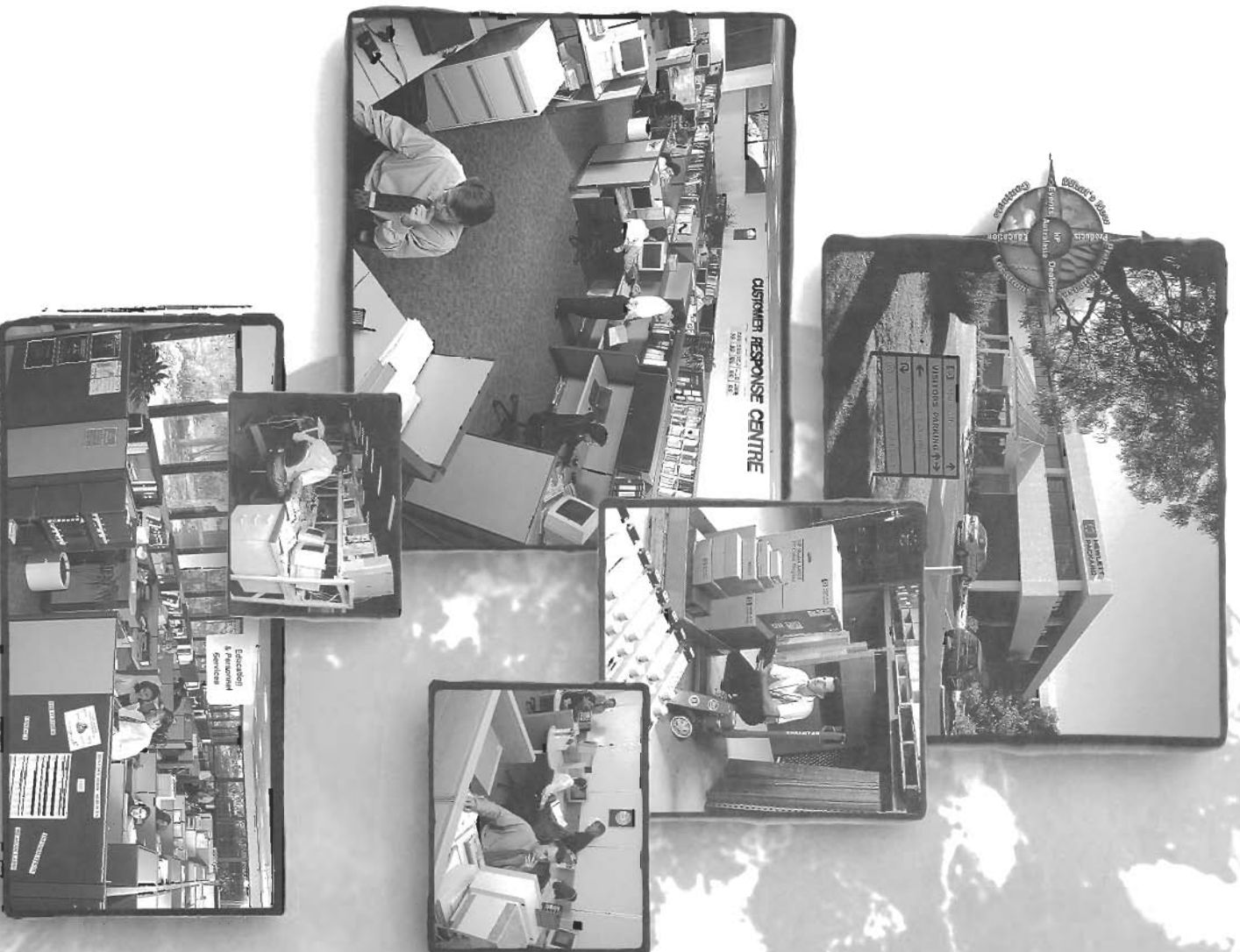
Our first products, mostly test and measurement equipment, were originally sold through a Melbourne-based distributor. As customers increased and the Hewlett-Packard product range grew, Hewlett-Packard Australia Limited was established in Melbourne in 1967 as a wholly-owned subsidiary of the Hewlett-Packard Company.

Today, Hewlett-Packard Australia operates in all Australian mainland states and in New Zealand through a subsidiary, Hewlett-Packard (New Zealand) Limited. The Australian head office is at Blackburn, on the outskirts of Melbourne, while the New Zealand operations are managed from Wellington.

The primary purpose of HPA is to market, sell and support the full range of Hewlett-Packard products. There are almost 1,500 employees in Australia and New Zealand, and in 1996 total annual revenue was approaching \$A1 billion.

Hewlett-Packard Australia is also an active exporter of Australian-developed products and technology for Hewlett-Packard customers around the world.

Altogether, overseas sales of Australian-developed Hewlett-Packard products total more than \$A100 million a year – making Hewlett-Packard one of Australia's largest high-technology exporters, with an annual export growth of over 40%.



Australian solutions for the world

Hewlett-Packard is a company that believes totally in the value of research and development.

As an innovator and leader in the high-technology industry, Hewlett-Packard globally spends around \$US3 billion a year on R&D, and 60% of its sales are generated by products released in the previous two years.

Products invented and developed by Hewlett-Packard include:

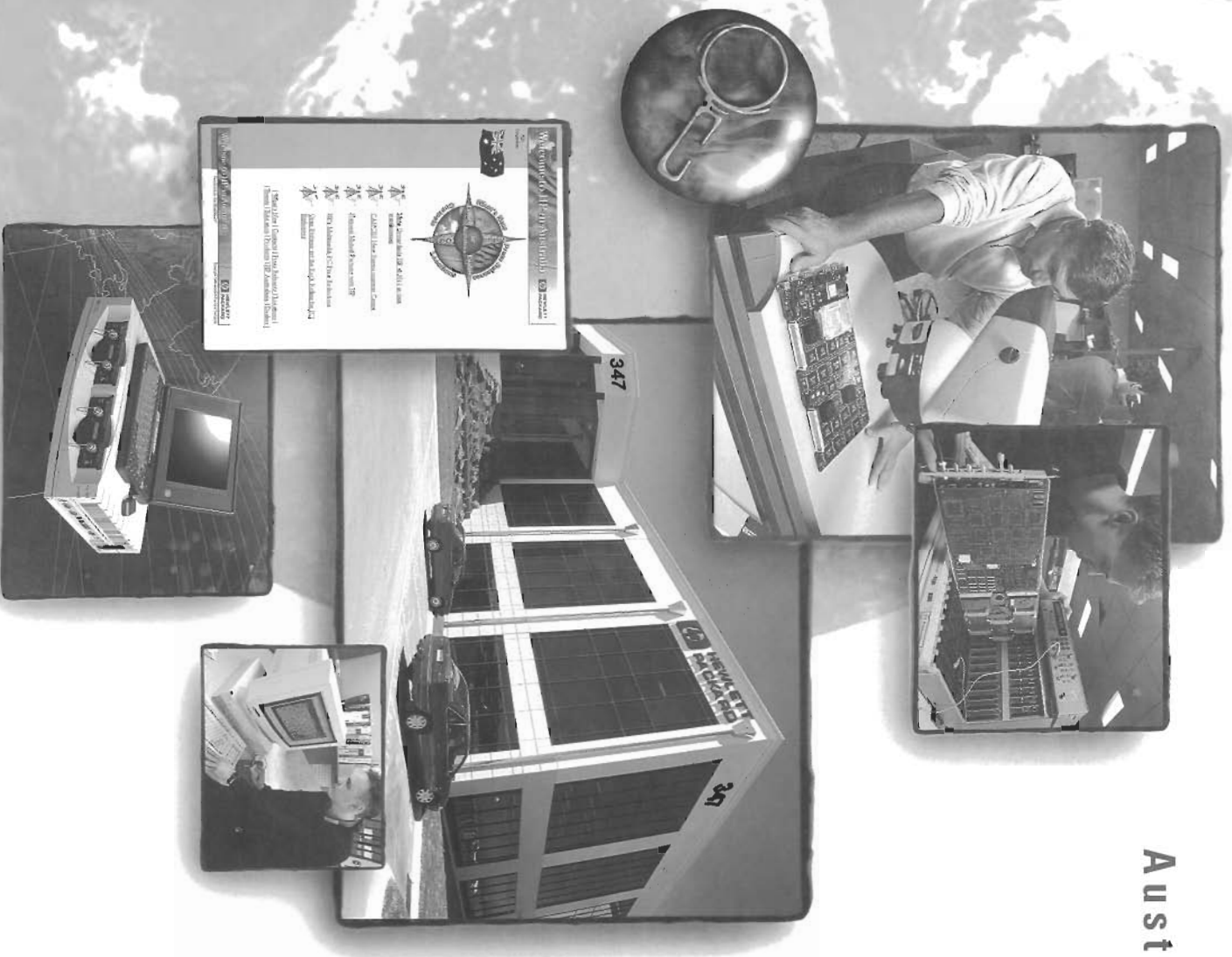
- Hand-held calculator
- Inkjet printer
- Palmtop PC
- Personal laser printer

Looking to the future, Hewlett-Packard Australia recently opened a \$10 million telecommunication research and manufacturing facility at Burwood in Melbourne.

This facility, which employs 120 people, designs and supplies more than 90% of the world's broadband network test equipment and is a vital link in Hewlett-Packard's global operations.

The growth and success of the Burwood telecommunications facility has reinforced Hewlett-Packard's commitment to recruit from local universities and industry.

Young Australians are now playing a leading role in the development of Hewlett-Packard products that will take the world into the 21st century.



Measurement, computing and communications

Hewlett-Packard has a worldwide reputation for the quality, reliability, performance and value of its vast range of products which broadly fall into three areas:

- Measurement
- Computing
- Communications

Hewlett-Packard is No.1 in the world in printers, No.1 in electronic test and measurement equipment, No.1 in patient monitoring systems, No.1 in communications test equipment, and through Hewlett-Packard OpenView, No.1 in integrated network and systems management.

In Australia, Hewlett-Packard operates through a number of business units. These are organised within global divisions and include:

- Computer Products
- Test & Measurement
- Chemical Analysis
- Customer Support
- Computer Systems
- Medical
- Components

Across Australia and New Zealand, these business units bring quality Hewlett-Packard products and services to governments and corporations; to medicine; to small business; to the home; and to telecommunications, engineering, industry, science and education.

Hewlett-Packard computers, large and small, bring improved business communication through the efficient management of information ... while laptops and palmtops bring greater freedom and accessibility to users.

Major hospitals in Australia and New Zealand use Hewlett-Packard patient monitoring equipment, and you will find our test and measurement equipment in laboratories, factories and television stations.

In the home, we have introduced the Pavilion range of personal computers.

Hewlett-Packard printers remain the market leader, with a constantly expanding and improving range that includes high-speed network lasers and reliable, low-cost colour inkjets.

For improved office efficiency, Hewlett-Packard has also developed all-in-one devices that combine various functions including faxing, printing, scanning and copying all in the one unit.

The latest information on all these products is available through our internet sites:

International – <http://www.hp.com>

Australia – <http://www.hp.com.au>

6mm Ø TUBE AHEAD SUSPENSION
 BY MECHANICAL SUB-COMPA
 NOMINAL 200mm SPA (GHS)

3 COMPARTMENT ELECTRICAL
 SUPPLIED BY ELECTRICAL
 CONTRACTOR, MECHANICAL
 CONTRACTOR TO DRILL C
 HOLE IN BOITOM & INST
 FITTED IN SECTIONS LA
 ELECTRICIAN AND CONTRACTOR
 TIGHTEN CABLE INSTALLATION
 SALCOM SEAL BETWEEN DUCTS

FINISHED SLAB



NOTE:



DUCT
 WITH CEILING
 FULL HARD

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The HP way

From its earliest days, Hewlett-Packard has been a great place to work. Today, it remains one of the world's most admired companies.

Hewlett-Packard has been named *Performer of the Year for Corporate Performance* by *Forbes* magazine, and "one of America's most-admired companies" by *Fortune* magazine.

The company was founded on a unique set of corporate objectives and values known as *the HP way* – which continue to provide Hewlett-Packard and its people with a competitive edge in the constantly changing global environment.

The HP way offers a set of values to employees to help them meet their objectives, and to guide their behaviour in dealing with each other and with customers.

Hewlett-Packard has always aimed to be "the best place to work" for all employees. We achieve this by creating a flexible, inclusive environment which attracts and retains highly-talented people – and enables them to develop and contribute to their full potential.

Overall, Hewlett-Packard works with its employees in three main areas:

1. Diversity – To ensure that all segments of our diverse workforce are fully valued and included
2. Development – To foster and support a philosophy of continuous, life-long learning
3. Work/Life Balance – To help employees balance the increasing demands of work and other life activities consistent with our business needs

In Australia, Hewlett-Packard has long recognised the importance of maintaining a balance between work and family, and recently the company was awarded a national corporate award for this commitment.



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Creating the future

For almost 60 years, Hewlett-Packard has believed in creating the future. It is our belief that new products will fuel our growth, and improve the effectiveness of people and organisations around the world.

The Hewlett-Packard

For Hewlett-Packard, our people are our future. People who are dedicated to developing quality products and services for our customers today, and tomorrow.

Australia commitment:

In recent years, Hewlett-Packard has undergone a global series of structural changes which have resulted in a tighter focus on:

- innovation
- customer satisfaction
- improved productivity
- faster responsiveness

To become one of the most admired companies in

In Australia and New Zealand we are also changing ... constantly looking at how we can improve the way we do business.

Australia and New Zealand for customer satisfaction.

Australia is now the headquarters for Hewlett-Packard's Asia Pacific Finance and Remarketing organisation ... and for Asia Pacific Training.

Australia and New Zealand for customer satisfaction.

Melbourne is also part of a 24-hour, world-wide customer response centre and we have expanded the capacity of our customer call centre to meet the demands of our growing customer base.

Australia and New Zealand for customer satisfaction.

Hewlett-Packard Australia is also increasingly providing outsourcing support for customers which allows them to establish the right mix of internal and outside resources to meet their individual needs.

Australia and New Zealand for customer satisfaction.

After more than 30 successful years, Hewlett-Packard Australia faces the future with growing confidence ... and with a commitment "to become one of the most admired companies in Australia and New Zealand for customer satisfaction."





Head Office Melbourne:

31 - 41 Joseph Street
Blackburn, VIC 3130
Australia
Telephone: (+61 3) 9272 2895
Fax: (+61 3) 9898 7831
National Toll Free: 131 347

Adelaide

"Offices on the Park"
8 Greenhill Road
Wayville, SA 5034
Ph: (National Toll Free) 131 347
Fax: (+61 8) 8537 9589

Sydney

17-23 Talavera Road
North Ryde NSW 2113
Ph: (+61 2) 9950 7444
Fax: (+61 2) 9888 9072
National Toll Free: 131 347

Perth

Herdsmen Business Park
66 Hasler Road
Osborne Park WA 6017
Ph: (+61 9) 441 8000
Fax: (+61 9) 242 1682
National Toll Free: 131 347

Canberra

Thynne Street Fern Hill Park
Bruce ACT 2617
Fern Hill Technology Park
Bruce ACT 2617
Ph: (+61 6) 274-3600
Fax: (+61 6) 251 6948
National Toll Free: 131 347

Brisbane

50 McDougall Street
Milton QLD 4064
Ph: (+61 7) 3858 2222
Fax: (+61 7) 3369 6280
National Toll Free: 131 347