

# depth

No. 7 — JAN. 1973  
For the Australian  
New Zealand staff  
of Hewlett-Packard



# THE TIMES THEY ARE A' CHANGIN'!

## NEW FACES

The title of the song "The times they are a-changin'" is certainly applicable to Hewlett-Packard at the moment. Since the last edition of "Depth" appeared many of us have found ourselves in new offices and working with new people.

Since May we have had a total of nineteen people leave the HP Australasian operation and a total of forty people have joined us. This represents an increase of twenty-one people on our payroll or growth rate of three people per month — a truly astonishing figure indicative of the company's expansion.

Two of the people to whom we have said farewell have not really left us as they are still with HP. Both Tony Abbis and Mal Kerr have left us on promotion and have taken up senior positions with HP Intercon. We extend our heartiest congratulations to both.

## STAFF WHO HAVE LEFT HP.

Alan Darbyshire	(Melbourne)
Allen Wright	(Sydney)
Val Cox	(Melbourne)
Sue Gersbach	(Melbourne)
Frank Jensen	(New Zealand)
Margaret Brookman	(Melbourne)
Gill Bennett	(Melbourne)
Angela Mucheski-nee Addison	(Melbourne)
Pam Gillam	(Melbourne)
Lesley Frikka	(Melbourne)
Jacquie Stephens	(Melbourne)
Jenny Shoe-nee Wallace)	(Melbourne)
Margot Tomlins	(Melbourne)
Graeme Brown	(Melbourne)
Tony Abbis	(Sydney)
Mal Kerr	(Melbourne)
Ronnie MacCormick	(Melbourne)
Tom Sopko	(Sydney)
Pat Donnelly	(Melbourne)

## STAFF JOINING HP.

John Antonello	(Melbourne)
Melva Mackay	(Sydney)
Jan Floyd	(Sydney)
Mike Stevens	(Sydney)
Doug Peckover	(Sydney)
Michael Mallalieu	(New Zealand)
Susan McLean	(Melbourne)
Bob Degotardi	(Sydney)
Bruce Graham	(Melbourne)
Dianne Lechte	(Melbourne)
Kevin Stapleton	(Melbourne)
Annette Morgan	(Melbourne)
Alan Thompson	(Sydney)
Miriam Higgs	(Melbourne)
Jackie Campion	(Melbourne)
Terry Best	(Melbourne)
Irene Bay	(Melbourne)
Jim Bridgman	(Melbourne)
Peter Van Schilt	(Melbourne)
Tricia Van Zelm	(Melbourne)
John Rossi	(Melbourne)
Les Clarke	(Melbourne)
Herbert Scherwath	(Melbourne)
Norma Lepp	(Melbourne)
Millie Stathis	(Melbourne)
Christine Howard	(Melbourne)
Tony Hall	(Melbourne)
Adrian Farrell	(Melbourne)
Michael Duffy	(Adelaide)
Bruce Ibbotson	(Brisbane)
Klaas Mickleson	(Melbourne)
Nolan Tyrrel	(Melbourne)
Christine Armstrong	(Sydney)
Warren Spry	(Melbourne)
Harold Norrie	(Sydney)
Judith Perry	(Sydney)
Tom Baird	(Canberra)
Madeleine Popper	(Melbourne)
Mary Lyster	(Melbourne)

## NEW PLACES

As usual things are really moving in Hewlett-Packard Australia. Recently the "things moving" were desks, filing cabinets, typewriters and all the paraphernalia associated with office work.

On July 15th the Sydney branch of HP moved into spacious new premises at 31 Bridge Street, Pymble. The new building has a large Marketing Department, a bigger Service Department and provision

for two Seminar-Training rooms and a Data Centre to be incorporated at a later date.

The Marketing Department which occupies the entire top floor is most attractive and comfortable. It is fully carpeted, well-lit and air-conditioned. The open-planning concept has been followed keeping partitioning to an absolute minimum and this combined with the large window area, makes the office a spacious and pleasant setting in which to work.

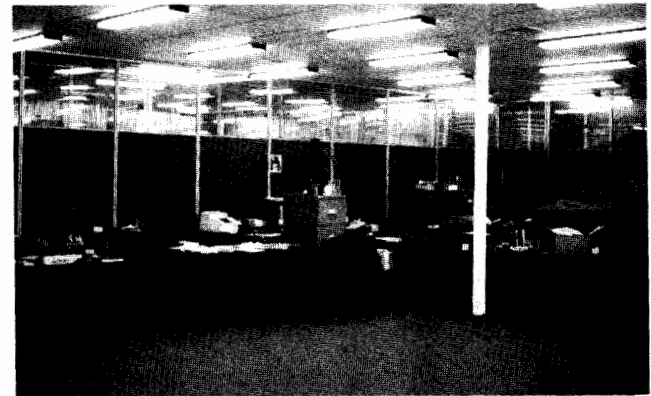
Things have been moving in Melbourne too. The increase in business and staff at the head office led to a critical shortage of space at the Weir Street address.

To alleviate the situation and provide better customer facilities it was decided to move most of the Sales Department to a new office. Spacious and attractive premises have been leased at Prospect Hill Road, Camberwell. These are now occupied by the sales staff of the E.P.G., Calculator and Medical/Analytical disciplines.

As a result of leasing the new office it has been possible to provide much-needed space for the warehousing and service sections.



*The Big Shift — Jim Creed and Marg Timmins.*



*Camberwell Office Melbourne.*



*Jackie Campion, Jim Bridgman and Terry Best.*

## JUNGLE DRUMS

The Electronics Product Group has undergone another slight move around within the Prospect Hill Road office. The whole Company seems to be expanding at such an incredible rate that we are now squashed up more than ever, with everyone sitting almost in each other's laps! Roll on Blackburn office!

Within the section itself we have had only one change since our last report. Mary Lyster left us late in August to become a lady of leisure and to marry David Sexton in mid-September. We wish them both all the best in married life.

Rosalie Sutton joined us in early August. Rosalie lives way out in the bush at Mooroolbark and as a result sometimes has troubles with train services getting to and from work. Despite this, she was first to arrive at work on the morning she first made John Warmington's acquaintance. John made one of his lightning visits to Prospect Hill Road at 8.50 a.m. on a Friday morning and found Rosalie, locked out, sitting on the front doorstep. Rosalie, being a good HP secretary, asked John if he had an appointment with one of the Field Engineers. It didn't take long for her to find out who he was!

Iris Smith took a week off as a holiday but did not go away. Unfortunately, shortly after she returned she had to take another week off on sick leave. We are glad to have her back and in good health once again.

Down Frankston way the soil is being turned over for yet another new house for one of our staff. This time it is Sue McLean's new home being built. Sue feels that their house in Camberwell has been leaking too much, and so in future will possibly be found watching the new house go up brick by brick.

Building things seems to be the 'in thing' to do — John Bieske has recently finished and filled a 12000 gallon swimming pool, and Tony Cookes is building a swimming pool complete with lawns and a general purpose entertaining area. John is very involved in Apex Club activities. He was until recently Senior Vice — President and now holds the offices of Action Director and also Sergeant At Arms which we suspect stands for Chief Stirrer, a position he should hold down well! John has done an extremely good job for HP this year as well.

Tony Cookes has joined 'the jet set' and globe-trotting seems to be one of his major activities. He has recently been to the E.P.G. Management Meeting at Palo Alto for the setting of quotas, and came home via England where he rejoined his wife and children who had been visiting both their families.

Adrian Farrell has had some excitement too — he recently came out of his house to find that the car he had left in the driveway had vanished! It turned out that his young son Damien had climbed into the car, and in playing with the controls, had released the handbrake. The car had rolled backwards out of the drive and on down the road. Fortunately nobody was hurt. Adrian, Maureen and family have now moved into a new home out at Boronia.

Our esteemed Staff Engineer, John Antonello, has also bought himself a home. John now lives in his own house at Ringwood and claims it is one of the cosiest bachelor pads around. Our other bachelor, Max Biggins, is busy cleaning Gidget's bottom (for the nasty minded, Gidget happens to be his boat!), in anticipation of a good summer's skiing. Even now, Max can occasionally be seen mourning Collingwood's defeat in this year's Grand Final.

Ron Hodgson, John Bieske and Don Simmons have all been on leave since our last report. Ron and his family headed for the northern coast of N.S.W. to do a little fishing. Ron tells us they caught enough to last them for every meal for three weeks after their return — but not a single fin or scale was seen in the office, so we suspect it's all just a fishy tale.

John and Noeleen Bieske headed a little further north — to Surfer's Paradise and both came back beautifully tanned.

Don Simmons was perhaps the most adventurous of all — he went away caravanning with his son and a friend and left his wife at home so NOBODY could restrain them! They toured around northern Victoria keeping just ahead of the floods and finished up skiing at Falls Creek.

Vic Bunze from Colorado Springs visited us in September and a party was held at Don Simmons' home. Things were really jumping by the end of the evening — it was just as well the house had just been re-blocked! Another visitor was George Cobbe from HPIC who attended the E.P.G. Staff Meeting held at Mount Buller. We enjoyed having both of these guys and hope it will not be too long before we can have them back.

## THE SYDNEY SCENE.

Things are moving in Sydney again; over the last few months we have had more people coming than going, with three additional staff in the Calculator group.

**Sue Hennessy** is our new Pocket Calculator Staff Assistant. Her background in the Public Relations field has proven a great asset in selling our hand-held calculators.

**Roger Brownlee** is now our Applications Engineer and replaces Peter Hertner who left H-P earlier this year. Roger's background has been in the interesting but rather limited field of Cosmic Ray Physics and he has a Ph.D. in this subject. Roger was on the staff at Sydney University prior to a sojourn at Leeds University pursuing this line of

research.

A major move has occurred in our office; the Calculator group has been banished from the marketing office on the top floor, and are now occupying their own suite on the second floor. With the rate of expansion of this particular group, we are wondering how long it will be before the Calculator group takes over the entire building.

Those who visit the Sydney office will also notice a change in the display and seminar areas. These have been carpeted and a concertina door has been installed to allow division of the available space into two separate areas. We have also made use of three display stands and these, plus a representative selection of our demonstration equipment, provide an interesting and pleasant customer area.

One of those little difficulties of life which must be overcome cropped up recently in the form of an electricity strike. For a whole week we were not allowed to use any electric lighting in any part of the building. Peter Harris our Analytical/Medical Field Engineer insisted on battling on under these extreme difficulties and resorted to "the good old ways of the good old days" and worked on by the light of a hurricane lamp.

## NEWS FROM UP NORTH.

The major happenings up here have been staff changes. Pauline Cooney left us to prepare for the birth of her first baby. At the same time Sandra Hinkley joined us to replace Pauline. The staff shuffle was celebrated with a Hello/Goodbye party at the Dunn's house. Pauline was presented with, of all things, an old fashioned Klaxon horn and she presented each of us with enormous lollipops (must be some deep hidden significance there somewhere).

Sandra comes to us from the First City Property Group. She already has some association with H-P in that her fiancée is with DCA and uses H-P gear daily. Aside from work Sandra lists her main interests as tennis, swimming, surfing and reading about artists and archeology (sounds very heavy stuff).

Another staff change is the transfer of Paul Dunn to Melbourne to become the Calculator Sales Supervisor. Bruce Ibbotson has taken over Paul's former position as Brisbane Office Manager. We wish them both every success in their new roles.

In the unusual pets category Healey and Pam Blessing are the proud owners of a six month old kangaroo named 'Jobuck' (no relation, we're proud to say, to our beloved Premier, Jo-Bjelke). Jobuck fraternizes well with the two calves, Justin the Afghan hound as well as with the two children, Kem and Damon.

Bruce Ibbotson is becoming a very well travelled man these days. First he went for a week in the snow at the E.P.G. Sales meeting at Mount Buller. This was immediately followed by a week in the heat of North North Queensland.

Bruce bought a new Ramsay inboard motor recently and during the sale the salesman mentioned that his company had difficulty controlling its parts stock. Bruce mentioned this to Paul Dunn and very soon the company had bought a Model 9830 for stock control. Co-operation between the disciplines exists!

And, finally, in the "think about it" category adorning Paul Dunn's desk are the following quotations — "Don't you ever get tired of being wrong?", "It occurred to me lately that nothing has occurred to me lately" and "Please don't worry if you never receive this."

## THE PERTH REPORT

Much to our sorrow, it appears that our last contribution to "Depth" disappeared en route from Perth to Melbourne. This is quite a blow to our amateur editorial efforts, but one consolation is that it gives us quite a bit to relate on past, recent and coming events.

As you were all informed in the last edition of "Depth", we have acquired a new Branch Manager, whom most of you will have already met. David Chambers came to us from Pretron Electronics. (Their loss, our gain.) He and his wife Gaye reside in South Perth and are blessed(?) with six lovely children.

By the time this article goes to press, David, Gaye and Mrs. Chambers Snr. will have been to England and back to attend David's only sister Marilyn's wedding to an Irishman by the name of David Privett. Our very best wishes to the happy couple.

Ainslie and Kaye Aspery have sold their home unit at Sorrento and are at present living at Scarborough, pending completion of their new home at Glengary (Dun Craig) in January 1974.

After Ainslie's recent skirmishes on the hockey field, Kaye has been heard to say "Well, what did you do this time?"

Margaret Tyers, aside from the mammoth job of keeping Perth office running efficiently, and relatively trouble-free, is also busily engaged in organising a rather hectic and exciting social life. It seems that there are just not enough days (or should we say nights) in the week. Margaret is also toying with the thought of a possible trip to New Zealand during the forthcoming Christmas holiday period, so perhaps someone had better warn the Kiwis of her anticipated visit.

On a less personal level, Perth Office has recently held their annual exhibition at the Floreat Forum. We were very pleased to have representatives of the Data Products, Medical/Analytical and Electronic Product Groups present (better known as Bruce Graham, Mike Muller and Gray Morgan). A busy and enjoyable time was had by all.

## PROFILE ON CANBERRA

In answer to our many readers' requests, we are going to run a profile on the various members of HP Canberra. In successive editions of Depth, we will tell you about the life and aspirations of one of our staff here in Canberra.

Our first "volunteer" is Liz Dienavs. She has agreed to be the first person to undergo examination.

Liz, as some of you already know, is the Office Secretary. She has worked for HP since the beginning of 1971 and acts as a Jill of all trades. She also acts as telephonist, photo-copier, order processing clerk and the office tea lady. After this hectic operation you would think she would rest up in her spare time. On the contrary. From her country cottage (about 10 miles from Canberra) she conducts a small-time toy-making workshop. She complains that she will have to find larger premises shortly, as she is being crowded out by frogs, lizards, cats octocats (work that one out), bears, etc — all of the soft variety. She tells me that orders can now be taken for Christmas — any takers?

One would think that this amount of activity would fill up anyone's "free" time, not so, Liz also feels a need to get involved in the society in which we live. Her other abiding interest is her involvement in the Canberra Life-line Organisation. Lifeline is a fairly new venture in Canberra, and its purpose is to provide a friendly ear to those members of the community who feel the need to discuss their problems via the telephone. All sorts of problems abound in Canberra, from the suicide and the alcoholic, to the lonely teenager and the unhappy divorcee with five children, an overdraft, no job and no-one to talk to.

Like any major city, Canberra has its problems and the people of Lifeline help by providing "someone to talk to".

With Liz's Lifeline telephone work, committee meetings and group discussions, training meetings etc., this takes up 5 evenings out of every 7. Her remaining "free" time is taken up in the amazing "toy Factory". I sometimes wonder whether Liz or her recently acquired Morris Minor will pack up first.

In short, Liz works hard, relaxes by making toys and still finds time to help the lonely people in our community.

Stay tuned folks, for the next edition of Depth in which the life and times of Colin Howard that beautiful builder, that scintillating soccer star and cunning carpenter will be described in true revealing colour.



Liz Dienavs.

## SOCIAL ACTIVITIES

**Several of the people in Melbourne Office, not content with merely being together most of each week, have been getting together for a bit of informal fun and social activity "after hours."**

One of the first occasions worthy of mention was the departure of Ray Smith to Sydney. This provided the excuse for Bill Caelli to open up his home and invite all and sundry for a farewell party to see Ray off in style. Bill opened his home early in the afternoon to all who wanted to wish Ray well and the resultant impromptu party lasted until late at night. Everybody who attended agreed it was "one wow of a party" and all enjoyed themselves thoroughly. Bill himself was the excuse for a similar party several months later when he decided to leave H-P and seek his destiny elsewhere, and this party was also a terrific success.

Another "get together" was a car treasure hunt conducted on a Sunday afternoon and followed by a barbecue on the Sunday evening. Competitors met at the Weir Street office and were given vague instructions, senseless questions and useless directions and were then told to be at a certain point at a certain time. This of course led to utter confusion, but by some miracle, everybody managed to arrive at the same spot eventually and also managed to answer most of the questions involved. Marg and Al Timmins formed the winning team and most people stayed to enjoy a social barbecue dinner.

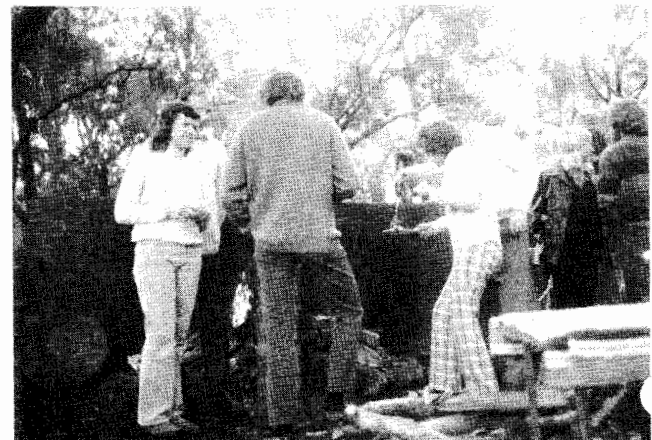
On August 24th a wine and cheese tasting evening was held at the "Colony Room" of The Village Green Hotel. A good selection of wines in each of the major categories was provided along with several types of local and imported cheeses, a variety of continental sausages and sundry savouries. This night proved very popular with around sixty people attending and several making the suggestion that it should become an annual event.

Towards the end of FY73 a social "get together" was held at the Weir Street office to celebrate our success in business in the preceding 12 months. A huge array of savouries and several cases of champagne soon vanished as all the staff fell to with a will, relaxed from the end of year pressures and chatted informally.

Other sundry social activities have included sweepstakes run for both the Caulfield and Melbourne Cups, raffles and a sweepstake on the percentage paid on the FY73 profit share scheme for H-P staff.



End of year celebrations at Weir Street.



The car trial barbecue.



## TRADE SHOWS

An advertising and awareness building media which is rapidly growing in importance and popularity, particularly overseas, is the stand at a Trade Show or Exhibition. HP Australia has participated in five major Trade Shows this year as well as organizing a number of small shows for selected HP customers.

The five major Trade Shows have catered for the Calculator, D.M.I. and E.P.G. disciplines and each has generated a number of valuable leads and given HP good exposure in highly selective market places.

The first was the Australian Institute of Surveyors Congress held in Canberra and attended by Bill Thomas and Barry Liston, who demonstrated D.M.I. equipment and Calculators, and ended up with several sales. Later in the year the Calculator Sales Staff also attended both the International Business Equipment Fair and the International Education Exhibition at the Exhibition Buildings in Melbourne. Both these shows gave HP good exposure to potential buyers, although the impact of the International Education Exhibition was severely limited because of a power strike.

The two major shows for the year for the Electronic Products Group were the I.R.E.E. Exhibition in Melbourne and CETIA in Sydney. At each of these shows HP was in the fortunate position of being able to generate a lot of interest by having newly released instruments on view at the show for the first time in Australia. Our thanks must go to the people in the U.S. for their special efforts which made this possible.



The HP stand at the I.R.E.E. Exhibition.



The HP stand at the I.B.E.F. Exhibition.

## THE ANNUAL H-P PICNIC.

The Annual Picnic for H-P employees, their families and friends was once again held at the Peninsular Gardens near the bayside township of Rosebud. This year's attendance broke all previous records with well over 170 people arriving determined to enjoy themselves. Most people arrived well before lunchtime and were perfectly content to bask in the sun and enjoy a few quiet drinks before eating.

The barbecue lunch itself was quite a long session as so many people had to be fed. John Warrington was the "Barbecue Boss"

again and was ably assisted by Roger Bailey and Tony Cookes. This trio did such a magnificent job cooking everybody's steaks, chops and sausages that most people came back for seconds and they found they just could not leave the cooking fire. The meat was supplemented by a smorgasbord of practically every imaginable type of salad and the meal finished off with flavoured ice-cream for sweets.

The bar was kept busy all day tending to everybody's thirsts — soft drinks for the hordes of children, and "harder" drinks for the adults. A terrific job was done behind the bar by Wendy Mosden who was assisted by the various Product Managers.

After lunch the more energetic members of the crowd played golf or went horse-riding but most people were content to lay basking in the sun as they digested their meals. The children of course, were absolutely untiring and still had boundless reserves of energy, but they were well catered for with pony rides, a merry-go-round, train rides, trampolines and rides on the fire engine.

Later in the afternoon, when people had regained a little energy, a "Sports Meeting" was arranged with races for all the children and novelty races for the adults. As usual this proved to be one of the highlights of the day and had every body alternatively laughing and cheering. For the children there was also a "Penny Hunt" and they all enthusiastically scrambled through heaps of sawdust looking for coins.

Throughout the afternoon enormous quantities of soft-drinks, ice-cream, lollies, party pies and liquor were consumed and everybody had a thoroughly enjoyable time in their own particular way. By the end of the day everybody agreed that the 1973 Annual Picnic had been not only the biggest but the best ever.

Our thanks to every body who contributed to the success of the day — particularly Joan Wanstall and Wendy Mosden who did most of the organizational work.



One way of enjoying the picnic ...



... and another way.



Lindsay Gale.



Terry Wilde.



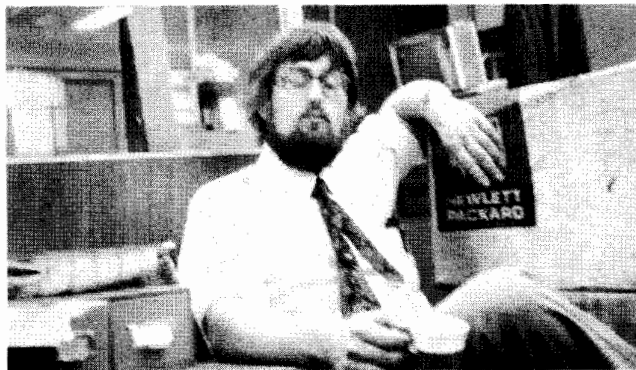
Joy Reeves.



Val Moller



Marilyn Cirups.



Steve Ransom.



John Wadsworth.



John Freeman.



Marcia Gemmell.



Peter Moloney.



Jennifer Schurr.

JND MELBOURNE



Peter Evans.



Lindsay Crawford.



Don Mays.



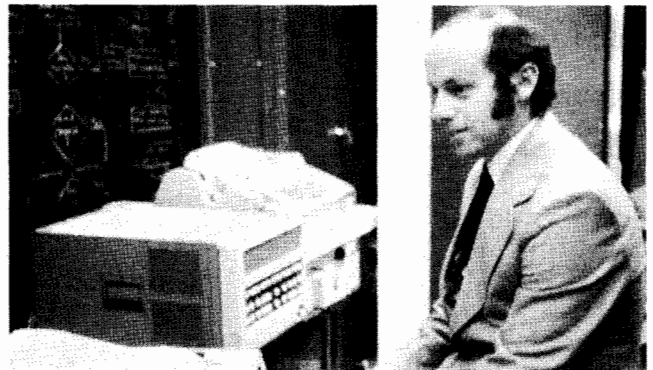
Liz Klyce.



Rosalie Sutton.



Betty Hamilton.



Martin McBurney.



Arlene Young.



Tricia Zack.



Dale Martin.



Marion Juni.

## FACTS TO FIT NEW FACES

JENNIFER SCHURR was born in Kimberley, South Africa, and educated in the Transvaal. Jennifer was trained for secretarial work in South Africa and has also worked in Nigeria and England. She and her husband came to Melbourne two and a half years ago and have bought a home at Tecoma in the Dandenong Ranges. They have three daughters and two sons and take a keen interest in gardening.

MARILYN CIRUPS is a Melbourne girl educated at St. Mary Magdelene School in the suburb of Chadstone. Marilyn is married and has three daughters. Before joining HP she worked for the Department of Supply in the Telecommunications and Electronics Division. In her spare time Marilyn enjoys music, dancing, knitting and basketball.

PETER MOLONEY is another Melbournite and attended a Diploma course at the Caulfield Institute of Technology. Before joining HP Peter did radio and television servicing work and was also an audio-visual aids technician at Sandringham Technical School. During his leisure time he is active in a car club and also enjoys square dancing.

BETTY HAMILTON was originally from Adelaide where she trained as a secretary. She has held secretarial positions with firms such as A.V. Jennings and Elder-Smith G-M and also worked as private secretary to a South Australian pastoralist who runs what is officially the world's largest sheep station. Betty and her husband have one girl and one boy and spend most of their leisure time at their holiday home at their bayside resort at Mt. Martha. She lists her main interests as surfing, boating, gardening, music, dancing, squash and travel.

PATRICIA ZACK is originally from Melbourne but has travelled extensively and has lived in New Zealand, Germany, Italy, England and various other parts of Europe. She trained as a secretary with the Zercho's Business College and has held secretarial positions with several Companies such as Masterbuilt and Albion Reid. Patricia is recently married and lists her leisure time interests as skiing, jazz, badminton and macrame work.

JOHN FREEMAN is also from Melbourne and was educated at the Royal Melbourne Institute of Technology. He worked as a Technical Assistant in the Physics Division of the Bureau of Meteorology and did quality control work as a Technical Operator with ABC Channel 2 before joining HP. John and his wife are expecting their first child in May — an occurrence which may curtail John's leisure time interests of golf, car rallying and electronics work.

MARLENE YOUNG was born in Drummoyne, N.S.W. and was educated at St. Charles School in Ryde. She has two sons and a daughter and has only been in Melbourne for three months. Before joining HP she worked for several television hiring firms both as an investigator and as a credit officer. Marlene likes to spend her spare time skiing, reading, listening to music and dancing.

PETER EVANS is from Broadmeadows in Melbourne and attended Seymour and Broadmeadows High Schools in Melbourne and Northern High School in Western Australia before enrolling at the Australian Army's Officer Cadet School at Portsea. Before joining HP he worked for the Army as an ammunitions storeman. Peter lists his hobbies as hot rodding, rallying, gliding and playing the clarinet.

TERRY WILDE was raised and educated in Melbourne and is still furthering his studies at the Royal Melbourne Institute of Technology. Before coming to HP Terry worked for N.C.R. where he concerned himself with various electro-mechanical accounting machines, and also for Maxwell Office Machines, a small Company which manufactured calculators. Terry is married and has twins — one boy and one girl — who keep he and his wife quite busy. What spare time he has is taken up renovating the house he has bought or by ballooning.

DON MAYS comes originally from Hood River in Oregon, U.S.A. He was educated at the Hood River High School and the Mount Hood Community College. Don spent several years in the Supply Corps of the U.S. Navy Communications Station at North West Cape in Western Australia. Don married an Australian girl and they now live permanently in Melbourne. Before coming to HP Don worked for Visiboard Pty. Ltd., and Thorn Electric. He lists his hobbies as skiing, kayaking and also swimming.

LINDSAY GALE comes from Dellamere in South Australia and went to Ewunda and Mildura High Schools. He then enlisted in the R.A.A.F. and went through the R.A.A.F. School of Radio at Laverton. He spent six years in the Air Force working on air-borne radio and radar installations and on computers, including a period of two and a

half years stationed at the R.A.A.F. Base in Malaya. Lindsay is married and has a young daughter. He likes to spend his leisure time taking photographs and tinkering with "anything electronic, electrical or mechanical."

VAL MOLLER comes from Melbourne and was educated at Hampton High School. Before joining HP Val worked for several years at B.H.P. and A.W.A. doing record keeping and customer liaison work. She is widely travelled and has lived in several of the major European nations as well as having had a short time behind the Iron Curtain. Val is married and has two daughters, and spends her spare time playing golf, swimming and gardening.

JOY REEVES is from Auckland in New Zealand and attended the Auckland Girls Grammar School and Brain's Commercial college. Joy travelled extensively whilst in New Zealand and also worked and travelled for some years in the U.K. and Europe. She is married with one son and one daughter, and spends her spare time playing tennis and taking an interest in most sports.

DALE MARTIN is another Melbournite originally but has spent much of his life in various Victorian country centres. Dale was educated at Morivae College at Hamilton and at Oakleigh High School and before joining HP worked for a city firm of Customs Agents. He is married and has one daughter and spends his spare time playing football, flying and swimming.

JOHN WADSWORTH was born at Takaka in the South Island of New Zealand and educated at Nelson College and the Canterbury University. John worked for the New Zealand Broadcasting Commission, ASEA, and also did piezo-electric research work at Monash University before coming to HP. John is married and has two daughters and a baby son. He is President of the Lilydale Lions Club and enjoys playing golf and swimming whenever he has the opportunity.

MARCIA GEMMELL is a Melbourne girl and was educated at Ringwood High School. Prior to joining HP she held a position as secretary to the Victorian Manager of Olivetti. Marcia is married and lists her hobbies as yoga and dressmaking.

STEVE RANSOM comes from Melbourne originally but is now returning after a long absence. He was educated at Burwood High School and Melbourne University and then moved to Canberra where he was doing systems application work for the Department of Defence. From Canberra, Steve went to Canada to study at the University of Alberta and then worked for the Grant McEwan Community College in Edmonton, before returning to Melbourne and joining HP. Steve is married and likes to spend his leisure time pursuing his hobbies of photography and bush-walking.

ROSALIE SUTTON is also from Melbourne and was educated at the Methodist Ladies' College. Rosalie was originally working in the field of data processing, but took up secretarial work after an extended working holiday in Darwin. She is married and has recently moved into a new home in Mooroolbark. Rosalie defines her leisure time interests as being sewing, breadmaking and gardening.

LINDSAY CRAWFORD comes from Melbourne and was educated at the Caulfield Institute of Technology before joining the Division of Chemical Physics of the C.S.I.R.O. He then went on a working and study holiday in Britain and obtained his Master's Degree in Computer Science at Brunell University before returning to Melbourne and coming to HP. Lindsay is married and in his spare time enjoys making, bottling (and presumably — sampling) his own wine.

LIZ KLYCE is an American and originally came from San Francisco where she was educated and entered the nursing profession. After leaving nursing Liz worked for the Polaroid-Land camera company. She is married and has two children; a boy and a girl. Liz came to Australia when her husband, a bio-chemist, was awarded a research fellowship at Monash University.

MARION JUNI is a Melbourne girl who was educated at Mitcham High School. Before joining HP she held several positions doing reception, clerical and secretarial work. Marion is married and she and her husband have recently moved into a new home where they spend quite a bit of time gardening. Marion's interests, apart from gardening, are music and reading.

MARTIN McBURNEY was born in Melbourne and attended Melbourne University. He worked with computers with I.C.L. and J. Gadsen Australia Pty. Ltd., prior to joining HP. Martin is married and has six children; four boys followed by two girls.

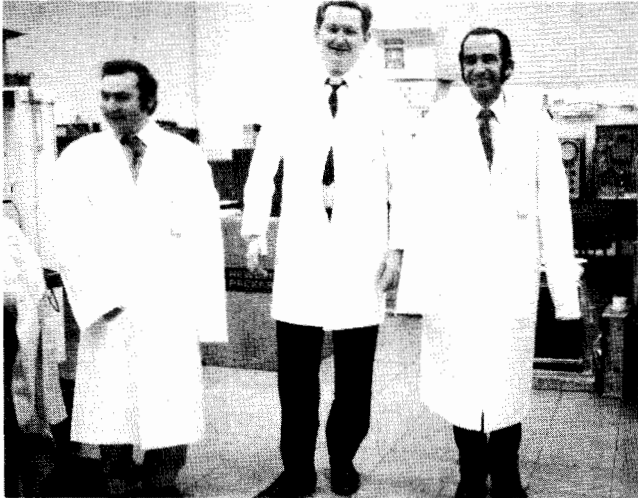


## SERVICE IN STYLE

Our hardworking technicians in the Service area recently won a gain which, for a short while created considerable confusion and much mirth. It was decided that the time had come to replace the rather ragged and much repaired dustcoats which the technicians had been wearing, with brand new dustcoats, in a dazzling shade of "Rinso" white. Several different sized Coats were purchased and it took some time before the several different sized and shaped technicians could sort out which coat belonged to which serviceman.

Finally everything was sorted out, but it was discovered that the staff of the Standards Lab. had been left out. Determined to go one better than the technicians, Ian Richards and Russell Warmington fitted themselves out in natty little half jackets of white nylon — which made them look exactly like barbers. In retaliation to this piece of one-upmanship, Bruce Marsh has had a sign, complete with barber's pole, attached to the Standards Lab. door.

There are no hard feelings really, but the good-natured "rubbishing" still goes on. Danny Kovacs (resplendent in white dustcoat) was heard to remark to somebody else, "Lissen, cut it out will you? You been calling me "Doctor Danny" for three weeks now!"



Some of our stylish servicemen.



Sue Hennessy — Sydney.



Patrick Lynch — Canberra.

## NOTE OF THANKS

Many thanks to all those people in HP both in Melbourne and interstate, who have contributed so handsomely to this edition of "Depth." Please keep up the good work!

To those who did not get around to it — please remember that this is YOUR magazine, and without support it must ultimately disappoint you. We can only publish when we have sufficient material and we cannot tell what you would like to see included unless YOU let us know.

We have received some photographs showing some of the people interstate many of us would never normally get to see and would certainly appreciate more. Get to it you shutterbugs, so we can all get to see each other!

## THE ARLBERG EXPEDITION

In the wee small hours of a Sunday morning the merry men of HP Electronics Products Group began an EPG epic which was later to be recorded for posterity as "The Arlberg Expedition." Bidding their weeping wives a fond farewell, they selflessly rose from their cosy cots to brave the perils of an early morning dew.

From the remotest corners of our great nation they came, converging on Tullamarine Airport where they were met, amid shouts of "Head for the hills!" by the Melbourne members. As a result of far-sighted and meticulous planning a massive car-lift for all 17 chaps was soon under way.

Several miles from the smog-bound city the intrepid adventurers interrupted their journey for breakfast and the normally sweet sounds of the country were shattered by the smacking of lips, slurping of drinks and contented munching. By 1330 hours (1.30 p.m. in lay terms), the convoy of cars had gathered at a rendezvous at the base of Mount Buller. With a shout of "Ever onward, ever upward!" our spirited and gallant leader Tony Cookes lead the valiant company on the trek up the mountainside and into the alpine village. Finally, exhausted but undaunted, we arrived at the Arlberg ski lodge complex where we were to stay.

Upon arrival, rooms were distributed and we then set about getting our bearings. The first (and shortest) visit was to the conference room where we were to spend most of each day. Naturally enough we then gravitated to the centre of the lodge activities, the bar, and relaxed after the day's travelling.

The first item on the planned agenda was 'neighbouring' — getting to know each other a little better. Many of the hardier and more sporting types among us decided to enjoy the mountain air and participated in a hike to the peak. The weather was fine, clear and sunny with only isolated patches of snow. So little snow was evident that the Sydney-siders took great delight in making derisive remarks about our alpine resources and generally 'rubbishing' Victoria. While the energetic types were puffing and panting their way to the peak, others with a more realistic view of their capabilities, put their feet up and relaxed in the comforts of the Arlberg. The first night was spent amid much laughter, ample food and conviviality — and of course we were kept busy comparing Adelaide customers to Sydney customers, Melbourne customers to Brisbane ones and so on.

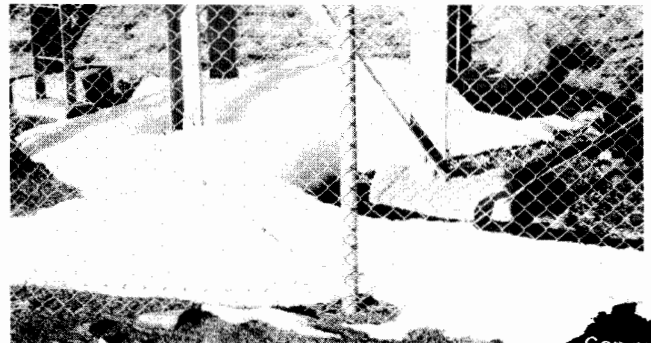
Our fearless (and fiendish) leader, Tony Cookes, awoke us with as much noise as possible at 7.00 a.m. After a shower and breakfast the first day of organized activity began with us all meeting promptly at 8.30 a.m. in the conference room.

Our theme for the four days was "Strive for Professional Excellence." The work sessions were full and eventful, with many ideas, problems, thoughts and experiences being exchanged. Each person attending the conference had to address the meeting at least once. The audience, being EPG "super salesmen" were a difficult lot to address, so this aspect alone gave each of us valuable experience. George Cobbe was there to represent ICON and passed on his professional experience, knowledge and opinions, thus adding greatly to the worth of the conference. The work sessions concluded at about 6.00 p.m. each day, and from that time on the evenings were for fun and relaxation.

Because of the lack of snow there were not many people staying on the mountain and most of the usual night spots were rather deserted. Consequently, after only four days in the alpine village our group was quite well known by everybody. Why this should be so we cannot imagine!

During the course of the weekend the traits of several people became quite obvious and the following 'prizes' were awarded:  
 Noisiest Snorer — Tony Cookes  
 Port Connoisseur — Max Biggins  
 Fastest Hiker — John Antonello  
 Best Pool Player — Gordon Smith

The underlying idea behind the weekend was to have an uninterrupted period of fellowship for EPG members so that experiences could be compared, ideas interchanged and problems discussed. We feel that experience was well worthwhile and has helped us all considerably towards our goal of true professionalism.



There was so little snow it had to be kept locked up.



## FOR GOODNESS SAKE — COMMUNICATE!

As a Company grows, particularly a relatively newly established Company such as H-P Australia, certain problems arise which must be overcome if the progress of the Company is not to be seriously retarded. H-P Australia started not many years ago as a small group of individuals each of whom personally knew all the others. Since then however, the Company growth has been so rapid and our staffing changes and increases so frequent, that such a situation no longer exists. This gives rise to a potentially serious problem — lack of efficient communication — and this is a problem which can only be eliminated by a cooperative and personal resolve on the part of every H-P employee.

Discussions with various people throughout the Company reveal that the majority of employees are already aware that problems in the field of communications exist — and this in itself is an encouraging sign. If people are aware that a problem exists, and if the trouble-spots of that problem can be pin-pointed; then positive steps to eliminate the problem areas can be undertaken. This benefits everybody by making our day-to-day working lives easier and by making the Company as a whole more efficient and profitable.

Let us then examine what is meant by "communications." The Oxford Dictionary defines the word "communicate" as being to "impart, transmit, share, receive or administer." It is interesting to note that each of these words implies the existence of at least two parties; so for our purposes we can define communication within a Company as being "a mutual interchange of ideas or information between two or more people."

Naturally, this definition is deliberately very broad in concept, as communication, particularly within the business world, can take place via many diverse media. For example, just within H-P we can communicate via personal travel, video-tape, printed matter, telephone, telex, memo and direct speech.

Because this is so, it is necessary to consider several factors before deciding which of the means of communication available to us is the most applicable to the particular message we wish to convey. Some, (though by no means all) of the major factors involved are:

**COST.** Obviously costs can vary considerably with our choice of communicative media. Although other factors must also be weighed, perhaps the most pertinent consideration is whether the urgency and importance of the message justify the costs involved in using one of the premium priced communication methods. For example, a simple, low priority query would not justify a lengthy international telephone call. Conversely, information which is required with the utmost urgency should not be requested by memo because of the possibility of delay.

**PRIORITY.** Every day of our working lives it is necessary to allot priorities so that the most vital and urgent matters are dealt with properly and promptly. All of our communications should reflect this. Those matters of the greatest importance and urgency should be conveyed by the swiftest possible means. This should cue the recipient that a prompt reply is necessary and generally the reply should go by the same means that the original message was received. Of course, if this system is to succeed, it is vital that everybody reserve the premium means of communication for high priority messages only; to do otherwise will ultimately lessen the impact your messages have, increase the likelihood of delays and also unnecessarily increase costs.

**COMPLEXITY.** As the distance and speed of a message being passed increases, so too, do costs in terms of the number of words transmitted. Therefore we should always be as concise as possible in all our communications and limit them to essential matter only. Where detailed or lengthy explanations are required, one clearly set out memo will probably be quicker and more successful than several exchanges of telexes where each asks for clarification or further information.

**PERMANENCY.** In many cases it is necessary to keep records of all communications relating to a particular matter. In such cases messages should always be sent in a form which can be stored for future reference. When urgency dictates that this is not feasible, a written confirmation should always be requested so that the appropriate records are not allowed to become incomplete.

These then, are just some of the factors we should consider before sending any message — but they are from a corporate point of view only. Any form of communication, is by its very nature, a people-oriented process. Therefore the prime consideration of any message must always be the PERSON to whom the message will go. Such everyday (but frequently neglected) principles as courtesy, recognition of individuality and consideration of each other work-loads, interests, feelings, abilities, failings and personalities are all of vital importance . . . for if communication is to be an exchange between people we must consider each other in exactly the same way we would if confronted by each other — regardless of the communicative media we use.

Let us consider a few of the broad principles which, if consistently applied, will assist us in communicating successfully with each other and make all of our lives easier.

Keep things simple — limit your message to one subject only. If you have two matters requiring attention use two messages. To combine several different messages can create confusion or lead to only partial replies being received.

Be concise — to include irrelevant material in a message can lead to misinterpretations and confusion in the mind of the recipient.

Avoid technical shorthand or abbreviations — these can confuse the uninitiated.

Do not make assumptions — you may have more facts or information than the recipient of your message and to assume he has then too can create a misunderstanding.

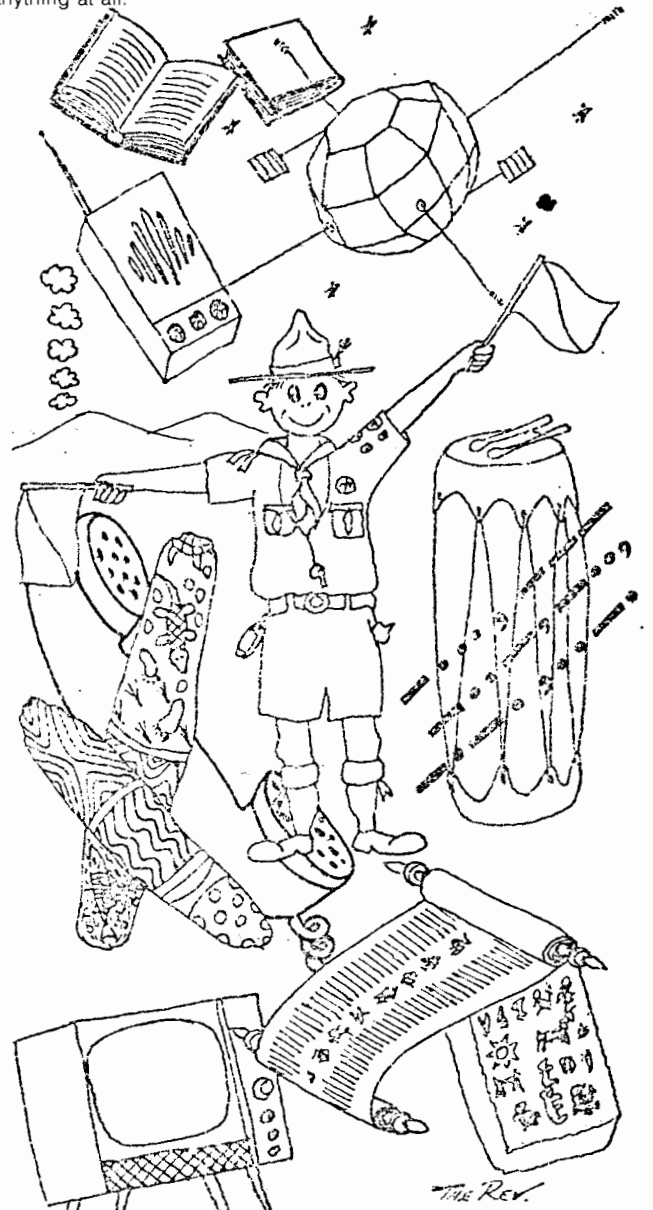
Be specific — if you are seeking information or assistance give as detailed a description of your needs as possible.

Be aware of the aids to communication which surround you and use them — if you require data sheets, video-tapes or information on a customer's order look up the appropriate reference number and include it in your message. It will help to avoid a delay with your reply.

Follow up — in the press of urgent business, or distracted by interruptions, anybody can forget a request or a scrap of information which has been passed on. If something you have said is important, follow it up with a brief, memory-jogging note — it does no harm and can do a lot of good.

Keep your workmates "in the picture" — they can then plan ahead to help you if necessary, or at least not make drastic mistakes in the event of your unexpected absence.

Make your needs known — unless you ask for something and allow time for your needs to be met, it is very unlikely you will get anything at all.



# FROM THE MANAGING DIRECTOR



By the time this issue leaves the printing press, we will have commenced the New Year. Most of you will have had the opportunity of reviewing the video tape and taken in the messages relayed by our founders and still our current leaders in Dave Packard and Bill Hewlett; taking the time to prepare this message again emphasises the calibre of the people for whom we all work.

Some of the figures quoted are quite staggering when related to our size, however I believe it's important to know that we will be no exception when it comes to cramped working conditions, particularly in the Melbourne area. It is our intention to press on with the new Melbourne headquarters with the least possible delay on the site which we have previously referred to in Blackburn.

I notice that my last message referred to the first half of FY72 the fact that new milestones had been added to our interesting past history — the second half was again no exception and we completed a particularly good year representing a growth in order volume of 37% over the previous year; this result is directly attributable to a strong effort throughout all departments.

We have been set a severe challenge for FY73 but I'm sure that with the additional new people of particularly high calibre recently hired, we will be equal to these tasks.

During the second half, our company was honoured in that we have supplied two of our senior men to fulfil roles as Product Managers for the Intercontinental Region. We are fortunate in that we have been successful in recruiting particularly good people with the necessary talents to ensure that we continue to mould our marketing effort into the strongest organization of our type within the Australasian area.



*John Warmington*

J. WARMINGTON

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## PERTH NEWS (Continued)

N.B. It is spelt AINSLIE ASPERY not Ainsley Aspery or Ainslie Asprey or . . . well, we could go on and on.

The third member of our thriving Perth office is rather non-committal about her recent activities as apart from suffering the effects of a bout of influenza which kept her out of mischief for nearly two weeks, there hasn't been much time for anything else, but I'm working on it.

A final word to congratulate Ainslie Aspery and his wife Kay on the arrival of Brendan Grant, born August 17 at 8.50 a.m.

Margaret Tyers — Perth

## ADELAIDE NEWS

**JENNY MORGAN** has launched into the export business. She recently exported two "kids" to Malaysia and Adelaide Office Staff are keeping a strict watch on Gray these days. Who knows — he may be the next export.

**THE HERBERTS** recently had an arbour day at their property "BOOLIGAL" (abo. for a Windy Place). In a few years time they'll have some shade — if they don't get blown away before then.

**BARB SHELDRICK'S** son, Norman, is sporting a new watch, and Barb's every action is now being timed. She thinks he'll make an excellent work study expert.

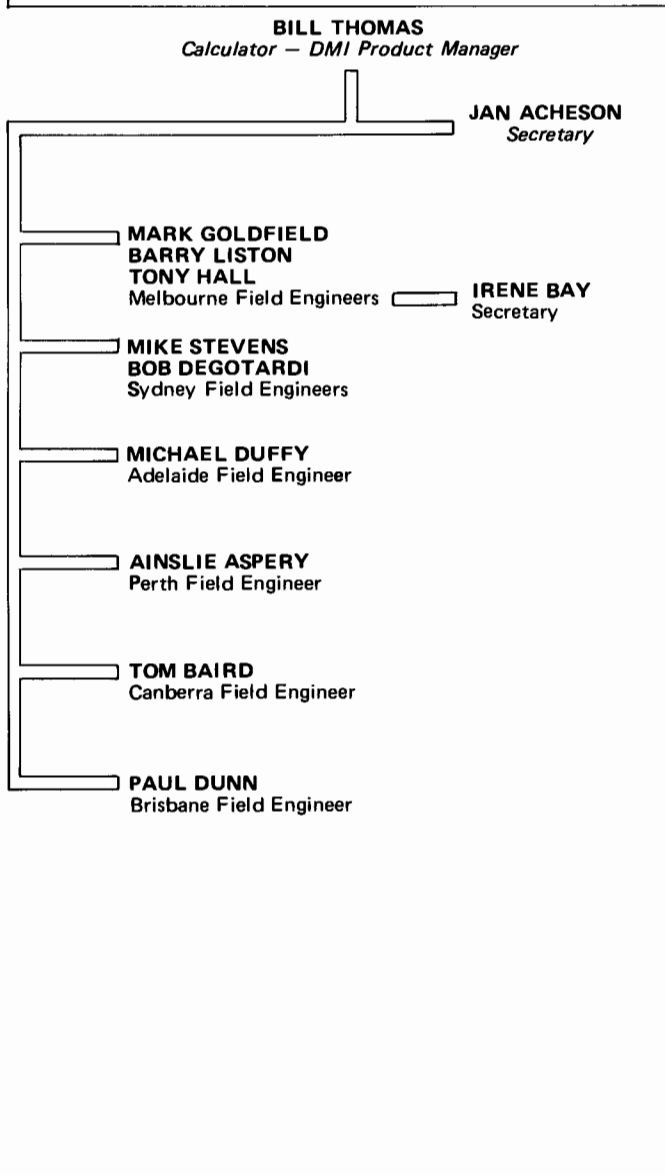
**BETTE DONALDSON** has changed loyalties — from Italy to France. She now sports a Renault TS car.

**KEN JACKSON** and his wife Janice recently undertook to bath the dog. And in Ken's words he put her in the wheelbarrow . . . the dog that is. Apparently they all had a bath anyway.

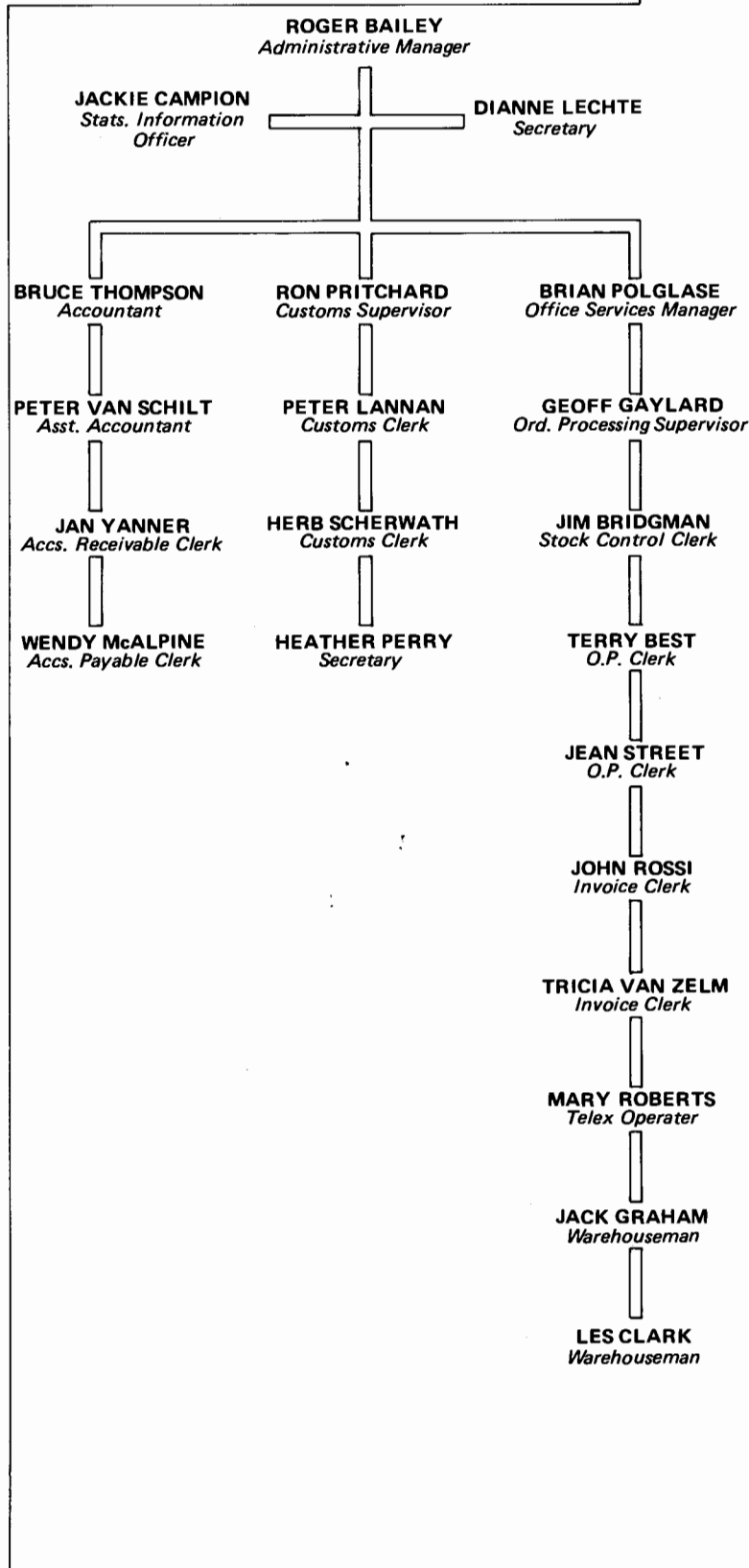
## ORGANIZATIONAL CHANGES

In line with the policies published in the first edition of "DEPTH" of April 1970, we outline below two up-dated "organizational trees." Our purpose in doing so is to ensure all employees, both old and new, are aware of the changes currently taking place.

### CALCULATOR – D.M.I. GROUP



### ADMINISTRATIVE GROUP



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