

depth

No. 11 - OCTOBER, 1974

For the Australian
New Zealand staff
of Hewlett-Packard





Office Jottings From South Australia ----

Land of the Crow Eaters

Adelaide office has had several people join the staff since the last issue of "Depth".

Firstly, we have Ron Lomax who is now our EPG Service Technician. Ron was originally from England and graduated from the British Army Radio School. He is now a naturalized Australian, and came to us from the Adelaide University where as Research Supervisor of the Radio Astronomy Telescope he was helping to broaden Man's understanding of the Crab Nebula. Ron and his family spend much of their spare time fishing and water-skiing at their holiday home in Swan Reach, Victoria.

Our new secretary/clerk is Jenny Hamilton. Although originally from Altona in Victoria, Jenny was educated at Strathmont Girls Technical School in Adelaide. Prior to joining HP she worked as a secretary and later as Senior Girl in the EDP Section of Associated Securities Finance. Apart from her secretarial and clerical duties Jenny also gives cheerful service to all and sundry as our receptionist - telephonist. During her spare time she enjoys painting china and playing squash.

Juliet Bacon has joined us in the capacity of Calculator/DMI secretary working with Denis Mills. Juliet is originally from Somerset, England and together with her husband has travelled throughout Europe, Canada and the Orient before coming to Australia. She spends her spare time horse-riding and in the winter, skiing.

Vija Kirby has joined us as a secretary. Vija was born in Germany of Latvian parents and came to Australia very early in life. Before joining HP she worked in New Zealand for two years, then in Melbourne for Bechtel Pacific and Heine Brothers. Vija defines her leisure time interests as being pottery and art and crafts of all types.

Despite the cold winds a wonderful day was had by all at the HP Adelaide picnic which was held at Cleland Park on Sunday, September 15th. Sizzling steaks and snags, warming spirits and of course gooey ice-creams for the children all contributed to the days success. Afterwards a rendezvous was held with the kangaroos and other animals in the National Reserve. As the evening grew dim, we cautiously descended the Mount Lofty ranges to prepare for another type of get-together on the Monday morning.



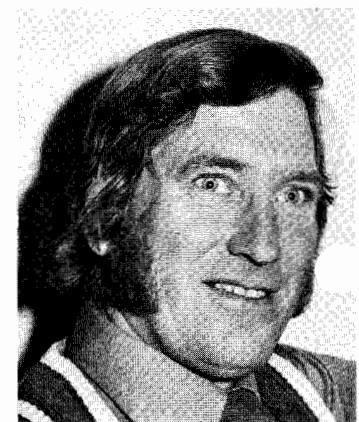
Jenny Hamilton



Juliet Bacon



Vija Kirby

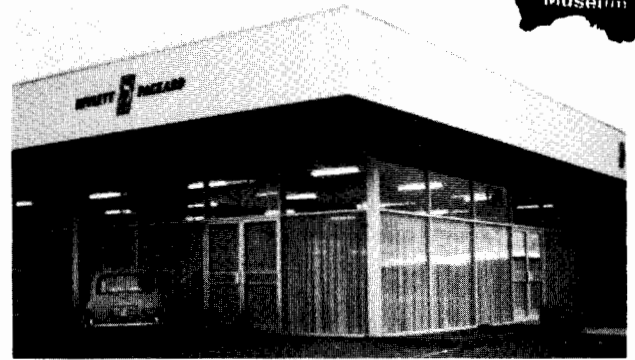


Ron Lomax



Office Jottings From Canberra

The Nation's Capital



The Fyshwick Office

Things have really been moving at the Canberra office over recent months. We've just about doubled our staff as well as shifting into new premises.

The first of our new staff is John Daly who replaced Tom Baird as a Calculator Field Engineer. John, who is of English origin, has been in Canberra several years since his discharge from the R.A.A.F. where he served as a fighter pilot and attained the rank of Squadron Leader. John is married and has two children.

Alex Kennedy is also new to us, but as yet we have not seen a great deal of him as he is currently on a training course in the U.S.A. Alex is Scottish by birth, is married and has one son. He replaces Pat Lynch as our Customer Engineer.

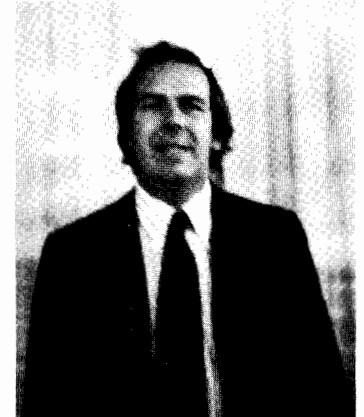
Our new receptionist is a Spanish lass by the name of Maria Wensing who came to us from Commercial Data Processing. Maria is married and enjoys basketball and playing the guitar in her spare time.

Craig Shaw is our new Data Systems Service Engineer who was previously at the Nuclear Physics section of the Australian National University. Craig is an Australian who recently went on an overseas holiday and brought back a bride, Inge.

As Colin Howard is a Scot, Dick Graf is from the U.S.A. and Liz Dienavs is an Australian, we are now a very cosmopolitan group, but we manage to work together very amicably despite our different origins.

The most notable event recently was the moving of our office to new premises. We have shifted from our cramped little office in Dickson to premises with three times as much space located in Fyshwick. We now find ourselves in a beautiful new office, which, after much discussion, is now furnished and decorated to suit everybody. Visitors from other offices will be very welcome as always, and we shall be glad to proudly show off our new premises.

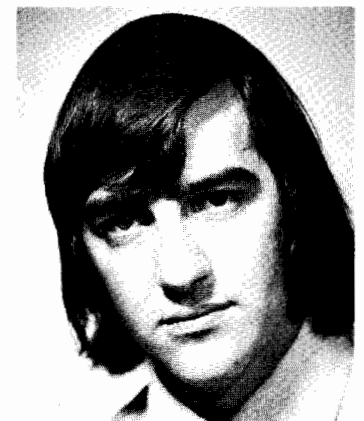
Congratulations must go to Colin Howard. Colin was successful in selling the first HP3000 system in Australia. His customer was the Central Studies Establishment, a section of the Defence Department. Well done, Colin!



John Daly



Maria Wensing



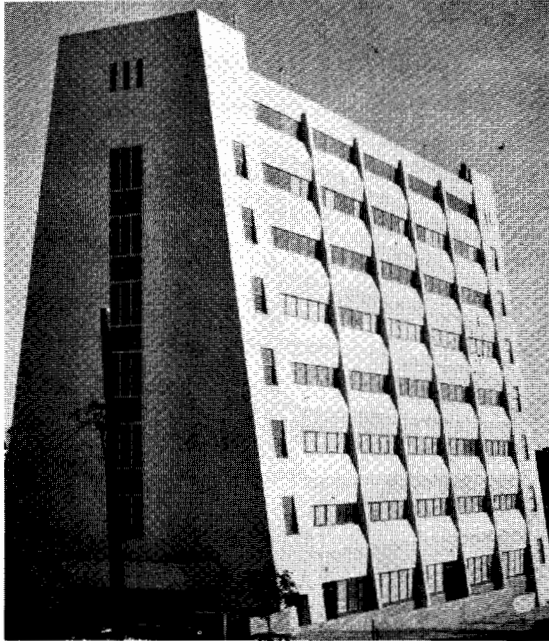
Craig Shaw



Office Jottings From Queensland -----

Land of the Banana Benders

Earlier this year our long awaited move came into being and HP Brisbane Office was located in the newly finished Queensland Teacher's Union Building.



The Spring Hill Office

The current staff is Sandy, Healey, Doug and Bruce from the original group with Sue Crompton who joined us just prior to our move; Gene Conron, from New Guinea as our Calculator Staff Engineer; Peter Hillman and Greg Condell as Service Engineer and Service Technician respectively, and by the time you read this article, we will have a Staff Engineer for EPG and also a receptionist.

Doug has multiple interests mainly outdoors; flying and an interest in building a light weight amphibian two seater which should be just the shot for going fishing on Fraser Is.

Bruce's activities at the moment are completing a ski boat and attempting to learn to fly a glider.

Peter Hillman lives on a 36' fibreglass yacht and this is both home and hobby for Peter. He is quite fond of oper ocean sailing.

Gene Conron likes bush walking and general outdoors living.

It is our ambition to see this office maintain its growth, which is quite feasible considering the State policy of decentralisation and growth development in outer areas.



Office Jottings From Western Australia -----

Land of the Sand Gropers

By the time this article goes to print, Margaret Tyers will have been to Europe and back again. (No, she hasn't left the Company yet, for those who have inquired).

Congratulations go to Ainslie and Kay Aspery on the arrival of their little boy (born on 16th July, weighed in at 7 lb 15 oz.

We were very pleased to see, and entertain, some of our Melbourne personnel recently.

We would like to introduce our Calculator Secretary, Dawn Alderson. Dawn is a veritable bundle of energy and her happy, good natured personality has endeared herself to Perth staff and Customers alike.



Office Jottings From New South Wales.....

Land of the 'Walers

Following the expansion of both our staff and our business commitments there have been a number of changes in the Sydney office. The calculator and data systems groups are now located together and between them occupy a whole floor of the Pymble office - an area of some 2600 square feet.

It would appear that the weather in Sydney is getting better - or worse in California - as we are receiving quite a stream of visitors from the U.S.A. We have recently had the pleasure of meeting Dick Lubinski from Loveland, Dave Widmark from Stanford Park, George Cobbe and Don Rowe from Intercon and Jeff Duer from Colorado Springs.

During Dave Widman's visit several of the HP staff journeyed back to "Merry Olde Englande" by attending a banquet at "Dirty Dick's" theatre restaurant. Dave Widman was able to join us and a most enjoyable evening was had by all concerned.

To improve the level of service we offer our customers a pocket calculator repair facility has been set up and is being run by Matt Wallace. This move started a cyclic shift in staff with Ray Mills switching from Analytical service to Calculator to replace Matt, and John Kearney joining us to look after Analytical service. John recently had four weeks training in Avondale, primarily on the new 5830 series GC and reporting integrator.

Several people have been added to the staff in Sydney over recent months. They are:

John Palmer	Data Systems Service Engineer
Terry Lawson	EPG/Data Systems Engineer
Soila Sandell	Service Receptionist/Telephonist
Louise Walter	Calculators Secretary
Jim Watson	Analytical Field Engineer
Rosemary Lamont	Receptionist/Telephonist
John Kearney	Analytical Service Technician

New Faces



Judy Davis
Mini-calculator Svce.



Alex McKean
Parts Order Processing



Andrea Brown
Order Processing



Linas Petras
Calculator Service



Rex Reynolds
Warehouse



Helen Schmidt
Secretary



Danny Hills
Parts Store



Sheila Hansen
Marcom



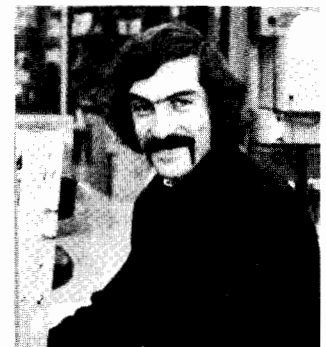
Bev Neyland
Accounts



John Swift
Data Products Service



Dianne Snodgrass
Accounts



John Simmons
Electronics Service

Million Dollar Year For Service

FY74 was a milestone for the HP Service group as it was the first occasion that they reached the \$1,000,000 mark. This figure was for all disciplines and all areas and was composed entirely of monies from warranty, service contract and customer billings. The achievement of this figure by the end of October represented a 20% over target performance by the service group.

Contratulations must go to all service personnel as this fine achievement is the direct result of their personal efforts.

Around Melbourne



Sonja Doyle
Order Processing



Ross Dick
D.M.I. Service



Pam Clegg
Service Admin.



John Bullock
Parts Store



Lance Moffatt
Credit Control



Janice Emmett
Accounts



Kevin McKinnon
Calculator Sales



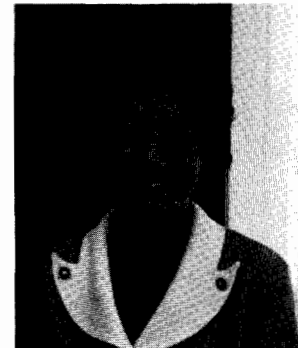
Pam O'Hara
Personnel



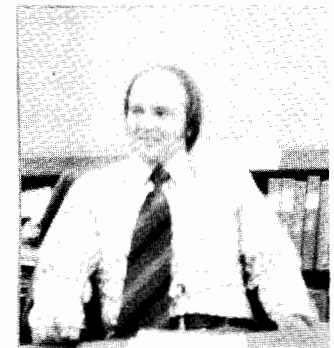
Pat Saunderson
Secretary



Ron Johnson
Parts Store



Elsie Hedin
Personnel



Randel Ross
Personnel

Premier Visits HP



On Friday 6th of September the Hon. R.J. Hamer E.D., M.P., the Premier of Victoria attended a luncheon at Hewlett-Packard's Joseph Street offices. Earlier Mr. Hamer was to have opened the Joseph Street building but because of urgent business in Parliament was unable to do so. Mr. V. Dickie, the Minister for Housing, deputised for Mr. Hamer on that occasion, and Mr. Hamer's luncheon visit was in the nature of a social and courtesy call.

Following the luncheon, the Premier made a brief inspection of both floors of the Joseph street premises.

SYSTEMS OPERATIONS REPORT

S.I.C. (Systems Integration Centre) has changed its name to S.O. (Systems Operation Australia).

Since May 1973, when this Department was first formed, S.O. have integrated and manufactured 22 Systems and 25 Special projects, altogether a turn over of \$K800. This is the actual production turn over, not counting the value of standard systems sold, which required specials or modifications.

Ron Davis joined us earlier this year and his prime responsibility is Special products for Calculators/Instruments and associated systems.

In July, 1974 S.O. Melbourne conducted its first Product Training Seminar, led by Bob Brannon of AMD, and according to the feedback from the participants it was very successful.

During May/June of 1974 Ralf Pfisterer visited the U.S. and in particular AMD (Automatic Measurement Division), where he was able to take part in AMD's yearly brainstorming Management meeting, which was held over a two day period at "Bahara Dunes".

Subjects such as world-wide product strategy were discussed in workshop sessions, and for the first time the particular requirements of the Systems Market in Australia was taken into account.

Main subjects were how to improve the role of the Systems Operation Centres in terms of establishing very close links to the factory and the individual departments.

Dave Weibel, Manager of S.O. Centre Germany, was also present and it was very helpful to exchange experiences and discuss common problems which exist. One of the direct results of the participation in this Management meeting was the eventuation of the Product Training Seminar.

THE ANNUAL STOCKTAKE

People marking sheets, others delving into dusty recesses, still other muttering unintelligible lists of figures, supervisors frowning worriedly, sharp-eyed auditors on patrol - the annual stocktake was in full swing. This year's stocktake began on Friday September 27th and the counting of the items and collating of lists continued through well into the Saturday.

To the casual observer the scene was chaotic, but the conclusion was only apparent; in fact a great deal of thorough planning had taken place prior to the start of counting and everything progressed smoothly and on a well organised basis. Co-operation by everybody involved in the stocktaking was again at a very high level and this factor was of prime importance in ensuring the success of the exercise.

THE ANNUAL HP PICNIC

The Hewlett-Packard annual company picnic was held on Saturday, October 12th at Peninsular Gardens near the bayside township of Rosebud. Despite intermittent rain, well over 200 people attended, making this years picnic the largest ever. Fortunately the weather conditions did not spoil the picnic arrangements for the Peninsular Gardens has ample sheltered space for even the largest of crowds.

HP Employees and their families began arriving at the picnic site around mid-morning and thereafter began eating, drinking and thoroughly enjoying themselves. Huge quantities of food and drink were available but the ravenous horde soon managed to considerably reduce them. The cooking was very capably managed by John Warmington, Gray Morgan and Tony Cookes, and the mouth-watering aroma together with the sound of sizzling steaks and "snags" soon had people flocking to the cooking fire. Thirsts as well as appetites were well catered for and Jim Creed and Co. did an excellent job tending the bar.



After lunch some people braved the weather and played golf or went horse riding, but the great majority, having contended themselves gastronomically, were quite happy to amuse themselves by viewing the various exhibits, playing pool, singing around the pianola or just chatting among themselves. Typically, the most energetic and untiring of all were the children whose interests were well catered for with pony rides, trampolines, train rides, swings and a merry-go-round.

In the course of the day's festivities the children consumed enormous quantities of sweets, soft-drinks and ice-creams. By the end of the day most were exhausted and over-fed but very happy.

It was generally acknowledged that the 1974 annual picnic was not only the biggest to date but also one of the most successful, despite the inclement weather on the day. Kudos must go to everybody who assisted at the picnic site and particularly to Wendy Mosden, Sammy Krauja and Roger Bailey who did most of the background organizational work.



Jim Creed tending the bar



The Pony Rides

The Social Scene

The Social Club has been particularly busy of late.

One activity has been the selling of several types of goods at discounted prices. In this respect items such as clothing, fancy candles transistor radios cutlery photograph albums, soft toys, slide viewers, tape cassettes, pens, and diaries have all been available at very reasonable cost. It is hoped to extend the range of items available very shortly to include childrens clothing, pantyhose, blankets and possibly even car radios. A discounting scheme has also been arranged with a local garage to enable HP people to be eligible for discounts on petrol, tyres and other car needs.

On the social side of things, several theatre nights to current shows have been arranged for small groups of people and have proven very successful.

Possibly the major event recently was a Dinner Dance held at "The Hideway" restaurant at Sassafras in the Dandenong Ranges. This function was attended by close to 200 people and took the form of a Smorgasbord meal accompanied by almost continuous dancing until 1.00am, when the liquor licence expired. Both the food and music were very good and everybody agreed that they had a "real ball".



Gray Morgan - gourmet



The hungry horde at "The Hideway"

FROM THE MANAGING DIRECTOR...



John Warmington

Whilst we are still involved with the finalization of order quota and expense targets for FY75, it would appear that there is little doubt that as an organization, we will be looking for better productivity throughout the year to ensure that we finish with satisfactory results in all areas.

Management deplores the necessity of raising certain subjects but it becomes essential at times when it's found that purely having all staff adhere to a timetable based on the publicized working hours, it's possible to improve productivity quite quickly.

Many of our current staff have been involved with training for new positions - almost 50% of our entire Australasian Area workforce has joined the company since November 1, 1973 and I am sure that each of these new people will be contributing to a more efficient operation throughout the new fiscal year.

We will be adding more people and in accordance with our normal practice, it will be necessary to replace a number of people who leave our employment for a number of different reasons. It therefore is essential that all those responsible for hiring new people should be sure that they are obtaining the best material that is available so that training and integration within the HP family can be accomplished with the minimum delay.

In the last issue of "Depth", I called on assistance to bring our Receivables and Inventory figures into line with targets and I would like to express my appreciation for the continued effort from all concerned during the past three to four months; should the current trend continue we will come close to our desired levels.

We are now very close to FY74 year end and many records have been set during this fiscal year:

HPNZ Orders	\$2,000,000
NZ Calculator Orders	\$1,000,000
Total NZ Orders	\$2,500,000
HP Australia Orders	\$16,000,000
Australasia	\$19,000,000



We logged our first \$2,000,000 order month and also a similar figure for shipments.

All in all, it's been a remarkably good year for HP Australia and New Zealand with particularly good performances by all disciplines with solid assistance from the service and administrative groups.

J. WARMINGTON

Items of Interest from EPG

During June, Dick Lubinski from our Loveland Division, paid us a visit. Dick gave two Customer Seminars on DVM's and Data Acquisition Systems. A total of 140 Customers attended the Seminars which were held at the Park Royal Motel. That evening saw a enthusiastic group of HP-ites plus husbands, wives and friends, at "Potters Cottage" where much fun, food and friendship, together with the odd drop of wine, was enjoyed by all.

Our next overseas visitor was Dave Widman from our Stanford Park Division. Dave conducted two very informative Customer Seminars on Signal Generators. Wherever Dave went, the wet weather followed, and Melbourne was no exception with five days of miserable drizzle.

Customer Seminars are becoming big business in Melbourne. Over five hundred names are on our current invitation list, and preparation time can take up to four days. Current value of postage is \$50.00, not to mention the cost of literature and other materials required for these seminars.

On July 14th, Ron Hodgson and Don Simmons flew to Tasmania for a series of three seminars dealing with the 3050 Data Acquisition System. After three very successful days Ron returned, leaving Don to visit those customers not able to attend the Seminars. Tasmanian business is on the improve, and regular Sales trips seem to be warranted.

Tony Cookes spent a very busy three weeks in the U.S during the month of August, together with other representatives from each of the Intercon Countries. During the first weekend they discovered shooting the rapids down the Stanislaus River in a rubber raft, and climbing the waterfalls in the Yosemite National Park. Each weekend was similar, but we are assured that they managed a little negotiation of quotas and other such work sometime in between.

We had a charming visitor here the other week, when Noeleen Bieske brought along daughter Nicole. It is amazing how quickly the women gather when a baby is nearby! Talking of babies, Ron Hodgson is the proud father of his second son (fourth child), Stuart Leigh.

Halfway through October we are losing Ann Boyle, for a couple of weeks. When she returns she will be Ann Tredrea.