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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND
No 36 December 1988



- Managing Director Malcolm Kerr poses with a member of the cast on the occasion that Hewlett-Packard Australia Ltd hosted a gala performance of Coppelia in Canberra.
- HPA has undertaken sponsorship of the National Capital Dancers, the talented ACT-based ballet company.
- Story: p2.

HP Computer Museum
www.hpmuseum.net

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We've made the 10 billion

Financial Year '88 ended in October with HP Company breaking through the US\$10 billion mark for orders, the first time this has been achieved.

John Young quite rightly described it as a momentous milestone, built on the quality of HP people and the strong and competitive products we offer in each of our markets.

John reported that progress had been made in controlling expenses but it would be necessary to pay close attention to them in FY89, particularly costs represented by new hires.

About 2000 people were added to the payroll in the last quarter, bringing the total of HP employees worldwide to 87,000.

Australia and New Zealand contributed most creditably to the good results of FY88 and I offer warmest congratulations to everyone who gave their best shot to help meet our targets.

Computers, Test and Measurement, Analytical and Medical

achieved 118% of sales goals, providing revenue of \$226 million.

Sales productivity grew by 20% and employee productivity by 28% — to \$342,000 per employee.

UNIX system sales, running on HP 9000 computers, increased by 210%. From small beginnings, HP Precision Architecture computers, using Reduced Instruction Set Computing principles, achieved a sales increase of nearly 400%.

We also achieved 166% of sales goals in the PC market, a lift of 76% over the previous year. The Vectra range is now one of the top five highest-selling computers in Australia; and the HP LaserJet family still out-sell all others.

A special milestone for HPA came in August when we formed the equity partnership with Telecom to exclusively provide Telecom's top 500 corporate customers with HP computing solutions.

Strong programs are in place to meet the 1994 target of lifting export

sales to \$78 million and fulfilling our responsibilities under the Federal Government's Partnership for Development Agreement.

Our Australian Software Operation in Ringwood is HP Company's worldwide centre for Fourth Generation Language (4GL) development and export.

For the fourth year in a row, we were rated best in customer satisfaction by the Compass/Hoby independent user survey.

There is never excuse for complacency but certainly we have reason to be pleased with our success in FY88.



As the calendar year draws to a close, we all look forward to the Christmas break and what that traditionally means in festivities, family reunion, reflection and then refocus on the challenges ahead.

Barbara joins me in wishing all our HP family a Merry Christmas and a Happy New Year.

MALCOLM

The occasion was the start of HPA's sponsorship of the National Capital Dancers, one of the most professional and respected ballet companies in Australia.

Among the guests were:

Israel's Ambassador Zvi Kedar and **Mrs Kedar**;

Spain's Ambassador Dr Jose Luis Pardos and **Mrs Pardos**;

Mr John Langmore, MHR for Fraser, and **Mrs Langmore**;

General P C Gratton, Chief of the Defence Force, and **Mrs Gratton**;

Glen Eggleton, **Janet Karin** and **Peter Graham**, representing the National Capital Dancers;

Frank and Mrs O'Rourke and **George and Carol Nicola**, representing Telecom;

David Bastion, chairman of the Canberra Theatre Trust, and **Mrs Bastion**;

Mr J Fulton Muir, Canberra Development Board, and **Mrs Muir**;

Caroline Summer Hayes and **Helen Urlich**.

Noel Pelly, Administrator of the Australian Ballet Company, who was guest speaker.

Negotiating sponsorship, compiling the guest list, despatching invitations, logging acceptances, arranging catering and bouquets and liaising on security with Federal Police threw heavy responsibilities onto the ACT office.

Dave was well supported by **BBM Gayle Payne** and on the night by other staff members who helped in the reception and seating of guests.

Coppelia is the story of a weird scientist who makes a beautiful doll and breathes life into it.

It was the last ballet to be performed at the Paris Opera before the Siege of Paris closed the theatres in 1870. ■



• **John Toppell**, Director of Marketing Operations, with **Israel's Ambassador Kedar** and **Spain's Ambassador Pardos**.

Support for ACT ballet

Joint hosts at a splendid premiere of the ballet Coppelia in Canberra on 23 September were Managing Director **Malcolm Kerr** and ACT Branch General Manager **Dave Holland**.

With the help of their wives, Barbara and Linda, they entertained VIP guests at dinner at Seasons Restaurant before the performance and to cocktails in the theatre afterwards.

Benefits from a US posting

Twentyeight months in the US as Value Added Channels Manager with Intercon were an educational and exhilarating experience for **John Bieske**.

Returning to Joseph Street in October as Region PC Manager, John said his time at Palo Alto gave deeper insights into HP Company.

"On numerous short visits to the States, you think you know just about all there is to know about the HP structure and how it operates but a long attachment teaches this isn't so," John says.

"Learning the intricacies and subtleties of the decision-making processes can be of immense value. It helps you interface with the various divisions of the parent company and also with HP entities in other countries.

"More Australians and New Zealanders should seek opportunities to work for two or three years in the States. You find that most Americans work in a highly positive environment.

"You are particularly impressed by the 'can do' attitude and their discipline to focus on the key business opportunities and issues."

But HPA people would do well there only if truly positive. It was no place for the cynical.

John spent much of his time travelling. While he found HP culture strong everywhere, every country was doing something unique.

"There is something brilliant going on everywhere you look. We have so many strengths and we have got to do more in sharing them.

"I couldn't mistake that, while each country is

doing something different, its strength is based on the quality of *people*. That is the common denominator. It is the strength of people that makes things become exceptional," John says.

He was particularly active in Asia "because of the vast number of opportunities there."

He believed Australians still had much to learn about competing in Asian markets but we had a distinct advantage over many western competitors — Asians liked our openness, friendliness and ability to communicate effectively at all levels.

The American education system was difficult at first for daughter Nicole but she came to enjoy it. It helped develop confidence in herself.

"Children are taught to communicate and articulate their feelings; encouraged to be



• John and Vicki ... both in new jobs.

themselves; they mature faster.

"When enrolling for some elective subjects, the student makes the choice, not the parents. Perhaps there is discussion at home but the child is finally responsible for the decision," John says.

His wife got much satisfaction from teaching hearing-impaired children. Most of all from an 18-year-old who had a cochlear implant (an Australian pioneered the technique) and was hear-

ing sounds for the first time.

"Noeleen got a great buzz when the lad would arrive, excited by some new sound, like at breakfast fat crackling in the pan. Or seeing his response when he first heard someone knock on the door."

John's secretary is **Vicki Walker**, who was previously BBM in Canberra.

"I'm thrilled to be close to sales; that's the area I really enjoy," she says. ■

Quality cuts service needs

Coming from Winersh in the United Kingdom, **Nigel Marrion** brings the best credentials to his appointment as Region Service Manager.

Winersh has the biggest HP service centre in the world with more than 100 engineers — in spite of equipment becoming ever more reliable and needing fewer repairs.

"The UK has a tradition of instruments being calibrated on a regular basis rather than when they break down," Nigel explains. "It is a good philosophy."

In Britain, he was responsible for support of T&M equipment in the field as well as that returned to the bench for repair. His Australian duties will be similar.

"Support on site can give a customer quicker service," he says.

Nigel came to HP in 1980 as a CE working on HP 3000s. He was then CE Supervisor, followed by District Manager, T&M Support Manager and finally responsible for low frequency service management.

With two children below school age, Nigel and wife Sue believed that if they were to move to a new country now was the time.

They have bought a house at Doncaster but until their furniture arrives by sea they are renting at Dandenong. Until then, they're "doing the touristy things and getting to know Melbourne."

His first impression of HPA: "Leaner and meaner, which is a good thing in these days of intense competition." ■



• Nigel Marrion ... from Winersh to Melbourne.

Honesty and follow through

Honesty was an essential ingredient in communications, with public relations no exception, PR consultant **Howard Bull** told guests at the annual CEO dinner in Melbourne.

In a talk spiced with bright one-liners and crammed with anecdotes from a long career as journalist and consultant, Howard described how one client, an airline, was aghast when he suggested turning on a plane to take media to the scene of a crash.

And even more amazed when he revealed he had phoned a newspaper's chief-of-staff to offer help with another story (the paper hadn't yet been advised of that crash).

"The media was bound to get to know about our troubles; it was much better to help them get the stories right," he said. "By doing so, you gained respect and credibility for your client."

Howard said honesty was followed by follow



• Corporate Development Manager Bruce Graham (left), NZ Support Admin Supervisor Christine Scammell, Region CE Manager Bob Congdon and guest speaker Howard Bull.

through when assessing the important ingredients in communications.

"It's all perfectly clear to the communicator but maybe the hearer isn't all that bright or isn't paying attention; we should follow up with a check to see whether the message has got through or should be repeated or clarified."

The dinner in the Adelaide room was attended by CEO managers from all States and New Zealand. ■



• Visiting Intercon CE Manager Don Maston (left) with Secretary Sue Byrde and Sydney CEDM Ken Bailey.



• "The shiraz? No, I lean towards the cabernet," New Zealand CEDM Jos Kunnen tells fellow aficionado, Region CE Training Manager Paul O'Brien.



• "C'mon, Aussie, that's snake oil", says Intercon and US Operational Training Manager Mark Edelmann, resisting DSM Frank Freschi's urging to "snap up this never-to-be-repeated real estate opportunity, with glorious views" ... on top of Ayres Rock.

HPA funds AI lab at RMIT

Half a million dollars worth of our computer equipment has been donated to set up the *Hewlett-Packard Artificial Intelligence Laboratory* at Royal Melbourne Institute of Technology.

The ultimate aims of artificial intelligence research are to develop computer systems that emulate human thought and comprehension, to comprehend and act on human speech and to learn in the true human sense of the word.

RMIT is already able to make weather forecasts by computer that are slightly more accurate than those by the meteorology professionals.

With the new lab, it hopes to do much better, with huge benefit to the nation's economy, particularly in agriculture.

MD **Malcolm Kerr** said at the presentation ceremony that it was a tragedy in business, science and industry that valuable human knowledge was continually being lost.

We were victims of a brain drain of monumental proportions. Not a drain to other countries in the usual meaning of the term but because people retired, died or left active participation in their work for whatever reason.

People could write books or teach others a part of what they knew but this was a very incomplete way of perpetuating the knowledge and ability of the individual.

Although some information was passed on, a part of the wheel had to be reinvented by each generation — to the detriment of progress.

"Imagine, for a moment, if we could distill the knowledge of an expert in a particular field and incorporate that into a

computer system, accessible to anyone," Malcolm said.

"The more romantic of us would see such a thing as a kind of immortality. But this is just one aspect of the evolving science of artificial intelligence.

"Even now 'Expert Systems' exist as commercially available products. And we know that Australia is well placed to develop, exploit and export AI systems.

"In terms of potential income for Australia and revolutionising the way people use computers, the results in decades to come could be nothing short of staggering."

RMIT's AI research would investigate such things as:

- **Natural Language Processing:** The ultimate aim is to teach computers to understand the meaning and concepts behind words — in essence to teach the computer how to truly comprehend human speech.

"Not by strings of code or limited commands but in the way I am talking to you now," Malcolm said. "Simple for a child of four but a spectacular advance for computer science."

- **Pattern Recognition:** Via vision, sounds or even concepts.

- **Weather Forecasting:** To the huge economic advancement of Australia and the world.

The HPA gift includes five HP 9000 series technical workstation computers, networking facilities and software.

"It is our privilege to be a part of this investment in Australia's future," Malcolm said. ■



● HP equipment helping to make better weather forecasts.



- **Recognising the huge effort required to cope with an outstanding October order month, the Wellington sales team served a champagne breakfast to the folk in Order Processing.**

October saw three times the normal monthly target entered for SF15, on top of very large SF12 orders — best ever for HPNZ.

The waiters baulked at frilly dresses, aprons and fishnet stockings — an OP request — but reports are that they "scrubbed up real good nevertheless".

There was speculation whether they did waiting in addition to their day jobs.

The function was held in the Willis Street staff cafeteria.

DSM **Tony Wood** (left), Country Sales Manager **Bob Cattell** and SR **Pat Evers** are shown waiting on Commercial Services Manager **Judy Chua** and Order Administrator **Liz McMillan**.

NZ fires up FIREMAN

New Zealand's Support Organisation went live on FIREMAN (Field Resource Management system) on 1 September.

Naturally, there was a function for the NZ Support Team, CEO and the MIS department to celebrate.

New Zealand will now be able to streamline logging and tracking of customer hardware fault calls through quicker and more efficient storage and retrieval of customer repair information.

Previously, the system has been completely manual so FIREMAN will greatly benefit the customer, the Admin team and the Support Organisation.

HPNZ is tapping into FIREMAN already in use in Australia and has also gone live on SORDS, the billing system used by Support. It is first in the Australasian region to install and use the system.

This is also an Intercon first to use the network to have SORDS in New Zealand and FIREMAN in Australia maximise re-



- Firepersons all: Contracts Administrator Sarah Ward (left), Support Co-ordinator Renee O'Shaughnessy, Contract Administrator Wendy Yee, Support Admin Supervisor Christine Scammell, Inventory Controller Nick Natusch and AEO Co-ordinator Jo-ann Dodd.

sources and productivity across countries.

As with any installation, a great deal of work was done to get the systems running smoothly.

NZ Systems Administrator **Elizabeth Eggers** and Melbourne Analyst/ Programmer **Joao Pissara** put many day and night hours into the successful launches.

Behind the scenes, Systems Administrator **Denise McLaverty** and Systems Administrator **David Pawley** gave further assistance from Melbourne during the installation. ■



- ISG Manager Chris Dever (left), Elizabeth Eggers and Joao Pissara.



- A popular visitor in November was **Raphael Piccolo**, GM of HP Mexico. Those at his motivational talk were impressed by his enthusiasm for making HP first in all its Mexican markets.

Raphael was accompanied by his wife Christine. Pictured with him are Financial Analyst Felicity McClure and MD Malcolm Kerr.



- Senior Warehouseperson **Keith Martin** (left) and **Graham Reynolds**.

HP gift for marine science

Townsville is the site of Wonderland and its model of the Great Barrier Reef which introduces visitors to the splendors of coral without having to go to sea.

A sizable section of reef has been brought ashore and a computer-assisted display shows how the reef is a living thing, home to myriads of sea creatures.

Owls score

The Night Owls are an ice hockey team, so named because they are nearing the evening of their competitive careers.

They play an annual match against a Sydney team for a trophy that has a few dents and scratches, much like themselves.

Recently they learnt the old mug was a samovar made around 1760 with an antique value of \$3000.

Head Office Personnel Manager **Ray Gerwing**, who has played at national level, is a Night Owl.

"We're not as sleepy as the young fellers think; their trophies aren't nearly as valuable as ours," says Ray.

A samovar, of course, is a Russian tea urn. ■

New warehouse

September saw the opening of New Zealand's new warehouse at Seaview in Wellington.

It is twice the size of the Rongatai premises and will help a smoother flow of products to Dealers and VARs.

It also reflects the 200% growth in New Zealand's PC business. ■

The Great Barrier Reef Marine Park Authority and its associate the Smithsonian Institute, asked Hewlett-Packard for assistance and was pleased with the gift of a Vectra.

The donation was handled by Brisbane SR **Tony Beaton**.

While the public is being educated and entertained in the large display area, scientists out of sight are using HP computer power to plan continuing protection of the reef.

The customer provided programs and Brisbane SE **Rod Enever** co-ordinated bench mark testing, helped by SE **David Triggs** in Sydney and SE **Ken Sheers** in Melbourne. ■

Brisbane CAE in upgrade

Brisbane has five Colleges of Adult Education and all have HP equipment.

SR **John Burnett** services these sites with backup from CE **Bevan Watt**.

When Capricornia CAE lifted its computer power about eight times by replacing a Series 3 and a Series 48 with a 950, it made pictures in the Brisbane Courier Mail and the College's own magazine.

The first HP equipment went in 10 years ago so it can be assumed we're still giving satisfaction. ■



• Rod (left) and Tony discuss HPA's contribution to protecting Australia's coral wonderland.



• JB ... working at lifting personal productivity.



• From left: Distribution Supervisor Graham Reynolds, Import/Export Co-ordinator Leah Clute, Order Administrator Fiona Lenton, Contracts Administrator Lee Yoong and Commercial Services Manager Judy Chua.



The Family Schmidt in Hong Kong

Nearly two years ago, **John Schmidt** and family left Melbourne for Hong Kong, John for a post in the new Technical Systems Asia-Pacific Marketing Centre.

As Market Development Manager, he joined a team of pioneers "with a clean sheet of paper and a charter to put a program in place that would establish HP as a leader in design automation within three years."

His job entails a lot of work with Value Added Business partners in the US, Japan, Europe and within the region. He's probably clocked 300,000km on more airlines than he can count — and some he tries not to remember.

It has been rewarding to work with people of many nationalities. His favorite Asian country is Korea — "a real eye-opener to Aussies used to the 'country club' atmosphere back home," he says.

John's family consists of an understanding wife, Nola, and Kirsten, 15, Nathan, 12 and Gavin, 10. Understanding because he travels 40% of his time.

"We're enjoying it here immensely," he says. "Hong Kong is a wonderful development opportunity for all of us with many new experiences along with different people and cultures."

Nola teaches English to pre-school children preparing for entry to English schools.

"We live in a huge luxury apartment on the quiet south side of HK Island overlooking Tai Tam Bay. Behind are thousands of hectares of green hills," he says.



• John Schmidt.

"It's great to enjoy Sundays quietly while the rest of Hong Kong bustles along at its usual frenetic pace.

"We have spent short holidays in Malaysia, China and in wonderful Australia. We're in no hurry to return but certainly appreciate the unique advantages of home — clean air, peace, quiet and friendly good-natured Australians.

"Maybe we'll be back in 1990?"



• Bill Allison.



• Gwen Welsh.

Service Awards

Unlike many companies, Hewlett-Packard recognises the services of employees throughout their careers, rather than just when they retire.

That's why HP makes five-year awards and then gives further recognition at five-yearly intervals. Region Quality Manager **Roy Armour** observed at the presentation of awards to Melbourne recipients at a social gathering in the Adelaide Room in November.

MD **Malcolm Kerr** and Region Marketing Manager **Bruce Marsh** led the list with 25 years of service.

Then came Region Administration Manager **Bruce Thompson**, Adelaide FE **Ken Jackson** and T&M Service Manager **Ian Richards** (20 years).

Those who completed 15 years were:

Warehouseperson **Don Mays**, Sales Co-ordinator **Monika Waffler**, Secretary **Sheila Lowe**, Events Co-ordinator **Gwen Welsh**, Director of Marketing Operations **John Toppel**, Warehouseperson **Vin Wilson**;

Sales Engineer **Jeff Marshall**, Sales/Office Warehouse Supervisor **Bill Allison**, Program Co-ordinator **Betty Murray** (Sydney), National Sales Manager **Bob Cattell** (NZ) and CEDM **Kevin Matson** (NZ).



• Ian Richards (left), Sheila Lowe and Bruce Marsh.



• Jeff Marshall and Bruce Thompson.

Showing customers a single Hewlett-Packard image

Following months of planning by both HP Corporate and HP Australia, November saw the start of a worldwide strategy to strengthen the HP image that is projected to established and prospective customers.

Marketing Services Manager **Bob O'Connor** gives the reasons:

Image is an intangible asset that a company owns in the minds of its customers and prospects. It is what people believe a company stands for and so directly impacts the business it does.

Communications to the marketplace, of any kind, shape the way customers perceive Hewlett-Packard.

The medium can be advertising, mail, literature, direct contact (sales calls, training classes, telephone, support calls), packaging, business cards, stationery, buildings, press articles, seminars, trade shows, etc.

Until now, we have not got leverage between ads, literature, packaging, etc; they looked so different that customers have not sensed a single company.

The Telecom Joint Venture adds a local complication; however it does not affect the basics of positioning one Hewlett-Packard worldwide.

HPA will be positioning HP Corporate overall and under this umbrella will position the individual businesses we operate (Computers, T&M, Medical, Analytical and PCs).

It is most cost effective if all physical communication is immediately recognisable as being from HP — the same

style, format, layout, etc.

We will be seeing the progressive release of a new-look HP, starting with advertising and sales literature. The strategy is to develop all new communications in the new style and sim-

ply let old material run out and expire.

There has also been a review of the HP logo but it was decided not to change this one element of our image.

So, if anyone is developing new communications — stationery, business cards, binders, signs, brochures, etc —

please get Marketing Services involved.

Bob started his HP career in 1983 as a government sites representative in Canberra. He came to Melbourne in 1986 as Field Marketing Manager.

He and his wife Helen have three young children, Caroline, Emma and Steve. ■

Drug tests made us news

Media attention was on HPA during the Seoul Olympic Games when sophisticated HP equipment showed up illegal use of drugs.

Most Australian television news and sports programs approached us for information and up to 7 million saw and heard explanations of the technology.

Public Relations Manager **Doug Forsyth** and Media Service Journalist **Gordon Williams** worked overtime responding to media requests.

They praised the "tremendous support from Analytical Group and how HPTV in the US went out of their way to help."

Wide World of Sports networked a 10-minute feature throughout Australia.

SBS Sports Report did an 8-minute interview with FE **John Lynch** in the Melbourne Analytical demo room, following up with an 11-minute segment with CE **Peter Nankervis**.

Network 10 talked to Peter for five minutes and the feature led each bulletin.

Seven Network told "how high-tech beats drug cheats."

Nine's Live at Five networked a Terry Willisee interview with Peter, showing HP computers and instruments. ■

Married

- Perth **BBM Glen Taylor** to former HP employee **Michael Holmes** on 9 October, with Adelaide **BBM Sandra Carter** as bridesmaid and former HP employee **Ralph Baer** as best man.

The reception was held at Matilda Bay Restaurant.

- Sales Representative **Maria-Luz Bernabe** to SE **Peter McInnes** on 29 October.

- Perth CE **Kevin Tucker** and Sandra Gibson have announced their engagement and will marry early in 1989.



• Putting HP before the public: John Lynch being interviewed by SBS's Kyle Patterson.

Newcomers

Sandra Anderson, Secretary /Marketing (New Zealand)

George Andriotis, Service Engineer (Melbourne).

Trevor Bale, Materials Handler (Melbourne).

Mark Berends, Sales Co-ordinator (Melbourne).

Livia Boros, Sales Co-ordinator (Melbourne).

Scott Cameron, Software Development Engineer/ ASO (Ringwood).

Seong Chuah, Staff Systems Engineer (Sydney).

Peter Clift, Support Engineer (Sydney).

Steven Hampton, Software Development Engineer/ ASO (Ringwood).

David Heatley, Software Development Engineer/ ASO (Ringwood).

Nathan Holdsforth, Materials Handler (Sydney).

David Honey, Sales Development Engineer/ ASO (Ringwood).

Peter Ignatiadis, Computer Operator (Melbourne).

Paul Langdon, Credit Officer (Melbourne).

Vincent Lee, Service Co-ordinator (Perth).

Per Lugnet, PC Support Systems Engineer/ Marketing (New Zealand).

Leanne McBeth, Sales Secretary (Sydney).

Rohan McColl, Software Development Engineer/ ASO (Ringwood).

David McGorriery, Software Development Engineer/ ASO (Ringwood).

Chris Novak, Software Development Engineer/ ASO (Ringwood).

Mark O'Leary, Software Development Engineer/ ASO (Ringwood).

Des Pallagi, Systems Engineer (Perth).

Rick Smart, Response Centre Engineer (Melb).

Sean Steele, Materials Handler (Melbourne).

Amir Taefi, Systems Engineer (Sydney).

Colin Taeuber, Training Co-ordinator (Melbourne).

Paul Tayler, Systems Engineer (Canberra).

Katie Withers, Sales Co-ordinator (Melbourne).

Wendy Wright, Customer Service Centre Secretary (Melbourne).

Wing Wu, Network Consultant (Melbourne).

Paul Zechovsky, Service Engineer (Melbourne).

Carolyn Granzow, HP USA to Systems Engineer (Rosebery).

Jurgen Horhann, Escalation Ctr Engineer (Sydney) to Escalation Ctr Engineer (Melbourne).

Jeff Ineson, Warehouseperson to Demonstration Co-ordinator (Melbourne).

Greg Kershaw, Sales Manager (Rosebery) to Southern Area Sales Manager (Melbourne).

Jim Khoo, Sales Administrator to Project Ctr/ AEO Administrator (Melbourne).

Yves Knezy, Sales Representative (Adelaide) to Sales Representative (Brisbane).

Elissa Kranitis, Service Co-ordinator (Rosebery) to Service Co-ordinator (Sydney).

Nigel Marrion, HP UK to Region Service Manager (Melbourne).

David Yuen, Sales Administrator to Remarketing Administrator (Melbourne).

Transfers

Craig Clemens, Staff Systems Engineer to Sales Representative (Adelaide).

Gary Fisher, Sales Representative to Branch General Manager (Rosebery).

Tasty bytes

Time was when chefs got by with a stove, assorted pots and pans, a cleaver, a mixing bowl or two and a headful of jealously guarded recipes.

Nowadays they add a PC, as North Ryde chef and Catering Supervisor, **Edward Gaal** has done.

So, if you're planning a special staff or customer function, you can call him up on HPDesk.

A warning, though. Edward's a genial and obliging fellow but you would strain the friendship logging your lunchtime order: "Pie (double sauce), chips and a Big M (chocolate). Down in five minutes." ■



• Chef Edward ... planning tasty menus.



Many phone calls go direct to extensions but switchboard traffic in all our offices is still heavy. It's important that callers are greeted by a cheerful voice. Here are just three faces to the pleasant voices people hear when they ring:

Above: Liz McGovern (left) and Fiona Cleland, in Perth. Right: Andrea Barnett, in Brisbane.



Making things more equal

By the end of December, nearly all managers in Australia will have attended an Affirmative Action training course extending over a day-and-a-half.

And with the requirement that managers arrange early meetings with their sections to discuss matters covered by the course, every employee should be much better informed about Affirmative Action.

Also, during 1989, all employees will go through an awareness program.

For the training sessions, which started in July, about 80 women and men below managerial level were invited to participate with the managers.

Many were surprised to find that Affirmative Action is much more than addressing, as a matter of fairness, the range of jobs open to women and the imbalance between men and women in appointment to managerial positions.

They learnt that governments in Australia and around the world are passing equal opportunity legislation that binds employers legally.

Also, there is an economic aspect that has not hitherto been presented as strongly as the issues of fairness and legislative compulsion.

More and more managements are becoming aware that Affirmative Action will become a critical factor at company level and that profitability, even survival, is involved.

Those which provide new structures that encourage women to reach their skills potential and which then regain their services after an absence from the paid work force,

will benefit above those who don't.

The pattern for many employers has been to accept a woman's departure for child-bearing or other domestic reasons as a final parting with the company.

Structures were not flexible enough to allow her to bring back her skills at a time of her choosing and sometimes on a part-time basis.

The gravitation of skills to companies with imaginative employment structures must mean a relative loss in the overall level of skills that more flexible companies can maintain.

The subtle erosion of a company's attractiveness as the provider of a career does not occur only at the time a woman is unable to re-offer her skills except on a full-time basis.

It permeates the campuses where talented women are weighing up which companies will provide the start of a rewarding career and then a restart should they interrupt it.

Managements are increasingly recognising the impact on the bottom line of positive Affirmative Action policies and the penalties for negative attitudes.

They know that, with a looming shortage of professionals, companies will suffer if the opportunity for enlightened forward planning is fumbled.

Governments are also aware that nations are at a disadvantage against competitors which do make maximum use of the skills possessed by both women and men.

HPA's Affirmative Action policies have been shaped by a planning team led by Personnel

Manager **Geoff Windsor** as co-ordinator (and the person legally responsible for implementing government measures).

Personnel Representative **Rose-Marie Todes** is Affirmative Action Officer.

Others in the planning team are Financial Controller **Jal Karani**, ARC Manager **Graham Gunson**, Sales Training and Development Manager **Danielle Segal**, Marketing Services Manager **Bob O'Connor**, Region I/S Manager **John Klimczak**,

Region Quality Manager **Roy Armour**, and Head Office Personnel Manager **Ray Gerwing**.

An implementation team comprises **Rose-Marie, Danielle**, Region PC Support Manager **Brian Avery**, Contracts Manager **Pam Seibert**, ASO Manager **John Cromie**, Secretary **Sheila Lowe**, Australasian Sales Manager Analytical **Jim Watson**, AEDM **Pam Isaac** and, as consultant, Field Personnel Manager **David Peake**. ■

Andrew's poem gets gold

Competing against a large field of Australia's best verse speakers, CE **Andrew Cosgrove** recently won the most prestigious award of the Sydney Eisteddfod.

The competition is presented by the City of Sydney Cultural Council and in the verse speaking section Andrew won the gold award.

The requirement was the solo recital of any poem from "Around the Boree Log", a collection of poems by Australian poet John O'Brien.

He didn't choose the easy option. *The Old Mass Shandrydan*, a colorful tale of the early settlers, is the longest of the collection that takes about 10 minutes to recite.

Asked his strategy, Andrew said: "Pick a good poem and let the words work for you."

Andrew was a graduate recruit from the NSW University in February and works in the Bench Operation at North Ryde under CEDM **Paul Hoolahan**. ■



Births

- Kelly Marie, first child of CE **Graeme Gilmour** and Bronwyn, at Lilydale District Hospital at 3.39pm on 13 October.
- Krysta Elizabeth, first child of Shift Leader **Barbara Baumann** and Bruce, at Lilydale Hospital, at 3.36am on 13 September (3856gr/8lb 8oz).
- Brittney Leah, daughter of Response Centre Software On-line Manager **Rod Makin** and Margo at Waverley Private Hospital at 4.25pm on 24 October (3175gr/7lb).



• Andrew Cosgrove ... persuasive speaker.

Interface with Telecom

Once the Joint Venture was signed by the senior managements, HPA and Telecom moved quickly to integrate people at all levels whose contributions would be needed to make the enterprise successful.

At meetings in Melbourne and Sydney, Telecom briefed HPA on its policies, equipment and services and then HPA did the same.

In particular, each side explained how its sales structure worked and explained the particular character and expectations of major accounts.

On the HPA side, input was received from Sales Training and Development Managers and the presentations were coordinated by **Kevin Burbank**, lent by HPUK to add his training expertise, and Field Development Manager **Danielle Segal**.

After the serious business of concentrating on the exchange of commercial information, the participants relaxed at informal social gatherings that were held both in Sydney and Melbourne.

The photographs, taken at Telecom's St Kilda Road offices, show faces that will become much better known to HPA people.

Ming Wu, who was a Telecom employee then, has since come to Joseph Street as a network con-

sultant. There he joins former Telecom colleagues, **David De Campo** and **Stephen Owens**. ■



• UK visitor Kevin Burbank (left), Ming Wu, now an HPA network consultant, and Marketing Development Manager Tom Daniel.



• Telecom National Business Manager David Humberstone (left) with recently appointed Southern Area Sales Manager Greg Kershaw.



• SR John Klein (left) and Telecom account executive Peter Chamberlain.



• SR Noel Rath (left), Telecom communications consultant Matt Napolitano and Field Marketing Co-ordinator Helene Smith.



• Field Marketing Manager Bob O'Connor (left) with Telecom communications consultants, Chris Scerri and Ken Lock.