

Kodakery
No. 171 June 1985



DEFENCE DOWNUNDER — OUR PART Page 3



QUALITY MENTORS. Ralph Rosati, left, and William Golomski prepare to answer questions during one of their Total Quality seminars conducted for Kodak people.

Visit a boost for Total Quality Program

The visit of Total Quality experts, William Golomski and Ralph Rosati provided further direction for our company wide Total Quality Program.

Both men are acknowledged leaders in their field and are members of the American Society for Quality Control.

Golomski is the principal of William Golomski and Associates and a holder of the Edwards Medal, awarded in recognition of his work in T.Q.C.

Ralph Rosati is a member of the Eastman Kodak T.Q. team. He is quality consultant for the Photographic and

Information Management Division in Rochester. He commenced his career with Kodak as an apprentice instrument maker in design engineering in 1952.

During their two week visit to Australia Golomski and Rosati were kept busy with face to face meetings with people involved in key areas of our T.Q. program.

Golomski's timetable saw a series of two day seminars directed towards Marketing, Employee Relations and Finance and Administration Divisions. Meanwhile Rosati became involved in on-site meetings with many departments within Manufacturing Division.

Appointments

Manufacturing
Michael Fraser is appointed supervisor, Packing, Roll Film Department.

Marketing
Mel Forbes is appointed manager, Reversal Laboratory. He succeeds Jerry Bond who retires from the company on 1 July 1985.

Bill Clark is placed on assignment as administration manager, Eastern Region.

Kevin Hayes is appointed telemarketing representative,

offering support primarily to the education and government markets.

Joan Humphreys is appointed telemarketing representative, providing telemarketing support to BIS Markets.

Finance and Administration

John Walshe is appointed manager, Financial Analysis.

Laurie Joyner is appointed manager, Financial Accounting and Treasury.



Boxing Kangaroo — the sign of the times

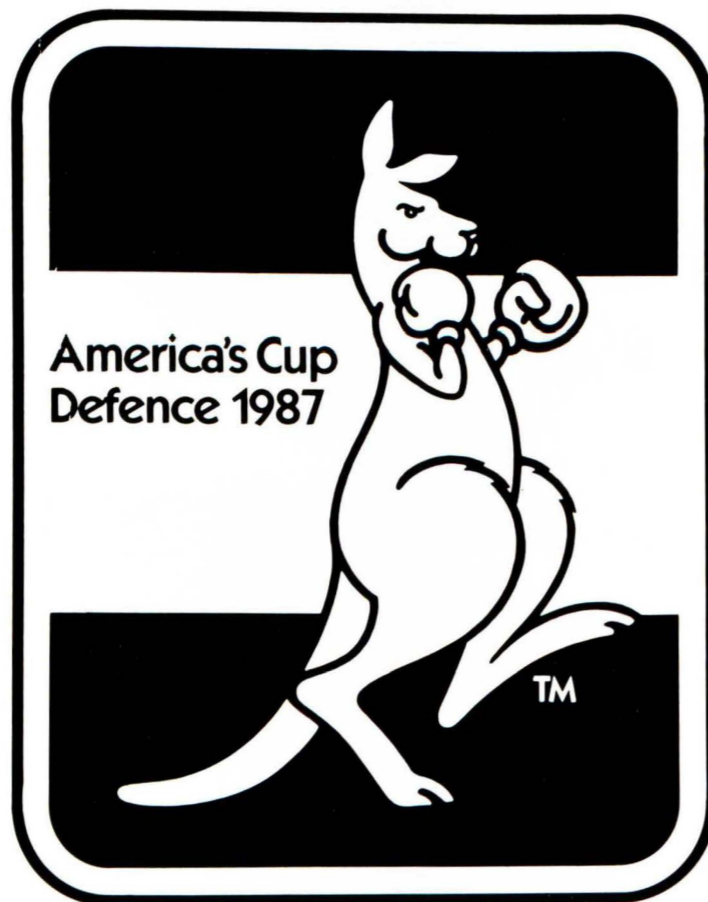
We will be seeing a lot more of this perky little fellow, displayed on the flag held by Gerry Johnston, general manager, Marketing (at right) and Brian Pilbeam, manager, Publicity and Public Relations.

The bright gold kangaroo, resplendent with red boxing gloves will play a big part in the Australian defence of the cup to be held in Fremantle in just over two years time.

The event poses a big challenge for the Royal Perth

Yacht Club and cup defence sponsors. The R.P.Y.C. is the proud holder of the Auld Mug (as the cup is affectionately known) since Australia II sailed to victory at Newport, Rhode Island.

Pictured behind Brian and Gerry, is the large photo mural enlarged from a 35mm Kodachrome slide, taken by photographer, Roger Garwood, for the Kodak stand at Photographics '85.



We join the America's Cup defence

Remember the excitement and sleepless nights during September 1983, eyes glued to the flickering television screens, as we cheered Australia II on to victory?

Remember that final exciting race when our yacht took the lead from Liberty and won, to bring the America's Cup home to Australia?

Well, the excitement is about to happen again, this time in Fremantle, Western Australia, when in 1987 the best in world yachting will meet to try to wrest the cup from us.

Kodak people will be a little closer to the excitement than others as our company will be supporting the Bond syndicate and Australia III — the team most favored to defend the cup for Australia.

Our sponsorship agreement links us as a major sponsor and supplier of products and photographic technology to the team that captured the America's Cup at Newport.

The defence of the America's Cup will undoubtedly generate enormous public interest in Australia and our company is confident that this association can be turned into an exceptional marketing opportunity involving trade customers and the general public.

Kodak's involvement in the cup defence was announced to the photo trade and related media at a press conference attended by our C.E.O., Ed Woods and Gerry Johnston, general manager, Marketing.

Two senior syndicate representatives, Hugh Treharne, who will be helmsperson and tactician in 1987, and Grant Simmer, who navigated Australia II at



IT'S A KNOCKOUT! Our CEO, Ed Woods, proudly displays the red boxing gloves that have become the hallmark of the America's Cup Defence syndicate and its Boxing Kangaroo. Assisting Ed is ACD crewman Hugh Treharne.

Newport, also attended the announcement and discussed the A.C.D. syndicate's training and preparation program.

Gerry Johnston, general manager, Marketing Division, said that the natural alliance between Australian companies was a prime reason behind the selection of the Bond syndicate.

"It is an association of acknowledged leaders, innovators and highly competitive individuals. We talk the same language when it comes to quality and creative solutions and we both know the challenges set by a highly competitive environment".

Our company has secured rights to use the famous

Boxing Kangaroo logo. Research has shown that there is a powerful consumer preference for products carrying the logo, far more than any other sporting logo.

Even with the big race close to two years away, there is a high public awareness of the event.

Kodak products covered by the sponsorship agreement include photofinishing services, all types of film, cameras (including 35mm), audio-visual products, videotape, computer media and photo security systems.

The Boxing Kangaroo logo will be used in all these product areas through distinctive packaging, in advertising, point of sale display and in special

products designed to maximise the full marketing opportunities.

Western region will be active

John Richardson, manager, Western Region, and his people in our Perth office will play an active part in our company's support of the America's Cup Defence 1987 Ltd organisation.

We are particularly well placed with our office and infrastructure in Western Australia and even at this early stage our people there are involved in planning for the big event.

They are providing contact between those involved in the defence and the Kodak project co-ordinators at Coburg.

Cover story:

Leading yachting photographer is on the team

Our impressive cover picture of Australia II under full sail was taken by the official ACD syndicate photographer, Roger Garwood of Perth.

For the technically-minded, the picture is one of a series, shot with a Nikon F3 loaded with 35mm Kodachrome 64 Professional film. Roger used

180mm and 300mm Nikkor lenses from distances ranging from 15 metres to 91 metres as he tracked Australia II through the swell.

He describes Kodachrome Professional film as "the greatest single advance in color material in recent years".

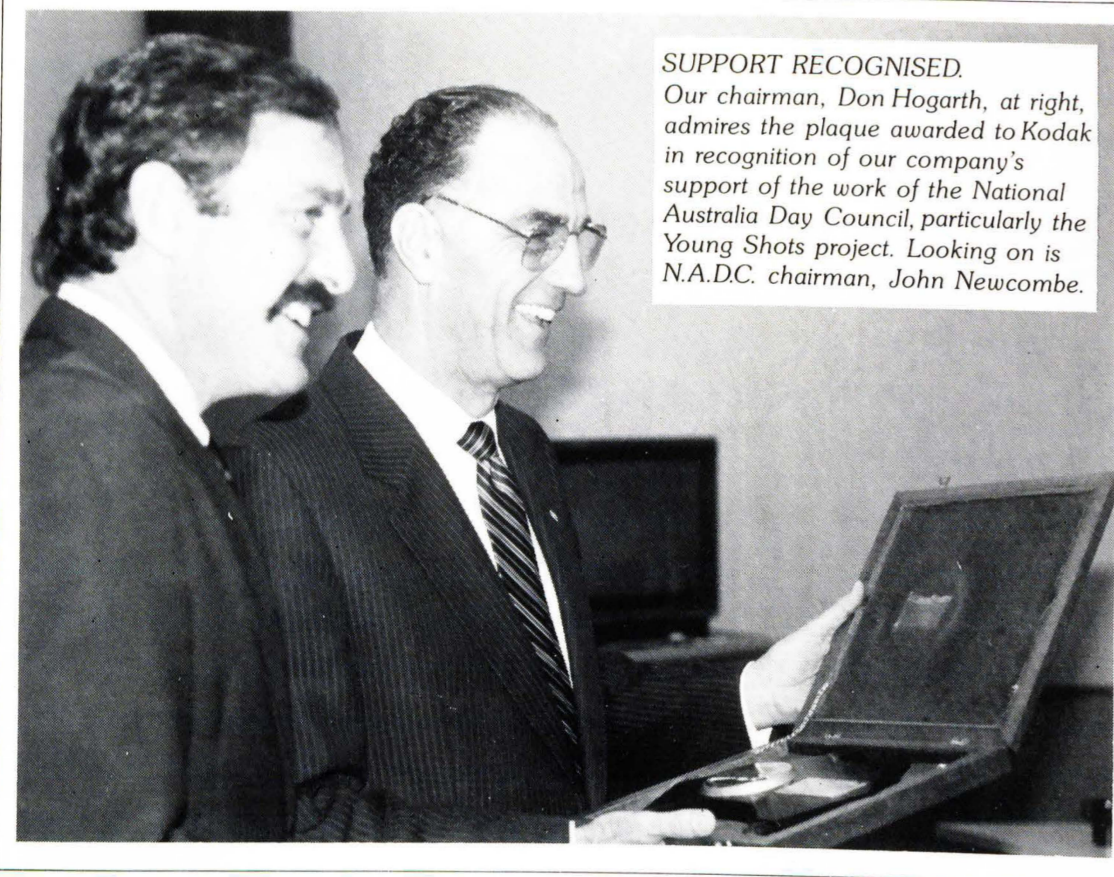
Another of Roger's pictures was enlarged to become a massive floor to ceiling photo-

mural that became the feature of the Kodak stand at Photographics '85 held recently in Sydney.

The picture was an X-100 blow-up, measuring 2.5 metres by 3.5 metres, showing the versatility of the film that is presently celebrating 50 years as the world's most popular color film.

In addition to its graphic pictorial qualities, photography is also being used to materially assist the syndicate's boat and crew performances.

Already there have been syndicate principals at our Coburg research laboratories to look at the applications of our work.



SUPPORT RECOGNISED.
Our chairman, Don Hogarth, at right, admires the plaque awarded to Kodak in recognition of our company's support of the work of the National Australia Day Council, particularly the Young Shots project. Looking on is N.A.D.C. chairman, John Newcombe.

Young shots launched

The Kodak-National Australia Day Council Young Shots Project is off and running again for 1985.

The launchings, held in all major Australian capital cities, marks the third year that our company has sponsored the competition.

Billed as the largest photo project of its kind in Australia, Young Shots is designed to encourage primary and secondary school children to develop an awareness of Australia Day and our national heritage.

This year's theme is "Faces and Places in Australia", and the event is predicted to reach the entire school-age population in a total of 12,000 primary schools around Australia. There are

\$9,000 worth of prizes to be won.

Entrants will be asked to capture their impressions of our country and way of life on film. Prizes will be presented in ceremonies on Australia Day, 1986, with the national winner and teacher being invited to attend the Australia Day Concert to be held in Adelaide.

The national winner will receive an award of \$1,000 and a special amethyst trophy at the concert by NADC chairman, John Newcombe.

The project is for mono and color prints and the closing date for entries is October 15.

Past years have seen a very high standard of entries in all age groups, with children depicting what Australia means to them.

Volleyball comp under way

Mark McKeon, Fit-Pit coordinator, has informed us that the first volleyball competition game is about to be played following excellent response from Kodakery readers.

Over ten teams are expected to participate. The building 12a team, headed by Andrew Bialecki looks strong, but Neil Feeney's ferocious fighters from building 13 must also be considered a good chance.

A summary of the rules is being distributed to each team

and competition times will be by agreement between opposing captains. Teams may be either all male, all female or mixed.

Six players are permitted to be on the court at any time with a maximum of three substitutes who rotate with each service change.

Any team with less than four players will forfeit the match. Matches will be to the best of three games, each up to 11 points (competition games usually to 15 points). Good luck to all the

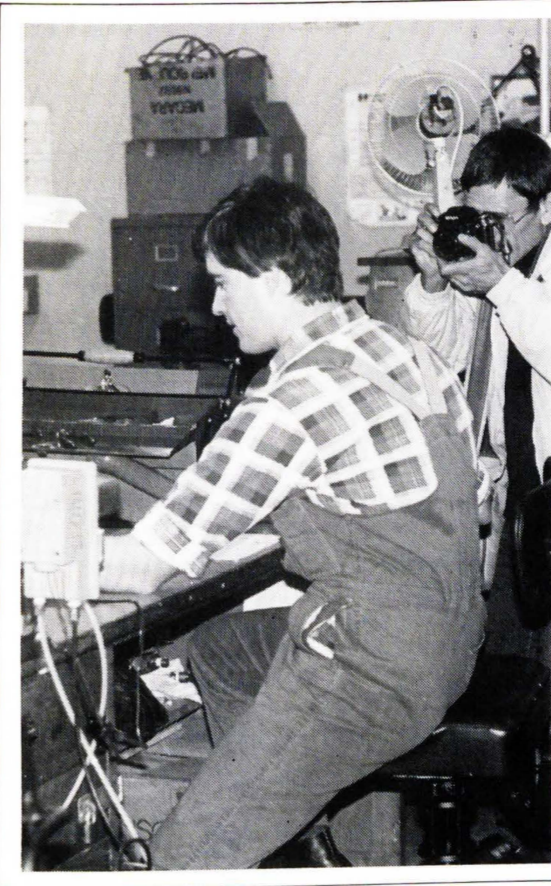
Our company's support of the National Australia Day Council and its objectives was recognised when Kodak was admitted to the NADC Corporate Club, joining many other leading Australian industries.

John Newcombe visited our Coburg head office and presented Kodak with a plaque signifying membership of the Corporate Club. The award was received on behalf of the company by our chairman, Don Hogarth.

"The National Australia Day Council appreciates the efforts and support of Kodak Australasia in our aims and it is good to see that youngsters are growing up with an understanding of the potential for photography to record their impressions of life in Australia," Newcombe said.

Representatives from the Phillip Institute of Technology visited the Fit-Pit to meet with our chairman, Don Hogarth, Frank Whitford, manager, Employee Relations Division, and members of the Fit-Pit committee.

Both parties expressed satisfaction with the development of the Fit-Pit and the relationship between Kodak and the Phillip Institute is sure to be maintained. The institute was actively involved in advising and staffing during the setting up of the Fit-Pit.



Kodak before the lens

It is usually the role of Kodak people to make it simple for others to record their memories on film, but there are times when this role is changed.

One such occasion was the visit to Coburg by Stuart Fox, a professional photographer engaged by Enterprise Australia, to photograph material for an audio visual on how industry works.

The AV, when transferred to video, will be used in the

Enterprise Australia schools program.

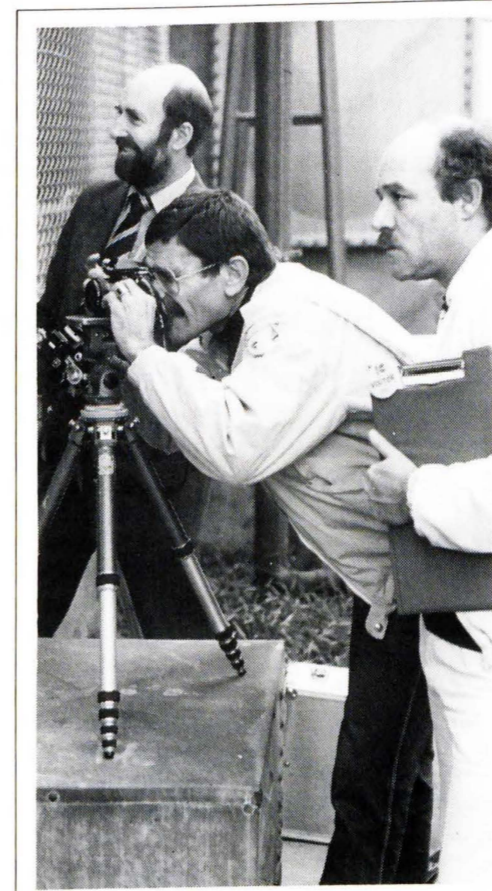
Stuart put Kodak people in a wide range of work situations before the lens during the eight hour shoot that consumed 31 rolls of Kodak Ektachrome 400 — total of 1100 slides.

Using available light, Stuart was able to capture the atmosphere of the wide variety of work situations found in our Coburg plant.

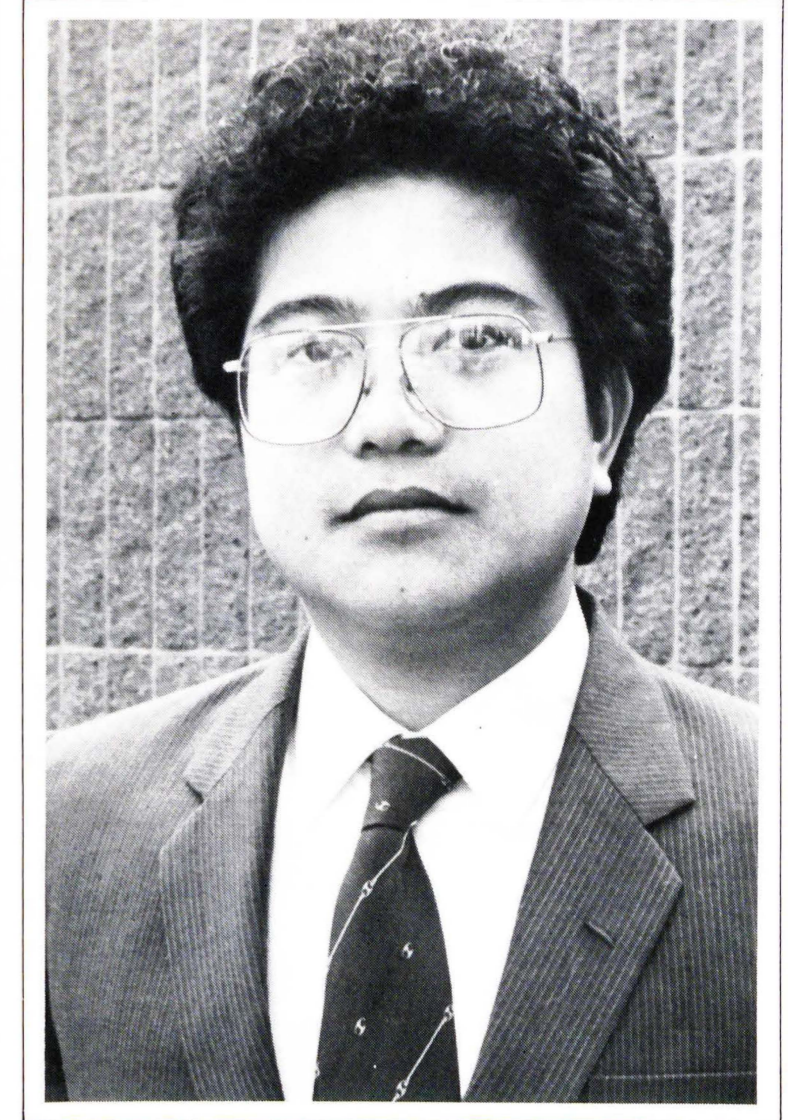
Our Kodakery camera followed Stuart to record the pictures for this article.

Kodak is one of the major supporters of Enterprise Australia — an organisation consisting of representatives from Australian industry.

Enterprise Australia's role is that of educating and informing secondary and tertiary students about the private enterprise system and how it works.



IN THE PICTURE. Top left: Mark Buhin, Plastic and Metal Products, finishes and caps size 135 cassette bodies as Stuart Fox takes focus. Top right: Terry Murphy continues with his work in the Instrument workshop as the camera records another aspect in a day at Kodak. Above: Annie Bonacci carries out tests on Ektacolor paper in our Quality Assurance Department. Looking on is Technical Services supervisor, Ian Jackson. Right: George Goldberg, video producer, right, checks a shot with Stuart Fox. Looking on is Neville Hesketh, Photo Information Services, Coburg.



Sawasdee Somkit

Imagine engaging a professional photographer to take pictures of a family wedding for little more than the cost of a roll of 36 exposure Kodacolor VR film.

Not possible you say? Well, it is in Thailand, according to Somkit Tantadvanichkul, manager, Advertising and Sales Promotion for Kodak, Thailand.

Somkit recently visited our company's operations at Coburg and Sydney to gain an insight into Kodak advertising and sales promotion functions, in order to assist his work in Thailand.

Thailand is a Buddhist country with many colorful festivals happening throughout the year, and because of this it is a photographer's paradise.

Somkit had some interesting things to say about photography in his country. Students and teenagers are the most avid picture takers, while the elder generation prefers to use a freelance photographer to take pictures of family occasions and religious festivals.

A photographer charges 250 Bhat (about A\$12) to shoot and process a 36

exposure Kodacolor VR film, interesting when compared to the cost of developing and printing in western countries.

Kodak Thailand is a company of 250 people that is the distribution and marketing centre for Kodak products to Thai people and visitors to their country.

Kodak Thailand is the largest importer of Kodak products in the South-East Asian Region. Major Kodak items are imported from Kodak Australasia and others from Kodak Pathe (France) and Rochester.

Ektacolor paper and chemicals for film processing operations in Thailand also come from Australia.

Kodak VR 35 cameras were released in Thailand last February, with the K2, K4 and K5 models joining the existing Kodak Signet Auto 35 range.

And what did Somkit think of Australia? The open spaces and the friendliness of its people were the things that impressed him most.

Footnote: Sawasdee in Thai means welcome and is used as a warm and friendly greeting to visitors.



Colin rewarded with scouting's top honor

Three years of hard work and study by Colin Brennan, Food Services, Coburg, has seen him rewarded with the scouting movement's top honor.

Colin, who is a member of the 4th Northcote Venturer Unit, was recently named a Queen's Scout.

There are many aspects of scouting skills to be undertaken before a scout can qualify as a Queen's Scout, Colin explained. Community assistance, wilderness survival techniques, social attitudes and knowledge of first aid, are all tested.

Even more to Colin's credit is that he completed the tasks

relating to his award in only three years, cutting 12 months off the normal time taken to qualify.

Colin explained that the reason for this was the amount of study he will have to face in connection with his apprenticeship over the next year.

Colin is a second year apprentice chef and he attends the William Angliss Food Trades School as part of his formal studies.

"There is a lot of work to be done before I qualify as a chef, so I decided to work hard on my efforts to become a Queen's Scout while I still had the time", Colin said.



Betty Rusden — 40 years in Launceston

Betty Rusden, from our Kodak Shop in Launceston, recently celebrated 40 years with the company in a style that she is sure to remember.

Betty visited Melbourne for the occasion and was taken on a tour of the processing laboratory at Coburg before being driven into the city by Mike Sabey, manager, Retail Operations, for a presentation in our Collins St shop.

The visit gave Betty a chance to meet with many people she had worked with over the years — albeit sometimes only at the end of a telephone. Betty was presented with a silver tray, engraved, in recognition of her 40 years service.

She began her career in Launceston in the black and white processing laboratory that was situated originally in the Brisbane Street premises that housed the Kodak

northern Tasmanian offices.

Betty said that the laboratory changed location twice before it was closed in the early 1960's — she then returned to the Brisbane St premises, to work in the retail store.

An incident that occurred not long after Betty joined our retail operations, provided her with a colorful introduction into shop life.

She recalls a customer coming in off the street carrying a gun; "We all thought it was a hold-up, but it turned out he had just bought the gun further up the street and was quite proud of his new purchase".

Betty was able to recount many more stories of her time in the laboratory and up to the present day in the retail shop. Our picture shows Betty receiving her impressive silver tray from Mike Sabey.



VICTORY CELEBRATION. Jim Doyle, manager, Kodak Townsville, and Anne Minter, supervisor, Kodak Shop, read the advice of their big win in the Store of the Year competition as the happy Townsville staff look on.

Store of the year presented to Townsville — Perth later

Ann Minter and her staff at our Townsville Kodak Shop received their store of the year award recently in recognition of exceptional performance during 1984.

The award will be held in Townsville until later this year when it will be transferred to our Hay St, Perth, shop. The two stores finished in a dead heat — a first since the inception of the Store of the Year competition.

The award is presented for the best overall performance

by a store, taking into account sales goals, productivity performances and stock management.

The result saw Townsville gain a net result of equal first place in the team rankings out of our 15 stores.

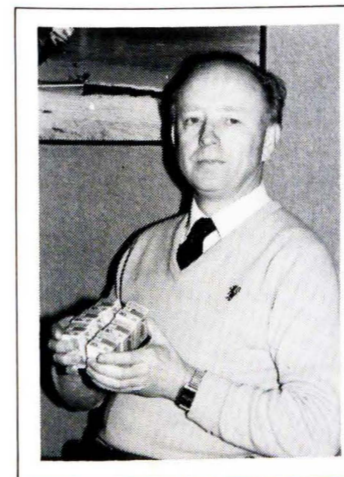
Retail Sales Manager, Mike Sabey said that in addition to performing well in the above areas, the sales team also achieved goals in training, personal motivation and initiative taking.



Arthur Renwick, one of our company's most accomplished photographers, is the winner of the May Kodachrome Kodakwiz.

Arthur wins six rolls of Kodachrome film for answering the three questions correctly.

The answers were: 1. Leopold Mannes and Leopold Godowski. 2. 1936. 3. Three Speeds — 10 ISO, 25 ISO and 64 ISO.



Iron man Mike battled the waves

Mike Downman, representative, Graphics Markets, Eastern Region, is Kodak's own iron man.

Mike swims at least 1.5kms a day throughout the year with the Dee Why Ice Picks — a club dedicated to braving the surf no matter what.

The Ice Picks recently organised a charity swimathon that ended in conditions that would convince most people to stay home by the lounge-room fire.

He completed 266 laps (a total of 12.8km) of the Dee Why pool in order to raise \$2500 for the Collaroy Children's Hospital.

Mike started swimming at midnight under ideally calm conditions. But it was not long before the weather and the sea deteriorated.

The swell began to grow and was soon pounding over the sides of the pool that, like so many others in Sydney, fronts the open sea.

"If I had known how bad it

was, I certainly would not have continued to swim", Mike said.

"Although the overhead lights were on it was impossible to see at the waterline and I just did not know how rough conditions had become.

"After a while in these sorts of events you just put your head down and go for it".

Stamina must run in the Downman family, as Mike was joined by his son Steve, aged 15, for the final 32 laps. Steve then swam on to complete a further 50 laps.

Mike's 266 laps was the highest tally for the club — the lowest came from Zane Ludlow with two. But then that was not a bad effort, Zane is only three years old.

Our picture, taken at the height of the sea's fury shows the conditions that Mike (inset) and his club mates battled in the 25 hour swimathon that marked the Ice Picks' silver anniversary.

KODAKERY NOTICE BOARD

For sale

Vulcan console gas heater. Complete with flue. Two months old. New cost \$650, will sell for \$450 ono. Richard Webber 744-1216 after 6pm.

Hibachi barbeques. One portable with wheels, the other is a small table top model. Tools included. \$10 the lot. 478-4773 after 6pm.

Windows. Nine in all including French doors and glazed double doors. Variety of sizes. Offers invited. \$200 the lot. Phone Jim ah 890-4304 or ext. 218.

Commodore VC. 1981 model. Immac. cond. Firethorn red duco. Mechanically excellent. 4 cylinder. 4 speed. Must see. Reg to Feb '86. 309-6966 ask for George.

Janome sewing machine and cabinet, \$180. Bonaire 1000 cooler used only a few times, \$120. HMV stereogram, \$50. Double bed innerspring mattress, \$60. Coffee table 42" x 18", solid wood, teak stained, \$30. All in exc. cond and ono. 469-3783.

Keep Xmas party in mind

Plans are underway to organise this year's Coburg children's Christmas party following its success at the new venue at the Melbourne Showgrounds last year.

Organisers have booked the showgrounds again for Saturday, 30 November — a move that should prove popular with all those who attended the 1984 function.

Early enquiries regarding the day can be directed to Peter Nolan on ext. 729.

Anyone for soccer?

Inter-department volleyball seems to have taken off at Coburg (see our Fit-Pit story) and now there is a chance for departments and buildings to form teams for a soccer competition.

David Woods and Gary Millington, Roll Paper, Bldg 13, are two keen soccer players, interested in forming a competition at Coburg.

Any person, or group, interested in joining a soccer competition can contact either David or Gary on ext. 209 for further information.

Bereavements

On behalf of all Kodak people we offer our sympathy to the families of:

Albert Edward Connor, who died on 12 May 1985, aged 86 years. He retired on 1 September 1963 after 10 years service at Collins St.

Keith Ottaway, who died on 16 April 1985, aged 79 years. He retired on 1 May 1970 after 23 years service in Perth.

Charles Burnett, who died on 4 October 1984, aged 91 years. Charles Burnett recorded 40 years service at Abbotsford.

Fire hazard booklet soon

Ray Turner, company safety co-ordinator, has announced that an illustrated leaflet highlighting 10 industrial fire hazards is being produced.

The leaflet will be distributed to all Kodak people with the July edition of Kodakery.

Australian Kodakery

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Birth

June Hodgson (Graphic Markets, Sth Region) became a grandmother for the second time on 9 May 1985. A new grand-daughter Krystal Kim Elizabeth Hodgson.

