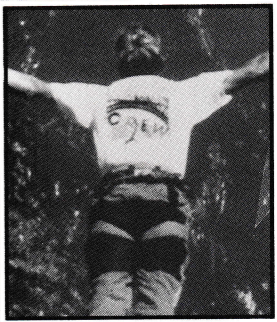


# AAP TODAY

Number 22

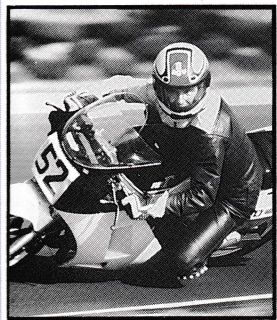
April 1991

## THRILL SEEKER'S SPECIAL



## BUNGEE!

Pages 4, 5



## WHEEL POWER

Pages 4, 5

## Our new racing service

Page 2



Charity foursome: Master of ceremonies Len Evans, Macquarie Bank chairman David Clarke, British comedian Ronnie Corbett and federal opposition leader John Hewson.

# \$700,000 hit for charity

A ONE-DAY record \$700,000 was raised in the AAP group's annual charity golf tournament, pushing to \$1.8 million the total amassed since it began five years ago.

Seven charities benefited from the event which attracted 270 players to Sydney's Pennant Hills golf club and 580 people to the dinner and auction night at the Regent Hotel.

They were the Financial Markets Foundation for Children, The Smith Family, St Vincent's Hospital bone marrow transplant unit, National Multiple Sclerosis Society, Royal Blind Society of NSW, Lions-International Diabetes Institute and Odyssey House McGrath Foundation.

An auction of unusual items again contributed heavily to the charity coffers, with top price of \$50,000 being fetched

for a unique framed set of Australian bank notes.

The Reserve Bank donated the complete set of decimal notes, each carrying serial numbers ending with the digits "000 025" to mark this year's 25th anniversary of decimal currency.

The Reserve bank has been a keen supporter of the event, last year donating another collector's item, the first uncut sheet of \$20 notes ever publicly released.

Specially packaged first class golfing holidays auctioned this year took in major international tournaments including the US PGA at Carmel in Indiana, the US Open in Minneapolis, the British Open at Royal Birkdale and an invitation to take part in the very exclusive Arctic Open played under the midnight sun at the Akureyri Golf Club in Iceland.

Prices raised for the four

packages ranged from \$20,000 to \$36,000.

Also auctioned were a two carat Argyle diamond (\$32,000), an Australian share portfolio (\$33,000), a Thomas Edison 1870 glass dome ticker (\$22,000), a New Zealand fishing adventure by executive jet (\$35,000), a trip to the United Kingdom for the Rugby World Cup (\$30,000), ten imperials of Grange hermitage (\$50,000) and a holiday to the champagne districts of France (\$40,000).

Each hole at Pennant Hills was sponsored for \$7,500, and a total of 187 companies donated goods and services.

Further funds were raised in an art union draw offering more than \$50,000 worth of prizes, including a Ford Laser Ghia, an 18 carat yellow gold and diamond necklace, a trip for two to Vanuatu and a P & O Sitmar South Pacific cruise.

• More pictures: page 2

ADVERTISING is going "electronic" between Australia's largest media and advertising groups, News Limited and George Patterson, thanks to a new system developed by AAP.

The electronic data interchange (EDI) system sweeps away many of the historical inefficiencies of the business routine between media, advertising agencies and advertisers.

News Limited and George Patterson are now executing bookings and confirmations computer-to-computer between their offices, streamlining what is otherwise a very time-intensive activity.

The full system also will handle advertising material instructions, invoicing and other transactions.

## EDI: the new word in advertising ...

AAP has developed the service, called the Advertising Services Network (ASN), over the past two years.

ASN manager Ian Lane sees a single specialist provider of EDI network services offering the advertising industry maximum productivity gains.

"Start-up costs are very low, and our ASN has the capacity to expand as the industry becomes fully aware of the value of its industry-specific features."

He says discussions are well advanced with other major

media and agency groups to join the network, along with industry information providers.

George Patterson national media director Hugh Watt said: "We are introducing the system in line with our recent initiatives to expand and upgrade our information technology, so that we are able to provide a more efficient and higher quality service to our clients."

"Along with News Limited, we believe we have acted positively in trialing this new form of business communication in

the advertising industry.

"We are inviting other media organisations to join us in the electronic trading relationship."

News Limited assistant general manager in Sydney, Graham Raspas said: "Through AAP's operational service, News Limited will be able to conduct EDI trading with any of our clients and agencies who are looking for faster, more accurate and efficient data turnaround."

He said EDI was compatible with News Limited's initiatives in introducing one order/invoice/materials system throughout its network of metropolitan newspapers.

"News Limited sees EDI as the way the entire industry will do business in the future."

# Horace in top form

AAP's vast horse racing data bank is the centrepiece of a new form analysis package for the home punter which represents the biggest contract to date for the company's racing services division.

The Perth company Aralia, whose background is in computer games, has reached agreement to become a value added reseller of AAP's racing information.

Its racing package, known as Horace, includes a personal computer connected to the system which uses excess television broadcasting capacity throughout Australia.

The AAP data base which Horace draws on contains full form and pedigrees of every horse registered to race in Australia and New Zealand.

It is the same as that used to deliver the form guides in daily newspapers and specialist racing publications, and that used by owners, trainers, breeders and other racing professionals who subscribe to the company's range of racing services.

"Horace takes the AAP form and re-configures it for quick analysis, which can be accessed at home by professionals or amateurs alike," said Aralia managing director Alex Aguero.

"Horace delivers a unique form guide within a maximum of five minutes anywhere in Australia.

"It will be very affordable – within the reach of the average person."

He said Horace required no prior knowledge of computers or racing, allowing anyone to become an expert in minutes.

"Past performances for any horse entered for any race covered by the TAB can be compared and analysed by a variety of criteria to determine the likely result."

"Aralia's expertise in graphics and computer games technology provides screen displays to simplify the presentation of complex information."

Mr Aguero formed Aralia five years ago and his initial success has been with computer games.

"Now we have moved into this new area, our most important venture so far because racing is Australia's third largest industry."

"There are over 400,000 TAB telephone betting accounts in Australia. That's an enormous potential market."

"Horace will provide up-to-the-minute information for every TAB race meeting in Australia, up to two days before the race."

AAP sales and marketing manager Geoff Want said the venture was a natural extension of AAP's racing activities.

"We are pleased to be participating in the Horace venture."



**\$700,000 record golf day**

**Ronnie Corbett and Len Evans survey the task ahead at Pennant Hills.**

**Federal opposition leader John Hewson shows his style.**



# FLYING HIGH!



AN AAP "movie" has been screening in prime time before an audience of tens of thousands of international travellers.

The movie, a 16 minute promotional video, was produced to mark the company's 55th anniversary.

It was shown for a month over the Christmas-New Year period as part of the in-flight entertainment on Qantas services, uniting the national news agency and the national airline in their 55th and 70th years respectively.

The special feature opened with the 1935 pledge on the formation of AAP by 14 newspaper groups: "To provide the most accurate and searching information of all world activities and thought without any tendency toward or opportunity for the exercise of political partisanship or bias."

Chief executive Lee Casey answered questions on the company's development, spliced in with footage of some of the big news events AAP has covered.

He pointed out that in the early days of news transmission by cable, the charge per word was the equivalent of \$1 in today's terms.

This explained the birth of "Cablese" – the art of compact-

## Our video takes off on Qantas

ing several words into one to form the shortest possible message. The post-war era of the teleprinter covered Queen Elizabeth's coronation, the Melbourne Olympics, John Kennedy's assassination, the space race and Beatlemania. During that time the wordage brought into Australia mounted steadily.

"AAP responded to the demand for more information by seeking more sources," Mr Casey said.

The 1970s and early 80s were the age of electronics when news was required more urgently.

AAP changed during this period from distributing solely overseas information to distributing Australian information for Australians, and developing new ventures such as electronic financial products and racing services.

Since 1985 the company has been a leader in the satellite age, and now has some 176,000 worldwide subscribers to financial information services.

Comparing the AAP of today with the fledgling company of 1935, Mr Casey said: "Instead of relying on cablegrams being delivered by the Post Office, we now have our own satellite network in Australia which consists of major city earth stations in all capital cities, and over 70 earth stations around the country.

"This enables us to deliver an enormous amount of information at reasonable prices."

Looking to the future of developing value-added telecommunications services for business, Mr Casey said the aim was to provide "the best possible communications at the right price".

AAP's 55th year milestone also was marked by a 16-page supplement in *The Australian*.

The special lift-out featured messages of congratulations from Prime Minister Bob Hawke and opposition leader John Hewson, and a page one story about the company's history beginning: "The letters AAP are possibly the most commonly published company abbreviation in Australia."

It included stories covering the range of company operations, from media, financial and commercial services to communications and racing services.

## Phillip's flight of fancy

SYDNEY sales executive Phillip Ostle had a surprise trip down memory lane when he was invited by the new airline Compass to fly from Singapore to Brisbane on its first aircraft to operate in Australia.

The pilot turned out to be an old friend from RAF days 20 years ago when Phillip was an air traffic controller.

His friend Neil Walton, then a flying instructor on Harrier jump jets, was part of the crew ferrying the Compass Airbus in to begin service in Australia.

Phillip was invited on the flight after signing up the new airline on AAP's MediaNet news release service.

Compass also is examining other AAP services including NewsTrack.

Phillip received a special certificate marking the inaugural flight signed by Compass boss Brian Grey.

"To meet up so unexpectedly with an old chum was a great bonus," he said. "We were able to relive many old memories."

**SOLVE THE  
FIZZ QUIZ  
AND WIN!**

**THE winner of the last quiz was Jim Shrimpton of the Sydney newsroom. Answers were:**  
**1 – Holiday Inn. 2 – Caspar, Melchior and Balthasar. 3 – Adam Lindsay Gordon. 4 – Emilio Mola. 5 – Beethoven. 6 – Sir Edmund Hillary. 7 – Tim Macartney-Snape and Greg Mortimer. 8 – What A Nuisance. 9 – Ivanhoe. 10 – Grosvenor Cleveland, Calvin Coolidge, Jimmy Carter.**

**1 – What was Elvis Presley's middle name?**

**2 – Her name was Louisa, and she was the owner and editor of Dawn, the first women's paper in Australia, first published in 1888. She was also the mother of which literary figure?**

**3 – Who is the South Pacific's longest serving head of government?**

**4 – Name the character played by Jack Lemmon in the movie Mr Roberts.**

**5 – Name the two tramps in the Samuel Beckett play who, as the title suggests, were waiting for Godot?**

**6 – What was the surname of the man who five centuries ago painted the ceiling of the Sistine Chapel with now world famous frescoes?**

**7 – Who was executed in the electric chair in 1936 for the kidnapping and murder of the infant son of aviator Charles Lindbergh?**

**8 – What did the United States buy from Russia in 1867 for \$7.2 million?**

**9 – Name the only player to be booked during the half time interval of a World Cup soccer final?**

**10 – His given names are Janis Gunnars. He was born in 1936 in Latvia. He heads an industrial conglomerate that employs one in 70 of Australia's labour force. His companies own or control names such as Birds Eye, Big Sister, Four n' Twenty, Edgell, Woolworths, David Jones, Tooth and Co. Who is he?**

Entries to: Champagne Quiz, AAP TODAY, 364 Sussex Street, Sydney. Some fine champagne awaits the best entry.

# Work? Well, it was an experience...

SIGNING on to a video editing screen can prove a difficult task, but once that's accomplished life in AAP's editorial operation can be fabulously exciting – even if it is indoors.

That, at least, is the view of some of the work experience students who have visited the main Sydney news room.

The students are required to write a summary of their week on the job, and their innocent observations can make even the seasoned professionals see things in a new light.

Some can stumble at the first hurdle, as this extract shows: "My first day of work experience: The first friendly face I saw was (name deleted), who told me a bit about AAP and what they do. We tried to work out how to sign me on (to the video editing system), but after striking out she showed me the graphics room."

Another student was almost lost for superlatives: "As my desirable job began I was stunned.

"My first reactions . . . were wow and I couldn't believe it.

"Then I was shown around and it was quite fascinating.

"As the day progressed I was loving every minute of it and it seemed to be too good to be true.

"I was taught the basics of typing, I learned that it was a worldwide 24 hour service and last of all I found out how work is distributed around the workplace through all sorts of contexts.

"I thoroughly enjoyed my day even though I was indoors."

One student accompanied a turf writer to

Rosehill races and discovered just how simple it really is in the racing world.

"He (the reporter) explained betting procedures to me in the cab so that I wouldn't seem a complete zombie when he was talking about bookies and odds.

"We watched some races and most of the favourites and tipped horses lost.

"He spoke with some incredibly wealthy trainers and jockeys to work out Saturday's racing program.

"He also explained how easy he thought it was to write his stories – just look up the horse in a book, add today's result and phone it in.

"I then sat with the racing journalists in the press booth. Reporter-cum-comedian Steve backed a 100 to 1 horse and won \$300 but started losing it all soon after."

On a visit to the Sydney stock exchange another would-be reporter became absorbed in the sartorial ineptitude on display, styled himself as a professor and conducted a survey on the types of ties worn there.

The result: "60 per cent blue ties, showing strict conformity, age and usually red wine.

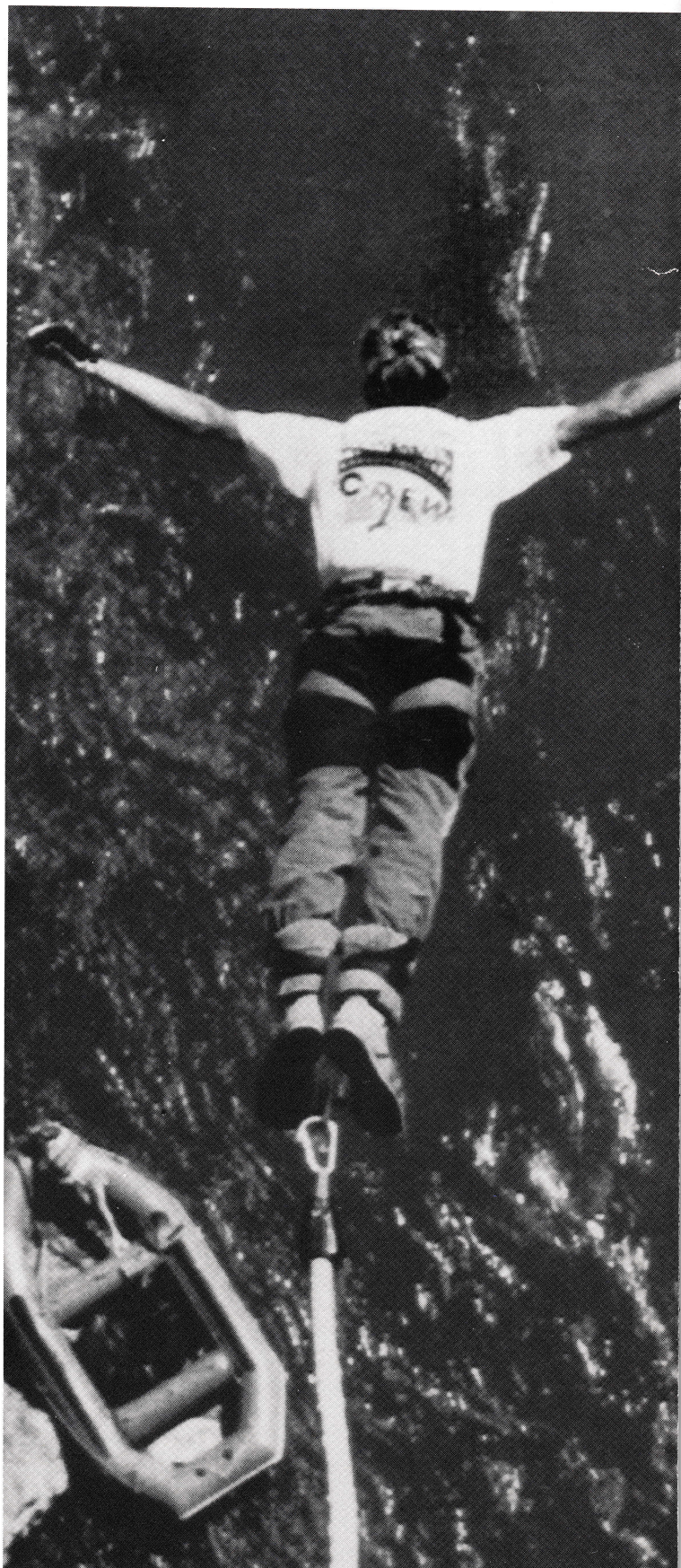
"24 per cent red ties, showing usually youth, slight movement from conformity (and often stains).

"8 per cent two-toned, showing rebellion, youth and no taste.

"6 per cent emblemed, showing superiority, and advertising a host of pompus (sic) social clubs.

"2 per cent undistinguishable, showing wine, other stains and a very 'heavy' previous night."

# THE TH



A jumper's eye view. Bungee jumping at Queenstown, New Zealand

# RILL SEEKERS

## Peter's great leap forward

"IT definitely brings you closer to God," said Sydney journalist Peter Lewis, among the first to take advantage of one of the city's newest – and shortest lived – sports, bungee jumping.

"When you feel the rope grip around your ankles, you know that somebody's up there."

Peter was one of the first to put heart in mouth, and rubber rope around ankle, and leap from a cage suspended from a crane 40 metres above Sydney Harbour.

Jumpers can reach speeds of 50 kph at first in their free fall, but are gradually slowed as the rubber rope is stretched.

"You just go careering head first into nowhere," said Peter, whose jump was made before the New South Wales govern-

ment banned the sport indefinitely after an accident in which a former Miss Australia broke her collarbone.

Critics have labelled it "glue sniffing for yuppies" but Peter wants it reinstated. If it is, here are his tips for would-be jumpers.

1. Think of a reason to want to jump. Mid-life crises or relationship break-ups are ideal.

2. Give the rope a tug when they stick it round your legs. When the moment of truth arrives you'll be grateful to

know the cord is thicker than a "rubber band", which is how most reports describe it.

3. Loose clothes, slip on shoes and low cut swimming costumes are definitely out.

4. As you enter the crane cage don't forget people are watching you. It's not necessary to carry on like a macho fool, but soiling yourself in public is never advisable.

5. Don't look down. A panoramic view of Sydney Harbour is beautiful but . . . pick a point on the horizon and close your eyes.

6. If you do look down, pick out a yuppie from the crowd below. If you blow out on the jump at least you can take one of them with you.

7. The call will go out: "Three, Two, One, Bungeeee..." shout out with the instructor as you jump. Don't wait for her to finish first. If you do, you might have second thoughts and be faced with an embarrassing trip back down in the crane.

8. The initial freefall will induce massive panic. That's OK. Once you've bounced the first time you are pretty sure to survive. That's the time to enjoy the ride. Go into a tuck on the bounce. Try a swan dive back down. And shout a lot. It looks silly when other people do it, but it heightens the pleasure.

## Joe goes along for the ride

By John Townsley and Diane Coleman.

JOE "Vroom Vroom" Piscopo is too gentle a man to throttle the system when it collapses, but the Melbourne-based technician is no slouch on other circuits.

Arguably AAP's fastest man, 26-year-old Joe is a motorcyclist par excellence whose ambition is to reach the top ten in Australia and ride overseas.

Joe, who in working hours maintains AAP Reuter Economic Services equipment, MDS, Baudrunner and the multiplexers, races with the Preston motorcycle club, and has experienced the exhilaration of speeding around the famed Phillip Island track.

Joe was featured in a recent edition of Australian Motor-



"VROOM VROOM" Piscopo tucks into a bend

cycling News pushing his RG500 around the track at speeds of up to 230 kilometres per hour.

He said he could probably go faster if the system collapsed on a Saturday, but would be worried about incurring speeding fines.

His best lap time around the Phillip Island track is one minute 46 seconds, which was equal to the fastest time set by a privateer (non factory rider)

in qualifying at the 1990 Australian 500cc grand prix.

At the Stars of Tomorrow meeting at Phillip Island last year Joe rode his RG500, and took it as a high compliment that the Honda racing team manager noticed. "Who's that guy on the old Suzuki?" he asked.

It was our Joe, who was keeping up with a factory Honda ridden by Tasmanian Jason Philip.

Joe has been riding since he

was 13, and has been racing for five years.

His best result was winning last year's Victorian 250-500cc C grade championship at Broadford and Calder.

Joe was third in his club's 1990 road racing championship out of a field of 50.

His only major accident has been at Mac Park raceway at Mount Gambier in 1986 when he was hit by another rider and flew off his motorcycle, which was a write-off.

CONTINUING our series on life in AAP's far flung bureaus, Tony Vermeer tells what it's like in Adelaide, home of fine wine, pie floaters and the Australian Grand Prix.

BEING bureau chief in Adelaide has its advantages. In Canberra they cover politics, in Melbourne they're obsessed with Aussie Rules football, but in Adelaide we write about wine. As a dedicated company man I take my work very seriously, particularly when it comes to researching our weekly wine column On The Grapevine.

Someone once said the secret of wine writing was to know when to fake it – which is most of the time. When in doubt a good general rule is to state that the bouquet is better than the taste, and vice versa.

According to American humorist James Thurber you must insult the wine in capital letters by saying things such as: "It's a Naive Domestic Burgundy, Without Any Breeding, but I think you'll be amused by its Presumption."

It is especially important when dining in a restaurant to let it be known that you know more about wine than the waiter.

There is a simple way of doing this. If, upon opening the bottle, the waiter goes to pour some in your glass, insist that he lets the wine "breathe" for a few minutes. But if he asks if sir would like the wine to breathe, counter by saying in a loud voice: "No we'll let it open up in the glass, thank you."

The fruit of the vine is one of the nicest things about South Australia. Take a drive from Adelaide and before long you'll come across a vineyard; in the Barossa and Clare Valleys, the Coonawarra region, McLaren Vale, the Adelaide Hills and the Riverland.

Most Adelaide homes have grapevines in their backyards. Some years ago, in a determined effort to make sure this crop did not go to waste, the Adelaide Advertiser began a



The dedicated company man deep in research.

campaign to collect grapes growing on suburban fences, over pergolas and at the back of the garden shed. It was pressed and made into a wine which can best be described as undistinguished.

Of course living in Australia's wine capital has drawbacks too. People are picky, picky.

Turn up at a dinner party

# Tony's in the grip of the grape

composition of the gang.

Mystery still surrounds the disappearance of the Beaumont children from a crowded beach on Australia Day more than 20 years ago, and of Dr George Duncan, a British lecturer who drowned after being thrown into the Torrens River in 1972.

Three policemen were charged with his murder and acquitted. During the trial evidence was given that bashing homosexuals was a regular sport for certain police officers.

Some say strange crimes seem even stranger in Adelaide because it is such a straight-laced city.

Its town grid reflects this. It's full of straight lines and right angles. It prides itself on being the capital of the only Australian state which did not start out as a penal colony.

Therefore any unusual behaviour seems even stranger in Adelaide. While South Australia regards itself as liberal and progressive – it was the first state to legalise homosexuality – eccentrics still cause disquiet.

The state still hasn't got over the day when Don Dunstan, as premier, strode into the hallowed chambers of parliament wearing pink hot pants.

Dunstan was a character who delighted in doing the unconventional. How many premiers have written their own cook book and presented, albeit briefly, a national television cooking show?

He has gone now, leaving state politics bereft of characters.

His replacement, John Bannon, is the epitome of Adalaidian propriety. He's so straight he wore a suit during the Vietnam moratorium marches. He keeps bees and, surprise, surprise, he has a grapevine in the backyard.

with a bottle of trusty Ben Ean moselle under the arm and you risk becoming an object of ridicule. This never happened to me when I lived in Newcastle.

Yet this is the same city where normally sane people form late night queues at Cowley's caravan to wolf down a meat pie drowned in pea soup, known as a pie floater.

There are a lot of strange things about Adelaide. On the surface it is all parks, churches, and chardonnay-sipping socialists. But underneath is a seamy side which prompted author Salman Rushdie (before he himself went underground) to describe Adelaide as one of the most evil cities he'd visited.

Rushdie was here at the height of public hysteria over a grisly series of sex murders which were allegedly carried out by a group of prominent citizens. For years Adelaide buzzed with rumours about the

## Fischer for compliments

AAP's exhaustive coverage of federal parliament has won high praise from one of the principal participants.

On the last day of the 1990 sittings, National Party leader Tim Fischer told the House of Representatives: "I salute particularly the role of AAP because its journalists are the ones who carry the brunt of reporting from the gallery through thick and thin."

"AAP always has someone there on the extreme right wing or the extreme left wing, depending on where honourable members look at it from, and I salute the work of AAP which, amongst others, provided the one Australian journalist on the original ships that went to the Middle East earlier this year."

AAP covers the full proceedings of both houses of federal parliament.

## JENNY'S FOREIGN AFFAIR

SYDNEY finance journalist Jenny Ruth has won a Department of Foreign Affairs scholarship to visit North Asia.

The idea is to improve journalists' knowledge of the region and give them the chance to write stories which may raise Australian companies' knowledge of the region.

Jenny was one of seven successful applicants from a field of 54 candidates.

She plans to spend 10 days in South Korea and 11 in Hong Kong looking at the property markets in both countries, Australian companies which operate there and companies that have resisted the trend to leave Hong Kong.

## MARY'S FAREWELL



MARY Ciovica has retired after 18 years with the company in Western Australia, making her the longest serving member of AAP's Perth office.

Colleagues presented Mary, the WA office manager, with a good luck card and a gold watch at a function to mark her final day.

**INTRO of the month:** Boynton Beach, Florida, AP - She killed her husband, scattered his ashes and still, she pondered. "Like I said, he was a miserable bastard, but he had his good points."

# Answering the quality question

TQC is the latest acronym at AAP Communications. It stands for Total Quality Control, and is taken so seriously that the company has appointed a TQC manager, Alistair Craig, to ensure installation of equipment is of the highest standard. Alistair, who joined AAP in 1970 when the technical department consisted of just five people, explains what TQC is and how it stands to benefit us all.

My job

THE industrial revolution took a long time. The computer revolution of the 1980s happened with a momentum that was breathtaking. We are now, without doubt, in the midst of a quality revolution.

This means a period of change, not disruption, which will affect every person within every company in the services industry.

I am supervising the introduction of TQC in AAP's Communication Services division, and conducting initial training courses throughout Australia.

It will eventually be introduced in all divisions and sections of the group.

TQC is not a new concept. The Japanese have been using its principles since the 1950s and are still improving on it.

It is not a "quick fix" solution. It is a management philosophy and a way of working which has to be introduced gradually.

In the current period of severe economic downturn, only companies with a sound structure and understanding of their customers' needs, and a willingness to accept and even bring about change, will survive.

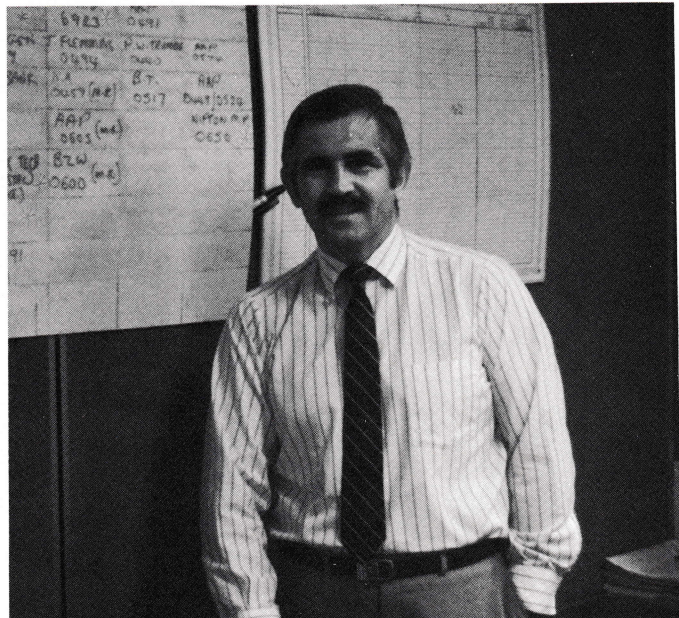
Flexibility to accept new methods and ideas is essential. TQC is a proven method of doing this.

Our competitiveness in the market place will be measured by several factors, including customer service, quality, price and punctual, trouble-free delivery.

How TQC integrates these factors, especially customer satisfaction and cost reduction, can be clearly demonstrated.

Failure to monitor installations or correct invoice control can increase costs.

The controlling of first-time "quality" installations and



Alistair Craig ... supervising the introduction of TQC.

closer monitoring of invoice details for installation will save excessive re-work and reduce our operating costs and customers' complaints.

Customers do not like faults. However, they like long outages even less, particularly when they don't know when service will be restored.

TQC is far wider in its application than assuring product or service quality. It is a way of managing the whole company to ensure customer satisfaction at every stage.

Quality has to be managed, it does not just happen. It must involve everyone and be applied throughout the organisation.

Some people in customer organisations never see, experience or touch the product or service that their company supplies, but they do see things like invoices.

If every fourth invoice carries at least one error, what image of quality is transmitted?

If one of our engineers fails

to satisfactorily complete or maintain an installation, what image does AAP project?

Much of TQC will be dedicated to eliminating such negative images.

TQC is a way of involving every department, every activity, every person at every level.

For a company to be effective and competitive, each part of it must co-operate.

TQC is a method for minimising wasted effort by involving every person in the process of improvement, either by improving work practices or work effectiveness.

TQC methods are equally useful in finance, sales, development, service, personnel sections, in fact to every one of our company's activities.

When we start to integrate TQC into every aspect of our business we will have a strong competitive edge.

From that, other benefits such as increased market share and therefore more opportunities will flow for us all.

# Pass me that wrench, Sherpa

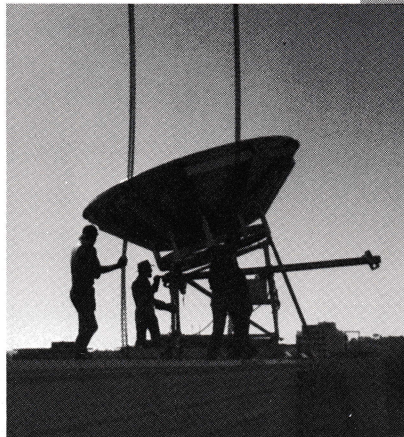
**WHY** do AAP technicians Gary Dawson and Dave Smith appear to be playing the parts of Edmund Hillary and Sherpa Tensing in an ascent without oxygen on the south col of the ANZ bank building in Canberra?

Simple – it was 7.30 on a summer night, they were committed to a major installation at 5.30 the next morning, a vital piece of equipment – a drill chuck – had fallen onto the roof of the adjoining building, and because of the time of night they could not gain access any other way to the neighbouring roof to effect a rescue.

So they used the mountaineer's method with ropes and safety harnesses.

It was just one foothill in the mountain of details that must be taken care of in a major operation.

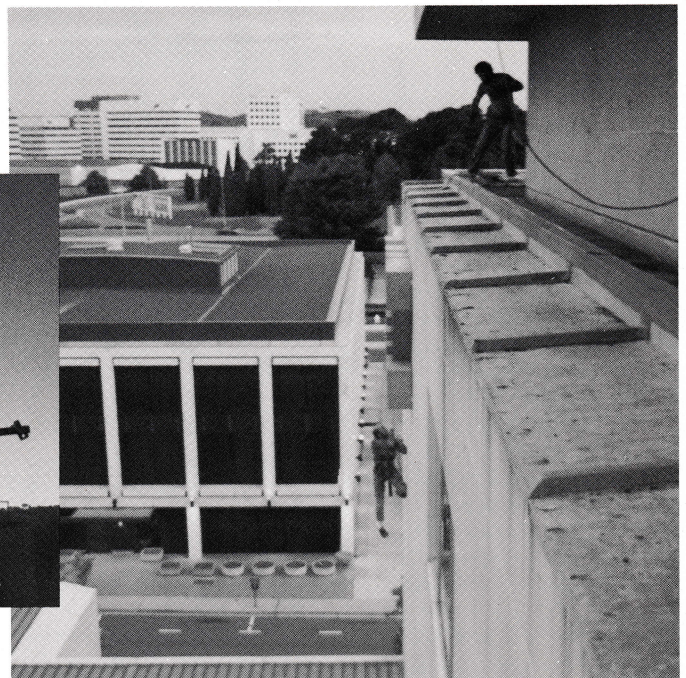
In this case it was the transfer of the ANZ's Skyswitch



satellite dish from its old premises in Ainsley Place to the bank's new Canberra headquarters 400 metres away in Hobart Place.

The bank uses AAP Communications Skyswitch service for its national back-up computer and telegraphy network.

It took a five-man team three days to carry out the move, in which the dish had to



be lowered by 50 ton crane, transported by special truck across town, raised and installed on a special mounting at the new premises, then secured and realigned.

"The amount of organisation required was incredible," said Gary, national installa-

tions manager.

"All the steel work on the new site had to be manhandled, and we had to co-ordinate the crane people, concrete drillers, lift motor workers and many others – even traffic wardens to allow us access so early in the morning."

# Video lesson for uni

**PROBLEM:** Senior university staff waste countless hours travelling between two campuses 100 kilometres apart. **SOLUTION:** AAP video conferencing.

This was the way the company was able to give higher education a lesson in communications in Victoria.

It led to a \$340,000 contract to link Deakin University's campuses in Geelong and Warrnambool.

"We were faced with the problem of having two campuses two hours apart by road," said Nicholas Clarke, head of the university's audiovisual unit.

"We were often in the position of having the vice chancellor, several deans, half a dozen professors and the senior management staff on the road at the same time.

"The number of hours lost in travel time was incredible.

"On meeting days the university's senior executive could be in transit for up to four hours.

"It was incredibly expensive, a waste of time which

could be spent more profitably in the office.

"We already had an electronic link in place between the campuses and we decided to extend this to take in a video conferencing facility."

Deakin contracted AAP Communications Services to supply video conferencing units for the main meeting rooms in both campuses.

The units are compact, transportable and as easy to use as a telephone.

They comprise a television monitor, a remotely controlled camera and a special unit which transmits the video and audio signals.

Their portability means video conferencing does not have to take place in specially equipped studios, but can be used in any office or meeting room.

The link is activated by a telephone connection. Staff at both ends can use a remote control device to pan, tilt and zoom the video camera at the other end to highlight individual speakers or view information on a whiteboard.

AAP Communications Services marketing manager Colin McDonald said: "Deakin has wisely opted for a system which can be expanded for dial-up video conferencing in the future.

"This means users simply enter the destination ISDN (Telecom's integrated services digital network) number and are connected within seconds to other users in an enlarged Deakin network, or throughout the world.

"With the dial-up facility, you no longer need to engage a technician to set up video conferencing calls.

"It also means that an unscheduled meeting isn't held up by technical requirements.

"First time users are usually a little reserved, but after five minutes they interact with the people they can see on the screen as if they are in the same room.

"People find it incredible that they are able to have a 'face-to-face' meeting with someone in Tokyo or London, and are also able to control the camera at such distant loca-

tions.

"However, the awe of the technology soon gives way to normal discussion."

Deakin is also experimenting with the use of video conferencing in off campus teaching.

"The potential of the system is tremendous, and we are only just scratching the surface," Mr Clarke said.

"Putting it in its simplest terms, video conferencing is really a telephone with pictures.

"The technology is very sophisticated but the equipment is extremely simple to use.

"Once people become familiar with it, the advantages are tremendous."

Australian business first realised the potential of video conferencing during the pilots' strike in 1989, when grounded executives kept the wheels of industry turning by using inter-office video links.

Since then AAP's service has expanded rapidly, and moved into non-business applications.