



HOLDEN

RETIREES' CLUB

NEWSLETTER No. 81

DECEMBER 2009

PRESIDENT'S PREVIEW

We had a great get-together in September, and a highlight was hearing from Graeme Barton about his Antarctic trips. His description of landing on an ice cap from an inflatable rubber boat in high seas impressed (scared) me! Graeme certainly is an adventurer.

GM is now back in business and has begun repaying the US Government ahead of schedule. Although it has lost \$1.2 billion to date, this is a much better performance than the \$6 billion lost in the first quarter of 2009. Top seller in October was the Chevrolet Silverado pickup truck.

Alan Batey is joining us for lunch on December the 3rd, so don't miss hearing Alan's comments on the Australian industry and Holden's prospects. In particular, it will be interesting to hear about the market response to the new generation of fuel efficient Commodores. Alan has a tight schedule and will have to leave by 2:00pm.

We are seeking departmental representatives to give a broader departmental base to the committee and to spearhead department specific communication. For example, a trial in Engineering using email has shown that members appreciate being informed of the death of friends and having the opportunity to attend funerals (which often turn into pleasant reunions). If you would like to help foster communication with friends in your department, please talk to me or one of the committee.

I look forward to catching up with you all on December 3rd.

LAST MEETING (Our 121st Lunch)

Interstate and Distant Visitors



We had a number of visitors from interstate and a number of people who had driven long distances to get to the meeting. They included Mark McInnes from NSW (above left catching up with Gene Twining), Eric Hess from Queensland, Paul Daniels from South Australia who came by car, and Colin McLean (above right).

Colin left his home at Tawonga South, near Mount Beauty, at 6 am to drive to the meeting in his VL Calais, a trip of 393 km. He is very pleased with his Commodore Calais (pictured with its Nissan engine), which has done over 400,000 km without problems. He uses it weekly for delivering Meals on Wheels, and is still clocking up kilometres.

Paul Daniels and his wife brought their van over from SA for a 5 day stay. Paul writes: "I attended the lunch (and Polar Adventures talk) the day after arriving in Melbourne. Over the remaining days we visited the Moorabbin and Point Cook Aviation museums, walked and tram rode the streets of Melbourne and caught up

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with some Victorian friends. We had a great time. We will be back next October to celebrate our 40th wedding anniversary and have already booked our seats on the Colonial Tramcar Restaurant (3rd time). I send my thanks to all my work acquaintances at the lunch for making me feel so welcome and in particular Malcolm Hall and George Canciani.”

Guest Speaker

We all give our thanks to Graeme Barton, who spoke of his many trips to Antarctica, and showed us some fabulous photographs of the sights to be seen there.

Holden Liaison

Cathy Sheehan has taken advantage of Holden’s downsizing and is having a break from work. We thank Cathy for all the support she has given us in the past and wish her well for the future.

Brodie Restall was recently appointed to the position of Community Relations Manager. Brodie began at Holden in 2000 and has held a number of positions within the Corporate Affairs department, including roles at both Elizabeth and Holden New Zealand. Brodie returned to Australia in 2008 and also has responsibility for Internal Communications.

Supporting Brodie as Community Relations Coordinator is Emma Strauch. Emma held the position of Executive Assistant - Corporate Affairs for a number of years before moving into Community Relations in 2008.

Brodie and Emma will be assisting the Victorian Retirees Club with newsletter mailouts and with the provision of speakers and vehicles at luncheons. Brodie will also be attending lunches on behalf of Holden.

Unfortunately we don’t have pictures of Brodie or Emma, but we look forward to meeting Brodie at the next lunch.

The Great Port Puzzle Resolved



The competition between tables was so close that the result was a tie. Pictured above are the happy teams. There is a diverse interdepartmental group on the left, but a distinct Engineering bias on the right.

For those of you who were not at the meeting, the names on the bottles are:

Ed Ellison	<i>Director of Personnel</i>	<i>Managing Director</i>	Chuck Chapman
Leo Pruneau	<i>Director of Design</i>	<i>Director of Sales</i>	John Rock
Bill Cooper	<i>Director of Medical Services</i>	<i>Director of Government Relations</i>	Joe Teal
Jim Stratton	<i>Director of Quality Control</i>	<i>Director of Planning</i>	Larry Nies
Bill De Long	<i>Director of Finance</i>	<i>Director of Marketing</i>	John Loveridge
Joe Whitesell	<i>Director of Engineering</i>	<i>Director of Supply</i>	Eric Clark
Bill Hamel	<i>Director of Manufacturing</i>	<i>Director of NASCO Operations</i>	Gil Moffatt
		<i>Director of Public Relations</i>	Evan Green

Apologies

Apologies should be sent to the Secretary prior to the meeting, and they will be recorded on the booking sheets so all can see them. Apologies on the day are difficult to handle reliably, and your committee asks for your support in providing them early. Please don't ask for an apology to be listed permanently.

Apologies for the September meeting were:

Geoff Basford	Ross Amoore	Ed Orme
Harry Boylan	Neil Griffin	John Morrison
Russell Smith	Kevin Cox	Alistair Pearse
Don Bowden	Warren Morriss	Ray Stodden
Frank Fagarazzi	Harold Stevens	Noel Simpson
John Ceresa	George Saaty	Ken Baker
Alan Baker	Jack Barry	Peter Kane
John Kleverlaan	Don Colwell	John Finlayson
Ivan Rilling	Ron West	Leo Pruneau
Jack Murchie	John Velluti	Ian Watson
Harry Hicks	Martin Kruger	Wally Aimes
Arthur Bollard	Col Lewis	Herb Brown
John Schinasi	Roger Anderson	Garry Newsome

Deaths notified since our last Newsletter

D Hantzis (Chadstone) August 2009

Jack Jardine (Eltham) August 2009

J. Lewis (Frankston)

At the last meeting we acknowledged the passing of members listed in our previous newsletter.

NEW MEMBERS SINCE THE LAST NEWSLETTER:

ALA	Ricky	GOUBRAN	Sam	PARKER	Campbell
ALLISON	David	GRANDE	Richard	PAVLICH	Zarco
ARZANOV	Jim	GROENEWEGEN	Eddy	PEREZ	John
BEBE	Graeme	HARRIS	Rob	PIROTTA	George
BEERE	Graeme	HEWLETT	David	SABO	Dinko
BIRNIE	Ross	HUMPHREY	Gary	SAUNDERS	Roy
CAREY	Bob	HUYNH	Huu	SCHRAPEL	Des
CASSAR	Jack	JAWORSKI	Ed	SICILIANO	Greg
CASSAR	Pat	JINKS	Terry	SIEDE	Linsey
COGHILL	Lindsay	KANDAPPER	Padman	SPANO	Joe
CRENNAN	Tony	KIRKWOOD	Bob	STELLA	Tony
DANIELS	Paul	LEAVY	Brian	THEODOSSIOU	Jimmy
DARLING	Maira	LEON	Ralph	TURCARELLI	Mario
DAY	James	MARSHALL	Geoff	VERGARA	Nobby
DEEKER	Warren	MARTIN	Fred	WEALANDS	Don
DI BATTISTA	Vincent	MATTHEWS	Dale	WEBSTER	Matthew
DISCO	Bill	MLADENOSKI	Nanco	WOJCIK	Richard
FERGUSON	David	MOULTON	Peter		
FITZGERALD	John	NIGRO	Joe		
GIBBS	Roger	NOWLAND	Coach		

HONOUR ROLL

With the data we've been receiving we've been able to add more information to the honour roll to help our ageing memories place people. The database also showed that there were some people who appeared to be eligible for the roll but had not asked to be included. We sent out a letter to all those who were on the roll and those who appeared eligible (60 years or more association with Holden) asking them to check our data. The letter contained the following formula for years of association:

Years of service at Holden or GM plus years of membership of the Holden Retirees Club (HRC).

Notes:

- Any overlapping years of membership of HRC and working for Holden are counted once.
- Years of service with GM, or as a contractor/casual at Holden, may be counted only when they occur after joining Holden as a permanent employee.

Your committee, who are all relatively young blokes with limited experience, now realizes that the formula for obtaining years of association does not recognise that:

- This club was in effect a Victorian club when first formed in 1978
- For interstate retirees there may not have been a local club to join, and
- For some older retirees there may not have been any retirees club to join!

So if some of you have not responded to the letter because you felt you were not eligible due to a faulty eligibility criterion, or if anyone has been missed or can correct errors, please let Chris Shattock know.

Eddie Matthews



Eddie Matthews is a regular at the Retiree's lunches, but was unwell and missed the September lunch. Eddy grew up in Dandenong and won a scholarship to attend the Melbourne Technical College to study metallurgy. He joined Holden the 27th January 1948, and worked for Jim Anderson and later, for Lew Kiddle, in the Laboratory in Plant 1. One of the highlights of Eddy's career was developing a technique to measure the strength of connecting rods, which was later adopted by performance manufacturers in USA. Eddy's expertise was often called on by Terex, and Eddy visited many mine sites in remote outback Australia to help with field problems.

Eddy was involved in the ski lifts on Mt Baw Baw for many years, and in motor racing, where generations of competitors hold high

respect for his materials expertise. His support for the Holden Dealer Team and other Group A teams, and for the Formula Holden competitors was critical to their success.

Eddy retired in 1986. A fit and active 83, he is still solving race car component failure problems. We look forward to seeing him fit and well at the December lunch.

OTHER NEWS

Lost, Stolen or Strayed

There has been a pleasing response to the call for help to locate people whose newsletter could not be delivered. Over 50% have found:

Dick Adler, now 92 and still going to work 5 days a week.

Alistair Pearse, at a new address in Lakes Entrance.

Paul Mulhauser, now in Wendouree Village.

Bob Sterling, in Lancelin WA.

Marie Kowalchuk, in Rosewater SA.

Neil Straub, now in Emerald.

Bill Gunawardana is believed to be alive and well and is in the process of being tracked down by Ray Jenner.

Only one newsletter was returned in September, for J Borlase of Keysborough. Please advise Chris Shattock if you have any information which could explain the newsletter's return or help find J Borlase.

Subscriptions

Everyone will receive a renewal form in December along with the 2010 Meeting Date cards. The renewal will be in improved format – instead of the feedback being in a separate panel, it will be on the lines provided for you to fill in so it is more obvious to you. Please check it, and you only need to return the form if you have corrected errors, added data, or are paying your subscription.

The database feedback form also includes your subscription status. For example, those who paid \$5 recently will see that they are financial to June 2012. If you are shown as financial to Dec 2009, then you need to pay your subscription for 2010 – if you have yet to pay, please return the form with your subscription.

The March newsletter will be the last received by unfinancial members.

Some are going to be disappointed when they see they are not financial. Envelopes have been received with holes in them, and they probably contained cash until it escaped in transit.

Neil Pogson has arranged for the option to pay subscriptions by EFT (electronic funds transfer). If you choose this option, please make sure that you include your name on the transfer, or we won't know who to credit the subscription to!

While the club's running expenses are not high (Holden is paying for the newsletter printing and postage), there are expenses to be covered such as guests' lunches and printing the meeting date cards. The excess of subscriptions received over expenses (usually about \$100) is donated each year to charity, the Anti Cancer Council and the Baker Institute being considered appropriate for mature people such as ourselves. Please ensure you pay your subscription so we can continue to cover our costs and make worthwhile contributions to suitable charities.

Note that as well as the club making donations, club members give practical help to charities, such as Colin McLean's Meals on Wheels and our members who drive for the Leukaemia foundation.

The Leukaemia Foundation needs volunteer drivers.

The Leukaemia Foundation provides patients and families living with blood cancer with a wide range of support services including accommodation, patient education, counseling, information and practical assistance. Another service the Foundation provides is a transport program, taking patients and families to and from treatment centre's free of charge.

The transport service has been supported by Holden for many years. Holden provides the Leukaemia Foundation with 12 patient transport vehicles around the country, enabling this essential service for patients and families. The patient transport program is reliant on the commitment of wonderful volunteer drivers who give up their time to drive blood cancer patients to important appointments and treatments. Volunteer opportunities are now available at the Leukaemia Foundation.

A representative of the Leukaemia Foundation will attend the March 2010 Retiree Lunch to talk about this important work. If you would like more information about how you can become a volunteer driver, please call Tatjana at the Leukaemia Foundation on (03) 9949 5802.

Brief Sales Data

Total Vehicle sales for October 2009 came in stronger than expected with 80,813 units which was up 2.2% compared to prior October and the first monthly increase for 16 months. Holden had a good month selling 10,737 units for the month achieving 13.3% market share, up from 12.9% in October 2008. YTD Holden has a 12.6% share of the total market. Toyota maintained market leadership for the month with 22.1% market share, down from 23.6% while Ford held third place with 10.2% market share, down from 10.8%. Hyundai displaced Mazda from fourth place with 7.8% market share up from 3.8% last year, gaining the largest growth in the market for the month. On a YTD level Hyundai has increased their share from 4.8% in 2008 to 7.1% this year.

On a carline level, Toyota Corolla held the number one position with 3,724 units for the month. Commodore took second place in the passenger vehicles segment with 3,455 units outselling Falcon by 614 units. Holden Cruze had a good month with 2,183 units, only 28 units fewer than Mazda 3. Captiva had an excellent month to top the SUV segments for the first time with 1,255 sales. Captiva sales for the year are up 6.0% on 2008 compared with declines of 10.2% for Toyota Kluger and 21.8% for Prado.

Ute sold 1,127 units for the month which is the best October result since 2003 and YTD leads Falcon Ute by just 46 units.

	Oct-09		Oct-08		YTD 09		YTD 08	
	Volume	Share	Volume	Share	Volume	Share	Volume	Share
Toyota	17,888	22.1	18,705	23.6	160,786	21.1	202,511	23.4
Holden	10,737	13.3	10,171	12.9	96,404	12.6	109,771	12.7
Ford	8,240	10.2	8,567	10.8	78,529	10.3	89,983	10.4
Hyundai	6,281	7.8	3,039	3.8	53,906	7.1	37,962	4.4
Mazda	5,637	7.0	5,529	7.0	63,332	8.3	67,731	7.8
Mitsubishi	4,775	5.9	4,450	5.6	44,867	5.9	52,334	6.1
Nissan	4,484	5.5	5,219	6.6	42,930	5.6	50,854	5.9
Subaru	3,302	4.1	2,708	3.4	30,527	4.0	32,613	3.8
Honda	2,984	3.7	5,154	6.5	34,771	4.6	46,397	5.4
Volkswagen	2,626	3.2	2,021	2.6	25,343	3.3	26,040	3.0

Newsletter

You've no doubt noted the change in format of the newsletter – it no longer has two columns. The main reason for the change is that it is much easier to read on a computer screen as one column. Multiple column format is designed for publications which would otherwise have very long lines, making them difficult to read. Pages of similar proportions to our newsletter, such as letters and books, normally use a single column.

Club Database

Thanks to all those who have responded to the call for data. It has resulted in a steep learning curve, and I hope that the redesigned application and renewal forms now only ask for the data that the club needs, using questions which will yield the answers we seek.

SOME HOLDEN HISTORY

Holden can trace its beginning directly to a single day, 10th August 1917. On that day the Australian Government announced a tariff on imported motor car bodies. One man who reacted to this news was Albert Cheney, then a Dodge Agent. He realized that if his fledgling business was to progress, he would need to obtain bodies. In his autobiography "From Horses to HP", Cheney says by 6.30 am of the 10th he had a plan to have a standardised body that would fit both a Dodge and a Buick. These were then the biggest sellers after the T Model Ford. Cheney knew young Edward Holden so he phoned early and made an appointment to meet Edward and his father, Henry James Holden, proprietor of Holden & Frost – saddlers and carriage trimmers. By the end of 1917 the newly formed Holden Motor Body Builders had taken over the body shop of F T Hack and produced 6 Dodge bodies. These cost just £57/10/- compared to a T Ford body £125. By early 1918, 20 bodies a week were flowing from the Holden Body shop. It was realised that the small Holden Trim shop and the Hack body shop were no longer big enough. An expansion program commenced before the end of 1919 and did not stop until the depression hit in 1928.

Henry James Holden, born 18th July 1859, was the first of ten children raised by James Alexander and Mary Holden who lived in a small cottage in Adelaide's Beulah Park. Henry ran a trimming business J A Holden & Co but in 1885 had run into financial problems forcing him to take a partner, Henry Frost. The business name was then changed to Holden & Frost. Still the company went downhill and hit bottom in 1887 when James Holden died. H J Holden was just 28 and had been involved in his father's business from an early age, working after school and on holidays. His father had added "& son" to the original company name in recognition of his diligence. H J Holden took over his father's position and large debts, and Henry had to fight hard to keep the business going. The turning point came with the Boer war in 1899; suddenly the Government needed bridles and saddles. Holden & Frost quickly produced 2000 sets and were rewarded with additional orders. The next 17 years were very profitable.

There was little doubt that Henry James Holden would be a saddler. His Grandfather, Edward Holden, of Walsall Staffordshire was a Saddlers' Ironmonger and Currier all his life, running a leatherwork business in the town's main street. Edward too died when his son was young. James Alexander was just 16, it was 1851 and he received a £130 from the estate. With his eldest brother getting his father's business there was nothing for James but to seek his fortune in the new colony, and by 1852 he had arrived in Adelaide. By 1856 he was in a position to start his own business, JA Holden & Co, and the following year he married Mary Phillips, his landlady's daughter.

And so a great enterprise commenced, one that can trace success in Australian industry for 153 years.

Norm Darwin

Further reading:

100 Years of GM in Australia. Norm Darwin, HAND Publishing 2001

So Great a Change. Nancy Buttfeld, URE SMITH 1979

NEXT MEETING

The next meeting will be held on Thur 3 Dec 2009 at 12:00 noon at the Bentleigh Club, Yawla Street, Bentleigh. Our guest speaker will be Holden's Chairman and Managing Director, Alan Batey, who was introduced to the retirees in the September newsletter.

Lunch will be the traditional Christmas fare with ham, turkey and vegetables followed by plum pudding, \$25.

Holden Retirees' Club Honour Roll

MEMBERS HAVING LONG ASSOCIATION WITH HOLDEN AND THE RETIREES' CLUB

Name	Current Location	Joined	Department	Location	Years
Stan Suffren	Brighton East VIC	Mar 1928	Supply	Fishermens Bend	81.8
George Wallis	Main Ridge VIC	Aug 1934	Engineering	Fishermens Bend	75.3
Harry Boylan	Doncaster East VIC	Dec 1934	Finance	Fishermens Bend	75.0
Stan Wiseman	Templestowe VIC	Oct 1934	Supply	Fishermens Bend	74.9
Max O'Brien	Narre Warren VIC	Sep 1934	Manufacturing	Fishermens Bend	74.9
Fred Findlay	East Brighton VIC	Mar 1936	Supply	Fishermens Bend	73.8
Jack Murchie	Frankston VIC	Mar 1936	HSPO	Pagewood	73.8
Keith Nicholson	East Malvern VIC	Jul 1936	NASCO	Dandenong	73.4
Len Martin	Dandenong VIC	Jul 1936	Engineering	Fishermens Bend	73.3
Jack Rawnsley	Camberwell VIC	Jan 1936	Engineering	Fishermens Bend	73.2
Kevin Cox	Merimbula NSW	Feb 1948	Eng'g Asia Pacific	Fishermens Bend	72.9
Lorna Cheary	Brighton VIC	Jan 1937	Supply	Fishermens Bend	72.9
Graham Miller	Box Hill North VIC	May 1937			72.6
Phil Johnson	McKinnon VIC	Dec 1937			72.0
Jim McCance	Ashmore QLD	Nov 1938	Engineering	Fishermens Bend	71.3
Doug Hall	Mornington VIC	Aug 1939	NASCO	Dandenong	69.3
Geoff Grieve	Balwyn North VIC	Jan 1941	Manufacturing	Fishermens Bend	69.1
Peter Williams	Glen Waverley VIC	Dec 1940	Finance	Dandenong	69.0
Walter Weir	Boronia VIC	Jan 1941	Foundry	Fishermens Bend	68.9
Wal Ames	Thornbury VIC	Jan 1941	Materials Mgmt	Fishermens Bend	68.9
Don MacDougall	Glen Iris VIC	May 1941			68.6
Ron Bousfield	Bull creek WA	May 1941	Service	Perth	68.3
John McIlwain	Doncaster VIC	Sep 1941	Supply	Fishermens Bend	68.2
Jack Flynn	Sandringham VIC	Sep 1942	UAAI	St Kilda Rd	67.4
Arthur Bollard	Albert park VIC	May 1943	Sales & Service	Sth Melb	66.6
Don Colwell	Keilor VIC	Feb 1944	Engineering	Fishermens Bend	65.8
Ron Heath	Croydon VIC	May 1944	Quality Control	Fishermens Bend	65.6

Holden Retirees' Club Honour Roll

MEMBERS HAVING LONG ASSOCIATION WITH HOLDEN AND THE RETIREES' CLUB

Name		Current Location		Joined	Department	Location	Years
Colin	McLean	Tawonga south	VIC	Feb 1945	Manufacturing	Fishermens Bend	65.0
Eric	Berry	Beaumaris	VIC	Sep 1945	Engineering	Fishermens Bend	64.9
Alex	Chalmers	Mt waverley	VIC	Jan 1945	Plant & Equipment	Dandenong	64.9
Noel	Simpson	Safety beach	VIC	May 1945	Public Relations	Fishermens Bend	64.5
Ivan	Rilling	Findon	SA	Jan 1945	Works Eng'g	Woodville	64.4
Bruce	Arnold	Notting Hill	VIC	Jul 1945	Engineering	Fishermens Bend	64.4
Walter	Scott	Rostrevor	SA	Jan 1945	Manufacturing Eng'g	Elizabeth	63.9
Nils	Fleming	Macleod	VIC	Jan 1946	Manufacturing Eng'g	Fishermens Bend	63.9
Doris	Springate	Cowes	VIC	Feb 1946	Payables	Dandenong	63.8
Dave	Smith	Point Lonsdale	VIC	Apr 1947			62.7
Elliott	Brown	Niddrie	VIC	Aug 1947	NASCO	Dandenong	62.3
Leo	Ferguson	Burwood	VIC	Aug 1947	Tool Room	Fishermens Bend	62.3
Peter	Kane	Mt Eliza	VIC	Nov 1947	Engineering	Fishermens Bend	62.1
Jack	Perkins	Forest Hill	VIC	Dec 1947	Manufacturing	Fishermens Bend	62.0
Paul	Fontaine	Bentleigh East	VIC	Sep 1947	Isuzu	Dandenong	61.9
Ed	Matthews	Dandenong	VIC	Jan 1948	Engineering	Fishermens Bend	61.8
Wally	Lauder	Ivanhoe	VIC	May 1948	Mannufacturing Maint	Fishermens Bend	61.5
Conrad	Littlehales	Cranbourne East	VIC	Jun 1948	Maintenance	Fishermens Bend	61.5
Jack	Barry	Hampton	VIC	Dec 1948	GMP&A	Dandenong	61.0
Don	Wylie	Parkdale	VIC	Dec 1948	Engineering	Fishermens Bend	61.0
Ian	Watson	Novar Garden	SA	Jan 1949	Manufacturing Ops	Elizabeth	60.9
Bernie	King	Aspley	QLD	Sep 1949	Production Eng'g	Fishermens Bend	60.2
Doug	Cleary	Kew	VIC	Nov 1949	Manuf'g UAAI	Fishermens Bend	60.1
Ian	Tothill	Pialba	QLD	Nov 1949	Materials Mgmt	Elizabeth	60.1
Livio	Ballerini	Rosebud	VIC	Nov 1949	Maintenance	Fishermens Bend	60.0