

MEDIA RELEASE

REDARC Get Behind Panthers Women



Photo (Left to right): Neill Sharpe (SAFC CEO), Tennille Reed (REDARC Marketing Manager), Lisa Whiteley (member of the SAFC Women's team) and Anthony Kittel (CEO of REDARC Electronics).

South Adelaide Football Club is delighted to announce long-time Panthers sponsors, REDARC Electronics have increased their support for the Club to also include a Premier Partnership of South Adelaide's Female Football Program.

The expanded agreement between one of the southern region's most innovative businesses and the area's most prominent sporting organisation will see their successful partnership enter its 11th year and continue through to the end of 2019.

The partnership will see REDARC branding now have pride of place on South Adelaide's senior and junior women's guernseys, while also remaining proudly displayed upon the Hickinbotham Oval scoreboard and as the official partner of the Official SAFC Mobile App.

"REDARC have been partners of the South Adelaide Football Club for over a decade now and their support has been nothing short of outstanding during this time," said Panthers Chief Executive Officer, Neill Sharpe.

"We are extremely thankful for their increased contribution to the Club moving forward, which now includes a Premier Partnership with our rapidly growing Female Football Program.

"I would like to thank REDARC Managing Director, Anthony Kittel and his team for their generosity, which will go a long way to ensuring South Adelaide is a pace setter in running an elite Female Talent Pathway in the SANFL.

“Importantly, REDARC is also a local, family-owned business of the south. Based in Lonsdale, they are one of the largest employers in our local area and have a strong involvement in many southern community programs as well as our football club.

“We are proud to be aligned with such an innovative and forward-thinking southern business and look forward to building on an already strong relationship with REDARC. Support from companies such as REDARC are fundamental to the continued growth of woman’s football.”

Speaking of the partnership Anthony Kittel said “REDARC are pleased to be continuing its tradition of involvement with the South Adelaide Football Club and we are really proud to be part of an exciting new era of football in Australia.”

“Supporting this new and exciting initiative shows our support for the women’s team but more so women and the role they play in the community.”

Based in South Australia, REDARC has over 35 years’ experience in the research, design, development and manufacture of a range of electronic voltage converters and associated products, inverters, power supplies, battery chargers, brake controllers and trailer braking products.

2017 marked an important milestone in the REDARC story as it was the 20th Anniversary since Anthony and Michele Kittel along with Michele’s Father, Denis Brion purchased the business and began operating out of a tin shed in Lonsdale, South Australia with only eight employees.

Under the current ownership, REDARC has rapidly grown from these humble beginnings to become a world-class, advanced electronics manufacturer, servicing both domestic and international markets, which now employs over 160 people.

In 2014, REDARC were announced the Telstra Australian Business of the Year and in 2015 it acquired Hummingbird Electronics, a bespoke provider of electronic solutions for vehicles with intellectual properties in radio frequency.

In 2016, REDARC announced a major expansion of its Lonsdale facility, which will see them almost double their workforce over four years. The upgrade will see REDARC able to capitalise on new market opportunities and house new state-of-the-art equipment to enhance their manufacturing capabilities.

Available for comment

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