



Cover feature

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International flavour

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SHOWCASING South Australia's talent to the world is a job three Adelaide workers are relishing.

They agree that being involved in exports and helping local products be enjoyed and used in up to 30 countries is a challenging but rewarding experience.

The state's economy relies heavily on the food, technology and manufacturing sectors, and Spring Gully Foods, Redarc and Philmac are among those increasingly exporting their products overseas.

For Spring Gully Foods' marketing assistant Tegan Webb, 21, a career exporting products to other countries was not her original goal.

Despite being a member of the fourth generation in the family-owned and operated business, she has been on a steep learning curve since starting in the position 18 months ago.

"When I came to Spring Gully, I was working in reception and had absolutely no idea what I would be doing in the next few years," she said.

"I find it really exciting. Every day, I work with our export customers and buyers on a national level, as well.

"It's a challenge at times but it's a great learning experience for me."

The food producer exports to China, Japan, Hong Kong, India, Malaysia and Singapore, and is looking to break into the US and UAE markets.

Ms Webb said time zones and cultural barriers were a challenge to overcome. "To know that people in other countries like the taste of our products is something I'm very passionate about."

But the three workers say state pride is just one of the perks of a career in exporting.

Overseas travel and learning about other cultures are other ways those with a career in exporting can mix business with pleasure.



SHOWCASE: For Tegan Webb from Spring Gully, Chris Stathy from Philmac and Anthony Kittel from Redarc, the world is their oyster. Pictures, cover and above: **MARK BRAKE**

It's great to see a product in South Australia that's competitive with anything else in the world

Redarc Electronics managing director Anthony Kittel, 44, had previous experience in the export field at another manufacturer before he took on his present role.

The Lonsdale-based company designs battery management products, which help motorhome owners avoid running out of power while out on the road.

The products are in great demand in Europe.

But Mr Kittel said being able to continue working in exporting was a key attraction.

"I thought (exporting) was something for Redarc to do, to sustain our growth."

He said it was challenging, as even simple things such as the language on products and packaging could interfere with a product's success in other countries.

"What I like about it, it's great to see a product in SA that's competitive with anything else in the world," he said.

"To have people thousands of miles away interested in your product is a great feeling."

Philmac managing director Chris Stathy also had previous experience in exporting before his present role.

He said SA had unique conditions and knowledge, which made its products sought-after worldwide. Philmac's pipe fittings were tried and tested in the state's harsh environment - one of the reasons they were ahead of the competition, he said.

"Australia generally has a lot to offer overseas markets, particularly in relation to the application of water," he said.

"We are able to take products and compete with a global marketplace, but at the same time, it does provide a great deal of satisfaction."

"It's not just today - it's what we are doing for the future."

He said one of the most rewarding things about his job was helping to lift the economic value of the state.

But the constraints, he said, included not being able to take SA's products all over the world at once.