

MORE THAN 30 REGIONAL CLINICS NOW
OFFERING COVID-19 VACCINATIONS

covidvaccine.sa.gov.au

#rollupSA



We're for you Sunday Mail

ADVERTISER.COM.AU

\$3.50 GST included. Freight extra.

JUNE 20, 2021

ADELAIDE, FINAL

City: Partly cloudy. 16°C

Jodie: My big wake-up call



Seven months after her shock exit from Mix 102.3, Jodie Oddy – pictured with husband Greg and daughters Harper, 18 months, Summer, 8, and Payton, 9 – says she isn't ruling out a return to radio, but that her family must always come first. Revealing what the 13 years at Adelaide's No.1 station meant to her, the mum-of-four talks exclusively with reporter Anna Vlach about her new passion projects and why she wants to be a mentor to other women in the media. Picture: Keryn Stevens **EXCLUSIVE STORY PAGES 14-15**

Big spend on school, hospital

PAUL STARICK
ELIZABETH HENSON

AN extra 50 beds are expected to be added to the planned Women's and Children's Hospital and a new high school confirmed for Rostrevor as part of a \$17.9bn infrastructure spend to be unveiled in Tuesday's state budget.

Another key project, the \$700m Riverbank multipurpose arena – revealed by Premier Steven Marshall in March – will get funds for planning and site-preparation works.

In a move targeted to families, Treasurer Rob Lucas, pictured, has also extended eligibility for sports vouchers offering \$100 discounts on club memberships. The popular voucher scheme will now be made available for students in years 8 and 9.

**REPORTS,
PAGE 8**



EXCLUSIVE Experts urge law change to save children from gaming's addictive grip

WICKED GAMES

NATASHA BITA

TEENAGERS are so hooked on gaming they are using stolen credit card details, dropping out of school or assaulting parents who are trying to switch off their technology.

As game corporations reap billions in profits, psychiatrists are demanding a ban on algorithms that make gaming as addictive as drugs or gambling.

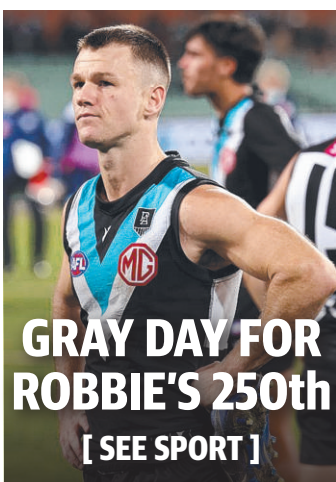
Experts are warning of "a lost generation who will not reach their social or economic potential" as it is revealed

the federal government has ignored multiple reports and warnings about the damaging effect of video games.

Today, we launch a campaign calling for restrictions to be placed on in-game gambling across all platforms.

SPECIAL REPORT PAGES 18-19

BODY+soul



SA's BEST BANDS FOR EVERY DECADE - AS VOTED BY YOU [PAGE 21]

“I’ve given myself permission to slow down and just be kind At last, Jodie breaks her radio silence

ANNA VLACH

SLEEPING in is a tough job but someone's got to do it and after 13 years in breakfast radio – and a 4am alarm – former Mix 102.3 presenter Jodie Oddy's earned it.

While she is working as a freelancer for Network 10's Adelaide newsroom – something she has done on and off for two decades – on her days off the mum-of-four takes her time getting out of bed.

“The working mornings are as busy as anything but there are some beautiful mornings when I just get to lay in bed with the girls and hug them and smell their hair,” Oddy says, in an exclusive interview with the Sunday Mail.

“That has been the best part about sleeping in ... just lying in bed with my family in the morning. I cannot begin to tell you how good that feels.”

Morning cuddle time with her and husband Greg's three young daughters, Payton, 9, Summer, 8, and 18-month-old Harper, has been one of the things Oddy has been catching up on since leaving Mix seven months ago.

It was a shock exit on November 19: Oddy left, effective immediately, without explanation.

But she walked out with her head held high – during her time at Mix, Oddy clocked up no less than 81 ratings' wins in the FM breakfast timeslot.

Actually, make that 82 because the last shows she co-hosted with Mark Soderstrom counted in the final survey for 2020.

For 13 years Oddy – who also has a daughter Taylor, 20, with former husband, retired Australian international cricketer Greg Blewett – juggled parenting and breakfast radio, playing a significant role in making Mix Adelaide's No.1 station.

It is not unheard of, in fact it is an unspoken rule, that the reasons for an on-air talent's departure aren't revealed by a radio station or its former star.

But what Oddy is willing to say is how much all the years she spent at Mix mean to her.

“I'm really, really grateful for the time that I've spent in radio and the opportunities it's given me,” she says. “As a whole it has afforded me a lot of privileges that I don't take for granted and I was able to do some incredible things and I'm really grateful for that.”

At the top of Oddy's list is helping a young boy, Alex Tann, who “was dealt the roughest hand in life”.

Three years ago she and Soderstrom helped the then eight-year-old, whose brain cancer had left him blind, realise his dream while raising funds for the Childhood Cancer Association, of which Oddy is an ambassador.

“We made him fire chief for the day and got 10,000 people in Rundle Mall and it was just the most beautiful



thing,” Oddy says. “I like helping people. I think that's my purpose in life. It makes me feel good to give to other people. It really does. It's what I want to do moving forward. So, if radio taught me anything it is that it is my purpose – to give back to people.”

Since leaving Mix, Oddy has made a brief radio comeback. In January, she enjoyed a five-day stint reading the news on Nova 91.9's Ben & Liam breakfast show while journalist Taylee Jones was on holiday.

But, importantly, being away from radio has given Oddy time to concentrate on “passion projects” previously on the backburner.

One is a website with her husband, Greg Oddy, whom she describes as “the best human”.

“He's an amazing dad and he's an even better husband,” she says.

“We've been through a lot together and I could not walk through this life with anyone else holding my hand. He's amazing and he gets me.”

The couple is preparing to launch Gift Givers to take the stress out of buying children's birthday party presents, which are often last-minute

panic purchases by parents. It will be a platform where everyone benefits – from the birthday kid, to the parents, to everyone attending the party,” Oddy says.

“There will also be a big emphasis on encouraging children to give back, with Childhood Cancer and The Village Co, which assists mums-to-be and new mothers who need support, already jumping on board.”

ODDY also wants to give back through her new business Oddy Media, which she says will be “all things media, communications and partnerships”.

“(I will also be) MCing and mentoring women who perhaps find ‘the juggle’ a struggle – between career and family – and even if that's just a listening ear then that's the path that I will go down now,” she says, adding: “The media can be a tricky landscape these days, for women in particular. There's a lot of trolling ... trying to deal with that can be a challenge.”

Also challenging is silencing your own inner-voice when you are being your own harshest critic – something

Oddy says she has been “my whole life”.

“I have just made a conscious decision to help other people not be mean to themselves,” Oddy says.

“I think we are meaner to ourselves than we are to anyone else. If I can help people see that that's something that I have done and that's something that they shouldn't do then that's where I am at and I am happy with that.”

Oddy also plans to keep freelancing at Network 10 in Adelaide.

“It has been a constant in my life and to go back there has been like going home,” she says, adding: “They are a family. They've got an amazing group of talented, local reporters, in particular, some really gorgeous female ones that I have forged friendships with. So, when I talk about mentoring other women, that's a real opportunity for me to help them, guide them and hopefully pass on what I have learnt along

to myself because I haven't always been ...



the journey. The culture of that place is exceptional and I'm incredibly grateful to be back there and be a journalist again. I have rediscovered that love of journalism and telling people's stories and being invited into people's homes (to interview them)."

THE mum-of-four is, of course, also in people's homes on the small screen, which has caused confusion for her 18-month-old.

"The other night Harper saw (Network 10's) Kate Freebairn doing the weather and said, 'Mummy', and I said, 'Daddy wishes!'," Oddy says, laughing, adding having a sense of humour is "critical" when you're a media identity: "I think if you don't take yourself too seriously people can relate to you a little bit more. It just keeps you grounded."

Asked what she has learnt during her seven months away from full-time radio, Oddy doesn't hesitate: "My girls are absolutely everything."

She continues: "To have had the time with them – and Harper who is only 18 months old – is life-changing for me because I have always been so

busy and I've always been running a million miles an hour.

"People say stop and smell the roses ... I have basically stopped and smelt my children and my husband and they all smell really nice.

"I've also given myself permission to slow down and breathe and just be kind to myself for a while because I haven't always been.

"That's been an absolute focus and priority for me in my life this year and I think I am doing a pretty good job of it so far," she said.

As for future radio work, Oddy is about to return to Nova for another short-term, fill-in newsreader role.

But she has also been in talks. Whether there will be an opportunity to return to the super-competitive breakfast timeslot, Oddy isn't saying, as you would expect with what would have to be top-secret negotiations.

"Any of those decisions will be based around the kids and what is best for them," Oddy says.

"I would never say never to going back to radio because I do love it, but the girls will be front and centre in any career decision."

Jodie Oddy enjoys life after radio with Summer, 8, Payton, 9, and baby Harper, 1, opposite page, and finding time to relax, above. Inset, left, with former Mix 102.3 brekkie co-host Mark Soderstrom. Main pictures: Keryn Stevens



Meet the press

Anna Vlach started her career in the 1990s at Central Television in Broken Hill. These days she's writing about the big names on the small screen and beyond for The Advertiser and Sunday Mail. The fashion editor for more than a decade, she also has a weekly column in SA Weekend focusing on local labels and sustainable brands. Follow her @annavlach

We're for the story

One last effort to thwart towers

COLIN JAMES

NORTH Adelaide residents are preparing for a last-ditch attempt to stop the controversial \$250m redevelopment of the former Le Cornu site on O'Connell St.

The State Commission Assessment Panel (SCAP) will meet this week to determine if a proposal to build three apartment towers above a two-storey podium containing shops, cafes and bars will receive planning approval.

Several neighbours have sought permission to address the panel about the height, size and density of the joint venture project between the Adelaide City Council and private developer Commercial & General.

More than 180 people recently attended a public meeting to protest about the two 13-level towers and one 15-storey tower, arguing they would cause overshadowing and adversely affect North Adelaide's heritage values.

eight storeys, which may have established height expectations for the community.

"To this end, I recommend further review of amenity impacts arising from the proposed building height, including detailed analysis of overshadowing within the site itself and the broader precinct."

In a letter supporting the planning application, the council's acting chief executive, Clare Mockley, said the project was an "iconic point of change for North Adelaide which will ultimately maximise the economic, retail and commercial vibrancy of O'Connell Street".

"Council views the proposal as being of an exemplary standard and market-leading in Australia," she said.

"Particular care and scrutiny have been given to ensure loading and traffic aspects, setback and shadowing impact minimally on surrounding residential zones and businesses."



Residents have been particularly disappointed that the council originally called for submissions from developers for projects not exceeding eight storeys, before entering into a partnership with Commercial & General to reach 15 levels.

Their concerns about potential overshadowing have been echoed by the state government's chief architect, Kirsteen Mackay, who has told SCAP there was a risk of the apartments blocking out sunlight from nearby properties.

"I am concerned by overshadowing consequences to the lower-level apartments in the central and southern buildings and overshadowing impacts to the broader precincts," she says her report to SCAP.

"I also note that City of Adelaide principles expressed a preference for a variety of buildings up to nominally

A spokesman for a group of residents opposed to the project, Robert Farnan, said people felt "betrayed" by the council over its size and height.

"It is completely inappropriate to overwhelm a historic centre of international significance with a block-long monolithic structure," he said.

"We urge the Lord Mayor to abandon the currently fraught proposal, return to the guiding principles of eight storeys and work to regain the trust of her ratepayers."

Lord Mayor Sandy Verschoor said she was looking forward to SCAP considering the planning application.

"It's wonderful to see momentum continuing to build on this city-shaping project that will transform such an iconic site," she said.

"It has taken a lot of hard work and consultation over many years to get to this point."