



Jason 'SNOWY' Carter

Jason 'Snowy' Carter began his radio career in 1991, when he started volunteering at KAFM answering the phones at the age of 17. He went on to become one of the most well-known radio producer/presenters in SA.

Snowy was once the youngest afternoon announcer on SAFM and also did a stint at sister station Triple M, but things really kicked up a gear when he went to Tynte Street to join Mix 102.3 as the afternoons announcer becoming Adelaide's leading Afternoon and Drive announcer for 2 years.

Enjoying healthy ratings in his time slot, it wasn't long before he was promoted to the breakfast show (2007) alongside former Channel 7 newsreader John Riddell and a young Jodie Oddy (or Blewett as she was known at the time). The trio went on to have the highest rating show in Adelaide. In 2006 during their time on the Breakfast show, Jason and co presenter John teamed up to create the Mighty River Run raising \$5,000,000 for Novita.

Snowy was also a regular MC at a slew of Adelaide corporate functions and various nightclubs – most notably the Friday retro nights GREED at the Planet nightclub alongside fellow radio icon Sean Craig Murphy.

Jason and his wife Kate purchased the Hahndorf Farm Barn in 2010. The Farm Barn was nominated in the 2013 Australian Tourism Awards held in Sydney where it was announced as a Bronze Award Winner.

After leaving radio and selling the Farm Barn in 2014 Jason went on to carve a successful career in Real Estate. He moved to Melbourne in 2015 where he launched Carter Capital Group acting as a Senior Property Consultant and now CEO with over 20 years of real estate, property development and property renovation experience.

Jason is also a shareholder of Innovate Health and has held the position of Head of Commercial and Marketing at Practice Partners since March 2023