



I REALISED THERE WAS A HUGE GAP  
IN THE MARKET FOR GREAT-TASTING  
HEALTHY FOOD. I MEAN, LIVING ON  
TUNA AND RICE IS BORING!

Source: Market Research

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**N**ic Frances is actually a Reverend and, listening to the climate change crusader talking about his favourite topic, it is easy to detect a certain evangelical zeal. Indeed, it is almost hard to follow what he is saying, the words tumble out so fast.

While his correct title may be Reverend Nic Frances, MBE, "just Nic is fine." He has spent the past 20 years as a social entrepreneur, and is now facing his greatest challenge: the former head of the Brotherhood of St. Laurence says, "I've worked in aid and in social work but I have a view that carbon-dioxide and climate change is the biggest geo-political issue we will face over the next few years."

Frances is chair of the emerging business, Easy Being Green. With his business partner Paul Gilling - himself a former head of Greenpeace - Nic established the company almost three years ago in response to the question: "How are we going to solve the problem?" and in the realisation that something must happen quickly.

Essentially, Easy Being Green is a company that helps NSW and ACT households address the issues of climate change by offering a free Climate Scan Pack. Its aim is reduce carbon emissions by millions of tons each year. It partners with interested councils, schools, community groups or businesses. The organisation also works with large corporates - most recently, two large Victorian Government departments - helping them become 'carbon neutral'.

In the last eight months the company has gone from having five people to 160 with a turnover of

## Fasting Food

**Bianca Monley**  
*Eat Fit Food*

**S**prung from the "why didn't I think of that" school of SMEs comes Eat Fit Food and its young proprietress, Bianca Monley.

Established in 2002, the company delivers fresh low fat, low GI meals to Sydney homes and workplaces. It also offers a 10-Day Detox Plan, to energise, cleanse and motivate!

More than 150 time-poor clients now look forward each day to their tasty, little package of microwave-heatable meals on their front doorstep. And all this without any advertising. "We've grown so far just from word of mouth," says Monley. "We didn't advertise until just last month."

Then again, why bother when you have people like *The Bay From Oz* singing your praises. "A friend of mine is Hugh Jackman's personal trainer. Hugh got on the food and people were coming up to him in the gym saying, "You look great," and he's saying about it! That's the biggest highlight - having someone like that, who you haven't paid, say great things." Superman actor Brandon Routh is also an Eat Fit fan, having been on the program to help get in shape for the role.

Hailing from a family of health nuts, 26-year-old

Monley used to work in a gym and thought she would become a personal trainer. "But I realised there was a huge gap in the market for great tasting healthy food. I mean, living on tuna and rice is boring!"

She started cooking for friends and it simply grew from there. Now Eat Fit Food takes up every waking moment, but it is not something she regrets. "I have just travel on hold in order to do this, but this has been a successful business. My family and friends are all very proud of me."

Monley cites being her own boss as a big motivator but says the downside includes things like long hours, handling staff and dealing with people calling in sick. She never hoped to retire by 30, but admits she is having too much fun to call it quits just yet.

"We're launching a 1200-calorie-per-day, six-week weight loss program next. Then, if I'm able to expand throughout Australia. We'll ideally open in Melbourne next, and have an Eat Fit Food in every city - and then whatever comes from that!"



**DUTTON SAYS EVERY DAY BRINGS FRESH CHALLENGES AND HE ENJOYS THE SUCCESSES AND THE FAILURES HE ENCOUNTERS ALONG THE WAY.**

## Big Boys' Toys

**James Dutton**  
*duttondirect.com*

**T**he philosopher Schopenhauer observed that most people who inherit wealth maintain their position. In James Dutton's case, he has impressed upon it. Scion of the family whose name has been synonymous with the automotive business for four generations, James has taken it to a new level, with the establishment of Australia's first all luxury online business. Currently the site has in excess of \$4 billion worth of items listed, including prestige cars, yachts, private jets, premium real estate and collectables.

"We have taken the company from a private to an unlisted public company," says the managing director of duttondirect.com. "We've had amazing growth in the past 17 months. Property enquiries are up, the boat market's fantastic, too. We're not just doing 'all right' - we're doing great."

Dutton says every day brings fresh challenges and he enjoys the successes and the failures he encounters along the way. A recent highlight was the sale of a Lear jet for \$30 million.

Looking ahead, the focus will be not only on maintaining the current direction but on further expansion of duttondirect.com's overseas listings. "Twenty per cent of our market is from overseas, which shows there is an opportunity to expand. We want to see the model replicating itself in each country. We're looking at the UK and America as a first step, but Asia and New Zealand are right on our doorstep."

Asked to describe his management style, Dutton says "Basically I want an empowered staff for everyone." Challenges, rewards and teamwork are paramount to his mantra.

In a business dealing in big boys' toys, one wonders how many he has of his own. "Well, I actually just sold my race car, but I'm still involved in the Dutton Rally," admits the long-time avided. "My hobby is motor sport." His great grandfather, Albert Octavianus Dutton, who started the family coachwork-building business in 1911, would no doubt approve.

Agonised by international expansion, what else can we expect to see happening with his company over the next 12 months? "Well, this thing's big enough as it is, but I can see the possibility of a Member's Club down the line. We're trying to have some rewards for those who have supported us." ■

James Dutton

