

top ten originators

The market might just be swinging back in favour for the non-bank sector. Product pricing is again near parity and a new optimism has emerged amongst originators. *Mortgage Business* reveals which groups have weathered the storm and who now lead the field in 2009.

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A recipe for success



Culinary queen **Donna Hay** explains to *Mortgage Business*' Kate Miller why her unique approach to her passion has won so many fans

SINCE hitting Australian shelves in 2002, Donna Hay's bi-monthly cooking magazines have taken pride of place in many a household, with each issue now attracting more than 370,000 Australian readers.

Following on from the success of her magazines, Hay has also published a string of award-winning cookbooks – 17 in total – as well as launched a thriving homewares range, a new food range, and this year, her very own concept store.

And Hay has not just found success at home. Her titles have fans around the globe – in 83 countries in fact. Hay is particularly popular in the US. She has the top selling international food magazines in US bookstores Barnes & Noble's and Borders.

While success did not arrive on a silver platter for the one-time food editor of *marie claire*, Hay has had some lucky breaks.

"I was working as the editor of *Good Living*

at *The [Sydney Morning] Herald* when I put a dummy together of what my magazine would look like – you know, in a million years," Hay says.

Word quickly spread. Hay suddenly found herself on the cusp of realising her long-held ambition to publish her very own cookbooks.

"People just started talking about it and soon enough I had a couple of offers... Things happened very quickly," she says.

With the Australian way of life changing dramatically in recent years and work all but eating up our spare time, Hay has had success in tackling the difficult task of reminding Australians that there is still time – and above all, good reason – to get in the kitchen and cook.

"I hear a lot of people say, 'oh I'd love to cook more but I just don't have the time'," Hay says.

"I even find myself caught out now that I have two little boys who want to go scootering up the street when I get home," she says candidly. >>

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>> But Hay says "just because you're having Tuesday night dinner, doesn't mean it has to look disgusting... or involve something out of a jar." This, she says, is the basic principle behind her quick and easy recipes.

Focusing on short lists of ingredients and simple preparation, Hay's recipes offer readers a step-by-step guide to making meals that not only taste great, but look good too. Hay says it is this combination of simple recipes and the way the results are appetisingly portrayed that is the secret behind the widespread appeal of the Donna Hay cookbook range.

"There aren't just simple recipes [in the books], but beautiful pictures as well. The way they are laid out... I believe they really are the complete package," she says.

Hay says her cookbooks reflect her view that eating is about more than just taste, "it's a complete sensory thing, with smell and sight as well". If the food looks good, it's more likely

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to encourage people to make the effort in the kitchen.

"If you're going to commit to cooking dinner on a Tuesday night instead of getting take away, or any of the other options you might have, then you do want the complete package," she says. "You don't want to sit there and say 'oh well it tastes great but it looks awful!'"

She adds: "There's nothing nicer than when you put food down [in front of] someone and they say 'wow, that looks delicious'."

Hay's most recent effort to get Australians donning their aprons is her foray into bake-at-home cake and cookie kits.

She says there is no better way to get people into cooking than through delicious, sweet treats that are easy to make.

"Baking is a great way to get people involved in food, especially children. And usually once you get someone on board with baking, they'll go that step further." ■