

**SAM PRINCE**  
DOES THE WORK  
OF 100 MEN,  
IMPROVING  
THE LIVES OF  
THOUSANDS  
THROUGH HIS  
INNOVATIVE  
MEDICAL, BUSINESS  
AND AID PROJECTS.

in Liberia for every plate of food it sells. (He's in the process of "cutting down" his hours overseeing Zambrero to about 10 a week.)

Then he opened an IT learning centre in Sri Lanka. Aged 23, "I wanted to pay homage to where my mother came from," he says. "Through education, she really escaped her village." While working in the Asia-Pacific region he decided, in his words, "to build a school and name it after my mum. She was there for the opening and cut the ribbon, it was a really proud moment for me." Through Prince's E-Magine Foundation Australia, there are now 15 such centres stretching across Sri Lanka, the Philippines and far north Queensland.

A sense of his charisma surfaces while he's talking about his One Disease At A Time project, which seeks to eliminate scabies. His voice draws you in as he explains that seven in 10 Aboriginal kids will catch scabies at least once before their first birthday. Scabies, he continues, is linked to acute rheumatic heart disease and heart valve failure, which play a major role in the dismal life expectancy of Indigenous Australians.

"It's so prevalent it's actually normal," says Prince, explaining how doctors are already on the ground in East Arnhem Land. With the support of local communities, Prince and his colleagues have devised a broad strategy, which includes cream, drugs, improved hygiene, community

education and a Dreamtime narrative. He spends a few minutes praising those involved in the program, in particular its "superstar" leader, going on to insist all of them are more chivalrous than him.

He says he's motivated by "adventure and discovery" but that doesn't quite explain why he's so driven to use his entrepreneurial powers for the greater good. Pressed to explain his philanthropic bent he thinks for a second and replies, "You see gaps. They're not always commercially profitable, you sometimes see gaps in human rights." But where does the motivation to fill

those gaps come from? "A lot of the work is a clear extension of the lives that my parents have lived."

Prince's mother is a Buddhist and so is he — sort of. "I adopt a lot of Buddhist philosophy but not all the trappings and ceremony and cultural things bolted on over thousands of years," he explains. Prince has written out a long statement of his values which he meditates on daily. Here are two lines from it: "Sharpen your will like a blade. It's your will that will bend and form the world around you."

His will has already shaped the world around him in incredible ways but he insists he's just getting started. "I really feel like my work is all ahead of me," he says. "I feel my achievements are still yet to come."

His current five-year plan includes new ventures in stem cells and alternative energy. And after that?

"I'll probably do another five-year plan. I can't think past five years. Maybe I'll retire." He chuckles before stating the obvious: "No one thinks I'll do that." ☞

**MAN OF  
CHIVALRY**

IN ASSOCIATION WITH  
CHIVAS

ONLINE NOW  
IS PUBLIC  
SPEAKING AMONG  
SAM PRINCE'S  
INNUMERABLE  
TALENTS? TO  
FIND OUT FOR  
YOURSELF GO TO  
GO.COM.AU

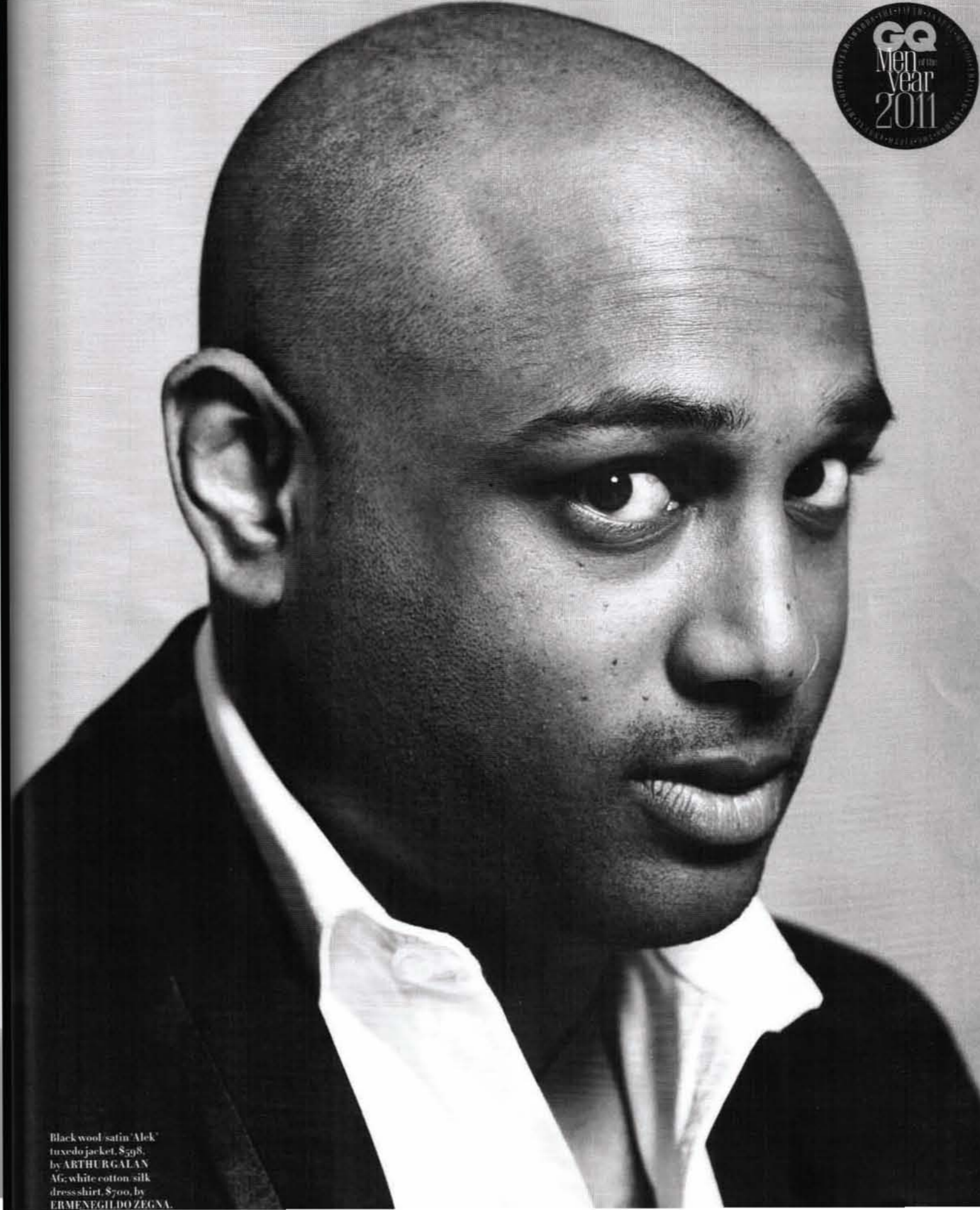
**IT TOOK SAM PRINCE** 336 days to use the skydiving voucher his best friends gave him for his 27th birthday. He would have got around to jumping out of a plane sooner, but he was distracted by his day job as a doctor, running a chain of 17 restaurants, keeping an eye on his foundation — which sets up IT learning centres across Asia and has delivered 280,000 meals to hungry Africans — oh, and he's also heading up a new venture which aims to eliminate scabies among Indigenous Australians.

"It's been pretty busy. When you ask me how many hours I work in a week I really don't have any idea," says the inexplicably serene-looking 27-year-old. "I do everything I love doing. Work and play mix into each other." Which means there's room for music (The Beatles and Gotye top his current playlist) and friends, and even four hours' sleep a night.

How does he manage it? "There's now close to 300 staff who work with me. I delegate pretty well. I think if you're passionate you find the time to do it. One thing I've been blessed with is to work with the best people in the world all the time... I don't need to micro-manage these guys. I just sit back and watch them kick goals."

Born in Scotland, Prince moved to Canberra in 1986 with his parents, who'd come originally from Sri Lanka. The signs that Prince was destined for great things were evident early — by 16 he was studying literature at Australian National University. By 22 he'd completed a Bachelor of Medicine, Bachelor of Surgery (MBBS) at Monash University.

It was during his university years that his interest in ethical entrepreneurialism flowered. His first venture was a hip-hop party called The Jump Off, which he and his mates put on, with proceeds going to the RSPCA. He also volunteered as a counsellor for Lifeline. And while knocking out 80-hour weeks as a trainee doctor, he set up a Mexican restaurant chain called Zambrero. *BRW* magazine recently named it the fastest-growing franchise in the country. It boasts a \$12m annual turnover and it funds a free meal to the needy



Black wool/satin 'Alek' tuxedo jacket, \$598, by ARTHUR GALAN AG; white cotton/silk dress shirt, \$700, by ERMENEGILDO ZEGNA.