

# TOWN & COUNTRY

Cover Story

## Alice's lens on the long haul

### DIESEL AND DUST

BY SALLY CRIPPS

DID you know there are 567,299 trucks on the roads of Australia? Or that there are 158,689 trucks in New Zealand?

These are some of the fascinating statistics unearthed by Roma-based photographer and entrepreneur Alice Mabin in her new book released this week.

*The Driver*, described as the most accurate account of real-life trucking ever doc-

umented in Australia and New Zealand, is 228 pages of in-depth, on-the-road trucking research that documents the reality of the daily grind for 110 different trucking companies and drivers, with stunning images featuring every state and territory in Australia and New Zealand.

The book shows the daily grind of trucking like it's never been seen before, through 700 photographs of the highest order.

"It was important to me that the stalwart cooperation

of the truckies, their families, and the trucking companies were respected and represented fully," Alice said.

"I absorbed so much on this legendary journey. I learned how to drive a road train, change tyres, fix fuel leaks, tie down freight, and to cook on the side of the road."

Interestingly, the book came about by accident, literally. Alice, 29, was hit by a truck from behind on the Sunshine Coast in January of last year. The experience brought her to a realisation

of the importance of the trucking industry.

Alice has become something of a celebrity since publishing her first book, *The Drover*, based on the biggest cattle transaction in Australia in 100 years, the Brinkworth Drove.

She joined the drove by chance but spent months in the saddle capturing 10,000 photographs of the historic occasion, resulting in a multi-award winning book that has been sold in nine countries.

To date, the photographer's philanthropic endeavours have seen her donate \$8000 to Rotary International charities through a portion of the book sales.

In a previous life, Alice won a total of 11 awards during her time working with FORTUNE 500 pharmaceutical giant Pfizer across the continents of North America and Oceania.

She was last year named Business Excellence Forum Awards, B.E.F.A. 2015 Asia-Pacific Female Entrepreneur of The Year. On the global honours front, her photographic work has won a Viewbug international photography award.

A number of well-known Queensland companies are featured in the book, including the Emerald Carrying Company, Followmont in Brisbane, Forty Winks at Townsville, the well-known stock-carting company, Frasers Livestock Transport from Warwick, Hearts of Australia based in Brisbane, and IOR Petroleum.

## The Driver follows The Drover across bitumen to more success

MULTI-award winning Alice Mabin's first book, *The Drover* was a runaway instant success, selling out its first print run of 1000 copies in just one week.

The movement of 18,000 head of cattle from Winton in western Queensland to Uardry Station at Hay in central NSW attracted national media attention including some of Australia's best photographers in search of the perfect shot.

But only Alice spent over five months moving between the nine mobs, sleeping rough in her swag and riding the routes with the drovers.

To date, 21,000 hard-

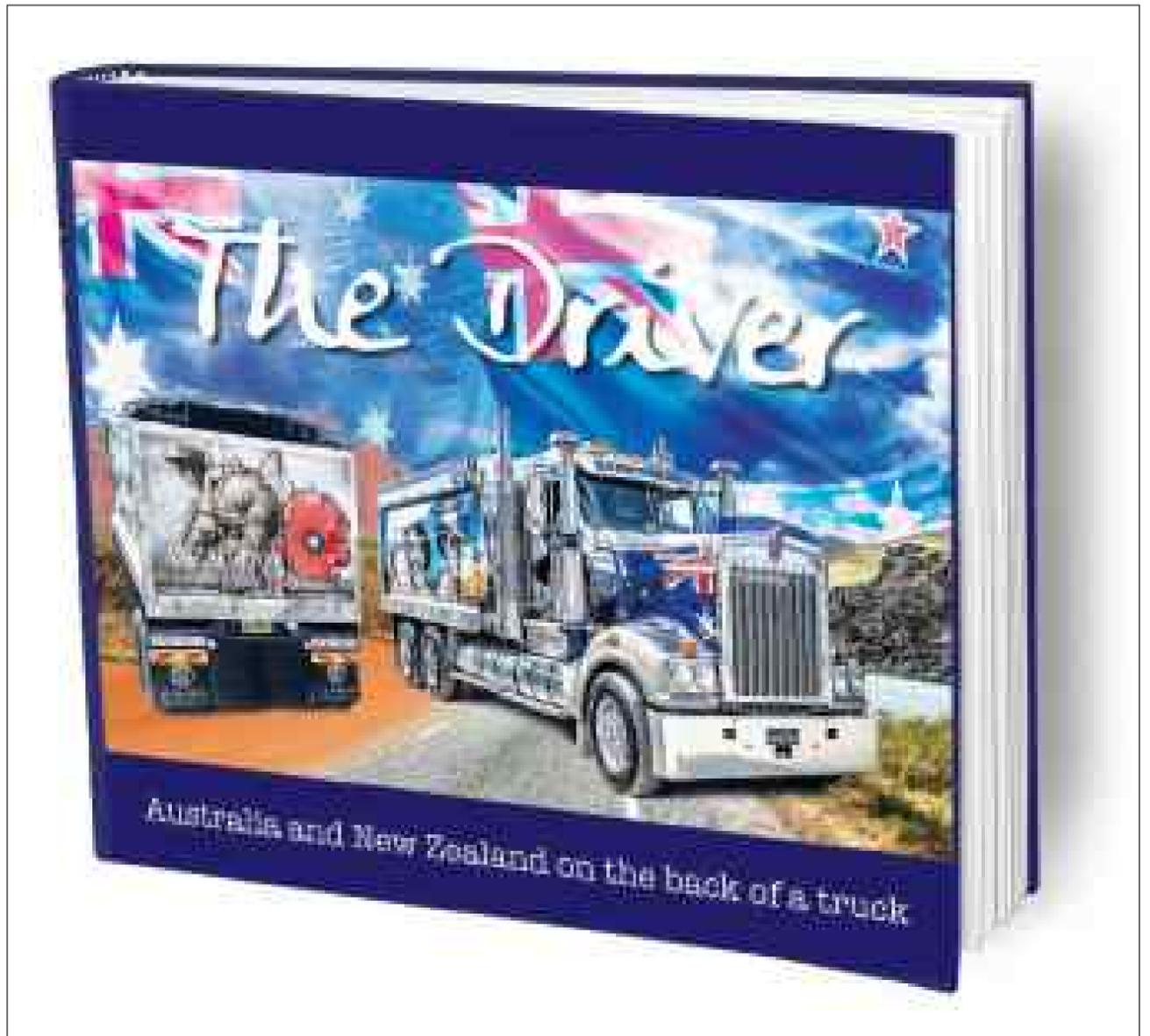
back copies of *The Drover* have been sold around the world with more reprints on the way.

It became a two-time international bestseller and a four-time Australian bestseller.

"I guess you understand that so many industry bestsellers are due to the discount departments stores as they are the biggest sales channels," expressed Dennis Jones of Port Campbell Press.

"However, many times logically they are out of reach of many books. This makes your result so much more exceptional."

— SALLY CRIPPS



Alice's self-published book on the trucking industry is set to follow the phenomenal success of her book on the Brinkworth cattle drive.



The Driver author, Alice Mabin



One of the many photographs in Alice Mabin's new book detailing the life of Australia's many truck drivers.



Blowing smoke, this is one of the stunning images found in the book that documents the life of a truckie.



Alice fitted herself out with a self-contained home for her many weeks on the road taking photographs for the book.