



BRAD FARMER AM

Brad says he's lucky to be born on the world's biggest sandbox of our 11,761 amazing beaches and has had the good fortune to leave his footprints on more than most. He reckons Australia is really just one very big beach.

Mr Farmer has been awarded the Member of Order of Australia for his lifetime of distinguished voluntary service to communities, conservation and coasts and has the enviable title of Australia's Beach Ambassador, bestowed by Tourism Australia.

Like all Australians, he has a passion for our nation's great variety of beaches on our immense 57,000km coastline – a ribbon of gold where some 90% of Australians live, work and play.

Brad grew up with sand between his toes in what was a naturally blessed strip of coast, now known as the Gold Coast, where his family first settled in 1842. His forefathers, as his name suggests were farmers, who grew wool in outback NSW and QLD.

Inspired by the beauty of coastlines, he's travelled across some 30 countries and has pioneered new realms of coastal advocacy. Brad has founded many not-for-profit groups, including the award-winning Surfrider Foundation, Ocean Care Day and the National and World Surfing Reserves movements.

Now, after a storied and salty life, he is one of the world's leading beach experts and best-selling authors, celebrating the beach lifestyle with his long and authentic connection with coastal communities.

In his 40 years of voluntary advocacy, from the smallest of threatened beach communities to the Australian Senate as a coastal adviser, Brad is stoked to be conserving beaches – where Australians find their ultimate happiness – and the country derives \$100b from beach tourism each year.

In 1990, as a young Greenpeace anti-nuclear campaigner in the frozen Soviet Arctic, he was imprisoned and interrogated by the then Soviet KGB and released by Presidential Pardon, to resume lighter duties here on our beaches.

He believes that while Australia was, and always will be, the land of opportunity for all - now - more than ever – we are blessed here in the best country in the world, to truly celebrate diversity and our natural heritage.

He loves the great Australian outdoors and the warmth of Australian communities from the oceans to the outback.
