



MEDIA RELEASE

Saturday, 8 February 2025

Tasmania on top of annual Best Australian Beaches list

For the first time Tasmania’s beaches have been recognised as Australia’s finest on the official list of Best Australian Beaches which is compiled each year by beach expert, Brad Farmer AM, following a comprehensive study of the coastline around Australia’s mainland and surrounding islands.

A 10 kilometre stretch of beaches in the southern portion of the Bay of Fires Conservation Reserve in Tasmania has taken the honour. It’s the first time the title has gone to a cluster of beaches and not a single winner. The section of coast makes up the southern portion of the Bay of Fires bookended by The Gardens to the North and Binalong Bay to the South.

Mr Farmer, who is an Australian coastal veteran and one of Tourism Australia’s Friends of Australia, said while the water might be a bit cooler in Tasmania its coastline is pristine and the Bay of Fires is worthy of the coveted title of Best Australian Beach for 2025.

“I spent plenty of time in Tasmania assessing the beaches and in the end there were so many incredible options I couldn’t even settle on one which is why, for the first time, I’m awarding the best beach to a cluster of neighbouring beach bays in the Bay of Fires,” Mr Farmer said.

“They say the colder water is good for you, but even if you’re not up for a refreshing dip there is still plenty to do and see along this 10 kilometre stretch of coast. It’s a location made for photography or painting, fishing and surfing.”

“Woolgoolga in New South Wales has been judged Australia’s best mainland beach and finished in second spot, while Emily Bay Lagoon on Norfolk Island has taken out the bronze.”

“Every beach which makes the list is a winner and this year really highlights the incredible diversity of the beach offerings we have here in Australia. It really is like nowhere else in the world. In 2025 we recognise beaches of all shapes and sizes right around the country.”

‘TOP 10’ BEST AUSTRALIAN BEACHES FOR 2025

1. Bay of Fires	Tasmania
2. Woolgoolga	New South Wales
3. Emily Bay Lagoon	Norfolk Island
4. North Kirra Beach	Queensland
5. Little Lagoon	Western Australia
6. Fishery Bay	South Australia
7. 1770	Queensland
8. Scarborough Beach	Western Australia
9. Caves Beach	New South Wales
10. Cowes Beach	Victoria

“Having to pick from almost 12,000 candidates is not an easy job and at time the selections create plenty of debate, which I welcome, and I look forward to the feedback on this year’s top 10,” Mr Farmer said.

Quotes attributable to Trade and Tourism Minister Don Farrell:

“There is no doubt that Australia has the best beaches in the world, and Tourism Australia’s 2025 Best Australian Beaches list highlights just how extraordinary our coastline is.

“This year’s list showcases to the world what Aussies already know – that Bondi and Brighton are great, but it’s worth the journey to see some truly unique beaches in regional Australia.

“There will be many families, just like mine, that love looking through the “Best Australian Beaches” list every year to pick which ones they want to visit next.

“Congratulations to Tasmania - winning the title of Australia’s ‘best beach’ for the first time. It’s a beautiful part of the world, and I look forward to visiting again with my family.

“I was thrilled to see Fishery Bay on the Eyre Peninsula in SA make the top 10 – my great grandfather was the first harbour master at nearby Arno Bay, which is also a stunning spot.”

Quotes attributable to Tourism Australia Managing Director Phillipa Harrison:

“Visiting beaches around Australia to choose a top 10 is a tough job but someone has to do it and we thank Brad for his work once again this year.

“At Tourism Australia our research consistently shows us that international visitors come to Australia to experience our beaches and the Best Beaches of Australia 2025 helps to showcase the breadth and depth of what we have to offer.”

Please find images and further information on the Top 10 Best Australian Beaches for 2025 in this [Dropbox here](#) or visit www.bestaustralianbeaches.com

Note: Please credit all contributing photographers

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