

COME AND SAY *G'day*

BRAD FARMER AM

BEST AUSTRALIAN BEACHES 2025



AUSTRALIA



BAY OF FIRES / Irapuna

TASMANIA

Palawa Country



@willwardlemedia
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Beaches don't get much better than Tasmania's Bay of Fires. The challenge with Tasmania's pristine coastline, is the abundance of choice. Where to travel, where to stay, what to experience – and what's for dinner, as food here is either from the sea or sourced from its famous paddocks of organic produce – straight to your plate. One certainty is that when you do come down to Tassie for air, there's plenty of shoreline to discover in the natural state. In 2025, the Apple Isle makes its debut as winner of the Top 10 official Best Australian Beaches among 12,000 researched candidates. Tasmania's Bay of Fires is arguably the finest stretch of coast on the island and sits within the top five coastal zones in Australia for overall excellence. Selecting a single winning beach was near impossible, and so, for the first time, we are awarding not one, but a cluster of beaches over a 10km section of pure coastline. These handful of winning neighbouring beach bays are situated within the southern portion of the stunning Bay of Fires Conservation Reserve, located on the far north-east coast, Tasmania's most easterly point of land. If stunning rocks the colour of sun-scorched ochre and pure white crystalline sand is up your alley, then the Bay of Fires is must-see. In 1773, the Bay of Fires was named by a British ship captain as he passed by and witnessed coastal heath fires set by the palawa (Tasmanian Aboriginal) custodians. These ancient clearing practices all formed part of a deep and ingrained respect for nature and its seasonal cycles upheld by Tasmania's Indigenous peoples. The region is home to world renowned immersive palawa experiences, rich with language, native food tasting and truth-telling. The Bay of Fires is best suited for a day trip or a longer immersive beachside camping experience. Base yourself at the nearby town of St Helens, a charming coastal village just under three hours north-east of Hobart. Stay there or grab supplies to camp in an RV, tent or caravan in any of the several beachfront areas, among the drooping she-oaks and birdsong. Any of these beaches would rank among Australia's finest. Plan ahead, check in with local park rangers, and let nature do the rest. After all, Tassie's East Coast is a place to leave nothing but footprints and memories. Some sites have amenities, but all require BYO fresh water. Flanked by a mountainous forested backdrop, and four magnificently pristine still water lagoons of varying sizes, this is nature at its best. The beach sand is either crystalline sugary quartz or powdery flour like silica, or a combination of both. The waters are dazzling blue and the scattered grand granite rocks divide each beach. It is a location made for photography or painting. Swim, paddle, fish or surf at your front door. Visitors should be cautious of the occasional steep drop off and, in some spots, potentially dangerous rips. There is phone service in certain areas, but the beaches are not patrolled. While the waters are also cooler, many ardent swimmers these days seem to enjoy the health and therapeutic benefits of an invigorating dip. The wider Bay of Fires region stretches some 35kms, well north to Eddystone Point from the sweeping Taylors Beach, the most northerly accessible spot at The Gardens, which bookends the southern 10kms, lower third of beaches, beginning in the south at the quaint village of Binalong Bay. There are also some award-winning trekking groups including First Nations guided tours, who can arrange specialised walks for the more avid on-foot explorers. If Australia is down under, then Tasmania is down under, down under, and the quaint island is more budget friendly than people think. Plus - Tasmanians are perhaps the friendliest bunch of welcoming locals you'll meet on any beach in Australia. Tasmania's beaches are a tad saltier, served comfortably chilled, stirred but rarely shaken and the perfect mix of pure air, water and nature, all within arm's reach. Now that's a cocktail worth endorsing.

EXPERIENCE WHY
THERE'S NOTHING
LIKE AUSTRALIA



BRAD FARMER'S BEST AUSTRALIAN BEACHES 2025

AMBASSADOR & BEACH EXPERT



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WOOLGOOLGA
NEW SOUTH WALES
Gumbaynggirr Country

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Welcome to the quintessential Aussie beach holiday destination. Better known as 'Woopi' to her many salty local friends, Woolgoolga and surrounds on the New South Wales Coffs Coast is geared for the ideal beachside getaway. New freeways between Sydney and Brisbane and direct flights make its location highly accessible and stress-free. While Woolgoolga itself revels in its complete coastal village vibe, this Mid-North Coast hub is designed for holidaymakers on all budgets, from shoestring to silk-stocking. Whether you're a freewheeling beach bum, a full family, a bushwalker or a keen angler or surfer, there's an abundance of options here. Woolgoolga is blessed with varied beachscapes, lagoons, waterways and headlands to enjoy on a day trip or an extended stay, with the most desirable coastal elements on tap. And the new Woolgoolga Whale Trail leads to one of the best spots on the east coast to spot majestic Humpback Whales on their migration. Fish the coast or any of its beautiful surrounding estuaries, surf any of the consistent pumping breaks, spot friendly kangaroos bouncing across the headlands, enjoy a round of golf, dine out in style or simply set up camp for few hours or a few days. It really is a hassle-free favourite. The southern corner of Woolgoolga's wide and sweeping beach is both popular and patrolled seasonally. Most veer right driving into town, whereas the best alternatives are the spacious beachside carparks to the north with undeveloped beach bushland along Lake Road. This leads to Woolgoolga Lake and the still tea tree-stained shallows of Darkum Creek for longer, quieter beach walks that will take you past the 1893 shipwreck of the Buster, which often emerges from the sandy beach. Among other fantastic beaches and villages in the region are Emerald Beach, Sawtell (patrolled seasonally) and Moonee to the south and to the north, Arrawarra, Corinda and Red Rock (patrolled seasonally). The scenic drives inland through gorgeous national parks to the charming historic townships of Bellingen or Dorrigo are also stunning, particularly on a wet day where there's not too much to do at the beach. One holiday highlight is the Gumbaynggirr Cultural Experience to explore the richness of the world's oldest continuous culture in NSW's first certified ECO Destination.

EMILY BAY LAGOON
NORFOLK ISLAND

3

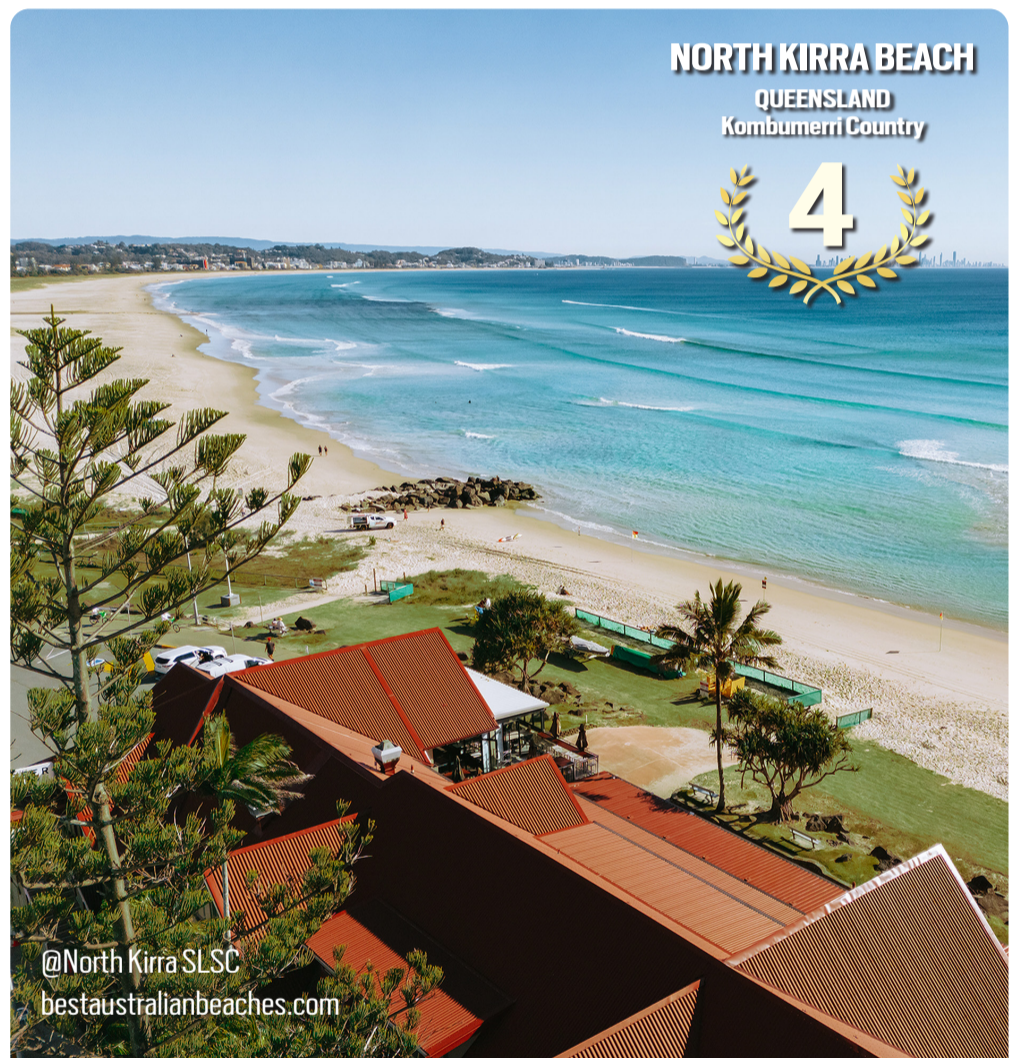


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Australia's Hidden Gem in the South Pacific. Nestled in the vast expanse of the South Pacific, Norfolk Island - known as "The Rock" by some locals - is one of Australia's most storied and breathtaking islands. Australia has 8,222 islands in all. At just 35 square kilometres, this pint-sized slice of paradise offers a vibrant blend of natural beauty, rich cultural heritage, and welcoming locals, making it a must-visit destination. Despite its remote location due east of Byron Bay, Norfolk Island boasts Australia's most easterly and stunning beaches, including the world-class Emily Bay. This perfectly curved, horseshoe-shaped beach, lined with the island's iconic namesake Norfolk Pines, is a haven for swimmers, snorkellers, and sunseekers alike. Its clear lagoon, bound by a natural reef, has created a pristine ecosystem ideal for viewing coral and marine life or enjoying tranquil laps in calm tidal waters. A nearby diving pontoon adds to the allure. Emily Bay is just one chapter in Norfolk's fascinating story. The island's European and Pitcairn heritage is evident in the Kingston and Arthur's Vale Historic Area (KAVHA), a UNESCO World Heritage site. Here, convict-built Georgian-era buildings stand as a testament to Norfolk's dramatic past. Nearby, the wreck site in 1790 of the HMS Sirius, flagship of Australia's First Fleet, adds another layer of intrigue to the island's rich history. For adventurers, Norfolk offers more than just lazing on the beach. Anson Bay is a hotspot for keen surfers and those inclined toward some time on the green can soak up the sun on its spectacular nine-hole golf course. The course, set within Norfolk's historic Kingston precinct, ranks among one of the best in the South Pacific for its views alone. The island is also a haven for birdwatchers, with lush forest trails home to several unique and rare species. Norfolk Island's charm extends beyond its natural and historic treasures. Today, the island is home to around 2,200 residents, many of whom are descendants of Bounty mutineers who settled here from Pitcairn Island in 1856. These down-to-earth locals proudly speak their own language, Norfolk, and embody the island's warm and independent spirit. Tourism is at the heart of Norfolk Island's identity, specialising in ecotourism and offering an incredible range of experiences where visitors can immerse themselves in a lifestyle where 'island time' reigns supreme. Life on Norfolk Island moves at a gentle pace, free of traffic lights but filled with authentic encounters. Burnt Pine, the island's bustling central hub, provides a taste of local life with shops, cafés, and galleries. While detoxing from the digital world comes naturally here, local SIM cards are available for those who wish to stay connected. Norfolk Island is easily accessible via regular flights from Brisbane, Sydney, or Auckland. No visa is required for Australian or New Zealand citizens. Whether you're seeking relaxation, adventure, or a deeper connection to history, this hidden gem of the South Pacific promises an unforgettable escape without the jetlag of other far-flung holiday islands.

NORTH KIRRA BEACH
QUEENSLAND
Kombumerri Country

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Australia's best airport beach. Where else can you hop off a plane and minutes later, find yourself on one of the most gorgeous stretches of sand in the world? Ladies and gentlemen, fasten your seatbelts for a spectacular landing at Coolangatta Airport on the southern end of Queensland's Gold Coast, where you can quite literally stroll from the baggage carousel to North Kirra, one of our best beaches for 2025. Most people visiting the Gold Coast, a glittering tourism hot spot, venture north for the swamped streets of Surfers Paradise, the city's vibrant tourism hub. For a change of pace, grab your swimmers and camera and head to Kirra instead, where the crowd atmosphere is muted and the dosage of 'vitamin sea' is high. North Kirra, more of a neighbourhood with its patrolled beaches and laid-back Surf Lifesaving Club, serve up safety between the red and yellow flags, sweeping coastal views north and south, a refreshing bar and a classic Australian pub style menu. From the airport or nearby accommodation, head to the café strip of Kirra itself or to downtown 'Cooly' to experience the more subdued southern Gold Coast vibes, with all the amenities visitors require. Years of sand nourishment makes North Kirra a wide format beach, with gentler waves, plenty of room to play and fresh wash-off amenities. The 4-star airport hotel offers a swimming pool and open-air rooftop eatery looking west over a green mountainous backdrop and north, to the Gold Coast's Miami-style city skyline. To the south of Kirra lies Greenmount Beach, Rainbow Bay and Snapper Rocks, all of which are situated in a world-famous National Surfing Reserve with its iconic superbank, where world champions Mick Fanning and Joel Parkinson cut their teeth. If your itinerary allows, Byron Bay is just a 45-minute drive away due to improvements made in recent years on the Pacific Motorway. Other sensational beach airports include Lord Howe Island, Lizard Island and the Cocos-Keeling Islands.

LITTLE LAGOON
WESTERN AUSTRALIA
Malgana Country

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@theultimateaus Chris Bulloch
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A unique oasis within the World Heritage listed Shark Bay. A beach lapping at the shores of an ancient land, but not as you'd expect it. Little Lagoon in Shark Bay may just earn the title of Australia's most unusual beach. From the air this egg-shaped inlet looks like a giant stingray with its blazing blue tail curving gently across the red ochre desert landscape, reaching for the shallows of Denham Sound. Australia's best beaches now include rivers, lakes, gorges and here for the first time, a lagoon. Australia really is the continent of the world's most diverse assortment of beaches. This region is nothing short of surreal for its contrasting colours and bursts of coastal character. Little Lagoon is a short drive from the remote old school fishing village and supply base of Denham where facing the bay, you will find a variety of accommodation options. Little Lagoon in Shark Bay is a hidden gem that offers an unforgettable experience for nature lovers and adventure seekers. Families with young children will appreciate the shallow, gentle waters of the lagoon, making it an ideal spot for safe swimming and splashing about. Stonefish are commonly found in the Lagoon Creek, but rarely in the main Lagoon. The area is a haven for unique flora and fauna and rich in cultural heritage, with opportunities to learn about the Indigenous history and connection to the land and waters. Shark Bay boasts many world-famous attractions; including Monkey Mia, known for its dolphin-friendly shores, and the equally renowned Shell Beach, a beach composed entirely of shells. The ancient Stromatolites found in Hamelin Pool, by far the biggest colony on earth of these important living fossils are worth a visit. Hardy travellers will embark on a 4WD journey to the vivid, red-bluffed tip of Cape Peron, or venture by boat charter across to Dirk Hartog Island, Western Australia's largest island of 1616 'Dutch discovery' fame with its unique private eco resort. The uniquely shaped mainland shoreline of Shark Bay extends for 900 km and has 240 soft sandy beaches in amongst its often-steep bluffs. All are flanked by the greatest concentration of seagrass meadows in Australia, which in-turn feed the country's largest dugong population. 28 species of shark call Shark Bay home, but there hasn't been a fatal attack since the 1870's, so don't let a name deter you from a dip in its beautiful blue waters. Whether you're kayaking or stand-up paddle boarding along the tranquil creek, swimming in the sheltered Lagoon, or kite surfing on a breezy afternoon, the serene surroundings provide a perfect backdrop for your aquatic adventures. Photography enthusiasts will find endless inspiration in the stunning landscapes and vibrant wildlife. For those looking to relax, the free BBQ facilities available around the water's edge make it the perfect spot to enjoy a picnic and watch the boundless bird life. As the day winds down, witness breathtaking sunsets that paint the sky in brilliant hues of orange, pink, and purple. Little Lagoon is best approached from its eastern car park which includes simple shelters and a toilet.

FISHERY BAY
SOUTH AUSTRALIA
Barnjala Country

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A remote South Australian beach with sacred connections to First Nations. To the surprise of travellers well versed with either the charms of inner-city Adelaide or wine country in Barossa Valley, the state's vast coast delivers a sublime smorgasbord of sandy selections. In fact, you'll find either side of its dominant three peninsulas are stunning. The largest and arguably most impressive is the mighty Eyre Peninsula and in particular, its rugged wave-lashed west coast. The most southerly township is the flourishing tuna fishing capital of Port Lincoln of around 14,000 salty locals, naturally with all things aquatic on their doorstep. There's one special beach that goes under radar, the aptly named Fishery Bay, about 20 minutes southwest of Port Lincoln. It has been a family favourite for generations. While many travellers head north to nearby Coffin Bay National Park, for its cluster of beaches - and its perfect oysters among other attractions, Fishery Bay is worth a look. One of the best beaches in the lower Eyre Peninsula, Fishery Bay is a compelling coastal destination that invites visitors to deeply immerse themselves in nature. Fishery Bay Beach is a long, south facing curving beach and is flanked by Left Point and Right Point, both renowned surfing spots for experienced surfers. For families and beginner wave riders, the beach break offers smaller, more gentle waves, making it an ideal location for leisurely learn-to-surf sessions. It is also one of the latest Australian beaches to be declared a National Surfing Reserve. Fishery Bay Beach is picturesque, offering dusty travellers a great day trip option. The area serves as a tranquil space for beach walks, ocean exploration and whale watching. The beach is also a sanctuary for bird and marine life, providing visitors with an intimate experience to appreciate the natural environment. Bring a snorkel, SUP, surfboard or a simple floatie to enjoy the warm clear waters of the bay. There are eight campsites which can be easily booked online. The beach itself is accessible by foot or 4WD, allowing visitors to explore its natural beauty with ease. However, visitors are urged to travel lightly and with care as the sand hills here, like many places across this ancient island, contain First Nations burial grounds and shell middens, which are archeologically registered sites. While they may be out of sight now, they are not out of mind for the many First Nations communities who call this region home. Fishery Bay and its wider community pride themselves in careful environmental stewardship and community engagement. This beach provides an opportunity to mindfully connect with the coast, from the oceans to the skies, from Dreamtime to our modern times. The traditional people of the area are the Barnjala and Nauo people and have lived side by side in harmony sharing their co-management and care for the land, sea and waters for many generations.

1770
QUEENSLAND
Goorang Goorang Country

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A beautiful Queensland inlet shoreline environment. The Sunshine State often lays claim to having some the best beaches in the world. Here at 1770 (Seventeen Seventy), a superb inlet just north of ever-expanding Agnes Waters, the gloating might just be warranted. The boardwalk along the southern shoreline of Round Hill Creek is a delightful family experience. For those with kayaks, SUPs or a boat, safe exploration across the creek at a suitable tide flow to the northern shore sandbars is totally worthwhile for beachcombing or fishing. Keep an eye out for dolphins and abundant birdlife from pelicans to white-bellied sea eagles. While nomadic surfers regard this area to have the last of Queensland's northernmost waves at neighbouring Agnes Waters, most people go to 1770 to simply chill out. Many visitors have dropped anchor here, most notably the HMS Endeavour in 1770 - just one month after Captain Cook's historic Botany Bay landing. There is a real laid-back Australianness in the way 1770 has developed over recent years and it's still growing. Until the 1970's this isolated outpost was a well-guarded 'secret coast' by hardy holiday makers, as 1770 and Agnes Waters lay at the end of a rough track cut by creek crossings. Now - it's just a half-day drive from Brisbane, even shorter from nearby Gladstone or Bundaberg. Fortunately, urban sprawl has been relatively kept in check, principally to retain 1770's substantial natural assets. While some rustic pioneer beach shacks remain, many swanky homes now pepper the cabbage palm-covered hillsides. It has some hallmarks and the feel of a miniature Byron Bay. Sister beach Angles Waters is a generous 6km beach with seasonal surf club patrols in the southern corner. You can moor a yacht or launch a boat in Round Hill Inlet and fish the extensive estuary, or head 50 km east to the southernmost reaches of the Great Barrier Reef. Day trips to Fitzroy Reef and Lady Musgrave Island are also on offer. At sunset wander up to Round Hill over Bustard Bay - another Cook legacy - little wonder this area is now known as the Discovery Coast. The town of 1770 (or Round Hill) is one of the few places on Australia's east coast where you can watch the sun set over water! The deep burnt orange sunsets over the bay are truly unforgettable. To venture further, there is the immensely popular amphibious pink LARC tours on offer to take visitors across to the nudging Eurimbula National Park.

SCARBOROUGH BEACH

WESTERN AUSTRALIA
Whadjak Noongar Country

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Australia's #1 integrated foreshore development. It's hard to improve on nature but here is one exceptional example of a stellar effort to make a good beach even greater. While this incredibly designed space may have cost a cool \$100 million, there is nothing quite like it, or as spectacular, anywhere on Australia's 59,700km coastline. Perth's Scarborough Beach was always a cherished destination for generations of West Australian beachgoers, looking for a lively atmosphere or simply a salty parcel of fish and chips looking over a balmy Indian Ocean sunset. Ever since the fifties 'Scarbs' has seen its fair share of colourful beach lifers from rock 'n' rollers in their souped-up wheels, dancers in the Snake Pit partying the night away to soulful surfers searching for one of the best waves near the city. Scarborough Beach is superbly inclusive and a wholly immersive experience. This generous stretch of sand has something for everyone of any age or mobility, from its outdoor pool to the sidewalk. When completed in 2018, the pristine sand dunes were well and truly integrated seamlessly into the area's relaxed recreational parkland, so much so that it is now the jewel in Perth's crown. Times may have changed, but Scarborough Beach is still the place to be, and the Snake Pit moniker lives on as the name of a vibrant youth precinct featuring a skate park, bouldering wall and basketball half-court. The natural attributes of Scarborough Beach are classic Western Australia – a vast expanse of pure white sand providing the perfect setting for a day out from dawn to dusk. The beach is patrolled year-round and offers free wheelchair access. But complementing its natural attributes are the incredible attractions of the redeveloped Scarborough Beach foreshore. It was built upon the history of the area to amplify its unique identity and create a world-class coastal destination. From the Scarborough Amphitheatre and Scarborough Square to Sunset Hill and the Whale Playground, the new features have not only revitalised the beach but also taken its popularity to new heights. There are dozens of hospitality venues and shops, a range of accommodation options and colourful public art projects that tie the precinct together in a neat bow. To top it off, Stirling Leisure – Scarborough Beach must be one of the most picturesque public swimming pools on the planet. More than ever, Scarborough Beach is a thriving entertainment hub for all, bustling with locals, tourists, attractions and events. A visit to WA is not complete with a few hours enjoying this terrific beachside treasure.

CAVES BEACH

NEW SOUTH WALES
Awabakal Country

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Beach caves, rock pools and more to explore. The great thing about exploring Australia's coast is digging up some real treasures in the most unexpected of places. A local's secret, Caves Beach in Lake Macquarie is known for its intricate network of sculpted sea caves spread along its southern end – truly wondrous to safely explore on a low tide. Around 90 mins north of Sydney, the area is rich in brilliant beaches from historic Catherine Hill Bay and Ghosties and north toward a continuous swell of surfing beaches including a Best Beaches award-winner in 2022, Dudley Beach. Caves Beach is patrolled during season by its local Surf Lifesaving Club and also features a handful of learn-to-surf operators. There are rockpools to explore outside the caves where you can spot periwinkle shells, waving sea grass and crabs. The beach is also insta-famous for stunning sunrise shots snapped from inside the sea caves. If you're feeling adventurous, follow the coastal walking track from the headland above Caves Beach south along the coast all the way to Pinny Beach in Wallarah National Park. Also see the caves from a new perspective with an ocean adventure cruise through CoastXP, which visits Caves Beach, Catherine Hill Bay and departs from nearby Swansea, which features a dog friendly café nearby along with an upmarket restaurant featuring epic views. Beach facilities include barbecues, picnic tables, showers, kiosk, parking with accessible spaces and a wheelchair accessible amenities block. To the north of Caves Beach is Swansea Heads and Hams Beach, named after a family living on a hill behind the Surf Lifesaving Club. The rocky section of Hams is dubbed Frenchies Beach by the locals. It is highly popular for spearfishing, with the premier target species being the elusive red morwong. The traditional custodians of the land are the Awabakal people.

COWES BEACH

VICTORIA
Bunurong Country

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On a delightful island near to Melbourne, sits this charming coastal gem. A couple of hours southeast of Melbourne's bustling CBD is a barefoot escape to Phillip Island, where the lack of pretence is made up for in laidback vibes. The beaches around the 100sq km island vary from sedate shorelines to roaring beaches with wild surf and heavy rip currents. Phillip Island has four National Surfing Reserves, a testament to the hordes of stoked surfers who flock to Victoria for some of the best waves Australia has to offer. Best known for its nightly penguin parade, the seaside hub of Cowes attracts families and visitors in droves for its safe waters and charming English-style atmosphere. Like early British seaside holiday hotspots, Cowes has a historic rotunda, a promenade and pier - all the elements of early England which allowed the working class an opportunity to enjoy fresh ocean breezes and wade in the icy waters. Cowes' buzzing seaside holiday vibe is complemented by one of Victoria's few north-facing beaches, tailor made for picnics on the grass or sand, beach games, soaking up the sunshine or water sports. These sheltered, sandy beaches in Cowes are in Western Port Bay, resulting in gentle, low swells, making them a popular choice for families. The beaches at high tide offer excellent swimming conditions and have an abundance of shallow rocks and tidal flats to explore at low tide. During the summer months, Cowes Main Beach is patrolled by lifesavers offers barbecues, shops, cafes, restaurants and other amenities. After a day out in the sun, indulge in seafood, take a stroll along the pier with a gelato or sit back and soak up the bay views with a cocktail. Beach walks further east along to Silverleaves or west towards Ventnor are also worthwhile. Phillip Island is 23km long and 10kms at its widest point, with several fantastic beaches and private coves to explore.

We acknowledge the Traditional Aboriginal and Torres Strait Islander Owners of the land, sea and waters of the Australian continent, and recognise their custodianship of culture and Country for over 60,000 years.

The curator Brad Farmer acknowledges Professor Emeritus Andrew Short with whom and between them, have researched and visited every Australian beach since the 1980's. Australia has the largest number of beaches in the world - over 12,500.

Research Assistant: Will Wardle