

Daniel Farmer

Associate Director



Dan Farmer is the General Sales Manager for Southern Cross Austereo, managing the commercial division for Digital, Radio & TV for the Central Coast Region. Dan's business experience spans from running start-up companies with less than two employees, through to business with a top-line budget of 18million.

Dan's career in operations and management cuts across for-profit, and not-for-profit organisations with experience in corporate governance from a management and volunteer perspective.

Prior to joining Southern Cross Austereo late 2018, Dan was the Regional Manager for the Central Coast NSW Business Chamber for almost 10 years. In this role a key focus area was in the space of business compliance including Industrial Relations/Human Resources, Workplace Safety and general compliance for the private sector, as a service provider, Director and Manager. Dan has competencies in business policy and public affairs and was responsible for dealing with the regulators and government in the promotion and advocacy of the business agenda on behalf of member businesses in the region.

Dan has been responsible for bringing together some of the region's largest collaborative partnership including the Chamber Alliance program responsible for unifying the chamber movement and the business voice on the Central Coast.

Dan holds board positions and directorships on some of the regions key stakeholder committees as the representative for the private sector, as an employer, and resident of the Central Coast.