

Peter Baines OAM

Leadership Expert and Powerful Storyteller

With a career forged in some of the world's most challenging environments, Peter Baines spent 22 years with the NSW Police, including time leading international disaster response teams across Southeast Asia. He played a key role in the forensic response to the 2002 Bali bombings and was deployed to Thailand after the Boxing Day Tsunami of 2004, where he led multiple rotations of international teams working to identify thousands of victims. These experiences tested



his leadership at every turn and ultimately shaped his philosophy that true leadership is found not in titles, but in action.

It was that same sense of responsibility that led Peter to establish Hands Across the Water in 2005, a charity born from the devastation of the Boxing Day tsunami and a promise to help the children left behind. Since then, Hands has raised over \$40 million AUD and continues to support hundreds of children across Thailand through education, housing, and pathways to independence. At the heart of its success is a model built on shared experiences—most powerfully through the multi-day charity bike rides Peter still leads each year. Looking ahead, Hands is focused on creating a sustainable future by growing its social enterprise, expanding vocational opportunities, and building a model where charity and business work together to deliver long-term impact without reliance on traditional donations.

In the final chapter of his policing career, Peter was seconded to the National Institute of Forensic Science, where he led national and international projects focused on building leadership capability and strengthening counter-terrorism strategies. His expertise was sought by global agencies including Interpol in France and the United Nations Office on Drugs and Crime in Southeast Asia. Following devastating floods in Jeddah, he was invited by the Saudi Arabian Government to assess their emergency response and provide strategic advice on crisis leadership. In 2011, he was deployed to Japan to assist following the catastrophic tsunami that claimed thousands of lives.

Peter's insights have earned him national and international recognition. He was awarded the Order of Australia Medal in 2014 for his humanitarian work and was the first Australian to receive the Rotary International Professional Excellence Award. In 2016, the King of Thailand honoured him with the Fifth Class of the Most Admirable Order of the Direkgunabhorn. In recognition of his long-standing contributions to Thailand, Peter was named one of the five most influential Australians working in the region in 2025.

Peter is also an accomplished author and sought-after speaker. Together We Can is his fourth



book, following the release of Hands Across the Water (2011), Doing Good by Doing Good (2014), and Leadership Matters (2023). His keynotes connect deeply with audiences—from corporate leaders to change-makers—offering powerful lessons in resilience, values-based leadership, and creating legacy through service. When he's not writing, speaking or leading charity rides, Peter lives with his wife Claire on a rural property in New South Wales where they run a glamping business called Wildnest. A qualified helicopter pilot and ultra-marathon runner, Peter marked the 20th anniversary of the Boxing Day Tsunami by running 1,400 kilometres across Thailand in just 26 days—equivalent to 33 marathons— raising funds and awareness for the next generation of leaders supported by Hands.

Peter Baines talks about:

Leadership Matters

The stories of inspiration, resilience and overcoming adversity. How true leadership doesn't come a position or title by from actions and reactions.

- 1. Leadership without Authority
- 2. Clarity of Purpose
- 3. Building Strong Teams
- 4. Growth through Adversity
- 5. Results not Excuses

Experience Matters

Real engagement comes from engineering shared experiences. Peter shares stories of how your business will benefit from the power of presence.

- 1. Building communities and families through Shared Experiences
- 2. Engagement strategies that stick
- 3. Increasing your retention rate
- 4. Removing self imposed limitations
- 5. Celebrating your victories

Doing Good By Doing Good

Hear how with an alignment of values and an appreciation that community and business can both profit when working together. Why the future of mutually rewarding relationships is the way to go.

- 1. Aligning your values
- 2. Building collaborative programs
- 3. Developing stronger relationships
- 4. Measuring your impact
- 5. Realising a return





Together We Can

In Peter's inspiring keynote Together We Can, he shares the lessons of leadership, legacy, and the extraordinary impact of collective action—drawn from two decades leading Hands Across the Water and his 1.400km Run to Remember across Thailand.

This keynote explores:

- The power of community in driving meaningful change
- Why purpose beats performance every time
- The importance of showing up—even when it's hard
- Leadership that brings people with you
- Why we go further when we go together

Together We Can is a keynote that moves hearts and minds, reminding audiences that ordinary people, united by purpose, can do extraordinary things.

Testimonials

Peter Baines your speech has left me in awe. Never have I seen anyone deliver the essence of leadership in such a clear, straight forward and insightful way. Your integrity and credibility is established the moment you begin.

- Cadbury Schweppes

"I remind myself of a moment, free from all the madness that is our present day life, and a man who touched another like no other. A memorable day where the important became real and where an ordinary man became extraordinary, admirable and a hero in a moment. Your presentation, delivered from the heart as only you can do, was without doubt the most brilliant I have ever had the privilege to experience. There you stood, full of life fuelled by the determination to make a difference.....to give something back. All disasters, man made or natural, are heart wrenching. It's the manner of your actions, the compassion and generosity of spirit, the gentleness and intuitive understanding that moved me beyond words. I now have a great friend for life and I am all the better for it. Thank you Peter, for being such a light for humanity. Yes, I know that you're not God but you are most definitely one of his angels.

- Sony Music

"Peter Baines recently delivered his 'Leadership Matters' Keynote for our Senior Leaders and extended it into a follow up workshop. As the organiser of the event it was fantastic to look around the room and see the genuine engagement on their faces, and watch as they absorbed his truly compelling messages. The feedback we have received has been excellent, both on Peter's amazing content but also on his thoroughly engaging and captivating presentation style. He truly challenged us to think differently about Value-Based Leadership and what impact and personal contribution our Senior Leaders really want to make.



- St George Bank

VIEW SPEAKER'S BIO ONLINE 3

VIDEO OF SPEAKER 2