

# MEET PETER SWITZER



## PETER SWITZER



A well-recognised  
radio/TV personality



10 books including  
Join the Rich Club



2x Runner-up  
Best Current Affairs  
Commentator Award  
for radio

Peter Switzer is not only one of Australia's leading business and financial commentators but also a successful businessman in his own right. Launched more than 20 years ago, The Switzer Group has grown into multiple successful companies spanning media and publishing, non-commission financial planning, home loans, a managed fund and business coaching.

Peter is an award-winning broadcaster, twice runner up for the Best Current Affairs Commentator award for radio which is not bad for a money man and a former lecturer in Economics at the University of NSW. Peter is currently:

- The founder and publisher of the *Switzer Report* for investors
- The Host of the *Switzer TV* on the Switzer Financial Group YouTube channel
- Business commentator for *Sky News Breakfast* on Wednesdays and Fridays.
- The Host of The Peter Switzer Show Podcast
- A weekly columnist for Yahoo!7 Finance
- A regular contributor to *Switzer Daily*
- Regularly appears on radio 2GB, 4BC, 2CC & 6PR
- He is now the money man for Ben Fordham on 2GB's top rating breakfast program.

As Mark Bouris, founder of Wizard, Yellow Brick Road and Host of *The Apprentice* says:

"Apart from being a well-educated and highly experienced finance industry expert, Peter perceives market gaps and is always looking for where the opportunities are. Once identified, he has this ability to execute with a rare combination of energy and focus coupled with reading a market and nailing to the solution to that market. Rare indeed"

The Switzer brand reaches over 2 million viewers, listeners, browsers, readers and subscribers per month via our proprietary and partner media channels.



Peter appears on *Sky News*, which reaches 1.2 million Australians per week.



Peter hosted the Switzer programme on *Sky Business* for 10 years. This show is now streamed on *YouTube & Switzer Daily* every Monday night.



Peter held a regular column in *The Weekend Australian* for over 25 years.



Subscriber database of over 25,000.



Founder of the Switzer Digital Network, a group of websites targeting investors and business owners. Combined audience of approx 400,000 UBs per month.



Weekly columnist for yahoo.com.au



Owner of this online business coaching website. 103,000 UBs per month

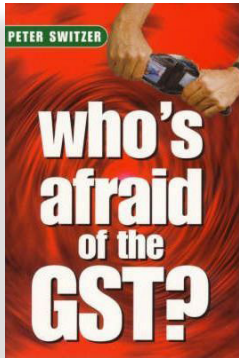


Money Man for Ben Fordham on 2GB's top rating breakfast program. As well as regular appearances on 4BC, 2CC, & 6PR.



Peter hosts *The Peter Switzer Show* podcast across Switzer channels + iTunes.

# BOOKS BY PETER



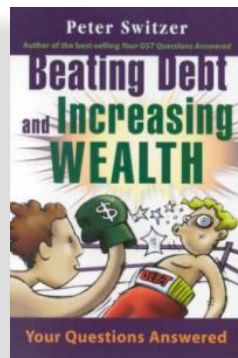
Who's afraid of the GST?

1998



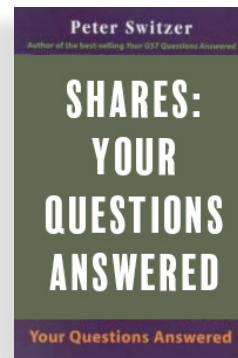
Your GST questions answered

1999



Beating Debt and Increasing Wealth

2001



Shares: Your questions answered

2002



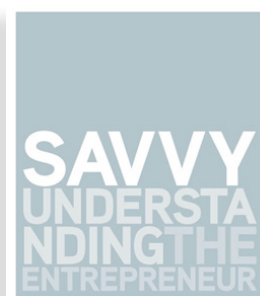
Small Business Start-up guide

2002



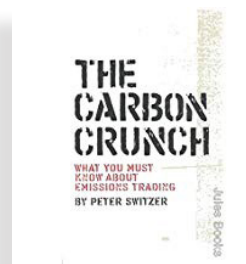
350 Ways to grow your small business

2002



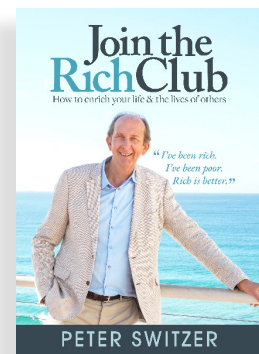
SAVVY: understanding the entrepreneur

2005



The Carbon Crunch

2008



Join the Rich Club

2019

# HOW CAN PETER ADD VALUE TO YOUR CONFERENCE + YOUR BUSINESS

1

## Keynote speech

With his academic history lecturing economics at the University of New South Wales and over three decades of economics commentary in the *Daily Telegraph*, the *Sun-Herald* and *The Australian*, Peter brings his unique entertaining/educational style to conferences, ensuring all attendees come away with powerful and useful insights.

And as the former Small Business Editor of *The Australian* newspaper and the author of the best-selling book *350 Ways to Grow Your Business*, which was translated for the Chinese market, his small business success speech has been continuously sought after by conferences for decades.

2

## Switzer TV

Peter can simulate his Switzer TV program he did for the Sky Business Channel between 2008 and 2018.

(He now does this programme streamed on YouTube.)

Here we can provide the AV to recreate a live version of the high-rating business show, using 'talent' selected by the organisers of the conference. Peter's team can assist the conference/event AV crew to create the "live" TV experience.

3

## MC

Peter has been doing MC work for over two decades and has led everything from the national conferences for financial, planning and banking groups to special events, starring the likes of GE's former CEO, Jack Welch, to trade industry expos and government roadshows.

4

## Facilitator

With his background in economics, financial and business commentary on TV, radio and in metropolitan newspapers, along with his 30-year experience running his own business, Peter is equipped to facilitate panels, one-on-one executive interviews, boardroom lunches and hypotheticals.

