

Peter Biggs

Chief Executive: Clemenger BBDO/Melbourne

Peter Biggs is Chief Executive of Clemenger BBDO/Melbourne, one of the top five agencies in the world (The GUNN Report 2014), Campaign Brief's Australian Agency of the Year for a record five years in a row and Asia – Pacific's Most Effective Agency of the Year for three years in a row.

Before taking up his appointment in Melbourne in February 2006, he was Managing Director of Clemenger BBDO in Wellington, New Zealand.

During his time at Clemenger BBDO/Wellington, the agency was New Zealand Agency of the Year in 2002 and 2004, and he was chosen as Agency Chief Executive of the Year in 2003.

In Australia, Peter is Chair of Chunky Move, Australia's leading contemporary dance company. He is also a member of the Board of the Melbourne Symphony Orchestra and the Wheeler Centre for Books, Writing and Ideas.

As well, Peter is a member of the Clemenger Group Australia/New Zealand Board.

Peter has a first class honours degree in English Literature and Latin from Victoria University of Wellington, New Zealand.

In New Zealand, Peter is Chair of the New Zealand Book Council, Chair of the Panel advising the Government Review of Symphony Orchestras, Chair of the Government Reference Group on Private Giving and Partnerships for the Arts (he recently chaired the Government's Cultural Philanthropy Taskforce), a member of the nz@frankfurt Advisory Board and a member of the World War 1 Centenary Panel.

He was also Chair of the Arts Council of New Zealand from 1999 to 2006.

Peter is married to Mary and has four children. They split their time between their home in Melbourne and their farm in New Zealand.

He was appointed a Companion of the New Zealand Order of Merit at the Queen's Birthday Honours announcement in June 2013.