

**Meaningful conversations** with inspiring and purpose-driven individuals from our community

## In early 2017,

Mike Davis created Humans of Purpose, recognising the lack of local podcast content highlighting the important contribution of purpose-driven leaders to the business, start-up, social enterprise, creative and social sectors. Since then, Mike has cultivated a large and growing audience who tune in to our weekly conversations with purpose-driven leaders.

Humans of Purpose has fast become the #1 Australian podcast destination for purpose-driven leaders and listeners. We occupy a unique position in the Australian podcast market, with little to no competition in our space. We focus on people and organisations that create positive social impact.

## Why podcast with us?

- 35 minutes to deeply engage and share ideas with listeners
- A growing list of 1,000+ subscribers and access to 5000 followers via our curated social media accounts
- An audience of socially-minded millennials and young leaders
- A relaxed approach results in great quality conversations

## Key Topics

- Career journey and experience, challenges and pivot points
- Mentors and influences on your life
- Social impact and change, contributing to a better world
- Current work, projects and pursuits
- Purpose-driven leadership and management style



## Previous guests

The podcast has hosted a range of guests, including Government Ministers, CEOs of impactful organisations, Olympic gold medalists and world renowned innovators, thinkers and entrepreneurs

- The Hon. Linda Dessau AC, Governor of Victoria
- Philip Dalidakis MP, Victorian Minister for Small Business, Innovation & Trade
- Carol Schwartz AM, Director at Trawalla Foundation
- Stephanie Rice OAM, 3 time Olympic Gold Medallist and Entrepreneur
- Jan Owen AM, CEO of Foundation for Young Australians
- Dr Agustin Chevez, Designer, Architect, Future Researcher, TEDx Speaker
- Lea Waters PHD, Professor and Founding Director of Positive Psychology Centre at UoM



### Very informative and inspirational

*These podcasts are just wonderful!  
Really insightful and gets you thinking  
how you can make a difference in  
both life and in business.*



### Superb content

*Great guests and topics that resonate with  
me on a visceral level. The interviews are  
raw, genuine and insightful. Perfect to unwind  
and keep inspired on a relax day.*

## Recording and Release

- Mike records all podcasts with guests in person to ensure optimal quality and consistency
- Podcasts are recorded as an ongoing 35 minute conversation and only edited for quality and audio levels
- Podcasts are run on weeknights between 4:30pm and 8:30pm at Mike's comfortable home studio in Elsternwick
- Episodes are released within a month of recording
- Releases can be planned around communication and media strategies to optimise social media reach and engagement

## Previous Sponsorships



## Promotional Opportunities

|                       | Major Sponsor                                    | Big Bundle                                      | Small Bundle                                    |
|-----------------------|--|---|---|
| <b>Length</b>         | Season (25 episodes)                             | 8 episodes                                      | 4 episodes                                      |
| <b>Branding</b>       | Website, Podcast Logo                            | None  | None  |
| <b>Social Posts</b>   | 4 per week                                       | 2 per week                                      | 2 per week                                      |
| <b>Appearances</b>    | 2 per season                                     | 1 per season                                    | None  |
| <b>Read Promotion</b> | All episodes                                     | All episodes                                    | All episodes                                    |
| <b>Reach</b>          | 20,000 podcast listens<br>5,000 social followers | 6,400 podcast listens<br>5,000 social followers | 3,200 podcast listens<br>5,000 social followers |
| <b>Costs</b>          | \$20,000   | \$1,400   | \$800   |

## Unique Reach

- Regular presenters and live podcasters at events and conferences
- Regular workshops on how to podcast with community partners
- Recent launch of YouTube channel and Patreon platform to optimise engagement

## Our audience

- 1000+ subscribers, with weekly listens per episode 700+
- Based in Australia, primarily in urban centres (Melbourne, Sydney, Adelaide, Brisbane)
- 70% millennials (25—34 years of age)
- 70% are senior professionals (executives, directors, managers or founders)
- 71% are employed full time and a further 25% are self employed

60%

of our listeners have purchased products or services advertised on podcasts before

62%

of our listeners find us via word of mouth and social media. HoP ensures strong organic growth across social networks.

## They want

- Opportunities to connect with ethical goods and services including purpose-driven businesses, B Corps and social enterprises
- Discounts and priority access to educational events, conferences and learning opportunities
- Opportunities for personal development, growth and career development
- Access to startup and new to market products and services
- Productivity tools, software as a service, applications and business tools for entrepreneurs and business management

HUMANS  
OF  
PURPOSE

If this sounds like your kind of opportunity head to—

[humansofpurpose.com.au](https://humansofpurpose.com.au)

and fill out our sponsorship enquiry Typeform

You can also send us an email to—

[hello@purposeful.com.au](mailto:hello@purposeful.com.au)