

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
Length	Season (25 episodes)	8 episodes	4 episodes
Branding	Website, Podcast Logo	None	None
Social Posts	4 per week	2 per week	2 per week
Appearances	2 per season	1 per season	None
Read Promotion	All episodes	All episodes	All episodes
Reach	20,000 podcast listens 5,000 social followers	6,400 podcast listens 5,000 social followers	3,200 podcast listens 5,000 social followers
Costs	\$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
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If this sounds like your kind of opportunity head to—

humansofpurpose.com.au

and fill out our sponsorship enquiry Typeform

You can also send us an email to—

hello@purposeful.com.au