

# HUMANS OF PURPOSE

2020 Podcast Brief



**Humans of Purpose brings you weekly podcast conversations with inspiring and purpose-driven leaders from our local community. Equal parts wisdom, experience and banter keeps listeners coming back!**

**Average rating of 5-stars and one of the world’s top 150 education podcasts**

With an average 5-star rating over 82 reviews, our podcast has featured notable including heads of government, olympic gold medallists, best selling authors, and CEO’s of fast-growing businesses, philanthropic organisations, and not-for-profits over nearly 200 episodes since 2017. We have 4,000 weekly listeners and subscribers across Apple Podcasts, Spotify, Stitcher, Google Podcasts, Tune In, Acast and more. We rank in the top 150 education category podcasts globally - not bad given that there are now over 1 million podcasts to choose from! That’s the top .015%!



**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.



**Great topics!**

Such a fantastic lineup of guests, excellent interview skills and truly inspiring topics.

**Our podcast enables our listeners and community to listen, connect and grow**



Laura Thompson, Managing Director of Clothing The Gap

Every week, guests join host Mike Davis on the podcast for relaxed conversations at his home to discuss their career journey, purpose, how they create a positive social impact through their work. Tea, coffee or single malt whiskey are provided as we traverse meaningful subjects and gain insights into business and community. The podcast gives listeners access to a curated collection of inspiring, purpose-driven leaders across the not for profit, social enterprise, philanthropy, government and business sectors. Our podcast enables our listeners and community to listen, connect and grow



My experience with Humans of Purpose was brilliant. We had a real and purposeful chat that has had an impact on our sector and my reputation.

Ben Vasiliou, CEO of Youth Projects



## We're locally produced

We are locally produced right here in Elsternwick and are independent, advertising free and 100% funded by our amazing community of 20+ Patreon supporters. Our podcast is one of a kind- with almost zero competition for listens in Australia.



# 20+

Supporters on Patreon

## The amazing audience and community around us

# 70%

of our listeners are millennials (25–34) and are senior professionals (execs, directors or managers)

# 60%

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



## Who are they?

We're proud to be surrounded by a bright and passionate community of listeners. Here's a snapshot of our audience:

- 3000+ subscribers based in urban centres in Australia, primarily Melbourne, Sydney and Brisbane
- 62% of our listeners find us via word of mouth and social media 71% are employed full time and a further 25% are self employed

## What do our listeners want?

- To learn how you are creating social impact through your work
- How you moved through your career toward purposeful work
- To learn about personal and professional development and how to improve their mindset
- To learn about who or what inspires you and what motivated you to go down the career path you have chosen
- Opportunities to learn about ethical goods and services



I created Humans of Purpose because it's the kind of podcast I wanted to enjoy listening to myself and nothing like it existed. I wanted to hear from purpose-driven leaders in my local community who are out there creating social change and progress through their work.

I've intentionally set out to create such a podcast that is sure to entertain you but also enable you to grow personally and professionally. Creating Humans of Purpose has certainly changed my life for the better and the lives of many people I know!

I hope you'll join me on this growth journey and remember - "A journey of a thousand miles begins with a single step"

Mike Davis, Founder and Host of Humans of Purpose



Chatting with Mike on the Human's of Purpose podcast was a big highlight for me personally and Society Melbourne as an organisation.

Mike creates an awesome environment that enabled me to share thoughts related to my field, this platform is incredible important for increasing the voices of social impact leaders in Australia!

Levi Fernandez, Co-Founder of Society Melbourne



### Listen to us on your favourite podcast-listening app!

The Humans of Purpose Podcast is available on...



### Brand collaborations

Keen on a brand collaboration with us?  
Drop us a note at [hello@humansofpurpose.com](mailto:hello@humansofpurpose.com)

[humansofpurpose.com](http://humansofpurpose.com)

