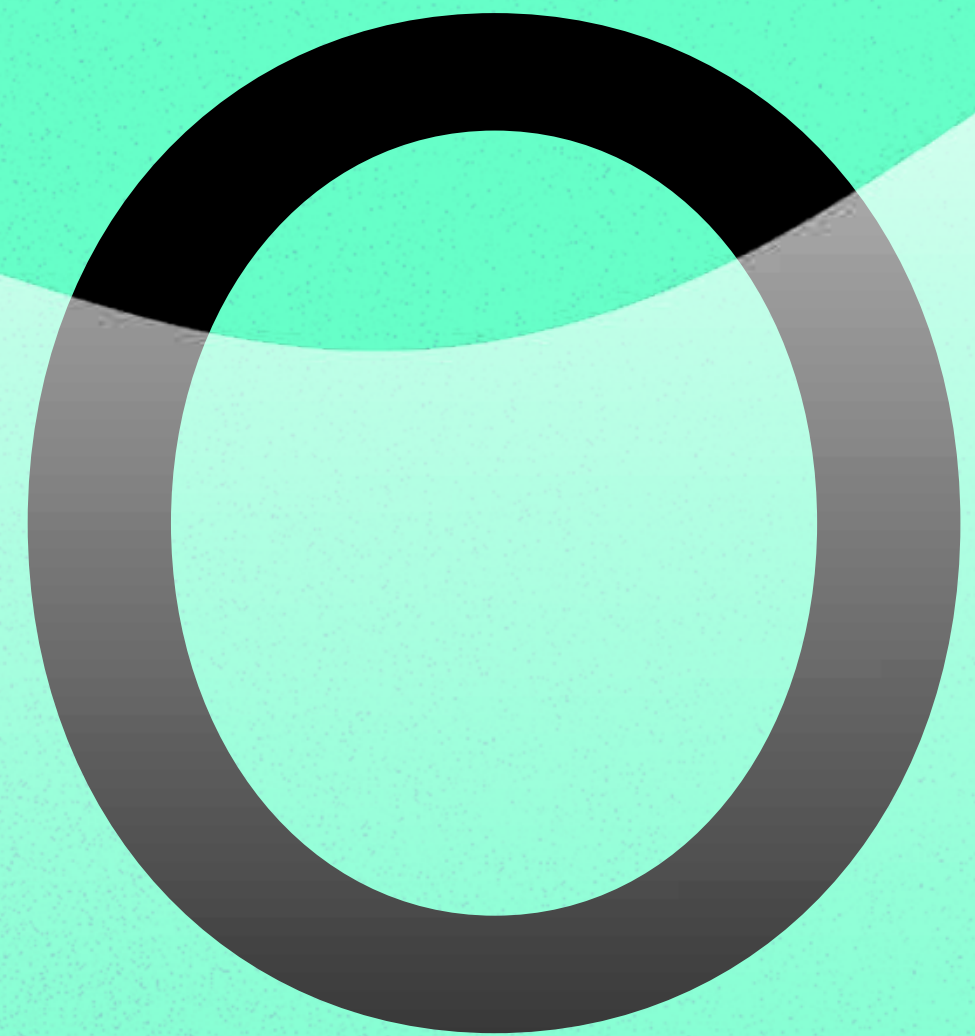


HH

Humans of Purpose.

**Inspiring conversations with
purpose-driven leaders.**

P.



We're genuinely thrilled with these significant milestones and achievements to date.

1

Number 1 Podcast in Australia showcasing purpose-driven leaders.

10

Top 10 Management Podcasts in Australia.

100

Top 100 Business Podcast in Australia.

50K

Exposure to 50K people per month, 83% are Senior Leaders across major industries.

10K

We have 10,000+ unique listens per month from our global audience.

62

Net Promoter Score (NPS) of 62 (50 is considered excellent in Australia).

We have been recognised in key global media awards.



Gold Winner, Signal Awards 2023, Best Indie Podcast.

We achieved the **No. 1 position** among over 2,000 podcasts globally in the 2023 Signal Awards.



Winner, Media Innovator Award 2021, AI Global Media.

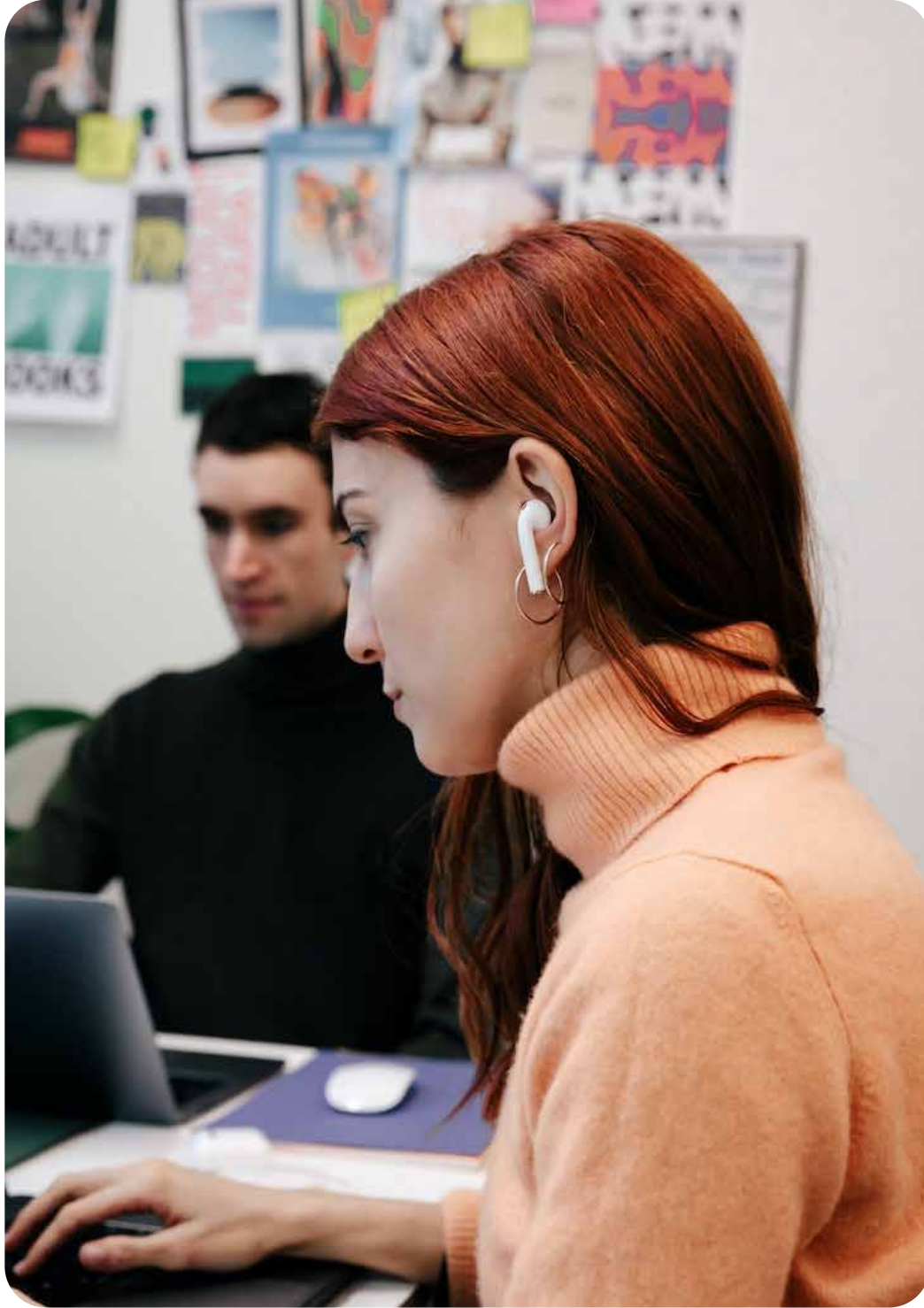
We won this prestigious global award as being the **Most Impactful Podcast, Australia in 2021.**

Tune in every week for inspiring convos with local purpose-driven leaders from our community.

Humans of Purpose brings you weekly podcast conversations with inspiring and purpose-driven leaders from our local community. Guests join host Mike Davis for relaxed conversations to discuss their career journey, purpose, how they create a positive social impact through their work.

With our inspiring guests on deck, we traverse meaningful subjects and gain insights into business, lifestyle, community, mindset and social impact. The podcast gives listeners access to a curated collection of inspiring, purpose-driven leaders across the not for profit, social enterprise, philanthropic, government and business spheres.





Why Us

We are an independent social enterprise and are supported by values aligned promotional campaigns as well as generous community support. This enables us to deliver a high quality podcast on a weekly basis that helps us to platform our outstanding guests and give our listeners incredible access to their experience, wisdom and good banter.

Our Impact

Our impact is in giving our local purpose-driven leaders and their organisations the platform, visibility and reach they deserve to continue their vital work and to amplify their social impact. Our research tells us that our listeners tune into Humans of Purpose to learn, expand their mindset and to identify and pursue meaningful work and careers that contribute to a better planet for us all.

Purpose-driven leaders improving our society.

• Episode 195

A portrait of Fiona Patten MP, a woman with shoulder-length brown hair, wearing a dark blue V-neck top, sitting on stone steps.

Fiona Patten MP
Leader of The Reason Party

• Episode 207

A portrait of Patrick McGorry, an older man with white hair and a beard, wearing a dark suit and a striped tie.

Patrick McGorry
Executive Director, Orygen

• Episode 203

A portrait of Pete Yao, a man with short dark hair, wearing a blue and white striped button-down shirt, standing in front of a white brick wall.

Pete Yao
Chief Impact Officer, Thankyou

• Episode 206

A portrait of Kylie Moore Gilbert, a woman with long dark hair, wearing a dark sleeveless top, standing in front of a dark background.

Kylie Moore Gilbert
Author, Human Rights Campaigner

• Episode 214

A portrait of Frankie Layton, a woman with long blonde hair, wearing a light grey coat, standing in front of a red brick wall.

Frankie Layton
Founder, The Dirt Company

• Episode 226

A portrait of Julia Kay, a woman with long blonde hair, wearing a light blue t-shirt, standing in front of a blue background.

Julia Kay
Co Founder, Great Wrap

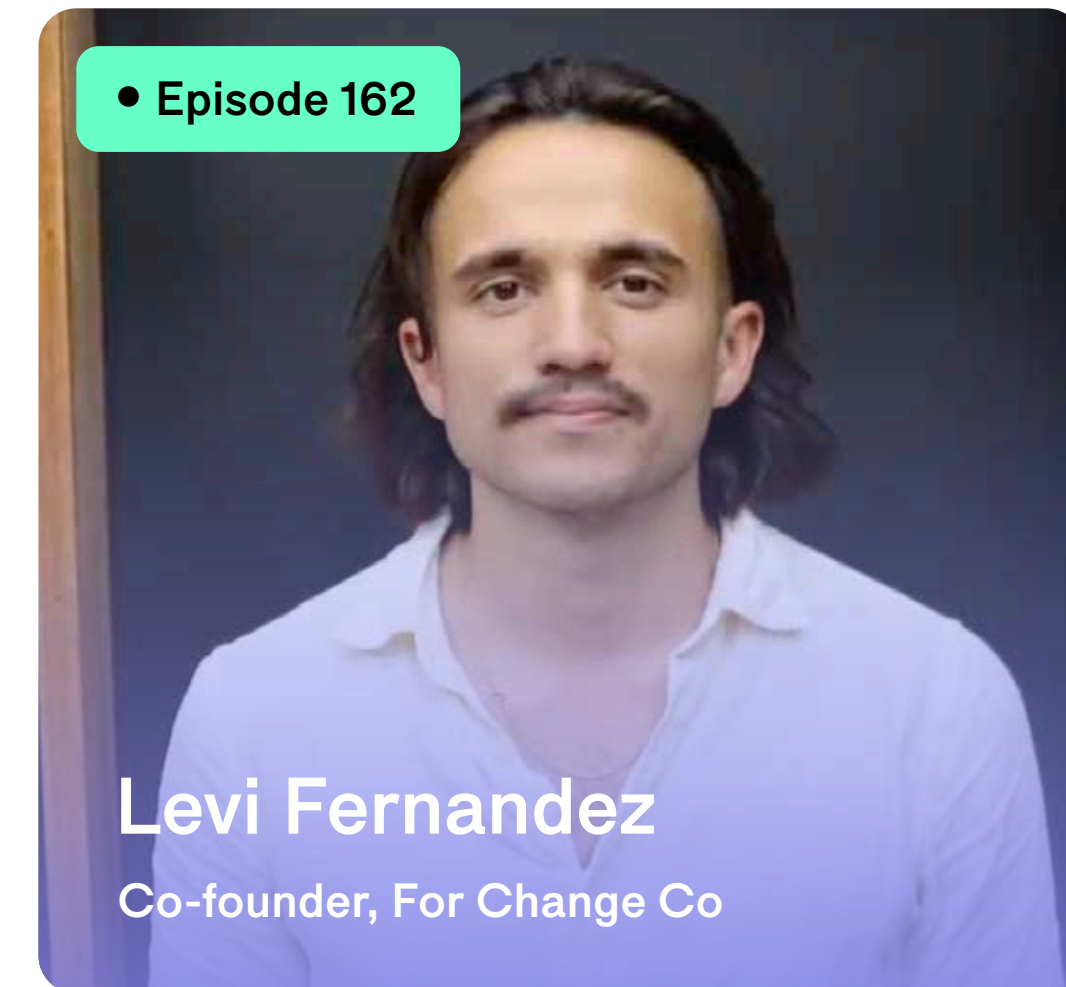
Our guests love what we do.



“Mike’s interviews are diverse, interesting and thought provoking. As a guest and a listener they allow you to challenge and evolve your thinking”



“Mike is the perfect curator of inspiring guests, organisations and ideas! It’s an uplifting listen every week and I always look forward to next week’s episode.”



“Humans of Purpose provides a much needed spotlight on the incredible work being undertaken across Australia.”

Our audience is stunning and a core part of our success. We'll let the numbers tell the story.

85%

Of our listeners are based in major urban cities in Australia, with the majority in Melbourne and Sydney.

83%

Of our listeners are leaders in their field, as managers, directors or senior executive leaders.

81%

Of our listeners tune into our podcast on their phones using Apple Podcasts or Spotify.

76%

Of our listeners are young professionals between the ages of 25 and 44.

60%

Of our listeners are also active on boards, serving as a board director, chair or company secretary.

47%

Of our listeners have connected with podcast guests to date.

We pick inspiring guests from a diverse range of backgrounds and industries.

55%

Of our guests are female.

53%

Of our guests work at a not for profit or social enterprise.

40%

Of our guests are culturally or linguistically diverse.

33%

Of our guests are startup founders or funders.

30%

Of our guests are young people.

5%

Of our guests are First Nations Australians.

We focus on talking about the things that matter most for shaping a better world.

#1

Mental and physical health
and wellbeing.

#2

Environmental and planetary
sustainability.

#3

Purpose-driven leadership and
social impact.

#4

Technological innovation
and solutions.

#5

Habits and practices of
effective leaders.

#6

Startup success and funding
opportunities.

Neon Treehouse

Neon Treehouse are one of Australia's leading full service digital agencies. They are committed to having a strong social impact and greater business sustainability. The values alignment means they are proud to support Humans of Purpose as our major sponsor.

neontreehouse.com

Past Sponsors



Become a podcast season's sponsor for an annual fee of only \$30k.

This entitles you to:

Your choice of 5 guest placements throughout the year.

Mention of your brand being a podcast partner in all episodes and links in show notes (50 per year).

A chance to send bespoke weekly messages to promote your products or services to our audience.

A prominent presence on our website and mentions across all our social media channels.

Josh White CEO, Neon Treehouse

"Being a Humans of Purpose sponsor enabled us to gain a number of new clients and major projects who found us through the podcast."

Our sponsors think we do a pretty good job for them

Don't waste your marketing dollars on Facebook or Google Ads. We guarantee a far better ROI and you'll also be enabling us to continue to amplify purpose-driven people and organisations that are driving social impact.



Leadership Victoria

Campaign focus: generating brand awareness and leads for specific programs.

"We generated six leads from the campaign you ran with us valued at approximately \$120k in total pipeline value. We've also had a few people call us directly to learn more about our organisation and product offerings and the audio and digital assets have been really well received by our community. The campaign has also enabled us to build a stronger association with the for purpose space."

David Middlemast, Marketing and Communications Lead.

Tanck

Campaign focus: generating brand awareness and leads for specific business services.

"Working with Mike was a real delight; he took the time to understand our mission and vision and facilitated several great conversations for our episodes on HOP. The experience was authentic, and I think this helped us connect with the sector and our audience. The content produced has been very popular, with at least a 30% uptick in traffic to our website and across our socials, and we've had several promising discussions for work with inbound leads. Looking forward to continuing to leverage this content to promote what we do and support more people across the sector."

Angus Crowther, Co-Founder & Executive Director.



Reflections Holiday Parks

Campaign focus: generating brand awareness and a media asset that could help promote the business to our audience.

“We were pleased to partner with Mike and Humans of Purpose and really enjoyed the experience. Through this great podcast, Mike delves deep into the social sector and purpose driven organisations, providing a valuable learning resource and creating connections across business sectors.”

[Lauren Eyles, Executive Manager Corporate Communication.](#)

Eden Towers

Campaign focus: generating brand awareness and hype to maximise crowdfunding campaign results.

“I had an amazing experience doing a podcast with Mike at Humans of Purpose. Mike is fantastic at making you comfortable to engage and share about life, work and purpose. The podcast also helped push out awareness for our crowdfunding campaign to influential and strategic listeners, which helped achieve our targets. Our campaign with Humans of Purpose, enabled us to far exceed our crowdfunding target of \$250,000. We ended up raising over \$400,000. I highly recommend you invest in a package with Humans of Purpose.”

[Christian Prokscha, Founder.](#)

Sponsoring with us gives you access
to our universe of superb followers.



10,000+

Monthly Podcast Listens



50,000+

Impressions Across all Platforms



8,000+

LinkedIn Followers



2,000+

Instagram Followers



2,500+

Facebook Followers



3,000+

Website Visitors per Month

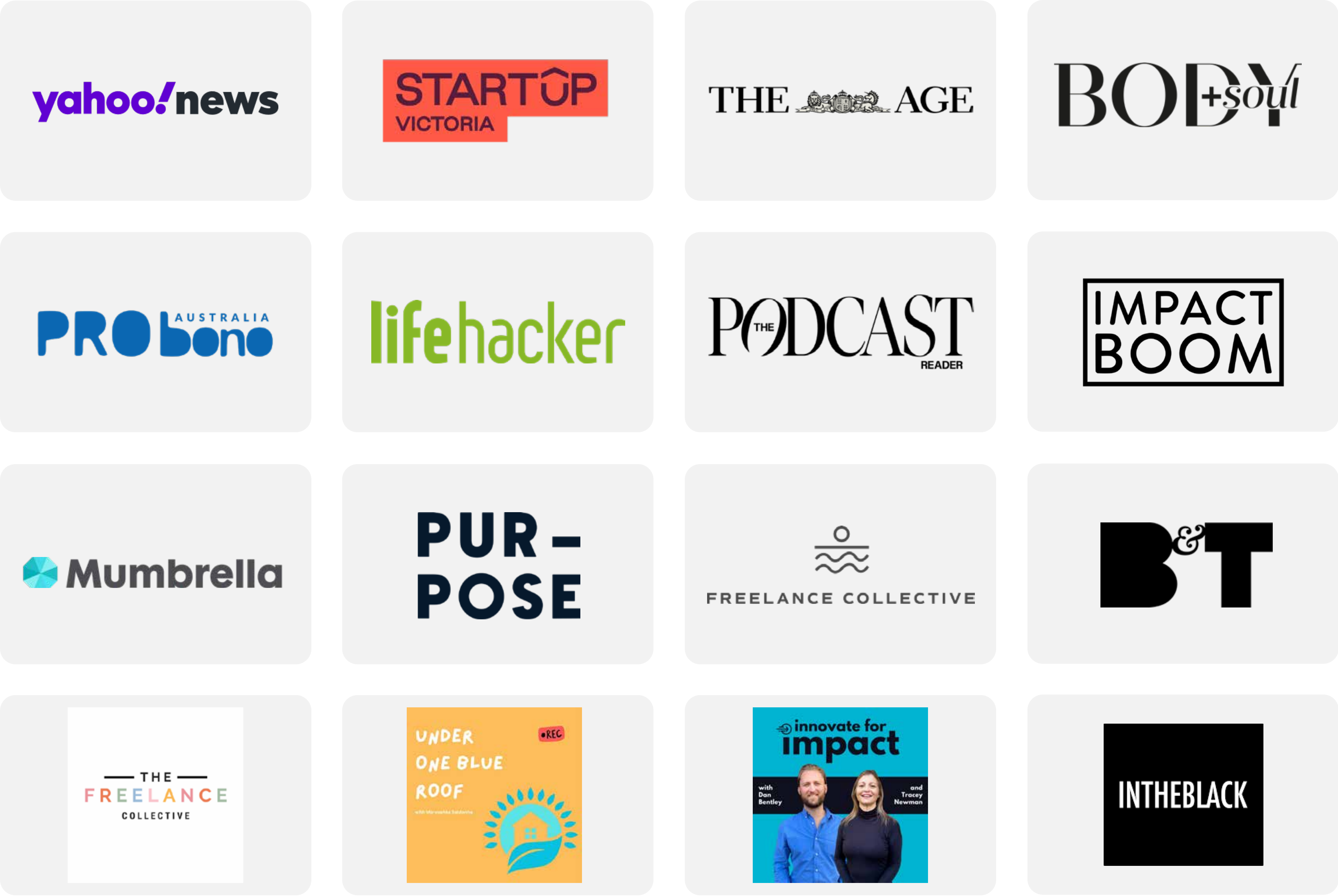
We're so lucky to have the astounding social networks that we do. Now choose the plan that's right for you.

Just a Few Opportunities a Year!

Seed	Sapling	Gum Tree
1 Off	1 Month	2 Months
<p>1 x feature episode on Humans of Purpose complete with in podcast brand and product/service promotion.</p> <p>1 x week long campaign with posts across our social streams promoting your brand and product/service. Regular campaign updates on key metrics via digital dashboard reports.</p>	<p>1 x feature episode on Humans of Purpose complete with in podcast brand and product/service promotion.</p> <p>4 x week long campaign with posts across our social streams promoting your brand and product/service. Regular campaign updates on key metrics via digital dashboard reports.</p>	<p>2 x feature episodes on Humans of Purpose complete with in podcast brand and product/service promotion.</p> <p>8 x week long campaign with posts across our social streams promoting your brand and product/service. Regular campaign updates on key metrics via digital dashboard reports.</p>
\$1,495	\$2,995	\$4,995
Inquire Now	Inquire Now	Inquire Now

I hand pick and approach all our brand partners personally, because I love their products and use them every day.





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