

Inspiring
Conversations with
Purpose-Driven
Leaders

This is...

**HUMANS
OF PURPOSE**



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).

**Gold Winner,
Signal
Awards 2023, Best
Indie Podcast.**



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

Recognised in
key global
media awards.

**Winner, Media
Innovator Award
2021, AI Global
Media.**



Won this prestigious global award as being the Most Impactful Podcast, Australia in 2021.



Tune in every week for inspiring conversations 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, and trailblazers abroad. Guests join host Melanie Greblo for relaxed conversations to discuss their career journey, purpose, what lights them up, and how they create positive impact through their work.

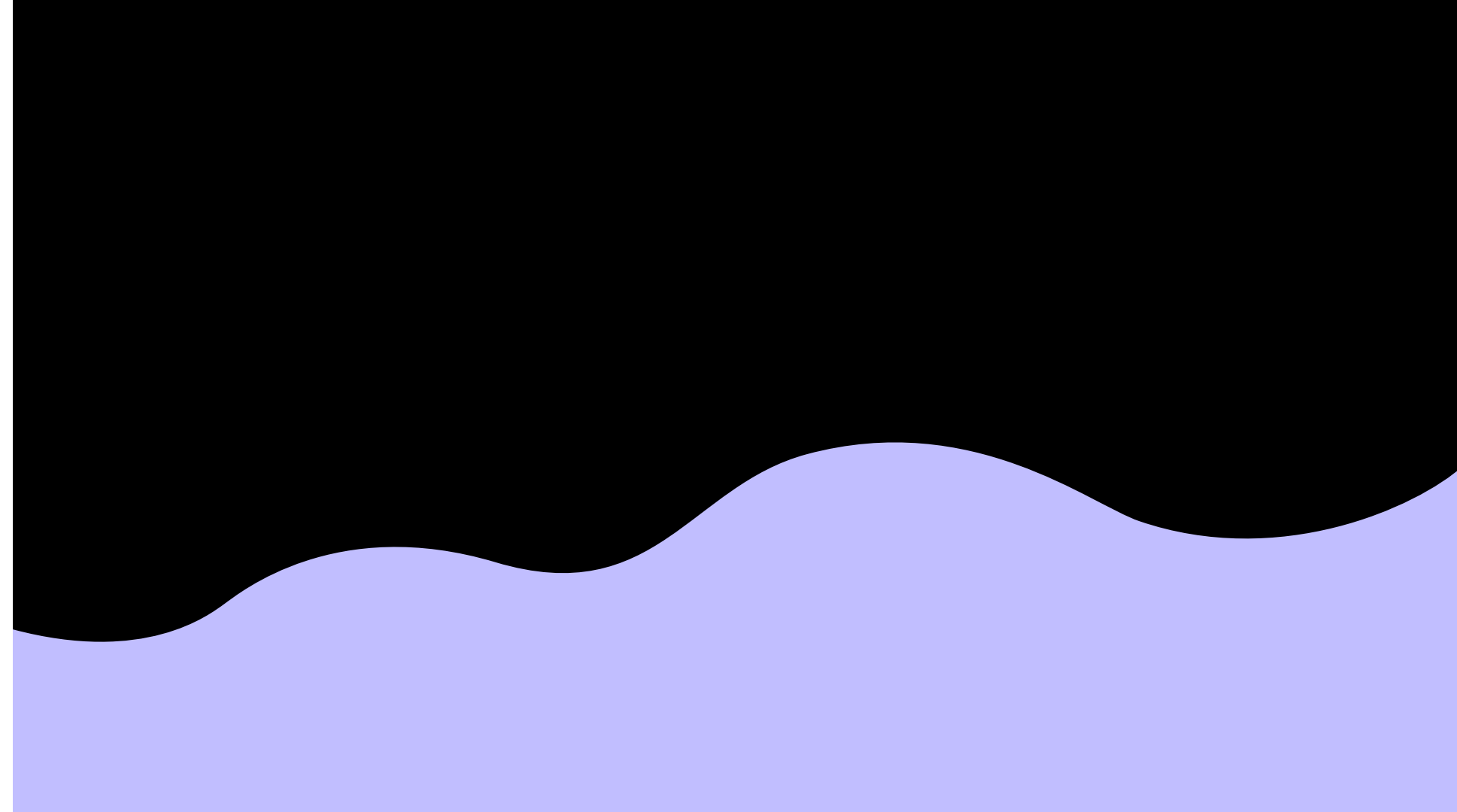
With our inspiring guests on deck, we traverse meaningful subjects and gain insights into business, lifestyle, community, mindset and impact. The podcast gives listeners access to a curated collection of inspiring, purpose-driven leaders across the not for profit, social enterprise, philanthropic, government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

Why Us?

We are an independent impact business 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 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.



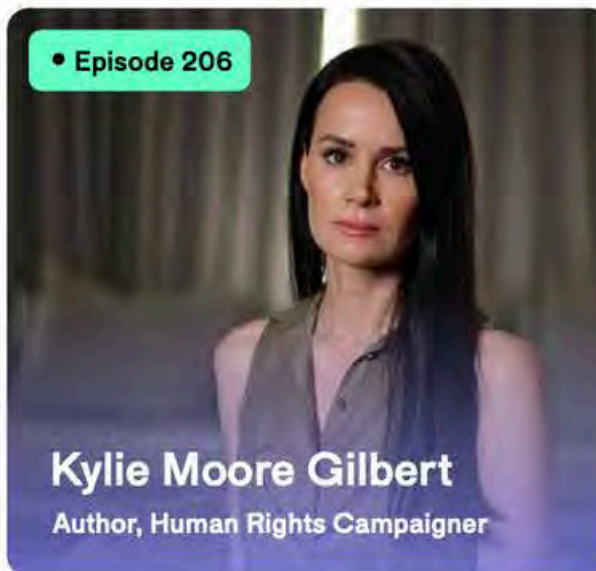
Fiona Patten MP
Leader of The Reason Party



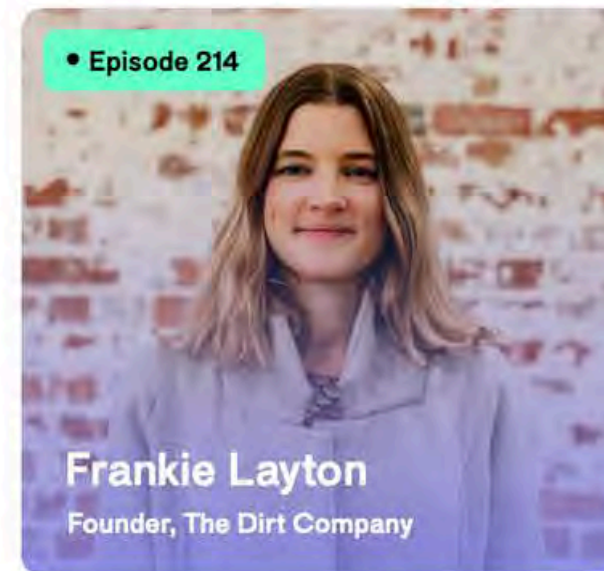
Patrick McGorry
Executive Director, Orygen



Pete Yao
Chief Impact Officer, Thankyou



Kylie Moore Gilbert
Author, Human Rights Campaigner



Frankie Layton
Founder, The Dirt Company



Julia Kay
Co Founder, Great Wrap



Our guests
love what we
do . . .

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

~ Jane Burns (CSO, Together AI)

“It’s an uplifting listen every week and I always look forward to next week’s episode.”

~Lyndon Galea (Founder, Eat Up)

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

~Levi Fernandez (Co-Founder, For Change Co)

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.

61%

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

46%

Of our listeners have connected with podcast guests to date.

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.

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.

Sponsors

Past Sponsors

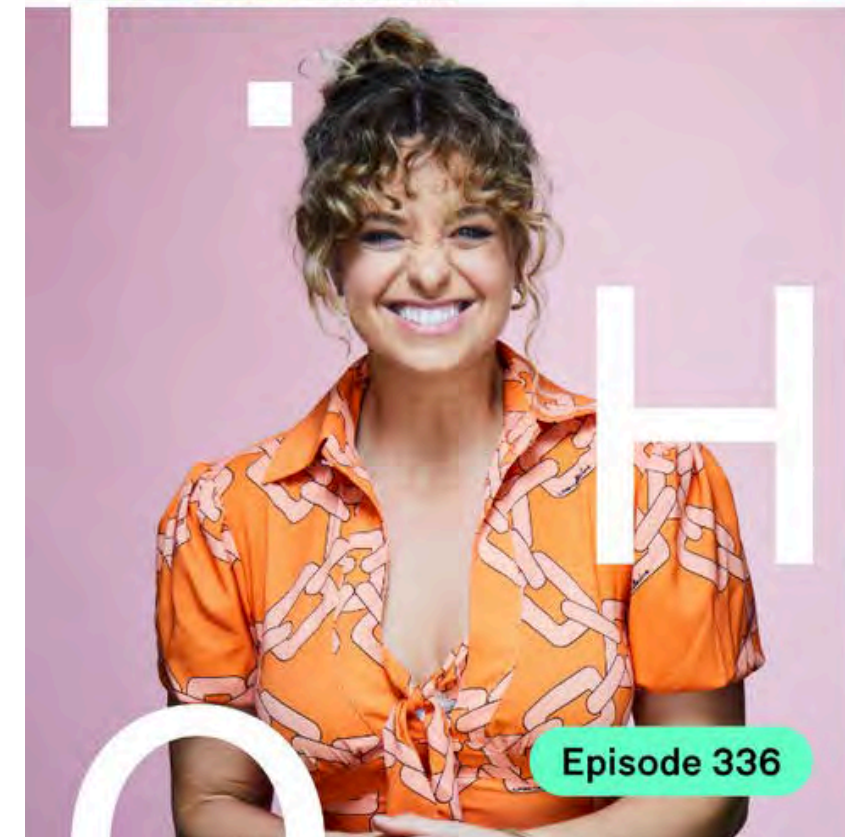


This Week

“I’ve been listening my whole life. I was really quiet as a kid, often told I was shy. But I was just listening”.

Mel Greblo talks to Mike Davis about conversation, listening and the changes ahead for the podcast.

HUMANS
OF PURPOSE
PODCAST



What change is needed to enable the broader impact and make better decisions for the community?

This Week

Become a podcast season sponsor for an annual fee of \$50k.

Included:

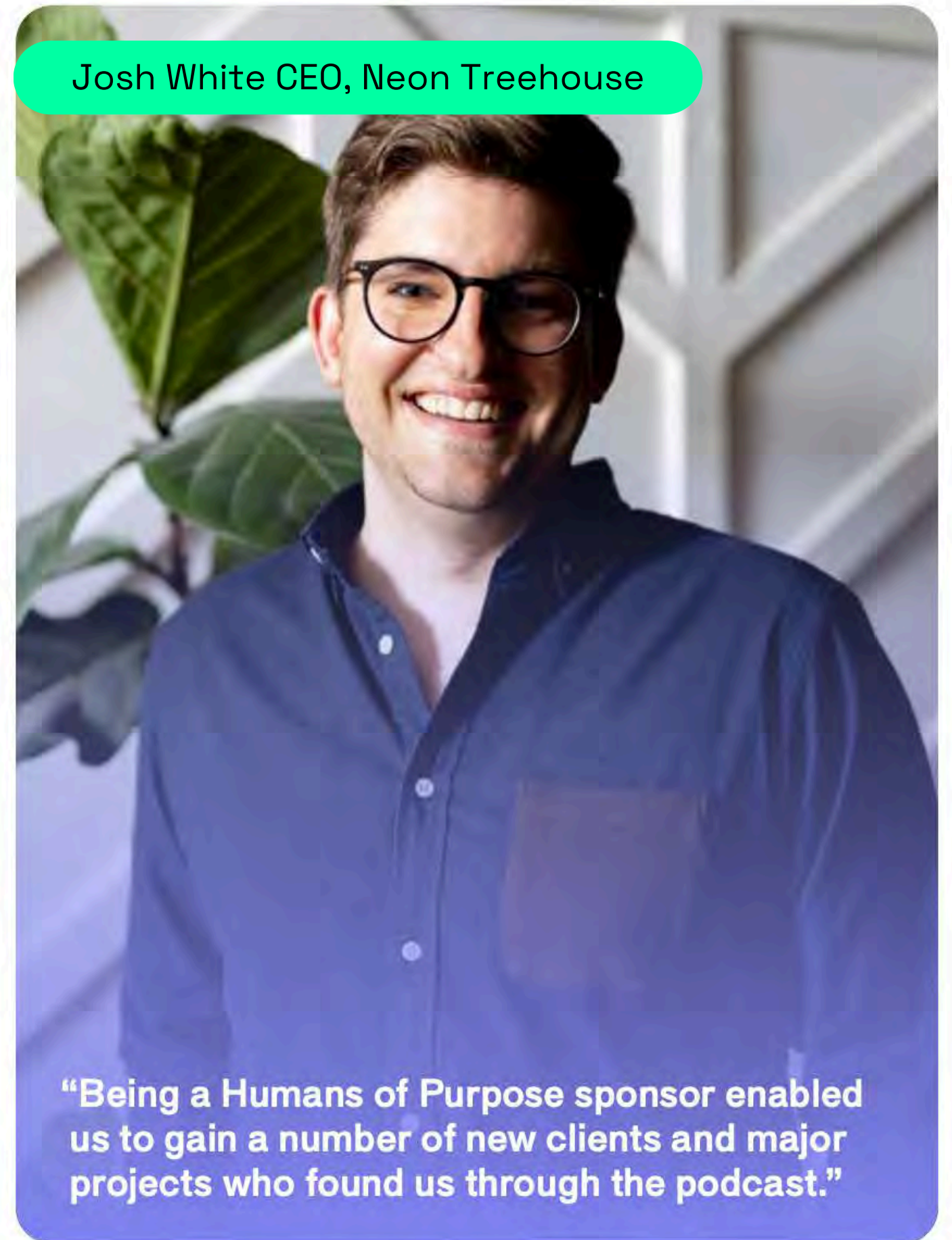
Your choice of 5 guest placements throughout the year.

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 purposedriven 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 Humans of Purpose was a real delight; they 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 Humans of Purpose and really enjoyed the experience. Through this great podcast, they delve 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.



More
Happy
Partners

Sponsoring 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

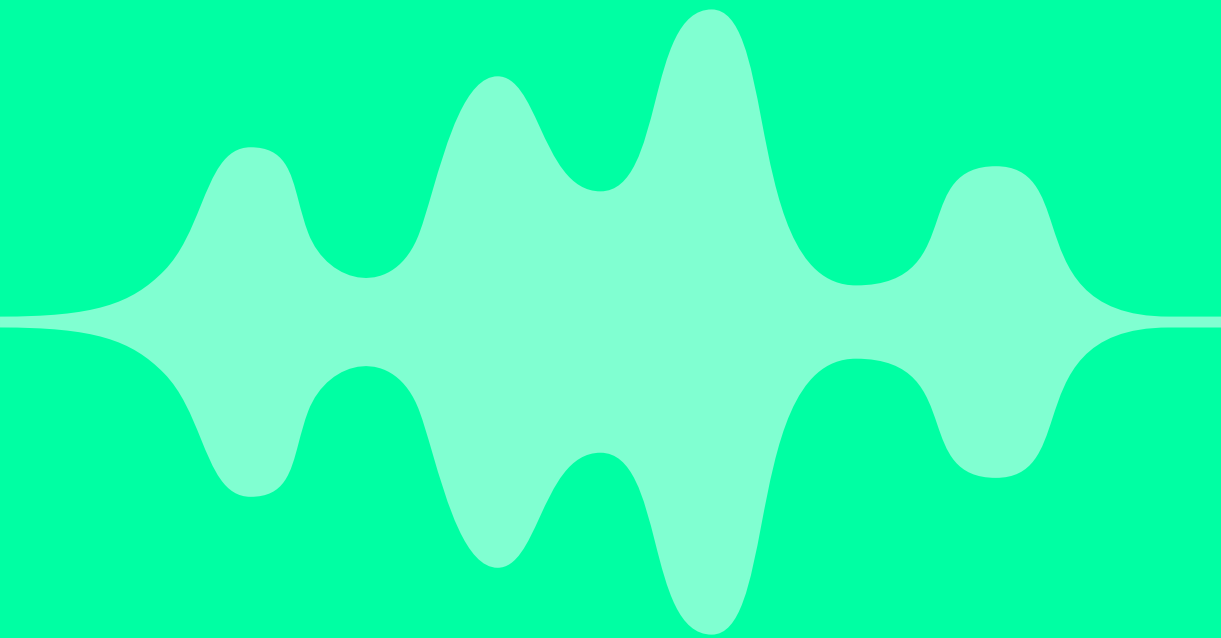
Instagram Followers

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!

Promotional Packages:

1 SPOT

1 x feature episode on Humans of Purpose complete with in-podcast brand and product/service promotion.

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.

\$1,495

1 MONTH

1 x feature episode on Humans of Purpose complete with in-podcast brand and product/service promotion.

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.

\$3,995

2 MONTHS

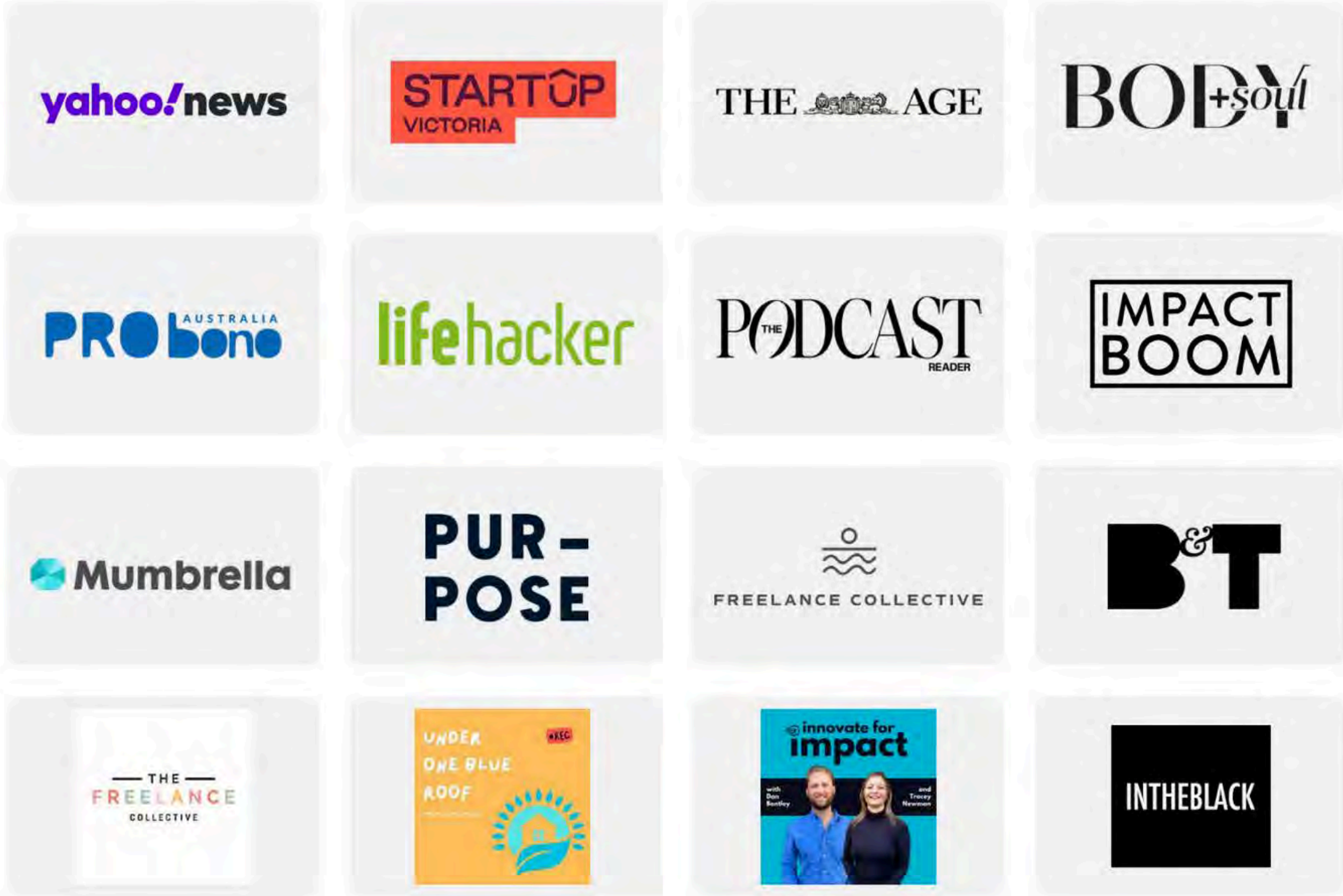
2 x feature episodes on Humans of Purpose complete with in podcast brand and product/service promotion.

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.

\$6,995

HUMANS OF PURPOSE PODCAST

In the Media



Past Brand Partners

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



Thank you.

We look forward to growing your business
with you! With everyday impact.



Melanie Greblo

FOUNDER & CEO

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