



Better Sleep. Bigger Impact.

FY2026–27 Strategic Summary.

A short guide to who we are, what we're working towards this year, and how to be part of it, whether you're on this journey with us or just getting started.



Who we are.

The Sleep Health Foundation is Australia's only independent, not-for-profit organisation dedicated to sleep health promotion for the general public.

Since 2009, we have been the trusted, evidence-based voice people turn to when they want to understand their sleep, and we advocate for sleep health to receive the national attention and investment it deserves.

OUR VISION

Improving people's lives through better sleep.

Sleep is one of the three pillars of health, alongside diet and exercise, yet it remains poorly understood, treatment is hard to navigate, and it is too easily dismissed.

This year, we are building the foundations to change that at a greater scale than ever before.

OUR MISSION

Promoting better sleep to optimise health, safety, wellbeing, and performance for all people in Australia.



What makes us different.

In a landscape crowded with wellness trends and social media advice, three things set SHF apart as Australia's independent, evidence-based voice.

✱ Cutting through the noise

Whatever partnerships or funding we hold, our content and positions are guided only by facts and the people we serve. We take seriously our responsibility to communicate what the evidence supports, challenge misinformation, and remain a trusted, credible source for the community.

✱ Lived experience at our core

Our Lived Experience Advisory Partners (LEAP) shape our programs and advocacy, because the people who understand sleep disorders best are the ones who live with them every day. Their input spans everything from research direction to public messaging, ensuring lived experience isn't an afterthought, it's built in from the start.

✱ Research that connects

Our Industry Research and Collaborations Committee (IRCC) brings together corporates and organisations, such as sector businesses, national retailers, and workplaces, with Australia's leading sleep health researchers. For partners seeking more than brand association, the IRCC offers evidence-based consultation, tailored advisory projects, and academic research opportunities.

Our objectives for FY2026–27.

#1 GROWING, SUSTAINABLY

We're diversifying our revenue through deeper corporate partnerships, an expanded Speaker Program, and a refreshed membership offer, building the stable foundation partners can rely on for the long term.

#3 BUILT TO SCALE

We're investing in the systems and team capacity to deliver partnerships well, consistently, and support their growth.

#2 REACH WITH RESULTS

We're delivering Sleep Health Week 2026, publishing the third annual Aussie Sleep Snapshot, and establishing a new impact measurement framework so we can show, not just tell, the difference we're making together.

#4 A STRONGER, UNITED VOICE

We're deepening our relationships with sector partners to combine consumer reach with clinical authority, and continuing to press sleep health's case until it gets the national recognition it deserves.

Partnering with us

Partnership with SHF is an opportunity to align with Australia's most trusted, independent voice for sleep health, reaching the people who need better sleep information most, from general wellbeing to specific sleep disorders, through channels they already trust.



32K+
Monthly website
visitors



15.6K+
Social media
followers



15+ yrs
Since 2009

**Sleep Health Week, our flagship annual campaign, runs 3–7 August.
In 2025, it reached a potential audience of 5.5 million people over 9 days.**

Ways to get involved

Partnership works both ways. Here's what you can access, and what your support makes possible.

What partners can access

Sleep Health Week activations and sponsorships

Co-hosted webinars and education events

Speaker program access for staff, members or customers

Content collaboration across our website, newsletter, membership and social channels

Condition-specific research and consultation, tailored to what matters most to your organisation

Programs shaped by lived experience

Joint advocacy for sleep health policy

What partners can help us achieve

Grow sustainably, through funding, in-kind support, or shared investment in our work

Reach further, extending our evidence-based messages into communities we can't reach alone

Build capacity, so we can deliver more of what matters together

Build a stronger, united voice, opening doors to policymakers and helping advocate for sleep health as a national priority

Raise our public profile, so sleep health becomes as familiar as diet and exercise

Extend our everyday presence, in schools, workplaces, and communities, beyond campaign moments

Get in touch.

We're working to become the voice people in Australia turn to for sleep health. Ready to help us get there? Let's talk.



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