



FOR IMMEDIATE RELEASE

BRISBANE LEADING THE WAY IN SLEEP HEALTH AND STRATEGIC PARTNERSHIPS

BRISBANE, QLD - 6th October 2026

Leading Australian sleep expert Dr. Karina Patel is on a mission to transform Australia's health industry and close the critical gap in patient sleep health. Recognizing that quality sleep is the cornerstone of overall wellness, Dr. Karina is introducing innovative solutions, specialized online coaching, and strategic corporate partnerships to make world-class sleep care accessible across Queensland and beyond.

Why Sleep Matters: A Game-Changer for Brisbane

Sleep issues impact millions of Australians, contributing to fatigue, chronic disease, decreased workplace productivity, and mental burnout. By prioritizing sleep health, Brisbane is establishing itself as a proactive hub for preventive wellness.

Quality sleep improves cognitive function, boosts immune resilience, and drives overall performance, making a dedicated focus on sleep health a powerful asset for individuals, local businesses, and the broader community.



SLEEP MATTERS 2027 EVENT: WHAT, WHEN, WHERE & WHY

- The inaugural SLEEP MATTERS 2027 conference and showcase—a flagship event hosted by Dr. Karina to transform Australia's health industry and close the gap on sleep health. The initiative pairs the summit launch with direct access to medical experts designed to collaborate and optimize referrals through professional fields in medicine.
- Taking place on May 22, 2027, with the official announcement launch today October 6, 2026.
- Headquartered in Brisbane, Queensland, at VOCO Brisbane.
- To close the pervasive gap in sleep healthcare, giving patients and professionals direct access to evidence-based tools, expert-led feedback, and actionable sleep education without traditional barriers to care.

OFFICIAL WEBSITE - <https://www.sleepwellau-nz.com/sleep-matters-2027>

QUEENSLAND.COM LISTING - <https://www.queensland.com/au/en/things-to-do/events/p-6a30a051152aa493681a7d64-sleep-matters-2027>



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Introducing the Goat Co Strategic Partnership

SLEEP MATTERS

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GREATEST OF ALL TAPES

As part of this nationwide sleep health push, Dr. Karina is proud to announce an exciting strategic partnership with Goat Co, the *Greatest Of All Tapes*.

Goat Co joins the mission to bridge health innovation with everyday lifestyle needs, helping amplify sleep health awareness and expand access to high-performance recovery solutions. Goat Co's specialized sleep tapes promote optimal nasal breathing, helping to improve sleep quality, reduce mouth breathing, and support airway health. Through this partnership, Dr. Karina and Goat Co will collaborate on joint wellness initiatives, curated health products, and corporate performance programs tailored for Australia's active workforce and health-conscious community.

"Sleep is not a luxury, it is a vital biological necessity," says Dr. Karina. "Through our new sleep health portal and our collaboration with Goat Co, we are making it simpler for Australians to take control of their sleep, restore their energy, and elevate their health."

ABOUT DR. KARINA PATEL

Dr. Karina Patel is a leading Australian sleep expert, clinician, and advocate dedicated to integrating sleep medicine into mainstream health and corporate wellness. She offers specialized sleep coaching, corporate health strategies, and curated sleep products designed to transform patient outcomes.

MEDIA CONTACT

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GREATEST OF ALL TIMES

ONE PATIENT. MANY PERSPECTIVES.

TICKETS ON SALE NOW

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Official Sleepwell Website - www.sleepwellau-nz.com

Official Event Website - <https://www.sleepwellau-nz.com/sleep-matters-2027>

The Goat Co Website - <https://thegoatco.au/>

Sleepwell Facebook Page - <https://www.facebook.com/sleepwellaunz>

Sleep Matters event facebook page -
<https://www.facebook.com/events/4429108943996695>

Sleepwell Instagram - <https://www.instagram.com/sleepwell.education/>

Sleepwell Youtube - <https://www.youtube.com/@SleepwellAUNZ>