



Advocacy

Quarterly Impact Report

January-April 2026

Action. Impact. Hope.

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Introduction

Advocacy is part of our *amanah*. Serving the Ummah means responding to crises, as well as addressing the systems that create harm in the first place.

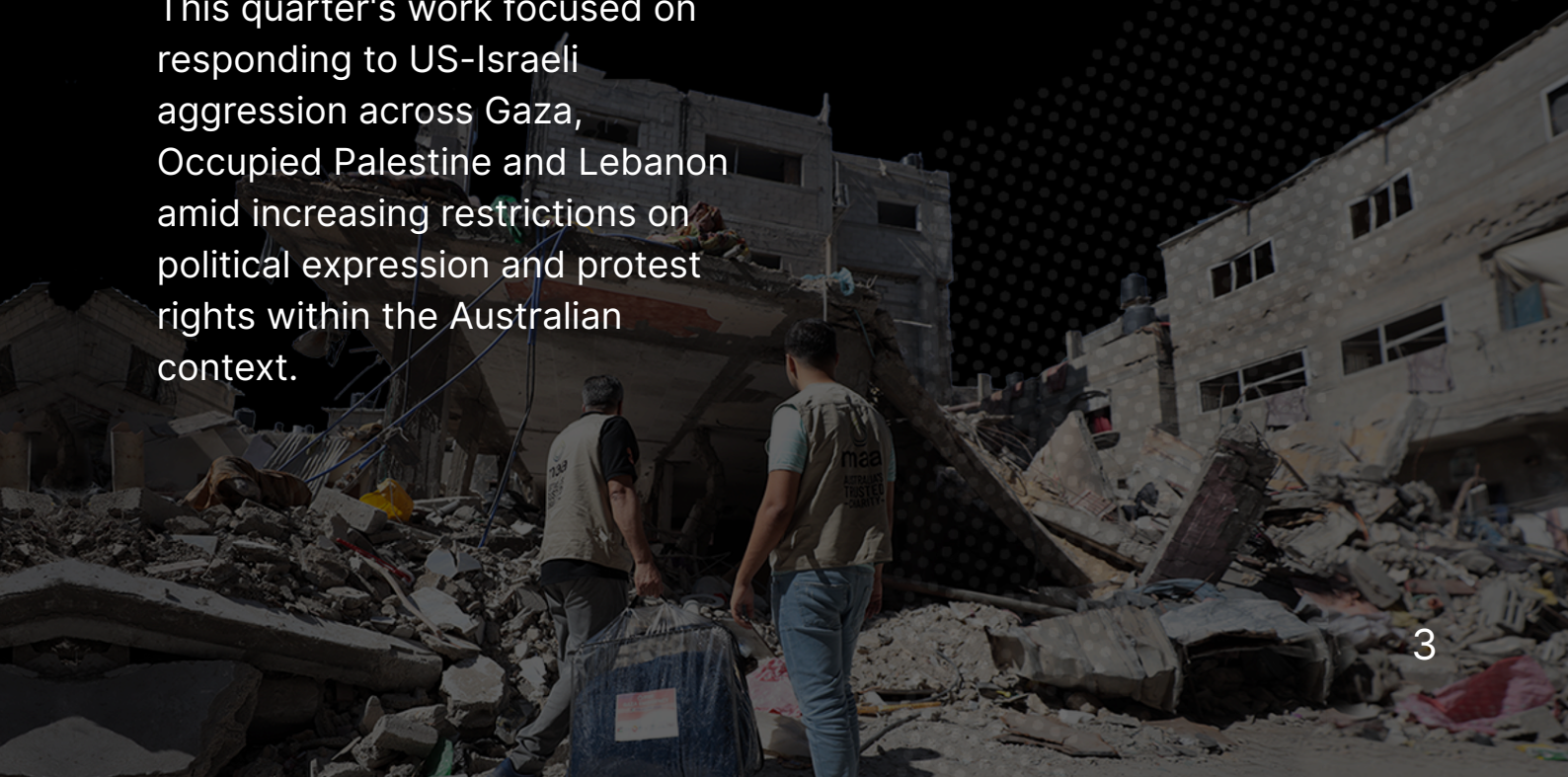
MAA's Advocacy Department was established in response to the ongoing genocide in Gaza and the deep frustration many in our communities felt; mass suffering continues to unfold with little accountability from governments, institutions, and much of the humanitarian sector.

Our work is grounded in the belief that **humanitarian response and advocacy cannot exist separately.**

This quarter's work focused on responding to US-Israeli aggression across Gaza, Occupied Palestine and Lebanon amid increasing restrictions on political expression and protest rights within the Australian context.

We strengthened our coordinated action with the sector and worked towards educating the community through awareness campaigns, workshops, and fora.

Through coalition building, public advocacy, community education, strategic communications, and closer integration across MAA's humanitarian work, we worked to **sustain pressure, amplify our stories, and support collective action grounded in justice and responsibility.**



Advocacy in Action

Our Work in Advocacy |
Report

This quarter, MAA Advocacy worked across **three core areas**:

1



Public advocacy and
sector engagement

2



Community
awareness and
collective action

3



Strengthening how
advocacy is embedded
across our
humanitarian work

Strengthening Muslim Aid Australia's role as a credible advocacy voice within the humanitarian sector

Alongside humanitarian response efforts, our focus on public advocacy, political education, and sector collaboration included contributing to **national coalition statements and declarations, supporting major mobilisation efforts such as the 2025 Canberra vigil for Gaza, and participating in coordinated advocacy initiatives** alongside:

- **ACFID** (Australian Council for International Development)
- **APAN** (Australia Palestine Advocacy Network)
- **ACIJ** (Australian Centre for International Justice)
- **IMEU** (Institute for Middle East Understanding)
- **CLDC** (Civil Liberties Defence Centre)

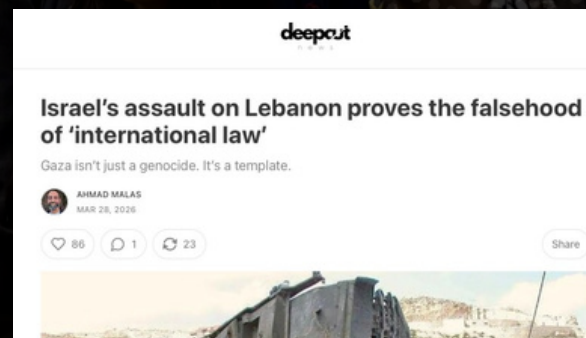
Through these partnerships, MAA contributed to broader sector conversations around **humanitarian access, anti-Palestinian racism, civil liberties, and Australia's role** and responsibilities in relation to Palestine and Lebanon.

MAA was also part of providing **community legal education** around new protest restrictions in NSW, and the broader calls for **transparency and accountability** around Australia's arms exports to Israel.

We **collaborated with over 30 civil society organisations, grassroots networks, and advocacy groups** through campaigns, educational initiatives, rallies, workshops, and community actions focused on Palestine, Lebanon, anti-racism, humanitarian accountability, and protecting civic freedoms.

Leadership advocacy also formed a key part of our work this quarter.

Commentary and analysis by **CEO, Ahmad Malas, including his DeepCut opinion piece on the Lebanon escalation**, positioned Muslim Aid Australia as a strong and credible voice on humanitarian accountability and regional instability.



MAA's advocacy and communications teams worked closely together to support research, messaging, and public communications that were timely, politically informed, and grounded in field realities.

2

Community awareness and collective action

Translating advocacy into community engagement and action

We made a conscious decision at the start of 2026 to focus more on connection, responsibility, and hope as part of our awareness campaigns and community engagement efforts.

The Voice of Hind Rajab

In partnership with The Gaza Project, we held sold-out screenings of **The Voice of Hind Rajab** across multiple states, raising tens of thousands of dollars for Gaza while placing Palestinian lived realities under genocide and occupation at the fore, and encouraging deeper conversations around solidarity and collective responsibility.

Community Workshops

Following changes to hate speech laws in NSW, we also **delivered workshops focused on political education, narrative framing, and community resilience**, responding to a growing need for spaces that could hold grief, learning, and action together.

Digital Advocacy

Alongside in-person events, digital advocacy remained central to our work. Through collaborations with journalists, content creators, and voices on the ground, including creators in Gaza, we amplified real-time insight into siege, displacement, and survival while sustaining community engagement throughout the quarter.

Annual Sisters' Iftar

Our **Annual Sisters' Iftar** during Ramadan brought together women from across the community for an evening grounded in solidarity, reflection, and collective responsibility toward the Ummah. **Discussions focused on Palestine, Sudan, and Rohingya communities, while the fundraising auction raised more than \$8,000 for humanitarian responses.**

Forums and Conferences

MAA Advocacy also participated in key forums including **Progress 2026** and **Muslim Impact Forum 2026**, contributing to conversations around humanitarian ethics, Muslim philanthropy, advocacy, and global justice while strengthening cross-sector partnerships.

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IN PHOTOGRAPH: Annual Sisters' Iftar 2026



2

IN PHOTOGRAPH: Muslim Impact Forum 2026, Istanbul



2

IN PHOTOGRAPH: The Voice of Hind Rajab - Screening



3

Strengthening how advocacy is embedded across our humanitarian work

An integrated and sustainable part of humanitarian response

A major priority was ensuring advocacy remained informed by lived realities on the ground rather than disconnected from field operations and affected communities. This work marked an important step toward embedding advocacy more deeply across organisational practice and building stronger alignment between field work, communications, and public engagement.

Advocacy on the Ground

Advocacy on the Ground is a pilot advocacy program activated in April 2026, and it is ongoing.

It aims to strengthen the connection between field operations and public advocacy by embedding storytelling and active research from our advocacy team directly within field engagement.

A key example of this was the facilitation of advocacy training sessions directly with our teams on the ground, as well as field interviews

This marked an important shift toward integrating advocacy into field roles, enabling more authentic, timely, and grounded communications.

Internal Frameworks and Ethical Practice

Internal frameworks and policies are just as important as external ones. The MAA Advocacy team has been drafting policies and frameworks relating to communications ethics, safeguarding, AI usage, and influencer engagement among others.

These frameworks aim to strengthen consistency, accountability, and ethical alignment across organisational practice.

They also support more thoughtful and responsible advocacy approaches moving forward.

This work reflects MAA's broader commitment to building advocacy as an integrated and sustainable part of humanitarian response.

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IN PHOTOGRAPH: Advocacy on the Ground



Looking Ahead

Growth Done the Right Way

This report reflects only the first stage of MAA Advocacy's growth. As humanitarian crises continue to deepen globally, **we invest in the infrastructure** that allows us to **advocate better, tell stories ethically, build community power, and keep invisibilised crises in public consciousness** - beyond a single news cycle.

Our Expanding Focus

- Public Advocacy
- Political Education
- Ethical Communications
- Community Resilience
- Field and Practice Integration

We hope to continue building stronger coalitions, support emerging advocates, and create spaces where justice, action and collective care remain at the centre of humanitarian response.

By grounding our work in the *amanah* we hold, we continue striving towards an advocacy model that serves the Ummah in moments of crisis and beyond, including the persistent, long-term struggle for justice, accountability, and liberation globally.





Thank You.

It is your contribution and continued support that makes our work possible. Together, we can continue making a lasting impact.

Legal challenges, public pressure, community education, and sustained organising are all part of how we protect and empower our communities - and push for justice at a time when it justice is not served.

This work takes time, consistency, and collective commitment. It is not an instant kind of impact, but it can be powerful enough that it determines the future trajectory of our world.

Your support allows us to keep doing the critical work on the ground, and it allows us to serve the Ummah in ways that aid cannot.



Q Australia's Trusted Charity

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