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Advocacy *Mid-Year* Impact Report

May – September 2026

Image of artwork provided by Rommana Collective

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Introduction

Advocacy is part of our *amanah*. Between May and September, that meant taking our mission into new rooms: the floors of the Australian parliament, international summits, and direct to aspiring journalists and storytellers in the West Bank.

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

MAA Advocacy was established in response to the ongoing genocide in Gaza, and the frustration many in our communities felt as mass suffering continued with little accountability.

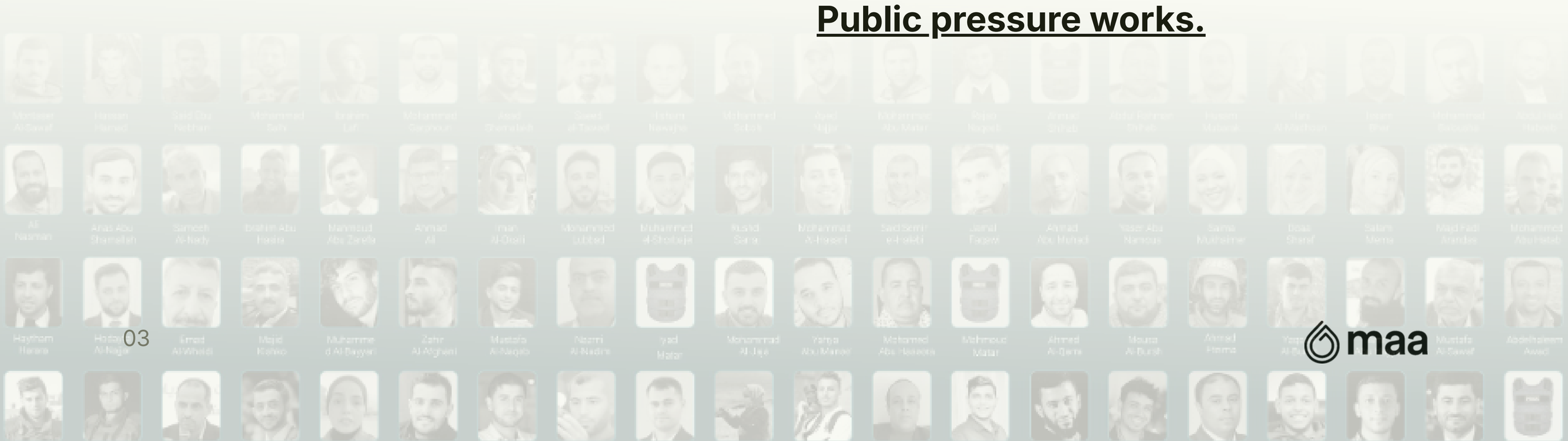
This report picks up from our first report of 2026 (January to April). Having built coalitions and community education, we moved to reaching new audiences, equipping storytellers and putting justice-based reform in front of decision-makers.

It covers the Beyond the Headlines campaign and the Beyond the Headlines: Webinar Walk, the Global Muslim Content Summit in Istanbul, a panel with ActionAid, the WITNESS: West Bank training initiative with Seen TV, and the Red Lines Package in Parliament.

We have spent the last few years laying the foundations and strategic direction of advocacy at MAA. Now we are investing the infrastructure that strengthens and empowers the communities we serve, which takes a holistic, targeted approach and needs your support behind it.

So thank you for standing with us: collective action holds oppressors accountable.

Public pressure works.



Mid-Year in Action

From May to September, MAA Advocacy worked across five core areas.

01 **Campaigns and public education**

02 **Advocacy on the ground**

03 **Policy and parliament**

04 **Global forums and sector engagement**

05 **Collective impact**

KEY MOMENTS

12 May — Justice for Palestine with ActionAid, Sydney

30 June — Beyond the Headlines Webinar Walk: In the West Bank

11–18 July — Global Muslim Content Summit & The Prophetic Strategy Summit, Istanbul

5 August — Boycott The Daily Telegraph campaign launch

August-September — WITNESS: West Bank Journalist & Storyteller Training

14 September — Red Lines Package introduced to Parliament

Impact by the Numbers

26,462

people engaged online with Beyond the Headlines, with new audiences making up over 75.5%

50+

Applications for WITNESS: West Bank Journalist and Storyteller Training Initiative.

5B+

impressions for stories of Palestinians detained and freed, through a campaign MAA supported.

583+

petition signatures for an MAA-supported advertiser boycott campaign in its first six weeks.

4

Red Lines bills introduced to Parliament with MAA’s support and partnerships.



01

BEYOND THE HEADLINES

Campaigns and public education

Keeping sidelined crises seen, heard and acted upon.

Beyond the Headlines

Beyond the Headlines is MAA's flagship advocacy campaign from the End of Financial Year period. It spotlights crises that have been purposely sidelined, and strengthens the advocacy, storytelling and community capacity needed to keep them seen, heard and acted upon.

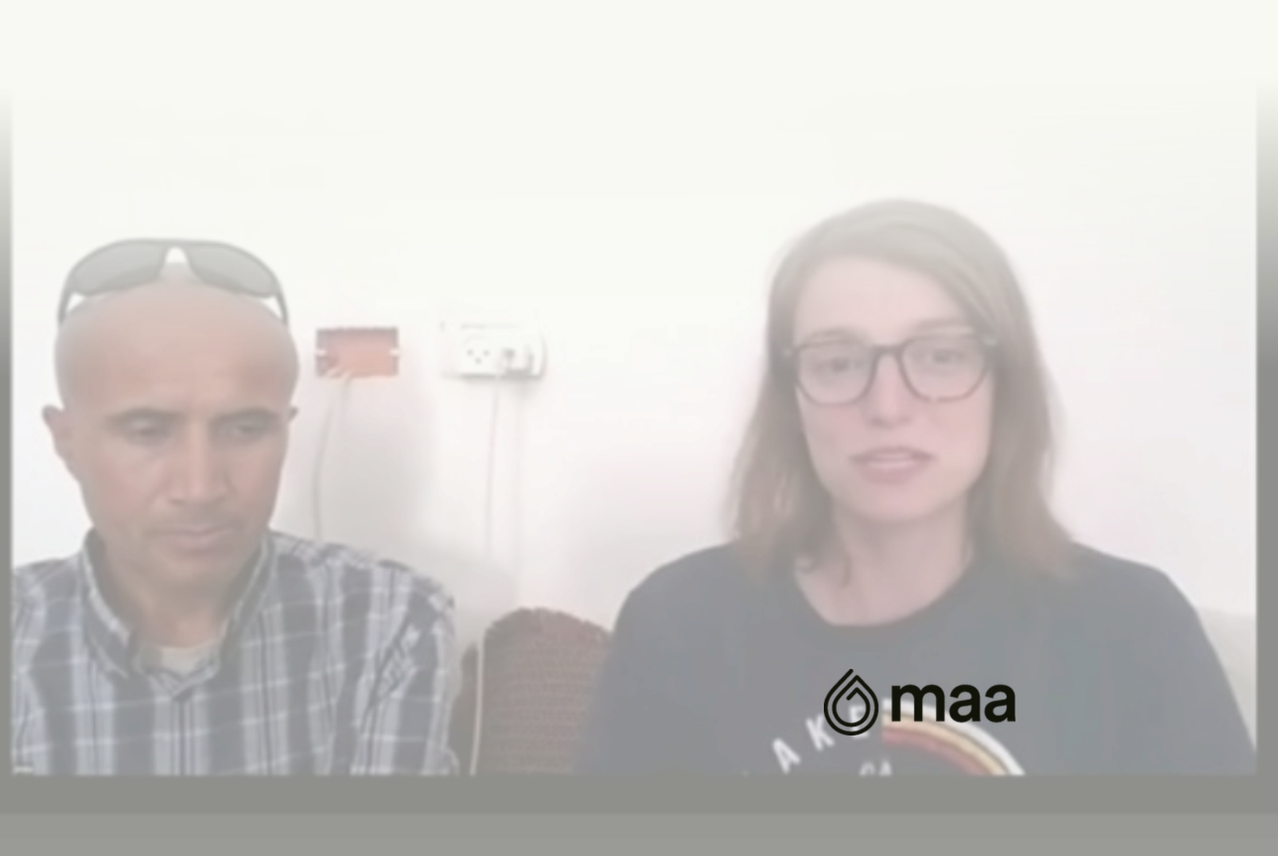
This year's campaign drew attention to **Sudanese, Rohingya and Uyghur refugees** and to **hostilities in the West Bank**, alongside MAA's humanitarian response.

Webinar Walk: In the West Bank

On 30 June, with advocacy partner Rebuilding Alliance, we held our first-ever Webinar Walk, a live virtual walkthrough of the Occupied West Bank.

Attendees heard firsthand accounts of settler violence, movement restrictions and settlement expansion directly from Palestinians on the ground, followed by a global expert panel and live Q&A.





02

WITNESS: West Bank journalist and storyteller training

Backing the people who tell the story.

The initiative

Gaza and the West Bank are among the deadliest places in the world to work as a journalist. With **Seen TV**, MAA launched the pilot of **WITNESS: West Bank**, an extension of MAA's Beyond the Headlines campaign that equips Palestinians to document and share their own realities.

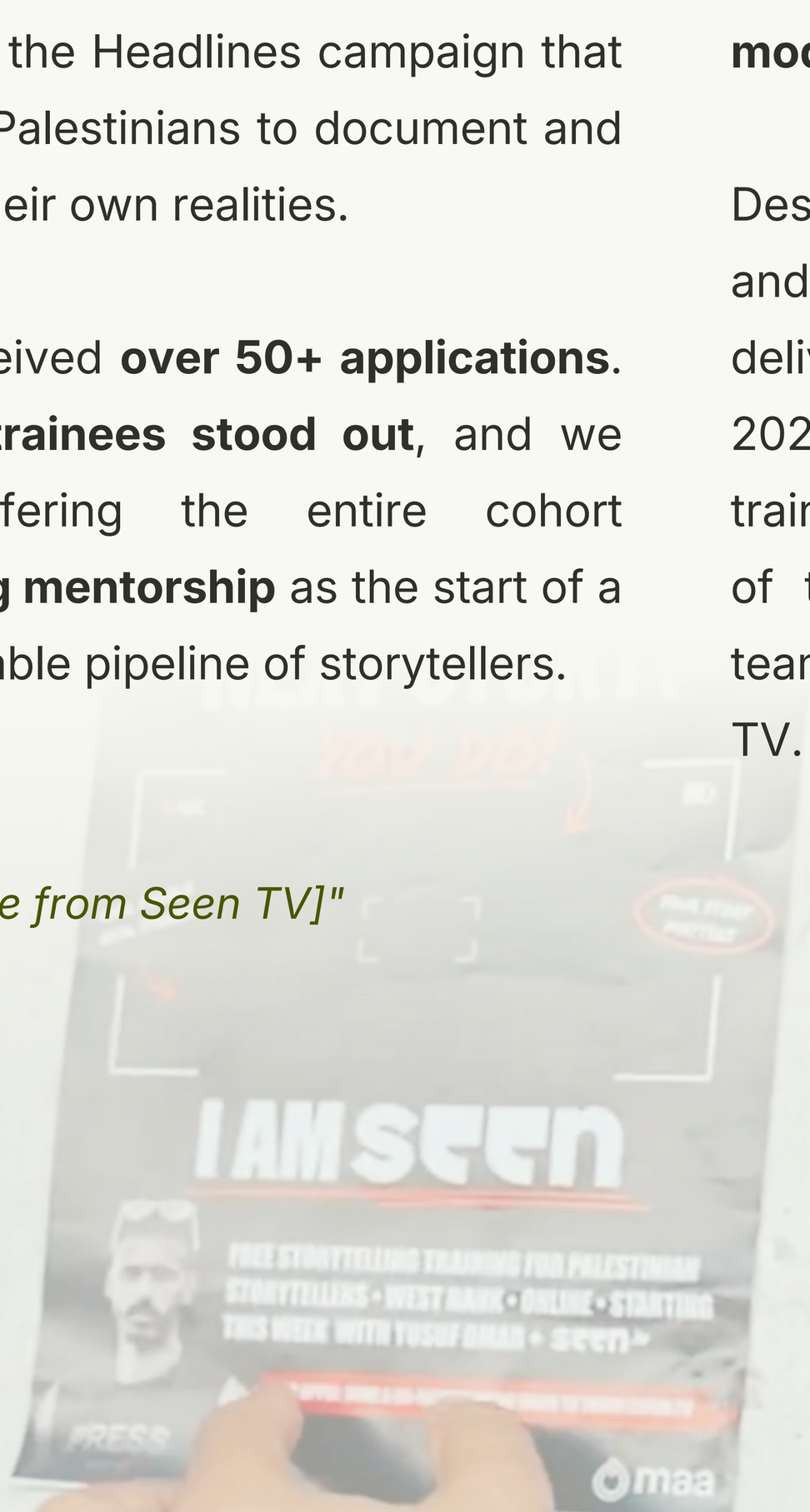
We received **over 50+ applications**. **Three trainees stood out**, and we are offering the entire cohort **ongoing mentorship** as the start of a sustainable pipeline of storytellers.

Delivered despite the barriers

Our preference was to train in person. Seen TV's CEO, Yusuf Omar, was detained for more than 18+ hours and denied entry to Palestine, so we shifted to a **remote delivery model**.

Despite postponements, closures and lockdowns, the training was delivered throughout September 2026 to our first cohort of journalist trainees, thanks to the commitment of the Palestinian participants, the team at MAA and the team at Seen TV.

"[Quote from Seen TV]"



03

Policy and Parliament: RED LINES PACKAGE

From campaign to Parliament

The Red Lines Package is a package of private members' bills designed to ensure Australia does not fund, arm or invest in illegal settlements, war crimes or genocide, anywhere in the world. It was introduced to the House of Representatives on 14 September by independent MP Dr Sophie Scamps, seconded by Andrew Wilkie, with crossbench MPs and senators, including Senator David Pocock, sponsoring.

Former Human Rights Commissioner Gillian Triggs launched the package at Parliament House.



SECTION 03 · IN PHOTOGRAPHS

The Red Lines Package at Parliament House

MAA's role

Muslim Aid Australia is a supporting organisation of the Red Lines Package, working alongside a broad coalition of civil society organisations, including Amnesty International Australia, the Australia Palestine Advocacy Network (APAN) and the Australian Muslim Advocacy Network (AMAN).

MAA CEO Ahmad Malas and Head of Advocacy Sara Saleh were in Canberra for the launch of the package .

While the package was blocked by the Labor coalition from progressing, MAA continues to work alongside civil society organisations across Australia to call for proper parliamentary scrutiny and stronger safeguards against complicity in international crimes. Through coalition collaboration and community-facing advocacy, MAA contributes to collective efforts to hold the Australian Government accountable to its obligations under international law.

The package is expected to become a major issue at the upcoming federal election, and MAA is preparing for that. Learn more at **redlinespackage.com.au**.





04

Global forums and sector engagement

Taking MAA's voice and vision into new rooms.

Global Muslim Content Summit, Istanbul

On **11 and 12 July**, MAA took part in the **Global Muslim Content Summit** in Istanbul. Hundreds of Muslim content creators, journalists, filmmakers, podcasters and media professionals from **more than 40 countries** gathered to reclaim the Muslim narrative through authentic, ethical and impactful storytelling.



MAA Advocacy at GMC Summit, Istanbul

TPSS: The Prophetic Strategy Summit

The MAA Advocacy team attended TPSS in Istanbul from 13 to 18 July, a leadership summit for about 200 Muslim changemakers. The team took back the importance of values-led leadership, strategic collaboration and sustainable approaches to advocacy and community impact.



MAA Advocacy at TPSS, Istanbul

The summit also provided an opportunity to exchange ideas, learn from diverse approaches to Muslim-led social change, and explore more effective, long-term strategies

SECTION 04 · IN PHOTOGRAPHS

GMC, TPSS and the Justice for Palestine evening with Jamil Sawalmeh

ActionAid x MAA: Justice for Palestine

On 12 May, MAA's Head of Advocacy, Sara Saleh, joined *Justice for Palestine*, an evening hosted by ActionAid Australia in Sydney with ActionAid Palestine's Jamil Sawalmeh, moderated by Antony Loewenstein.



MAA x ActionAid

Sara spoke to the Australian context and the actions people can take, strengthening MAA's role as a credible advocacy voice in the sector.

Racial Justice Network Strategy Retreat

On 25–26 July, MAA joined the Racial Justice Network Strategy Retreat in Melbourne, convened by our strategic partners at Democracy in Colour, and endorsed a sector-wide strategy for a coordinated, nationwide response to racism. It was an invigorating and productive weekend, and we are thrilled to continue building on the momentum and strategies we collectively developed.



Racial Justice Network Strategy Retreat, Melbourne

Collective *Impact*

What our support helped make possible

Moving policy

- MAA supported the launch of four landmark Red Lines bills, introduced to Parliament with backing from key Independents and the Greens.

Shifting the narrative

- With MAA's support, a partner organisation remained the most quoted Palestinian voice in mainstream Australian media, averaging 25 mentions a month in 2026 across outlets from the ABC and SBS to the Guardian and the Sydney Morning Herald.

Strengthening legal foundations

- Through MAA's partnerships, pro bono legal support helped build an advocacy vehicle, develop the Red Lines package and preparation for a partner appearance at the Royal Commission.

Launching a new boycott campaign

- MAA supported a boycott campaign targeting The Daily Telegraph, which launched publicly on 5 August, with coverage in Mumbrella, Guardian Australia and Crikey. In its first six weeks, the boycott built a base of 583 petition signatures, 181 newsletter subscribers, and the first local businesses formally joined.

Amplifying Palestinian stories

- MAA backed a campaign amplifying the stories of Palestinians detained and freed, reaching more than 5 billion+ impressions through media outreach, op-eds and close coordination with legal teams.

We believe that working as a global collective multiplies our impact: more voices, in more rooms, building the public pressure that drives change.

Thank *you*.

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

From a webinar screen in the West Bank to Parliament House, this period's work was only possible because of our partners, supporters and the communities who trust us with their stories.

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 justice is not served.

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.



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