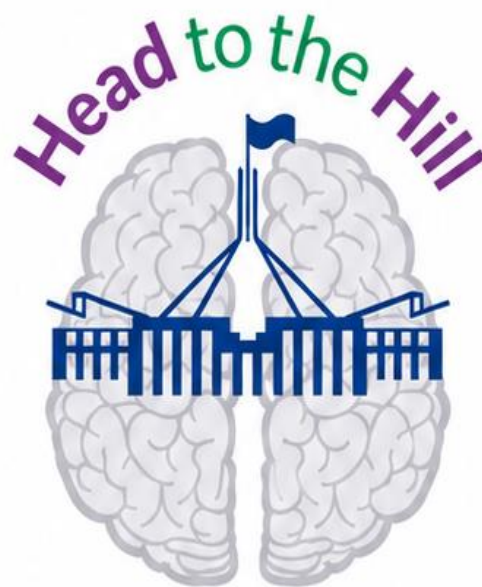




HEAD TO THE HILL 2026

Advocacy Guide

Guide 1 - Welcome to the Journey



**Brain Tumour
Alliance Australia**

STRONGER TOGETHER

Welcome to the Journey

You belong here

Thank you for stepping forward to be part of Head to the Hill 2026.

This guide marks the beginning of your advocacy journey. Over the coming weeks, BTAA will support you to build confidence, understand the issues and take meaningful action in a way that feels right for you.

“

You do not need to be an expert. Your lived experience is your expertise.

”



Every voice matters

Whether you are a patient, carer, family member or bereaved loved one, your perspective is powerful.



You will be supported

BTAA will provide guides, templates and practical support at each stage.



There are different pathways

You can meet, write, share - or combine several actions in a way that works for you.



Take one first step

This guide will help you take early action while MP meetings are being arranged.



This is the start of something powerful.

Together, we are building a stronger voice for every person affected by a brain tumour.

This Guide's Focus

A simple start with one clear action.

This first guide is designed to be practical, reassuring and easy to use.

introduces the program, explains your advocacy choices and helps you take one early step.



LEARN

Understand Head to the Hill and the purpose of this advocacy journey.



CHOOSE

Explore the three advocacy pathways: meet, write and share.



FIND

Identify your Federal MP and locate their contact details.



TAKE ACTION

Send a meeting request, begin a letter or start sharing BTAA content.

“

Small steps build confidence. Confidence builds courage. Courage creates change.

”



Your only task is to begin.

You do not need to have everything worked out before you take the first step.

Your Five-Guide Advocacy Journey

Five guides. One step at a time.

Each guide supports a specific stage of the journey while recognising that MP meetings may happen at different times in August and September.

1

Welcome and Take Your First Step

Choose a pathway and begin early MP engagement.



2

Meet or Write to Your MP

Prepare for a meeting or send a personalised letter.



3

Share Your Story and Speak with One Voice

Connect your story to BTAA's priorities and share safely.



4

Keep the Conversation Going

Follow up, stay visible and continue engaging online or locally.



5

Ready for Canberra - and Beyond

Prepare for the event and remain connected afterward.



You are not expected to do everything at once.

This journey is designed to build confidence while allowing early action when needed.

What is Head to the Hill

A national advocacy event for the brain tumour community.

Head to the Hill brings people affected by brain tumours together to raise awareness and advocate for national action. It connects lived experience with the decision-makers who can help improve outcomes.

“*At its heart, Head to the Hill is about ensuring no one faces a brain tumour alone.*”



Awareness

Brain tumours need national attention and sustained focus.



Connection

Advocacy connects real experience with policy decisions.



Action

Advocates help decision-makers understand what needs to change.



Hope

Every conversation helps build a better future for families.



Head to the Hill is a movement built on lived experience, courage and community.

Why We Start with Action

MP meetings may happen early in the journey.

Because MP diaries fill quickly, advocates are encouraged to contact their Federal MP early. You can keep learning and preparing while your meeting request is being considered.

1



Find your Federal MP

Use your address to locate your Federal electorate and representative.

2



Choose your pathway

Decide whether you want to meet, write, share or combine approaches.

3



Make contact early

Send a meeting request or personalised letter during this first fortnight.

4



Tell BTAA

Let us know what you have sent and when a meeting is confirmed.

“

You do not need to be fully prepared before you send the first email. You only need to begin.

”



Early contact creates more options.

Starting now gives your MP time to respond and gives BTAA time to support you.

Choose Your Pathway

There is no single way to be an advocate

Choose the pathway that feels right for you or combine more than one. You can also change your mind as the program unfolds.



Meet

Request and attend a meeting with your Federal MP or their staff. Share your story and ask them to support change.



Write

Send a personal email or letter if a meeting is not available, practical or right for you.



Share

Share BTAA posts, tell your story online, and encourage others to join the movement.

“ A meeting, a letter, a social post and a personal conversation can all help create change. ”



No pathway is lesser. Every action contributes to the movement.

Find Your Federal MP

Your MP represents your local community in Federal Parliament.

Before you request a meeting or send a letter, you need to know which Federal electorate you live in and who represents you.

1

Search “Find my Federal MP” and enter your postcode or address.

2

Record your MP’s name, electorate and contact email.

3

Use the template in this guide to request a meeting or send a letter.



Record these details

MP name
Electorate
Email address
Date contacted



Need help?

BTAA can help you identify your MP or check the right contact details before you send your request.



Your first practical step is finding the right MP and preparing to contact them.

Pathway 1: Request a Meeting

Send your request early so there is time to follow up.

MP diaries fill quickly. A short, respectful email is often the best way to request a meeting.



1. Send the request

Use the email template. Keep it short, personal and clear about why you are reaching out.



2. Offer flexibility

Suggest several possible dates and say you are happy to meet with the MP or their staff.



3. Follow up

If you do not hear back after one week, send a polite follow-up or call the office.



4. Tell BTAA

Let BTAA know when your meeting is requested, confirmed or if you need help.

Email request template

Dear [MP Name],

My name is [Your Name], and I am a constituent living in [Electorate]. I am participating in BTAA's Head to the Hill 2026 Advocacy Journey, representing Australians affected by brain tumours.

I would be grateful for the opportunity to meet with you, or a member of your team, to share my lived experience and discuss practical ways we can improve outcomes for people facing brain cancer. Your engagement and support can make a meaningful difference for families like mine.

[insert details of your story that you would like to share]

I would also like to extend a warm invitation for you to attend Head to the Hill 2026, held at 9:30am on Wednesday 14 October in the Great Hall, Parliament House, Canberra. This event brings together advocates, clinicians, researchers and policymakers to highlight the urgent need for improved brain cancer research, care and support.

I am available on [dates/times] and am happy to meet in person, online, or by phone — whichever is most convenient for your office.

Thank you for considering this request. I would appreciate the opportunity to speak with you.

Kind regards,
[Your Name]



If you want a meeting, your first step is to send the request early.

Pathway 2: Write to Your MP

A letter can be a powerful form of advocacy.

If you cannot get a meeting, do not want a meeting or prefer to write, your voice can still be heard.

A thoughtful letter places your story directly in front of your elected representative.

“

A letter is not a lesser form of advocacy. It is personal, considered and powerful.

”



1. Who you are

Introduce yourself and your connection to brain tumours.



2. Why you are writing

Explain that you are part of Head to the Hill and want to raise awareness.



3. Your story

Share a concise, personal experience that shows the human impact.



4. The issue

Explain why change is needed now.



5. The ask

Request support for BTAA's advocacy priorities or a specific action.



6. The response

Ask for a reply or future conversation.



Writing to your MP is meaningful and effective, especially when it is personal.

Pathway 2: Write to Your MP

Writing to your MP is a simple but powerful way to make your voice heard

Use this template to introduce yourself, share your experience and clearly explain the change you would like to see.

Letter template

[Your full name]
[Street address / suburb / postcode]
[Email] | [Phone]

[Date]

[MP title and full name]
[Electorate office / Parliament House address]
[Suburb / State / Postcode]

Subject: Head to the Hill 2026 – [your key message or request]

Dear [Mr / Ms / Dr / MP surname],

1. Who you are

My name is [name], and I live in [suburb], in your electorate of [electorate]. I am writing as [a person living with a brain tumour / carer / parent / family member / bereaved family member / supporter].

2. Why you are writing

I am taking part in Head to the Hill 2026 and am writing to raise awareness of the impact of brain tumours and the need for stronger national action. [Add one sentence about why this matters to you personally.]

3. Your story

[In two to four sentences, describe what happened, who was affected and what changed. Focus on one or two details that help your MP understand the real-life impact.]

4. The issue

What I want you to understand is that [describe the gap, barrier or problem — for example, access to treatment, research, clinical trials, care, support or services]. [Briefly explain why change is needed now.]

5. The ask

I am asking you to [support BTAA's advocacy priorities / raise this issue with the relevant Minister / attend Head to the Hill / meet with me / take another specific action].

6. The response

I would appreciate a written response outlining your position and any action you are willing to take. I would also welcome the opportunity to discuss this with you or your office.

Thank you for taking the time to read my story and for considering the needs of people affected by brain tumours.

Kind regards,
[Your name]

Pathway 3: Share Your Story

Online and community advocacy can build momentum.

Sharing your story or amplifying BTAA's messages can help more people understand why brain tumour advocacy matters. Share only what feels safe and right for you.



Share BTAA posts

Repost or share BTAA content on Facebook, LinkedIn or Instagram. Add a personal line if you feel comfortable.



Comment on campaigns

A thoughtful comment helps show public support and can start important conversations.



Encourage others

Invite friends, family and colleagues to follow BTAA or register for Head to the Hill.



Add your story

A short personal sentence can help others understand why this matters to you.



Protect your wellbeing

You are in control of your story. Share only what you are comfortable sharing.



Start a conversation

Talk to someone in your community, workplace or support network about brain tumours.

Example post

I am taking part in BTAA's Head to the Hill 2026 Advocacy Journey because people affected by brain tumours deserve stronger support, greater investment and a national voice. Every story matters. Every voice helps create change.



Sharing your story is advocacy, even if you never step inside an MP's office.

How BTAA Will Support You

You are not expected to navigate this alone.

BTAA will walk alongside you with practical guidance, templates and support so you can advocate in a way that feels achievable.



Journey Guides

Short, practical resources to use when they are relevant to you.



Welcome Meeting

A short introduction to help you feel connected and prepared.



Templates & Scripts

Email templates, letter templates and simple conversation prompts.



Meetings Support

Guidance if your MP responds, declines or offers a staff meeting.



Social Media Content

BTAA posts and campaign messages you can share with your networks.



Team Support

Reach out whenever you feel unsure, overwhelmed or need help.



Ask early. No question is too small

BTAA is here to support you before, during and after Head to the Hill.

Actions To Take

Choose your pathway and take one first step.

You do not need to do everything this week. Choose the option that feels most achievable, then take one practical step.

Choose one pathway

- ☐  I will request a meeting with my MP.
- ☐  I will write to my MP.
- ☐  I will share a BTAA post or message online.
- ☐  I am not sure yet and would like BTAA to help me decide.

Take one first step

- ☐ Find your Federal MP.
- ☐ Send your meeting request or letter.
- ☐ Share your planned pathway with BTAA.

Reflect Which forms of advocacy feels most achievable for you right now?



Your first step does not have to be big. It just needs to begin.

Next Week: Meet or Write

We will help you to request a meeting or write a personalised letter

This companion guide will help you take early action with your MP.



Use this guide when

You want to find your MP, request a meeting, write a letter or email, follow up, and prepare for a conversation.

Why this matters

- MP diaries can fill quickly, and meetings may be offered early.
- Starting early gives you time to follow up if needed.
- A letter is a valuable alternative if a meeting is not possible or not your preference.
- You can still share your story and support BTAA online while your MP request is underway.

“ *There is no single way to be an advocate. Every voice matters.* ”

Need help? Contact the Head to the Hill team anytime as you choose your pathway. Amanda Redford, Executive Officer: amanda@btaa.org.au | 0437 877 317



Thank you for taking the first step.

Every journey begins with one action — and yours matters.