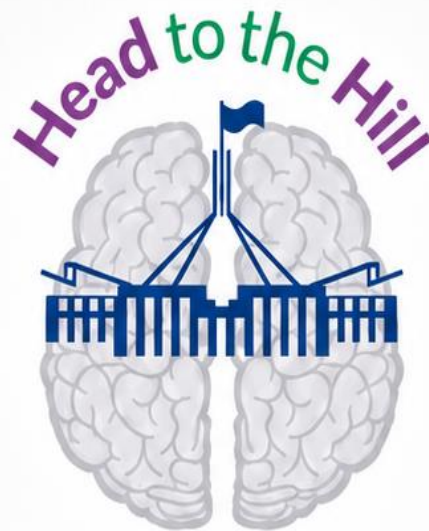




HEAD TO THE HILL 2026

Advocacy Guide

Guide 5 - Ready for Canberra and Beyond



**Brain Tumour
Alliance Australia**

STRONGER TOGETHER

Welcome to Guide 5

Ready for Canberra and beyond

Over the past few weeks, you have chosen a pathway, contacted your MP, written or shared your story, and helped build momentum for change. Now we are moving into final preparation.

This guide will help you feel ready for Head to the Hill, understand what to expect in Canberra, and know how BTAA will continue supporting you after the event.

Whether you are attending in person, joining online, writing to your MP or supporting the campaign from home, your advocacy matters.

“

You have taken important steps already. This guide helps you arrive feeling prepared, supported and connected.

”



Final preparation

Know what to expect on 13 and 14 October, and what to bring.



Event day confidence

Use simple prompts, checklists and wellbeing reminders.



Beyond Head to the Hill

Stay connected with BTAA and continue your advocacy after the event.



You are not alone

BTAA will be with you before, during and after Head to the Hill.

The Guide's Focus

Prepare, participate and stay connected

This guide brings together the practical information and encouragement you need for the final stage of the journey.

“

Every step you have taken has helped build a stronger voice for people affected by brain tumours.

”



What to expect

Understand the night-before gathering and Head to the Hill day.



Prepare practically

Check travel, security, what to bring and support needs.



Prepare your message

Review your story, key ask and meeting plan.



Look after yourself

Plan support, pacing and debriefing before and after the event.



Follow up

Thank MPs, share outcomes and complete the feedback survey.



Stay connected

Keep receiving advocacy updates, templates and support from BTAA.



This guide's actions

Complete your event-day checklist and choose one way to stay connected after Head to the Hill.

Getting Ready for Head to the Hill

Two important moments: 13 and 14 October

Head to the Hill is designed to be supportive, practical and meaningful. You will not be expected to know everything or do this alone.



13 October | Night before

A chance to connect, settle in, meet the BTAA team and prepare for the day ahead.

You will have space to ask questions and meet other advocates.



14 October | Head to the Hill

A day of advocacy, connection and action at Parliament House.

Share your story or support the broader campaign.

“

You have prepared for this. Your voice belongs in this conversation.

”



Arrive gently

Give yourself time to settle, breathe and find others.



Ask for support

BTAA team members can help before, during and after activities.



Take breaks

It is okay to step away, pause or debrief when needed.



The goal is not perfection

The goal is participating in a way that feels safe, meaningful and supported.

Final Advocacy Preparation

Bring your story, your message and your ask together

You do not need to memorise anything. Use notes, prompts and the support around you.



Review your short story

Choose the part of your experience that matters most for this conversation.



Review BTAA's asks

Be clear on the change BTAA is asking decision-makers to support.



Prepare one request

Decide what you would like your MP or their staff to do next.



Bring notes

A few dot points can help you feel grounded and confident.



Know your limits

Decide what you are comfortable sharing publicly and privately.



Ask for support

Let BTAA know if you would like help preparing or debriefing.

“ Your lived experience is your expertise.
The notes are there to support you—not
to script you. ”



Keep it simple

Your story, the issue and one clear ask are enough.

After The Event

Your advocacy continues after Head to the Hill

The days after the event are important. This is when we capture what happened, follow up commitments and keep the momentum moving.



Thank your MP

Send a brief message thanking them or their staff for the conversation.



Confirm commitments

Record any actions they agreed to take or information they requested.



Share outcomes

Let BTAA know what happened so we can coordinate follow-up.



Complete feedback

Your reflections help improve future advocacy support.



Share approved content

Post, repost or comment on BTAA updates if you feel comfortable.



Celebrate

You took action for people affected by brain tumours. That matters.

Staying Connected

Head to the Hill is the start of ongoing advocacy support

BTAA wants advocates to remain connected, informed and supported after the event. You can stay involved in a way that works for you.



Thank your MP

Send a brief message thanking them or their staff for the conversation.



Confirm commitments

Record any actions they agreed to take or information they requested.



Templates and tools

Access letter templates, social media content and key-message materials.



Peer connection

Stay connected with other advocates who understand the journey.



Future campaigns

Participate in awareness activities, consultations and advocacy campaigns.



Support when needed

Ask BTAA for help preparing future messages or responding to MP correspondence.



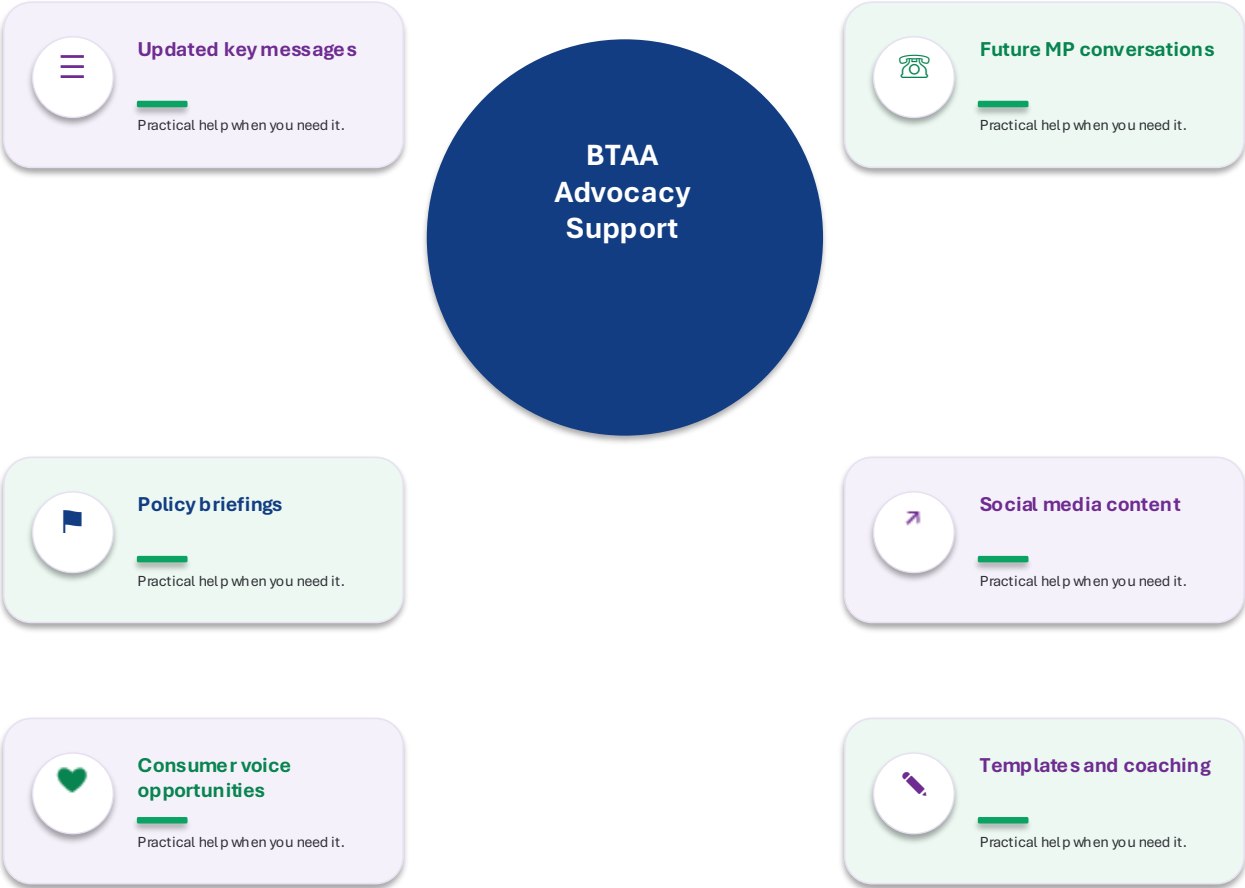
You remain part of the advocacy community

BTAA will continue sharing ways to take action and stay informed.

Continuing Advocacy Support

What BTAA can provide after 14 October.

Ongoing advocacy is easier when you have clear messages, practical tools and someone to ask for help.



“
You do not have to work out the next step alone.
”

Support continues
BTAA can help you keep advocating beyond the event.

Ways to Stay Involved

Choose what feels meaningful, achievable and safe.

There is no single way to continue advocacy. Small actions, repeated over time, can help create lasting change.



Maintain contact with your MP

Send occasional updates or respond to correspondence.



Share BTAA campaigns

Repost, comment or add your own message.



Support awareness events

Help build visibility in your community or workplace.



Welcome new advocates

Encourage and support people joining future programs.



Contribute to consultations

Share consumer perspectives when opportunities arise.



Volunteer with BTAA

Support advocacy, events, communications or community activities.

“
Every ongoing action helps keep brain tumours on the agenda.
”



Choose one next step

Your continued involvement helps build a stronger national advocacy voice.

This Guide's Action

Prepare for the day. Choose how you will stay connected.



Before 14 October

Complete your event-day checklist, review your story and confirm any support or accessibility needs with BTAA.



After 14 October

Send your follow-up, share outcomes with BTAA and complete the participant feedback survey.



For the future

Choose one way you would like to remain connected to BTAA's advocacy community.

My action commitments

I have checked what I need for the event.

☐

I know who to contact if I need support.

☐

I have chosen one post-event follow-up action.

☐

I have chosen one way to stay connected.

☐

You are ready to create change

Thank you for the courage, care and commitment you bring to this work.

Looking Ahead

What happens after the Advocacy Journey guides.

This is the final Journey Guide, but it is not the end of the advocacy community.



1. Within one week

Online debrief to share experiences, reflect and support one another.



2. Within one month

Impact update showing meetings, letters, reach and early outcomes.



3. Monthly

Advocacy community updates with actions, templates and campaign news.



4. Quarterly

Online advocate connection sessions, briefings and skills-building.

“

*Together, we will keep learning, connecting
and advocating for change.*

”



Thank You

Your voice. Your story. Your advocacy.

“ Together, we are building a stronger future for everyone affected by brain tumours. ”



Before the event

Arrive prepared, supported and ready to take part in your own way.



After the event

Stay connected, keep learning and continue advocating with BTAA.

For support, contact Amanda Redford | Executive Officer | Brain Tumour Alliance Australia



Brain Tumour
Alliance Australia

Brand colours

Primary colours

- The primary colour palette should form the main visual focus on most applications.
- However, where another colour is needed, there is a secondary palette that can be used as well detailed on the following page.

Primary – Colour Palette

				
Light Plum #A84E92 Rgb (168,78,146)	Cobalt #23408F Rgb (35,64,143)	Bluish Green #13A462 Rgb (19,164,98)	Lavender Blue #7687B9	White #FFFFFF Rgb (255,255,255)

Secondary colours

- The secondary colour palette compliments the primary colours, allowing for diversity of digital assets whilst still aligning with the BTAA brand.

Secondary – Light

		
Light Plum #A84E92 Rgb (168,78,146)	Cobalt #23408F Rgb (35,64,143)	Bluish Green #13A462 Rgb (19,164,98)