



**ALLIANCE**  
OF AUSTRALIAN MUSLIMS



**Our Unity is  
Our Prosperity**

[australianmuslims.org.au](http://australianmuslims.org.au)

**Alliance of Australian  
Muslims (AAM)**

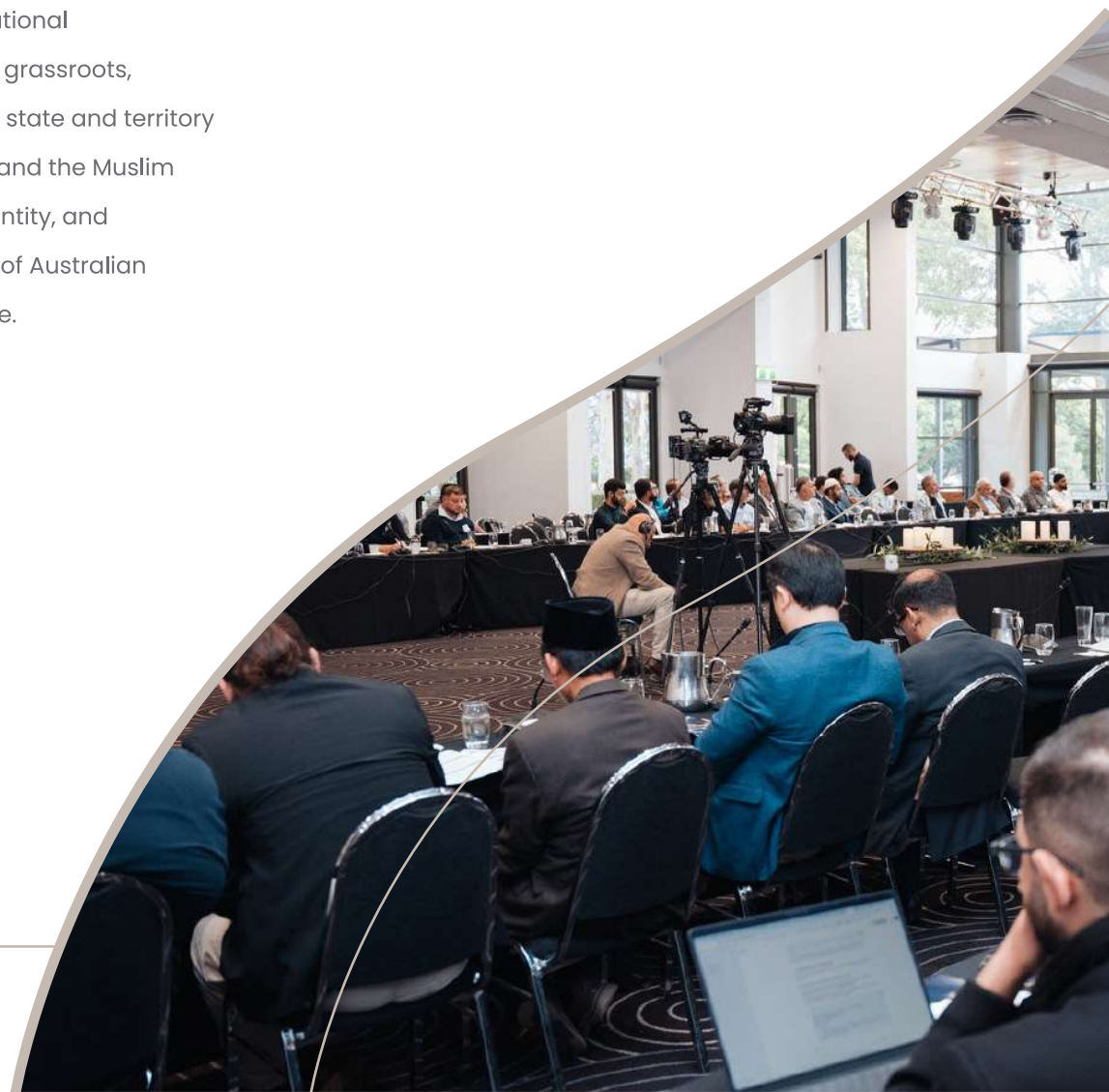
## Overview

The Alliance of Australian Muslims (AAM) is a national representative body comprising more than 260 grassroots, mainstream Muslim organisations across every state and territory in Australia. AAM is committed to serving Islam and the Muslim community with integrity, protecting Islamic identity, and advocating for the rights, welfare, and interests of Australian Muslims now and for future generations to come.



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## Vision

To be the leading collaborative organisation, platform and network that promotes and represents a faithful, confident, and positive Australian Muslim community.

## Mission

To coordinate and promote a positive and dignified Muslim identity, enhance media and political engagement, improve public relations, and advocate for civil rights and religious freedom, with authenticity, integrity and professionalism.



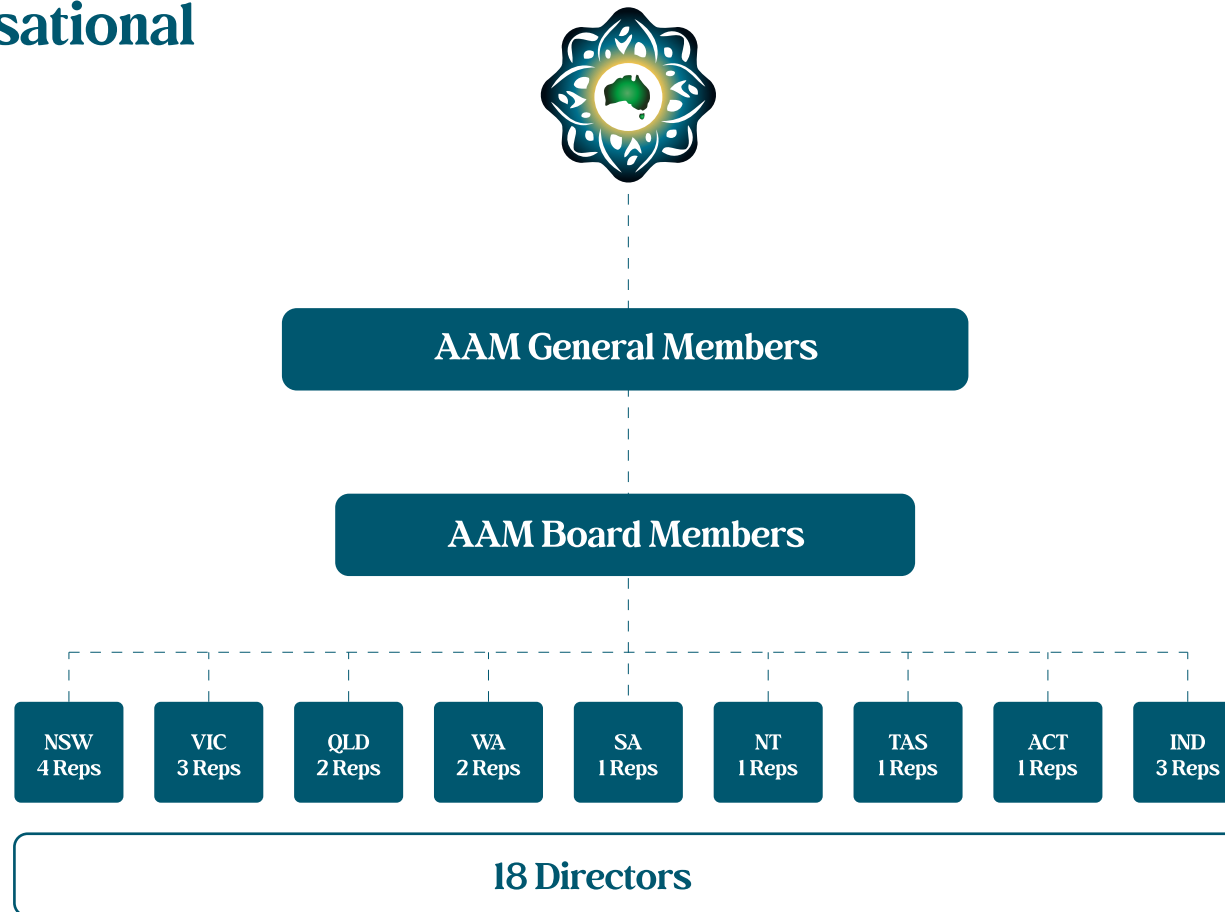
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**AAM provides a unified platform for leadership, advocacy and collaboration, ensuring the community is connected, empowered and supported to thrive and grow.**

## Purpose of AAM

- The primary purpose and goal of the AAM is to serve Islam and Muslims whilst seeking the pleasure of Allah and following the path of his messenger Mohammad (PBUH).
- The Muslim community in Australia is all encompassing, diverse, and inclusive community.
- The Australian Muslim community is diverse in its culture, Islamic schools of thought, groups (Jama'at) and religious opinions and verdicts.
- Australian Muslims must always display mutual respect to one another regardless of what we agree or disagree on.
- The unity of the Muslim community is of utmost importance and this is acknowledged as a religious obligation.
- To work together to overcome the challenges that the Muslim community is encountering nationally and internationally.
- To resolve any disputes amongst ourselves in accordance with the teachings of Islam, religious obligations, and the Islamic code of conduct and ethics.
- No compromise on the fundamental values and principles of the mainstream teachings of Islam derived from the Quran, Sunnah, and the opinion of the majority of the mainstream Muslim scholars and Imams in the past and the present.
- To work with each other for the common good and interest to serve, advance, and prosper the Muslim community in Australia.
- To strive towards preserving the Islamic identity in Australia in accordance to the teachings of the Quran and Sunnah and the mainstream teachings of Islam in order to preserve the future generations of Muslims in Australia.
- To work towards correcting and improving the image of Islam and Muslims in Australia and communicate effectively with all Australian stakeholders, Government and Non-Government organisations and the wider Australian society to convey a positive and accurate representation of Islam and Muslims whilst observing the Islamic teachings and guidelines.
- The Australian Muslim community is part of the fabric of Australian society. We acknowledge that Australia is our country and nation and as such we will be positive contributors towards the security, future prosperity, and development of this country.

# Organisational Chart



## Preservation of Islamic Identity

Examine internal and external factors that influence the Islamic identity of young Australian Muslims and new Muslims (reverts).

Provide workable solutions that can help in the preservation of Islamic identity in the Australian context

Work toward the revival of traditional, mainstream teachings of Islam in accordance with the Quran, Sunnah and the consensus (Ijma'a) of the scholarly community.

Work on creating community and school education programs, designed by subject matter experts, to achieve the above.

Support Islamic centres and Mosques in developing support programs for, and making them more accessible to, young Australian Muslims and reverts.

Engage with, and learn from, local or international organisations/institutions that have successfully worked toward the preservation of Islamic identity in contexts similar to Australia.



**Preservation of  
Islamic Identity**

# AAM Strategic Objectives and Goals

Preserving Islamic identity means nurturing faith, character and confidence in our community, ensuring that our beliefs, values and traditions are protected





**Encourage participation of  
Muslim women in pivotal AAM  
positions & its committee.**

# Foundational Principles of AAM

Core principles guiding the Alliance of Australian Muslims (AAM):



The AAM is established to serve Islam and the Muslim community while seeking the pleasure of Allah (SWT) and following the path of His Messenger Muhammad (PBUH). It is mandated to advocate for and advance the interests of the Australian Muslim community in a principled, professional, dignified and unified manner.



The Australian Muslim community is diverse in culture, background and Islamic schools of thought. This diversity is a strength. Mutual respect is essential, even where differences exist. Unity is a religious obligation and a foundational principle of AAM's work.



The AAM upholds the mainstream teachings of Islam as derived from the Quran and the Sunnah, and as understood by prominent scholars and Imams, past and present. These principles are foundational, while legitimate diversity in schools of thought and scholarly opinion within the Muslim community is respected.



The AAM works to bring Muslim organisations and leaders together to address challenges facing the Australian Muslim community nationally and internationally, now and in the future. It provides a national platform for coordination, consultation and collective action and effort.



Preserving Islamic identity is a core priority, and the AAM supports future generations through education and awareness, community programs, leadership development, and engagement initiatives that strengthen faith, confidence, and belonging.



The AAM engages constructively and impartially with key stakeholders, government, all political parties, institutions, media, and civil society to improve public understanding of Islam and Muslims, while maintaining political neutrality. It promotes accurate representation, counters misinformation, and advocates for the civil rights, religious freedom, safety, and well-being of Muslims in Australia.



The AAM affirms that the Muslim community is an integral part of Australian society, with a long-standing history and presence in the nation's social fabric. It recognises Australia as our homeland and promotes positive contribution to social harmony, security, and future prosperity, while preserving our Islamic, Muslim and religious identity and values.



**The AAM engages constructively and impartially with key stakeholders, government, all political parties,**

# The AAM's Strategic Priorities and Future Direction

AAM's direction over the following years focuses on five national priorities.

**National Islamic Identity and Education Program.**

01

**National Political Advocacy and Mobilisation Strategy.**

02

**National Media and Public Representation Strategy.**

03

**National Youth and Women Leadership Framework and Empowerment.**

04

**Strengthening and Uplifting Mosques and Islamic Organisations through Capacity Building.**

05



# Core Objectives and Activities

AAM's programs operate through three core pillars.

## 01 Unity, Leadership, Collaboration and Community Building

AAM unites Muslim organisations, Imams, scholars, youth, women and new Muslims across Australia through a single national platform based on mutual respect and shared Islamic values.

It strengthens community unity by promoting collaboration across Islamic schools of thought and community groups and by focusing on common denominators and interests that unite and bind the community together.

AAM delivers national leadership development, governance training, capacity building and organisational support to strengthen and uplift mosques, Islamic organisations and institutions.

It supports mosques and Islamic centres in governance, youth engagement, women's empowerment, education programming and community outreach. AAM also invests in strengthening Islamic identity through community education and awareness initiatives and dedicated support for new Muslims.

Youth and women are at the centre of AAM's work. AAM creates pathways for them to participate in advisory roles, leadership training, advocacy programs and community service, and to take an active role in leading and shaping the future of the Australian Muslim community.

National summits, leadership forums and networking events support a unified, capable and empowered Muslim community across Australia.

## 02 Political Engagement, Education and Advocacy

AAM engages constructively and impartially with key stakeholders, including political parties across the political spectrum, government departments, agencies, and decision-makers at all levels of government, to protect the civil rights, religious freedoms, welfare, and interests of the Muslim community in Australia. Its advocacy is principled, neutral and bipartisan.

AAM's political engagement is informed by the significant challenges facing Australian Muslims, including the rise of Islamophobia and anti-Muslim hate, global injustices such as the war and genocide in Gaza and other ongoing humanitarian crises, as well as pressures on Islamic identity.

With more than 260 member organisations, AAM provides a unified and credible voice that represents the diverse concerns of the community.

In recent times, AAM has engaged constructively with all political parties, advocated for the recognition of the State of Palestine, submitted law reform proposals to include religion and faith as protected attributes, and expanded national political literacy through workshops and community consultations. Digital tools, such as the Campaigns Tool, and national events, like the annual National Muslim Community Iftar, have strengthened civic participation and unity.

Training programs will be expanded to develop future Muslim leaders in political advocacy, public policy, and strategic communication. AAM will support member organisations in engaging with their local MPs and political representatives, as well as in preparing professional briefing materials for meetings.

This will strengthen political influence, increase participation in policy development and decision-making, and enhance visibility, while advancing the interests of the Muslim community nationwide.

## 03 AAM Leads a Unified Media strategy

To ensure Islam and Australian Muslims are represented accurately, fairly, and professionally. It responds to misrepresentation, counters negative perceptions and narratives about Islam and Muslims, highlights positive stories, and strengthens relationships with journalists and media organisations and agencies to advance the interests of the Australian Muslim community.

A key focus is developing Muslim spokespeople capable of engaging confidently with the media. AAM provides media training programs, public speaking workshops and narrative development sessions for Imams, youth, women and community leaders.

AAM also operates Muslim Media Watch, a platform for reporting biased or harmful media coverage on Islam and Muslims. This helps identify patterns, support rapid responses and advocate for ethical reporting standards.

AAM enhances the visibility of Muslim leaders and organisations online, promotes community achievements and increases participation in national and state public events. These efforts collectively improve public understanding of Islam and Muslims, counter misinformation and support a more empowered and media-savvy Muslim community.



## Key National Issues AAM Addresses

AAM responds to challenges, including:

**Rising Islamophobia,  
Anti Muslim hate  
and discrimination.**

01

**Misrepresentation  
of Islam and  
Muslims in the  
media.**

02

**Constructive  
political  
engagement and  
civic participation.**

03

**Governance and  
institutional  
challenges &  
Youth identity  
challenges and  
pressures.**

04

**Understanding  
and overcoming  
barriers that  
Muslim women  
face.**

05

**Fragmentation  
and disputes  
within the  
community**

06

# Impact Framework

AAM measures progress through:

**Unity and collaboration across all Australian states and territories and organisations.**

**01**

**Leadership and training outcomes for youth and women.**

**02**

**Policy submissions and government engagement outcomes.**

**03**

**Election awareness, mobilisation and civic participation levels.**

**04**

**Media response quality and national coverage trends.**

**05**

**Organisational governance enhancements and capacity development.**

**06**

## Membership Benefits

AAM responds to challenges, including:

- Access to leadership capacity building and governance training
- National networking opportunities
- Involvement in strategic national initiatives
- Representation at national political and media levels
- Support in times of media crisis
- Advocacy training resources and tools.
- Resources for strengthening and uplifting mosques and Islamic centres

## Becoming a Member

Visiting the website to learn more and become a member

Join the Alliance of Australian Muslims (AAM) and become part of a wide network of Muslim organisations across the country, working together to strengthen, empower and advance our communities.

[www.australianmuslims.org.au/join](http://www.australianmuslims.org.au/join)

## Proposed Actions

Our proposed actions outline a practical and values-driven framework to strengthen the Muslim community at every level.

These priorities are designed to preserve faith, build capable leadership, and ensure confident, principled engagement within the broader Australian society.

- **Unite Muslim leaders and organisations around shared Islamic values and interests**
- **Strengthen Islamic identity and preserve faith for future generations, with authenticity, integrity and confidence.**
- **Improve political and media representation at the national and state levels**
- **Build leadership pathways for youth and women**
- **Support Imams, Muslim leaders, mosques and Islamic centres through capacity building, governance support and practical community tools.**
- **Advocate for religious freedom, civil rights and protections against discrimination**
- **Build alliances with First Nations, faith and multicultural communities**
- **Promote responsible citizenship and civic participation**



# Our Unity is our Prosperity

A United Community with One Voice, Shared Values and Purpose.

United in working together for a brighter future.



## Alliance of Australian Muslims (AAM)

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