

COUNTRY TO CANBERRA - PARTNER PACK

Leadership Competition



Thankyou for supporting the 2026 Country to Canberra Leadership Competition.
This pack gives you everything you need to co-promote the competition through your channels.

THEME

What does the future of health look like in your community?

ENTRIES OPEN

Now - Sunday 28 June 2026

PORTAL

countrytocanberra.com.au/leadership-competition

IMPACT & OVERVIEW

About the Competition

Country to Canberra is a national not-for-profit running the annual National Rural Ambassador Leadership Program - giving young women and non-binary people in rural, regional and remote Australia a platform to lead, be heard, and make a difference.

16-18

Age range for eligible entrants

4

Entry formats - written, video, visual, pitch

28 Jun

Entries close Sunday 28 June 2026

1

All expenses paid Power Trip to Canberra

The 2026 competition invites young women and non-binary people to respond to the theme **"What does the future of health look like in your community?"** The winner receives an all-expenses-paid **Power Trip to Canberra**, leadership development, mentoring, and national recognition.

As a sponsor or partner, your support helps amplify rural voices and create meaningful opportunities for young leaders across Australia. This pack gives you ready-to-use content to share the competition through your own channels.

WHAT'S IN THIS PACK

Key Messages - core competition messages tailored for partner and sponsor use, with standardised CTA wording

Social Media Captions - 6 ready-to-post captions written from a partner's perspective, with hashtags and copy buttons

Partner Email Template - to share the competition internally with your team, networks, or stakeholders

MESSAGING

Key Messages for Partners & Sponsors

Use these messages in your own communications - social posts, newsletters, internal updates, and media. Adapt the wording to suit your voice while keeping the core message intact.

CORE MESSAGE

"Your voice can shape the future of health in your community."

Use as a headline or hero message across all channels. Better food systems. Clean water. Accessible healthcare.

COMPETITION OPEN

The 2026 Leadership Competition is NOW open - entries close Sunday 28 June.

Lead with this in launch posts and newsletters.

THE THEME

What does the future of health look like in your community?"

Always include this verbatim - it's the heart of the competition. Consider healthy living, food, water, access.

WHO CAN ENTER

Open to young women and non-binary people aged 16-18 in rural, regional or remote Australia.

Include in all posts targeting eligible audiences or educators.

ENTRY FORMATS

Enter as a written response, video, visual piece, or product/service pitch.

Reassures entrants there's a format for every strength.

THE PRIZE

Win an all-expenses-paid Power Trip to Canberra plus mentoring and leadership development.

Use in posts aimed at potential entrants or parents.

PARTNER FRAMING

Proud to support Country to Canberra in amplifying rural young women's and non-binary peoples voices on the future of health.

Adapt as your co-promotion framing for social and internal comms.

CALL TO ACTION

Enter now at countrytocanberra.com.au/leadership-competition - entries close 28 June.

Use this CTA in every post and communication.

STANDARDISED CTA WORDING - USE THESE CONSISTENTLY

Enter now

Submit your idea before 28 June

Tag someone who should enter

TO NE OF VOICE

- Warm, empowering, and energising - speak to young rural women and non-binary people as capable leaders
- Avoid jargon - use plain language and be inclusive in all descriptions
- Always use the full competition theme wording verbatim in any mention of the theme
- Tag @countrytocanberra on Instagram and Facebook wherever possible

SOCIAL MEDIA

Partner Captions

Six ready-to-use captions for Instagram, Facebook and LinkedIn. Replace [portal link] with the live URL before posting. Tag @countrytocanberra where possible. Captions are written from a partner's perspective.

POST 1 - LAUNCH

We're proud to support the 2026 Country to Canberra Leadership Competition.

We're proud to support @countrytocanberra's 2026 Leadership Competition and we're calling on young women and non-binary people in rural Australia to enter! 🌱 This year's theme: "What does the future of health look like in your community?" If you're aged 16-18 and living in rural, regional or remote Australia. Enter now at [portal link]. Entries close Sunday 28 June 2026. #CountryToCanberra #LeadershipCompetition #RuralYouth #C2C2026

POST 2 - THE THEME

"What does the future of health look like in your community?"

This is the question at the heart of @countrytocanberra's 2026 Leadership Competition and we think the answer starts with young people in rural Australia. 🗣️ There's no right answer. There's only YOUR answer. Enter in any format: written, video, visual piece, or a product pitch. Apply at [portal link] before Sunday 28 June 2026. #WhatDoesHealthLookLike #RuralHealth #CountryToCanberra #C2C2026

POST 3 - WHO CAN ENTER

Know a young woman or non-binary person in rural Australia? Share this.

We're sharing this because we believe rural voices deserve to be heard. @countrytocanberra's 2026 Leadership Competition is open to young women and non-binary people aged 16-18 in rural, regional or remote Australia. No experience needed, just ideas and a story to tell. 🌱 Enter at [portal link] by 28 June. Tag someone who should apply! 🙌 #RuralLeaders #YoungWomen #CountryToCanberra #EligibleToEnter

POST 4 - THE PRIZE

"What does the future of health look like in your community?"

The winner of @countrytocanberra's 2026 Leadership Competition receives an all-expenses-paid Power Trip to Canberra, plus mentoring, leadership development, and a network of young rural leaders. 🏠 Imagine taking your ideas from your community all the way to Parliament House. Enter at [portal link] before Sunday 28 June 2026. #PowerTrip #Canberra #CountryToCanberra #RuralLeadership

POST 5 - HOW TO ENTER

4 ways to enter. Choose what works for you.

We love that @countrytocanberra's 2026 Leadership Competition lets young people enter in the format that suits them best. 📝 Written (400–600 words) 🎥 Video (3–4 min) 🖼️ Visual piece + justification 💡 Product or service pitch. No matter how you tell your story, they want to hear it. Enter at [portal link] by 28 June. #HowToEnter #CountryToCanberra #YourVoice #RuralAustralia

POST 6 - DEADLINE

Last chance — entries close Sunday 28 June 2026.

🕒 Time is running out! Entries for @countrytocanberra's 2026 Leadership Competition close this Sunday 28 June. If you know a young woman or non-binary person aged 16-18 in rural or regional Australia, please share this with them now. Their ideas could shape the future of health in their community. Enter at [portal link]. #LastChance #C2C2026 #CountryToCanberra #DontMissOut

EMAIL TEMPLATE

Internal Partner Email

Use this template to share the competition with your team, networks, or stakeholders. Customise the opening and sign-off to suit your organisation. Replace all [bracketed fields] before sending.

To: [Your team / network / stakeholder list]

From: [Your name and email]

Subject: **We're proud to support the Country to Canberra 2026 Leadership Competition - know a young person who should enter?**

Hi [Team / Name],

I wanted to share some exciting news about an initiative we're proud to support — the Country to Canberra 2026 Leadership Competition.

Country to Canberra is a national program giving young women and non-binary people aged 15–25 in rural, regional and remote Australia a platform to share their voice. This year's theme: **"What does the future of health look like in your community?"**

Entries are open now and close on **Sunday 28 June 2026**.

Who can enter?

- Young women and non-binary people aged 16–18
- Living in rural, regional or remote Australia
- Passionate about health, community, and making a difference

How do they enter?

- A written response (400–600 words)
- A video response (3–4 minutes)
- A visual piece with a written justification (300–400 words)
- A pitch of a product or service

The winner receives an all-expenses-paid Power Trip to Canberra, leadership development and mentoring, and connection to a national network of young rural leaders.

If you know a young person - a family member, neighbour, employee, or community member who might be eligible, please share this link with them. Rural voices deserve to be heard, and this competition is a powerful platform to make that happen.

Thank you for helping us spread the word. Together we can make sure more young people in rural Australia know this opportunity exists.

Kind regards,