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The cover design for this edition of our Annual Report, and its theme, "Giving Wings To Equality", was inspired by the idea that the journey towards gender equality is an effort of equal partnership between both women and men, and boys and girls. We need to work together to develop the means, or the "wings", to raise society up to greater heights of progress. Our theme is rooted in PWDC's firm belief that there is no social justice without gender equality.

# MESSAGE FROM THE CHAIRPERSON



Gender equality is the cornerstone of social justice. We cannot speak of a society that is truly fair and progressive, if half its population does not equally enjoy rights and opportunities that enable each individual to live up to their fullest potential. The path towards gender equality is one which needs to be taken not just by women but also men. In other words, gender equality is everyone's responsibility.

YB PUAN CHONG ENG  
Chairperson  
Penang Women's Development  
Corporation

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In 2015, the Penang Women's Development Corporation (PWDC), which was established in 2011, moved into its fourth year of operations. PWDC, being the first organisation of its kind in our political history, has been breaking new ground since day one. It delights me to share that this year has been no exception, as we continued to make strides through our various work programmes.

Through our Gender Responsive and Participatory Budgeting (GRPB) Programme, we welcomed with great pride the implementation of the first-in-Penang Community Cleanliness and Security Contracts at PPR Ampangan and PPR Jalan Sungai. These contracts were the fruits of years of tireless efforts by the GRPB Team in building strong relationships and a culture of participatory governance among the local communities there, through the GRPB 4-phase process of demographic surveys, focus group discussions, community voting exercises and conveying the voting results to the local authorities to ensure that citizens' voices – those of various groups of women, men and children in the community – are not just heard but also given effect to. In addition to this major achievement, the GRPB Programme also achieved a first in terms of providing consultation and support in the Machang Bubuk *Duit Kita Hak Kita* ("Our Money, Our Say") project initiated by the local elected representatives there. Overall, the GRPB Programme's work reflects a success story on how far we have come in terms of creating and sustaining a vibrant, dynamic and democratic relationship among ordinary citizens

and the local government. Our work continued to gain recognition at the regional and international levels with the GRPB Programme's study visits to Kerala, India and Semarang, Indonesia by the Programme Team as well as selected representatives from both our Local Council partners, Penang Island City Council (MBPP) and Seberang Perai Municipal Council (MPSP).

Our Women's Empowerment and Leadership (WEL) Programme also expanded its reach into new territory this year in the effort to create an enabling environment for the development of more and better women leaders, particularly at the local level. We presented sessions on gender and PWDC's work in the *Kursus JKKK* targeted at senior office bearers of the JKKK, reaching out to over 660 local community leaders, including women leaders from the *Briged Wanita Pulau Pinang* across all five districts of the State. We also supported the audit of numerous JKKKs across the State in terms of assessing their gender inclusivity and women's participation (setting a 30% minimum as a benchmark) towards determining the Best JKKK Award. We launched *Tampil: Siri Pemberdayaan Wanita Setempat*, a new programme aimed at enhancing gender awareness and access to resources among grassroots women, and organised a Tamil Community Women's Empowerment training session for women from the former estate areas of *Seberang Perai Selatan*. We also took our Lean In @ Penang forum series into the government sector with Lean In @ MBPP and Lean In @ KOMTAR respectively (both of which were very well received), organised an enhanced Women's Leadership in Local Governance training programme which included not just an extended in-depth workshop on relevant topics, but also practical visits to both Local Councils for participants to observe full council meetings in full swing, and started a new gender awareness talk series called "Gender Savvy" reaching out to students and youths in various colleges in Penang.

## ABOUT US

We continued our advocacy in support of better access to childcare and family-friendly workplaces through our Women's Empowerment Support (WES) Programme, including a presentation at the Northern Region Diversity Summit to this effect, and through our Research, Policy and Advocacy (RPA) Programme in support of gender sensitive infrastructure design through the drafting of a Gender-Friendly Checklist as well as various other important strategic networking activities.

This year, we also organised and supported other groundbreaking events, including the first ever TEDxWeldQuayWomen in Penang, which featured seven prominent women speakers presenting their bold ideas around the theme, "Momentum", a public forum critically examining the situation of Muslim women's rights in the country and State, and one which explored the important issue of retaining women in the workforce.

All in, 2015 has been a tremendous year for PWDC.

I would like to record my deepest appreciation for the continued support and contributions towards our work by the Federal and State Government departments and agencies, private sector, NGOs, and our other partners, volunteers, target communities and participants as well as members of the public. I am also grateful to my colleagues on the PWDC Board of Directors, PWDC Advisory Committees and PWDC management and staff for their passion and dedication in moving our vision forward.

As reflected on our Annual Report cover this year, together, as conscientious women and men of Penang, we can equip gender equality with the "wings" to fly high.

Thank you.



“ PWDC believes that Penang's people are the key to her future and shared prosperity, and that all women and men, girls and boys must have the opportunities, rights and freedoms to develop their full potential as citizens. ”

The Penang Women's Development Corporation (PWDC) is a state agency which works towards the transformation of Penang into an advanced and progressive society through the promotion of equality among all women and men, girls and boys regardless of ethnicity, religion, gender or socio-economic background. PWDC believes that Penang's people are the key to her future and shared prosperity, and that all women and men, girls and boys must have the opportunities, rights and freedoms to develop their full potential as citizens.

Since its establishment in November 2011, PWDC has played a pivotal role as the key State Government agency working towards the mainstreaming of gender equality, social inclusiveness and good governance across all sectors in Penang. PWDC achieves this by working with partners to plan and implement gender-responsive projects, raise public awareness of gender issues, and build capacity among individuals and communities. PWDC also advocates measures to bridge gender gaps between women and men in the economy, public sphere, politics and governance.

As Penang progresses towards its aspiration of being an advanced society, PWDC will continue to strategise and execute multi-level and multi-pronged approaches to bring about meaningful and lasting change. PWDC envisions a future in which all women and men, girls and boys will have the equal opportunity to fully contribute to and benefit from a Penang which values and upholds the principles of democratic participation, respect for diversity and individual dignity, inclusiveness and social justice.

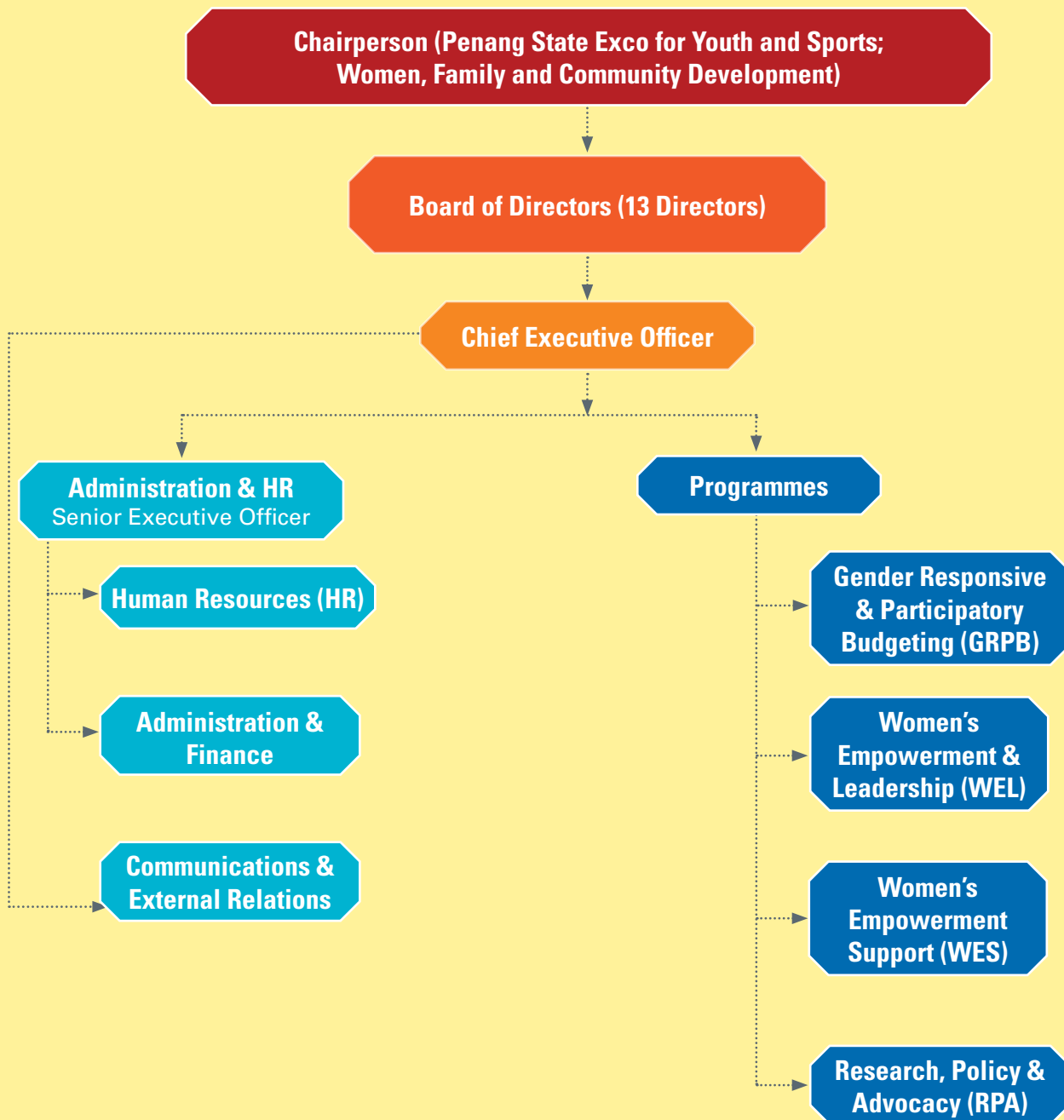


# BOARD OF DIRECTORS





# ORGANISATIONAL STRUCTURE



## CAMPAIGN AND PUBLIC EVENT HIGHLIGHTS

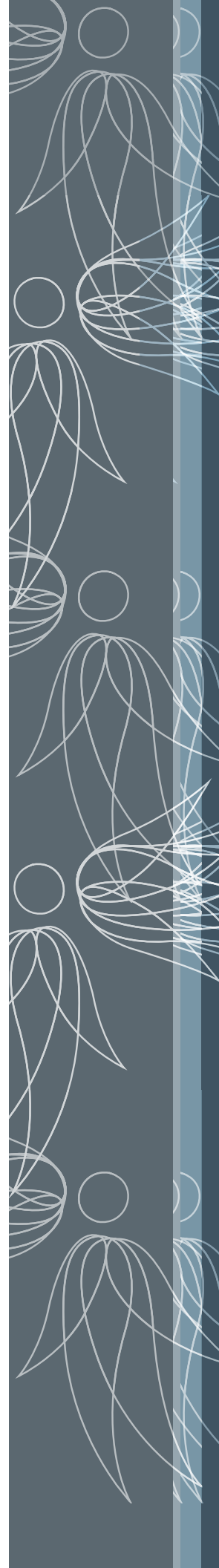
### AN INTRODUCTION

Every year, PWDC organises events targeted at raising public awareness on issues pertaining to women and gender in the State and beyond.

Our campaigns and public events typically fall within the months of March and November; March, for the celebration of International Women's Day that falls on 8 March throughout the entire month, and November, for the commemoration of the global campaign of 16 Days Against Gender-Based Violence and the International Day for the Elimination of Violence Against Women which falls on 25 November.

For the latter, PWDC is proud to lead the groundbreaking campaign known as "Penang Goes Orange" (PGO), held throughout the month of November, which sees the State Government championing efforts to raise awareness and support for the effort to eliminate violence against women and children. This year, 2015, marks the second year running that PWDC has organised the campaign.

In addition to International Women's Day and Penang Goes Orange, we also collaborated with various partners and supporting organisations to organise the first TEDxWeldQuayWomen event in the State which took place on 30 May 2015.





## TEDxWeldQuayWomen, 30 May 2015

In conjunction with TEDWomen 2015, PWDC together with its partner organisations joined a global community of men and women interested in providing a platform to explore bold and innovative ideas that create momentum in how we think, live and work around the world. The event, which was extremely well received, featured seven outstanding women speakers from Penang who covered a range of topics from various facets of human rights and democracy, to innovations in business style, to staying ahead at the workplace: Syerleena Abdul Rashid, Penang Island City Council (MBPP) Councillor; Dr Hartini Zainudin, CEO of Yayasan Siti Sapura Husin; Peggy Tan, Co-Founder of Switch; Wanis Suwini, copywriter and brand strategist; Boonsiri Somchit, VP of Finance & Global Services at AMD; Regina Ibrahim, writer and artist; and Kim Khaira, activist and community worker with Penang Stop Human Trafficking Campaign.



## CAMPAIGN AND PUBLIC EVENT HIGHLIGHTS



### Penang Goes Orange (PGO), November 2015

PGO was inspired by the United Nations' call for every 25th of the month to be "Orange Day", a day to raise awareness on violence against women (VAW). In 2015, our theme was "End Violence Against Women for Gender Equality".

Throughout November, we collaborated with various partners and sponsors, including the World Alliance for Breastfeeding Action (WABA), Buletin Mutiara, Happy Event, Women's Centre for Change (WCC), Ultimate Print Sdn Bhd, Gurney Paragon Mall, KDU College and Anchor Butter, to organise forums, dialogues and workshops across Penang Island and Seberang Perai. Highlights included the campaign launch and the "Retro Carnival Goes Orange" at Gurney Paragon on 14-15 November, a forum on the Domestic Violence Act at KOMTAR on 25 November, a storytelling session titled "VOICES: Woman Is I" at the George Town Literary Festival on 27 November, and a poster design competition with Buletin Mutiara from 25 September to 25 November 2015. Through this important campaign, the State Government aims to raise awareness on this serious issue and urge members of the public to be proactive citizens in fighting VAW and promoting gender equality in society.

ACCORDING TO THE UNITED NATIONS

**1 IN 3 WOMEN**



WILL BE  
**BEATEN,  
RAPED, OR  
ABUSED**  
BY AN INTIMATE  
PARTNER DURING  
HER LIFETIME.



### IN MALAYSIA



were reported from  
**2002 - 2013 <sup>1</sup>**

**<10%**  
perpetrators of reported  
rapes charged

**3%**  
conviction rate  
for rape involving  
children in 2013 <sup>2</sup>



Sources:

<sup>1</sup> <http://wccpenang.org/wccnew/wp-content/uploads/2014/09/VAW2.pdf>

<sup>2</sup> <http://www.themalaymailonline.com/what-you-think/article/a-mind-boggling-decision-womens-centre-for-change>





## **“VOICES: Woman Is I” at the George Town Literary Festival (GTLF), 27 November 2015**

*This collaboration with the GTLF comprised of two parts. The first was a preliminary workshop organised by PWDC on 17 and 18 October 2015 which saw 13 women writers undergoing awareness raising sessions on gender, intersectionality and related issues to enable them to reflect on the gendered dimensions of their lives. Out of the 13 participants, six writers were then selected to participate in the second part of the process – a public reading of their work at the GTLF on 27 November 2015, which proved to be a powerful and moving experience for all who attended.*

## STRATEGIC NETWORKING



PWDC celebrated International Women's Day (IWD) 2015 on 8 March together with the Women's Centre for Change, Penang (WCC) @ Occupy Beach Street. This year's IWD theme, "Make It Happen", is a call to all Malaysians to bring about change by saying no to violence and to promote gender equality, justice and peace.



A briefing on "Introduction to PWDC and Gender Equality" was held on 6 June for staff from the Offices and Service Centres of Members of Parliament and State Assemblypersons in Penang. The briefing helped to familiarise these staff with PWDC's various areas of work and to give them a basic understanding on gender equality and the situation of women in Penang and Malaysia, in order to enable them to serve women and communities more effectively in their respective constituencies.



Visit by DAP Selangor women @ Level 52, KOMTAR, George Town on 14 August.





*Visit to PWDC by Persatuan Mahasiswa in collaboration with PYDC @ PWDC Conference Room, KOMTAR, George Town on 11 August.*



*WEL Volunteers Appreciation Gathering @ Ananda Bahwan Jalan Macalister, Penang on 15 August.*



*Briefing by PWDC to MBPP & MPSP new councillors @ PWDC Conference Room, Level 47, KOMTAR, George Town on 23 April.*

# PROGRAMME HIGHLIGHTS

## GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

### AN OVERVIEW

Gender Responsive and Participatory Budgeting (GRPB) is a “whole of government” activity that links together communities, agencies and all levels of government. It bridges the gap between service users and service providers, and rests squarely in the context of good governance and gender equality, and our search for the most effective, efficient, socially just policies and budgeting.

With the tagline “Different People, Different Needs,” the GRPB Programme helps us recognise the often significant differences in the needs of different people. This importantly includes the differences between the needs of men and women, girls and boys. In addition there are also different groups of men and women, girls and boys. GRPB takes into holistic consideration the different situations, experiences, needs, contributions and potentials of these different groups. By doing so, it recognises the different services that are needed, and the different ways different people use and benefit from existing services. It increases our understanding of who needs supporting, where and how.

#### The Benefits of GRPB

- helps achieve good governance
- includes all stakeholders in budget planning and delivery
- is responsive to different needs of different people
- addresses the gender gap
- allows data to support better and more informed policies
- strengthens the linkages between economic and social policy outcomes
- promotes openness and transparency





# 2015 CALENDAR OF EVENTS

## Transforming Communities

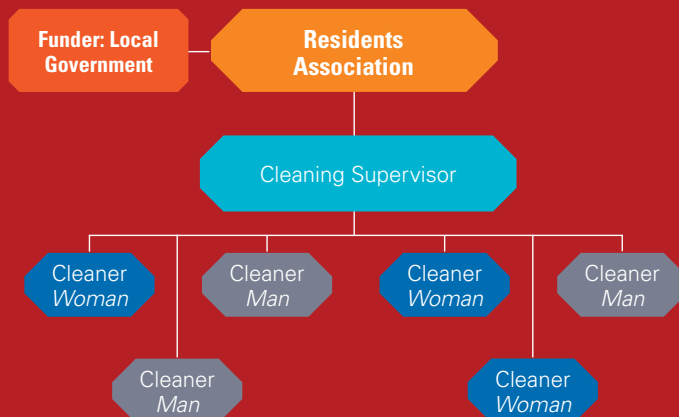
The consultation-based component of the GRPB Programme involves focus group discussions (FGDs) to facilitate dialogue among the communities, the local governments and other stakeholders. Through these FGDs, community members express their needs and concerns, and, at the same time, propose solutions to overcome common problems or challenges they experience in their residential areas. This empowering process helps people to look beyond their individual needs and become agents for change in their communities.



Among the biggest achievements of community engagement through the implementation of GRPB in Penang is the Community Contract which first started at PPR Jalan Sungai in 2013. The first contract that covers the aspect of cleanliness has been the benchmark for others to follow. Now, in 2015, PPR Jalan Sungai in partnership with MBPP has ventured into a Community Security Contract while PPR Ampangan, in partnership with Seberang Perai Municipal Council (MPSP), has adopted the Community Cleanliness Contract, and once more the initiative has been proven effective in letting the residents take ownership and responsibility for their surroundings, which has hastened the transformation and uplifting of their well-being.

The GRPB Programme in Penang is therefore unique because of its approach in including the people as stakeholders, and fusing both gender responsive as well as participatory aspects of public budgeting to great success. PWDC has shared, and continues to share these achievements at various platforms, including conferences and seminars, at the local, regional and global levels.

## COMMUNITY CONTRACT CLEANING PROGRAMME STRUCTURE



*The PPR Ampangan Community Contract on Cleanliness commenced on 1 January.*

# 2015 CALENDAR OF EVENTS

## SMART PARTNERSHIP WITH MBPP AND MPSP

This year, through our continuing smart partnership with MBPP, the GRPB 4-Phase Penang Model – demographic survey, FGDs, voting by community and conveying voting results plus implementation – was adapted on a wider scale beyond community housing projects into the upgrading of public facilities, namely, the Campbell Street Market.

Confident in the success achieved implementing GRPB at the community level, both MBPP and MPSP have taken concrete steps towards institutionalising GRPB at the local government levels. Two study visits facilitated by PWDC were conducted to learn more about implementation of GRPB in other countries: the first, to Kerala, India, by 17 MPSP delegates from 17-21 August and the second, to Semarang, Indonesia by nine MBPP delegates from 1-5 September. All delegates were key decision-makers in their respective areas of work.

### APRIL

- 23: Briefing to new MBPP and MPSP Councillor
- 28: GRPB presentation to visitors from Sibu, Sarawak

### JUNE

- 13: Facilitation of 2016 Budget Dialogue MPSP @ The Light, Seberang Jaya

### AUGUST

- 17-21: Study visit to Kerala, India by MPSP delegates
- 26: GRPB Presentation to visitors from Progressive Alliance and SOCDEM Conference
- 27: LA21 Ansan City, Seoul Visit to GRPB-PWDC and PPR Jalan Sungai

### SEPTEMBER

- 1-5: Study visit to Semarang, Indonesia by MBPP

### OCTOBER

- 5: Roundtable Meeting for Study Visit to Kerala and Semarang & Strategic Action Plan for the Institutionalisation of GRPB in MBPP & MPSP
- 10 & 31: GRPB Presentation to *Sidang ADUN Muda*



*The Campbell Street Market upgrading project.*



*Study visit by PWDC and MBPP to Semarang, Indonesia.*



# 2015 CALENDAR OF EVENTS

## Extension of GRPB Tri-Partite Partnership



*The Machang Bubuk Community Project: Duit Kita Hak Kita ("Our Money, Our Say").*

In 2015, PWDC extended its range of smart partnerships in exciting ways. We were invited to implement GRPB in a low-income housing area in Taman Teluk Indah by the Office of the Deputy Chief Minister II of Penang. We also kicked off the *Duit Kita Hak Kita* ("Our Money, Our Say") project, the first of its kind, initiated by Machang Bubuk State Assemblyperson, YB Lee Khai Loon and Bukit Mertajam Member of Parliament, YB Steven Sim. Both these innovative leaders have allocated RM50,000 each for the people of Machang Bubuk to decide on what project they want to implement in their area through GRPB's participatory approach.

### JUNE – OCTOBER

- Phase 1 survey of Taman Teluk Indah Community Project

### JULY

- 5: Phase 1 Capacity Building of Machang Bubuk Community Project *Duit Kita Hak Kita* ("Our Money, Our Say")

### OCTOBER

- 29: Presentation of results of Phase 1 of Taman Teluk Indah project

### DECEMBER

- 11: Presentation of results of Phase 1 and launching of Phase 2 of Machang Bubuk Community Project *Duit Kita Hak Kita* ("Our Money, Our Say")

# WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

## AN OVERVIEW

The Women's Empowerment and Leadership (WEL) Programme aims to promote women's participation, leadership and capacity development across various sectors, particularly by improving the understanding and advocacy skills of women and key stakeholders on gender equality, women's leadership and good governance.

The WEL Programme also seeks to enhance women's socio-economic circumstances through the improvement of access (particular for women from low-income and other vulnerable groups) to relevant resources, including State Government aid programmes.

Two key thrust areas have been identified under the WEL Programme for this year: women's political leadership development, and creating an enabling environment for women's participation and empowerment.

The first focuses on increasing and enhancing the talent pool of potential gender sensitive women leaders at the level of local governance, particularly at the Community Development and Security Committee (JKKK) and the Local Council levels. It also aims to strengthen existing women leaders at these levels by providing them with appropriate platforms for networking and advocacy.

The second thrust area promotes the empowerment of women through the creation of an enabling environment with supportive laws, policies and practices. In order to bring about such an environment, it is important to raise awareness and advocate on gender equality with various stakeholders, including existing decision-makers.





# 2015 CALENDAR OF EVENTS

## Women's Leadership Trainings

This year, we organised a Women's Leadership in Local Governance Training for 21 participants (including two men, in recognition of gender diversity) with the following key objectives:

- To increase the pool of potential women leaders at the local government level, including at the level of Local Council
- To build the participants' gender perspective, as well as relevant analytical skills, on gender equality and good governance
- To improve participants' broad understanding of structures and powers of government at different levels, with a focus on the functions and operations of Local Government in particular
- To provide a networking platform and support group amongst participants towards strengthening their leadership potential

The training was divided into two parts: a intensive workshop spanning one and a half days, which covered various topics including gender, good governance, confidence in public speaking, structures, functions and operations of government, and personal sharing by former and existing Local Councillors at a forum session.

### APRIL

- 23: Briefing on the work of PWDC, including the WEL Programme, to newly appointed Local Councillors of the MBPP and MPSP @ PWDC Office

### JULY

- 30: Practical visits to the MBPP and MPSP for participants from our Women's Leadership in Local Governance Training

### AUGUST

- 22 & 23: Women's Leadership in Local Governance Training Workshop @ Cititel Penang



*Our Women's Leadership in Local Governance Training Workshop was successfully carried out in collaboration with MBPP and MPSP on 22 & 23 August.*

# 2015 CALENDAR OF EVENTS

## Awareness Raising on Gender Equality and Women's Empowerment

As with previous years, under the WEL Programme this year, a variety of activities was organised to increase awareness and understanding on gender equality and women's empowerment across various levels.

Among others, we took our Lean In @ Penang series, aimed at professionals, into the government or civil service sector this year with our Lean In @ MBPP and Lean In @ KOMTAR, and maintained our connection with the private sector through our Lean in @ Altera on 14 October.

In terms of our work with women from grassroots communities, 2015 saw the debut of our new *Tampil: Program Pemberdayaan Wanita Setempat* sessions aimed at encouraging women at the local grassroots community level to step forward (which is what "Tampil" means in Bahasa Malaysia) and take the first step towards leadership by improving their own learning and understanding of their situations in society today, as well as the various forms of support available to them from the State Government and other agencies. In 2015, we reached out to a total of 297 participants through our *Tampil* sessions. We also reached out to the Tamil grassroots community through our work with women from the former estate areas of *Seberang Perai Selatan* with our women's empowerment and awareness raising workshops.

Other than that, various other awareness raising events and activities on gender equality and related issues were organised in different languages and for different stakeholders (including students and youth) throughout the year.

### MARCH

- 8: Mandarin Language gender awareness raising session in collaboration with State Assemblyperson for Machang Bubuk @ YB Lee Khai Loon's Service Centre, Machang Bubuk

- 12: Lean In @ MBPP @ Cititel Penang

- 14 & 28: Gender Savvy, two gender equality awareness raising workshops for students (boys and girls) @ KDU College, Penang

- 15: Panel Discussion on "Women and Work", in collaboration with the World Alliance for Breastfeeding Action (WABA) @ Hin Bus Depot, George Town

### APRIL

- 1: *Ada Apa Dengan Gender?*, a gender equality awareness raising session for State Government employees in collaboration with the State Government Human Resource Management Division @ KOMTAR, Penang

- 8: Gender Savvy, an awareness raising workshop for students (boys and girls) @ SEGI College, Penang

- 17 & 18: *Tampil: Siri Pemberdayaan Wanita Setempat* sessions for grassroots community women @ Permatang Pasir, Seberang Jaya and Penanti

### MAY

- 30: *Tampil: Siri Pemberdayaan Wanita Setempat* session for grassroots community women @ Dewan JKKK Taman Desa Sena, Seberang Perai Utara

### JUNE

- 14: *Tampil: Siri Pemberdayaan Wanita Setempat* session for grassroots community women @ Dewan Masjid Kampung Permatang Pasir, Balik Pulau, Daerah Barat Daya

### JULY

- 7: Mandarin Language workshop on "Understanding Sex and Gender" for university students and interns @ *Sungai Dua*, Penang

### AUGUST

- 8: Tamil Language gender awareness raising session, organised in collaboration with the Malaysia Hindu Dharma Mamandram at their 2015 Northern Region Dharma Women's Empowerment Seminar @ Safira Club, *Seberang Jaya*

### SEPTEMBER

- 27: Training of Trainers for Tamil Grassroots Community Women's Empowerment Module @ Palm Inn Hotel, Butterworth

### OCTOBER

- 14: Lean In @ Altera @ Altera, Bayan Lepas

- 18: Mandarin Language workshop on gender equality, in collaboration with Neighborhood Performance Group in conjunction with their 5th Inter-Secondary School Gender Equality Drama Competition @ KOMTAR

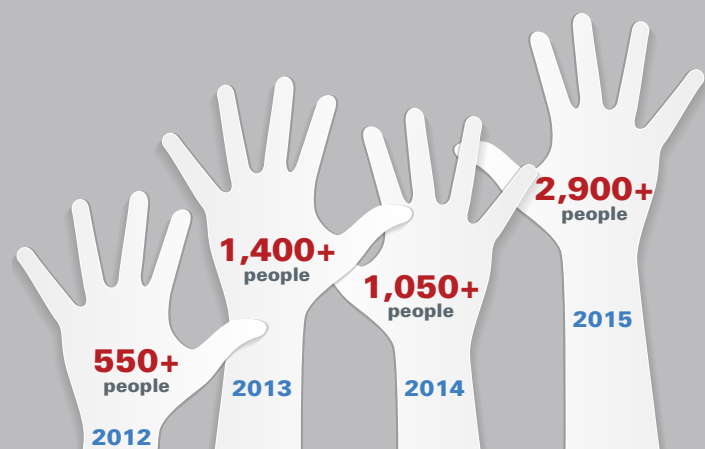
- 25: Tamil Grassroots Community Women's Empowerment Workshop @ New Caledonia Estate, *Seberang Perai Selatan*

### NOVEMBER

- 30: Lean In @ KOMTAR, in conjunction with 2015 Penang Goes Orange Campaign @ KOMTAR

### DECEMBER

- 20: Mandarin Language 5th Inter-Secondary School Gender Equality Drama Competition in collaboration with Neighborhood Performance Group (PWDC was involved in judging the competition entries) @ KOMTAR



Since 2012, the **OUTREACH** of PWDC's WEL Programme has **GROWN** from strength to strength.

WEL Programme Outreach Number by Year, in four languages (Bahasa Malaysia, English, Chinese and Tamil) across five districts





*Tampil: Siri Pemberdayaan Wanita Setempat on 18 April in Penanti; this series of trainings aims to encourage women to step up (tampil) and take the lead in making a difference by equipping themselves with awareness on gender and women's rights issues.*



*Mandarin Language gender awareness raising session on 8 March, organised in collaboration with the Service Centre and Briged Wanita from the Machang Bubuk State Assembly constituency led by YB Lee Khai Loon, State Assemblyperson for Machang Bubuk.*



*Tamil Language gender awareness raising session on 8 August, organised in collaboration with the Malaysia Hindu Dharma Mamandram at their 2015 Northern Region Dharma Women's Empowerment Seminar at Safira Club, Seberang Jaya.*





*Lean In @ MBPP on 12 March was organised in collaboration with the MBPP as part of our joint International Women's Day 2015 celebration. A total of around 90 women from MBPP participated in this forum covering a basic introduction to gender equality and issues on women and the workforce, with very positive feedback to us in terms of their learning experience.*



*Lean In @ KOMTAR, organised on 30 November in conjunction with our Penang Goes Orange campaign, featured prominent women leaders in the government and civil service sector sharing their inspiring experiences and helpful tips on work, family and leadership.*



Feedback from participants at Lean In @ MBPP on 12 March



# 2015 CALENDAR OF EVENTS

## Briged Wanita Pulau Pinang and Related Activities

*Briged Wanita Pulau Pinang* (BWPP) or the Penang Women's Brigade was launched in 2013 as a voluntary body under the auspices of the Penang State Government with the primary task of registering women within local communities for State Government aid programmes, namely, financial aid for single mothers and homemakers below the age of 60 (under the State's *Ibu Tunggal* and *Ibu Emas* welfare programmes), microcredit financing for small businesses under *Projek Titian Saksama Rakyat* managed by the Penang Development Corporation (PDC), and Mammo Penang (free mammogram screenings for women over the age of 35 who are voters in Penang).

Since then, BWPP has come under the purview of the local Community Development and Security Committees (*Jawatankuasa Kemajuan dan Keselamatan Komuniti* or JKKK), namely the JKKK section on women's development. PWDC (under the WEL Programme) functions as the Secretariat of the State Level BWPP Working Committee, and monitors the development of the numerous BWPP teams throughout the State.

In this regard, throughout 2015, we have organised and worked closely with various other State Government agencies to support the implementation of various programmes and activities to develop the capacity of BWPP members.

In particular, we worked closely with JKKKs through our briefings on gender equality, BWPP and PWDC's work for newly appointed senior office bearers of the JKKK to familiarise them with these areas, and participated in a statewide JKKK Audit towards determining the Best JKKK Award for Penang State, where we contributed our input in terms of each JKKK's performance in terms of gender inclusivity and women's participation. We are proud to share that as a result of our involvement and intervention, one of the criteria for assessing Best JKKK was a minimum 30% women's participation.

We also collaborated with the Penang Green Council (PGC) on a series of awareness raising sessions known as *Wanita Hijau, Mesra Gender* focusing on gender equality and water waste management by women in the home, and targeted at BWPP members across all five districts of the State.

## FEBRUARY

- 25 & 28: Public signing of Mammo Penang contract between Penang State Government and BP Health Lab and first Mammo Penang trial screening respectively @ George Town

## MARCH

- 21: Briefing on Gender Equality, PWDC and BWPP for JKKK senior officer bearers at *Kursus JKKK Daerah Timur Laut* @ KOMTAR & Official Launching of Mammo Penang programme @ BP Diagnostic Centre, George Town

## APRIL

- 4 & 11: Briefings on Gender Equality, PWDC and BWPP for JKKK senior officer bearers at *Kursus JKKK Daerah Seberang Perai Selatan, Seberang Perai Utara* and *Daerah Barat Daya*

## MAY

- 24: Briefing on Gender Equality, PWDC and BWPP for JKKK senior officer bearers at *Kursus JKKK Daerah Seberang Perai Tengah*

## AUGUST

- 22: *Wanita Hijau, Mesra Gender* session for *Daerah Seberang Perai Utara* in collaboration with Penang Green Council

## SEPTEMBER

- 12: *Wanita Hijau, Mesra Gender* session for *Daerah Seberang Perai Selatan* in collaboration with Penang Green Council

## OCTOBER

- 10: *Wanita Hijau, Mesra Gender* session for *Daerah Barat Daya* in collaboration with Penang Green Council
- 17: *Siri Wanita Berdaya* awareness raising and information sharing session on gender equality and State Government aid programmes for women @ *Seberang Perai*

## NOVEMBER

- 2-12: JKKK Audit towards determining Best JKKK Award (focusing on gender inclusivity and women's participation) for JKKKs in *Daerah Timur Laut, Daerah Barat Daya* and *Daerah Seberang Perai Utara* respectively
- 21: *Wanita Hijau, Mesra Gender* session for *Daerah Seberang Perai Tengah* in collaboration with Penang Green Council

## DECEMBER

- 5 & 12: *Wanita Hijau, Mesra Gender* session for *Daerah Timur Laut* and in *Pulau Aman* (in conjunction with World Environment Day) respectively, in collaboration with Penang Green Council
- 10: Presentation of Best JKKK Award @ *Dewan Arena MPSP, Kepala Batas* (PWDC was invited as part of the auditing panel)

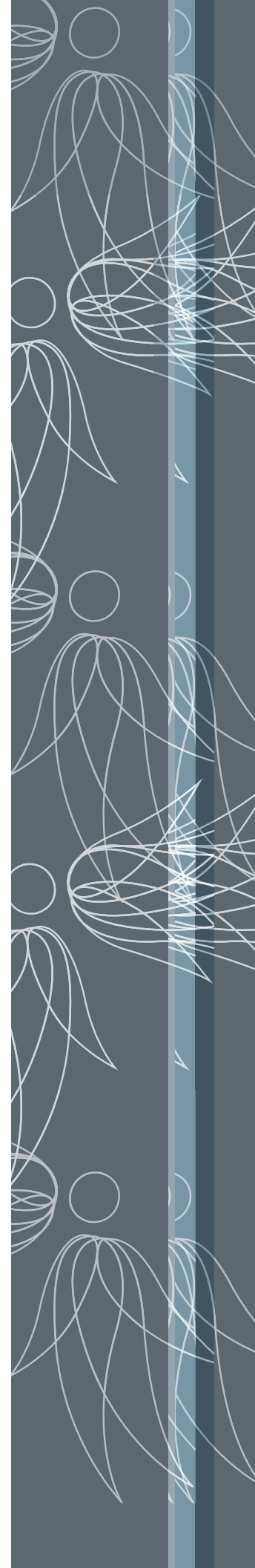
# WOMEN'S EMPOWERMENT SUPPORT (WES)

## AN OVERVIEW

Formerly known as the Child Rights and Childcare Unit (CRCU), the Women's Empowerment and Support (WES) Programme was initially set up to coordinate the implementation of the Action Plan to the Penang Childcare Policy adopted by the Penang State Government in 2013.

The change in name occurred in April 2015, reflecting the programme's emphasis on providing the necessary support to enable women's meaningful participation in political, decision-making and socio-economic life.

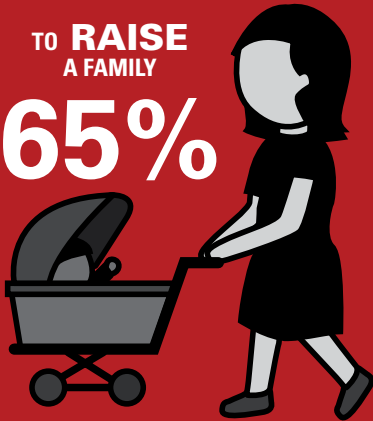
This important goal, together with the provision of access to quality, safe and affordable childcare in order to ensure the well-being of every child, and the encouragement of a healthy balance between work and family life for working parents, forms the core thrusts of the Penang Childcare Policy and Action Plan towards achieving holistic and sustainable socio-economic development in the State.



# TOP 5 REASONS

## WHY WOMEN LEAVE THE WORKFORCE

TO RAISE  
A FAMILY  
**65%**



LACK OF  
WORK-LIFE  
BALANCE  
**43%**



TO CARE  
FOR A FAMILY MEMBER  
**38%**



CHILDCARE IS  
TOO  
EXPENSIVE  
**35%**



LACK OF  
SUPPORT FACILITIES  
FOR WOMEN FROM EMPLOYERS

**34%**



(Source: ACCA, 2013. Retrieved from <http://flexworklife.my/wp-content/uploads/2013/07/ACC5-Retaining-Women-in-the-Workforce.pdf> )



The children of our PJKK SPT and PJKK DTL with some of our state and local government leaders.



The Northern Region Diversity Summit included a presentation on "Family-friendly Workplaces and Initiatives" on 6 August.



A half-day workshop on "Putting Children First" was held in Balik Pulau as part of our efforts to advocate accessible, affordable and quality childcare on 24 October.





# 2015 CALENDAR OF EVENTS

## Prioritising Childcare

In advocating for accessible, affordable and quality childcare, PWDC continued to refer to the Penang Childcare Policy and Action Plan as the framework for our activities in 2015. Among others, we gave a presentation on "Family-friendly Workplaces and Initiatives" and organised a capacity-building training session to facilitate the setting up of community-based childcare. We also organised Hari Raya and the Lantern Festival celebrations at TASKA D'KOMTAR and *Pusat Jagaan Kanak-kanak Daerah Timur Laut* respectively. Additionally, the latter was given a facelift at the end of the year to provide a more conducive environment for the children there.

*Fun and merriment during the Hari Raya celebration at TASKA D'KOMTAR on 7 August.*



## JANUARY

- 29: Adoption of Federal Government Circular 38 by the Penang State Government, which provides a monthly workplace childcare subsidy of RM180 per child (for combined income of > RM5,000 per month)

## MAY

- 5: Press Conference in conjunction with Mother's Day celebration @ *Pusat Jagaan Kanak-kanak Seberang Perai Tengah* (PJKK SPT)

## AUGUST

- 6: Presentation on Family-friendly Workplaces and Initiatives to MNCs in Bayan Lepas at the Northern Region Diversity Summit @ Hotel Equatorial Penang
- 7: Hari Raya celebration with children and their parents @ TASKA D'KOMTAR

## SEPTEMBER

- 26: Lantern Festival celebration @ *Pusat Jagaan Kanak-kanak Daerah Timur Laut* (PJKK DTL)

## OCTOBER

- 24: Half-day Workshop on "Putting Children First" @ *Balai Rakyat Pasar Avam Balik Pulau*

## DECEMBER

- Renovation and upgrading of *Pusat Jagaan Kanak-kanak Daerah Timur Laut* (PJKK DTL)

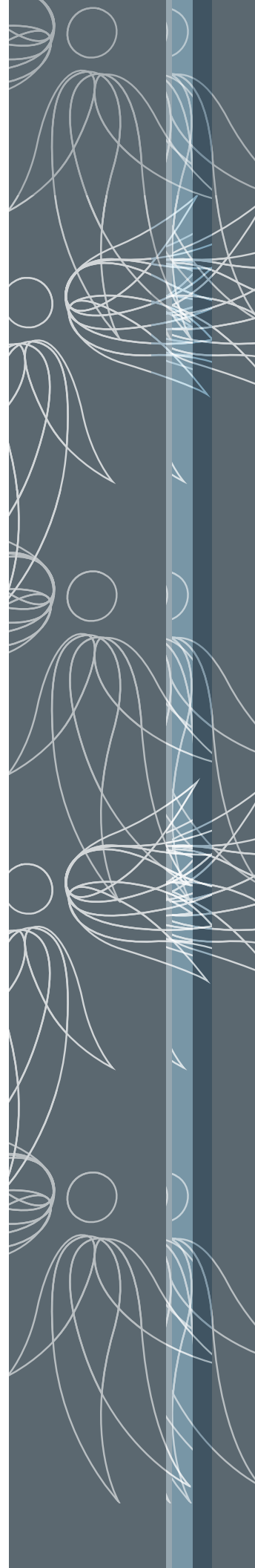
# RESEARCH, POLICY AND ADVOCACY (RPA)

## AN OVERVIEW

The Research, Policy and Advocacy (RPA) Programme is tasked with formulating policy proposals and carrying out advocacy to accelerate women's participation in the social, economic and political transformation of Penang. The RPA Programme's responsibilities include identifying critical issues that contribute to gender inequality in Penang, designing and proposing solutions, and promoting gender mainstreaming in all sectors.

In fulfilling these roles, the RPA team undertakes research and documentation work to formulate evidence-based gender-responsive policies and proposals. The RPA team also assists other PWDC Programme staff and the State Executive Committee for Women, Family and Community Development (*MMK Pembangunan Wanita, Keluarga & Komuniti*) in responding to timely issues related to women and gender.

Additionally, we work with Penang State Government partners to facilitate gender mainstreaming into the programmes and policies of relevant State Executive Committees. We actively provide input to government partners with the aim of addressing pertinent issues through a gender lens. With these efforts, we hope to institutionalise gender responsive and participatory governance in Penang over time.



# 2015 CALENDAR OF EVENTS

## Drafting of Gender Checklist for Gender-Friendly Infrastructure Design

In 2014, we began drafting a Gender Checklist proposal to promote gender-sensitive principles in infrastructure design and municipal planning, targeting designers, planners and developers of public, commercial and residential projects, as well as stakeholders in the Penang State Government and local councils. The Checklist's key premise is that women and men have unique and universal needs, which must be equally considered and catered for in the built environment. Throughout 2015, the draft Gender Checklist continued to be circulated and presented to various stakeholders for their consideration, further input and refinement. We also worked closely with the Universal Accessibility Sub-Committee (*Jawatankuasa Kecil Aksesibiliti Sejahtera*) under the State Executive Committee for Local Government (*MMK Kerajaan Tempatan*) to develop a comprehensive Universal Design Checklist.

## Advocacy on Draft Gender Policy and Action Plan

A comprehensive Gender Policy and Action Plan proposal was drafted in 2013 to provide a framework for the Penang State Government and PWDC to promote gender and social justice, based on the principle that women and men are equal citizens who must be granted the best conditions under which to develop their full potentials and have the same power to shape society and their own lives. This draft was presented to various stakeholder groups throughout 2015 for input and refinement.

## Representation in State-Level Executive Decision-Making Bodies

As of the end of 2015, PWDC officially sits in the State Executive Committee meetings (*Mesyuarat Jawatankuasa Majlis Mesyuarat Kerajaan*) for Women, Family and Community Development (*MMK Pembangunan Wanita, Keluarga dan Komuniti*), Local Government (*MMK Kerajaan Tempatan*), Islamic Affairs (*MMK Agama Islam*), Rural Development (*MMK Pembangunan Desa*), Health (*MMK Kesihatan*) and Social Relations (*MMK Perhubungan Masyarakat*). We also participate in the Universal Accessibility Sub-Committee (*Jawatankuasa Kecil Aksesibiliti Sejahtera*) under the State Executive Committee for Local Government and provide policy advice and research support to the State Executive Councillor for Women, Family and Community Development, YB Puan Chong Eng.

### JANUARY

- 26 & 30: Preliminary meetings of the Universal Accessibility Sub-Committee and with representatives of Penang Development Corporation (PDC) to discuss the potential application of the Gender Checklist in relevant development projects

### FEBRUARY

- 5: Presentation of Gender Checklist draft to the Penang State Executive Committee for Local Government (*MMK Kerajaan Tempatan*) for review and feedback

### APRIL

- 21: Presentation of Gender Checklist draft to the Penang State Executive Committee for Women, Family and Community Development (*MMK Pembangunan Wanita, Keluarga dan Komuniti*) for review and feedback @ KOMTAR, George Town
- 23: Presentation of Gender Checklist draft to MBPP and MPSP Local Councillors for review and feedback @ KOMTAR, George Town

### JULY

- 1: Presentation of Gender Checklist draft to the MBPP Technical Committee on Buildings and Heritage for review and feedback @ KOMTAR, George Town

### JULY

- 29: Presentations on Draft Gender Policy and Action Plan to heads of the MBPP and Penang State Welfare Department respectively

### AUGUST

- 6, 7, 11, 12, 19, 20, 25 & 28: Presentations on Draft Gender Policy and Action Plan to heads of PDC, Penang State Legal Advisor's Office, Penang Skills Development Centre, Penang State Health Department, Penang State Labour Department, Penang State Economic Planning Unit, Penang State Finance Department, and District Office of *Seberang Perai Utara* respectively

### SEPTEMBER

- 1, 2, 3, 4 & 9: Presentations on Draft Gender Policy and Action Plan to heads of the MPSP, *Daerah Timur Laut* District Office, *Seberang Perai Tengah* District Office, *Daerah Barat Daya* District Office, Penang Institute and *Seberang Perai Selatan* District Office



# 2015 CALENDAR OF EVENTS

## Public Events

In 2015, we organised various public events to raise awareness on timely issues affecting gender equality and push for meaningful policy reforms.

*In a bid to raise awareness on current gender equality issues, a public forum entitled "Retaining Women in the Workforce: Closing Gaps and Breaking Barriers" was organised.*



## MAY

- 22: Public forum on "Retaining Women in the Workforce: Closing Gaps and Breaking Barriers", co-organised with Penang Institute and Penang Career Assistance and Talent Centre, in conjunction with Labour Day @ Royale Bintang Hotel, George Town

## NOVEMBER

- 6: Public forum on "Women's Rights in Islam: Reality or Fantasy?" and roundtable on "Defending Women's Rights in Islam: The Way Forward" as part of the Penang State Convention on Islam as a Blessing to the Universe (*Konvensyen Al-Islam Rahmatun Lil Alamin*) and Penang Goes Orange 2015 Campaign @ Dewan Sri Pinang, George Town
- 25: Public forum on "The Domestic Violence Act: Issues, Rights and Realities" as part of the Penang Goes Orange 2015 Campaign @ KOMTAR, George Town





Public Forum on "Women's Rights in Islam: Reality or Fantasy?" and Roundtable on "Defending Women's Rights in Islam: The Way Forward" on 6 November





# 2015 CALENDAR OF EVENTS



*Public Forum on “The Domestic Violence Act: Issues, Rights and Responsibilities” on 25 November. This Forum was organised in conjunction with our 2015 Penang Goes Orange Campaign to raise awareness on issues surrounding violence against women, and featured speakers from the Welfare Department, the police, the Prosecution Department of the Attorney-General’s Chambers and the Women’s Centre for Change (WCC) which is an NGO providing free counselling, shelter, legal advice and other forms of support for victims of domestic violence.*





# 2015 CALENDAR OF EVENTS

## Consultation and Networking with State and External Partners

Throughout 2015, PWDC's RPA team was invited to provide feedback on policy matters and explore potential collaborations with policy researchers, advocates, practitioners and organisations in Penang and Malaysia. PWDC also hosted visiting experts and was invited to share its own expertise and experiences abroad. These networking sessions helped to build shared knowledge on gender equality and social inclusion strategies, and establish PWDC's position as an expert organisation on women and gender issues.

### JANUARY

- 17: Preparing content for a presentation to delegates of the DAP National Leadership Retreat @ E-City Hotel, Subang Jaya, Selangor
- 19: Discussion and sharing session with representatives of the MIT-UTM Malaysia Sustainable Cities Program @ KOMTAR, George Town

### MARCH

- 17: Discussion and sharing session with representatives of Singapore Management University's Institute for Societal Leadership @ KOMTAR, George Town
- 28: Discussion and sharing session with representatives of the IDEAS National Unity Fellowship Program titled "Introduction to PWDC & Gender Equality" @ Sunway Hotel Seberang Jaya, Perai

### JUNE

- 11: Discussion and sharing session with staff of Penang Members of Parliament and State Assemblypersons titled "Introduction to PWDC & Gender Equality" @ KOMTAR, George Town

### JULY

- 14: Meeting, discussion and feedback session with MBPP and MPSP women local councillors on women's leadership in local governance @ KOMTAR, George Town
- 24: Meeting, discussion and feedback session with Penang Institute on organising a potential "Gender & Electoral Reform" Conference @ KOMTAR, George Town

### AUGUST

- 28-30: Mentoring and public policy exercise with student participants of the Malaysian Public Policy Competition 2015 (MPPC 2015) organised by the International Council of Malaysian Scholars & Associates (ICMS) @ Sunway University, Bandar Sunway, Selangor

### SEPTEMBER

- 8: Meeting, discussion and feedback session with Penang Institute on drafting a potential "Youth Development Blueprint" @ Penang Institute, George Town
- 14: Discussion and sharing with Selangor local councillors @ DAP Penang HQ, George Town, in collaboration with the WEL Programme of PWDC
- 21: Discussion and sharing session with Jose Puppim de Oliveira, MIT-UTM Visiting Scholar at the MIT-UTM Malaysia Sustainable Cities Program, on intergovernmental relations in public service delivery @ KOMTAR, George Town
- 26: Discussion and sharing session with delegates of the SOCDem Asia & GPF Meeting on Democracy and Development titled "Introduction to PWDC, Gender Mainstreaming & GRPB" @ KOMTAR, George Town

### OCTOBER

- 13-16: Preparing content for a presentation at the International Women's Forum on "Women, Development and the Future" hosted by the China Soong Ching Ling Foundation and UNDP China @ Beijing, China

### NOVEMBER

- 20: Meeting with representatives of Friedrich-Ebert-Stiftung on organising a potential "Gender & Electoral Reform" Conference @ KOMTAR, George Town