

LOOKING FORWARD 2014 REVIEW



EMPOWERMENT
SOCIAL JUSTICE...
GENDER EQUALITY





PUBLISHED BY

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LOOKING FORWARD



ABOUT US

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 socioeconomic 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 who can contribute to achieving the visions and aspirations of the state. 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 inclusion 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 strategize and execute multi-level and

PWDC envisions a future in which all women and men, girls and boys will have equal opportunity...

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, and social inclusion and social justice.





VISION

PWDC envisions **a Penang which mainstreams gender into the policies and programmes of all sectors to achieve gender and social justice in the State.**

MISSION STATEMENT

PWDC seeks to contribute to the **transformation of Penang** based on principles of **substantive equality and good governance**. Integral to our work is the **recognition of women's diverse identities, women's representation in all spheres** and **the equitable redistribution of resources**.

This will be achieved through research and advocacy on gender responsive policies, capacity development, strategic networking, and women's empowerment programmes; working in smart partnership with all levels of the Penang state and local governments, non-governmental and community-based organisations, the academe, the private sector and the public.

OBJECTIVES

- 1 To develop gender responsive policies and good governance;
- 2 To promote awareness and understanding of gender and social justice;
- 3 To enhance women's participation in the socio-economic and political life of society;
- 4 To strengthen women's leadership and decision making in all sectors of society; and
- 5 To enhance and promote an environment of inclusiveness within the multi-ethnic, multi-cultural and multi-religious context of Penang.

BOARD OF DIRECTORS

The PWDC Board of Directors provides advice and guidance on PWDC's key policies, programmes and projects. The members of the Board as of 31st December 2014 are:



YB Puan Chong Eng



Dr. Cecilia Ng Choon Sim



Chin Soo Wah



Hajjah Aida Yusof Rawa



Lim Kah Cheng



Mangaleswary
Kumarasamy



Dato' Dr. Marina David



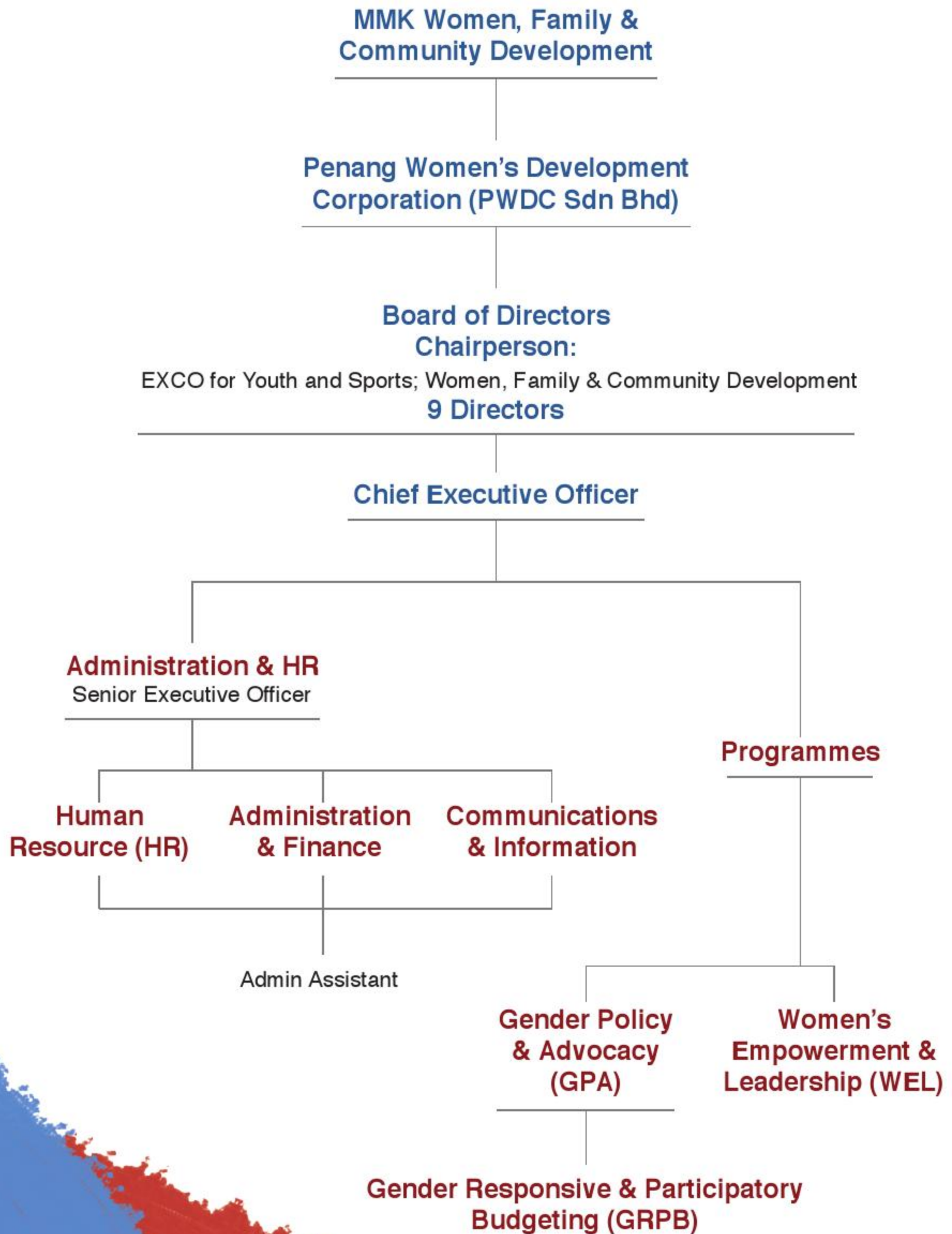
YB Dr. Norlela Ariffin



YB Yap Soo Huey

PWDC would like to thank outgoing Director Loh Cheng Kooi for her service and contributions.

ORGANISATIONAL STRUCTURE



MESSAGE FROM THE CHAIRPERSON



YB Puan Chong Eng

2014 has been a busy year for PWDC, filled with interesting developments, challenges as well as opportunities. As an arm of the Penang State Government established to promote gender equality and social justice, PWDC's mission and success is crucial to the socioeconomic and political transformation of Penang.

Over the year, PWDC has had many opportunities and occasions to spread its message of gender equality and women's empowerment to the public sector, private sector and the *rakyat*. We reached thousands of Penangites through large-scale events such as the International Women's Day celebrations in March 2014 and Penang Goes Orange in November 2014, the first state-wide campaign on Violence Against Women (VAW) in conjunction with the global 16 Days of Activism to Eradicate Violence Against Women.

We also built up targeted outreach initiatives such as the Briged Wanita Pulau Pinang to spread word about the State Government's support programmes for women; our 'Lean In' series to engage professional women and men; and our various seminars, dialogues, forums and activities to raise awareness among grassroots communities and the public.

This year, PWDC proudly celebrated new milestones such as its "Best Practice in Citizen Participation" Special Mention Award from the International Observatory on Participatory Democracy (IOPD), for its GRPB pilot projects with MPPP and MPSP. PWDC also oversaw the launch of a model workplace childcare centre for civil servants, Taska D'KOMTAR, which was officiated by the Chief Minister YAB Lim Guan Eng.

This Annual Report provides an overview into PWDC's programmes, projects and activities which are far-reaching and innovative in their scope. We look forward to extending our outreach to targeted communities across Penang through the Gender Responsive and Participatory Budgeting (GRPB) programme, and encouraging and mobilising women from all backgrounds as leaders and movers through the Women's Empowerment and Leadership (WEL) programme. We also look forward to continuing our partnerships with key stakeholders in the Penang State and Local Governments, in order to propose and develop gender-sensitive policies to benefit society at large.

The road to gender equality is a long and hard one. Nevertheless, it is a road that must be travelled if we wish to see a better Penang, and better Malaysia, for women and girls.

In this matter, I am thankful that we are not alone in our journey. I am deeply grateful to all PWDC supporters and partners from all Federal and State Government departments, agencies, private institutions, companies, NGOs, community organisations, volunteers and the public for their support and contributions to PWDC's work. I convey my utmost appreciation to my colleagues in the PWDC Board of Directors, PWDC Advisory Committees, and the PWDC Management and Staff for their dedication and hard work in meeting the demands and challenges of 2014.

Thank you.

YB Puan Chong Eng

Chairperson

Penang Women's Development Corporation



GENDER RESPONSIVE AND PARTICIPATORY BUDGETING
(GRP B)

GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

INTRODUCTION

In line with the Penang State Government's CAT principles (competency, accountability and transparency), PWDC's Gender Responsive and Participatory Budgeting (GRPB) programme aims to make governance more gender-responsive, women-friendly and socially equitable. The GRPB programme focuses especially on government budgeting processes and spending decisions, with the aim of empowering ordinary citizens to have a say and connecting the government agencies responsible to grassroots communities in Penang. GRPB's tagline is "Different People, Different Needs", reflecting its belief that everyone – women, men, girls, boys, and people with disabilities – has unique needs and as far as possible, these needs should be seriously considered by policy-makers and planners.

PWDC's GRPB team works in partnership with *MMK Kerajaan Tempatan* (the State Executive Committee for Local Government) and both local authorities of Penang, *Majlis Perbandaran Pulau Pinang* (MPPP or Municipal Council of Penang Island) and *Majlis Perbandaran Seberang Perai* (MPSP or Municipal Council of Seberang Perai) to carry out area-specific GRPB projects. For each project, the GRPB team uses a 4-step interactive model – first, a demographic survey of the area's residents; second, focus group discussions with residents arranged according to gender and age



groups, and aimed at identifying priority needs; third, a community voting exercise on the top priority needs; and last of all, conveying the voting results and residents' requests to the local councils for implementation.

Since 2012, GRPB has successfully managed two pilot projects at the low-cost flat communities of PPR Jalan Sungai under MPPP and PPR Ampangan under MPSP. Both projects have brought residents and local authorities together, and resulted in a dramatic transformation of both communities within 2 years. The renewed sense of community spirit and increased participation of women and girls, as well as the infrastructural upgrades voted on by residents and fulfilled by the local councils, are among the many positive outcomes of GRPB's work. MPPP and MPSP have also enjoyed cost savings, as a result of the reduction in vandalism and improvement in cleanliness for both PPR communities.

Throughout 2014, the GRPB programme continued its work in PPR Jalan Sungai and PPR Ampangan, while breaking new ground in Kampung Sg. Chenaam in Sg. Acheh, Seberang Perai Selatan. GRPB was also invited by MPPP and MPSP to share its expertise for the redevelopment of Campbell Street Market in George Town and Neighbourhood Park in Jalan Kenari, Sg. Ara.

In June 2014, PWDC together with MPPP and MPSP were honoured with a "Best Practice in Citizen Participation" Special Mention Award from the International Observatory on Participatory Democracy (IOPD) for its GRPB pilot projects. Competing against 27 other nominations from local governments, municipal entities and extra-municipal entities worldwide, Penang's GRPB initiative was recognised by the award jury for its unique and innovative two-pronged emphasis on gender as well as citizen participation.

GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

TRANSFORMING COMMUNITIES



For 2014, the GRPB team maintained its working relationship with the two pilot project communities of **PPR Jalan Sungai** and **PPR Ampangan** while expanding to other areas.

Following the success of the first-ever **Community Cleanliness Contract at PPR Jalan Sungai** in 2013, PWDC and MPPP held a launch ceremony in August 2014 commemorating MPPP's handover of the Contract to the residents' association, which was officiated by the Chief Minister of Penang YAB Lim Guan Eng. As of December 2014, PWDC and MPPP have initiated a **Community Security Contract** to employ PPR Jalan Sungai residents as security guards. PWDC also helped to set up a **Community Cleanliness Contract at PPR Ampangan** and began interviewing residents for the cleaning contract jobs

in December 2014. With these community contracts, PWDC hopes that PPR residents will continue to have job opportunities while taking ownership of their collective surroundings and welfare.

As of September 2014, PWDC and MPPP formed a working committee to redesign and convert 4 ground units at PPR Jalan Sungai into disabled-friendly units, under a special **Projek Perintis Unit OKU PPR Jalan Sungai**. PWDC's role will be to emphasise and arrange for participatory consultation with OKU residents of the units targeted for conversion. PWDC also conducted or arranged for **community empowerment trainings** targeted at residents of both PPR Jalan Sungai and PPR Ampangan, in order to build leadership capacity within both

communities and plan for grassroots-led improvement projects in future.

Throughout the year, PWDC worked with the community of **Kampung Sungai Chenaam**, Sg. Acheh in Seberang Perai Selatan to carry out the 4-step GRPB model and address priority needs. Community outreach began in January 2014 and wrapped up in December 2014, with the results of the community voting exercise conveyed to MPSP for further planning. PWDC was also invited by MPPP and MPSP to participate in the design and redevelopment processes of several key community facilities, such as the historic **Campbell Street Market** in George Town, and **Neighbourhood Park** in Jalan Kenari, Sg. Ara. The bulk of the work for these projects will take place in 2015.

GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

KEY ACTIVITIES

January

Meeting with Kg. Sg. Chenaam community

6

Soap-making demonstration @ Kg. Sg. Chenaam to promote Cleaner Greener Penang and entrepreneurship skills for low-income residents

10

Kg. Sg. Chenaam Carnival (*Karnival Kampung Sungai Chenaam*) organised with games, music, and food and to introduce PWDC / GRPB to residents

12

LA21 Ampangan planning meeting with new committee members (*Ahli Jawatankuasa or AJKs*) @ PPR Ampangan

29

February

Training of research assistant in preparation for Phase 2: Focus Group Discussions @ Kg. Sg. Chenaam

17

March

Meeting with Pusat Zakat Bandar Perda to jointly carry out GRPB Phase 1: Demographic Survey @ Kg. Sg. Chenaam as a 'smart partnership' collaboration

4

2 April > 4 May

GRPB Phase 1: Demographic Survey conducted at Kg. Sg. Chenaam to interview 223 households and their members from different gender and age groups

April

3

Meeting with Women's Centre for Change (WCC), Soroptimist Penang (SIP), Arts-Ed, Sahabat Belia and PKPJS (*Pertubuhan Komuniti PPR Jalan Sungai* or residents' association) to discuss potential collaboration projects for the PPR Jalan Sungai community @ PPR Jalan Sungai

19

Community Empowerment Training Workshop, 1st Series: Basic Committee and Effective Communication Skills (*Bengkel Latihan Pemberdayaan Komuniti Siri 1: Kemahiran Asas Jawatankuasa dan Komunikasi Efektif*), attended by residents of PPR Jalan Sungai and PPR Ampangan @ Kompleks Sukan & Rekreasi Sony, Seberang Jaya

May

31

Community Empowerment Training Workshop, 2nd Series: Introduction to Gender and Good Governance (*Bengkel Latihan Pemberdayaan Komuniti Siri 2: Pengenalan kepada Gender dan Tadbir Urus Baik*), attended by residents of PPR Jalan Sungai and PPR Ampangan, Bangunan Jabatan Penguatkuasa MPPP, Jalan Timah @ George Town

June

7

Meeting with JKKK Kg. Sg. Chenaam members (AJKs)

July

9

Meeting with the Seberang Perai Selatan District Officer to review the results of Phase 1's Demographic Survey and Phase 2's Focus Group Discussions for Kg. Sg. Chenaam @ Pejabat Daerah dan Tanah Seberang Perai Selatan, Sungai Jawi

17

Majlis Iftar community activity @ Kg. Sg. Chenaam to get to know residents

GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

August

Launch and Handover Ceremony of PPR Jalan Sungai Community Cleanliness Contract for MPPP to hand over contract to PKPJS (*Pertubuhan Komuniti PPR Jalan Sungai* or the residents' association), officiated by Penang Chief Minister YAB Lim Guan Eng and followed by a Jamuan Hari Raya

17

Meeting with community trainer Mr. Paul Sinappan to plan capacity-building sessions for PPR Jalan Sungai and PPR Ampangan residents @ KOMTAR, George Town

22

25 August > 18 Sept.

GRPB Phase 2: Focus Group Discussions

September

MPPP working committee meeting for Projek Perintis Unit OKU PPR Jalan Sungai (*PPR Jalan Sungai OKU Unit Pilot Project*) to work on converting 4 ground floor units at PPR Jalan Sungai into specially customised OKU-friendly units

24

Community Empowerment Training Workshop, 3rd Series: Economic Empowerment (*Bengkel Latihan Pemberdayaan Komuniti Siri 3: Pemberdayaan Ekonomi*), attended by residents of PPR Jalan Sungai and PPR Ampangan @ RECSAM, Gelugor

27

October

3

Meeting with LA21 Ampangan committee members (AJKs) @ PPR Ampangan

10

Meeting with LA21 Ampangan committee members (AJKs) @ PPR Ampangan

14

Site visit by MPPP *PPR Jalan Sungai OKU Unit Pilot Project* working committee to PPR Jalan Sungai

24

Meeting with MPSP department heads and local councillors to provide updates on Kg. Sg. Chenaam activities @ District Officer's office, Seberang Perai Selatan

December

6

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7

GRPB Phase 3: Voting on Budget Needs @ Kg. Sg. Chenaam

10

Interview for employees for PPR Ampangan Community Cleaning Contract

11

Meeting with Arts-Ed for Campbell Street Market project

16

Meeting with MPPP on Neighbourhood Park project

19

Meeting with MPPP on PPR Jalan Sungai Security Contract

23

'Introduction to Co-operatives' briefing (*Taklimat Pengenalan Koperasi*) to PKPJS (*Pertubuhan Komuniti PPR Jalan Sungai* or residents' association) to moot the possibility of setting up a community co-operative for income-generating purposes

GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

INSTITUTIONALISING GRPB IN MPPP AND MPSP

Throughout 2014, PWDC continued to support the institutionalisation of gender responsive and participatory governance principles and practices in MPPP and MPSP. PWDC achieved this by conducting capacity building sessions on gender awareness and gender budgeting methodology for councillors, officers and staff in both local authorities.

In addition, PWDC continued to be active in various stakeholder groups, such as the state-level GRPB Steering Committee under *MMK Kerajaan Tempatan*, as well as MPPP's GRPB Working Group and MPSP's Gender Committee which have overseen the implementation of GRPB projects since 2012. PWDC also contributed feedback and suggestions on

gender-sensitive questions for MPPP's 2014 budget survey, and helped to translate MPSP's 2014 budget survey to Mandarin and Tamil in order to widen outreach.

KEY ACTIVITIES

January

MPPP Gender Working Group Committee meeting @ KOMTAR, George Town

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24

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25

Local Government Capacity-Building session ('Gender & Development – An Alternative Approach') for MPPP and MPSP department heads and local councillors @ Equatorial Hotel, Bukit Jambul

February

Gender Budget Analysis workshop with MPSP staff conducted by Dr. Elisabeth Klatzer ('Integrating Gender into LAs' Budgeting Process') @ Sunway Hotel, Seberang Jaya

26

Gender Budget Analysis workshop with MPPP staff conducted by Dr. Elisabeth Klatzer ('Integrating Gender into LAs' Budgeting Process') @ MPPP Town Hall, George Town

27

March

21

MPSP Gender Committee meeting @ Ibu Pejabat MPSP, Bandar Perda

April

22

>

24

GRPB briefing for MPPP staff (Levels 17-36) titled 'GRPB Briefing and Introduction to Gender' @ KOMTAR, George Town



GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

May

Press conference with MPSP to publicise MPSP's Budget Survey and invite residents especially women to participate @ Ibu Pejabat MPSP, Bandar Perda

5

GRPB Steering Committee meeting @ KOMTAR, George Town

9

MPPP Budget Dialogue 2015 with Local Councillors and State Assemblypersons (ADUNs) @ MPPP Town Hall, George Town

28

Capacity-Building session on Outcome-Based Budgeting (OBB) ('Strategic Planning Under Outcome Based Budgeting (OBB)') conducted by Ministry of Finance officer Encik Sakeri for MPPP and MPSP department heads and local councillors @ Georgetown City Hotel, George Town

31



August

MPSP Gender Committee meeting @ Ibu Pejabat MPSP, Bandar Perda

21

September

11

GRPB briefing titled 'Introduction to PWDC, Good Governance & GRPB' to State Government civil servants, arranged by UPEN (*Unit Perancangan Ekonomi Negeri or State Economic Planning Unit*) @ KOMTAR, George Town

15

Capacity-building session titled '*Keharmonian Masyarakat*' (on building healthy communities by addressing sexual harassment and domestic violence) conducted by Women's Centre for Change for MPPP staff @ KOMTAR, George Town

October

9

Meeting with MPSP Administration & Finance Committee (*Jawatankuasa Pentadbiran & Kewangan MPSP*) and MPSP Finance Director to discuss MPSP budgeting processes and ways to integrate gender @ Ibu Pejabat MPSP, Bandar Perda

29

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31

Capacity-building session on '*Keharmonian Masyarakat*' (on building healthy communities by addressing sexual harassment and domestic violence) conducted by Women's Centre for Change for MPSP staff @ Ibu Pejabat MPSP, Bandar Perda

November

4

GRPB Steering Committee meeting @ KOMTAR, George Town

11

MPPP Gender Working Group Committee meeting @ KOMTAR, George Town

GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPБ)

PROMOTING GRPB THROUGH PARTNERSHIPS, PROGRAMMES AND NETWORKING

Throughout the year, PWDC had several opportunities to promote the GRPB experience to partners in Penang and abroad. In February 2014, PWDC made its mark internationally through its GRPB Asian Regional Conference titled 'Gender Responsive Budgeting Narratives: Transforming Institutions, Empowering Communities.' The conference hosted over 300 participants, representatives, and presenters from the UN Women Regional Office for Asia and the Pacific, United Nations Development Programme (UNDP) Asia-Pacific Regional Centre, Austria, Germany, India, Indonesia, Nepal, Philippines, Portugal and South Korea.

In June 2014, PWDC together with MPPP and MPSP was the proud recipient of the "Best Practice in Citizen Participation" Special Mention Award from the International Observatory on Participatory Democracy (IOPD).

KEY ACTIVITIES

May

23 > 24

2nd Women's Leadership Forum for Women Parliamentarians in Promoting Women's Representation in Southeast Asia @ Bali, Indonesia

June

3 > 5

Receiving the "Best Practice in Citizen Participation" Special Mention Award from the International Observatory on Participatory Democracy (IOPD) at the 14th International Observatory Conference on Participatory Democracy @ Canoas, Brazil

19 > 22

Presentation of paper titled 'Toward a Culture of Openness and Inclusiveness – The Penang Model of Gender Responsive Participatory Budgeting' at 'The Current and Future Direction of Gender Budgeting in Asia' session hosted by the Korean Women's Development Institute @ Seoul, Republic of Korea

September

15 > 16

'Strengthening GB-Initiatives: Experiences From China & Abroad' Seminar @ Hangzhou, China

30 Sept > 1 Oct

Asia Pacific Consultation on 'Making Budgets Accountable to Women' @ Bali, Indonesia

November

30

Presentation on GRPB at 'How Does the 2015 Penang Budget Benefit Us?' public forum organised by SUARAM Penang @ Dewan Sri Pinang, George Town

GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)

GENDER RESPONSIVE BUDGETING REGIONAL CONFERENCE

February 24 > 25

Penang State and Local Government leaders with speakers and the main organising committee of the GRB Conference.



Experts from 16 countries attended the GRB Conference.

Youth from the urban community speaking about their experiences in the GRB project.





WOMEN'S EMPOWERMENT AND LEADERSHIP
(WEL)

WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

INTRODUCTION

In line with the Penang State Government's desire to empower the women of Penang, PWDC's WEL programme aims to promote women's participation, leadership and capacity development across all sectors. PWDC particularly seeks to enhance the understanding and advocacy skills of women and key stakeholders in the areas of gender equality, women's leadership, good governance and human rights. Current and prospective audiences include decision makers and leaders of public and private institutions, existing and potential women leaders, elected representatives, community leaders, grassroots women and men, and members of the public.

PWDC believes that empowering women must go hand in hand with improving women's socio-economic well-being. To this end, PWDC through the WEL team also aims to enhance women's access to resources, especially for women from low-income and other vulnerable groups.



WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

BRIGED WANITA PULAU PINANG



In June 2013, the Penang State Government launched *Briged Wanita Pulau Pinang* (BWPP), a voluntary body tasked with reaching out to Penang women from all walks of life. BWPP's key responsibility is to register eligible women for the Penang State Government's support programmes, such as financial aid for single mothers and homemakers under 60 years old, microcredit facilities for small business owners, and free mammogram screenings. BWPP also serves as a leadership development and resource network for women in Penang.

As the secretariat for the BWPP Steering Committee, PWDC conducts induction courses for members and monitors BWPP's overall development. As of October 2014, a total of 2,241 women were registered as BWPP members. Meanwhile, Penang State Government records show that 44,939 women were registered for the 'Ibu Emas' appreciation scheme in 2014 alone, while 5,613 women were registered for the 'Ibu Tunggal' (single mothers) appreciation scheme from

2013 through 2014. Besides this, 229 out of 407 recipients of Projek Titian Saksama Rakyat (PTSR) micro-loans in 2014 were women. PWDC is proud that BWPP leaders and members, together with Penang State Assembly Area Coordinators (*Penyelaras KADUN*) and other State Government agencies, have contributed greatly towards these growing numbers.

In November 2014, the Penang State Executive Committee resolved to

integrate BWPP into the State's existing JKKK (*Jawatankuasa Kemajuan & Keselamatan Komuniti* or Community Development & Safety Committees) structure. BWPP leaders will be automatically appointed to their local JKKK committees. This restructuring exercise aims to mainstream gender and encourage BWPP members to be more active in their communities.

KEY ACTIVITIES

February

Tamil Language Briged Wanita Pulau Pinang Induction Training Course @ Summit Hotel, Bukit Mertajam

22

26

Mandarin Language Briged Wanita Pulau Pinang Induction Training Course @ KOMTAR, George Town

August

Briged Wanita Pulau Pinang (1st) Roundtable Consultation @ KOMTAR, George Town

15

8

Briged Wanita Pulau Pinang (2nd) Roundtable Consultation @ KOMTAR, George Town

WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

AWARENESS-RAISING ON WOMEN AND GENDER ISSUES

Each year, the WEL team organises a range of activities to raise public understanding and awareness on gender equality, women's participation and leadership, and violence against women. These activities include dialogues, seminars, forums, festivals, and public events.

In November 2014, PWDC with the support of the WEL team took on the challenge of organising "*Penang Goes Orange 2014: Hentikan Keganasan, Hormati Wanita*" (Stop Violence, Respect Women) from 25 November through 10 December 2014. "Penang Goes Orange 2014" is the first state-level campaign by the Penang State Government in conjunction with the worldwide campaign 16 Days of Activism to Eradicate Violence Against Women (VAW). PWDC collaborated with women's NGOs, businesses, cultural associations, schools and community organisations across Penang to spread the message on ending violence and promoting gender equality.

Through these activities, PWDC successfully reached out to thousands of Penangites in 2014.



KEY ACTIVITIES

March

International Women's Day 2014 Celebration (public event) and JCI Pearl Women's Run 2014 @ Padang Kota Lama (Esplanade), George Town

9

September

Awareness Raising Seminar on Suicide Prevention @ KOMTAR, George Town

21

November

13

Women and Family Empowerment and Welfare Workshop (Penang Island) @ Dewan Sri Pinang, George Town

18

Women and Family Empowerment and Welfare Workshop (Mainland) @ Pejabat Jabatan Kebajikan Masyarakat Seberang Perai Tengah, Bukit Mertajam

December

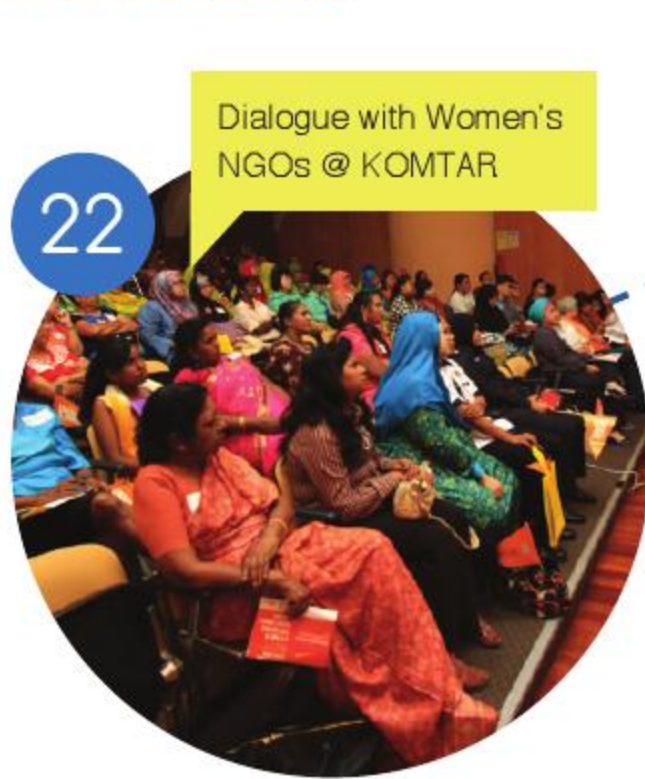
26

December 2014 – Mandarin Language Inter-Secondary School Gender Equality Drama Competition @ KOMTAR, George Town (open to public)

PENANG GOES ORANGE

The first state-wide campaign on Violence Against Women (VAW) in conjunction with the global 16 Days of Activism to Eliminate Violence Against Women.

November



22

Dialogue with Women's NGOs @ KOMTAR



23

Mandarin Language Forum on Violence Against Women @ Penang Chinese Town Hall, George Town

December



6

Community Awareness Workshop on Violence Against Women @ Kompleks Sukan Balik Pulau, Balik Pulau



11

Mandarin Language Community Awareness Workshop on Violence Against Women @ YB Lim Siew Khim's Service Centre, Sungai Pinang

30

Official Closing Ceremony for Penang Goes Orange Campaign and Awareness Raising Session on Violence Against Women @ KOMTAR, George Town

PENANG GOES ORANGE



Tamil Language Community Awareness Workshop on Domestic Violence @ Tambun Garden Restaurant, Batu Kawan



Official Launch of "Penang Goes Orange: Hentikan Keganasan, Hormati Wanita" Campaign Against Violence Against Women @ Queensbay Mall, Bayan Baru (public event)



SCAN (Stop Child Abuse and Neglect) Workshop @ Kampung Melayu, Air Itam



Gender+ : An Evening Sembang-Sembang Session on Gender-Friendly Workplaces @ China House, George Town

WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

WOMEN'S EMPOWERMENT & LEADERSHIP TRAININGS

In 2014, PWDC's WEL team organised several capacity-building and leadership training events for a total of 263 participants. These efforts were aimed specifically at grooming women leaders in politics, the State Government, the corporate sector and grassroots communities. In doing so, PWDC aims to address the lack of

women's substantive representation across all sectors.

PWDC's WEL team also ramped up its "Lean IN" event series, which is inspired by the book "Lean In: Women, Work, and the Will to Lead" by Sheryl Sandberg, the chief operating officer of Facebook. PWDC's "Lean IN" is

targeted at both women and men, encouraging women to take the lead at work while urging men to be committed partners at home and in family care. After kicking off its inaugural event in 2013, PWDC hosted 4 more "Lean IN" workshops in 2014 which to date have reached out to 241 women and men participants in total.

KEY ACTIVITIES

May

16 > 18

National Women Leaders' Conference @ Traders Hotel, George Town

July

Lean IN @ Penang Forum @ Hard Rock Hotel, Batu Ferringhi

3

September

Mandarin Language Lean IN @ Penang Forum @ Sunway Hotel, Seberang Jaya

13

Leadership Skills Training for Women (Community Level) @ Wisma DAP, George Town

20

October

11 Community Women's Empowerment Workshop (Problem Analysis & Decision-Making Skills) @ Batu Maung

27 Lean IN @ Penang Roundtable @ KOMTAR

November

1 Lean IN @ Penang Networking Hi-Tea @ China House, George Town

9 Mandarin Language Gender Equality Workshop @ KOMTAR, George Town

22 Women's Leadership in Local Governance Training @ KOMTAR, George Town

WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)



Participants of Lean IN @ Penang with YB Chong Eng and YB Steven Sim, MP for Bukit Mertajam @ Hard Rock Penang.

Workshop session in the Lean IN Mandarin Forum @ Sunway Hotel.



Lunch Talk by Dato' Faridah Merican

Co-Founder & Executive Producer of the Actors Studio, The Kuala Lumpur Performing Arts Centre and Performing Arts Centre of Penang

Malaysia's First Lady of Performing Arts sharing her life story at the Lean IN @ Penang Forum in Hard Rock Penang.

WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

COMMUNITY DIALOGUES

In 2014, PWDC conducted a preliminary survey of several communities in Seberang Perai Selatan under the Women's Socio-Economic Empowerment Project (SEEP) to investigate the challenges and concerns faced by grassroots women.

KEY ACTIVITIES

August

Courtesy call to Seberang Perai Selatan District Officer's office and field visit to low income and estate areas of Seberang Perai Selatan for the Women's Socio-Economic Empowerment Project (SEEP) Feasibility Study

20

November

Dialogue with women from Ladang Caledonia and Ladang Victoria estates in Jawi, Seberang Perai Selatan for the Women's Socio-Economic Empowerment Project (SEEP) Feasibility Study

26

CHILDCARE AND CHILD RIGHTS

Since its inception, PWDC has strongly advocated for accessible, affordable and quality childcare in order to increase women's participation in the workforce and support working families and caregivers. To strengthen the case for childcare, PWDC undertook a research project on the need for childcare facilities in Penang and subsequently formulated the Penang State Childcare Policy and Action Plan. The Childcare Policy was launched by the Chief Minister of Penang on 8 March 2013 in conjunction with International Women's Day.

In January 2014, PWDC began operating TASKA D'KOMTAR, which

enrolls children aged 3 months to 4 years old and is the first in-house childcare centre to cater for State and Federal Government employees.

Besides TASKA D'KOMTAR, PWDC manages two state-owned childcare centres as of January 2014 – *Pusat Jagaan Kanak-Kanak Daerah Timur Laut* ("PJKK DTL") in Padang Tembak, Ayer Itam and *Pusat Jagaan Kanak-Kanak Seberang Perai Tengah* ("PJKK SPT") in Taman Serumpun, Bukit Mertajam.

With TASKA D'KOMTAR, PWDC hopes to set an example and encourage employers in Penang and Malaysia to similarly provide in-house

childcare for their workers and families.

In August 2014, PWDC proudly launched the Penang TASKA Mapping System which is an online portal for all registered childcare providers in the State. This informational map is intended to serve as a resource database for working parents and caregivers, and encourage childcare providers to register themselves with the State Welfare Department (*Jabatan Kebajikan Masyarakat*). The TASKA Mapping System can be at <http://epegis.penang.gov.my/pwdc-taska/>.

WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

KEY ACTIVITIES

January

Commencement of operations of TASKA D'KOMTAR @ KOMTAR, George Town

2



June

9

>

14

Basic Six Day Training Course for Home-Based Child Minders @ Dewan Sri Pinang, George Town

17

Dialogue with Hospital Lam Wah Ee administrators on setting up workplace childcare facilities @ KOMTAR, George Town

21

Staff Appreciation Lunch and Gathering with caretakers and child-minders of TASKA D'KOMTAR, PJKK DTL and PJKK SPT @ KFC Green Lane, George Town

May

Dialogue with MOLEX Women Business Council on PWDC activities, childcare issues and potential collaboration @ KOMTAR, George Town

27



WOMEN'S EMPOWERMENT AND LEADERSHIP (WEL)

August

Official Launching of TASKA D' KOMTAR by the Rt. Hon. Chief Minister of Penang, YAB Tuan Lim Guan Eng @ KOMTAR, George Town

8

Meeting with *Bahagian Pengurusan Sumber Manusia* under the Office of the Penang State Secretary (*Pejabat Setiausaha Kerajaan Negeri Pulau Pinang*) to discuss childcare fee subsidies in public sector workplaces, based on the 2013 Services Circular No. 38 (*Pekeliling Perkhidmatan Bilangan 38 Tahun 2013*) @ KOMTAR, George Town

12

Presentation of Penang TASKA Mapping System project findings and technical discussion on Penang Geospatial Information Service ("PeGIS") mapping systems at PeGIS's office @ KOMTAR, George Town

27

September

Planning meeting with PJKK DTL and PJKK SPT caretakers @ KOMTAR, George Town

9

October

12

World Children's Day celebration with the State Executive Committee for Women, Family & Community Development (*MMK Pembangunan Wanita, Keluarga dan Komuniti*) (500 participants) @ Cheng Hua Kor Moral Uplifting Society Hall, Tanah Liat, Berapit

November

3

Conference call strategic planning meeting with Talentcorp to promote and upscale the Penang TASKA Mapping System @ KOMTAR, George Town

20

Launch of the Penang TASKA Mapping System in conjunction with Universal Children's Day by the Penang State Executive Councilor for Women, Family and Community Development, YB Puan Chong Eng @ KOMTAR, George Town



YB Chong Eng at the launch of the Penang TASKA Mapping System



GENDER POLICY AND ADVOCACY
(GPA)

GENDER POLICY AND ADVOCACY (GPA)

INTRODUCTION

The Gender Policy and Advocacy (GPA) 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 GPA programme's responsibilities include identifying critical issues that contribute to gender inequality in Penang, designing and proposing strategies to address these problems, and promoting gender mainstreaming in all sectors.



To fulfil these roles, the GPA team undertakes research and documentation work to formulate evidence-based gender-responsive policies and ensure that its advocacy is premised on sound foundations. The GPA programme 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.

PWDC, through the GPA programme, also works with Penang State Government partners to create awareness of and facilitate gender mainstreaming into the programmes and policies of relevant State Executive Committees. PWDC actively provides input to enable its government partners to deliberate and address pertinent issues with a gender lens. Through these efforts, PWDC hopes to institutionalise gender responsive and participatory governance in Penang.

POLICY FORMULATION

In 2014, the GPA team began drafting a **Gender Checklist** proposal to promote gender-sensitive principles in infrastructure design and municipal planning. The Gender Checklist's contents are tentatively aimed at designers, planners and developers of public, commercial and residential projects, as well as key stakeholders in the Penang State Government and local councils. The Gender Checklist is premised on the belief that women and men have unique and universal needs, which must be equally considered and catered for in the built environment.

For example, catering to women's unique needs might include providing more women's toilets to avoid long queues. At the same time, the provision of gender-sensitive facilities should not perpetuate gender stereotypes, but instead promote social inclusion of women and men of all ages. For example, diaper-changing and baby care facilities should not be restricted to mothers or women's restrooms only, but also be accessible by male caregivers. Similarly, ensuring the availability of building lots and spaces

for childcare facilities would not only help mothers, but also working parents, caregivers and families as a whole.

Throughout 2014, the draft Gender Checklist was presented to and discussed with various stakeholders for their consideration, further input and refinement. The draft is currently pending further review by key decision-makers in the Penang State Government.

GENDER POLICY AND ADVOCACY (GPA)

KEY ACTIVITIES

March

Meeting with Green Acres Sdn Bhd (State Government-appointed consultant to review the Penang Structure Plan) to discuss the incorporation of Gender Responsive Indicators into the *Pelan Induk SPT* (SPT development blueprint) @ KOMTAR, George Town

12

Meeting with Malaysian Resource Corporation Berhad (MRCB) to discuss the incorporation of Gender Responsive Indicators into the Penang Central project in Butterworth @ KOMTAR, George Town

20

November

4

Presentation of revised Gender Checklist draft to Penang State GRPB Steering Committee meeting for review and feedback @ KOMTAR, George Town

8

Presentation of revised Gender Checklist draft to MPSP Gender Committee meeting for review and feedback

REPRESENTATION IN STATE-LEVEL DECISION-MAKING BODIES

As the key state agency responsible for promoting gender equality and women's empowerment, PWDC is frequently invited to attend relevant State Government meetings and offer feedback on various policy issues and decisions. As of the end of 2014, PWDC officially sits in the State Executive Committee meetings (*Mesyuarat Jawatankuasa Majlis Mesyuarat Kerajaan*) for *MMK Agama Islam* (Islamic Affairs), *MMK Pembangunan Wanita, Keluarga dan Komuniti* (Women, Family and

Community Development), *MMK Kerajaan Tempatan* (Local Government), and most recently *MMK Pembangunan Desa* (Rural Development) and *MMK Kesihatan* (Health). As of June 2014, PWDC is also represented in the Universal Design Sub-Committee (*Jawatankuasa Kecil Rekabentuk Sejagat*) under the State Executive Committee for Local Government.

In addition, PWDC provides policy advice and research support to the

State Executive Councilor for Women, Family and Community Development, YB Puan Chong Eng, in general and for specific occasions such as the Penang State Legislative Assembly (*Dewan Undangan Negeri*) sittings which took place on 19th-23rd May 2014 and 10th-14th November 2014. PWDC is grateful for the many opportunities given to promote gender perspectives and proposals for the consideration, debate and review of Penang State Government partners and colleagues.

CONSULTATION AND NETWORKING WITH STATE AND EXTERNAL PARTNERS

Throughout 2014, PWDC's GPA team was invited to provide feedback on policy matters and explore potential collaborations with public policy researchers, advocates, departments and organisations in Penang and Malaysia. PWDC also hosted visiting public policy experts and was invited to share its own expertise and experiences abroad. These networking sessions helped to build shared knowledge of women's issues, gender equality and social inclusion strategies, and establish PWDC's position as an expert organisation on women and gender issues.

GENDER POLICY AND ADVOCACY (GPA)

KEY ACTIVITIES

June

Meeting, discussion and feedback session with Penang Institute on its ongoing 'Women's Labour Force Participation – A Case Study of Penang' research project @ KOMTAR, George Town

10

Meeting, discussion and feedback session with researchers from the United Nations Development Programme Malaysia (UNDP Malaysia) on the ongoing EPU-UNDP joint 'Study of Housing for the B50% Income Group and Challenges of Urbanisation in Malaysia' research project @ Penang Institute, George Town

19

July

Unit Perancang Ekonomi Negeri (UPEN or State Economic Planning Unit) technical meeting on Penang Institute's ongoing 'Women's Labour Force Participation – A Case Study of Penang' research project @ KOMTAR, George Town

23

August

Discussion and sharing session with Dr. Teo Yeu Yenn, Associate Professor of Sociology with Nanyang Technology University, Singapore (NTU Singapore) titled "Support for Childcare: Evaluating the Possibilities and Limitations for Gender Equality" @ KOMTAR, George Town

14

August

22 > 24

Mentoring and public policy exercise with student participants at the Malaysian Public Policy Competition 2014 (MPPC 2014) organised by the International Council of Malaysian Scholars & Associates (ICMS) @ Sunway University, Bandar Sunway, Selangor

September

19

Networking session with recruiters from the National University of Singapore's Lee Kuan Yew School of Public Policy (NUS-LKYSPP) @ KOMTAR, George Town

29

Meeting, discussion and feedback session with Penang Institute on its ongoing 'Women's Labour Force Participation – A Case Study of Penang' research project @ KOMTAR, George Town

October

21

Stakeholder dialogue titled 'Policy Dialogue on Domestic Violence Against Women (DVAW): A Sharing of the Findings of the First National Research on DVAW using the WHO Multi-Country Questionnaire' organised by USM-KANITA (Centre for Research on Women and Gender) @ Cyberjaya, Selangor

December

4

Discussion and feedback session at 'Agenda Ekonomi Saksama (AES) Implementation Workshop' hosted by Penang Institute @ Royale Bintang Hotel, George Town





VOICES: THE REALITIES OF WOMEN

A PWDC Programme for
George Town Literary Festival 2014

VOICES

The Realities of Women

VOICES: THE REALITIES OF WOMEN

Giving VOICES to the lives of everyday women

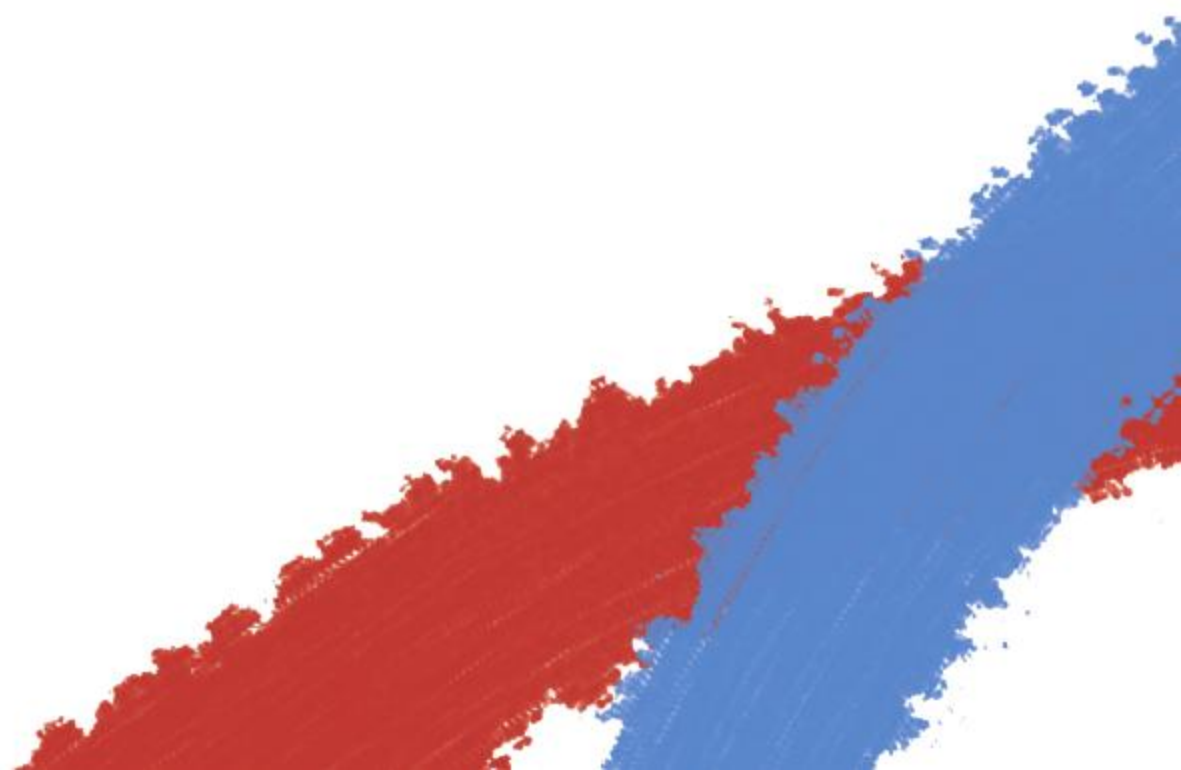
The George Town Literary Festival 2014 (GTLF 2014) was a special one for PWDC and Penang. Rising to the theme of the festival – *Capital* – the communications department of PWDC designed a programme that capitalised on the spirit of Penang. Calling our programme *VOICES: The Realities of Women*, we sought to give voice to the lived realities of four everyday Penang women.

The programme designed was simple – a creative process of storytelling firmly grounded on real-life issues faced by actual women. Working with so many women from the community, we at PWDC are privy to the daily struggles and lives lived by women who are most often forgotten by the society. To channel the narratives, we needed the right vessels, so we tapped into our local pool of talents to select four incredible Penang-based women writers: Anna Tan, Shuli de la Fuente-Lau, Lau Shu Shi and Raja Syarafina. They were then given the parameters of the project and were connected to their sources.

The writers, after talking to their sources, then embarked on the creative process of the programme in which they crafted fictional accounts of these women, staying true to their oppressions, struggles and victories while staying clear from revealing personal details that could give their identities away. Following the concept of staged readings, the *VOICES* programme at GTLF 2014 saw the writers themselves doing dramatic readings of their stories. Tan, Fuente-Lau and Raja Syarafina wrote and narrated their stories in English while Lau worked in Mandarin.

One of the objectives of *VOICES* was to provide a platform for local writers, especially women writers to showcase their works, and the partnership with GTLF 2014 proved to be a winning one. The festival was a special one for all four of our writers as this was the first time they presented their written works on an international literary platform.







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