

All Women's Action Society (AWAM)

Annual Report 2014



Table of Contents

All Women’s Action Society (AWAM)	0
AWAM’s Vision, Mission, and Values	2
People of AWAM	3
Report by the Honorary Secretary	4
Annual Calendar of Events	8
Gender-Based Violence (GBV)	16
Public Education Campaigns	16
Trainings	17
Advocacy	22
Services	25
Politicisation of Ethnicity and Religion (PER)	29
Information and Communications	35
Organisational Development	43
Membership Development	43
Fundraising	45
Strategic Planning	46
Interns and Volunteers	48
Appreciation and Gratitude	50

AWAM's Vision, Mission, and Values

Vision: AWAM envisions a just, democratic and equitable society where all persons - women especially - are treated with respect and are free from all forms of violence and discrimination.

Mission: Based on feminist principles, we seek to achieve our vision by building a movement that informs, connects and mobilises society towards:

- Securing women's rights and bringing about gender equality;
- Developing capacities for women's empowerment and social transformation; and
- Supporting women in crises.

Values: AWAM operates with the strength of a dynamic and dedicated group of members and staff who shape the direction and policies of the organisation. As a collective, AWAM strongly believes in having an inclusive participatory and empowering organisational culture. We are guided in our work and decision-making by five core values:

- Collectivism
- Compassion and respect
- Courage
- Equality and justice
- Integrity

People of AWAM

Office Bearers [March 2014 –March 2016]

President: Ho Yock Lin
Deputy President: Thency Gunasekaran
Hon. Secretary: Judith Loh Foong Lin
Hon. Treasurer: Sue Chong Soo Hua
Ordinary Council Members:
Susie Cheng Yoke Chang
Sofia Lim Siu Ching
Theresa Lim Chin Chin

Working Collective

Ameirunaisyah Ismail
Betty Yeoh Siew Peng
Choong Yong Yi
Emily O. Mathius
Evelynne Gomez (commenced 18 August 2014)
Ho Yock Lin
Judith Loh Foong Lin
Lee Wei San
Lim Chin Chin
Sofia Lim Siu Ching
Susie Cheng Yoke Chang
Tan beng hui
Thency Gunasekaran
Timothy Upai Lindris (22 September–30 December 2014)

Staff

Project Director: Betty Yeoh Siew Peng
Assistant Manager, Finance and Admin: Emily O. Mathius
Assistant Programme Manager: Lee Wei San
Assistant Programme Officers:
Ameirunaisyah Ismail
Choong Yong Yi
Timothy Upai Lindris (22 September–30 December 2014)
Information Communication Officer: Evelynne Gomez (commenced 18 August 2014)
Consultant (Book keeper): Loke Siew Fung

Interns

Arielle Carignan-Perron (16 December 2013–28 March 2014)
Cathryn Frances P Panganiban (26 May–31 July 2014)
Molly Moh Rui Yan (26 May–21 August 2014)
Rozy Khalid (commenced 15 May 2014)
Siew Yin Heng (1 October 2013 - 31 May 2014)
Shirley Lai (commenced 12 May 2014)
Ellen Whyte (12 September–31st December 2014)

Joint Management Committee

President: Ho Yock Lin
Hon. Secretary: Judith Loh Foong Lin
Council Member: Sofia Lim Siu Ching
Project Director: Betty Yeoh Siew Peng
Assistant Manager, Finance & Admin: Emily O. Mathius
Assistant Programme Manager: Lee Wei San

Committees

Gender-Based Violence
Politicisation of Ethnicity and Religion
Membership Development
Media
Fundraising
Finance
Joint Management

Report by the Honorary Secretary

As I pen this summary of AWAM's work of 2014, let me take this opportunity on behalf of AWAM to wish our members, sponsors/funders, supporters, and friends a very happy and safe New Year.

We are proud to share with you our work and achievements of 2014, confident in the knowledge that it was built on foundations since 1988 when we registered AWAM. AWAM continues to play a very substantive role in lives of women through its programmes and activities. The committees drive these programmes into action, through lobbying for better laws for women, raising awareness about women's human rights through its public education and training activities, and providing services to women and society at large.

Our work is rooted in our vision to create a just, democratic and equitable society where all persons, in particular women, are treated with respect and are free from all forms of violence and discrimination.

The 2014 report gives you an overall account of the different committees and work of AWAM. It is a capturing and recording of our activities, achievements and challenges. We have also included an Annual Calendar of Events of the 12 months of 2014. The full version of the report will be made available on our website at <http://www.org.my/communications/publications/>.

AWAM's work is anchored on two main thematic programmes, **Gender-Based Violence (GBV)** and the **Politicisation of Ethnicity and Religion (PER)**. We focus on these themes because of the impact they have on society in general and women in particular.

The **Gender-Based Violence (GBV)** Committee works toward the prevention and elimination of discrimination and violence against women. The goal, achieving gender equality for all.

One of the highlights of the GBV committee 2014 was the culmination of the Nationwide Campaign against Domestic Violence in ten states of Malaysia. This campaign started in July 2013 and will continue through to 2015. As of December 2014, the campaign has reached out to at least 2500 rural and urban poor communities, strengthened the collaboration between service providers (hospital, welfare and police) at various states, increased the capacity of local NGOs to advocate on the issue of domestic violence and created awareness to participants of the seminar at the State campaigns.

We held public education booths for both International Women's Day and 16 Days of Activism against Gender-Based Violence at Tropicana City Mall last year. These internationally celebrated events were an avenue for AWAM to engage the public and to create awareness on the issue of Gender-Based Violence and to share AWAM's work on the issue.

Our **Public Education and Training programme** continues to play a very important role towards empowering women and the society. We conducted a total of 44 trainings and 16 public education sessions in 2014. The bulk of our training focussed on issues around gender based violence, gender sensitisation, and women's leadership. Among others, we conducted trainings and workshops for employees and management of various corporations, students at educational institutions, chambering pupils from the KL Bar and Selangor Legal Aid Centres, welfare officers under the Social Welfare Department of the Ministry of Women, Family and Community Development and personnel from General Hospitals in the state of Selangor.

AWAM continues to provide counselling and legal **services** to our walk in and call in clients. In 2014, there was an increase of 38% cases. AWAM continues to be aided by intern counsellors with a Masters Degrees in this field and legal pupils from KL Bar and Selangor Bar. In the section of Services, counselling charts are provided which will give you an overview of the cases conducted at our counselling centre.

In AWAM's journey towards creating a free and fair society, we are aware that the laws, policies and programmes we work on must take into account the fact that women are not one homogenous group. Women's experiences and needs vary depending on factors such as class, age, beliefs, location, and sexual identity and expression. Ethnicity and religion in particular, are prominent identity markers that shape our identities in Malaysia. Increasingly, ethnicity and religion have been used to justify segregation, discrimination and even violence. What worries us, in particular, is the use of ethnicity and religion to justify violence and discrimination against women. It is in this backdrop that the **Politicisation of Ethnicity and Religion (PER)** Committee continues to work towards building bridges as well as finding new ways to create understanding and respect in society..

To meet its objectives under the PER programme, AWAM produced the first training manual in Malaysia that provides a gender lens to the politicisation of ethnicity and religion. The manual is called 'Perpaduan: Exploring ethnic, religious and gender relations in Malaysia'. We used the Malay word "*perpaduan*" which means unity, as that is a goal of the manual, to create a sense of unity and community, in overcoming the politicisation of ethnicity and religion. The target group for this manual are female youths between 18-25 years old. Another exciting PER event was the launch of an **Art Exhibition** entitled "The Good Malaysian Woman: Ethnicity, Religion, Politics." The art exhibition engaged the public on what it means to be a woman in Malaysian society through a prism of ethnicity, religion and politics, using the medium of visual arts. We had 22 wonderful female Malaysian artists who presented 30 incredibly diverse and conceptual works of art. This innovative event drew AWAM much positive media coverage as well as feedback from visitors who came.

Moving on to another important area of AWAM's work: **Information and Communication**. This platform continues to play a very important role in bringing the message of women's issues to a wider forum through different channels. AWAM connects with our members and the public through various means including its publications such as its E-

links and event booklets; through press statements, TV and radio interviews; as well as our social media, and website.

This year, AWAM came out with 15 comments/statements in response to media inquiries, issued out 1 letter to the editor as well as endorsed 10 JAG press statements. AWAM also participated in 10 radio interviews, 11 TV interviews. The issues we raised through our media work include sexual harassment, domestic violence, statutory rape and AWAM's events like "The Good Malaysian Woman" exhibition and the White Ribbon Campaign Run and Walk. We were interviewed on stations such as Traxx FM, Capital FM, NTV7 Bella, BFM, and Melody FM.

AWAM is a member driven organisation and one challenge we encounter is how to nurture our new members and re-energise existing members to play a role in the organisation. This led to the setting up of the **Membership Development Committee** in 2014. One of the activities conducted by this committee were the three orientation workshops for new members. This is to familiarise members with the work we do, our beliefs and the love and commitment in bringing about change in lives of women. They also organised interesting discussions and spaces for dialogue such as Feminist Fridays.

In a year, AWAM needs about RM500,000 to run the organisation. We are a non-profit organisation, which means much of what we do, in our outreach, advocacy, training and our services require funding. Fundraising is hard work. Though fundraising is challenging, it is also very important work. In 2014 the **Fundraising Committee** organised two fundraising events, the 9th Charity Treasure Walk-a-Hunt and its 2nd White Ribbon Campaign Run and Walk. AWAM was also the recipient of 6 fundraising drives that were initiated by individuals and corporations.

Though we are aware that fundraising will be more challenging in the coming year, with rising costs, the weak ringgit and increasing competition, the dedicated committee will continue to pursue on keeping the cause of AWAM on course. We would like to thank the 40 companies/corporations that supported our fundraising events of 2014.

In 2014, 22 of AWAM's members and staff came together for a three day long **Strategic Planning Meeting** in Janda Baik, Pahang to review AWAM's work over the last three years, as well as to chart its plans for the next five years. Being away from AWAM's hectic work environment, this relaxing space gave members and staff an opportunity to explore the different areas of AWAM's work, and to participate in shaping AWAM's future. We took note of the gaps and we identified the need to develop clear objectives and strategies for our work. We would like to specially thank our consultant Saira Shameem who guided us through the whole process.

Gratitude for Staff and Volunteers

We are very pleased to say that the spirit of AWAMites is very much alive and thriving. AWAM has a small pool of seven dedicated staff that anchor all the activities and administration together with the active and committed volunteers and members. We are very grateful to always have local and international interns to support us in our work, volunteers who spend their holiday break helping us and, friends of AWAM who continue to support us during our campaigns.

I invite you to read our report where our staff has taken time to reflect, write and share with you stories of AWAM. We are proud of what we have achieved this year. 2014 continues to be a year of growth and achievement, of personal efforts and collective efforts, of our dedicated volunteers and staff, generous donors and contributors, supportive friends working together for the greater good of society.

We in AWAM are encouraged to continue to be a positive force and presence for the lives of women and society.

On behalf of AWAM I thank all of you for your support and your trust in us.

Honorary Secretary
Judith Loh Foong Lin

Annual Calendar of Events

JANUARY 2014

3 Jan	AWAM held a discussion on the issue of the use of the word “Allah”
13 Jan	AWAM showed support at the Press Conference on the outlawing of COMANGO, organised by COMANGO
19 Jan	White Ribbon Campaign Dinner was held to show appreciation for all who were part of the organising process
20 Jan	Representatives from AWAM attended the Roundtable Discussion on Universal Periodic Review, organised by SUHAKAM
22 Jan	The Joint NGO-Legal Aid Clinic Training was carried out for chambering pupils
25 Jan	AWAM held its first Members Orientation for the year AWAM held a Media Workshop for its Working Collective and Committee members

FEBRUARY 2014

8-9 Feb	The first pilot testing for a PER Training Manual developed by the PER Committee was carried out in Penang with 16 youths
15-16 Feb	Representatives from AWAM attended the JAG Evaluation and Planning Meeting
19 Feb	A meeting with WAO and SIS representatives and trainers to review the LAC NGO Curriculum
21 Feb	Representatives from AWAM attended a JAG Briefing on Islamic Family Law, organised by Sisters in Islam
26 Feb	AWAM presented a talk on understanding gender for MWFC in their policy division

MARCH 2014

1 Mar	AWAM organised a workshop called Movers & Shakers II which provided participants with facilitation skills
5-16 Mar	An AWAM Exhibition Booth for International Women's Day was carried out at Tropicana City Mall
6 Mar	A Joint NGO- LAC Mid-Term Review for KL and Selangor Pupils was held AWAM gave a talk on Sexual Harassment at DHL
8 Mar	An AWAM Exhibition Booth for International Women's Day was carried out at the Subang Jaya Medical Centre AWAM held Movers & Shakers II (Facilitation Skills) Workshop
9 Mar	AWAM gave an International Women's Day Talk in an event organised by the KLSCAH Women's Section
14-15 Mar	AWAM was on a panel to discuss the multiple roles of women in everyday life, organised by the Malaysian Women Marathon (MWM) on 14 March. We also set up an exhibition booth on 14 and 15 March at the MWM event
16 Mar	AWAM gave a talk on Sexual Harassment at MTUC Subang Jaya
19 Mar	AWAM gave a talk on Feminism at Help University College
20 Mar	AWAM organised an afternoon tea at Clearwater, Damansara Heights with women representatives from various embassies, to introduce AWAM's work and vision AWAM gave a talk on Violence Against Women at Stamford College, Petaling Jaya
21 Mar	Representatives of AWAM attended a meeting with the United Nations Development Program on the Assessment of Development Results
28 Mar	AWAM held its first Feminist Friday session of the year on the theme of "The Good Malaysian Woman"
29 Mar	AWAM Annual General Meeting (AGM)

APRIL 2014

1 Apr	AWAM attended a National Unity Consultative Council (NUCC) Meeting with NGOs AWAM was at the JAG briefing for Members of Parliament who are part of the Gender Caucus, on the Islamic Family Law and the Law Reform (Marriage and Divorce) Act
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2 Apr	AWAM conducted a talk on Sexual Harassment for YSP Industries
4 Apr	AWAM's Domestic Violence Campaign travelled to Terengganu
7 Apr	The Joint NGO-Legal Aid Clinic Training was carried out for chambering pupils
8 Apr	AWAM gave a talk on the role of NGOs in helping victims of sexual crimes for Royal Malaysian Police College
9 Apr	AWAM conducted a Gender Sensitization Training for Institut Sosial Malaysia
19 Apr	AWAM organised a networking Meeting with Wanita IKRAM
20 Apr	AWAM gave a talk on the topic of Good Neighbour, Good Community from a women's perspective and Service Booth for Rotary Club Selangor
22 Apr	AWAM attended a Roundtable Discussion on Domestic Violence in Penang organised by University Sains Malaysia
23 Apr	AWAM carried out a talk on sexual harassment for the One Stop Crisis Centre (OSCC) in Hospital Selayang
25 Apr	AWAM held its second Feminist Friday of the year on the topic Unintended Pregnancies
26 Apr	AWAM's Domestic Violence Campaign travelled to Johor AWAM gave a talk along the theme of "Equality, Liberty, Solidarity" at the Taylor's College 12th 'Hear Us Out' Conference
27 Apr	AWAM gave a talk on Domestic Violence and Counselling Skills to the Buddhist Gem Fellowship

MAY 2014

3 May	AWAM held its second Membership Orientation of the year
10 May	AWAM organised a discussion with its members to update members regarding JAG's law reform work on violence against women with the Working Committee on Laws, hosted by the Attorney General Chambers
11 May	AWAM gave a talk on "Women Protection" and held a service booth at the Cheras Rotary Club Community Day
14-15 May	AWAM carried out a training on Sexual Harassment for Dimension Data
15 May	AWAM organised a Joint NGO-LAC Mid-Term Review was held

16 May	AWAM held its third Feminist Friday of the year on Sexual and Reproductive Health and Rights
17 May	“The Good Malaysian Woman: Ethnicity, Religion, Politics” Art Exhibition Opening Ceremony
18-25 May	“The Good Malaysian Woman: Ethnicity, Religion, Politics” Art Exhibition was held at Black Box, Publika
22 May	“The Good Malaysian Woman: Exploring Expectations” Workshop was organised by AWAM
24 May	AWAM’s Domestic Violence Campaign travelled to Perlis ‘The Good Artist: Navigating Boundaries of Acceptance’ Talk with Artist was organised by AWAM, as part of the art exhibition
26 May	AWAM gave a talk on gender equality and gender equity from a healthcare perspective organised by UKM Talent Academy
28 May	Representatives from Sisters for Change visited AWAM
29 May	AWAM opened an Education Booth at Taylor’s Lakeside for the “Taylors Law Awareness Day 2014”

JUNE 2014

1 Jun	The annual Aiyoh... Wat Lah?! Awards organised by JAG was held at Merdekarya
4 Jun	AWAM gave a sexual harassment talk at INTI International College Subang Jaya
17-23 Jun	AWAM was in Sarawak to run a Gender-Based Violence training for Penan Women
27 Jun	AWAM held its fourth Feminist Friday of the year on Hentikan Rogol: Aku Kisah

JULY 2014

1 Jul	The Joint NGO-Legal Aid Clinic Training was carried out for chambering pupils
5 Jul	AWAM held a placard making session with members and volunteers in preparation for Hentikan Rogol
16-17 Jul	AWAM carried out a Regional Sexual Harassment Talk for Dimension Data in KL

17 Jul	Aiyoh Wat Lah Review and Post-Mortem
17 Jul	AWAM held a talk on sex and gender, and opened an exhibition booth at Nilai College
23 Jul	AWAM was visited by students from Sookmyung Women's University, Korea
25 Jul	AWAM held its fifth Feminist Friday of the year on Rape Culture

AUGUST 2014

4-5 Aug	AWAM carried out a Regional Sexual Harassment Talk for Dimension Data in Thailand AWAM attended the COMANGO Consultation on Monitoring the Universal Periodic Review
7 Aug	AWAM was part of the "What Is Success For Women?" Panel Discussion at Monash University AWAM, as part of JAG, attended a meeting with the AGC about amendments to laws pertaining to VAW
10 Aug	AWAM held its 9th Annual Treasure Walk-a-Hunt
16-17 & 23-24 Aug	The PER Committee organised a workshop for young women using the new Perpaduan Training Manual
17 Aug	AWAM was part of a panel on Intergenerational Dialogue with Young Women (IWRAP Asia Pacific & KYRSS)
23 Aug	AWAM, as part of JAG, organised the Hentikan Rogol Rally at KL SOGO
23-24 Aug	AWAM had a booth at the Arts for Grabs event
24 Aug	AWAM was on a Violence Against Women Forum held for delegates of Mrs Universe
25 Aug - 1 Sep	AWAM attended and participated in the Women's Learning Partnership Training of Trainers in Turkey
25 Aug	AWAM held a Joint NGO-LAC Mid-Term Review
27-28 Aug	AWAM carried out a Regional Sexual Harassment Talk for Dimension Data in Indonesia
27 Aug	AWAM was at the Institut Social Malaysia to give a talk on Gender Sensitisation

29 Aug	AWAM held its sixth Feminist Friday of the year on Exploring AWAM's Identity
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SEPTEMBER 2014

5-7 Sept	The PER Committee held its first Training of Trainers in Janda Baik
6 Sept	AWAM's Domestic Violence Campaign travelled to Penang
6-13 Sept	AWAM helped out at the Freedom Film Fest, organized by KOMAS
11 Sept	AWAM carried out a training on the role of NGOs in addressing Domestic Violence at Hospital Selayang
12 Sept	AWAM gave a talk on domestic violence to A-Level Students at Taylor's Sri Hartamas
19 Sept	Representatives from AWAM were part of a meeting with Chew Mei Fun (MWFC) to raise women's rights issues in Malaysia
21 Sept	KTP Focus Group Discussion
22 Sept	The Joint NGO-Legal Aid Clinic Training was carried out for chambering pupils
23 Sept	AWAM was visited by Nahdiatul Ulama from Indonesia
24 Sept	AWAM was visited by students from Nanyang Polytechnic Singapore
25 Sept	AWAM carried out a talk on sexual harassment at Nikon Sdn Bhd
26 Sept	AWAM held its seventh Feminist Friday of the year on the issue of Pornography
27 Sept	AWAM held its third Members Orientation of the year
29 Sept – 10 Oct	AWAM attended the Women's Learning Partnership Trans-Partnership Meeting
29th Sept	AWAM opened a booth at the 4th NGO Awareness Campaign, held in UCSI

OCTOBER 2014

1 Oct	AWAM was visited from students at New Era College
9 Oct	AWAM carried out a sexual harassment training at Sime Darby Convention Centre

16 Oct	Representatives from AWAM attended the Walk for Peace and Freedom at Padang Merbok organised by the Bar Council
17 Oct	AWAM held its seventh Feminist Friday of the year
18 Oct	AWAM held a White Ribbon Campaign Workshop to educate the male ambassadors of the campaign on the issues pertaining to the White Ribbon
21 Oct	AWAM held its White Ribbon Campaign Press Conference at KL SOGO
25 Oct	The PER Committee held its Strategic Planning Meeting
29 Oct	AWAM held a Gender Sensitisation Workshop at HTAR The GBV Committee held its Strategic Planning Meeting
30 Oct	The Fundraising Committee held its Strategic Planning Meeting

NOVEMBER 2014

6-9 Nov	AWAM held its Strategic Planning Meeting in Janda Baik
14 Nov	AWAM gave a talk on sexual harassment at the SEGI Forum on Sexual Harassment
14-15 Nov	AWAM's Domestic Violence Campaign travelled to Kelantan
18 Nov	A Joint NGO-LAC Mid-Term Review was held
19 Nov	AWAM took part in the Women's Learning Partnership's Online Talk on Sexual Harassment
20 Nov	The PER Committee organised a meeting with members from Wanita IKRAM at the AWAM Centre
22-23 Nov	A two day Facilitation Workshop was organised by the PER Committee as a follow up to its Training of Trainers in September
25 Nov – 10 Dec	AWAM held an Exhibition Booth at Tropicana City mall for the 16 Days of Activism Exhibition Booth and also talks at the AWAM Centre
27 Nov	AWAM was at ISM to give a talk on Gender Sensitization

DECEMBER 2014

7 Dec	AWAM held its White Ribbon Campaign Run and Walk
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12 Dec	AWAM held a talk and exhibition at UMMC
16 Dec	The Joint NGO-Legal Aid Clinic Training was carried out for chambering pupils AWAM was part of a panel on Advocacy Strategies for Gender Studies students at Universiti Malaya
19 Dec	Study Visit from Pakistan Delegation at the AWAM Centre
22 Dec	AWAM briefing for chambering pupils joining our Legal Aid Clinic

Gender-Based Violence (GBV)

Committee Members:

Staff Coordinator: Betty Yeoh

Member Coordinator: Thency Gunasekaran

Members: Choo Wei Hoong

Choong Yong Yi

Emily O. Mathius

Rabiatul Adawiyah Bin Yusoff

Siew Yin Heng

Joyce Hue

Elis Soo

Timothy Lindris Upai

Why GBV?

Gender-based violence (GBV) reproduces and strengthens discrimination between men and women that compromises the health, dignity, security, and independence of its survivor-victims. The GBV Committee of AWAM works towards the prevention and elimination of violence and discrimination against women.

Public Education Campaigns

Overview of 2014

The year 2014 saw an energised GBV Committee focused on raising awareness on the issue of violence against women. Some key achievements by the GBV committee, through AWAM's work, include the following:

1. Nationwide campaign against Domestic Violence (DV)

The nationwide campaign against Domestic Violence started in July 2013. As of December 2014, we have covered 10 states in Peninsular Malaysia. The campaign has produced the following outcomes:

- Reached out to at least 5000 rural and urban poor communities.
- Strengthened collaboration with Service Providers (hospital, welfare and police) at various states.
- Increased capacity of local NGOs to advocate on the issue of Domestic Violence and created awareness of participants.



This Nationwide Campaign against Domestic Violence is funded by KL Sogo.

2. 16 Days of Activism against Gender-Based Violence

The 25th of November kicked off the annual 16 Days Of Activism Against Gender-Based Violence. The objective of the campaign was clear - to raise awareness about gender-based violence as a human rights issue at the local, national, regional and international levels. In



conjunction with this, AWAM held a 16 day long exhibition booth at Tropicana City Mall in which the public was encouraged to stop by to talk to us and learn more about gender-based violence, and what AWAM is doing to address this in Malaysia. Furthermore, two talks were also held at the AWAM Centre, titled “Sexual Harassment: Can It Affect You?” and “Violence Against Women: Can Men Play A Role To Stop Violence?”

Trainings

Staff Coordinator: Betty Yeoh

Trainers: Thency Gunasekaran, Choo Wei Hoong, Joyce Hue, Rabiatul Adawiyah bin Yusof, Siew Yin Heng, Ameraisyah Ismail, Lee Wei San, Choong Yong Yi

AWAM’s Training work is also managed by its GBV Committee. Its pool of trainers comprises AWAM members who are skilled trainers/facilitators as well as those who are being nurtured by AWAM to be trainers/facilitators. The committee responds to training requests from external parties as well as internal AWAM trainings and interviews. The key objectives of this programme are:

- 1) To create awareness through trainings and advocate on the core issues of AWAM i.e. Gender-Based Violence, Politicisation of Ethnicity & Religion and Women’s Human Rights.
- 2) To build the capacity AWAM members and the community.
- 3) To generate income from trainings conducted to support the AWAM Centre.

Overview of 2014

1. Talks/Trainings/Workshops

The year 2014 saw a total of 44 trainings/talks (3 of which were PER related) and 16 public education sessions. In some cases, we also set up exhibition booths together with the talks and workshops.

Overall, the number of persons trained in 2014 was 3223. Our trainings have been listed in the annual calendar. AWAM's trainings are provided to various sectors of society. In 2014, the top three sectors that AWAM conducted trainings for are (1) Non-Governmental Organizations, (2) GLC/Corporations, and (3) Educational Institutions. In terms of topics or issues, AWAM receives most requests to provide trainings or talks in area of violence against women, mostly on domestic violence, rape, and sexual harassment. We also receive requests on gender, leadership, advocacy, AWAM's work as well as Women's Safety. The year also saw AWAM's Assistant Programme Officer, Aisyah, attending the Women's Learning Partnership Global Training of Trainers in Turkey. Internally, we trained our members to become facilitators for GBV issues such as domestic violence and sexual harassment.

2. Interviews at AWAM

AWAM also receives requests from universities and other organisations, to learn about its work and issues we work on. We believe in the importance of sharing our work and messages and try to accommodate as many of these requests as possible.

In 2014, there were a total of 24 interviews held at AWAM. 18 of these interviews were students from universities both in Malaysia and abroad.

Month	No.	Visit From/Interviewer	Topic	People Interviewed
January	1.	Sheherazade Jafari, Doctoral Candidate in International Relations, School of International Service American University	Research on women's rights advocacy across religious-secular divides	Wei San & Aisyah
February	2.	Tina Cheng and Bonnie Cheng, Department of Finance, National Chengchi University, Taiwan	Research on women's social status and the glass ceiling in the workplace	Aisyah & Arielle
	3.	Students from Childhood and Family Course, Kolej Dika, Puchong	To learn more on AWAM's work and effects of domestic violence on children	Aisyah
	4.	Karen Hei Mei Sem	Online interview about women and gender equality in Malaysia	Emily
	5.	Law Students From UM	Gender discrimination in	Betty

			EA & Constitution vs CEDAW	
April	6.	Four interns from WAO	To learn more about AWAM	Yong Yi & Wei San
May	7.	Virosha Nambia, a third year law student from UM's Faculty of Law	Women's rights over their bodies and the issue of marital rape in Malaysia	Wei San
	8.	Rebecca Lau, Communications student from Monash University	Why we did the TGMW Art Exhibition and how we thought it had gone	Wei San
June	9.	11 people from the Salvation Army	Overseas social welfare study to learn about AWAM and about social welfare work in Malaysia	Wei San & Emily
July	10.	Eight students from Sookmyung Women's University	AWAM's work, how we fundraise, and the impact of our work on women's rights in Malaysia	Wei San
August	11.	Ng Kha Mun, Sin Chew Daily	Domestic violence in Malaysia	Wei San & Yin Heng
September	12.	Nurbaiti Abdullah	What is the effort and the importance of "informal support" for domestic violence victims	Yin Heng
	13.	Khoo Shin Wei, AIESEC UPM	Partnership opportunities between AIESEC and AWAM for student intern placement	Emily
	14.	Nahdiatul Ulama	Women's issues in Malaysia	Betty
October	15.	Social work students from Nanyang Polytechnic, Singapore	Development of social work practice and education in Malaysia vis-à-vis Singapore	Wei San & Yin Heng
	16.	Students from New Era College, Kajang	AWAM's challenges and future plan as a feminist organisation	Aisyah

	17.	Student from UM Faculty of Law	Obstacles in the implementation of Domestic Violence Act in Malaysia, and how marital law can also be addressed under the DVA	Wei San
	18.	Psychology student from HELP University	Understanding the experiences of being a Muslim feminist in Malaysia	Aisyah
	19.	Tan Wee Sean, UM Faculty of Law student	Marital Rape – Its’ Legal Effects and Social Stigma	Wei San
	20.	Group of students from UM	Social problems in Malaysia – specifically on sexual harassment	
	21.	Ooi Yuet Yi, Public Relations student from Tunku Abdul Rahman	AWAM and its’ work	Yong Yi & Emily
	22.	ijlal Naim, UM	Research on the effectiveness and procedure and enforcement provisions of the Domestic Violence Act 1995.	Aisyah & Wei San
November	23.	Woon Lee Lee, Academic Communication II, UKM	Domestic violence	Emily
	24.	Social Work student, UKM campus, Bangi	To learn about the AWAM Centre and the aid it provides	Emily & Aisyah

Impact of AWAM’s Public Education and Trainings

AWAM conducts regular monitoring and evaluation of its trainings in order to evaluate its impact. Below are some impacts noted from trainings conducted for specific projects/campaigns:

1. Nationwide Campaign against Domestic Violence (workshops in five states for year 2014)
 - a. Reached out to at least 2500 rural and urban poor communities since the start to date

- b. Strengthened the collaboration with Service Providers (hospital, welfare and police) at various states.
 - c. Increased capacity of local NGOs to advocate on the issue of Domestic Violence and
 - d. Created awareness to participants of the seminar during the State campaign.
2. White Ribbon Campaign – Gender-Based Violence Workshop
- a. AWAM organised the White Ribbon Campaign Walk and Run 2014 with a number of males and sponsors, serving as “Ambassadors” of this campaign. The workshop on gender-based violence enabled the participants, mainly men, to be aware of the issue of violence and significance of the WRC. The participants also discussed how men can take an active role in the prevention and elimination of violence against women.
3. Women’s Learning Partnership (WLP)
- a. Aisyah, AWAM’s Assistant Programme Officer attended the Training of Trainers in Turkey. On her return, she has played a stronger role in facilitating workshops and talks.
 - b. AWAM was on an international panel to talk about the issue of sexual harassment and AWAM’s advocacy of this issue. The forum was organised by Women’s Learning Partnership and reached out to the global partners of the WLP.
4. Training of pupils from KL Bar and Selangor Bar Legal Aid Centres
- a. The training provided by AWAM together with other JAG partners (WAO and SIS) on Gender, Violence against Women, Feminism, Feminist Perspective of Law and helping skills, prepared pupils in helping clients with legal issues. Through this knowledge transfer, not only are pupil able to empower clients, it also enhances the knowledge of the pupils and made them more aware of the needs of the client. This is an on-going workshop held at least four times a year.
5. Training of Service Providers
- a. AWAM conducted gender-sensitisation sessions for the Welfare Officers under the Social Welfare Department of the Ministry of Women, Family and Community Development. There were three sessions this year and we reached out to around 100 officers.
 - b. AWAM received requests from General Hospitals in the state of Selangor to conduct gender-sensitisation sessions for the staff of the hospitals, especially the OSCC personnel. In total, we reached out to over 300 personnel.

Advocacy

AWAM continues to lobby for better laws for women through strategic partnerships and collaborations with various partners and stakeholders. While the issues we work on in general focus on gender-based violence, we also engage with issues of national concern in order to bring women's voices and experiences to the table.

At the federal level, we engage with the Ministry of Women, Family and Community Development, Attorney General Chambers, and Parliamentarians.

We also work with various NGOs and civil society actors in the promotion and protection of women's human rights. In particular, most of our advocacy work on women's human rights is carried out as part of the Joint Action Group for Gender Equality (JAG), a coalition of ten women's rights NGOs. AWAM is also part of networks such as the Reproduction Rights Advocacy Alliance Malaysia (RRAAM), Gabungan Bertindak Malaysia (GBM) and the Women's Learning Partnership (WLP). We bring our voice and support to issues of national concern via civil society initiatives such as the Coalition of Malaysian NGOs in the UPR Process (COMANGO) and BERSIH, as well as build linkages with Inter-ethnic and religious groups through the PER Committee.

In the coming years, AWAM will continue to critically assess opportunities for engagement with the state and federal governments as well as at the regional and international level. Through our advocacy and networking, AWAM hopes to create a groundswell of support for issues we work on, ultimately resulting in the abolishment of repressive laws and laws which discriminate against women.

Overview of 2014

1. Joint Action Group for Gender Equality (JAG)

In 2014, JAG held 2 major events, the Aiyoh...Wat Lah?! Awards on 1st June and the Hentikan Rogol, Aku Kisah candlelight vigil on 23rd August.

Held annually since 2012, the **Aiyoh...Wat Lah?! Awards** was held for the third time in 2014. It is organised by JAG to raise awareness as to what constitutes sexism, misogyny, homophobia, and transphobia. The objective of the awards is to create higher standards of discourse from public figures and institutions in Malaysia on issues of gender and sexuality. A list of nominees is developed by a team of JAG members, from media reports over the last year. In 2014, over 1000 people voted for their 'favourite'



nominee based on seven categories: “Foot in Mouth”, “Insulting Intelligence”, “Policy Fail”, “Cannot Ignore”, “Least Helpful to the Sisterhood”, “Enough Already!”, and “Right on Track”. The Awards was hosted by the irrepressible Ribena Berry, a fictional character enacted by actor Jo Kukathas.

2014 was also the year that the “Aiyoh... Wat Lah?!” Awards won the global End Gender Discrimination Now! Contest, organised by Gender at Work, the Association for Women’s Rights in Development (AWID), BRIDGE (Institute of Development Studies), and the Facultad Latinoamericana de Ciencias Sociales (FLACSO) Argentina. Three winners were selected from more than 250 submissions from 63 countries. The contest organisers announced that the Aiyoh... Wat Lah?! Awards won the GenTruth Prize “for courage in shedding light on new or growing forms of gender discrimination”.

More information on the Aiyoh... Wat Lah?! Awards can be found at the website: <http://aiyohwatlah.tumblr.com/>

The **Hentikan Rogol, Aku Kisah** candlelight vigil was a nationwide call to action against rape and other forms of sexual violence. It came about in light of a series of brutal rapes in Malaysia, including the gang rapes in Kelantan, Johor and Terengganu. Over 300 people turned up at the rally in KL SOGO and proceeded to walk peacefully to Dataran Merdeka, to make the point that rape and sexual violence are NOT acceptable; and to demand state accountability to effectively address rape and sexual violence. Similar rallies and vigils were held in Ipoh, Perak, Marudi, Sarawak, and Kota Kinabalu, Sabah.



As part of JAG, AWAM also attended several meetings with different organisations and ministries over the year. One of these meetings was a roundtable discussion with DAP Wanita to discuss the development of the gender equality bill. JAG provided input as to the need for

such a bill, and what a CEDAW (Convention on the Elimination of Discrimination Against Women) compliant law would look like.

2. Women's Learning Partnership

In terms of our work with the Women's Learning Partnership (WLP), AWAM had two major events in 2014. In August, AWAM was represented in the Global Training of Trainers Initiative (G-TOT) organised by the WLP. It was held from 26 August – 31 August 2014 in Istanbul, Turkey. The purpose of the training was to build a multi-lingual batch of trainers in each partner country who will implement leadership and political participation training for women in WLP partner countries and beyond, strengthening civil society, expanding the WLP program and building stronger national and regional networks

AWAM was also part of the Trans-Partnership meeting organised by the WLP in October in the US. The meeting focused on evaluating WLP partnerships after 15 years, and looked at the structure of the WLP partnership in terms of moving forward in the future. By working with the WLP partners, AWAM is able to gain cooperation for training, campaigns, and advocacy work.

3. Working Committee on Violence Against Women Laws, hosted by the Attorney General's Chambers (AGC)

In 2013, JAG successfully lobbied for the setting up of a committee to review laws relating to violence against women. While initially we pushed the Working Committee to look at all laws that discriminate against women, we accepted its decision to focus first on VAW laws, as a strategic first step. In 2014, the AGC continued to host meetings with relevant government ministries, the Bar Council, and JAG to discuss amendments to laws pertaining to violence against women. There were 4 meetings in 2013 and 2 in 2014, with more planned for 2015. AWAM contributed, in particular, to the research and discussions around issues of sexual harassment and stalking.

4. Ministry of Women, Family and Community Development

In 2014, AWAM continued to engage strategically with the Ministry of Women, Family and Community Development (MWFCD). Among others, we engaged with the Ministry to follow up on a standalone Sexual Harassment Act at a roundtable discussion in May; followed up on JAG demands, such as the "Working Together" document and a standalone Sexual Harassment Act, with Datin Paduka Chew Mei Fun in September, and provided input with regards to the setting up of an advisory and consultative council of women at a roundtable consultation in October.

Services

Overview of 2014

AWAM offers free legal information and counselling for women facing violence/discrimination. This includes on issues of marriage, divorce, custody, maintenance, domestic violence, sexual harassment, sexual assault/rape, discrimination at work and others.

AWAM's Services work sits within GBV to ensure that GBV work is grounded in the Services we offer, and that our Services is informed by the conceptual and theoretical discussions about GBV. AWAM's Services is coordinated by staff members, and is carried out with volunteers, specifically, intern counsellors and chambering pupils (via the Kuala Lumpur and Selangor Legal Aid Centre).

In 2014, AWAM continued to organise regular trainings for new chambering pupils that join AWAM's Legal Aid Clinic, and briefings for intern counsellors that join AWAM's counselling centre to ensure that they employ AWAM's values in engaging with clients.

Statistics

In terms of **legal aid**, AWAM received 276 cases in 2014 as compared to 277 in 2013. The table below shows the breakdown of cases received by month.

Month	Number of Cases
January	22
February	33
March	28
April	16
May	25
June	24
July	22
August	17
September	25
October	24
November	26
December	14
Total	276

Unlike its previous three years, where the number of **counselling** cases hovered around 153, there was a surge in 2014. The number of cases grew substantially from 154 in 2013 to 212 in 2014. It was an increase of 38%. The year saw an average number of 17.7 cases in a month. The first half of the year was particularly heavy with the month of March and May reaching a peak of 25 and 26 cases per month respectively.

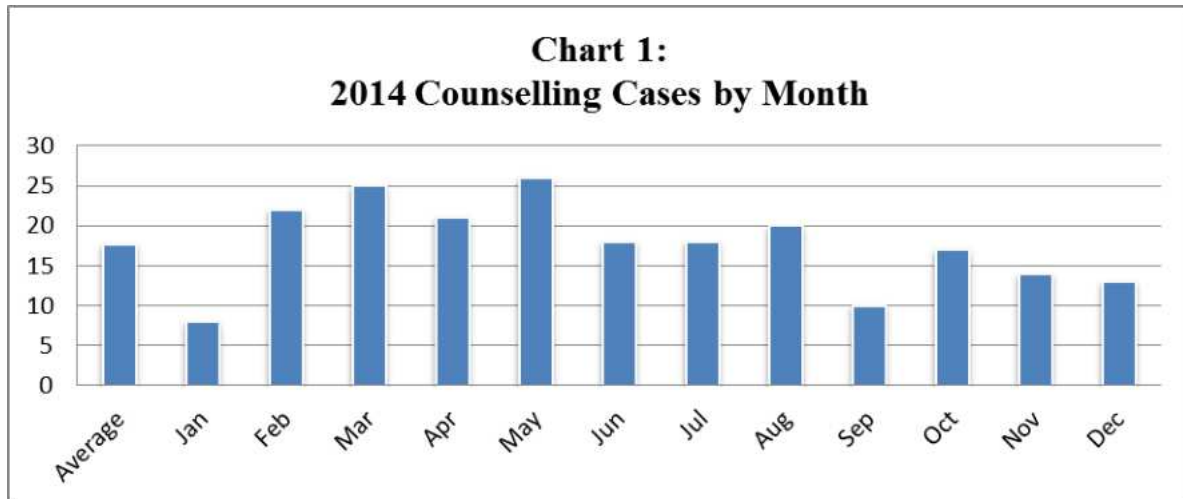
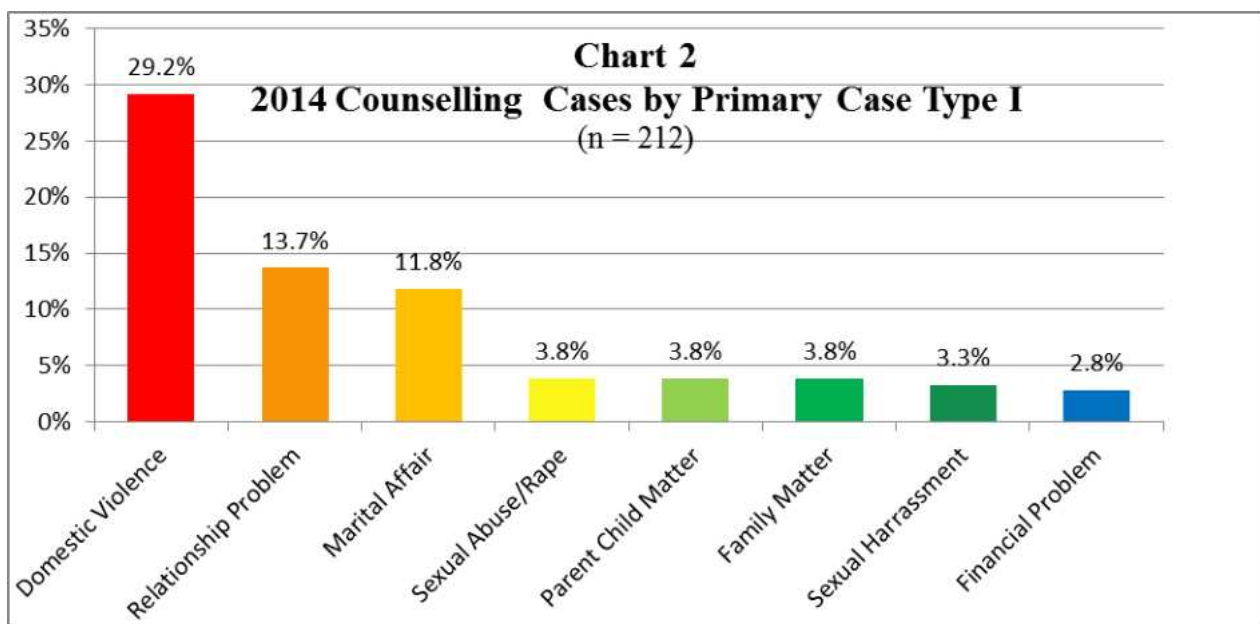


Chart 2 shows that the top three primary case types in 2014 were domestic violence, relationship problems and marital affairs. These were followed at a distance by sexual abuse/rape, parent child matters and family matters which were similar in terms of the number of cases reported.



As illustrated in Chart 3, counselling cases related to gender based violence made up nearly two-fifth (37%) of total cases reported in 2014. This is followed by marital related cases at 15%. AWAM may consider holding pre-marriage workshops for couples as part of its support to women and families.

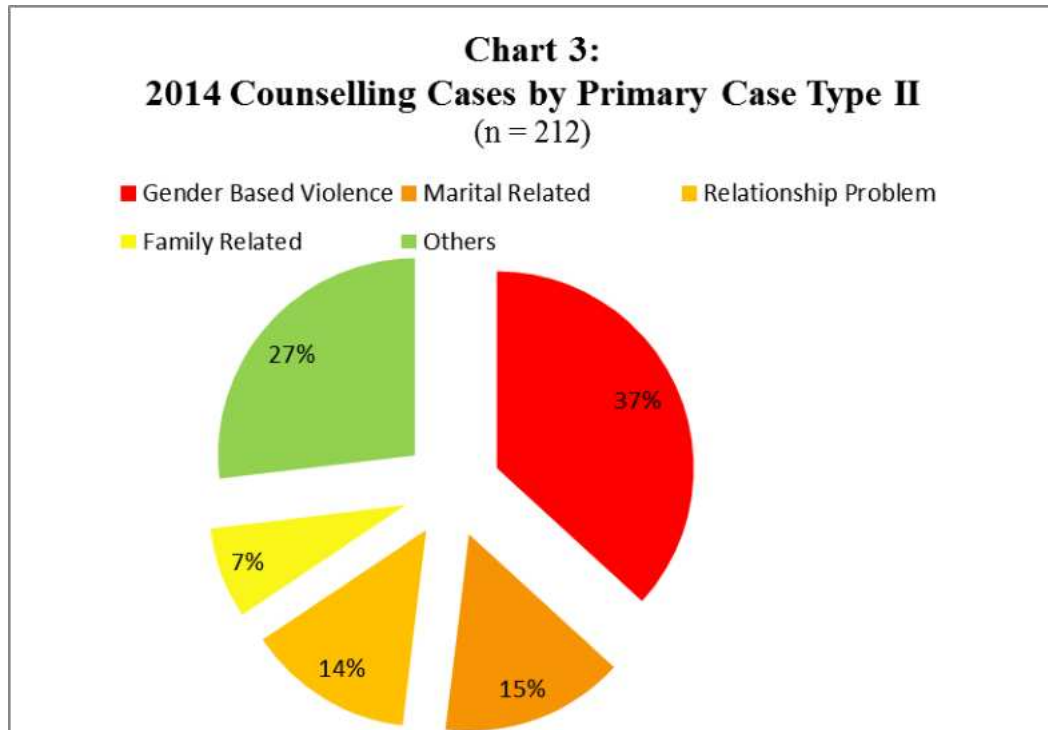
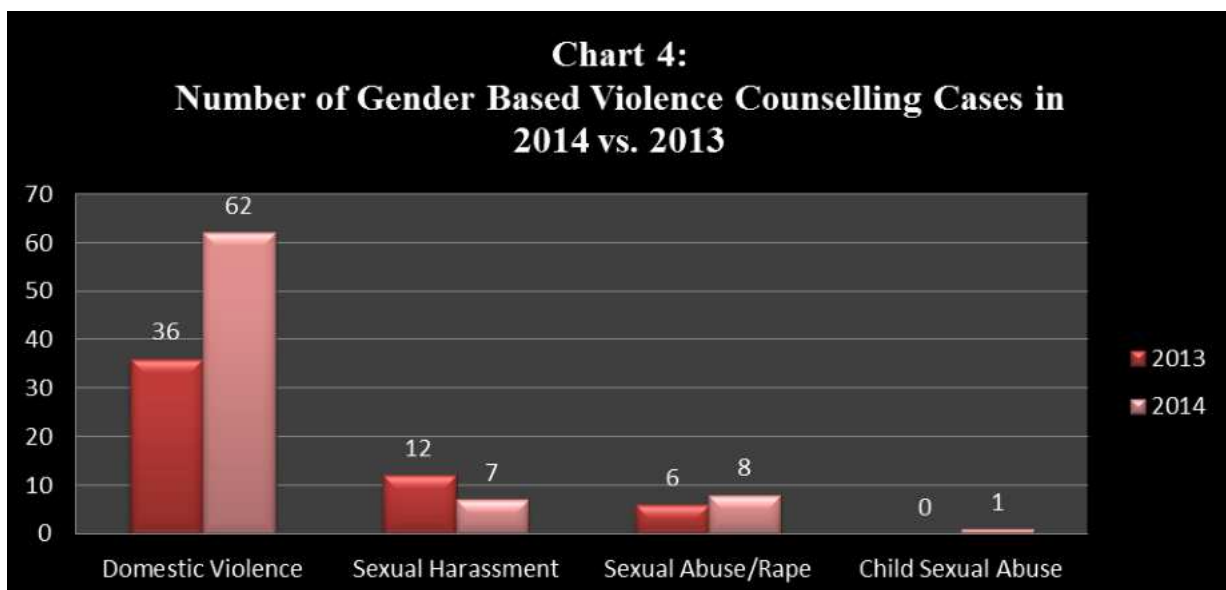


Chart 4 compares the different types of gender based violence (GBV) counselling cases received in 2014 against that of 2013. While the number of other types of GBV cases remained fairly stable relative to 2013, there seemed to be a substantial increase of domestic violence cases.



Conclusion and Future Planning

In conclusion, the GBV committee will continue to work on campaigns that advocate change for Domestic Violence and Sexual Harassment. More importantly, the committee would like to see the root cause of gender-based violence addressed. The GBV committee, guided by the Strategic Planning in 2014 aims to focus on patriarchy, one of the root causes of gender-based violence.

This committee recognises that AWAM has made a difference through its Public Education and Trainings to improve the lives of not just women but that of the community. Training is a strength of AWAM and with this strength we work towards not just imparting knowledge and skills but also advocating changes to empower women.

In the plans for the next three years, will be the building of capacity of communities, especially youth towards understanding how patriarchy results in gender-based violence. In terms of the service providers, strengthening of the front-line providers in understanding and management of violence against women is being planned. We will also continue to utilise training as a form of generating income.

We will continue to advocate for better laws for women through strategic interventions and partnerships. We will also continue to use a rights based approach in our services.

Politicisation of Ethnicity and Religion (PER)

Committee Members:

Staff Coordinator: Ameirunaisyah Ismail

Member Co-Coordinators: Lim Chin Chin & Tan beng hui

Members: Cecilia Ng

Evelynne Gomez

Hew Li-Sha

Judith Loh Foong Lin

Lee Wei San

Rabiatul Adawiyah Bin Yusoff (Ruby)

Tashia Peterson

Wong Pui Yan

Why PER?

In AWAM's journey towards creating a free and fair society, we know that the laws, policies and programmes we work on must take into account the fact that women are not one homogenous group. Women's experiences and needs vary depending on factors such as class, age, beliefs, location, and sexual identity and expression. Ethnicity and religion in particular, are prominent identity markers which shape our identities in Malaysia.

Unfortunately, instead of celebrating this diversity in our beliefs, outlooks and way of life, we have found a growing intolerance particularly around ethnic and religious issues in Malaysia. Increasingly, ethnicity and religion have been used to justify segregation, discrimination and even violence. Women, more so than men, are pressured to speak, behave, or dress in specific ways. If one does not conform to accepted gender roles, or fit within what society imagines as the 'good' woman, this may result in stigmatisation, or worse, persecution.

AWAM believes that all women deserve dignity and respect, regardless of their backgrounds. The realisation of women's equality should not be obstructed on the basis of politicised ethnicity and religion. Therefore, we work to build bridges and create understanding and respect under the PER programme. This is part of our vision to create a society where all persons, particularly women, are free from violence and discrimination.

Overview of PER's work

AWAM's PER work in 2014 was a progression of its existing focus on Ethnicity and Religion which started in 2009. The first phase of our work from 2009-2011 focused on building solidarity and developing space for dialogue. In the second phase of our work (2012-2014) AWAM refocused its priorities on how the politicisation of ethnicity and religion impacts society and women in particular. During the second phase, we developed AWAM's knowledge on the issue through study sessions and workshops in 2012-2013, and moved on to develop

AWAM's voice on this issue in 2013 and 2014 through the development of a training manual called 'PERpaduan: Exploring ethnic, religious and gender relations in Malaysia'. We also popularised AWAM's work on PER through a public art exhibition in 2014.

Our key activities for 2014 are set out below.

1) Public education campaigns: Art Exhibition

The PER Committee, in collaboration with curators Sunitha Janamohanan and Sharmin Parameswaran of Interpr8 Art Space, organised "The Good Malaysian Woman: Ethnicity, Religion, Politics" Art Exhibition, that ran for one week from the 18th to the 25th of May 2014 at Black Box, Publika.



The primary aim of the art exhibition was to engage the public on what it means to be a woman in Malaysian society through a prism of ethnicity, religion and politics, using the medium of visual arts. We had 22 wonderful artists who presented 30 incredibly diverse and conceptual works of art that incorporated different perceptions of a 'good' Malaysian woman and the notion being 'good'. We also held two parallel events during the exhibition, a workshop

for young women to interact with the art, and a panel discussion with some of the artists. The workshop with women was facilitated by Susanna George, and the artist panel was moderated by Jac SM Kee.

We received more than 700 visitors throughout the exhibition, and reached countless more through feature articles in the News Straits Times, The Heat, SME, The Malay Mail and other online and print media, as well as through radio interviews. AWAM was highly commended by many visitors for organising an exhibition that uncompromisingly addressed politics, gender and violence as well as for supporting female Malaysian artists who presented thought-provoking, and intricate pieces that examined the role of women, and questioned the societal norms and expectations a woman is brought up to adhere to.

2) Publications: Perpaduan Training Manual

AWAM has developed its first training manual on PER, called 'Perpaduan: Exploring ethnic, religious and gender relations in Malaysia'. The first 3 alphabets of the manual forms the

acronym 'PER', which stands for Politicisation of Ethnicity and Religion and is a clever play of words in combination with the Malay word '*perpaduan*' which means unity.

The training manual consists of four main sections: core concepts, tipping the cauldron, mapping the actors, and building bridges. The manual utilises a range of thought-provoking activities which are meant to encourage participation and discussion amongst its target group, i.e. female youths between 18-25. The manual challenges participants to examine their own perceptions, values and biases, to critically analyse issues on ethnicity, religion, and gender in Malaysia today, and to take initial steps towards building an inclusive society.

The training manual is a 'living' manual, in that it will continue to be updated and refined as we come across new issues related to the politicisation of ethnicity and religion. The manual is currently in its final design, layout and proof reading stage. It is our hope that with this training manual, the younger generations will learn strategies with which to respond effectively to situations arising from the politicisation of ethnicity and religion, and in doing so, engender positive interactions within and among communities in Malaysia.

This training manual was written by Prema Devaraj, who worked with the PER Committee to decode and distil our vision, as well as many conversations and thoughts, into a training manual.

3) Trainings: Perpaduan Workshops

i. Pilot training for the Perpaduan Manual

AWAM conducted a two-day pilot testing of the PER Training Manual in Penang from 8–9 February. The workshop was conducted by Prema Devaraj, and was tested with fifteen students from the Institut Perguruan Penang aged 19–25 years. Overall, the feedback from the participants was positive. Participants believed that the manual would create more understanding and awareness on how the politicisation of ethnicity and religions could affect individuals like themselves and the country as a whole. Participants also said they were more aware on how stereotypes and negative judgments can lead to discrimination, prejudice and an unequal society. We also received some constructive criticism which was used to further improve the training manual and our methodology. One major complaint was that there was too much substance introduced over the weekend, which did not allow time for the participants to internalise and reflect on discussions. Assistant Programme Manager, Lee Wei San, Assistant Programme Officer, Ameirunaisyah Ismail, and PER Committee Member, Wong Pui Yan were in Penang to document and observe the pilot testing.

ii. Youth Workshop using the Perpaduan Manual

A four-day youth workshop was carried out using the Perpaduan Manual from 16–17 and



23–24 August. Taking into account feedback from the pilot testing, we organised the workshop over two weekends, factoring in time for reflection around the discussions. 11 women, aged between 19-25 attended the workshop over the two weekends. The small group of participants allowed us to deepen our conversations at every session, which brought out a richer sharing of personal experiences and engagement. The workshop was jointly facilitated by Aisyah, Pui Yan, Wei San, and Prema.

iii. Perpaduan Training of Trainers #1

On 5-7 September, a group of 16 AWAM members and friends were at Janda Baik to participate in a Training of Trainers. This workshop was the first step in cultivating a new batch of trainers to conduct trainings using the Perpaduan Manual. At the training of trainers, participants also brainstormed the name of the training manual and came up with “Perpaduan: Exploring gender, ethnic and religious relations in Malaysia”. Prema Devaraj conducted the workshop.



iv. Perpaduan Training of Trainers (Facilitation Workshop) #2

As a follow up from our first Training of Trainers, we held a second Training of Trainers to enhance the facilitation skills of AWAM trainers and potential trainers. Taking place over two days, attendees had practical sessions on how to confidently facilitate discussions and improve the ways in which they present information and elicit dialogue. Syahrul Azmi conducted the workshop.

4) Networking

In 2014, we continued working with the Joint Action Group for Gender Equality (JAG) with regards to issues of gender, ethnicity and religion. We also starting networking meetings with faith based organisations such as Wanita IKRAM, as part of our effort towards building bridges with different organisations. We had two introductory meeting with Wanita IKRAM on 19 April and 20 November 2014 to introduce and share our vision and work, and to discuss possible areas of collaboration and support.

Impact of AWAM's PER Work

In 2014, we have found an increase in the politicisation of ethnicity and religion in Malaysia in order to silence, control and divert people from issues affecting their daily lives. In particular, the media has highlighted as well as played up incidences where religion has been used to justify violence or discrimination against women. There is also an increase in the use of

draconian laws by the government to close democratic spaces and silence the people whose views are not in line with or are opposed to dominant positions taken by the ruling elite.

It is in this backdrop, that AWAM has continued its PER work for most part, behind the scenes. Our approach is to generate greater awareness of how ethnicity and religion has been used and its impact on women, and find new ways to engage in a constructive manner, and to do this in a manner that does not add to ethnic and religious divisions and tensions in society.

The Perpaduan Manual is one product of this approach. It is the first training manual in Malaysia that provides a gender lens to the politicisation of ethnicity and religion in Malaysia. The modules and progression of activities create awareness of the current situation and builds the capacity of participants to respond to the situation.

As we have only recently completed the Training Manual, and even more recently started conducting workshops with youths using the manual, it is too early to speak of the impact of these trainings. However, feedback from the 26 youths we engaged with in 2014 through the pilot testing and first youth workshop has been encouraging. Participants have evaluated the workshops positively stating, amongst others, that they have learned about how stereotyping and prejudice leads to discrimination, and that the case studies have opened their eyes and provided them with the lens to analyse how the politicisation of ethnicity and religion affects women. The discussions, ideas and experiences from the development of this training manual has also been very useful in informing and enriching AWAM's Art Exhibition.

Despite our 'behind-the-scenes' approach, we decided to organise one public event as we recognised the need to share AWAM's position about the politicisation of ethnicity and religion and women with the public. This was also one way in which we brought the issue to AWAM's larger membership.

"The Good Malaysian Woman: Ethnicity, Religion, Politics" Art Exhibition (the first of its kind) was by all accounts a success and drew AWAM much positive media coverage as well as feedback from those who came. The exhibition also raised funds for AWAM through the sale of the art pieces. We are already thinking about having another such initiative but one that reaches beyond the urban middle-class English speaking Klang Valley audience.

Conclusion and Future Planning for 2015

In 2015, much of the work that commenced in 2014 will be completed, particularly the Perpaduan training manual.

In 2015, we plan to run more workshops and trainings using the Perpaduan Manual with young women and to also translate it into Bahasa Malaysia. The translated manual will allow our trainers to be able to reach more Bahasa Malaysia speaking young women. We also need to

continue to build and strengthen a pool of resource persons who can confidently use the manual. In addition, we will be re-establishing Big Group Meetings (BGM) to create space for dialogue and discussions on PER issues among AWAM members. We also plan to continue to develop and strengthen our ties with various ethnic and religious based groups, to work together on issues of common interest.

Information and Communications

Staff Coordinators:

Ameirunaisyah Ismail (Aug 2013 - Aug 2014) / Evelynne Gomez (commenced Aug 2014)

Media Team:

Members: Betty Yeoh Siew Peng
Ho Yock Lin
Lee Wei San
Sofia Lim Siu Ching
Thency Gunasekaran

Overview of 2014

In 2014, the post of Information Communications officer was made full time. AWAM put more resources in developing its work around its engagement with the media, as well as with the public via its social media. As a result of a more focused online presence, we have seen an increased engagement on our social media, which also has a spill over effect in terms of face to face engagement.

This section contains a summary of AWAM's work in the following areas:

1. AWAM's publications which are e-links, and event booklets
2. AWAM engagement with the media that includes AWAM's and JAG's press statements, TV and radio interviews, and radio and video community messages.
3. Social media which include Facebook and Twitter.
4. Website

1. AWAM's PUBLICATIONS

A. E-links

The E-link is a form of monthly newsletter for AWAM to members and is used to update news, programmes and activities that have been carried out in the previous month. It is also used as a tool to inform members about upcoming AWAM events. In 2014, AWAM E-links were published on the first week of every month from January to June and then changed to bi-monthly from July onwards.

B. Event Booklets

AWAM publishes a booklet for each of its main events. This year, booklets were made for "The Good Malaysian Woman" Art Exhibition, the 9th Annual Treasure Walk-a-Hunt, and the White Ribbon Campaign 2014.

2. AWAM ENGAGEMENT WITH THE MEDIA

A. PRESS STATEMENTS

AWAM Press Statements, Quotes, Mentions in the Media

In 2014, AWAM has responded to statements in the press, either by request, or through our own initiative in order to make clear our stance on certain issues. We have found that it is a great way to showcase how much the work at AWAM is needed by responding to current affairs with a feminist perspective. This perspective needs to become part of our daily dialogue and this will only happen when we profile AWAM and its work as much as possible. Press statements are one of AWAM's ways to get our voice heard. This year, AWAM came out with 15 press statements as well as comments in response to media inquiries.

At the same time, AWAM issued out 1 letter to the editor on victim blaming in rape cases and endorsed 10 JAG press statements.

AWAM's press statements are drafted and/or vetted via its Media Team. AWAM's quotes and/or features can be found here: www.awam.org.my/communications/press-statements/

No.	AWAM's Statements	Date Issued
1.	AWAM'S Statement on Women's Political Participation	10 January 2014
2.	AWAM'S Statement on Male Feminists	20 January 2014
3.	22 Different Ways of Looking At What It Means To Be A Woman In Malaysia Today	25 April 2014
4.	AWAM's Response To The Star On Photoshopping an Image Of A Bikini-Clad Filipino Actress To Smear DAP Candidate, Dyana Sofya	19 May 2014
5.	AWAM Response to NSTP To The Gang Rape of 15-Year Old Girl in Kereteh, Kelantan	30 May 2014
6.	AWAM's 9th Charity Treasure Walk-a-Hunt: Team Up For A Difference	2 July 2014
7.	AWAM's Statement on the Israeli-Palestinian Conflict	14 July 2014
8.	Women's Biological Functions Not An Impediment To Women's Leadership	15 July 2014

9.	Issue Of Rape In Malaysia	20 August 2014
10.	AWAM Press Statement on The Star Voices Of Moderation Campaign	27 August 2014
11.	AWAM Press Statement on Sexual Assault Cases in Malaysia	10 September 2014
12.	A Woman's Choice Of Clothing	3 October 2014
13.	Malaysia's Shame: Scolded and Beaten For Refusing To Be Fleeced – KLCC Cabbies Brutally Attack Visitor	3 November 2014
14.	AWAM's White Ribbon Campaign 2014 Press Release	7 December 2014
15.	AWAM Press Statement on International Human Rights Day	10 December 2014

AWAM published one letter to the editor in 2014.

No.	AWAM's Letters to the Editor	Date Issued
1.	Letter to the Editor on Victim Blaming	22 August 2014

JAG Issued Press Statements in 2014

The Joint Action Group for Gender Equality (JAG), a coalition of non-governmental organisations of which AWAM is a part of, issued 10 statements/letters to the editor in 2014, compared to 14 in 2013.

1. JAG Letter to the Editor on A Women's Right To Choose Her Clothing [21 January 2014] [Eng, BM]
2. JAG Spoof Ceremony Recognising Sexism, Misogyny, Homophobia, and Transphobia Wins International Contest [29 January 2014] [Eng, BM]
3. JAG announces nominees for annual sexist, misogynistic, homophobic, and transphobic awards [18 April 2014]
4. In The Gang-Rape Case, What Were They Thinking [3 June 2014] [Eng, BM]
5. Stop Rape: I Care! [Issued as part of a public forum in Kelantan] [22 June 2014] [Eng, BM]
6. Hentikan Rogol Aku Kisah! Nationwide Action [18 August 2014] [Eng, BM]
7. Resolve Selangor Crisis, Seize Opportunity To Make History [19 August 2014]

8. Hentikan Rogol 23.8.14 Media Release [23 August 2014] [Eng, BM]
9. Women's Reproductive Health At Stake [10 December 2014]
10. JAG lauds call for open debate and discourse on Islamic law [10 December 2014] [Eng, BM, Chinese]

JAG press statements can be found here: www.awam.org.my/communications/press-statements/

B. MEDIA INTERVIEWS

AWAM also attended media interviews with print, radio and television stations to talk about the issues we work on, to promote our campaigns as well as fundraising events, and to share AWAM's work.

Radio/Television Interviews

AWAM also participated in 10 radio interviews and 11 TV/video interviews in 2014.

Month	No.	Show/Programme	Topic/Issue	Presenter(s)
January	1.	Traxx FM	The Scope of AWAM'S Work	Wei San
	2.	Capital FM	Domestic Violence	Betty
February	3.	Traxx FM	Importance of Awareness Campaigns and AWAM'S Services	Betty
	4.	NTV7 Bella	LOVE: Too Little, Too Much	Betty
March	5.	NTV 7 Bella	International Women's Day Special (Inspire, Empower, Transform)	Betty
April	6.	FZ	White Ribbon Campaign 2014	Yong Yi & Jude
May	7.	BFM	TGMW Art Exhibition	Wei San & Sharmin
	8.	DurianAsean	TGMW Art Exhibition	Wei San

September	9.	Capital FM	TGMW Art Exhibition	Wei San
	10.	Journalist Malaysia Bureau Channel NewsAsia	Gang Rape Case in Kelantan	Wei San
	11.	NTV 7	Schoolgirl By Day, Callgirl by Night	Betty
	12.	MOB TV	Sexual Harassment Act	Betty
October	13.	Bella TV	White Ribbon Campaign 2014	Jude
	14.	MOB TV	White Ribbon Campaign 2014	Betty & Tim
	15.	Traxx FM	White Ribbon Campaign 2014	Tim & Kuhan
	16.	DurianAsean	White Ribbon Campaign 2014	Tim & KongEu
	17.	NTV 7 Bella	White Ribbon Campaign 2014	Tim, Ben, & Balraj
November	18.	Red FM	White Ribbon Campaign 2014	Wei San
	19.	Bernamea TV	Elimination of Violence Against Women	Betty
	20.	NTV7 Good Morning Tai Tai	White Ribbon Campaign 2014	Yong Yi & Rayner
	21.	Melody FM	White Ribbon Campaign 2014	Yong Yi & Rayner

Impact of engagement with print and online media

As a result of the press releases and media interviews AWAM fielded, we were featured in at least 15 print and online media interviews in 2014, in addition to the TV/radio interviews listed above.

Print/Online Interviews

Month	No.	Print/Online Media	Topic/Issue
April	1.	FZ.com	Interview on WRC
May	2.	The Star (online)	Artists redefine what it means to be a women in Malaysia
	3.	The Star (print)	Process of Reflection
	4.	New Straits Times	The Intricacy of Women
	5.	The Heat	Who is a good Malaysian woman?
	6.	SME, Pillars Section	Who is a good Malaysian woman?
	7.	The Sun Daily	The Good Malaysian Woman: Ethnicity, Religion, Politics
	8.	The Ant Daily	Showcase of 'good' women in Malaysia challenges gender norms
	9.	The Malaysian Insider	22 artists to present what a "good woman" is at Black Box
	10.	FZ.com	The Good Malaysian Women: A Different Perception
	11.	Women News Network	22 artists to present what a 'good woman' is at Interpr8 Art Space
August	12.	New Straits Times	Women only spectators netball match in Kelantan
	13.	Free Malaysia Today	The issue of rape in Malaysia
October	14.	Beyond (Y)our World	Public transportation for women in Malaysia
November	15.	Focus Week	The System Makes It Hard For Victims To Leave

3. SOCIAL MEDIA

A. Facebook

Through our Facebook platform, we share photos, videos, news articles, opinion pieces, posters, announcements, and event information. These posts help to keep our followers informed on

upcoming programmes and events, as well as on the latest news happening in Malaysia and around the world.

As well as using our Facebook posts to engage with the general public, our Facebook page also receives private messages from individuals seeking legal and/or counselling information, as well as requests regarding membership, volunteer, and intern opportunities.

Page Traffic

Month	No. of Posts	No. of Likes
January	23	19
February	26	47
March	47	46
April	18	40
May	63	66
June	31	47
July	35	80
August	43	72
September	13	65
October	33	171
November	39	180
December	26	116
TOTAL	397	949

As of December 31st, our Facebook page had a total of **7149** likes, compared to December 2013 when there was 6,200 likes.

Our most shared/ liked/ commented on post in 2014 was on the issue of domestic violence.

All Women's Action Society (AWAM)
30 October 2014

A woman who is a victim of domestic violence called 911 for help but was unable to directly discuss what was happening to her so she used a code-like conversation by starting to order a pizza.

"911, where is your emergency?"
"123 Main St."
"Ok, what's going on there?"
"I'd like to order a pizza for delivery." (oh great, another prank call).
"Ma'am, you've reached 911"

Emergency Hotline 911 receives a 'pizza order' from a lady who needs help
 A clever call from a lady who asked 911 a pizza delivery to save her from the beating of her drunk boyfriend.

24,016 people reached

252 Likes, Comments & Shares

206 Likes, 132 On Post, 74 On Shares
 12 Comments, 1 On Post, 11 On Shares
 34 Shares, 30 On Post, 4 On Shares

1,855 Post Clicks
 0 Photo views, 1,686 Link clicks, 169 Other Clicks

NEGATIVE FEEDBACK
 4 Hide Post, 0 Hide All Posts
 0 Report as Spam, 0 Unlike Page

B. Twitter

AWAM's Twitter account @AWAMMalaysia, was created in 2012. It is not as active as our Facebook, but is slowly gaining more participation from our followers.

By the end of 2014, our Twitter page had a total of **500** followers, an increase from the end of 2013, which had 301 followers.

4. Website

AWAM's website, created in late 2012, is located at www.awam.org.my



Apart from our Facebook and Twitter pages, our website is the main source of information on the internet for people to find out about the organisation, who we are, what we stand for, what we do, and how we can be reached.

Our website is updated frequently with news of our latest events, our latest press releases/statements, new programmes and activities, statistics, and amendments to the laws.

Organisational Development

An organisation needs human and financial resources in order to grow and thrive. AWAM believes that it must support the development of its members and staff so that we can strengthen the people in AWAM in working together towards our vision. While we run on the strength of our members, we are also cognisant of the importance of fundraising to ensure that AWAM can continually sustain its campaigns, projects and services. There are many ways in which we can move towards AWAM's vision, and it is important that we decide on the path that most strategically utilises its strengths. This section of the report sets out the various committees and areas of work that fall under the umbrella of organisational development.

Membership Development

Committee Members

Staff Coordinator: Choong Yong Yi

Volunteer Coordinator: Susanna George

Members: Thency Gunasekaran

Choo Wei Hoong

Lee Wei San

Tan beng hui

Overview of 2014

The Membership Development Committee is a newly formed committee in 2014 as a means of developing the AWAM membership, i.e., to recruit, reawaken, retain and grow members. As of 2014, AWAM has 66 members, with almost half of them actively contributing to the development of AWAM. The committee hosted three orientation workshops and seven Feminist Fridays in 2014. These activities serve as a platform for individuals who are keen to explore further and to engage in discussions and exchange their ideas. Individuals who wish to do more within AWAM are then streamlined into various organising committees to assist with preparation work for AWAM's yearly events. The Membership Development Committee also prepares members and volunteers to help manage public exhibition booths and to assist with the logistics of major AWAM events.

1) Orientation

Orientation provides new or potential members insights into AWAM's work. Staff are also able to identify and assign members according to their interest and skills, as well as fully utilise their potential. In 2014 we had three orientations on 25th January, 3rd May, and 27th September. The orientation programme was divided into several segments which were conducted in an interactive manner. The main topics of discussion centred on the social constructs and nuances that have



led to unequal treatment between the genders. Participants were invited to share their thoughts and experiences relating to this matter. Healthy and productive debates were also encouraged to allow the group to collectively form refreshed, streamlined views with regard to discriminatory practices arising from actual and perceived gender differences. AWAM hopes to continue this two-way learning process, with the aspiration to ultimately translate relationships into effective collaborations.

2) Feminist Friday

Feminist Friday is a member-driven discussion group. In 2014, seven Feminist Friday sessions were carried out, headed by different members and staff within AWAM. The topics were *The Good Malaysian Woman*; *Unintended Pregnancy*; *Sexual and Reproductive Health and Rights*; *Hentikan Rogol, Aku Kisah*; *Rape Culture*; *Exploring AWAM's Identity*; and *Pornography*. This discussion group aims to provide a platform for members to discuss sensitive issues without the fear of being judged.



Fundraising

Committee Members

Staff Coordinator: Choong Yong Yi

Volunteer Coordinator: Judith Loh Foong Lin

Members: Ho Wai Ling

Liena Chin

Madelynn Tan

Susie Cheng

Overview of 2014

The Fundraising Committee focuses on organising public events for AWAM to raise funds for AWAM and highlight AWAM's work in the public sphere. The events coordinated by the committee in 2014 were as follows:

1) 9th Charity Treasure Walk-A-Hunt

On Sunday, 10 August 2014, AWAM organised its 9th Charity Treasure Walk-a-Hunt. The event, which was held at Tropicana City Mall, brought together about 200 supporters for an exciting charity event. The event featured 41 teams comprising of 147 participants. The issue of gender equality was highlighted during a pop quiz for participants. Participants were tested on their knowledge about gender-based violence and the



politicisation of ethnicity and religion, which are AWAM's thematic focuses. This event was made possible by our main sponsor, Star Cruises and venue sponsor, Tropicana City Mall, and many others who have generously contributed monetary and in-kind donations.

2) White Ribbon Campaign Run and Walk



AWAM held its second White Ribbon Campaign Run and Walk at Padang Merbok on 7 December 2014.

Joining us were 2,500 participants of which half were men.

This year's special addition to the campaign was the "Men In

Heels: Walk A Mile In Her Shoes” event.

Approximately 30 men took part in this symbolic 100 meter walk before the flag offs of the run and walk. At Padang Merbok, men and boys from all walks of life made their pledges never to commit, condone or remain silent about violence against women and girls. Other individuals who graced the event included Pak Samad who read a poem to the crowd entitled “Ribon Putih” and Dato’ Ambiga Sreenevasan, who gave a short speech onstage before the run and walk flagged off. AWAM is honoured to have our partners BlackBerry, Maju Nusa Sdn Bhd, Sun Tent Sdn Bhd and Pestle and Mortar Clothing who have continuously supported the event for two consecutive years.

In 2014, there were six fundraising drives that were initiated by individuals and corporations and the donations were channelled to AWAM. The committee oversees these initiatives to ensure that they are in line with the fundraising policy.

Last but not least we would like to extend our appreciation to all our wonderful supporters and value partners for supporting our mission and work.

Strategic Planning

AWAM held a three day long strategic planning meeting and retreat in Janda Baik, Pahang from 6th to 8th November 2014. The meeting was attended by 22 members and staff, and was facilitated by Saira Shameem.

Objective: The objective of the AWAM Strategic Plan was to review AWAM’s work over the past three years; guide AWAM’s annual plans for the next five years; ensure that our annual work plans are connected to AWAM’s vision and mission; and to better track our programmes and AWAM’s ability to achieve its stated goals.

Activities: In the lead up to the Strategic Planning Meeting in November, AWAM members and staff sitting in four committees of AWAM, namely Gender-Based Violence, Politicisation of Ethnicity and Religion, Membership Development and Fundraising, met to prepare a review of the past three years of AWAM’s work, and develop preliminary plans for the next five years.

At the Strategic Planning Meeting, we reviewed the outputs of these preliminary meetings, assessed AWAM strengths, weaknesses and achievements over the past three years, identified threats and opportunities in the current socio-economic and political climate, as well as key priorities and direction over the next five years (2015-2019).



After the Strategic Planning Meeting, the four committees met again to refine the decisions made at the Strategic Planning Meeting, using a Results Framework that was developed and approved by the AWAM Working Collective after the meeting. The Results Framework for areas of work without committees, i.e. information communications and advocacy, were developed by staff members.

Members then met again on 15 January 2015, to present and provide feedback to the Results Framework developed by the various committees and staff, as well as a draft Strategic Plan. The Strategic Plan was further refined and tabled at a Working Collective Meeting on 6 February 2015, before being finalised.

Outcome/Results: A five year Strategic Plan was developed as a result of the Strategic Planning Meeting. AWAM reaffirmed its existing thematic areas of work as strategic priorities:

- Gender-Based Violence (which includes Services); and
- Politicisation of Ethnicity and Religion.

We also agreed to continue to take on the following priorities in a more concerted manner, on top of our thematic areas of work:

- Advocacy
- Information Communications
- Membership Development
- Fundraising

We identified the need to develop clear objectives and strategies for our advocacy, and information communications work. In particular, there is a need to conduct a stakeholder analysis in order to guide our existing advocacy approach. We also identified a need to re-look at our existing training modules, in particular, to assess how we were addressing patriarchy and whether the module on sex and gender can be taught differently. We reviewed AWAM's existing organisational structure and discussed ways to ensure that collectivism, one of AWAM's core values, is operationalised in our ways of working.

Acknowledgements: The Strategic Planning Meeting was made possible by the United Nations Gender Theme Group Malaysia. Our warmest thanks to Saira Shameem who has so patiently guided us through this process.



Interns and Volunteers

Overview of 2014

In 2014, we had four intern counsellors: Rozy Khalid, Siew Yin Heng, Shirley Lai, Ellen Whyte to assist AWAM in providing counselling services. We had interns who assisted with various areas of AWAM's work such as research, library organisation, database updating, social media and media statements: Cathryn Frances Panganiban and Molly Moh Rui Yan. We also had three volunteers: Gurpreet Kaur, Natalie Oh, and Jerissa Cabuhat.

Volunteer Experience at AWAM

by Gurpreet Kaur

Choosing to spend six weeks at AWAM was a rather 'spur of the moment' decision but it certainly tops my best decision list. I have always been interested in human rights and actively wanted to partake in the women's movement, yet lacked knowledge on the women's rights scene here in Malaysia. Joining AWAM definitely opened up the idiosyncrasies of the world of women rights and Feminism. The staff, volunteers and interns of AWAM open handedly shared with me their prized personal experience and knowledge in regards to women's rights, making me a part of their small family in just a matter of six weeks. AWAM as its own consists of extremely dedicated staff, interns, members and volunteers that go above and beyond when it comes to working for their cause. The simple knowledge and skills I managed to pick up for those brief six weeks at AWAM has definitely propelled me into the right direction in the activism scene.

Intern Experience at AWAM

by Cathryn Frances Panganiban

Last summer, I had an amazing opportunity to act as an Information Communications intern with AWAM in Malaysia. Because everyone was so welcoming, it took me no time to feel like an actual contributing member of the small team. Right away, I knew a lot of work needed to be done to help spread the word of AWAM's various initiatives and programmes in support of Malaysian women. I had a number of highlights throughout my stay. One such highlight was attending The Good Malaysian Woman art exhibit because it gave me some perspective on life as a Malaysian and the expectations that come with family, culture, religion, and the society at large. Another highlight was helping out with the 2014 Aiyoh Wat Lah?! Awards. Live-tweeting that event helped me realized that communications is a difficult job because you need to have an understanding of the cultural nuances and political and historical references to deliver more effective messages.

As a graduate student studying International Communication, and Marketing Management, I have always been fascinated by the way messages transcend boundaries. Digital tools and

other new technologies just make it cheaper and easier to spread positive information and make a change in the world. There is still a lot of work to be done, however; even my country is not immune to women's rights violations. With all that said, my experience at AWAM is something that I will take with me as I move on to pursue my professional endeavours. I will never forget the amazing and dedicated group of women I have worked with and all the laughs (and food) we have shared during my short period of time there. I hope to see you all again when I visit Malaysia in the near distant future!

Appreciation and Gratitude

We would like to extend our warmest thanks to everyone who has supported us over this year. Be it sponsors, volunteers, or members, each and every one of you has helped us in our work towards creating a violence free community.

From the AWAM Family

