

Malaysia

Executive Summary

This was a year of looking forward and thinking differently, as Malaysia actively planned and prepared for a milestone that has shaped the country's development for the last 30 years - Vision 2020.

UNICEF Malaysia had one key priority in 2014: to contribute to the drafting of Malaysia's 11th National Development Plan 2016-2020. This will be the country's last five-year plan, paving the way to Malaysia's objective of becoming a fully developed high income nation in the year 2020. Since the 11th Malaysia Plan and UNICEF's next Country Programme both cover the same period, all work dedicated to supporting the drafting of the Plan aimed to promote a child rights focus. This served as a precursor to the new Country Programme, particularly through contributions to technical groups on Enhancing Inclusivity and Community Development, Inclusive, Rural Transformation and Minority Affairs.

Using a foresight approach to inform the new Country Programme, UNICEF held an Strategic Moment of Reflection (SMR) which focused on the questions: "What will Malaysia beyond 2020 look like for the next generation of Malaysians, and how should UNICEF begin preparing and transitioning towards this in the 2016-20 period?". The discussions were based around two forward looking thought papers commissioned from Malaysian think tanks (including the one that helped conceive Vision 2020), from which a third group developed future scenarios. The scenarios were especially useful in translating some of the relevant trends, turning them into more concrete situations around which potential future programme needs in an upper-middle income or high income context were explored.

Partnerships for children: Significant headway was made in the new and important area of digital literacy and child online protection through connecting those with interests in this area from the public and private sectors, along with academia. These included the Malaysian Communications and Multimedia Commission (MCMC) who serve as the country's broadcast regulator, Digi mobile (Malaysia's Telenor affiliate), several NGOs, the Ministry of Women Family and Community Development and Harvard's Berkman Centre for Internet and Society.

UNICEF60 Focus on equity: The 60th anniversary of UNICEF's presence in Malaysia was commemorated, celebrating a story of partnerships and programmes 60 years in the making. It highlighted how UNICEF's programming support has reflected Malaysia's own development efforts, from reaching most children to reaching all children.

Innovation: In the spirit of the 2014 State of the World's Children (SOWC) report on Innovation, the SOWC launch was used to create an Ideas Incubator, bringing together UNICEF's traditional partners with those active in the social innovation space in Malaysia to trigger ideas, forge new partnerships and propel innovation work.

Among shortfalls: National and NGO capacity development on child rights and on monitoring and evaluation (M&E) remain key challenges. The Child Rights Coalition of Malaysia (CRCM),

created in 2012, has struggled to emerge as a key leader in advocating for child rights. While support and training has been provided, a new approach is needed to ensure systematic capacity development of the CRCM and a wider network.

The dissemination of reliable, publishable data, to be used systematically for informed policy decisions, also remains a challenge.

Humanitarian Assistance

The monsoon season in Malaysia often triggers flooding. This year, however, the country faced its worst floods in decades, killing 10 people and forcing more than 200,000 to evacuate their homes.

Heavy rainfall in late December caused widespread flooding in the Malaysian states of Kelantan, Terengganu, Pahang and Perak. Many areas were left without electricity, food, fuel or access to cash, and access in or out was difficult due to the flooding. The number of displaced in evacuation centres in all Peninsular Malaysia peaked on 30 December, with 247,104 people or 61,017 families (ASEAN Situation Update No. 1 Flood/ Malaysia Saturday 03 January 2015). According to the main government coordinating body on disaster response, the National Security Council (Majlis Keselamatan Negara), there were 10 deaths. The water levels at Tangga Krai reached 7.03 metres compared to 6.70 metres in previous floods in 2004 and 6.22 metres in 1967. By year's end, the flooding in several areas had receded, the clean-up was just beginning, and clean drinking water and electricity remained a challenge. There were also concerns about the spread of water-borne diseases.

In the absence of a United Nations Development Assistance Framework (UNDAF), and no United Nations Office for the Coordination of Humanitarian Assistance (OCHA) presence or formal emergency mechanism with the Government, UNICEF Malaysia monitored the situation closely and remained in contact with the UN Country Team, relevant ministries and local NGO partners to identify the needs for immediate support in the affected areas. UNICEF Malaysia coordinated with the World Food Programme (WFP), which oversees the United Nations Humanitarian Response Depot and prepositioned 10 metric tonnes of High Energy Biscuits from Dubai. The High Energy Biscuits were given to the National Security Council immediately upon request for delivery to the worst affected areas. UNICEF liaised with partners on establishing Child Friendly Spaces which include early childhood development (ECD), psycho-social programmes, capacity development in disaster risk reduction (DRR), and engaged with the general public through social media platforms providing information on the flood situation.

The extreme flooding highlighted the need for a more formal mechanism to engage with authorities in Malaysia, as well as UNICEF's limited experience in-country to deal programmatically with humanitarian crises. Additional resources brought in will serve as an opportunity to learn more and strengthen the team in the future. Beyond the response mechanisms, given that floods in Malaysia are recurrent and could become more severe in future, more strategic thinking on emergency preparedness, resilience and response are required. UNICEF liaised with the UN Resident Coordinator's Office to ensure that the component of DRR and disaster risk management is supported through the new 2016-2020 UN Strategic Partnership Framework, currently being discussed with the Government of Malaysia. This will also be supported through engagement at regional and global level within the UN and other stakeholders, especially through South-South cooperation. UNICEF Malaysia intends to include a component on DRR/humanitarian response in the new Country Programme which is under development for 2016-2020.

Education for Refugee and Undocumented Children in Sabah, Malaysia

The Refugee Situation in Malaysia

Malaysia is close to achieving universal primary education for both girls and boys, with 96 per cent of children enrolled in school. Despite Malaysia's impressive success, chronic challenges persist in the provision of education for hard-to-reach, marginalised and vulnerable children, particularly the Orang Asli community, indigenous, refugee, undocumented and migrant children.

The refugee and asylum-seeker population in Peninsular Malaysia at the end of 2012 totalled 101,081 individuals. In addition to refugees in Peninsular Malaysia, there are also over 80,000 Filipino refugees in Sabah, many of whom arrived in the 1970s and 1980s. The refugee and asylum-seeker population is predominantly urban. The Office of the United Nations High Commissioner for Refugees (UNHCR) also estimates that there are still about 49,000 unregistered asylum-seekers from Myanmar in Malaysia.

Malaysia is not a signatory to the 1951 Convention Relating to the Status of Refugees/ 1967 Protocol and has no constitutional, legislative or administrative provisions dealing with the right to seek asylum or the protection of refugees. Despite ratifying the Convention on the Rights of the Child (CRC) and the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW), none of the articles potentially relevant to refugees or asylum-seekers in these treaties have been the subject of enabling legislation or administrative practice.

As a result of the current policies, Malaysia presents a challenging and difficult environment for refugee children in which basic survival is difficult, as they do not access to education and are at risk of arrest as illegal migrants. According to UNHCR and the Federal Special Task Force (Sabah/Labuan), of the approximately 30,000 refugee children in Malaysia, 20,000 of them are school-aged. To the extent any education is available, it is provided by UNHCR and the Federal Special Task Force (FSTF) in partnership with the refugee communities and NGO partners. At present, only 7,000-10,000 refugee children benefit from these basic education programmes.

UNICEF Supported Learning Centres in Sabah

The Learning Centre in Kampung Numbak, Kota Kinabalu, Sabah was the first initiative by UNICEF in collaboration with the Ministry of Education (MoE), FSTF, the Teacher Foundation and the local community to provide access to basic education for out-of-school children. The centre, which began its operations in January 2011, has so far provided basic education for 1,000 refugee and undocumented children. In a follow-up project in 2013 in Sandakan, Sabah, IKEA joined the others to support a learning centre in Kampung Bahagia that has provided basic education for more than 1,250 refugee children.

Both learning centres follow the national curriculum, with an emphasis on reading, writing, arithmetic, Islamic Studies and development of life skills. While the MoE has yet to agree on an alternative education policy for the country, there have been positive developments in their engagements with refugee communities. For example, MoE organized capacity building sessions for community teachers; provided textbooks and assisted in developing a suitable curriculum for the learning centres. With more qualified and trained teachers at the centres, the children can expect to receive better quality education. However, the ultimate aim in UNICEF's engagement in Sabah is to influence the development of an alternative education policy to ensure that all children, irrespective of their origin, will have an equal opportunity to quality

education and to develop and grow to their fullest potential.

Progress and Results

Based on an assessment conducted by researchers from the Universiti Malaysia Sabah in 2014, it was found that the education programme in Kampung Numbak has not only benefitted students, but also teachers and the community. Student outcomes included improved literary and numeracy, knowledge and practices of religion, civic and citizenship consciousness, self-management and living skills.

Based on an assessment conducted by researchers from Universiti Malaysia Sabah, it was found that teachers have improved content knowledge and instructional skills through in-service training that was provided by MoE. The study also found there was increased awareness in the community on the importance of education for the future and positive changes in attitude, behaviour and lifestyle among the students.

Government to Government efforts

A memorandum of understanding was signed in February 2014 between the Malaysian and Philippine Governments aimed at developing and enhancing bilateral relations through cooperation in the field of education, culture and heritage. Since many of the refugee and undocumented people in Malaysia are in need of increased protection and access to their basic rights, including an identity, a nationality, and education, this agreement, similar to one signed previously between Indonesia and Malaysia focused on education, should provide a framework for greater action.

Summary Notes and Acronyms

List of Acronyms

11MP -- 11th Malaysia National Development Plan
ASEAN – Associations of South East Asian Nations
CEDAW – Convention of the Elimination of All Forms of Discrimination against Women
CRCB – Child Rights and Business Principles
CRC – Convention on the Rights of the Child
CRC@25 – 25th anniversary of the Convention on the Rights of the Child
CRVS – Ministerial Conference on Civil Registration and Vital Statistics
CSOs – Civil Society Organizations
CSR – Corporate Social Responsibility
DoS - Department of Statistics
DRR – Disaster Risk Reduction
EAPRO – UNICEF East Asia and Pacific Regional Office
ECD – Early Childhood Development
ERM – Enterprise Risk Management
FSTF – Federal Special Task Force
GLC - Government Linked Companies
GSSC – Global Shared Services Centre (of UNICEF)
ICT – Information and Communication Technology
IMEP – Integrated Monitoring and Evaluation Plan
IR – Intermediate Result (now titled ‘Output’)
M&E – Monitoring and Evaluation
MCMC - Malaysian Communication and Multimedia Commission
MoE – Ministry of Education

MoHA – Ministry of Home Affairs
MORES – Monitoring of Results for Equity System
MoU – Memorandum of Understanding
MPcwd – Malaysian Partnership of Children with Disabilities
MTR – Mid-Term Review
MTMR – Mid-Term Management Review
MWFCDD - Ministry of Women, Family and Community Development
NGO – Non-Government Organization
OR – Other Resources
PEMNA – Public Expenditure Management Network Asia
PCR – Programme Component Result (now titled ‘Outcome’)
PFP – Private Fundraising and Partnership
PLCs - Private Listed Companies
RR - Regular Resources
SME – Small and Medium Sized Enterprise
SMR – Strategic Moment of Reflection
SPU - State Planning Unit (Sarawak)
SOWC – State of the World’s Children report
UMIC – Upper Middle-Income Country
UNHCR – United Nations High Commission for Refugees
UPEN - Sabah State Economic Planning Unit
WFP – World Food Programme

Capacity Development

Capacity building initiatives with traditional and new partners

Based on recommendations from a Disability Roundtable 2013, UNICEF supported the establishment of the Malaysian Partnership on Children with Disabilities, assisting it to raise awareness on disability issues in Malaysia. The partnership has used different communication channels including social media to engage with parents and the general public, to raise awareness and advocate for a more inclusive society. To assist both this partnership as well as the Child Rights Coalition Malaysia to better advocate through various media channels, 16 representatives from eight organisations participated in media training, organized by UNICEF.

In November, UNICEF provided targeted training to 200 NGO workers who provide services to children and their families. The intent was to equip them with knowledge and skills on how to apply the social work competency standards (which includes ethical conduct, interpersonal communication, cognitive and creative thinking, problem solving, task management and leadership capacity) within their area of work. These are skills that are being delivered through the Malaysian Association of Social Workers through the support of UNICEF. UNICEF also supported the empowerment of children in institutional care through a “Keeping me Safe” training which aims to equip children in knowledge on personal safety.

In child justice, increased understanding on diversion was acknowledged in a progress report prepared this year. Agreement was obtained to strengthen the capacity of the judiciary and Bar Council members in child justice, with training to be rolled out in 2015.

UNICEF Malaysia provided support for senior officers from the Ministry of Education in the area of Flexible Learning via participation at a regional conference and sharing of best practices.

Stemming from interest in the “Profiles of Children” report, published at national level, UNICEF

is working closely with the Sarawak Government's State Planning Unit to produce a state-level Profiles of Children. In addition to collating state-level data on children in a single repository, this work is expected to strengthen capacity for data collection and analysis at the subnational level.

Evidence Generation, Policy Dialogue and Advocacy

Following the launch of the first-ever "Profiles for Children – a statistical booklet" in Malaysia in late 2013, both the Sabah and the Sarawak state governments in East Malaysia expressed interest in a similar analysis at subnational level. These two states have some of the most challenging child development and child rights indicators in Malaysia.

In response, UNICEF has provided support for a Situation Analysis of Children in Sabah, which was undertaken in 2013-2014. Pending publication in 2015, it is the first such effort to compile data and analysis on child health, education and child protection in the state with the country's most challenging indicators. A Profile of Children in Sarawak, with data on key child rights indicators is planned to be completed in 2015.

Both publications should facilitate policy advocacy objectives at both sub-national and national levels - in line with the Government's new National Development Plan – to focus attention on the "unfinished business" in relation to the goals and aspirations of Vision 2020.

In the area of child protection, two major publications on Child Protection and Juvenile Justice were completed. They helped inform UNICEF's advocacy with key government and civil society partners to promote more comprehensive and child-friendly systems strengthening and service provision for some of the most marginalized and vulnerable children who are subject to violence, abuse, neglect and criminalization in the justice system.

Given Malaysia's extensive internet penetration – 63.6 per cent in 2012 – UNICEF undertook a study to understand the digital habits, motivations and online behaviours of its children and youth. The Report titled "Exploring the Digital Landscape in Malaysia: Access and Use of Digital Technologies by Children and Adolescents" provided academicians with observations on future research priorities that will contribute to evidence-based recommendations for policy makers to maximise digital media opportunities and minimise its risks for children and youth. The Malaysia study was undertaken in partnership with UNICEF headquarters as part of a 14-country "Voices of Youth Citizens" initiative. The Malaysian Communication and Multimedia Commission and the Berkman Centre for Internet and Society at Harvard University provided technical review and feedback on the report.

Partnerships

Strategic partnerships with government agencies, civil society, and families sought to leverage on collective strengths, reputations, networks and resources for increased visibility, reach and influence to address emerging concerns for children such as children with disabilities, digital literacy and safety, as well as create public awareness on child rights.

Digital citizenship and online safety: Given the country's growing internet population, a partnership with the MCMC, a government subsidiary with a mandate to regulate internet and online media policies was developed. The partnership will champion MCMC's "Click Wisely" initiative with the Scouts Association of Malaysia to promote responsible and safe online behaviours, as well as champion youth digital innovation via the MCMC League of Creative Teens.

Child Rights - My Promise to Children: This was a campaign around the 25th anniversary of the Convention on the Rights of the Child (CRC@25) undertaken in collaboration with the Association of Registered Childcare Providers, Bar Council Malaysia, Child Rights Coalition, DiGi Telecommunications, Isobar, Malaysian Paediatric Association, National Early Childhood Intervention Council (NECIC), the multinational company Sime Darby Berhad, the School at Jaya One, and the Scouts Association of Malaysia. The partnership with these ten organisations, traditional and new, provided the opportunity for them to speak with one voice on issues affecting children; and is also an entry for UNICEF Malaysia to nurture new relationships for future public advocacy initiatives and outreach.

Children with disabilities: UNICEF supported the establishment of the Malaysian Partnerships of Children with Disabilities (MPc wd) with the first ever network for children with disabilities in Malaysia, to address a significant gap in advocacy work for these children. It is an inclusive and diverse network of government ministries and departments, CSOs and individuals interested in working together to advance the rights of children with disabilities. National CSOs lead the MPc wd to ensure it is sustainable and nationally owned.

External Communication and Public Advocacy

Thirteen strategic online/offline initiatives were implemented in 2014 to reach and engage a range of audiences on issues such as child rights, birth registration, violence against children, children with disabilities and digital citizenship and safety. Public advocacy initiatives on the CRC@25 anniversary aimed to create awareness on child rights, leverage resources, activate public engagement, influence policy and create opportunities for children's participation.

Initiatives were anchored around 15 partnerships mobilizing the collective strengths, networks and resources of each, for increased visibility and advocacy. These include the National Early Childhood Intervention Council for a digital town hall on inclusive education, and the Association of Registered Childcare Providers for the national launch of the #ENDviolence campaign.

Opportunities for children to learn, participate and be heard included the "Picture My Rights" teen photo contest with The Star media youth section and the "World We Want" Children's Photo Workshop with photographer/trainer Giacomo Pirozzi resulting in 500 shortlisted photographs by children of diverse backgrounds, including indigenous, refugee and undocumented children. Other initiatives with children and youth included the Digitally Connected Children's research workshop, contributing to the Committee on the Rights of the Child Day of General Discussion on Digital Media and Children's Right; and the Voices of Youth Citizens forum with the Malaysian Communication and Multimedia Commission and Harvard University's Berkman Centre for Internet and Society. With Nickelodeon South East Asia, UNICEF supported the "It's Not Ok. Say Something" campaign to promote anti-bullying actions to children six to 12 years via TV public service announcements and online engagement.

UNICEF visibility was strengthened with media statements and feature interviews on child rights, child protection and sexual violence against girls, and child-friendly budgeting. Parents, local and international experts were interviewed on reports exploring children with disabilities, innovation, social work, and reporting back on UNICEF actions for Typhoon Haiyan in the Philippines and Gaza. UNICEF's external reach included 161 media articles (estimated PR value of US\$2.2 million) reaching between 300,000 to 2 million per article. The digital footprint from the digital town hall, live-tweets, online-polling, crowd-speaking and photo crowd-sourcing resulted in 299,392 engagements with a reach of 4.9 million, and generated 9.2 million impressions across social media platforms.

South-South Cooperation and Triangular Cooperation

Two major conferences were held in Malaysia in 2014 – one on Child Protection and another on Birth Registration. They brought together key partners and stakeholders from Malaysia as well as experts/resource persons from selected Association of South East Asian Nations (ASEAN) countries to share good practices and facilitate cooperation and exchange between these countries. UNICEF was successful in using the outcomes from the two conferences to advance advocacy on child protection and birth registration. There are some indicative signs of buy-in from key government counterparts to adopt some of the good practices and outcomes from other ASEAN countries.

UNICEF supported the Ministry of Finance to host two high-level study tours from Timor-Leste and Mongolia on the Outcome-Based Budgeting system in Malaysia. These study missions were organized with the Public Expenditure Management Network Asia Pacific (PENMA) which brings together Ministries of Planning and Finance from 12 countries in the Asia Pacific region. The next annual PEMNA meeting is also being hosted by the Government of Malaysia in 2015.

UNICEF was also approached by the Embassies/High Commissions of the Philippines and Indonesia to share information on the provision of education for undocumented and stateless Filipino and Indonesian children in Sabah. The Government of Malaysia has signed Memorandums of Understanding with both countries at the technical level to enable alternative learning centres to exist and be supported by the two missions.

UNICEF's Global Innovation meeting was hosted in Kuala Lumpur. It brought together key UNICEF experts and professionals from all over the world, and also allowed UNICEF Malaysia to organize side meetings with new counterparts in a country that strongly promotes innovation.

UNICEF provided technical assistance and support to the Government of Brunei on the preparation of its Second Periodic Report to the UN Committee on the Rights of the Child Committee, and participated in a preparatory session on the CEDAW report.

Malaysia has been elected as Chair of ASEAN in 2015 which provides an excellent opportunity for UNICEF to work with key partners to support its leadership in the region on child rights, child protection, corporate social responsibility and innovation, among others.

Identification Promotion of Innovation

Programme Planning Innovation – Foresight approach to Strategic Moment of Reflection on new Country Programme

In setting a vision for the next Country Programme UNICEF held a SMR focussing on the questions “What will Malaysia beyond 2020 look like for the next generation of Malaysians, and how should UNICEF begin preparing and transitioning towards this in the 2016-20 period?”. The discussion was based around two forward looking thought papers commissioned from Malaysian think tanks, and another authored by UNICEF's Programme Division, which examined UNICEF's future role, particularly in upper middle income countries and high-income countries, taking into account external trends affecting the environment of UNICEF's work for children and the organization's comparative advantages. A fourth piece of work was commissioned to provoke more concrete discussion using future scenarios. Informed by the other materials and first hand research, the scenarios were especially useful in extrapolating and articulating trends and translating them into concrete situations around which UNICEF's programming in the future could be considered.

Programme Innovation – child-online protection

Significant headway was made in the new and important area of digital literacy and child online protection through connecting those with interests in this area from the public and private sectors, along with academia. These included the Malaysian Communications and Multimedia Commission (MCMC) who serve as the country's broadcast regulator, Digi mobile (Malaysia's Telenor affiliate), several NGOs, the Ministry of Women Family and Community Development and Harvard's Berkman Centre for Internet and Society.

Process Innovation -- Staffing

An innovative staffing arrangement was developed with two other UNICEF country offices (Myanmar and Cambodia). Acknowledging the increased need for solid evaluations, in a regional context of decreasing funds for posts, a cost- and time-sharing arrangement for an international Evaluation Specialist post was developed.

Innovative Partnerships – SOWC/Ideas Incubator

In the spirit of this year's SOWC on innovation and child rights, the UNICEF Malaysia SOWC launch brought together those working in the social innovation space with traditional partners, in an attempt to inject new thinking and approaches to UNICEF's programmes. This also enabled the office to begin a partnership with the Ministry of Science, Technology and Innovation for future collaboration.

Support to Integration and cross-sectoral linkages

UNICEF Malaysia established a cross-sectoral task force in 2014 in the office to support integration of children with disabilities across different areas of work and to provide common ground for advocacy and coordinated responses. This task force was instrumental in mobilizing a range of actors including youth and adults with disabilities, parents, paediatricians, teachers, advocates, lawyers, social workers, academicians, journalists, as well as government and corporate representatives to establish the first ever Malaysia Partnership on Children with Disabilities in August.

Using different communication initiatives including social and print media, MPc wd is already helping raise awareness of the issues affecting children with disabilities and has provided opportunity to parents and carers to share their experiences and to be a collective voice for and with children with disabilities.

Through this initiative, there is tremendous potential for UNICEF to work with government and non-government partners across different sectors to address the barriers that are constraining children with disabilities from accessing health, education and other services.

Moving forward, UNICEF will continue to use its convening role to work with and to strengthen the partnership. Efforts will be directed towards identifying concrete actions required to improve access to services and to support initiatives aimed at changing attitudes and perceptions that perpetuate stigma and discrimination against children with disabilities.

The Conference on Strengthening Birth Registration Systems organised by UNICEF and UNHCR and the preparations leading to the Ministerial Conference on Civil Registration and Vital Statistics (CRVS) led to UNICEF expanding its partnership on birth registration to other key agencies whose work also overlaps with birth registration and CRVS. This included establishing relationships with Ministry of Health, Ministry of Home Affairs, Department of Statistics and

Economic Planning Unit, all key agencies involved in CRVS. A proposal to establish an inter-agency working group comprising these key agencies to further the work on birth registration by strengthening inter agency coordination and collaboration has been put forward by UNICEF to the Ministry of Home Affairs. The proposal is currently under consideration.

Human Rights-Based Approach to Cooperation

UNICEF Malaysia mainly works through the UN Theme Groups on Human Rights and Gender to advocate and promote a human rights-based approach to programming with key partners. Among others, major initiatives undertaken by the theme group include capacity building of the national Human Rights Commission, training on rights-based advocacy, and capacity development for the private sector on human rights.

UNICEF was approached by the Government to provide technical support to the preparation and completion of the next Periodic Report on the CRC to the Committee on the Rights of the Child in Geneva which is overdue, as is the pending CEDAW report. UNICEF will use this opportunity to support government to more proactively advocate for child rights and integrate a rights approach more explicitly in its national policies – particularly the Child Act which is currently being re-drafted – and programme implementation.

UNICEF commissioned an independent evaluation of its equity focus, the results of which will inform the drafting of the new Country Programme. The Government is also drafting its next five-year plan, and UNICEF together with the United Nations Development Programme/UNDP was actively involved in technical working groups of the various government agencies led by the Economic Planning Unit of the Prime Ministers Department. UNICEF actively used this forum to highlight the importance of using a rights approach in framing the key outcomes and “game changers” of this new development plan – particularly in the areas of child poverty, education and child protection.

Gender Mainstreaming and Equality

Much of the specific work on gender is led by the UN Theme Group on Gender of which UNICEF is a member. In 2014, a follow-up to the Assessment of Child Marriages in Malaysia commissioned in 2013 was completed. The Study of the Incidences of Child Marriage in Malaysia and In-Depth Study of their Causes and Consequences provides better analyses of underage marriage and discusses social-cultural and religious context of incidences of child marriage in the country.

Based on the World Economic Forum's Global Gender Gap Report 2014, Malaysia is in first place in terms of enrolment in tertiary education, with women outnumbering men by 1.2:1. Malaysia also scored well in: the literacy rate, enrolment in primary education and in secondary education, with female to male ratios at 0.95:1, 0.96:1 and 0.98:1, respectively. However, Malaysia is ranked 107th out of 142 countries in the global gender gap ladder, and it is also one rank away from being among the 10 lowest nations for political empowerment of women. This is determined by the ratio of female to males in terms of seats in Parliament and Ministers, as well as the number of years for a female Head of State compared with a male in the past 50 years.

Environmental Sustainability

UNICEF chaired the UN working group on the Post-2015 Development Agenda to prepare and organize national consultations on the theme “Strengthening Capacity and Building Effective Institutions”. This included: three national consultations in Kuala Lumpur, Sabah and Sarawak

using “Open Space” methodology involving a cross-section of stakeholders; three mini-dialogues/focus group discussions, with targeted vulnerable groups (lesbian, gay, bisexual, transgender/LGBTs, children/young people, and undocumented and stateless people in Sabah); and a social media campaign using Twitter, Facebook and Instagram. As well as raising awareness and a sense of inclusion in the larger national consultation process, these various feeds directed online audiences to the MyWorld Survey and the MalaysiaWeWant questionnaire on the UN Malaysia website.

Environment and Climate Change was a key topic raised during this consultative process to which UNICEF and other UN agencies also contributed. Key recommendations that emerged from these national consultations on environmental sustainability included: developing partnerships between the Ministry of Agriculture and the Ministry of Education to include awareness raising and support for urban, self-sustainable modern farming, and to encourage young people to become interested in agriculture. Other recommendations focussed on: the preservation of the country’s biodiversity to become an integral consideration in economic development; the Government to allocate a percentage of its spending on environmental protection and the preservation of biodiversity; and biodiversity to be included in policy, school curriculum (as a core subject), along with public awareness more generally on the economic value of biodiversity and sustainable development.

Effective Leadership

In 2014, UNICEF Malaysia ensured that the internal audit recommendations from 2013 were fully implemented. One of the recommendations required that management priorities, management indicators and Enterprise Risk Management (ERM) action points should be closely aligned to each other in the Annual Management Plan (AMP). This was ensured during the 2014 AMP preparation process.

During Mid Term Management Review (MTMR) in late 2013, a fully participatory ERM exercise involving all staff was conducted and a Risk Management Profile was developed. One of the high risk areas identified was knowledge management, as it was considered that the office was not investing sufficient time and efforts into disseminating outcomes from research and studies internally and externally. In the absence of a sound knowledge management structure, UNICEF was not optimizing its intellectual capital, which is particularly important in the context of Malaysia. As such, developing a Knowledge Management Strategy was set as one of the management priorities in the 2014 AMP and a strategy was finalised in June. It was shared and explained to all staff during an all staff meeting, drawing attention to roles and responsibilities of different sections.

The office has developed unique management performance indicators since 2012, reflecting ERM discussions and Country Management Team (CMT) discussions, which include indicators for Private Sector Fundraising and Partnerships (PFP) and Communication sections. As the 2013 Internal Audit recommendations included strengthening CMT oversight on programmatic results, the indicators help guide CMT discussions to adequately address issues related to programme implementation.

In 2014, EAPRO issued clear guidelines on AMP and management indicators aiming at standardizing AMPs across different offices in the region. Some standard performance indicators were found to be missing, including the status of UN Cares implementation, and these were adopted from regional guidance, with unique Malaysian indicators.

With UNICEF Malaysia's programming focussing on policy advocacy and upstream work, it is essential for programme, communication and fundraising sections to be coordinating, collaborating and effectively working as a team. In addition to the coordination at CMT level, the office also maintained a monthly all staff meeting where everyone is encouraged to participate and ask questions about priority issues and planned events. The staff meeting was also used as an opportunity for sharing knowledge and experiences as part of promoting learning and development.

For the launch of the State of the World's Children Report launch on innovations, the office established a task force which was led by the Representative and composed of staff with different expertise including programme, communication, digital, corporate social responsibility (CSR), fundraising and operations. This inter-sectoral team functioned very well and generated innovative ways to hold a successful public event. The office used the 'task force' format to ensure an integrated/multidisciplinary office approach for other high profile efforts.

Financial Resources Management

UNICEF Malaysia enjoys a very rare and fortunate position where its private sector fundraising (PSFR) income is sufficient to cover the needs of Country Programme implementation. As well as the PSFR income allocated to the Country Programme, the Government of Malaysia also generously provides US\$100,000 a year.

Allocating sufficient PSFR income for the Country Programme in a way that covers local needs while also achieving the objective of increasing Malaysia's global contribution to UNICEF's work for children in the region and globally, requires careful planning and balancing between income projection and cash forecast. Before registering income, bi-monthly approval by the Representative establishes income allocation for PSFR cost charging and programme implementation, and contribution to global Regular Resources (RR).

Both RR and Other Resources (OR) budget implementation reached over 80 per cent of allocation in 2014. OR utilisation for 2014 was over US\$4 million, the highest annual amount in the current cycle, as several contracts for programme and PSFR activities were expanded. Nevertheless, the office was still able to contribute US\$5.7 million to global RR and US\$0.6 million to UNICEF's East Asia and Pacific Regional Office (EAPRO) Regional Thematic fund during 2014.

Some efficiency gains were achieved in relation to banking. For the donation cheque depositing, the office used to prepare deposit slips for Maybank with each cheque number and figure indicated. By opening a new PSFR bank account at CIMB bank, the office was able to negotiate for a simplified process, and now brings all the donation cheque in a pouch bag and only indicates the total amount to be deposited. E-banking with CIMB has been set up, and after a few years of negotiation, Maybank agreed to allow UNICEF to start e-banking, which will reduce the cost and time spent on obtaining bank statements and preparing payment cheques from 2015 onwards.

Fund-raising and Donor Relations

UNICEF Malaysia does not receive income from governments outside the country, UNICEF National Committees or from foundations, therefore donor reporting is different to that of other country offices.

UNICEF Malaysia has 60,000 “pledge” donors making regular, automated donations and another 10,000 donors making one-off gifts. These people are both a vital source of income and also a potential pool of support for the programme objectives, so the office is very careful to ensure they are reported back to. Pledge donors generally donate for an average of four to eight. In order to ensure that their support for UNICEF’s work remains secured, UNICEF Malaysia ensures that all these donors are thanked, informed of results, educated on the priority child rights issues and engaged in the UNICEF mission – making them into true advocates of child rights principles.

UNICEF Malaysia has developed an extensive communication and reporting calendar, which includes:

- Thank you messages expressing gratitude, and explaining the outcomes that their donations help to ensure;
- A donor- friendly annual review;
- Regular newsletters, and;
- Frequent emails - approximately 20 were sent in 2014.

Evaluation

Specific efforts to improve the evaluation function were undertaken in 2014. The office recruited a new Planning, Monitoring and Evaluation staff member and worked with EAPRO in a unique arrangement to create a cost-shared international Evaluation Specialist post for Malaysia, Myanmar and Cambodia (based in Cambodia). The intent is not only to strengthen the Evaluation function, but also to help implement some of the key agreed deliverables on evaluation as a result of the global commitment to research and learning. The incumbent will also be supporting development of national capacity building initiatives while working with the public sector and enhancing regional networks on evaluation.

In 2014, UNICEF Malaysia planned two Evaluations, one of which is currently underway. The outcome of this evaluation will feed into the country programme development process for 2016-2020, as it assesses the Equity Focus in UNICEF Malaysia’s programme. A management response for this evaluation is expected by the end of first quarter in 2015. The second planned evaluation was on Capacity Building.

UNICEF Malaysia focuses mainly on policy, advocacy and fundraising (done through the private sector). The Integrated Monitoring and Evaluation Plan (IMEP) focuses on evaluation and research. As the office moves ahead with new Country Programme development process, the need for a robust M&E plan will be done through close liaison with EAPRO. The current programme went through major reformatting of outputs as a result of an MTR in 2013. There are lessons learnt in relation to programme formulation which are being taken into account for the new country programme, particularly in relation to the development of smart outcomes, outputs and performance indicators.

Efficiency Gains and Cost Savings

As the office moved into Office 365 environment, staff members have regularly used Lync meetings and calls. Particularly for long distance calls done for recruitment interviews, the use of Skype or Lync has reduced telecommunications costs.

Utilisation of SharePoint OneDrive and Google drive to share documents among group members has started. This has helped PFP Digital Channel to easily access to office shared

folders on OneDrive and communicate with media agencies for urgent emergency fundraising campaigns. The use of information and communication technology (ICT) enabled the PFP team to be prepared for emergencies which occur when staff are beyond the office network and outside of office hours. This was especially useful in emergency preparedness for Typhoon Ruby (Hagupit), which happened during over a weekend and required constant communication among staff colleagues and external media agencies.

Regarding office administration, the office developed a new Standard Operating Procedure for transportation arrangement for staff, consultants and visitors, after a fully consultative process. The office does not have office vehicles nor drivers, which in itself is a great cost saving.

Supply Management

Not applicable for Malaysia.

Security for Staff and Premises

The most imminent concern around staff safety and security has been caused by construction work in the office compound. The current UN common office premises is a stand-alone three-story building located in a business district. An urban transportation system is under construction on its doorstep, with an elevated station is being constructed within 10 metres of the UN building. The future walkway for passengers, taking them to and from the station leans into the office compound, which will increase human traffic around the office once the metro starts operating in 2016.

The construction work was at its peak during 2014, subjecting staff to noise pollution and led the office to organize meetings with visitors in other venues when possible. Half the parking spaces were removed, which led to some safety concerns for staff (especially women) walking to/from cars parked off-site. Concerns remain over staff safety as staff members have to find their way around the construction maze that leads to the office.

While the number of security guards has been increased and agencies have tried to cope with the situation as much as possible, given that the transportation system will start operating from 2016, the UN Country Team initiated discussions with the Government to look into the possibility of relocating the UN common premises.

Human Resources

At the end the last country programme in 2010, the office staffing consisted of two international and twelve national staff. By the end of 2014, the staffing composition was six international and 25 national staff. The funding breakdown for the 31 staff members is: four are funded by Institutional Budget, four by Regular Resources and the rest by local PSFR income. The PFP team has become a team of ten. Nonetheless, given the workload UNICEF Malaysia must still outsource a substantial portion of its programme as well as donor recruitment and retention services. In the coming years, the office must continually assess the right balance between outsourcing and in-house staff.

The current Country Programme focuses on policy advocacy and child-related data, and following the MTR this focus has been sharpened further. The office structure has been continuously strengthened and adjusted to ensure it meets the requirement of an upper middle-income country context. The office has posts dedicated to Corporate Social Responsibility (CSR) and two distinct posts for digital technology: a Digital Fundraising Officer and a Digital

Communication Officer. The expertise and experience gained through the work of these functions is something that UNICEF Malaysia can share with other UNICEF offices moving towards the Middle Income Country context.

During 2013 MTR, the office also agreed with Cambodia and Myanmar offices to cost-share an international post for evaluation. Securing technical expertise at the right level in this highly strategic area was challenging for the individual offices, particular when available resources are shrinking. As the recruitment process for this new post has been completed during 2014, this new staffing approach will be assessed in 2015 to consider whether it is as a workable and effective solution for the region.

To support career development and progression, especially for staff aspiring to work at international level, the office has deliberately created opportunities as part of Learning and Development. From late 2013 to early 2014, the Administration/Finance Officer was deployed to Tacloban for the Philippines Haiyan emergency, and a Communication Officer was assigned to Tacloban between August to September 2014 to provide support. The Senior Human Resources Assistant was sent to Myanmar for two months between July and September to fill in gaps during a post vacancy. In 2014, one staff completed the Senior Leadership Development Programme, while two others completed the Dynamic Leadership Certificate Course. Five other staff participated in global and regional workshops, and various group learning opportunities were organized, including a team building exercise and disability awareness training. Brown bag lunches were also organized around topics such as disability, child protection system, and the UNICEF global communication strategy.

Effective Use of Information and Communication Technology

A major undertaking under Office 365 implementation was the changeover of the email system from Lotus Notes to Microsoft Outlook. Built to service devices anywhere with an Internet connection, Office 365 rolled out in the second quarter of the year, and has enabled the office to leverage from UNICEF-standard cloud based Office, enhancing both mobility and access to staff email. With automation tools available such as SharePoint, OneDrive for Business and Lync, knowledge management and collaboration among different sections has become easier. Additionally, Lync makes it possible for staff to participate in audio/video, online meetings and conferences via computer, laptop or tablet.

Given the country's growing internet penetration, UNICEF Malaysia continued to take advantage of digital media, using its Facebook and Twitter platforms as well as crowd speaking platforms like Twubs and Thunderclap to create awareness and facilitate reach and engagement. This included the UNICEF-NECIC digital town hall on inclusive education which reached 490,000 on Facebook and Twitter (Twubs), with 1 million impressions. UNICEF Malaysia also live-tweeted from events such as the Activate Talk KL during the World Summit on Media for Children, MCMC's Digital Citizenship Forum, and the SOWC launch event. The 'Get on Board – Stop Child Abuse' microsite was revamped to present information in a more user-friendly way, and generated 1,231 visits in three months, with users visiting on average 5.5 pages and spending 6:37mins on the site. Facebook's revised algorithm on posts has impacted MCO's social reach and engagement.

As of November, the digital fundraising activities had raised over US\$357,000 in pledge and one-time donations, with emergencies contributing over US\$83,000. Email marketing has benefitted from increased average open rates up from 19 per cent in January to 28 per cent in

November, whilst content click-through rates increased from 4.61 per cent to 10.12 per cent. UNICEF Malaysia communicates with an average of 63,000 email donors each month.

Programme Components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 By 2015, robust evidence is generated and used by Government to plan, allocate and utilise resources effectively ensuring that all children benefit equitably and develop their full potential.

Analytical Statement of Progress:

2014 has been an important year for UNICEF Malaysia in generating child-focused data and evidence which has been timely given the drafting of the Malaysian Government's 11th Development Plan 2016-2020 which is underway. The data/evidence generated on key child well-being indicators and the national statistical booklet – Profiles for Children – has been used as UNICEF's contribution to various strategy papers being prepared for the 11th Plan.

UNICEF was also been successful in leveraging buy-in by State governments at sub-national levels – especially Sabah and Sarawak in East Malaysia – to generate data/evidence specifically on children. A Situation Analysis of Children in Sabah is being finalised and a Profiles for Children-Sarawak is also underway.

Another important area of work in evidence-generation has been on data and mapping of undocumented, refugee and stateless children in Malaysia. This has been critical to advance the policy influencing objectives towards supporting the Government to “bridge the gaps” in its last lap towards achieving its goals of Vision 2020 to become a high-income country. In addition, UNICEF has been moving the equity agenda forward on vulnerable children to be taken into account in policy development and access to services, in areas such as health, education and social welfare.

Building on the strong partnership with the Ministry of Finance, UNICEF was successful in gaining more buy-in for integrating the child-focus in public finance management linked to social sector Ministries. An indicator of this progress is a jointly-hosted National Consultation on Public Finance for Children planned for January 2015. The outcomes of this Consultation will enable UNICEF to work directly with social sector ministries to provide technical support for child-focused budgeting as part of the Outcome-Based Budgeting currently being implemented by Government.

OUTPUT 1 By 2015, evidence is generated and used to inform national dialogue for better allocation of resources to the most disadvantaged children.

Analytical Statement of Progress:

The Economic Planning Unit of Prime Minister's Department is currently preparing the 11th Malaysia Plan 2016-2020 and has held inter-agency meetings, and technical working group meetings where UNICEF has presented and participated. As part of the dialogue in these various meetings, policy briefs have been circulated to shape the Inclusive Growth and Community Development chapters. Child Poverty figures were presented at the inter-agency meeting levels. UNICEF bilateral meetings and discussion were also held with EPU to present the remaining challenges on children well-being in Malaysia. UNICEF provided a 23 page briefing document on child and well-being after consolidating the various draft strategy papers

from the Ministry of Women, Community Development together with data and information from the policy briefs. Dialogue and technical know-how with UNICEF and EPU are being exchanged and will continue until the draft of the main document for the 11th Malaysia Plan is ready. The goal of the engagement is to ensure that the socio-inclusive growth and development priorities do not leave behind children, particularly those most vulnerable.

OUTPUT 2 By 2015, high-quality information with focus on the most marginalized children generated, consolidated, disseminated and utilized to inform better-focused national policies and programmes

Analytical Statement of Progress:

UNICEF continued to work with the Malaysian Government on generating evidence for policy decision-making. This Situation Analysis of Children in Sabah was completed and is ready to be launched. However, the launch was delayed due to various events outside the control of the office: the Royal Commission of Inquiry on illegal immigrants in Sabah, and a request to present and obtain clearance from the State Cabinet by UNICEF's main partner, the Sabah State Economic Planning Unit (UPEN). The Royal Commission of Inquiry was recently made public and discussions with Sabah UPEN are ongoing to hold the launch in January or February 2015.

Initial discussions started with Sarawak State Planning Unit (SPU) to explore the possibility of carrying out a Situation Analysis of Children for Sarawak.

At Federal level, upon completion of discussions with line ministries, the Department of Statistics (DOS) has been collecting and collating child-related data from line ministries, but has had some technical issues with the information management software, DevInfo. Arrangements are being made to bring in one of the organisations which has a Long Term Agreement with UNICEF for technical support on DevInfo at the request of DOS. This is expected to occur in February 2015.

Inception and Technical Group meetings have been held with Sarawak SPU and key partners on the Sarawak Statistical Profile of Children. Sarawak SPU has been collecting data from line ministries. A meeting is planned in January to assess the completeness of data collection and what data remains to be collected. After this, work will begin on analysis and presentation of the data for the booklet. Initial discussions will begin with Sabah UPEN which is also interested in developing a Profiles of Children for Sabah.

OUTCOME 2 Child poverty has been reduced and the coverage and targeting of social safety net programs for poor children and families has been enhanced.

OUTPUT 1 Country programme planning, monitoring and evaluation are strengthened

Analytical Statement of Progress:

Collaborative efforts have led to creation of a common post of Evaluation Specialist which will be shared amongst three countries (Cambodia, Philippines and Malaysia). The intent is to further strengthen the evaluation function at country level that will not only seek programme improvements but will feed into strategic policy influence including engagement with public sector and national evaluation networks. The post is expected to be filled by the first quarter of 2015.

At the end of 2014, UNICEF introduced the Monitoring of Results for Equity System (MoRES) methodology/concept to the Sabah State Economic Planning Unit, one of the main partners in

State of Sabah, and other partners from other government agencies, academia, and CSOs. The introduction covered the basic premise of MoRES and its use and value in sharpening planning and programming, that helps achieve better results for excluded children and women. Great interest was shown by participants, especially from Sabah UPEN and a follow-up meeting to discuss how to move forward on MoRES in Sabah (tentatively planned for Jan 2015) was agreed upon. UNICEF stressed on the need for use of reliable disaggregated data for planning and monitoring and plans are underway for capacity building on use of various tools for this purpose.

With regards to discussion on the excluded and marginalized groups, there is consensus amongst UPEN to initiate mapping of unregistered/undocumented refugee and migrant children in Sabah in partnership with UNICEF. This will be a focus in 2015 and pave the way for further deliberations on policy issues on undocumented children both at the national and sub-national levels.

OUTPUT 3 The public in Malaysia are informed and engaged in children's issues as a result of public advocacy strategies that promote child rights and encourage participation

Analytical Statement of Progress:

Communication and public advocacy in 2014 capitalised on CRC@25 to engage the public on UNICEF Malaysia's priorities for children - confront disparities, and create opportunities for children's participation. These were significant during the period of developing Malaysia's 11th National Development Plan; the final five year plan before the country becomes a high income, highly developed nation by 2020. Additionally, the CRC@25 paves the way for Malaysia's own CRC@20 anniversary in 2015.

Given the country's relatively high internet population (67.3 per cent broadband penetration rates in 2014), an integrated communication approach of new and traditional media was used in 13 strategic online/offline initiatives to reach out to the middle income demographic, donors, 20-30 year olds, and children on issues such as birth registration, violence against children, child rights, children with disabilities and digital citizenship and safety.

Initiatives were anchored mainly on some 15 partnerships to leverage collective strengths, reputations, networks and resources for increased visibility, reach and political influence. Key partners include the Malaysian Communication and Multimedia Commission for digital citizenship; National Early Childhood Intervention Council for children with disabilities; Association of Registered Childcare Providers for #ENDviolence; and The Star youth media sections for child participation.

UNICEF Malaysia continued to strengthen its position in the media as an expert voice on specific priority issues, with media statements and feature interviews on child rights, child protection and sexual violence against girls, child-friendly budgeting, and innovation. These included prime-time interviews on broadcast channels such as Astro Awani and BFM Radio which are popular with urban Malaysia's middle/upper income population (including policy makers/business leaders). UNICEF Malaysia also facilitated the voices of parents, local and international "experts" to discuss issues on children with disabilities/inclusive education, social work and reporting back on UNICEF actions in Gaza and in response to Typhoon Haiyan. While 2014 earned media placements are lower in comparison to 2013, these were substantive comment instead of event reporting.

Media efforts were complemented with digital tactics that extended beyond Facebook/Twitter

engagement. To amplify messages and invite audience participation, UNICEF Malaysia explored online polling on topical issues, crowd speaking social media platforms (Thunderclap/Twubs), as well as issue/campaign focussed microsites. The Facebook algorithm change influenced the exposure of messages to UNICEF Malaysia followers, thus impacting on engagement and new supporters.

OUTCOME 4 By 2015, the private sector has increased its support for improving child well-being through financial contributions as well as corporate social responsibility initiatives focused on children.

Analytical Statement of Progress:

UNICEF's engagement with the private sector is developing and interest from the Malaysian society to support children's rights is growing quickly.

Support from individuals in Malaysia has increased significantly, with over 60,000 people now making a regular, automatic donation to support UNICEF's work in Malaysia, the region and around the world. Total like-for-like private sector income grew by 23.3 per cent to over RM35 million (US\$10 million) in 2014, whilst the donor-base grew by 19 per cent.

The development of a CSR agenda is ongoing and was supported by a number of events in 2014, although work to further develop CSR has been delayed, to be delivered in 2015. The policy CSR environment among corporates is becoming more structured and with the national stock exchange (BURSA) policy on Economic Social Governance reporting and the announcement on Malaysia Social Responsibility Index brings an opportunity for UNICEF to influence children specific initiatives in CSR. It provides a strategic position for companies to be able to support children's rights and business principles and to be held accountable even though the principles are non-binding.

OUTPUT 2 Children's Rights and Business Principles are better understood by Small and Medium Enterprises (SMEs), Private Listed Companies (PLCs) and Government Linked Companies (GLCs) as part of their Corporate Social Responsibility.

Analytical Statement of Progress:

The Child Rights Business Principles (CRBP) has been utilized as an advocacy tool for businesses to indicate how best they can support the rights of the child in businesses in Malaysia.

In order to facilitate the adoption of CRBP, Sime Darby (Malaysian-based diverse multi-national company) held a talk on CRBP to share the principles to other subsidiary companies of the agro-business, automobile and property sectors in the 4th quarter of 2014. The network building and engagement approach with different industry associations is still a work in progress. The work of Suruhanjaya Syarikat Malaysia SSM (the Companies Commission) and UNICEF on how the corporate responsibility agenda has been shaped in Malaysia was presented in March 2014 at the global Corporate Registry Conference in Rio de Janeiro, Brazil.

As part of contributing to achieve the results specific to provision of education services for children of migrant workers, UNICEF working with Sime Darby to develop child friendly community space in the palm oil plantation is continuing. A draft proposal on how to identify the gaps at the ground level and what approaches should be considered to achieve the thriving and friendly child community space was developed in the second half of 2014.

The different platforms and opportunities to engage various new companies (SMEs, GLCs, PLCs) were limited in 2014, due to limited time commitments from key partners thus some planned activities had to be deferred until 2015.

OUTPUT 3 Targeted fundraising strategy implemented for efficient financial contribution from private sector for improved child well-being.

Analytical Statement of Progress:

In 2014, total fundraising income was RM35.7 million (US\$10 million), representing like-for-like growth of 23.3 per cent over 2013. UNICEF Malaysia's fundraising strategy has historically focused on recruiting regular paying ("pledge") donors and there was a return to significantly higher growth as over 19,000 new donors were recruited against an ambitious target of 16,000. By the end of 2014 the total number of pledge donors increased to 61,000, a net annual growth of 19 per cent.

To further strengthen the private sector contribution, UNICEF recruited a new Donor Retention Manager to improve donor and database management. The intent is to capitalize on the importance of web, social media and SMS opportunities and to retain donors longer and increase their annual donations.

UNICEF also recruited 562 pledge donors and generated 1,964 one-time donations, totalling RM545,000 (US\$150,000) through digital activities. As a means to continually engage with the public and build future donations, updates and fundraising emails were sent to over 80,000 donors and supporters. Direct mail and telemarketing activities were also expanded in order to propel private sector fundraising into significant growth in 2015.

OUTCOME 5 By 2015, national partners have strengthened capacity to ensure implementation of the rights of all children, especially the most marginalised, to survival and healthcare; good-quality education and development; identity and protection from violence, abuse and neglect.

Analytical Statement of Progress:

In 2014 UNICEF continued to use the "equity focus" to address the needs and rights of marginalized and vulnerable children in the programming areas of education, child protection and justice for children. In education, UNICEF's advocacy on an "Alternative Learning Policy" for refugee, undocumented and stateless children in Malaysia was well received by key civil society partners and stakeholders. The Ministry of Education claims that it allows access for these children into public schools as long as they have documentation to prove their identity, however such cases are few.

Furthermore, the Government of Malaysia has signed Memorandums of Understanding with counterparts in the Philippines and Indonesia in support of alternative learning centres for children from these two countries who live in Sabah, East Malaysia. However, there is no clear indication that the Government is considering or willing to develop a policy on this critical issue. UNICEF will continue to advocate on the need for such policy frameworks and provisions to enable access for these marginalized children to basic education.

In this regard, the Government and other counterparts have welcomed UNICEF's initiative to undertake a Mapping of Alternative Learning Centres in Sabah provided by NGOs, faith-based organisations, foundations and benevolent individuals. In addition, the MoE has also agreed to participate in a study into out-of-school children at sub-national level in Sabah. This study will

provide improved data on children who remain out of school and suggest strategies for their inclusion.

In child protection, UNICEF advanced its advocacy, evidence-generation and partnerships on birth registration in collaboration with UNHCR and other key stakeholders, facilitated the sharing of good practices from other countries to inform and influence key government agencies towards policy reform and targeted interventions to reach the most marginalized children in remote areas and among indigenous populations in East Malaysia. At the same time, UNICEF actively supported Government's participation in the Ministerial-level Asia Pacific Conference on Civil Registration and Vital Statistics to sign-on to a Declaration that provides a framework for continued advocacy and influencing national policies and programmes in the country.

UNICEF's main investment in children and justice during the year focused on capacity development of key law enforcement agencies on child-friendly judicial procedures drawing on knowledge, expertise and good practices from other high-income countries. The work on child welfare systems has seen good progress in the lessons learnt from two pilot initiatives led by the Government to provide a more comprehensive and coordinated response to safety and protection of children in institutions. This has been a result of the extensive investment made by UNICEF in social work competency development. The Social Workers Bill which was the result of a long process of consultation and inputs from UNICEF and other key stakeholders is expected to be tabled in Parliament in early 2015. This will be a landmark for the country in ensuring the social work profession is recognized and social workers are expected to adhere to the minimum standards of competency requirements and expertise in order to more effectively respond to children at risk and children who suffer maltreatment.

OUTPUT 1 By 2015, the child rights NGO sector has strengthened and sustained capacity to advocate for children's rights.

Analytical Statement of Progress:

UNICEF supported a training on advocacy skills for the Child Rights Coalition Malaysia members (9 participants) in early 2014. The intent was to provide information to participants on effective and evidence based strategies used for successfully advocating with different partners. During the first quarter of 2014, the CRCM engaged in both local and regional advocacy around child rights. However, soon after the CRCM Secretariat, the Malaysian Child Resource Institute, underwent major changes resulting in them being unable to carry out their functions as the coordinating secretariat. As a result, two coalition members are currently holding the function of the Secretariat until end 2014. The final structure of the Coalition is to be finalised by end 2014. Given these changes, the CRCM decided not to produce the annual status report on children's rights for 2014 and a proposal for further support from UNICEF for 2014 was also delayed.

An internal strategy paper for UNICEF Malaysia's NGO Capacity Building scope of work for the period 2014-2015 was developed. The strategy paper documents lessons learnt and proposes a way forward, including identifying institutions and/or individuals which can develop/design and conduct sustainable capacity building for child rights NGOs in Malaysia. UNICEF is identifying and contracting an external institution to conduct the training and capacity development of the CRCM and child-focused NGOs in Malaysia in 2015.

OUTPUT 2 By 2015, the child welfare system demonstrates practice that is responsive to the care, safety and protection of children at risk or suffering maltreatment.

Analytical Statement of Progress:

During the last 12 months, UNICEF continued to provide technical support to the child protection pilot being undertaken in collaboration with the Department of Social Welfare in Petaling and Kuala Langat districts of Selangor. The pilot project has demonstrated that a standardized response process for tertiary child protection cases can be put in place by the Department of Social Welfare. A standardised response process provides an effective and efficient means to respond professionally to the service needs of child protection cases. The pilot also demonstrated which tools worked better in the Malaysian context as well as the challenges and support required for applying the process and the tools.

To date 68 high risk cases (21 boys and 47 girls) have been processed and are at different stages of completion. Discussions are underway with the Department of Social Welfare on the review and expansion of this initiative to other areas in 2015. However, the delay by the Department of Social Welfare to deploy full time staff to work on the pilot project slowed down the processing of cases. This was remedied in the second half of the year when deployment of staff to the pilot was completed.

UNICEF and Malaysia Association of Social Workers supported training of NGOs on the social work competency framework and supervision which commenced in November. This first series of training started with 23 participants out of the 210 targeted by the end of August 2015. In the post training feedback, participants reported a gain in knowledge and better understanding of competency-based child protection practice, development needs of children and relevance of good staff supervision to the care, safety and protection of children. UNICEF will continue to follow up and measure progress in this area to ensure the knowledge gained is also practiced and utilized.

Bench marking of core indicators for measuring and monitoring child protection system in Malaysia was completed. This exercise provided important information on the current status and gaps in data on the status of child protection system in the country. The report proposes actions to strengthen measurement and monitoring of the child protection system including key policy and advocacy priorities. A significant challenge was getting sufficient data on some domains especially public financial management, statistics and information and public attitudes and values, as very little information was publicly available.

The intention to table the Social workers Bill in Parliament in 2014 was not achieved. This was partly due to the extended consultations with different States to create awareness on the Bill and to build consensus on its key provisions. The Bill is expected to be tabled in March 2015.

OUTPUT 3 By 2015, context-appropriate policies and strategies for accelerating and scaling up school enrolment and sustaining school attendance for excluded and marginalized children are developed, based on evidence and through consultative process.

Analytical Statement of Progress:

In Malaysia, school access for the most marginalised and vulnerable children - especially those living in remote areas, as well as non-citizens, refugee and undocumented children - remains a major challenge. Alternative education opportunities are being provided by the non-governmental sector and other development partners especially for children of IMM13 (refugee) cardholders, children living in plantations and children with ID cards provided by UNHCR.

While the government is unofficially willing to provide access to basic education for refugee and undocumented children, there is no Alternative Education Policy in place resulting in ad-hoc, low

quality education being provided in many alternative learning centres by non-governmental entities; hence constraining quality education for all.

The actual number of children who do not have access to government school facilities is not known. However, based on a study that was conducted by the Ministry of Education (2009) to respond to the needs of Article 28 (1) (a) Convention on the Rights of the Child discovered that there were about 43,973 undocumented children from the age of seven to 17 years old who are not in school. This figure is likely to be an under-estimate. Local sources and estimates provided by UNHCR, the Federal Special Task Force and Humana Child Aid Society, estimate around 100,000 children estimated to be out of school or receiving some form of alternative education in learning centres in various parts of the country.

OUTPUT 4 By 2015, all stakeholders demonstrate increased understanding of best practices on birth registration

Analytical Statement of Progress:

According to the Malaysian government, the birth registration rate is more than 95 per cent. Despite initiatives by the Government to further increase birth registration rates, there are still children from marginalised populations who have not been registered at birth. These include children from marginalised populations such as indigenous groups, certain ethnic groups, migrant communities, undocumented migrants, as well as orphaned and abandoned children. Some of these communities live in fringe and interior areas, making access to registration offices difficult and expensive. Additionally, a lack of understanding of the processes involved, compounded by a low literacy rate, makes it particularly challenging for these communities to register their children.

Given the above scenario, universal birth registration and strengthening the mechanisms continue to be high on UNICEF Malaysia's agenda. In light of the fundamental importance of birth registration and a strong civil registration system, this year, UNICEF in collaboration with UNHCR jointly organized a two-day national conference to create a platform for the sharing of good practices, initiatives and innovations that have been successfully employed to strengthen birth registration systems. The two-day "Conference to Strengthen Birth Registration Systems" gathered speakers from various UN agencies, the Inter-American Development Bank, the Centres for Disease Control and Prevention and government. The conference, attended by about 95 participants, allowed participants from various government agencies and civil society to actively dialogue and engage in strategies employed to increase birth registration and raised awareness of the links between birth registration and development. The conference also led to links being made with new partners in Malaysia.

As a follow-up from the Conference, bilateral discussions were held with key agencies to explore strategies on ways to strengthen the birth registration system in Malaysia, including establishing a multiagency technical working group, to discuss the issues related to birth registration in a more holistic manner. Initial interest has been expressed and interest is being sought from other key stakeholders to establish this group.

In line with the developments in Civil Registration and Vital Statistics in the region, UNICEF is expanding its partnership on birth registration beyond the National Registration Department and Ministry of Home Affairs (MOHA) to include health, statistics, planning and development partners. This aims to ensure that birth registration, which is part of the CRVS system, is looked at broadly and coordination between all agencies is strengthened.

The Ministerial Conference on CRVS also provided an opportunity for UNICEF to increase its engagement with MoHA through providing technical support to MoHA who led the government delegation (Deputy Minister of Home Affairs was head of delegation). At the Conference, Malaysia played an active role and released a statement reiterating its commitment to registering all children born in Malaysia. National targets on birth registration are due to be set in 2015 and UNICEF views this as a key entry point to work with relevant government agencies and civil society organisations to strengthen the birth registration system in Malaysia.

OUTPUT 5 By 2015, justice sector professionals demonstrate strengthened capacity to respond appropriately to children in conflict with the law and child victims/witnesses.

Analytical Statement of Progress:

In 2014, UNICEF achieved a significant milestone in its support for Child Justice Policy reform in Malaysia. UNICEF was able to influence the Judiciary, the Chief Registrar of the Federal Court into approving a proposal to introduce child justice modules into their existing training modules for magistrates and Sessions Court judges, with a preliminary timeframe and working methodology agreed. In 2015, the training manuals will be drafted, trainers will be recruited and training of trainers is scheduled for the third quarter of 2015.

The Minister of the Ministry of Women, Family and Community Development (MWFCD) launched the Juvenile Justice in Malaysia report in March. The launch was followed by a panel discussion on the theme ‘Realising Vision 2020: Protecting Children Today’. While the report recommended establishing a high-level inter-agency working group to develop an integrated national juvenile justice reform strategy and plan of action, this strategy and plan of action has not been developed. Nevertheless the encouraging developments in diversion represent an entry point to conduct wider discussions on child justice system reform. Pursuant to the Bar Council expressing interest on a UNICEF proposal to build the capacity of its members on child representation, proposals were sought from various Bar Associations/Councils. Based on the proposals received, discussions were held with the Canadian Bar Association with training of trainers being planned for mid-2015.

Progress on introducing diversion to Malaysia has been encouraging. Four workshops/seminars presenting diversion models used in other countries have been held with the informal Taskforce on Diversion (led by the MWFCD) and the Attorney-General’s Chambers to explore the development of a roadmap for introducing diversion in Malaysia. Government agencies, academics and NGOs have been engaging effectively in the discussions and have a better understanding of diversion. However, there remain some concerns about the legality of diverting children, police cautioning and the types of programmes and services that can feasibly be made available. The MWFCD and the Attorney-General’s Chambers will organise a technical meeting with relevant legal officers to discuss and resolve the issue of the legality of police cautioning and develop a list of offences which can be diverted, for a proposed pilot in 2015.

OUTPUT 6 By 2015, stakeholders have increased understanding on the rights of children with disabilities, towards better policy and legislation implementation.

Analytical Statement of Progress:

Disability remains high on the agenda for UNICEF, and in 2014 UNICEF facilitated establishment of a first-ever Malaysian Partnership for Children with Disabilities during a forum which took place in 2014. The forum was attended by about 65 participants including government ministries and departments, civil society and individual activists along with including

children with disabilities. Participants shared insights into where more work needs to be done, including addressing gaps in policy, legislation and services.

As a follow up to the forum, the MPCwd established a Facebook page to facilitate communication among the members. Partners are using this medium to share information on a range of issues affecting children with disabilities. Parents of children with disabilities and professionals are actively sharing their experiences by writing articles which have been published in the electronic and print media. The articles highlight the resilience of children and their families and the importance of building an inclusive society. UNICEF will continue to work with MPCwd on long term interventions including advocacy for inclusive policies, alongside ongoing advocacy and awareness events.

Over 950 participants attended the 5th National Early Childhood intervention Council conference in June, which was supported by UNICEF. As part of the conference, a tweet chat on Childhood Disability focusing on inclusive education was organised. The Tweet chat brought the issue of children with disabilities to the general public, to families and to children and enabled continued conversation on the subject in social media. At the conference, 800 copies of the UNICEF report (Children with Disabilities in Malaysia) were distributed

UNICEF, the United Nations University and the United Nations Population Fund/UNFPA agreed to collaborate on a comprehensive situation report on persons with disabilities in Malaysia. The research on community perceptions and stigma around child disability was incorporated into this initiative. However, joint funding was not obtained. Despite this setback, UNICEF remains committed to do this research to understand better community perceptions which is key to behaviour change especially at family and community levels. UNICEF Malaysia is examining what has been done in other countries, to inform the design of this research that will be conducted in 2015.

The initiatives undertaken so far were critical to start to put the issue of children and disability at the forefront of the Government and public. More targeted concrete actions are being planned to advance the better implementation of existing of policies, legislation, strategies and services in relation to children and disabilities in Malaysia.

OUTCOME 11 Effective & Efficient Programme Management and Operations support

Analytical Statement of Progress:

2014 was the year to implement the changes which were consolidated as an outcome of the 2013 Mid-Term Review and Mid-Term Management Review.

One of the major outcomes of the MTR was a simplified programme results structure. Based on extensive partner consultations, Malaysia's programme focus was sharpened. As a result, the 10 Programme Component Results (PCRs) and 22 Intermediate Results (IRs) were reduced to 3 PCRs (now termed "Outcomes") and 10 IRs (now termed "Outputs") with a new Cross-Sectoral Outcome added. As UNICEF introduced a new coding system globally from 2014, the new result structure was coded and created in VISION (on-line information management system), while the PCRs and IRs that were merged or changed were closed once the budgetary commitments were expensed. This not only reduced the burden for the office to report on progresses in Result Assessment Module (RAM, on-line reporting and information management system), but made the budget management and expenditure monitoring easier.

In view of UNICEF's transition to establish a Global Shared Service Centre (GSSC) for

transaction processing, UNICEF Malaysia reviewed the operational functions. The review determined there was no need for change, with the existing seven posts in operations deemed the minimum to sustain an office of over 30 staff. The time savings in individual posts from the GSSC implementation would be redirected to providing additional and adequate support for the growing Private Sector Fundraising operations. As a result of this review, three posts' Job Descriptions in the area of finance, human resources, and administration were adjusted.

The office underwent an internal audit in 2013 and received 11 audit recommendations including three high priority recommendations. Based on the recommendations, Standard Operating Procedures for HACT implementation and PSFR donation processing were developed. All audit recommendations were closed by August 2014.

OUTPUT 1 Effective and Efficient Governance and System

Analytical Statement of Progress:

The 2014 Annual Management Plan was prepared following the guidelines issued by EAPRO which aimed at standardizing AMPs across different offices in the region. Some performance indicators were adopted from the regional guidance, while locally defined results indicators were maintained.

Alignment between the management priorities, management indicators and Enterprise Risk Management action points was one of the 2013 audit recommendations, and this was duly implemented in 2014, in addition to other plans that emerged as a result of MTMR outcome. A fully participatory ERM exercise was conducted and Risk Management Profile was developed which was incorporated into the management priorities of 2014.

In relation to programme implementation, one of the audit recommendations also included strengthening of CMT oversight on programme results. At the beginning of 2014, the CMT agreed on key priority areas for 2014 including influencing the 11th Malaysian Development Plan. Relevant sections reported back to CMT on the progress on these priority areas.

As the office has successfully institutionalised proper solicitation and contracting process and has built internal capacity since 2012, the CMT decided to raise the Contract Review Committee threshold from US\$20,000 to US\$50,000. This means that UNICEF Malaysia now follows the US\$50,000 dollar financial limit set as per the organisation's Financial Policy, and removed its voluntary-imposed lower limit. This facilitated efficiency in the office, while oversight function by the senior management and compliance to standard operating procedures became more important.

OUTPUT 2 Effective and Efficient Management and Stewardship of Financial Resources.

Analytical Statement of Progress:

UNICEF Malaysia Office enjoys a fortunate position where its private sector fundraising income is sufficient to fully cover the funding requirement of Country Programme. In addition, UNICEF Malaysia annually receives US\$100,000 from the Government of Malaysia as Other Resources income.

Both RR and Other Resources (OR) budget implementation reached over 80 per cent of allocation in 2014. OR utilisation for 2014 was over US\$4 million, the highest annual amount in the current cycle, as several contracts for programme and PSFR activities were expanded. Nevertheless, the office was still able to contribute US\$5.7 million to global RR and US\$0.6

million to UNICEF's East Asia and Pacific Regional Office (EAPRO) Regional Thematic fund during 2014.

The UNICEF Malaysia finance team continued supporting PSFR income registration and producing monthly donation reports. In order to support further expansion of PSFR income, a new bank account was opened at CIMB bank in February. It took several months to establish a procedure with the bank for registering cheque deposits and utilising e-banking. The office will start processing direct debit monthly donations from donor's CIMB bank accounts in 2015. It is expected that this will result in income growth, since the office only had a PSFR donation account with one local bank which was limiting the options for donors.

OUTPUT 3 Effective and Efficient Management of Human Capacity

Analytical Statement of Progress:

UNICEF Malaysia has been keeping abreast with the changes required to ensure it meets programmatic and operational requirements for an upper middle income country which is striving to become high income country through implementation of 11th Malaysian Development Plan.

As the country programme has incrementally sharpened its focus on policy advocacy and child-related data, the office has instituted a number of human resource and management changes.. At the end the last Country Programme in 2010, UNICEF Malaysia consisted of two international and twelve national staff: this has now become six international and 25 national staff. Out of the 31, four are funded by Institutional Budget, four by Regular Resources and the rest by local PSFR income. The PFP team has become a team of ten. This number has been kept minimum by outsourcing substantial portion of donor recruitment and retention services. In the coming years, the office will need to find the right balance and mixture between outsourcing and in-house staff.

Being an upper middle income country, UNICEF Malaysia's staff profile and professional experiences are different from many UNICEF offices. To support career development and progression, especially for national staff aspiring to become international, the office has made efforts to create opportunities as part of Learning and Development. From late 2013 to early 2014, the Administration/Finance Officer was deployed to Tacloban for the Philippines Haiyan emergency, and a Communication Officer was assigned to Tacloban from August to September 2014 to provide support. The Senior Human Resources Assistant went on mission to Myanmar from July to September to fill in gaps due to a post vacancy. In 2014, one staff completed the Senior Leadership Development Program, while two others completed the Dynamic Leadership Certificate Course. Five other staff participated in global and regional workshops, and various group learning opportunities were organized including a team building exercise and disability training. Brown bag lunches were organized around topics such as disability, child protection system, and UNICEF's global communication strategy.

Evaluation

Title	Sequence Number	Type of Report
Exploring the Digital Landscape In Malaysia: Access and use of digital technologies by children and adolescents	2014/001	Study

Lessons Learned

Document Type/Category	Title
Lesson Learned	Planning for Children Today to Live in a High Income Nation Tomorrow
Lesson Learned	Digital Citizenship and Safety – Click Wisely