

DIRECTOR, CHILD RIGHTS AND CHILDCARE UNIT (CRCU) & CORPORATE AND TALENT DEVELOPMENT

Terms of Reference

The **Director, Child Rights and Childcare Unit (CRCU) & Corporate and Talent Development** will have primary responsibility for the following:

1. Plan, establish and develop the PWDC Child Rights and Childcare Unit (CRCU) in accordance with the Scope of Work for the Unit as described below;
2. Supervise project staff in the Unit to satisfactorily complete all tasks specified in the CRCU Scope of Work;
3. In consultation with the CEO, develop the corporate strategy for PWDC through a participatory process involving the Board of Directors and staff members;
4. Play a leading role in the implementation of the corporate development strategy;
5. In consultation with the CEO, develop and implement a talent development programme for PWDC staff members;
6. Assist the Gender Policy and Advocacy (GPA) Programme in implementing selected action items of the Penang Gender Policy; in particular those pertaining to gender-based human resource development, skills training and upgrading;
7. Represent PWDC in meetings, discussions and other activities, particularly in relation to child Rights and childcare issues.
8. Network with government agencies, NGOs and other stakeholders to promote the objectives of the CRCU in particular and PWDC in general;
9. Assist the Office of the Penang State Exco for Youth and Sports; Women, Family and Community Development in the implementation of its programmes as and when required.
10. Any other work assigned by the CEO and/or the Chair or Members of the Board of Directors not mentioned specifically herein.

PWDC CHILD RIGHTS AND CHILDCARE UNIT (CRCU)

Scope of Work

“The Convention on the Rights of the Child sets out the rights that must be realized for children to develop their full potential, free from hunger and want, neglect and abuse. It reflects a new vision of the child. Children are neither the property of their parents nor are they helpless objects of charity. They are human beings and are the subject of their own rights. The Convention offers a vision of the child as an individual *and* as a member of a family and community, with rights and responsibilities appropriate to his or her age and stage of development. By recognizing children's rights in this way, the Convention firmly sets the focus on the whole child.”

UNICEF, UN Convention on the Rights of the Child

Preamble

Malaysia ratified the Convention on the Rights of the Child (CRC) in 1995 and passed the Child Act 2001 (Act 611) for the protection, care and rehabilitation of children. However, legislation alone is not sufficient to bring about the changes and measures necessary for protecting and upholding the rights of the child. Despite the relatively developed state of the country, there are children who still suffer from poverty, homelessness, abuse, neglect, preventable health problems (e.g. obesity, type 2 diabetes, stress), unequal access to education and justice systems, not to mention the particular vulnerability of children with special needs.

The State Government of Penang recognizes the human rights and dignity of all children and the urgency of ensuring their well-being and development. It recognizes that basic quality of life should be the right of all children rather than a privilege enjoyed by a few. It further recognizes that children are particularly vulnerable and hence have a special need for protection. In this direction it has adopted a Childcare Policy and Action Plan making it the first state in the country to do so. But this is inadequate in addressing all the issues facing children. Therefore, the Child Rights and Childcare Unit is being initiated in the Penang Women's Development Corporation (PWDC) to ensure that all children in Penang are accorded their rights and receive the quality of care that is their due. Investing in children is investing in our future.

Child Rights Programme

This is a new area of work that PWDC is embarking on. The obvious target groups would be the particularly vulnerable among the children – specifically those living in poverty or exposed to violence, abuse, neglect and/or exploitation. Other issues of concern that affect children include undocumented children, child marriages, poor institutional care, violence against children, children with special needs, etc.

In order to develop a wholistic and well-targeted programme of action, it is necessary to first conduct a scoping/mapping exercise to develop the strategy and action plan for promoting child rights and child welfare in Penang. This strategy has to be premised upon a rights-based rather than a needs-based framework.

The target is to develop this strategy and a detailed work plan, within 2014, to deal with some of the more urgent issues affecting children in Penang. This work plan will be implemented in subsequent years.

Simultaneously, an advocacy campaign will be launched so that the issue of child rights will gain prominence in the public consciousness of Penang society and greater effort will be focused on resolving these issues.

Childcare Programme

The Penang Childcare Policy and Action Plan was promulgated in March 2013. The critical action plan items that require immediate implementation include:

1. Mapping of childcare centres by district and average income of the communities;
2. Establishing a partnership with registered childcare centres to enroll children from low-income families through subsidies or start up grants;
3. Organising subsidized training for childcare providers, especially home-based childcare providers;
4. Collaborating with the Welfare Department (JKM) to set up a system to rationalize, monitor and control home-based childcare.
5. Reviewing and revising regulations and guidelines to facilitate setting up of workplace childcare centres;
6. Conducting sector-based roadshows to showcase workplace childcare centres in the respective sectors;
7. Reviewing and revising regulations and guidelines to facilitate setting up of more registered private childcare centres; and
8. Supporting all efforts of the State Exco for Women, Family and Community Development to improve childcare provision in the state of Penang.