

## **Annual Report 2007**

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the 9-Point Party Platform aims to promote lifelong learning especially in the area of community learning culture. The main focus of Lifelong Learning Campaign in 2007 is the setting up of Lifelong Learning Centre, which an institutionalized mechanism will be introduced to integrate and strengthening the existing resources.

In the past year, Lifelong Learning National Committee had organised activities and short courses in different areas based on the three foundation of Lifelong Learning Campaign, they are as follows:

### **Foundation 1: Changing Attitude**

#### **1. Promote awareness of lifelong learning through media, public talks and learning events**

In the past one year there were 129 MCA divisions that had actively organized activities; included public talks, short courses, book fairs, cultural performance, seminars and quizzes; which had attracted hundreds of thousands of participants.

MCA Lifelong Learning National Committee and Junior Chamber International Malaysia had co-organized a series of talks from July 2007, which the winners of Outstanding Young Malaysian Award share their learning experience.

#### **2. Publication**

With the objective of sharing experience in promoting Lifelong Learning, the book entitled *Lifelong Learning Guide 2* was published May 2007. This publication illustrates the experience of Lifelong Learning Campaign in the past two years, which it comprises of key events and short courses as well as the role models of Lifelong Learning Centre.

### **Foundation 2: Encouraging a Culture of Reading**

#### **1. Facilitate reading through organization of book fairs**

##### **Mega scale book fair**

In the past year, two mega scale book fairs were held in Kuala Lumpur which had drawn few hundreds of exhibitors from various countries and thousands of visitors. The first one was Bookfest 2007, which was co-organised by Lifelong Learning National Committee with Popular Book Co. (M) Sdn. Bhd and Sinchew JitPoh. The event was held on May 26<sup>th</sup> to June 3<sup>rd</sup> in the Kuala Lumpur Convention Centre. The other major book fair was the 8<sup>th</sup> International Chinese Book Fair held in the Mines Exhibition and Convention Centre on November 17<sup>th</sup> to November 26<sup>th</sup> 2006. This event was co-organised by Lifelong Learning National Committee, Mines Exhibition Management, Sinchew Jit Poh and Federation of Headmasters Malaysia.

The largest book fair in East Coast area was held on July 4<sup>th</sup> to July 10<sup>th</sup> 2006 in Kuantan Parade, which it had received positive support from the major book retailers and local residents.

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ing in the sub-urban and rural area is through book fair where the local community could enjoy the convenience of getting a variety of book under a roof and with attractive discounts. Lifelong Learning National Committee had actively promoting book fairs which were entitled 'mobile book fair' in the rural area; 9 book fairs were held in 6 states in the Peninsular Malaysia and book retailers that participated in these events were the Commercial Press, Shanghai Book-CNPIEC Co. (KL) Sdn. Bhd. and Novum Organum Publishing House (M) Sdn. Bhd.

Table 1: Lifelong Learning Mobile Book Fair July- Dec 2006

Date	Venue
15/7- 23/7/2006	Jerantut, Pahang
22/7-30/7/2006	Kluang, Johor
1/8-13/8/2006	Kuantan, Pahang
4/8-9/8/2006	Mersing, Johor
19/8-27/8/2006	Pontian, Johor
7/9-15/7/2006	Kota Bah ru, Kelantan
4/11-12/11/2006	Teluk Intan, Perak
17/11-26/11/2006	Batu Gajah, Perak
1/12-10/12/2006	Manjung, Perak

## 2. Celebrity @ Reading Club

One of the key programmes to promote reading habits was a series of talks entitled Celebrity @ Reading Club, where the renowned authors and professional were invited to share book reviews and their reading experience.

Table 2: List of Celebrity @ Reading Club Event Oct 2006-June 2007

Oct 7 <sup>th</sup> 2006	Mr Yao Lap-poon, the Editor-in-Chief of Yazhou Zhoukan reviewed best seller <i>The World is Flat</i> .
Nov 17 <sup>th</sup> 2006	Distinguished glasswork artists Ms Loretta Yang Hui-shan and Mr Chang Yi from Taiwan on topics of reading and creativity.
Nov 29 <sup>th</sup> 2006	Renowned Taiwan current affair analyst Nan Fang-shuo on Taiwan current affairs and cross-strait relations
Dec 18 <sup>th</sup> 2006	Famous Chinese author Ms Zhang YiHe shared the story behind her books.
April 21 <sup>st</sup> -C 22 <sup>nd</sup> 2007	Famous Hong Kong commentators and author Mr Liang WenDao and Mr Ye Hui on Chinese classic and preservation of heritage.
May 16 <sup>th</sup> 2007	Datin Paduka Chew Mei Fun and award-winning director Mr Cai MingLiang on Politics and Arts.
May 29 <sup>th</sup> 2007	Dr Yam Kah Kean, the Assistant Professor of Chinese Department, UTAR and Ms Chen YuanFeng shared their views on the teaching of Chinese philosopher LaoZi.

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Learning National Committee had conducted 37 training sessions and briefings on the setting up of reading club with a total number of 2067 participants. The events were carried out for purpose of introducing the structure and practical approach of reading club.

### **Foundation 3: Encouraging Participation in Short Courses**

#### **1. Short courses for community**

The Basic Hanyu Pinyin short course which caters for adults that missed the opportunity to learn romanised Chinese launched in June 2006 has received overwhelmed response nationwide. More than 6,000 participants had completed the course a year after it was launched.

In conjunction with the implementation of eMCA project, the 4-in-1 Basic Computer course was introduced in Sept 2006. This course, which covers basic computer knowledge, word processing, and Internet and E-mail knowledge, aims to equip the members of MCA and general public with knowledge in IT.

To empower Chinese community with the basic knowledge in managing personal finance, MCA Lifelong Learning National Committee and Malaysian Financial Planning Council co-organise the 101 Financial Planning Workshop which introduces the essential knowledge in financial planning.

#### **2. Continuing Education provided by Universiti Tunku Abdul Rahman and Kolej Tunku Abdul Rahman**

Centre for Extension Education of Universiti Tunku Abdul Rahman and Centre for Continuing Professional Education of Kolej Tunku Abdul Rahman have been playing important role in providing learning opportunities for working adults. These two institutions offer a wide range of courses in different disciplines which include professional and living skills as well as humanities and arts. Since October 2004 until June 2007, they had offered 1,101 short courses with a total number of 56,930 participants.

#### **3. Learning Directory**

The 2<sup>nd</sup> Issue of Learning Directory was published in March 2007 as the handy directory of learning opportunities. The directory comprised of the information on learning events, e.g. leisure-based activities, public talks as well as short courses held between March and June 2007. Events listed were provided by the non-profit and non-governmental organization in Kuala Lumpur, Selangor, Negeri Sembilan and Melaka.

### **Establishment of Lifelong Learning Centre**

The 9 Lifelong Learning Centres, namely Tanjung Piai (Johor), Selayang (Selangor), Subang (Selangor), Kelana Jaya (Selangor), Gombak (Selangor), Cheras (KL), Kuantan (Pahang), Bandar Tun Razak (KL), and Rasah Jaya Community Library (Negeri Sembilan) which have been actively promoting lifelong learning and organising learning events have been awarded as role model. They took part in the Lifelong Learning Centres Fair which was held on 17<sup>th</sup>



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Impur Convention Centre in conjunction with the Facon

This inaugural exhibition gave these 9 role models of Lifelong Learning Centre to demonstrate their effort in offering non-formal learning programmes at community level as well as sharing experience. To further introduce the concept of Lifelong Learning Centre, a series of feature report on these centres were published in the press.

In the form of partnership the MCA National Lifelong Learning Action Committee will work on establishing Lifelong Learning Centre. In 2007 a number of Lifelong Learning Centres would be established, namely Seremban Division, Perak (Ipoh), Sabah (Kota Kinabalu), Melaka (Kota Melaka) and Bentong Division. These new centres are established under the same model as the Tanjung Piah Lifelong Learning Centre, which provide non-formal short course as well as vocational skill programmes.

### **Strengthening Lifelong Learning Website**

In line with the implementation of eMCA project, Lifelong Learning website ([www.lll.net.my](http://www.lll.net.my)) will undergo website restructuring to facilitate a multimedia and user friendly website. Specific additional features are multimedia storage, special sections for Lifelong Learning Centres and online learning achieve.