IMPACT INTEGRATED

ANNUAL REPORT 2023

Our reporting approach

At Impact Integrated, transparency and accountability form the foundation of our operations. This annual report is more than a reflection of our achievements; it is a testament to our commitment to open and honest communication with our stakeholders. By sharing our journey and the outcomes of our initiatives, we aim to foster trust and build a deeper understanding of the positive impact we strive to create within our community.

Aligned with our sustainability commitments, this report is crafted with integrity and accuracy, ensuring that it serves as a reliable source of information for all our partners and supporters. We believe in the power of collective efforts and hope this report inspires continued collaboration towards achieving greater milestones.

Reporting methodologies

Method 1: Data Collection and Verification

We leverage a structured approach to gather data from multiple departments, including program management, event coordination, media production, and finance. This ensures comprehensive coverage and high accuracy in our reporting.

Method 2: Stakeholder Engagement

Active participation from our stakeholders is crucial. Through surveys, interviews, and direct communications, we incorporate their feedback into the report, ensuring it reflects their concerns and aspirations.

Method 3: Performance Matrix

Our programs and initiatives are evaluated against key performance indicators (KPIs), allowing us to measure success and impact. These metrics align with our strategic objectives and sustainability goals, providing a clear picture of our progress.

Method 4: Financial Reporting

We adhere to generally accepted accounting principles to present our financial performance transparently and comparably. This method ensures stakeholders can easily comprehend our financial health and sustainability.

Together, we champion youth empowerment, nurturing their potential to become changemaakers. Through resilience and innovation, we strive to build a brighter, more inclusive future for all.

One of the young entrepreneurs pitching her product in the Bazar Bisnes Orang Muda program, funded by Yayasan PETRONAS.

Leaism performs a tribute to Butterfingers in the finale night of Anugerah Lagu Indie 2023

Excited young faces in Sekolah NESDEG, an advocacy initiative for the National Esports Development Guidelines for youths in schools.

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IMPACT INTEGRATED 2024

Published by Impact Integrated

IMPACT INTEGRATED,
Spacerubix, Jalan TPP 1/7,
Taman Perindustrian Puchong,
47100 Selangor, Malaysia.
Website: www.impactintegrated.my

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EMPOWERING TOMORROW

A Vision for Malaysian Youth & Sports Development

Dear Stakeholders, Partners, and Friends,

It is with great pride and a deep sense of responsibility that I pen this foreword for Impact Integrated. Our organisation stands as a beacon of commitment to empowering the youth of Malaysia and promoting the transformative power of sports in our nation. At the heart of our mission lies the unwavering belief that the potential of our young people is limitless and that sports serve as a universal language, bridging divides and fostering unity.

In today's rapidly evolving world, the challenges faced by our youth are manifold, yet so are the opportunities. We believe that every young Malaysian deserves the chance to unlock their fullest potential, to dream beyond the boundaries of the present, and to shape the future with courage and conviction. At Impact Integrated, we are dedicated to creating platforms, providing resources, and fostering environments where these aspirations can be realised.

Sports, in particular, hold a unique place in our society. They teach discipline, resilience, and the value of teamwork. They break down barriers, promote inclusivity, and cultivate a spirit of excellence. Through our various initiatives and partnerships, we aim to harness the power of sports not just as a physical activity, but as a vital tool for personal development, community building, and national pride.

Our work at Impact Integrated is driven by the core values of innovation, collaboration, and impact. We are not just responding to the needs of today but are actively shaping the possibilities of tomorrow. With the support of the Ministry of Youth and Sports, our partners, and the broader community, we are confident in our ability to make a meaningful difference in the lives of young Malaysians.

As we continue this journey, we remain committed to our vision of a Malaysia where every youth is empowered, where sports are a cornerstone of our culture, and where our collective efforts contribute to a brighter, more inclusive future for all.

Thank you for your continued support and trust in Impact Integrated. Together, let us inspire, empower, and uplift the next generation of Malaysians.

SHEIKH FAROUK SHEIKH MOHAMAD
CHAIRMAN OF THE BOARD OF TRUSTEES
IMPACT INTEGRATED

FIVE YEARS FORWARD

Navigating Challenges, Shaping Futures

Dear Colleagues, Partners, and Friends,

As I reflect on our journey at Impact Integrated, I am filled with a sense of pride and a keen awareness of the challenges we've faced—and those that still await us. Over the past five years, we've navigated a landscape marked by changing governments and shifting societal dynamics. Through it all, our commitment to empowering Malaysian youth and advancing sports has remained unwavering. In 2023, we achieved significant milestones across our key platforms, each accompanied by its own set of challenges.

For Impact Malaysia, the challenge has been to stay attuned to the evolving needs and aspirations of our youth. We've made meaningful strides, but the road ahead requires us to be more agile and responsive than ever. Kuasa Orang Muda, a dynamic campaign by Impact Malaysia, empowers young Malaysians to actively participate in the nation's political and civic life. Through this integrated digital campaign, youth are given a platform to voice their opinions and enhance their political literacy, shaping a generation of informed and engaged citizens ready to lead – resulting in close to 10 million views on social media.

Rakita 107.9 has emerged as a pivotal force in Malaysia's indie music scene, giving a platform to independent artists who are often overlooked by mainstream channels. Rakita's flagship award show Anugerah Lagu Indie has played a key role in uncovering and celebrating emerging musical talents. This annual music award recognizes the best indie songs in its third year, offering winners from Rock, Pop and Hip Hop categories valuable exposure, recognition, and opportunities to advance their careers. Through its radio and digital segments, Rakita has become a voice for the youth, curating content that resonates deeply with their diverse realities. Yet, in an ever-changing media landscape, the challenge of staying relevant, innovative, and connected with our audience is constant.

To tackle these challenges and steer the industry's growth, Esports Integrated has launched the National Esports Development Guidelines (NESDEG) in 2023. This robust framework outlines a comprehensive approach to the sustainable development of esports in Malaysia, addressing key areas such as player welfare, fair play, governance, and community engagement, with the goal of professionalising the industry and fostering an environment of integrity and support for all stakeholders, from players to organisers. Esports Integrated has played a crucial role in building a vibrant esports ecosystem in Malaysia, but the balance between fostering innovation and ensuring stability is delicate, and we must remain committed to supporting the community we've helped to cultivate.

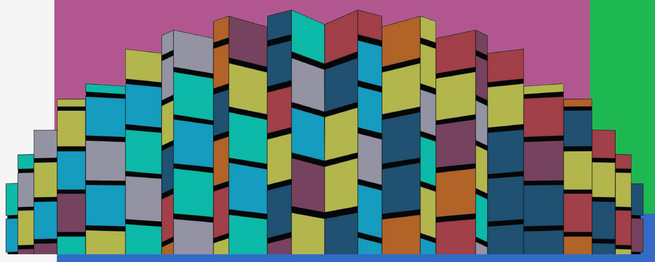
As we look ahead, we must approach the future with a clear understanding of the obstacles we will encounter. These challenges, though significant, are surmountable with thoughtful planning, resilience, and a shared commitment to our goals. I am deeply grateful for the dedication of our team and the trust of our partners—without whom none of this would be possible. Thank you for your continued support as we work together to overcome these challenges and build a brighter future for Malaysia.

AHMED FARIS AMIR
CHIEF EXECUTIVE OFFICER
IMPACT INTEGRATED

ABOUT IMPACT INTEGRATED

1.

"Empowering the next generation is not just a goal, it is our responsibility."



2.

Impact Integrated is a strategic catalyst agency operating under the Ministry of Youth and Sports (KBS).

3.

As an impact-driven, non-profit company limited by guarantee (CLBG), we focus on three key areas: youth, esports, and media through five flagship brands.

IMPACT MALAYSIA · PICKSUM · esi · RAKITA 107.9 · MYSUKAN

4.

Impact brings experience, expertise, and strategic methodologies to help catalyse, create, consult on and innovate youth and sports centric initiatives. Initiatives under our purview will always be strategically aligned with the mission, vision and goals of the Ministry of Youth and Sports

5.

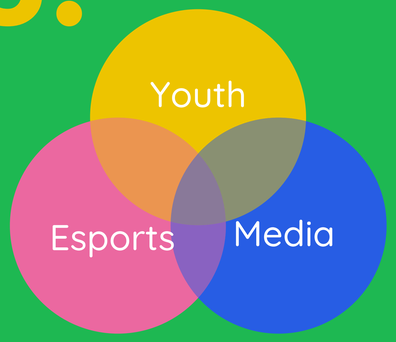
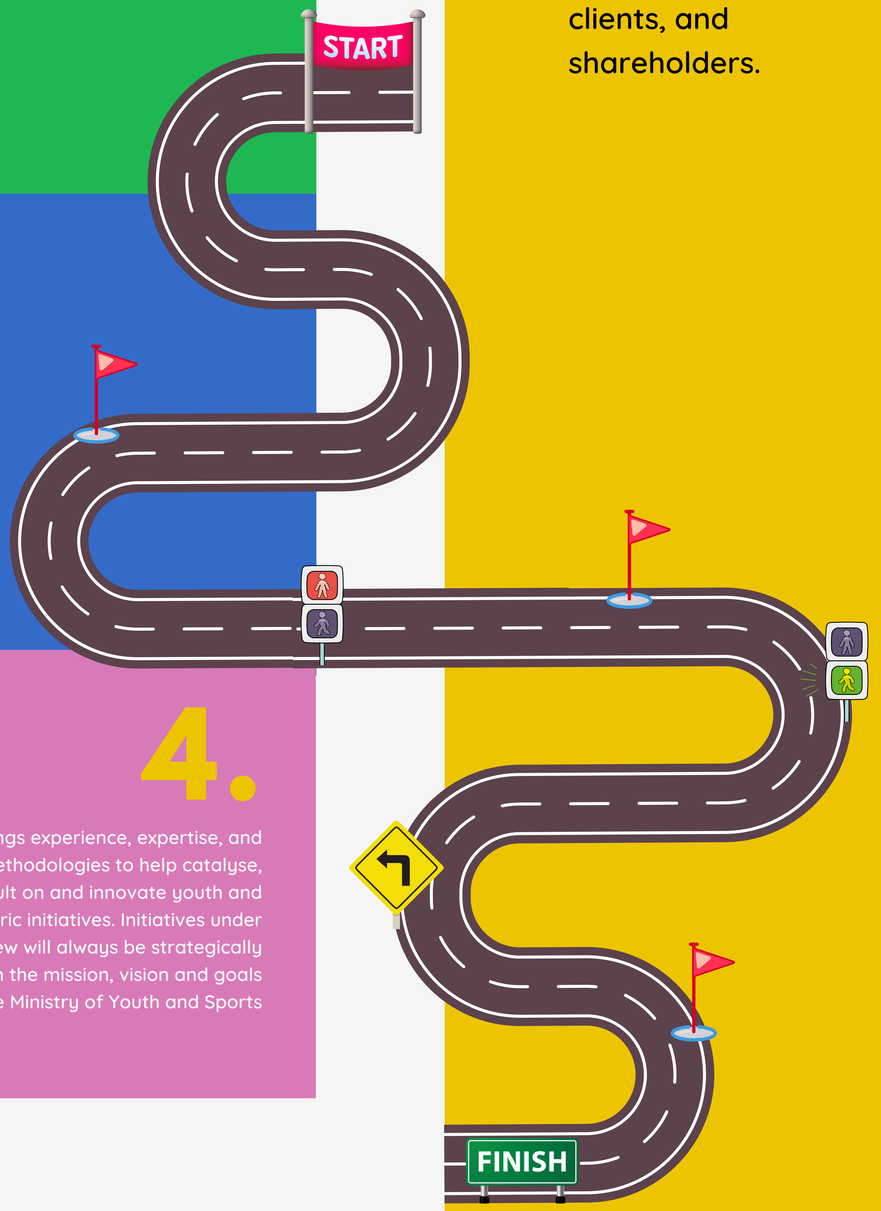


Diagram 1: Three Focus Areas of Impact



OUR CORE VALUES

Our core values are the central, underlying philosophies that guide our businesses and employees. These values also influence the way we interact with our partners, clients, and shareholders.

1.

Integrity

We stand for transparency and ethics in everything we do. Being honest and straightforward is at the heart of our business.

2.

Growth-focused

We see growth as a shared journey. The success of our company is intertwined with the personal and professional growth of our people.

3.

Socially-conscious

We're committed to making a positive impact. Social responsibility is woven into the fabric of our business, guiding every decision we make.

4.

Entrepreneurial

We thrive on the entrepreneurial mindset—always critical, proactive, and adaptable. We embrace challenges and turn them into opportunities.

5.

Consultative

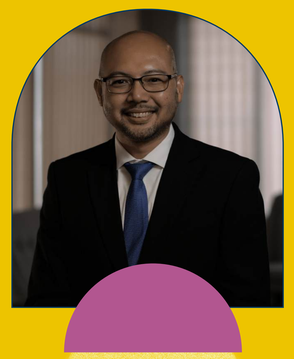
Being consultative is a two-way street. We aim to create a culture of willingness to accept and seek out advice and feedback from others as well as a willingness to provide the same.

6.

Innovative

We seek out and actively prioritise innovative solutions to stay ahead of the curve.

BOARD OF TRUSTEES



SHEIKH FAROUK SHEIKH MOHAMAD
Chairman

Sheikh Farouk was the Managing Director of AEON Big, is a seasoned finance professional with extensive corporate experience. With 18 years at Nestlé, he held various strategic roles, including Finance Project Manager for Zone Asia, Oceania, and Africa, and Global Finance Lead for Innovation and Renovation. His leadership brings a wealth of expertise and strategic insight to Impact Integrated.

TS. DR. NAGULENDRAN KANGAYATKARASU
Trustee (Ordinary Member)

Dr. Nagulendran, known as Dr. Nagu, serves as the Secretary General of the Ministry of Youth and Sports. With a career focused on biodiversity, biosafety, and environmental governance, Dr. Nagu has been instrumental in policy formulation and international negotiations. His expertise in sustainable development is critical to Impact Integrated's mission.

NORHIDAYATI ZAKARIA
Trustee (Ordinary Member)

Norhidayati Zakaria is a Principal Assistant Secretary at the Corporate Administration & Coordination Unit, GIC. Her career spans multiple key roles in the Malaysian government, including positions in the Prime Minister's Department and the Ministry of Health. Her strong background in administrative and financial management makes her a valuable asset to the board.

ATHARI BAHARDIN
Trustee

Athari Bahardin is a Senior Associate at J. Kuldeep Kumar & Co., bringing a strong legal background to the board. His journey through Universiti Teknologi MARA, where he earned his Bachelor of Legal Studies and LL.B, has equipped him with the expertise needed to contribute effectively to Impact Integrated's governance.

DEBORAH CHAN
Trustee

Deborah Chan, CEO of Wiki Impact, co-founded a media network dedicated to the impact industry in Malaysia. Her work, particularly through the 'Poverty Project,' highlights crucial societal issues and inspires change. With over 18 years of experience in community development, Deborah's contributions are vital to the board's social impact focus.

IZZAT AFIFI ABDUL HAMID
Trustee

Izzat Afifi, President of Majlis Belia Malaysia, is also a Partner at Messrs. Izzat & Co. With degrees in Law and International Law from the International Islamic University Malaysia, he brings a strong legal background and a passion for youth empowerment to the board, influencing both the legal and youth sectors in Malaysia.

JOHAN ROZALI-WATHOOTH
Trustee

Johan Rozali-Wathooth is the Founder & CEO of Bintang Capital Partners and Deputy CEO of AHAM Asset Management. With extensive experience in impact investing and corporate management, Johan plays a pivotal role in guiding Impact Integrated's strategic direction, leveraging his expertise in both corporate and impact sectors.

JOHN-SON OEI
Trustee

John-Son Oei is the Founder & Group CEO of EPIC Collective, a social enterprise focused on empowering individuals to impact communities positively. His leadership in creating innovative platforms and initiatives has been instrumental in driving social change, aligning closely with the mission of Impact Integrated.

KUDSIA KAHAR
Trustee

Kudsia Kahar, Co-Founder of Metamorfosa, is a broadcasting pioneer with 30 years of experience in traditional and digital media. She played a key role in the success of major radio stations like Hitz, ERA, and Sinar FM. Her visionary leadership and deep understanding of media dynamics contribute significantly to Impact Integrated.

LEON KOAY
Trustee

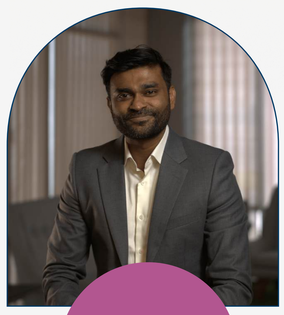
Leon Koay is the Head of Strategy and Transformation for Maybank Investment Banking Group. With a diverse background in corporate strategy and finance, Leon has served on various boards, bringing valuable insights from his experience in both private and public sectors to Impact Integrated.

SASIBAI KIMIS
Trustee

Sasibai Kimis is the Founder of Earth Heir, a social enterprise dedicated to supporting traditional artisans and marginalized communities. With experience at the UN and in investment banking, Sasibai's work has positively impacted over 500 artisans in Malaysia. Her dedication to ethical entrepreneurship aligns with Impact Integrated's core values.

SAMUEL SIEW
Trustee

Samuel Siew, CEO of Courtsite, is a respected coach and educator in Malaysia's sports industry. With a background in grassroots football development and sports tech, Samuel's leadership at Courtsite, a sports aggregator platform, showcases his commitment to enhancing sports accessibility and development in Malaysia.



SAMUEL ISAIAH
Trustee

Samuel Isaiah is dedicated to improving education quality and teacher excellence in Malaysia. As Programme Director of PEMIMPIN Global School Leaders, he has led initiatives benefiting thousands of teachers. In 2020, he became the first Malaysian Top 10 finalist for the Global Teacher Prize for empowering Orang Asli students. Recognized as one of Asia's Most Influential in Education (2021, 2022), Samuel also co-founded the Malaysia Teacher Prize and LADAP+, Malaysia's first teacher development app.

SENIOR MANAGEMENT TEAM

AHMED FARIS AMIR

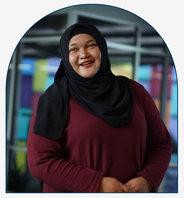
Chief Executive Officer

Known widely as Med, Ahmed Faris Amir serves as the CEO of Impact Integrated, a strategic catalyst agency under the Ministry of Youth and Sports (KBS). With a background in Physics from UiTM, Med's career journey spans across various entrepreneurial ventures in education, food and beverage, events, fashion, tech, management consulting, and social activism. Since stepping in as Acting CEO in early 2019, Med has been instrumental in auditing, restructuring, and remodelling the agency. Under his leadership, Impact Malaysia, Esports Integrated, mySUKAN TV, and other flagship initiatives were founded, setting a strong foundation for the organisation's continued success.

SHAMILA SHEREEN ANANTHANATHAN

Director of Corporate Services

Shamila brings her dynamic leadership to Impact Integrated, overseeing Finance, HR, Asset Management, and Governance. With a strong background in auditing for top global firms, she offers valuable expertise to the organisation. Notably, Shamila secured ISO 9001 certification for the Malaysian Football League and spearheaded the development of the Football-Economic Control Regulations, making Malaysia the second country to implement them after Spain's La Liga. Previously, she excelled as the head of financial planning and analysis for the Shell Real Estate Account, consistently surpassing targets and ensuring cost-effective operations. Outside of work, Shamila is passionate about sports, enjoying activities like futsal, badminton, and hiking.



MASTURA M. RASHID

VP, Strategy & Communications

Mastura is at the forefront of designing, prototyping, and innovating impactful strategies and systems for Impact Integrated. She also leads the company's strategic communications initiatives. With a background in human rights advocacy and women's political participation, Mastura has co-founded several social enterprises focused on poverty alleviation. Her achievements include being the first Asian to receive the Muhammad Ali Humanitarian Award in 2014 and being named Her World's Young Achiever of the Year in 2017. Outside of her changemaking work, Mastura enjoys travelling on a budget, creating music, and indulging in power breakfasts.

MOHAMED HAIRUL EKZAN BIN MOHAMED HISHAM

VP of Operations & Growth, Rakita & mySukan TV

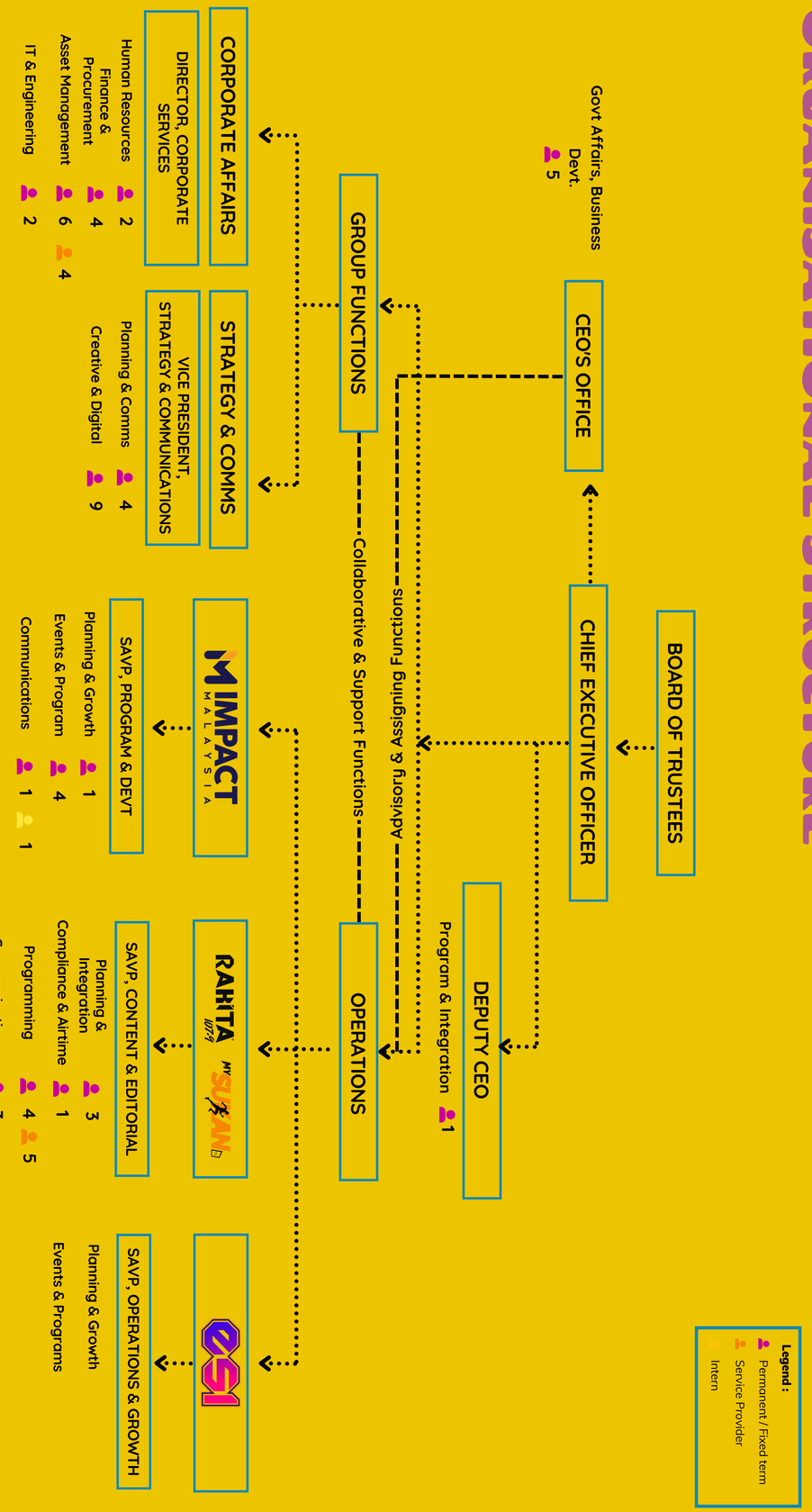
Mohamed Hairul Ekzan, affectionately known as Loy, has 17 years of radio broadcasting experience, having been a pioneer for Radio Xfresh, XFM, ERA fm, hitz.fm, and Best FM (Johor) before joining iM4U fm as the Radio Content Programming Head. In January 2021, whilst the organisation had been rebranded to Impact from iM4U, he was appointed as the Vice President of Rakita. Loy was also appointed Vice President of Commercial Radio Malaysia (CRM), Malaysia's only association for commercial radio operators, in 2021, and was reappointed in September 2022. Throughout his journey in Impact, Loy has successfully produced a great number of programs and initiatives including segments On Air, On Ground and also through digital platforms.

FADZLI RAHIM

VP of Operations and Growth, ESI & Spacerubix

Graduated with Honors Degree in Mass Communications, Fadzli has been instrumental in building 2 brands in Impact, particularly Esports Integrated. He kick-started his career in prominent advertising and marketing agencies namely J. Walter Thompson and tech-startups such as KakaoTalk, UMADX, Kaodim and Kiple. With all of these combined, Fadzli has a vast experience to bring to the table. Playing a central role in the development of Impact, he dedicated himself to endless business development activities and marketing strategies.

ORGANISATIONAL STRUCTURE



IMPACT MALAYSIA

>10M
total views

1,830
participants engaged

6
key initiatives

10
youth-led social impact project

1,008
entrepreneurs engaged

50
Change makers

YOUTH

In Malaysia, the landscape of changemaking, social impact, and youth empowerment is rapidly evolving. As the country navigates various social, economic, and environmental challenges, the role of young people in driving meaningful change has never been more crucial. With a growing awareness of global issues and a deep-rooted sense of community, Malaysian youth are stepping up to become the architects of a more inclusive, equitable, and sustainable future

According to the Malaysia Youth Index, which measures the well-being of youth across various dimensions, there has been a significant increase in youth involvement in civic and social activities over the past few years. The index highlights that nearly 70% of Malaysian youth are engaged in community activities, reflecting a strong commitment to social responsibility and a desire to contribute positively to society. This growing engagement underscores the potential of young Malaysians as key drivers of national development.

Malaysia's youth, who make up nearly 45% of the population, are not just passive recipients of development but active contributors to it. Whether through grassroots activism, social entrepreneurship, or community-driven initiatives, young Malaysians are leveraging their skills, creativity, and passion to address the pressing issues of our time.

In this dynamic environment, Impact Malaysia stands as a beacon of youth empowerment and social impact. As a key initiative of Impact Integrated, Impact Malaysia is dedicated to nurturing the potential of young Malaysians, equipping them with the tools, platforms, and opportunities needed to become effective changemakers.

Impact Malaysia operates on the belief that every young person has the potential to make a difference, regardless of their background. Through a range of programs and initiatives, it empowers youth to take ownership of the issues they care about and to translate their ideas into action. Whether it's through leadership development workshops, community engagement projects, or social innovation challenges, Impact Malaysia is fostering a generation of youth who are not just dreaming of change but are actively creating it.

One of the flagship initiatives of Impact Malaysia s Akademi Impact, a program designed to equip young leaders with the skills and knowledge necessary to drive social change. Participants in Akademi Impact undergo intensive training in areas such as leadership, project management, and community organizing, preparing them to tackle the most pressing issues in their communities with confidence and competence.

Another key initiative is Jelajah Impact, a nationwide outreach program that takes Impact Malaysia's mission to the grassroots level. Through Jelajah Impact, young Malaysians from all walks of life are engaged in dialogues, workshops, and community service projects that address local challenges and promote social cohesion. This program has successfully connected youth from different regions, fostering a sense of unity and shared purpose across the country.

Kuasa Orang Muda is another powerful initiative under Impact Malaysia, focused on empowering young Malaysians to take an active role in the political and civic life of the nation. This integrated digital campaign is an avenue for youth to voice their opinions and political literacy, Kuasa Orang Muda is helping to shape a generation of informed, active citizens who are ready to lead.

In the realm of entrepreneurship, Bisnes Orang Muda is a vital initiative that supports young entrepreneurs in developing sustainable business models for economic resilience. By offering mentorship, funding opportunities, and networking support, Bisnes Orang Muda is nurturing a new wave of young business leaders who are committed to making a positive impact on society.

The impact of these efforts is already being felt across the nation. From rural areas to urban centres, youth-led projects supported by Impact Malaysia are making a tangible difference in the lives of Malaysians. These stories of change are a testament to the power of youth empowerment and the pivotal role that organisations like Impact Malaysia play in shaping the future of the country.

FROM THE TEAM

ZUL IMRAN ISHAK
SAVP, PROGRAMS & DEVELOPMENT
(FROM DECEMBER 2023)

A massive shoutout to our incredible team for their unshakable dedication and fiery passion towards empowering youth. Their relentless drive is the force propelling our success. There's no way we could've made it this far without the combined energy and support of our stakeholders who align with our values. To our partners, thank you for the trust and opportunity to build something greater together.

Throughout our journey working closely with youth and communities, the Impact Malaysia team has uncovered powerful insights that have shaped the way we drive change. We've learned that real change doesn't come from a one-size-fits-all solution. Every local issue demands creativity, critical thinking, and a fresh approach. Often, we see people tackling problems without realizing they're just scratching the surface. The bigger picture requires us to be sharp, empathetic, and proactive—true impact means not just caring but stepping up and doing something about it.

As youth, you're the future architects of change. It's time we move away from old-school authoritative leadership and embrace a more inclusive, collaborative style where everyone's voice counts. The future isn't about one person calling the shots—it's about all of us steering the ship together.

Of course, it hasn't been all smooth sailing. Along the way, we've hit bumps in the road that tested our resilience and strength. But every challenge only made us more agile, more adaptive. We stayed laser-focused on creating programs that matter, ensuring quality over quantity while finding innovative ways to deliver real impact.

Alhamdulillah, we're blessed to continue this journey, empowering the next wave of changemakers. Our mission is clear: to inspire and nurture youth from all walks of life, to drive long-lasting impact in their communities and beyond. We're advocating for more action, more social projects, and most importantly, more youth stepping up and owning their power. We believe in a future where Impact Malaysia is a name synonymous with youth empowerment and transformation. Remember, **"The future belongs to those who believe in the beauty of their dreams."** Together, let's keep that fire burning.

Impact Malaysia is a team of seven (7) youth development professionals who adapt to new situations and technologies with ease. Adept at program management and community engagement they specialize in fostering an environment that helps individuals achieve their full potential.

PROGRAM AREAS

AREA 1: CHANGEMAKING

DESCRIPTION
Being the raison d'etre of Impact Malaysia, we build capacities and culturalize changemaking amongst young changemakers. Focusing on existing young volunteers and young third sector players, we organize training on social innovation, project management and deep dives into socio-economy and political issues.

TARGET COMMUNITY
- We look for youths aged 18 - 34 years old, ranging from young changemakers, students and young professionals, community movers, youths in associations and collectives and youths in communities.
- Changemakers are defined as young people who have project ideas or are already doing a social impact initiative. These youths attend our programs to understand socio-economic issues and expand their capacity to create social impact.
- Participants are defined as young people who participate in our programs as volunteers or as learners. These youths come to Impact Malaysia to learn and gain exposure to various issues such as unemployment and mental health.
- Beneficiaries are people who benefited from our own initiatives or our changemakers' initiatives, mostly from communities and humanitarian aid programs

PROGRAMS
- Akademi Impact
- Jelajah Impact
- Malaysia Inklusif
- Impact Tolong Hantar
- Connecting Communities

AREA 2: POLITICAL EMPOWERMENT

DESCRIPTION
As a continuation of Kata Dua political empowerment program in 2022, Impact Malaysia focuses on Kuasa Orang Muda, a digital campaign and mass outreach with the goals to advocate for greater youth political participation and representation, and to increase the levels of discourse and political literacy amongst youth and the general public.

TARGET COMMUNITY
We look for youths aged 18 - 34 years old, ranging from students and young professionals, youths in associations and collectives and youths in communities. We hope to impact youths who are apathetic to politics.

PROGRAMS
- Kuasa Orang Muda

AREA 3: ECONOMIC RESILIENCE

PROGRAMS
- Bisnes Orang Muda Online
- Jelajah Bisnes Orang Muda

DESCRIPTION
Only 20% entrepreneurs survive and continue on every year, from 4 million entrepreneurs in Malaysia. 47.5% are young entrepreneurs. To increase economic resilience amongst youth, Impact Malaysia focuses entrepreneurship development programs in Sabah in 2023 - 2024, supported by Yayasan PETRONAS.

TARGET COMMUNITY
We target the community of early-stage (sales <RM5,000 per month), youth entrepreneurs aged 18 - 34 years old. The program is designed to cater common systemic issues of this demography, such as limited capacity and experience to manage business resources, limitations of rural location and entrepreneurship as a side hustle or substitution of a job,

STRATEGIC PARTNERSHIPS & COLLABORATIONS

In 2023, strategic partnerships played a crucial role in the success of Impact Malaysia's initiatives. By collaborating with diverse organizations, ranging from government bodies to private enterprises and non-profits, Impact Malaysia was able to leverage a variety of resources, expertise, and networks. These alliances enabled more effective program implementation, broadened outreach efforts, and amplified the impact of their projects. Partnerships facilitated access to funding, innovative solutions, and a shared vision for community development, ensuring that Impact Malaysia's endeavors were not only impactful but also sustainable and far-reaching.
Through the changemaking pillar, we collaborated with more than 40 organizations to deliver impact.

- In Akademi Impact, we worked with 10 NGOs and SEs, namely Buku Jalanan Chow Kit, The Good Kids, Women of Will, Adab Youth Garage, Toy Library Malaysia, Me.Reka, Earth Heir, The Lost Food Project, BERSIH 2.0 and WOMEN:girls. These organizations help build young changemakers capacities by working with them to curate social impact projects within the organizations' capacities. In return, 50 young changemakers gain hands-on experience on creating social impact, and in-depth understanding on social issues.
- Impact Malaysia had the privilege to collaborate with EdgePoint Towers Sdn Bhd, a multinational telecommunications infrastructure company who aspired to increase the access to Internet and tech in schools. By pooling resources, the collaboration empowered two underprivileged schools, SK Long Miri (Sarawak) and SK Sungai Dua (Pahang) through provision of faster Internet connectivity, tech donation and refurbishment of resource centers.
- We have been privileged to work together with Yayasan PETRONAS as a receiver of their Social Impact Grant, on an economic resilience project called Bisnes Orang Muda. Through strategic partnerships with PACOS Trust, Katedral St. Francis Xavier Keningau, Majlis Orang Asal Sabah, Gabungan Belia Ranau, Pejabat Daerah Telupid, Geomatika University Keningau and Ahli Dewan Belia Sabah, the collaboration resulted into more than 500 entrepreneurs empowered across areas such as Penampang, Kundasang, Keningau, Ranau, Telupid and Beluran.
- Inter-agency collaborations were also crucial in the delivery of social impact on programs such as Kuasa Orang Muda and Jelajah Impact. We collaborated with I-LEAD to deliver the nationwide agenda on political literacy – where I-LEAD delivered on-ground political literacy programs and Impact Malaysia delivered online contents and strategic communications campaigns, resulting in more than 9 million views in a span of 6 months. Beyond that, youths are empowered in terms of changemaking and communications skills through collaborations with local universities and colleges, JAKOA and community organizations in low-cost housing areas through Jelajah Impact.

Overall, the strategic partnerships formed in 2023 were instrumental in driving Impact Malaysia's success. These collaborations provided the necessary support and resources, ensuring that initiatives were effectively executed and reached a wider audience. The collective efforts of all partners contributed significantly to the positive outcomes, highlighting the power of teamwork in achieving community development goals.

Youth volunteers and the Edge Point team were listening intently during the program brief session for Connectivity for Communities at SK Sungai Dua, Karak.

LESSON LEARNT

In 2023, one of the critical lessons we learned was the impact of weak branding and limited social presence on our ability to attract participants. Due to constraints in human resources and various directional changes, our efforts to establish a strong and consistent brand narrative fell short. This lack of clarity and visibility made it challenging to engage potential participants, as our changemaker stories and successes were not highlighted effectively. As a result, we struggled to draw in individuals who could benefit from our programs, underscoring the need for a more cohesive and strategic approach to branding and communication.

Another significant insight from the past year was the mismatch between our program offerings and the interests of today's youth. We found that young people are increasingly inclined towards low-commitment, experiential opportunities rather than long, complex programs. Many prefer to volunteer or engage in short-term projects rather than starting and sustaining their own social impact initiatives. Additionally, there is a growing preference among youths for practical skills that enhance employability, entrepreneurship, and leadership, rather than the traditional changemaking focus of our programs. This disconnect highlights the need for a shift towards more engaging and relevant program structures that align with current youth preferences.

Finally, we faced challenges related to subject-matter sensitivity and outreach limitations among other development agencies. Topics such as financial literacy and political empowerment often fell into the purview of other agencies, which restricted our ability to address these areas openly. Similarly, our outreach efforts to the youths in educational institutions were limited, relegating Impact Malaysia to focus on non-institutional audiences. This territoriality not only constrained our programming but also complicated our ability to address pressing issues effectively. Moving forward, a more collaborative approach with other agencies and a clearer understanding of these boundaries will be crucial for expanding our reach and impact.

In regards to controversial projects such as Projek Artikel 11 (project designed to increase unity through interfaith understanding), the emotional impact of public criticism became increasingly apparent within our team. Despite their professional demeanor and commitment to developing future leaders, team members are not immune to the effects of harsh and uninformed comments from netizens. Such public criticism, often impulsive and unconsidered, can be disheartening and challenging to navigate. However, the team has demonstrated remarkable resilience, choosing to focus on their core mission and not allowing negative feedback to overshadow their dedication and drive. This experience has underscored the importance of maintaining emotional fortitude and staying committed to the organization's goals despite external challenges.

The need to adapt to new environments has been another crucial lesson learned this year. While the team is composed of highly skilled professionals, they must continuously adjust to diverse demographics, cultures, and languages. The reception of our initiatives varies significantly from one region to another—some areas quickly grasp and embrace the information, while others are overwhelmed by the volume and complexity. This variability highlights the necessity for tailored approaches that account for local contexts and learning capacities, ensuring that our programs remain effective and relevant across different settings.

PCertain mandates and projects, such as the production of Kuasa Orang Muda informational videos, are highly specialized and can constrain the team's ability to fully leverage their expertise. While the team successfully completed these videos, they were limited by the project's specific focus and could not utilize their broader capabilities to maximize the project's impact. Managing Key Opinion Leaders (KOLs) for the Kuasa Orang Muda project has also proven to be a complex and challenging aspect. This experience has illustrated the need for more expansive and integrative project scopes that allow for greater flexibility and innovation in delivering content and achieving objectives, and highlights the need for more structured and strategic approaches in working with influencers.

KEY ACHIEVEMENTS

We are pleased to present a summary of the key achievements of our programs and events, highlighting the progress made in 2023. This overview provides a comprehensive look at the milestones and accomplishments achieved through collective effort and dedication.

PROGRAM & EVENTS	KEY ACHIEVEMENT
Kuasa Orang Muda	• 9,882,468 views • 1,195 videos • 46 influencers • 1 website (kuasaorangmuda.com)
Jelajah Impact 2023	• 1,431 participants, 83 locations
Akademi Impact 2023: Changemaker Edition	• 50 participants • 10 impact projects • 10 NGO/SE partners • 1,000 targeted beneficiaries from the project
Bisnes Orang Muda in collaboration with Rakan Niaga (BOM)	• 464 entrepreneurs • 12 modules
Jelajah Bisnes Orang Muda in collaboration with Yayasan PETRONAS	• 5,443 entrepreneurs • 9 locations
Connectivity for Communities in collaboration with EdgePoint	• 2 schools • 100 youth changemakers • >400 beneficiaries

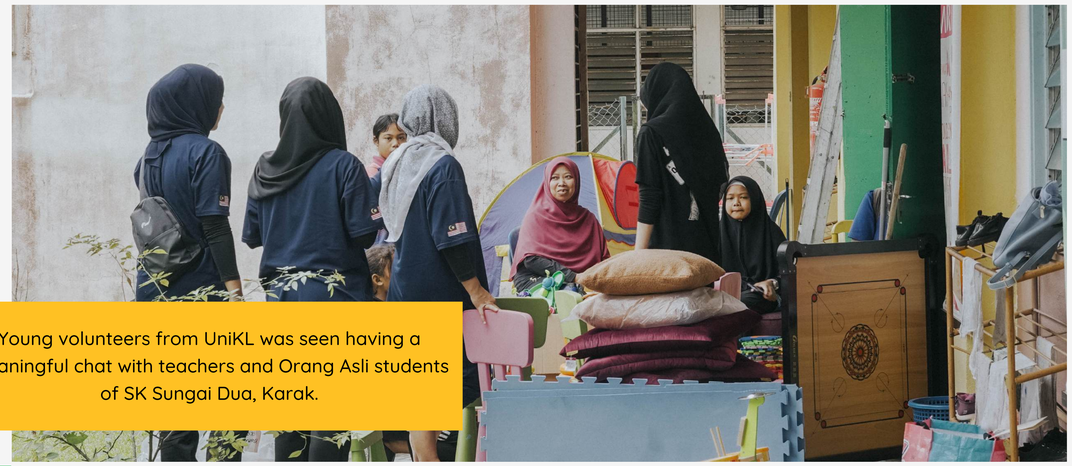
Through **6** Key Initiatives, we achieved

10,953,112 total views

1,830 youth participants engaged

1,008 entrepreneurs engaged

50 Changemakers empowered to create social impact



Young volunteers from UniKL was seen having a meaningful chat with teachers and Orang Asli students of SK Sungai Dua, Karak.

AREA 1:

CHANGE -MAKING

At the heart of Impact Malaysia's mission is our commitment to fostering changemaking among young individuals. We are dedicated to developing the skills and mindset necessary for effective social change. Our efforts center on empowering current young volunteers and emerging leaders in the third sector. We achieve this by offering comprehensive training programs that cover social innovation, project management, and in-depth explorations of socio-economic and political challenges.

AKADEMI IMPACT 2023: CHANGEMAKER EDITION

Akademi Impact is an incubator program aimed for aspiring young changemakers to experience action learning while creating social impact in communities. In its third year, Akademi Impact took a more dynamic approach with the theme "Changemaker Edition". This program provides an opportunity for 50 youths to join the Akademi bootcamp and carry out social impact projects with NGO partners for over eight (8) weeks. They will collaborate with 10 NGOs and social enterprises (SE), handling specific projects, ultimately becoming changemakers through volunteering.

PROGRAM FOCUS

Akademi Impact 2023 is designed to develop a learning process where youths will receive guidance from experts and subsequently become agents of change themselves by transferring the skills acquired to the community. They will receive guidance and support from NGO/SE experts and Impact Malaysia in designing their social impact projects. In addition, participants will have the opportunity to meet and collaborate with various NGOs/SEs experienced in socio-economic and environmental development.

COMPONENTS

Participants learnt essential changemaking skills such as design thinking, project management, and communication. The program consists of three main sessions:

- Akademi Impact Workshop (1 - 3 December 2023): Participants will attend a three (3) day two (2) night workshop that will provide them with a deep understanding of the issues they will address and the skills needed to implement their projects. Changemakers were also given problem statements by the social impact organizations to focus their initiatives on.
- Social Impact Projects (December 2023 - February 2024): Participants will carry out projects with a social impact organization for 8 weeks around the Klang Valley. They will be responsible for projects focusing on issues such as poverty, healthcare, indigenous rights, biodiversity, climate change, and education. During this period, participants will engage in weekly reporting, mentoring, and monthly Town Hall meetings to ensure project progress aligns with program goals.
- Akademi Impact Graduation (16 February 2024): The graduation night will be held to celebrate the success of the changemakers. This event will mark the culmination of the program, where participants will share their achievements and the impact of the projects they have implemented.

STRATEGIC PARTNERS

Impact Malaysia worked together with ten (10) social impact organizations, where the Changemakers collaborated to learn and operate social impact projects owned by the organizations.

EDUCATION

- Buku Jalanan Chow Kit or BJCK is a social impact organization aiming to provide equal education opportunities to all the children in the Chow Kit catchment area. The organization focuses on providing a resource center, educational safe space, skills-based training and increasing literacy rate to 90% for underprivileged and undocumented children within the vicinity of Chow Kit, Kuala Lumpur.
- The Good Kids provides mental health awareness, emotional management, and coping skills for students from various backgrounds to learn how to deal with the challenges that they are facing now. Their aim is to help our youth cope with adversity and develop into resilient individuals using our content that is developed by professionals in the mental health field.

COMMUNITY DEVELOPMENT

- Toy Library Malaysia provides access to educational and developmental toys for children from low-income families. By offering a variety of toys and resources, they support early childhood development and family engagement.
- Adab Youth Garage is a local community development platform, organized by full-time youth workers with the concept of ‘lepak bermanfaat’ (useful loitering) for underprivileged youths, towards shaping a positive youth generation. Their activities focused on creating safe spaces, informal learning and developing youth workers.
- Me.Reka is an education technology provider which encompasses real-world applications, introduction and adoption of digital technology, and environmental and social governance (ESG). Their programs, spaces, and digital platforms inspire, equip and support game-changers and disruptors who will lead the next generation of companies, industries, and economies.
- Women of Will supports women living in low-income communities by improving their home-based businesses through training, coaching and business capital. The organization then develops these women as leaders so that they may play an active role in empowering their communities.

ENVIRONMENT

- EARTH HEIR is dedicated to environmental sustainability by promoting ethical and eco-friendly practices in the fashion industry. They focus on upcycling materials and supporting artisans who use sustainable methods to create their products.
- The Lost Food Project is Malaysia's leading sustainability-led foodbank, rescuing quality, nutritious surplus food (that would otherwise end up in landfill) and distributing it to those in need. Working with retailers, manufacturers, wholesalers and distributors, they have been able to distribute over 19.3 million meals since launch in February 2016, and help reduce food waste while supporting vulnerable communities.

HUMAN RIGHTS

- Bersih 2.0 is a coalition advocating for electoral reform and democratic processes in Malaysia. They work to ensure fair and transparent elections, uphold human rights, and strengthen democratic governance.
- WOMEN:girls is a cause-driven NGO that was founded to help women realize their potential as role models and to develop children to become agents of change. While committed to growth from the grassroots, WOMEN:girls will not stop until better opportunities are available to those trapped by circumstance whether through policies implemented by those above or movements that start from below.

PROGRAM OUTCOMES

Participants were selected through the following factors:

- Level of interest and understanding in social impact issues.
- Willingness and drive to help the community and the underprivileged.
- Commitment to attend the workshops, check-in meetings, Town Hall and graduation night.
- Commitment on the project duration (11 December 2023 - 5 February 2024)

From 112 applications nationwide, 50 Changemakers were selected and attached to social impact organizations.

NGO/SE	AKADEMI PARTICIPANTS ATTACHED
Buku Jalanan Chow Kit	• Muhammad Adam Johary bin Sanizan, 19, Male , Negeri Sembilan, UniKL student • Peter Malvin a/l Yehsunadar, 31, Male, Selangor, Private sector employee • Thanes a/l Gunasekaran, 24, Male, Selangor, Jobseeker • Putri Maryam Inas binti Asmunni, 19, Female, Selangor, Pelajar - Taylors University student • Hanis Maisarah binti Abu Bakar, 28, Female, Johor, Government sector employee
The Good Kids	• Muhammad Eyman Hakim b Mohd Nazri, 22, Male, Selangor, UKM student • Mohamad Sollahuddin Ikram bin Mohd Zaini, 20, Male, Kelantan, UiTM student • Nurasilah Binti Osman, 25, Female, Perak, UPSI student • Mitrashiny a/p Mohan, 18, Female, Selangor, Politeknik Shah Alam student • Nur Ain Athirah binti Zulkifli, 21, Female, Kelantan, UiTM student
The Lost Food Project	• Mohammad Shahrul Iman bin Saebon, 27, Male, Kelantan, Self-employed • Farhana binti Mansur, 22, Female, Johor, UKM student • Nur Syuhaidah binti Alwi, 23, Female, Johor, Jobseeker • Raja Nur Arinah binti Raja Azlizam @ Raja Azrizal, 19, Female, Penang, Politeknik Shah Alam • Jotisri Vasudevan, 24, Female, Selangor, Jobseeker
Earth Heir	• Lim Ming Guang, 25, Male, Selangor, Self-employed • Muhammad Hadif Fahmi bin Harfendy, 18, Male, WP. Kuala Lumpur, Politeknik Shah Alam student • Darshaniy Nair, 19, Female, Selangor, UPNM student • Anisha Ng Fui Ying, 18, Female, Pulau Pinang, Kolej Yayasan UEM student • Nur Syazmeen Umairah binti Badrul Hisham, 19, Female, Johor, UNIKL student
Women of Will	• Mohd Danial Harith, 27, Male, Selangor, Private sector employee • Nuzul Shazmirul Shah bin Kamarul Zaman, 29, Male, Selangor, Self-employed • Athena Siow , 18, Female, Kuala Lumpur, Kolej Yayasan UEM student • Nasyiah Muna binti Mohd Zulkufly, 23, Female, Melaka, UniKL student • Selindang Sari a/p Seliman, 21, Female, Perak, Self-employed
Adab Youth Garage	• Muhammad Haikal bin Mohamad Zaini, 24, Male, Selangor, UniKL student • Hisyam Bin Halma, 24, Male, Sabah, UiTM student • Norizyatul Akmar binti Zainol Bahar, 24, Female, Johor, UPSI student • Nurul Maisarah binti Mohd Shafiee, 18, Female, Selangor, Politeknik Shah Alam student

NGO/SE	AKADEMI PARTICIPANTS ATTACHED
Me.Reka	• Mohamad Luqman Harith bin Md Hanif, 19, Male, Kedah, UIAM student • Munirah binti Che Omar, 23, Female, Pulau Pinang, UKM student • Hanifah binti Hatif, 21, Female, Selangor, UMP student • Shankari Nanthakuma, 20, Female, Johor, Jobseeker • Norafrina Binti Azmi, 27, Female, Negeri Sembilan, Jobseeker
Toy Libraries Malaysia	• Nittesh a/l K Colinraku, 21, Male, Selangor, UniKL student • Muhammad Azrul Farid bin Mohd Museleh, 22, Male, Selangor, Private sector employee • Noor Fahana binti Harun, 21, Female, Pulau Pinang, UniKL student • Khalida Balqis binti Mohamad Nasrul, 23, Female, Selangor, UKM student • Siti Afifah Afiqah binti Sha'ari, 20, Female, Kuala Lumpur, UiTM student
WOMEN:girls	• Hazirah binti Mohd Hajiri, 19, Female, Perak, UKM student • Nur Dania binti Mohd Fazulin, 18, Female, Perak, Politeknik Shah Alam student • Nur Awatif binti Mohd Lani, 18, Female, Selangor, Politeknik Shah Alam student • Nur Aleaya Suraya bt Salleh, 18, Female, Selangor, Kolej Komuniti Selayang student • Carrieann Poh, 20, Female, Sarawak, Politeknik Shah Alam student
Bersih 2.0	• Mohamad Haikal bin Norahmad, 20, Male, Negeri Sembilan,IKBN Kuala Langat student • Raysham Bin Raya, 21, Male, Selangor, Private sector student • Farahiyah Yusrina binti Abd Rahman, 23, Female, Sabah, Self-employed • Shazarina Joanne, 23, Female, Sabah, Jobseeker

Participants were given problem statements to work on from each of the social impact organizations, and achieved the following impact:

Organization	Problem Statement	Achievement
Buku Jalanan Chow Kit	The attendance rate of night classes or weekend classes at BJCK is very low. Changemakers were asked to give suggestions to diversify, create interactive and interesting activities during evening/weekend class sessions at BJCK.	• 30 beneficiaries • 1 module/ proposal created on editing and designing
The Good Kids	Lack of exposure to petition organized by the organization to ensure mental health is prioritized in schools. The group was asked to plan ways to increase signatories for the petition.	• 45 beneficiaries140 people signed the petition
The Lost Food Project	The organization notes the lack of data collection on how milk donation projects have helped the upbringing of beneficiary children. Changemakers were asked to help the process of collecting data and turning that data into an infographic that can be used for reports and awareness on social sites.	• 120 beneficiaries59 respondents • 1 module/ proposal created • Engaged Union Flat, Sentul Flat and PPR Puchong Perdana
Earth Heir	Few people stopped by the Earth Heir space in Central Market. Changemakers were asked to plan programs that can bring more traffic to the space.	• 2,414 respondents
Women of Will	Obstacles in the implementation of the digital market by women entrepreneurs. Changemakers were requested to plan something that can help directly (hands on, immediate support) about the digital market.	• 1 module/ proposal created • Engaged the community in Desa Mentari

Organization	Problem Statement	Achievement
Adab Youth Garage	Changemakers were asked to research the main issues in the Desa Mentari community, specifically on education, economy and unity; and later design appropriate programs to be carried out, guided by data.	• 43 respondents
Me.Reka	The organization has several workshops conducted but no specific modules yet. Changemakers were asked to attend current workshops and assist in the preparation processes and modules.	• 4 module/ proposal created
Toy Libraries Malaysia	The organization received many donated toys. Changemakers were asked to help in the sorting process and place the toys in the appropriate TLM centers.	• 800 beneficiaries • Curated social media campaign • Engaged PPR Lembah Subang 2
WOMEN:girls	Lack of awareness of the "care economy". Changemakers were asked to do research and prepare content for social media campaigns.	• Curated social media campaign
Bersih 2.0	Lack of awareness of the importance of local elections. Changemakers were asked to do research and interview youth to get their opinions on this topic. The results of the interview will be used as social media content.	• 18 respondents • Curated social media campaign

IMPACT INSIGHTS: MAYNA RAMESH PATEL

A native of Kampung Pedas Gaing, Rembau. Mayna Ramesh Patel is one of the project leads for Akademi Impact 2023. She leads the Impact Development department, and focuses on everything related to impact management. Mayna has 6 years of experience working with NGOs that focus on youth, women and communities, and her interest to enter the nonprofit world started when she was a child, when she saw her father open a children's shelter in Rembau. She hopes to see all the youth in Malaysia given the same access to advance themselves in any field they venture into.

MAYNA RAMESH PATEL
AVP, RESEARCH & RESOURCES

What is the most memorable experience while curating the program?
My most memorable experience while curating the Akademi Impact 2023 was meeting amazing civil society organizations and social enterprises and briefing them about our program. Even though not all were chosen to be our partners, having discussions with them on the matter of youth capacity building was amazing, as it is a common challenge that we all want to address.

What key challenges did you encounter in aligning Akademi Impact's program goals with participant needs, and how did you adjust your strategy to overcome these challenges?
One of the key challenges we faced was how to incorporate as many important lessons as possible for the benefit of the participants. We had to balance providing comprehensive content with making the best use of time, without taking too much valuable time from the participants. Some participants traveled far, including those from Sabah and outside the Klang Valley. One participant even took an early morning bus from Kelantan to reach the workshop on time.

What is your hope for the Changemakers graduated from Akademi Impact?
My hope for young changemakers is that they remain aware of local issues and have the courage to speak out. I also hope they continue to inspire other youth within their circles.

"Through the implementation of Akademi Impact 2023, I gained a deeper understanding of the educational issues faced by urban poor communities and the rights of stateless children, which enables me to address these problems more effectively. Engaging with perspectives beyond our daily routines, such as interacting with NGOs and meeting new people, has broadened my understanding and refined my approach to these issues. Recognize that even when we feel like we're struggling, there are others facing even greater difficulties. We should always be grateful for the blessings in our lives."

PUTRI MARYAM INAS BINTI ASMUNNI
Akademi Impact 2023 Changemaker

JELAJAH IMPACT 2023

Jelajah Impact is an outreach program with contents based on youth-centric issues and Impact Malaysia's program areas. In 2023, we organized 2 rounds of Jelajah Impact, namely "Influencer Komuniti" and "Edisi Changemaker".

PROGRAM FOCUS

- Jelajah Impact: Influencer Komuniti was a touring workshop with the objective of empowering youths to be positive Tiktok content creators. The tour was held in PPRs and affordable housing areas in Klang Valley, including 4-hour workshops and Tiktok challenges. Beyond that, we also host hangout sessions in collaboration with local events, with activities such as playing local-bred board games and movie sessions, with debriefs after.
- Jelajah Impact: Edisi Changemaker was a half-day tour at five (5) universities in the Klang Valley area targeting a minimum 100 participants at each location. The objective is to expose participants to social impact issues, provide innovation skills for the creation of impact projects and promote application to Akademi Impact.

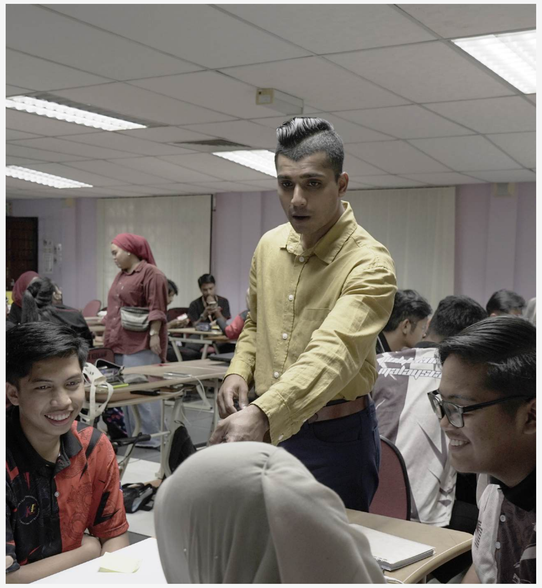
COMPONENTS

Jelajah Impact: Influencer Komuniti is structured into two segments.

- The first segment is a workshop by social media marketing experts on content creation, especially using TikTok. The youth participants are exposed to techniques of storytelling and video editing.
- Later, the participants went into a breakout session, where they get to practice their creativity within 1-2 hours, and later present their content to the instructor. The content made is on unity and nation-building. The best content voted by likes and chosen by the instructor will be given prizes.

Jelajah Impact: Edisi Changemaker is structured into three segments.

- The first segment, "Pentas Nyala," introduces participants to socio-economic issues and highlights initiatives led by experienced NGOs and social enterprises. This part includes deep dives and Q&A sessions to ensure participants gain a thorough understanding. Topics covered range from poverty and human rights to education, digitalization, and the environment.
- In the second segment, the "Takeover" session, participants are introduced to innovative tools like the problem tree and a basic guide to social impact project design, helping them brainstorm solutions to issues they care about. The final segment provides an overview of the "Impact Academy," inviting participants interested in launching social impact projects to register. Here, they will gain deeper insights into their chosen socio-economic issues and practical skills for managing social impact projects.



Through this journey, we hope to empower youth to become changemakers, equipped with the knowledge and skills to make a lasting difference in their communities.

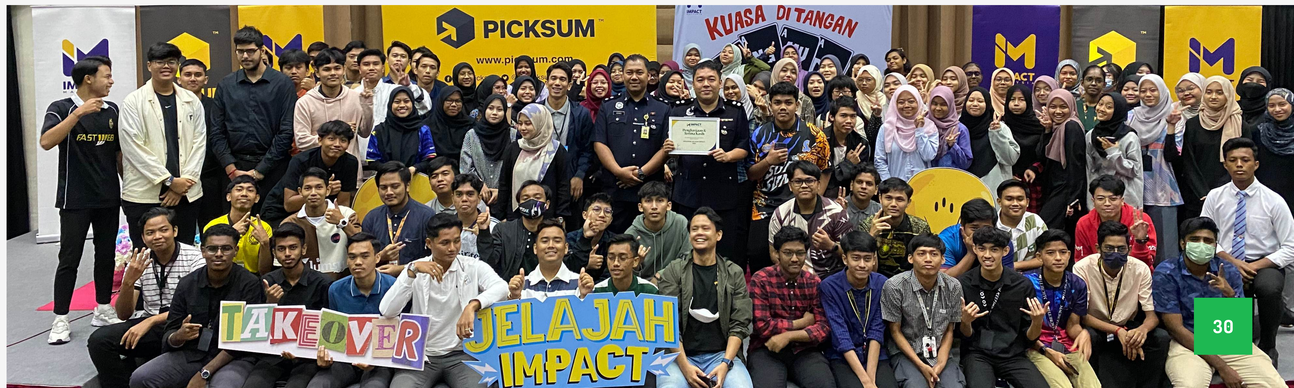
PROGRAM OUTCOMES

Jelajah Impact: Influencer Komuniti was conducted in three communities before the program was called off due to the cancellation of Malaysia Inklusif campaign. Jelajah Impact: Edisi Changemaker was conducted at five higher education institutions around the Klang Valley. From both tours, Impact Malaysia achieved a total participant count of 1,346 youths trained in content creation and changemaking.

Edition	Date	Location	Participants
Influencer Komuniti	5 March 2023	PPRT Lembah Subang 2	54 Participants
	12 March 2023	PSPK Selayang	46 Participants
	18 March 2023	KOA Ulu Pareh	42 Participants
Edisi Changemaker	20 September 2023	Politeknik Sultan Salahuddin Abdul Aziz Shah	865 Participants
	11 October .2023	Kolej Komuniti Selayang	156 Participants
	29 October 2023	Universiti Teknologi MARA Puncak Alam	99 Participants
	1 November 2023	UniKL Malaysian Institute of Information Technology (MIIT)	168 Participants
	25 November 2023	Universiti Kebangsaan Malaysia	58 Participants

Jelajah Impact: Edisi Changemaker significantly deepened participants' understanding of various socio-economic issues, shedding light on critical topics and fostering a greater sense of awareness. The program revealed that participants were particularly interested in environmental issues, with 47.7% of them prioritizing this area. Human rights followed closely at 23.8%, while education and community development were of interest to 16.1% and 12.4% of participants, respectively. Notably, 79.7% of those involved in Jelajah Impact had previous volunteering experience, primarily in areas such as waste management and donation distribution. This background provided them with a solid foundation for tackling socio-economic challenges. In addition to raising awareness, Jelajah Impact played a crucial role in fostering social impact project ideation. Participants were introduced to innovative tools like the problem tree and a basic guide to designing social impact projects. These resources were instrumental in helping them brainstorm and develop creative solutions to the issues they were passionate about, thereby enhancing their ability to make a tangible difference in their communities.

The program also contributed to expanding Impact Malaysia's social media presence. This visibility not only showcased the program's achievements but also engaged a wider audience in the mission of Impact Malaysia. Jelajah Impact also served as an effective promotional platform for Akademi Impact. By highlighting the opportunities and successes of the program, Jelajah Impact attracted potential participants who were interested in becoming changemakers. This promotional effort helped build a pipeline of future participants for Akademi Impact, ensuring a continuous flow of dedicated individuals ready to contribute to meaningful social change.



IMPACT INSIGHTS: MALATHI SANGARAN

Malathi organizes programs for youth changemakers and entrepreneurs in Impact Malaysia. She is also a passionate researcher in socioeconomic issues and took a second degree in Tamilology. In her free time, Malathi loves exploring the world of Tamil language and literature, especially the works of Kalki.

Malathi is one of the project leaders for Jelajah Impact.

MALATHI SANGARAN
ASSOCIATE, RESEARCH & PROGRAMS

What is the most memorable experience while curating the program?

My most memorable experience while curating the program was conducting research on various communities across Klang Valley, particularly those actively engaged in business but facing challenges with marketing on TikTok. The process of identifying and approaching these communities stood out to me, as it allowed me to witness firsthand the real needs and struggles these groups face in generating income.

What key challenges did you encounter in aligning Jelajah Impact's program goals with participant needs, and how did you adjust your strategy to overcome these challenges?

A key challenge we faced was the diverse needs of participants, who came from different backgrounds with varying levels of knowledge and skills in capturing product or service photos, as well as recording and editing videos. This made it difficult to create a unified program structure that catered to everyone effectively. To address this, we adopted a tailored approach by introducing flexible modules and segmenting the program based on participant proficiency. We began with an introduction to TikTok, covering the platform's algorithm, video uploading strategies, and key focal points to attract viewer attention in a simple and effective manner. This approach allowed us to customize the learning experience, ensuring that both beginners and more advanced participants could meaningfully engage and benefit from the program.

What do you think Jelajah Impact should focus on next?

For future programs, we can focus on advanced social media marketing strategies, including in-depth content creation techniques, data analytics for performance tracking, and paid advertising options to help participants scale their businesses on platforms like TikTok. Additionally, introducing workshops on multi-platform integration (e.g., linking TikTok with Instagram, YouTube, and Facebook) can provide a holistic approach to digital marketing.

"Attending Jelajah Impact was an eye-opener. It deepened my awareness of the challenges faced by communities and highlighted the impactful work being done to address these issues. This knowledge has inspired me to become more actively involved in contributing to positive social change."

FARHANA BINTI MANSUR
Jelajah Impact 2023 Participant

CONNECTIVITY FOR COMMUNITIES

"Connectivity for Communities" is a strategic partnership between EdgePoint and Impact Malaysia. With Impact Malaysia serving as the execution partner, the project is poised to achieve a spectrum of objectives aimed at enhancing digital inclusion and empowerment within communities. Started in October 2023, the project signifies more than just technological advancement; it symbolizes a commitment to fostering equitable access to digital resources and opportunities. Through collaborative efforts and strategic interventions, the project endeavors to create a future where every community member can thrive in the digital age.

PROGRAM FOCUS

The primary aim of the project is to bridge the digital divide and create an environment where communities can effectively thrive, communicate, and access opportunities. By implementing connectivity solutions, the project seeks to enhance digital access and foster greater community engagement.

Central to the initiative is the goal of empowering individuals with essential digital literacy skills. Through targeted educational programs, the project focuses on providing community members with the knowledge and expertise needed to confidently navigate the digital landscape, thereby improving their ability to leverage online resources.

In addition to improving digital skills, the project emphasizes the importance of revitalizing educational infrastructure. By engaging youth changemakers and local communities in refurbishing resource centers and hostel common rooms, the project aims to create conducive learning environments that inspire growth and innovation.

To support modern education, the project also includes the procurement of essential tech devices tailored to the needs of each school. This effort is designed to equip educators and students with the necessary tools to effectively incorporate digital technologies into their learning experiences, thereby enhancing educational outcomes.

PHASES & PROJECT OUTCOMES

PHASE 1: PROGRAM PREPARATION

In September 2023, our team initiated a thorough ground research process to identify two schools as focal points for our project. This foundational research was critical for establishing a partnership with EdgePoint, which was formalized in December 2023 with the signing of a key agreement between Impact Malaysia and EdgePoint.

The research was carried out in close collaboration with local entities such as JAKOA, teachers, and youth changemakers. This collective effort aimed to select schools that not only met logistical requirements but also aligned with the program's goals. Several potential schools were considered, including SK Sg Dua in Karak, Pahang; SK Orang Asli Bukit Kemandol in Jenjarom, Selangor; SK Pulau Beluru in Tumpat, Kelantan; SK Segamat in Johor; SJKT Ladang Mary in Bestari Jaya, Selangor; SJKT Ladang Bradwall in Siliau, Negeri Sembilan; and SK Long Miri in Sarawak.

After a comprehensive evaluation, SK Sg Dua and SK Long Miri were chosen due to their specific needs, large student populations, strategic locations, and budget compatibility. To support the project's successful execution, we engaged with the Jabatan Pendidikan Negeri Pahang & Sarawak for their approval, as the selected schools fall under their jurisdiction. This collaboration provided essential institutional support, enhancing the project's sustainability and impact.

Additionally, we sought community involvement by recruiting youth changemakers from UniKL and inviting broader public participation. Their engagement is crucial for the refurbishment phase of the resource center, scheduled for Phase 3 of the project. This collaborative and inclusive approach underscores our commitment to thorough planning, community engagement, and institutional cooperation, setting the stage for a successful and impactful initiative.

PROJECT LOCATIONS

SK Sg Dua, Karak, Pahang

SK Sg Dua is located in Karak, Pahang, approximately an hour from Kuala Lumpur. The school serves 138 students from the Temuan and Semai tribes with the support of 16 teachers and 13 staff members. It acts as a central educational and community hub for nearby Orang Asli villages, including KOA Merjok, KOA Cinta Manis, KOA Sungai Gabung, KOA Arji Kubur, KOA Sungai Bot, KOA Sungai Dua Olak, and KOA Sungai Dua Ulu.

Currently, SK Sg Dua is connected to the internet through Celcom, but the connection is limited and unreliable due to its location in a mobile connectivity 'blind spot.' The modem only provides coverage to the administration building, impacting the school's ability to conduct online educational activities and resource downloads. Although the school is close to a TM fibre point, the lack of demand and budget constraints prevent the installation of TM fibre without additional infrastructure investment.

The school features a boarding facility that accommodates 63 students but has the capacity for up to 150. Students are provided with six meals daily. However, SK Sg Dua faces several challenges, including a shortage of school-owned laptops, reliance on teachers' personal devices, and the need for upgrades to the hostel and resource center to enhance the learning environment.

SK Long Miri, Sarawak

SK Long Miri is located in Baram, Sarawak, about three hours from Miri airport. The journey includes one hour on paved roads, followed by an hour on unpaved roads, and another hour navigating off-road terrain through mountains and small rivers.

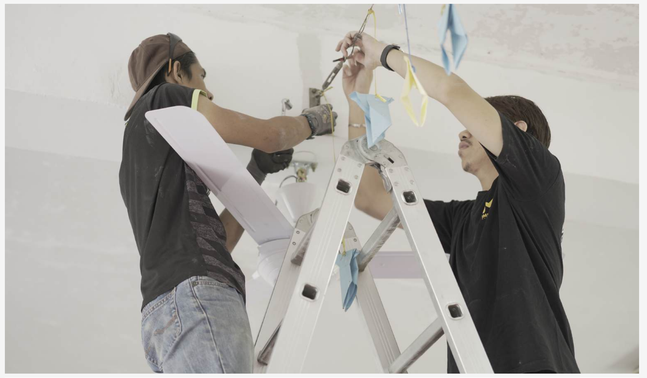
The school serves 60 students from the Penan and Kenyah tribes, supported by 12 teachers and 3 staff members. Despite its remote setting, students actively participate in both sports and academics. Notably, one student has achieved national recognition in high jump and hurdle races, and the school has performed well in the state-level "NILAM" competition, which promotes extensive reading.

However, SK Long Miri faces significant challenges due to its isolation. The lack of internet connectivity and reliance on generators for electricity are major issues. Additionally, the school struggles with a shortage of learning and teaching devices, resulting in a dependence on teachers' personal equipment. Despite these difficulties, SK Long Miri remains a central hub for community activities, equipped with a hall for various events.

PHASE 2: INFRASTRUCTURE DEVELOPMENT

Following our site assessments and consultations with IT specialists, we chose appropriate internet service providers for SK Sg Dua and SK Long Miri. For SK Sg Dua in Karak, TM Unifi was selected, while Starlink was designated for SK Long Miri.

At SK Sg Dua, TM conducted a site visit and recommended installing four modems in key locations: the hall, library, computer labs, and class areas at Block G. This setup was designed to ensure full coverage across the school. Although the installation process encountered delays due to miscommunication between TM headquarters and TM Karak, these issues were resolved through a meeting, and all four modems were successfully installed in January 2024, registered under the school's name.



For SK Long Miri, we opted for Starlink Enterprise, which required registration under Impact Malaysia. Our IT team carried out the installation in December 2023, with representatives from Jabatan Pendidikan Negeri Sarawak observing the process. To mitigate the issue of unstable electricity, we invested in additional equipment such as an uninterruptible power supply (UPS) to protect the Starlink device from power fluctuations. We also procured internet adapters, mesh Wi-Fi, and cables to extend connectivity throughout the school, with these costs covered within the tech budget. The Starlink registration was completed under Impact Malaysia to simplify the process, and monthly payments for both TM and Starlink services are managed and settled by Impact Malaysia.

PHASE 3: TECH & LEARNING SPACES

In December 2023, our visits to both schools provided crucial insights into their technological needs. At SK Sg Dua Karak, Pahang, we learned that the Ministry of Education had already supplied a substantial number of laptops, prompting a shift in our initial plans.

Following further discussions with teachers, we decided that SK Sg Dua Karak would benefit from smartboard TVs to enhance classroom learning. On the other hand, SK Long Miri required a range of additional resources, including an LCD projector, LED lamps, a green screen, a PA system, and a wireless microphone. These items were deemed essential for both educational and event purposes.

Considering the distinct needs of each school, we chose to focus our refurbishment efforts on SK Sg Dua Karak. The refurbishment included upgrades to activity rooms in the hostels and the school library, which involved painting, adding murals, replacing furniture, updating reading materials, and introducing new toys. Collaborations with Books on the Move Malaysia, ToysLibrary, and Unearth facilitated this comprehensive transformation.

The refurbishment preparation began on January 16th and continued through January 19th, culminating in the main communal activity on January 20th, 2024, in partnership with EdgePoint. The pre-work involved the Impact Malaysia team and UniKL youth changemakers, leading to a successful completion of the refurbishment at all three locations —the hostel activity rooms and the library—by January 20th, 2024, showcasing the collective dedication and effort of all participants.

IMPACT INSIGHTS: NURZAIDAH 'ZEE' AZHARUDDIN

Zee is an English Language and Literature graduate, but dabbles in entrepreneurship and event management prior to joining Impact Malaysia. She was born in Marudi, and a descendant of Kiput (also known as 'Lakiput' or Lepo Pu'un), an ethnic minority within the Orang Ulu society in Baram, Sarawak. Zee loves R&B music in the 2000s from the likes of P. Diddy and Jay-Z, and does arts and crafts in her free time. She envisions a world of peace and harmony, in which is the raison d'etre of her work here in Impact Malaysia.

Zee is the project lead for Connectivity for Communities

NURZAIDAH 'ZEE' AZHARUDDIN
SENIOR ASSOCIATE, PROGRAMS

What is the most memorable experience while curating the program?

A standout experience from the Connectivity for Communities 2023 program was witnessing the impact of teamwork firsthand. Every business unit played a vital role in refurbishing SK Sungai Dua. Alongside dedicated volunteers and the staff from Impact Integrated, we transformed the school's library and the boys' and girls' dorm common areas into more vibrant spaces. With the installation of internet access, the school and surrounding communities gained the opportunity to connect with the wider world.

What key challenges did you encounter in this project, and how did you adjust your strategy to overcome these challenges?

One of the key challenges encountered during the project was the structural integrity of the boys' dormitory walls, which required more attention and time than initially anticipated. This issue created delays and made it difficult to stay on schedule. To address this, we had to revise our plans and re-strategize to ensure that the project could still be completed within the allotted timeframe. By coordinating closely with the team and adjusting our approach, we were able to get back on track and successfully meet our goals.

What do you think should be done for underprivileged schools and education for the underprivileged?

To support underprivileged schools and education for underprivileged communities, there needs to be a multifaceted approach that addresses both infrastructure and access to resources. Improving facilities such as classrooms, libraries, and dormitories is essential for creating a conducive learning environment. Additionally, providing access to technology and the internet is crucial, as it opens up opportunities for students to explore educational materials beyond their immediate surroundings. Equally important is offering training and support to teachers, ensuring they are well-equipped to engage students effectively. Partnerships between government, corporate sectors, and non-profits can play a significant role in sustaining these initiatives, ensuring that every student, regardless of their background, has a chance to thrive.

AREA 2: POLITICAL EMPOWERMENT

Building on the Kata Dua political empowerment program from 2022, Impact Malaysia now centers its efforts on Kuasa Orang Muda. This initiative features a digital campaign and widespread outreach aimed at boosting youth involvement and representation in politics. The campaign seeks to elevate political discourse and enhance political literacy both among young people and the broader community.

KUASA ORANG MUDA

In Malaysia and many other countries, politics is often perceived as partisan and corrupt, leading to a significant apathy among the youth. This disengagement is evidenced by the 2020 Malaysian Youth Index, which highlights low levels of political socialization: only 29.81% of youth participate in political activities, 26.84% follow political news, and 26.58% engage in discussions about politics.

Kuasa Orang Muda is a campaign designed to raise awareness about democracy and political literacy, aiming to engage 6,000,000 youth to become active and informed members of society. This integrated campaign, titled "KUASA ORANG MUDA," supports I-LEAD's democratic education programs by encouraging youth participation and commitment

PROGRAM FOCUS

The Kuasa Orang Muda campaign was created with the goal to increase political awareness and commitment among young people. The campaign includes several key objectives:

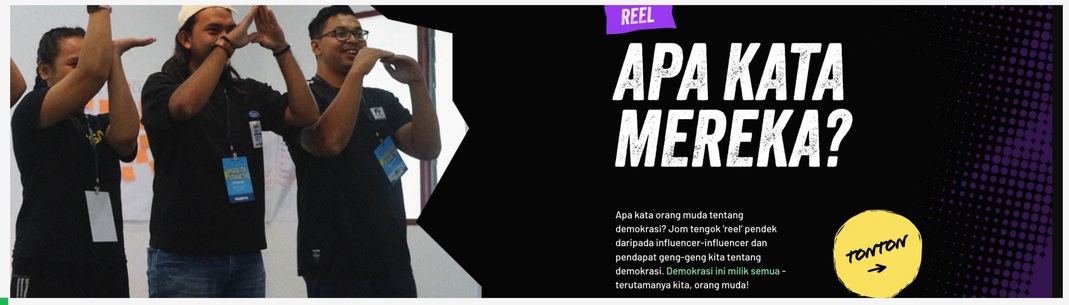
- Social media content aiming for 6,000,000 views
- Development of interactive learning resources based on the I-LEAD syllabus, and
- The establishment of the website KuasaOrangMuda.com as a central repository for campaign content.

COMPONENTS

KUASA ORANG MUDA MICROSITE

The development of the Kuasa Orang Muda microsite, www.kuasaorangmuda.com, is a central element of the campaign's digital strategy. This dedicated website serves as the primary platform for delivering comprehensive information about the campaign's initiatives and objectives. It also functions as a content repository, offering a range of resources related to the campaign. Through this microsite, visitors can access educational materials, campaign updates, and interactive features designed to engage and inform the youth about political participation and democratic processes.

The microsite later included a simple e-learning system at belajar.kuasaorangmuda.com. The e-learning system on the Kuasa Orang Muda microsite is a cornerstone of the initiative, meticulously designed to educate and empower Malaysian youth on critical subjects like politics, democracy, and social issues. This robust platform offers a diverse array of educational tools, including comprehensive courses, interactive quizzes, and multimedia content that cater to various learning styles. Participants can delve into the intricacies of democratic processes, understand their civic rights and responsibilities, and explore contemporary social issues with guided expertise. By fostering an engaging and informative learning environment, the e-learning system equips young Malaysians with the essential knowledge and skills to become informed and active participants in shaping their nation's future.



KUASA ORANG MUDA KOL CAMPAIGN

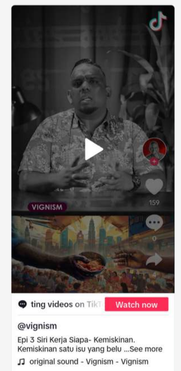
The Kuasa Orang Muda campaign leverages the influential reach of prominent Key Opinion Leaders (KOLs) to engage and inspire young Malaysians. By harnessing the diverse followings of influencers like Sir Asai (@sir_asai), Mekyun (@mekyunnnn), BBK Network (@bbk_network), Muna Shahira (@muna_shahira), Nazri Hamdan (@nazrihamdan), Ceddy Ang (@ceddyornot), Abe Wee (@weechuanchin), Joanna Joseph (@joannajoseph), and Fariez Lutfi (@fariezlutfi), the campaign ensures that its messages resonate across a wide spectrum of audiences. Each influencer will deliver curated content that aligns with the campaign's goals, sharing personal stories, motivational messages, and calls to action that highlight the power and potential of youth.

CREATION OF LEARNING VIDEOS BASED ON I-LEAD'S SEKOLAH RUKUN NEGARA PROGRAM

The Kuasa Orang Muda campaign includes a series of ten learning videos created in collaboration with I-LEAD's Sekolah Rukun Negara program. Each video, ranging from 8 to 10 minutes in length, provides concise and engaging content that delves into the principles and values of the Rukun Negara. These videos are designed to be accessible and informative, covering topics such as national unity, the rule of law, and the significance of moral and ethical values in everyday life. By presenting these important concepts in a visually appealing and easily digestible format, the series aims to instill a deeper understanding and appreciation of Malaysia's foundational principles among the youth, encouraging them to embrace and uphold these values in their communities.

CREATION OF MINI-SERIES FOR SOCIAL MEDIA

As part of the Kuasa Orang Muda campaign, two compelling mini-series were created for social media to engage and educate young Malaysians on crucial societal topics. The first series, "Kerja Siapa," consists of 12 episodes that delve into various societal issues and explore how these can be addressed through democratic systems. Each episode sheds light on a specific problem, discusses potential solutions, and emphasizes the role of active citizenship in fostering change. The second series, "Duduk Jap, Nak Tanya," also with 12 episodes, offers a platform for youth leaders to share their insights, opinions, and voices. This series highlights the perspectives and experiences of young changemakers, providing inspiration and practical advice for viewers. Together, these mini-series aim to enhance awareness, stimulate discussion, and empower the younger generation to actively participate in the democratic process and societal development.



CREATION OF PUBLIC SERVICE ANNOUNCEMENTS (PSAS)

Towards broadening advocacy efforts, Impact Malaysia has produced two public service announcement (PSA) videos for the Kuasa Orang Muda campaign, distributed via YouTube. Given that some messaging was only relevant during state and by-elections, YouTube primarily utilized one PSA which emphasized why youth should care about politics. Leveraging the popularity of the esports industry, Impact Malaysia produced two PSAs featuring esports personalities Daddyhood, an influencer and owner of the esports team Homebois, and Ramona Azween, a professional CS:GO player. Daddyhood's message encourage youths to be concerned about societal issues, while Ramona Azween highlighted how youth can champion gender equality through politics.

PROGRAM OUTCOMES

The Kuasa Orang Muda campaign has achieved significant milestones in empowering Malaysian youth through a multifaceted approach encompassing social media engagement, educational resources, and public service announcements. By leveraging the influence of key opinion leaders, the campaign has successfully spread its message across diverse platforms, fostering a deeper understanding of democratic values and societal issues. Through interactive e-learning modules, engaging mini-series, and impactful PSAs featuring prominent personalities, the campaign has inspired a new generation to actively participate in the democratic process and contribute to positive social change. The program outcomes reflect a remarkable reach and engagement, demonstrating the campaign's effectiveness in mobilizing youth and amplifying their voices in the national discourse.

OUTCOMES: KUASA ORANG MUDA MICROSITE

The Kuasa Orang Muda microsite serves as a comprehensive digital hub, housing a variety of resources designed to engage and educate Malaysian youth on democratic participation and social issues. One of its key features is the Social Media Content Repository at www.kuasaorangmuda.com, where 28 selected social media posts have been republished. This repository includes a showcase of youth aspirations through a TikTok challenge held in August 2023, highlighting the creative and civic expressions of young Malaysians.

In addition, the microsite offers a 'Toolkit' for young and new voters, comprising nine modules and various resources, including two custom-made modules. To gauge youth willingness to vote during the 2023 state elections in six states, a polling component was integrated into the site, achieving 35,608 views with over 70% positive responses. To further engage users, an interactive Democracy Quiz was introduced, encouraging youths to spend more time on the site. Complementing these efforts is an e-learning system on democratic education, developed to maximize the site's usage and ensure the project's sustainability. These features collectively make the Kuasa Orang Muda microsite a vital platform for fostering informed and active citizenship among Malaysian youth.

OUTCOME: KUASA ORANG MUDA KOL CAMPAIGN

As part of the Kuasa Orang Muda campaign, Impact embarked on a strategic initiative to create social media content focused on democratic education through collaboration with influencers. Reaching out to 97 influencers and 13 civil society organizations, Impact aimed to produce 'native' content that would appear organically on these accounts. This approach was intended to make the campaign appear more authentic and relatable to the target audience.

However, due to the sensitive nature of political topics, more than 50% of the influencers declined to participate. Despite this, just under 40% agreed and signed contracts to produce between 2 to 6 videos throughout the campaign duration, with seven civil society organizations also committing to create supporting content. This strategy resulted in an impressive 3,103,180 organic views (without boosting) during the campaign period. Influencer compensation ranged from RM300 to RM5,000 per video, depending on their follower count and celebrity status. Each influencer was provided with a content schedule and angle, along with factual information. Draft videos were submitted to Impact for approval before being posted on their social media accounts, ensuring consistency and accuracy in the campaign's messaging.

INFLUENCER	VIDEO TOPIC
Mekyun	• Meaning of Democracy • Why Elections Still Matters • Floods Women's Literacy
Ceddy	• Can Citizens Change Policies or Laws? • Floods • Environment and Waste
Sir Asai	• What is Democracy • Do You Choose a Candidate or a Party • Differences Between Our Democracy and other Countries • Community Committee Voting • Gender Equality • Women's Literacy
BBK Network	• Is There a Way to Hijack Elections? • Can MPs Be Dismissed? • Better Electoral System? • MP Salaries • Gender Equality • Poverty
Fariez Lutfi	• Non-Functioning Representatives? • What Happens When the Majority is Lost? • Haze • Gender Equality
Muna Shahira	• Distribution of Power Between FederalState, and Local GovernmentsVoting Power in Our Hands

INFLUENCER	VIDEO TOPIC
Vignism	• Differences Between MPs and State Assembly Members • Differences Between the Senate and House of Representatives • Differences Between Federal and State Governments • Can Citizens Change Policies or Laws?
Joanna Joseph	• Importance of Voting • What Happens When the Government Doesn't Fulfill Promises? • Education
Noah Zagan	• MP and State Assembly Member Salaries • What Happens When MPs and State Assembly Members Don't Perform • Differences Between MPs and State Assembly Members
Nazri Hamdan	• Representation Status of Women, Disabled, and Indigenous People • Gender Equality • Haze
Abe Wee	• Gender Equality

Impact Malaysia also involves stakeholders and partners to extend outreach through sharing campaign content on social media for "Kuasa Orang Muda." Our partners include Y Politics (@ypolitics.my) and My Catalyz (@mycatalyz).

PARTNER	VIDEO TOPIC
Y Politics	• Democracy 101 • Distribution of Power • Role of the King • MP vs. State Assembly Member • What is the Senate? • How to Vote?
My Catalyz	• Relationship Between Local Government and State Assembly Members • Structure and Function of Local Governments • Jurisdiction of Federal and State Governments • What is a Seat? • Coalition Parties

OUTCOMES: CREATION OF LEARNING VIDEOS BASED ON I-LEAD'S SEKOLAH RUKUN NEGARA PROGRAM

In May 2023, I-LEAD expressed a desire for Impact to create a series of educational videos based on the I-LEAD curriculum framework. This framework, developed in collaboration with academia, civil society organizations, and various stakeholders, was crafted between March and April 2023 to ensure comprehensive and diverse input. In response, Impact produced 10 learning videos over a two-month period, delivering them to I-LEAD in August 2023.

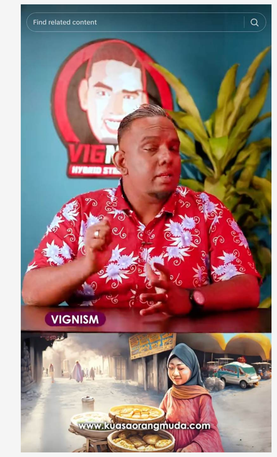
These videos, designed to align with the Sekolah Rukun Negara program, offer concise and engaging content on key principles and values. Each video aims to enhance understanding of national unity, democratic governance, and ethical standards among the youth. By presenting these topics in an accessible format, the videos serve as a valuable resource for educators and students alike, promoting the foundational principles of the Rukun Negara and fostering a sense of civic responsibility. These videos were later repurposed to become e-learning courses in KuasaOrangMuda.com, with the following titles:

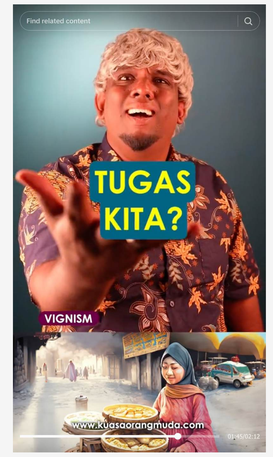
- Ada Apa Dengan Demokrasi? (divided by 2 parts)
- Hero Demokrasi Kita
- Demokrasi Cara Kita
- Perlembagaan Persekutuan
- Penubuhan Malaysia
- Pilihan Raya Di Malaysia
- Sistem Pentadbiran Di Malaysia
- Pembahagian Tiga Kuasa
- Segalanya Tentang Rukun Negara

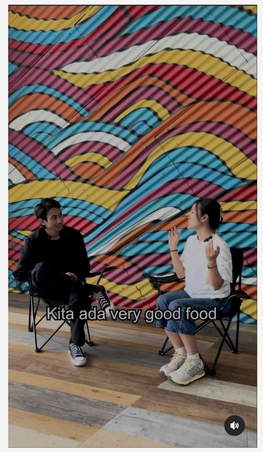
OUTCOME: CREATION OF MINI-SERIES FOR SOCIAL MEDIA

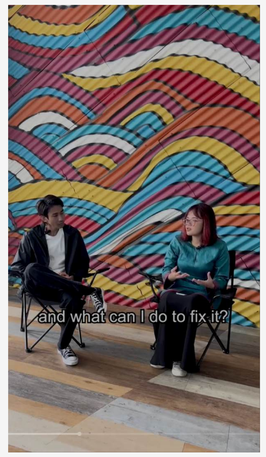
The creation of the "Kerja Siapa" mini-series involved a successful collaboration with Indian influencer Vignism to produce a series of mini-documentaries on current issues from a political perspective, formatted for TikTok. Originally aimed at producing 5 videos, the project exceeded expectations by delivering 12 videos, achieving 240% of the target. This success highlights the content's strong appeal and its ability to engage a wide audience on pressing political topics, with the following breakdown:

- Episode 1: “Jalan Berlubang”
- Episode 2: “Bencana Alam”
- Episode 3: “Bantuan Kewangan B40”
- Episode 4: “Buli Siber”
- Episode 5: “Tak Mampu Sambung Belajar”
- Episode 6: “Isu Tanah Orang Asli”
- Episode 7: “Pengangguran Belia”
- Episode 8: “Anak Tanpa Dokumen”
- Episode 9: “Masalah Papan Tanda Jalanraya”
- Episode 10: “Bisnes Kecil Tanpa Lesen”
- Episode 11: “Kena Scam”
- Episode 12: “Masalah Gaji Rendah”









In line with the original concept, the "Duduk Jap, Nak Tanya" series featured interviews with youth leaders, students, and young community members, offering their insights on contemporary issues and advocating for the importance of youth representation in politics. This series was completed with 10 episodes, meeting the initial target. However, production delays pushed the release to January-February 2024, slightly affecting the campaign's timeline but ensuring the delivery of high-quality, impactful content. The show interviewed the following individuals:

- Khor Sue Yee, Co-Founder of Zero Waste Malaysia
- Sivabalan, President of Malaysian Indian Youth Council (MIYC) Selangor
- Mohamad Helmie (Remy), Patron of Kelab Belia Seri Perak
- Nurhasya Hasshim, Founder of Malaysia Berdaya
- Jason Wee, Co-Founder of Architects of Diversity
- Ilyfaris Rahimuddin, Yang Di-Pertua MPP UiTM Se-Malaysia 22/23
- Gurpreet Singh, President of Gerakan Se-Punjabi Malaysia (GBSM)
- Azri Norazman, Vice President of Angkatan Belia Malaysia Future Leaders School (MFLS)
- Amirul Aiman, President of Persatuan Pelajar Islam Selangor Darul Ehsan (PEPIAS)
- Ain Husniza, Founder of Ain Advocacy

OUTCOMES: CREATION OF PSAS

The campaign was active from September until December 31, 2023, targeting a viewership of 3,000,000 with the allocated budget. The campaign later exceeded its target by 226%, achieving 6,779,285 views and impressions from unskippable ads. However, the conversion rate from the video to the website link was below 0.1%.

Esports-related ads on democracy were showcased at various esports events nationwide, particularly at the Malaysia Esports League (MEL) and Malaysia Esports Championship (MEC). To date, these PSAs have garnered over 325,000 views through streaming and physical esports events.

SYAZA SHAHIZAN
SENIOR ASSOCIATE, COMMUNICATIONS

IMPACT INSIGHTS: SYAZA SHAHIZAN

Syaza Shahizan is the communications generalist in Impact Malaysia. A man of many talents - content writing, graphic design, he was even once a Hero Remaja in 2017. During his free time, you're most likely to find him either in the gym, playing football or probably at Mamak, sipping his all-time favorite Teh Tarik!

Syaza is one of the project leaders for Kuasa Orang Muda.

What is your most favourite memory while curating the campaign?
One of my best memories while curating campaigns was when I had the opportunity to understand and engage with a diverse range of audiences, many of whom came from social impact backgrounds. This experience was particularly rewarding because it allowed me to explore the unique perspectives and motivations of individuals who are deeply invested in making a positive difference. Engaging with these audiences provided valuable insights into how our campaigns could better align with their values and goals, ultimately leading to more meaningful and impactful initiatives.

What key challenges did you encounter in curating Kuasa Orang Muda, and how did you adjust your strategy to overcome these challenges?
Managing the "Kuasa Orang Muda" campaign came with its own set of challenges, particularly in crafting a compelling narrative. Producing a narrative that resonates with the target audience requires a deep understanding of their perspectives and interests. To overcome these challenges, I took the initiative to conduct thorough research. This involved delving into various sources, including extensive online research. By Googling relevant topics, trends, and insights, I was able to gather the information needed to develop a narrative that was both engaging and impactful. This proactive approach not only helped in shaping a more effective campaign but also ensured that the messaging was well-informed and relevant to the audience.

What do you think Impact Malaysia should focus next in terms of youth democratic empowerment?
Enhancing digital literacy programs in Malaysia can significantly benefit young people, especially in terms of their engagement in advocacy and youth-led campaigns. Initiatives like training modules that cover the basics of navigating digital platforms, including social media, content creation, and online communication should be done more. Create platforms and competitions that encourage young people to propose and implement digital solutions to social issues. By focusing on these areas, Impact Malaysia can enhance digital literacy and empower young people to lead impactful advocacy campaigns and address social issues through innovative digital solutions.

AREA 3: ECONOMIC RESILIENCE

Every year, just 20% of entrepreneurs persist and thrive among the 4 million entrepreneurs in Malaysia. Of these, 47.5% are young entrepreneurs. To bolster economic resilience among the youth, Impact Malaysia is concentrating its entrepreneurship development efforts in Sabah for the 2023-2024 period, with backing from Yayasan PETRONAS.

JELAJAH BISNES ORANG MUDA

Jelajah Bisnes Orang Muda is an initiative is a half-day touring workshop that reaches out to 500 youth entrepreneurs, focusing on business modeling and fostering an entrepreneurial mindset. This initiative was held in nine locations across Sabah, including Tuaran, Tiong Karanaan, Ranau, Keningau, Paitan Sugut, Sapinango, Penampang, Tampasak, and Telupid. This project is a collaboration with PACOS Trust, which has 30 years of experience working with indigenous communities throughout Sabah and funded by Yayasan PETRONAS.

PROGRAM FOCUS

The Jelajah Bisnes Orang Muda project is designed to engage and empower young entrepreneurs by recruiting 500 participants to participate in its comprehensive program. A key focus of the project is to achieve an average score of 70% in post-program quizzes, demonstrating the participants' understanding and retention of the material covered. Additionally, each participant is required to submit a business model canvas (BMC) for evaluation by Picksum Labs. The BMC submissions will be carefully reviewed by Picksum Labs, providing valuable feedback and potential opportunities for further development and support of the participants' entrepreneurial ventures.

COMPONENTS

All workshops incorporate three main components within the module to achieve the workshop objectives.

- The first component, "I-Change," is a brief session aimed at instilling entrepreneurial mindsets among the beneficiaries. This session covers topics such as the reasons for starting their businesses, defining their objectives, fostering creativity, and understanding the difference between fixed and growth mindsets. Setting clear goals and strategically positioning their businesses in the market is crucial. This approach ensures that participants view their ventures as more than just a pastime, emphasizing the importance of commitment and dedication to business management.
- The second component involves the Business Model Canvas (BMC). Participants are introduced to the nine components of BMC, with many expressing surprise at encountering this tool for the first time. Through BMC, they gain a holistic view of how their businesses operate and can systematically analyze their current business models. The trainers provide detailed explanations and numerous local examples for each component to ensure participants' understanding. Participants are given time to independently complete the Business Model Canvas (BMC), with three facilitators from Impact Malaysia and PACOS available to guide and address any questions throughout the sessions. Special emphasis is placed on the Value Proposition to ensure that each business possesses unique elements that can set them apart in the market.
- The third component involves the Pitch & Grill session, during which participants present their businesses. This session is pivotal as it allows us to gain a comprehensive understanding of their businesses, aiding in the selection of potential businesses for further scaling through the upcoming incubator phase. Each participant is allocated seven minutes for the presentation, followed by a five-minute question and answer session. This platform serves to boost participants' confidence levels and reinforce their sense of ownership over their businesses.

PROJECT OUTCOMES

The Jelajah Bisnes Orang Muda project achieved significant milestones, surpassing its recruitment goal with 543 participants enrolled, exceeding the target of 500. All enrolled participants attended the training sessions, and they collectively achieved an average score of 70% on the post-program quiz, meeting the desired outcome. Additionally, 194 participants submitted their business model canvases (BMCs) for evaluation by Picksum Labs, representing a substantial 20% of the cohort. This completion of key milestones highlights the project's success in engaging youth, delivering effective training, and facilitating meaningful submissions for further consideration and support.

We have formed a strategic alliance with PACOS Trust, an organization dedicated to supporting indigenous communities in Sabah. Additionally, we engage with other key community stakeholders, including JKKK, Sabah Maju Jaya youth, and local youth associations, to actively promote and attract young entrepreneurs to our workshops.

Our recruitment process is designed to be both inclusive and transparent. Interested individuals must fill out a registration form and submit necessary documents, including a photocopy of their identity card. Applicants are also required to provide proof of income and confirm their Sabahan status through a verification letter stamped by JKK, community leaders, or the relevant association. This collaborative and open approach ensures that our programs are accessible to a broad range of participants, enhancing community involvement and empowerment.

Selection metrics for Jelajah Bisnes Orang Muda participants:

- Originally from Sabah
- Lived in Sabah for more than 3 years
- Aged 18 - 35 years old
- Able to read and write
- Able to commit to the program
- Have a business (product or service)
- Have business-related experience on a part-time or full-time basis

We partnered with two local trainers, Coach Agy and Coach Dina, to deliver the module content for Jelajah Bisnes Orang Muda. This choice addresses language barriers and emphasizes the need for local context to improve participants' understanding and relevance to their businesses. Both trainers are native Sabahan entrepreneurs with active roles in mentoring and running their own businesses, offering valuable insights from their personal experiences. Each workshop integrates three core components within the module to ensure the objectives are met effectively.

Date	Location	Pax
17 September	Lomunu Training center, Penampang	72
8 October	Kampung Tampasak	21
14 October	Kampung Tiong Karanaan	29
2 November	Kg Ganah Jati, Sapinango	78

Date	Location	Pax
5 November	Kampung Bongkud	87
8 November	Pekan Telupid	37
9 November	Paitan Sugut	71
11 November	Pekan Keningau	78
13 November	Tuaran	70

The Jelajah Bisnes Orang Muda (BOM) program has been a transformative experience for Impact Malaysia and our partners. As our first extensive venture into entrepreneurship development in Sabah, the program has offered deep insights into the demographics of youth entrepreneurs in the region and the diverse challenges they face. These challenges extend beyond mere business hurdles, affecting various aspects of their daily lives. This understanding has highlighted the need for tailored solutions that address Sabah's unique circumstances, distinguishing it from those in peninsular Malaysia.

The success of BOM has paved the way for the next phase of our initiative: Picksum Labs. This incubator program is designed to offer sustained support for young entrepreneurs in Sabah, focusing on their growth and development. We have already identified the top 50 businesses for inclusion in Picksum Labs, selected based on several key criteria such as a compelling value proposition, uniqueness of their product or service, well-defined customer targets, and clear market opportunity evaluation. Our aim is to support businesses that embody the entrepreneurial spirit and growth potential essential to Sabah's dynamic business landscape. As we move forward with this critical phase, we are committed to creating an environment where these businesses can flourish, enhancing both the economic and social fabric of Sabah.

We would like to thank Yayasan PETRONAS and PACOS Trust for the unwavering support given for Bisnes Orang Muda in 2023. Without this strategic collaboration and the various challenges in terms of regional developmental cooperation in East Malaysia, it will be very difficult for us to serve youth entrepreneurs in Sabah.

Yayasan PETRONAS

PACOS TRUST

BISNES ORANG MUDA (BOM) IN COLLABORATION WITH RAKAN MUDA

Bisnes Orang Muda (BOM) offers a focused and free workshop tailored to address the specific challenges encountered by early-stage entrepreneurs in today's business environment. Conducted both online via Zoom and in-person, this workshop operates under the Rakan Muda lifestyle pillar, Rakan Niaga, as an executive partner. BOM's mission is to enhance the business acumen of young entrepreneurs by providing practical management skills and fostering their developmental growth.

PROGRAM FOCUS

The workshop aims to close the gap in youth entrepreneurship by engaging certified skill trainers who will explore targeted topics in-depth over a 2-hour and 30-minute session. Participants will benefit from detailed knowledge and actionable insights that will help them navigate their business ventures successfully. The curriculum covers key areas such as financial management, marketing strategies, niche business content, and foundational guidance for starting a business. This comprehensive approach equips attendees with the essential tools and skills needed to systematically build and expand their businesses.

PROGRAM OUTCOMES

In 2023, Bisnes Orang Muda launched an engaging series of educational opportunities for young entrepreneurs, featuring 10 online masterclasses and 2 in-person workshops. These sessions were designed to provide valuable insights and practical skills, helping emerging business leaders navigate the challenges of entrepreneurship and achieve their goals.

ONLINE MASTERCLASSES

Date	Topic & Outcome	Output
25 August	**Takde Idea Tapi Nak Buat Bisnes?** This in-depth workshop explored how to generate demand and create interest without needing a specific product or service upfront. Participants learned the strategic approach to identifying market demand and sourcing high-demand items through wholesale channels in China, focusing on both cost efficiency and quality. The session equipped attendees with the skills to navigate the complexities of purchasing goods at favorable rates while avoiding potential scams.A major focus was on understanding the logistics of pricing products, including factors like production costs, shipping expenses, and tariffs. Participants also gained insights into effective shipping management, such as using shared containers and storage solutions. The workshop's success was highlighted by the lively engagement between participants and instructors, with enthusiastic discussions and numerous questions extending the session into the night, reflecting a deep interest in mastering the topic.	Participants registered: 71 Participants attended: 51 Percentage of attendance: 71%

Date	Topic & Outcome	Output
8 Sept	**Pemikiran Orang Kaya** The main goal of this workshop is to give participants a thorough understanding of the entrepreneurial environment, highlighting the challenges of the business world and providing strategies to tackle these obstacles effectively. Attendees were introduced to the reality that businesses often experience losses before successfully selling their products or services.Coach Dina emphasized the importance of cultivating essential entrepreneurial traits, such as a proactive mindset for spotting opportunities, boosting business performance, and effectively presenting Unique Selling Propositions (USPs). The coach's interactive approach, which focused on participant-generated questions, encouraged active engagement and deeper learning. By prompting attendees to ask questions rather than just receiving information, Coach Dina ensured a more involved and dynamic learning experience.	Participants registered: 52 Participants attended: 41 Percentage of attendance: 78%
22 Sept	**Start Bisnes Tanpa Modal** The main goal of this workshop is to help individuals start a business without initial capital by utilizing affiliate marketing on TikTok. Participants will learn about the benefits of affiliate marketing, including the potential for earning profits. Coach Hazirah leads the session, explaining the affiliate marketing process and offering advice on choosing the right products.Beyond theoretical knowledge, the workshop includes practical training in creating engaging video content to promote selected products effectively. Coach Hazirah provides hands-on support to ensure participants develop the skills necessary to produce compelling videos that connect with their audience and enhance their affiliate marketing efforts. This practical training helps participants apply the concepts learned and succeed in the affiliate marketing arena.	Participants registered: 143 Participants attended: 63 Percentage of attendance: 44%
6 Oct	**Buat Konten Bisnes** In this workshop, Coach Haziq guides young entrepreneurs on enhancing their content creation. He helps them identify their unique niche and develop content aligned with their business objectives, recommending a focus on everyday business activities rather than a hard sales pitch to better engage customers.Coach Haziq also provides insights into social media algorithms for platforms like Facebook, Instagram, and TikTok. He explains optimal posting times and how to tailor content hooks to each platform's features, such as how TikTok's algorithm presents content to users. Additionally, he covers effective content types like storytelling and edutainment, advising entrepreneurs to limit their content styles to maintain a strong brand identity. The workshop offers practical tips to refine content strategies and improve engagement.	Participants registered: 117 Participants attended: 41 Percentage of attendance: 35%
20 Oct	**Urus Kewangan Bisnes Sebelum Lingkup** This workshop is designed to enhance participants' skills in managing business finances. Coach Faridah emphasized four key steps for effective financial management: tracking, assessing, and optimizing financial resources to ensure sustainable growth and profitability. The workshop also covered essential elements of business statements, including profit and loss statements, key calculations, and cash flow management, providing participants with a thorough understanding of their business's financial health.The main goal is to improve participants' financial literacy by teaching accurate methods for calculating profits and losses, managing accounts, and setting up a robust cash flow monitoring system. Coach Faridah aimed to make financial statements more accessible, even for those without prior accounting knowledge, ensuring participants can effectively manage and interpret their business finances.	Participants registered: 97 Participants attended: 41 Percentage of attendance: 42%

Date	Topic & Outcome	Output
3 Nov	**Tiktok Konten & Strategi** This online workshop delves into the essential elements of crafting impactful TikTok content and effective strategies for success. Participants will explore key topics such as selecting an appropriate niche, understanding personal branding, and perfecting the creation of captivating video content. The TikTok trainer emphasizes the importance of choosing a niche that aligns with personal interests and strengths, and guides participants on how to clearly communicate their brand and identity to their audience. The workshop also covers the intricacies of producing engaging videos, focusing on crafting compelling introductions and highlighting crucial points.The primary goal of this workshop is to inspire a positive and inventive approach among participants, helping them grasp the importance of aligning their niche with their business goals and personal traits. Additionally, participants receive tailored advice and practical tips that cater to their specific needs, enhancing their ability to create content that resonates with their unique qualities.	Participants registered: 121 Participants attended: 30 Percentage of attendance: 24%
17 Nov	**Smartphone Photography** The "Smartphone Photography" workshop is designed to help participants master the art of capturing stunning photos using their smartphones. The session covers essential techniques such as composition, lighting, and editing to enhance photo quality. Attendees will learn how to make the most of their smartphone's camera features, explore creative shooting angles, and apply effective editing tools to refine their images. By the end of the workshop, participants will have gained practical skills and tips to elevate their smartphone photography, enabling them to produce professional-looking photos with ease.	Participants registered: 135 Participants attended: 43 Percentage of attendance: 31%
1 Dec	**Jangan Buat Hal Dengan Cukai** This workshop is tailored to enhance participants' comprehension of income taxes. It delves into crucial topics such as the ten key aspects of income taxes, the process of E-filing, and effective methods for tax payment. The goal is to equip individuals with the practical skills and knowledge needed to navigate the complexities of tax filing with confidence. A major component of the workshop is guidance on E-filing procedures. Participants receive step-by-step instructions that demystify the electronic filing process, removing any confusion and empowering them to manage this critical aspect of tax compliance. Additionally, the workshop offers insights into efficient tax payment strategies. Coach Faridah provides actionable advice on managing tax payments smoothly, aiming to simplify financial compliance. By covering these fundamental areas, the workshop improves participants' understanding of income taxes and provides them with the tools to manage their tax responsibilities effectively.	Participants registered: 104 Participants attended: 29 Percentage of attendance: 27%
15 Dec	**Brand Kuat Baru Orang Kenal** The workshop is designed to offer deep insights into the realm of branding. It starts with a thorough overview of branding principles, highlighting the significance of crafting a robust and memorable brand identity for one's business. Coach Qis provides crucial guidance on the fundamental components required to establish a strong brand presence that stands out to the audience.Coach Qis also clarifies the distinction between branding and marketing, illustrating how each plays a unique but complementary role in brand development. By the end of the workshop, participants will have a clear grasp of effective branding and marketing strategies. They will leave equipped with practical knowledge and tools to enhance their brand and make a significant impression in the digital arena.	Participants registered: 127 Participants attended: 28 Percentage of attendance: 22%

Date	Topic & Outcome	Output
29 Dec	**Barang Lokal Masuk Pasaran Internasional** In this workshop with Coach Zodie, participants will gain a solid foundation in selling products internationally. The session covers four key areas: initiating global sales, including market research and product selection; developing a robust business plan; navigating legal requirements; and understanding the essentials of shipping. Coach Zodie places strong emphasis on the importance of knowing your competition in target markets and recommends tools such as MATRADE and MarketResearch.com for effective market analysis.He underscores the significance of having a well-crafted business plan for strategic guidance and securing funding. Additionally, Coach Zodie provides practical advice on managing shipping and logistics for international sales. This workshop serves as a comprehensive guide for those aiming to expand their local products into the global market, addressing everything from market research and logistics to digital marketing and customer service. Attendees will not only acquire actionable insights but also build confidence through Coach Zodie's success stories and expert tips, equipping them to face challenges and seize opportunities in international trade.	Participants registered: 119 Participants attended: 41 Percentage of attendance: 34%

PHYSICAL MASTERCLASSES

Date	Topic & Outcome	Output
29 Dis	**Seni Menjual Produk** Location: Dewan Kampung Tolungan Pamol, Sabah In this session, Coach Aggy covers the fundamentals of marketing, emphasizing that it's more than just buying and selling. It involves understanding customer needs and addressing market gaps. He breaks down marketing into four key components: product, price, promotion, and place—essential tools companies use to persuade customers to make a purchase.Coach Aggy also delves into digital marketing, focusing on social media strategies for promoting products or services. He highlights the importance of creating a website, staying active on social platforms, generating engaging content, and leveraging SEO to attract and retain customers. He stresses the need for market research to understand customer preferences and the value of producing niche-specific content to strengthen your brand. Additionally, Coach Aggy advises segmenting customers based on their preferences to tailor marketing strategies and optimize business outcomes.	Participants registered: 39 Participants attended: 25 Percentage of attendance: 64%
7 Jan	**Tiktok Konten & Strategi** Location: Pertubuhan Perkhidmatan Sosial & Pembangunan Komuniti (PSPK) Gombak The workshop led by Coach Haziq emphasizes the crucial elements of creating impactful TikTok content. It covers essential areas such as selecting the right niche, understanding personal branding, and excelling at crafting engaging videos.Coach Haziq highlights the importance of choosing a niche to effectively connect with target audiences and enhance brand recognition. He underscores the need for creativity in videos, stressing that capturing viewer interest within the first 30 seconds is vital. Participants receive guidance on how to effectively communicate their brand and personal identity, alongside practical advice on developing compelling video content, including how to structure introductions and key components.	Participants registered: 45 Participants attended: 32 Percentage of attendance: 71%

ZUL IMRAN ISHAK
SAVP, PROGRAMS & DEVELOPMENT

IMPACT INSIGHTS: ZUL IMRAN ISHAK

Zul leads youth and entrepreneurship development programs at Impact Malaysia. Since 2012, he has gained extensive experience in implementing over 20 community projects and running a social enterprise. Zul has been instrumental in helping nearly 1,500 B40 women entrepreneurs grow their income through business development and has nurtured local women leaders in these communities. For his contributions to supporting B40 women, he was honored with the "Iron Man" award at the Women of Excellence Award 2021. Outside of work, Zul is a guitarist who enjoys exploring music from various cultures and languages and is a crazy badminton maniac. His passion continues to drive him to inspire youth and foster sustainable change.

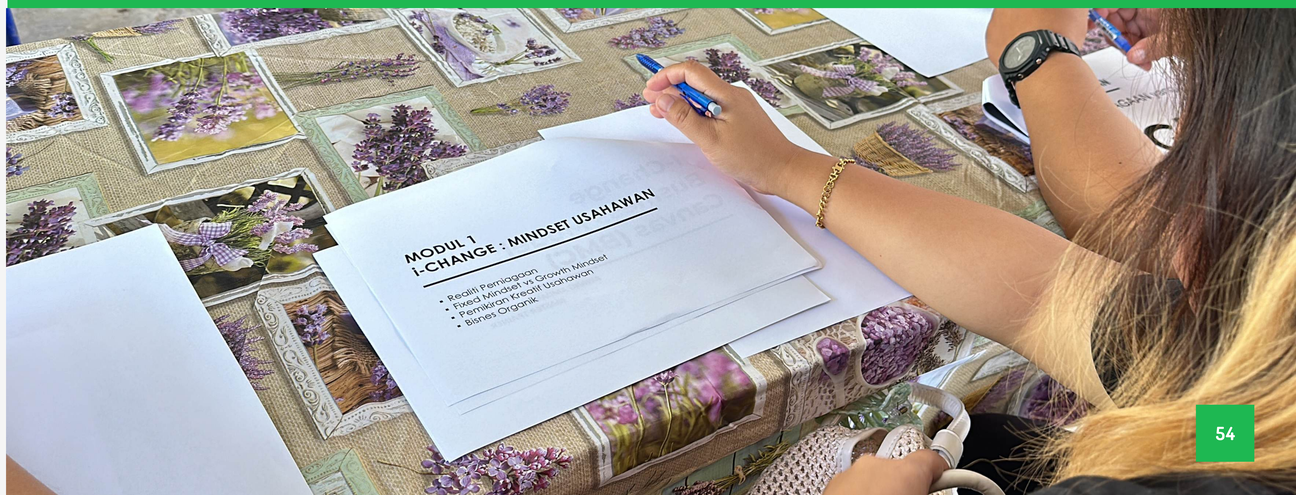
Zul is the project leader for Bisnes Orang Muda.

What is the most memorable experience while curating the program?
One of the most unforgettable experiences of curating the Bisnes Orang Muda (BOM) program was taking it beyond the cities and into the remote areas of Sabah. This wasn't just about bringing workshops to participants, it was about meeting people where they are both literally and figuratively. It was about bridging the gap between their realities and the tools they needed to succeed.

We traveled to remote communities where the infrastructure many take for granted simply doesn't exist. One village had such unstable electricity that we had to rethink how we ran the sessions. With no access to projectors or slides, we turned to more creative ways to engage participants through conversations, hands-on activities, and storytelling. This wasn't just a logistical challenge; it became an opportunity to connect on a deeper level with the participants, using methods that spoke directly to their everyday realities.

What stood out most was the warmth of the people, despite the challenges they face daily. We shared meals with them, food that came from the very entrepreneurs in the program who were working hard to turn their passion for cooking into thriving businesses. It was through these experiences that we truly understood what it meant for them to run a business in such environments, and how much they value opportunities for growth.

One moment that remains etched in my memory is from a Pitch & Grill session, where participants had the chance to present their business ideas. Watching these young entrepreneurs stand up and share their vision with pride and confidence, after just days of training, was incredibly moving. Many of them had never spoken in front of an audience, let alone pitched a business idea, but in that moment, they stood tall, knowing their ideas mattered. Seeing their growth from quiet observers to confident presenters was a powerful reminder of the impact we can have when we invest in people's potential.



What key challenges did you encounter in aligning Jelajah Bisnes Orang Muda's program goals with participant needs, and how did you adjust your strategy to overcome these challenges?

One of the greatest challenges we encountered was adapting the program to suit the unique circumstances of the communities we visited. When you step into remote areas where resources are scarce, it becomes clear that a “one size fits all” approach simply won’t work. We had to be flexible, creative, and deeply in tune with the specific needs of each group.

For example, in some of the villages, the electricity was so unreliable that we couldn’t use any of the usual technological tools like projectors or screens. Instead of seeing this as a setback, we saw it as an opportunity to create a more intimate and interactive experience. We facilitated discussions, hands-on activities, and used storytelling as a way to impart knowledge. The power of these personal connections often felt more impactful than any slide presentation could have been.

Additionally, many of the participants faced language barriers, and some had never encountered business tools like the Business Model Canvas (BMC) before. This is where our collaboration with local trainers, such as Coach Agy and Coach Dina, proved invaluable. They didn’t just speak the language; they understood the culture, the unspoken challenges, and the aspirations of the youth we were working with. Their ability to relate to the participants helped make complex business concepts more digestible and, most importantly, relevant to the participants’ lived experiences.

We also made adjustments by breaking down the content into smaller, more relatable pieces, making sure that everyone, regardless of their starting point, could keep up. The goal was not only to educate but to empower them to see their businesses in new ways -- ways that aligned with their environment, culture, and personal ambitions.

What do you think is the biggest success of Bisnes Orang Muda?

The biggest success of Bisnes Orang Muda (BOM) isn’t just in the numbers, though those are certainly impressive. We exceeded our target of 500 participants, reaching 543 young entrepreneurs, and 194 of them submitted their Business Model Canvas (BMCs) for evaluation. But the real success lies in the transformation we witnessed within the participants themselves.

Many of these young people come from underserved communities, facing daily struggles that go beyond the typical business challenges. For them, entrepreneurship isn’t just a way to make money, it’s a lifeline, a way to uplift their families and contribute to their communities. Seeing them embrace that responsibility, especially in the F&B sector where culture and tradition play such a vital role, was incredibly inspiring. Many of the participants shared their culinary heritage with us, offering food that told the story of who they are and where they come from. It was more than just a business venture; it was a way of preserving and celebrating their identity.

The most profound success, though, is the sense of empowerment that these young entrepreneurs now carry with them. We saw shy, hesitant individuals transform into confident business owners, ready to take on the world. The Pitch & Grill sessions were a testament to this. Watching them stand up, present their business ideas with pride, and answer tough questions with newfound confidence was incredibly rewarding. It wasn’t just about the business model they presented; it was about the belief they now had in themselves.

The success of Bisnes Orang Muda has laid a strong foundation for what’s to come. We’ve already identified the top 50 businesses for inclusion in Picksum Labs, our next incubator phase. These businesses were selected based on their uniqueness, market potential, and the passion of their owners. We are committed to helping them grow, and in doing so, we are not just supporting businesses, we are helping to build stronger, more resilient communities in Sabah.

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RAKITA™

140M
total views

32
segments

126
talents engaged

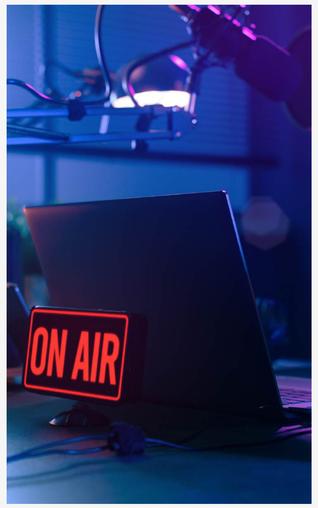
90K
weekly listeners

70M
total reach

1.8M
engagements

MEDIA

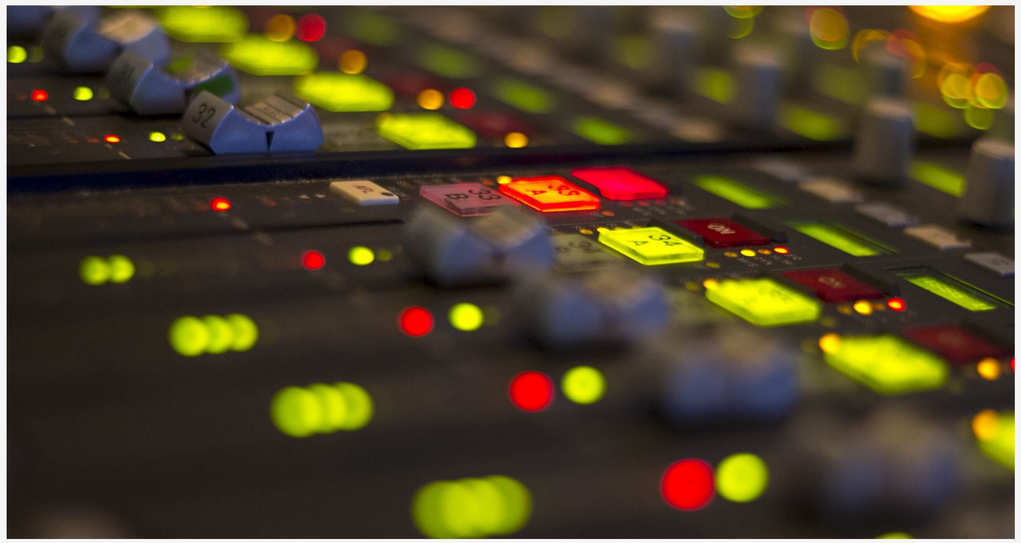
In Malaysia, the indie music scene and grassroots sports are vibrant ecosystems that reflect the creativity, resilience, and passion of the nation's youth. These two arenas serve as powerful platforms for young Malaysians to express themselves, hone their talents, and contribute to the cultural and social fabric of the country. Rakita 107.9 and mySukan TV are at the forefront of nurturing and amplifying these efforts, providing the support and visibility needed for these young talents to flourish.



The indie music industry in Malaysia has seen a remarkable evolution over the past decade. It has grown from a niche genre into a thriving community where young musicians can experiment, innovate, and share their unique sounds with a wider audience. This growth has been driven by a rising generation of artists who are unafraid to break away from mainstream conventions and carve out their own paths in music. However, the journey for many indie musicians is challenging, with limited access to platforms that can propel them to greater heights.

Rakita 107.9 has stepped in to fill this gap, becoming a pivotal force in promoting indie music and empowering young musicians. As a youth-centric radio station, Rakita 107.9 is dedicated to giving a voice to the indie music scene, ensuring that these emerging artists have a platform to showcase their work. One of the station's flagship initiatives, **Anugerah Lagu Indie**, has been instrumental in discovering and celebrating new musical talents. This annual music award honours the best indie songs, providing winners with exposure, recognition, and opportunities to grow their careers.

Rakita's commitment to youth and music extends beyond the airwaves. The **Sekolah Radio** program is another innovative initiative aimed at nurturing the next generation of radio personalities and music curators. Through workshops and hands-on training, young Malaysians interested in the media industry are given the skills and experience needed to succeed. This program not only helps participants develop their talents but also enriches the indie music ecosystem by fostering a new wave of informed and passionate advocates.



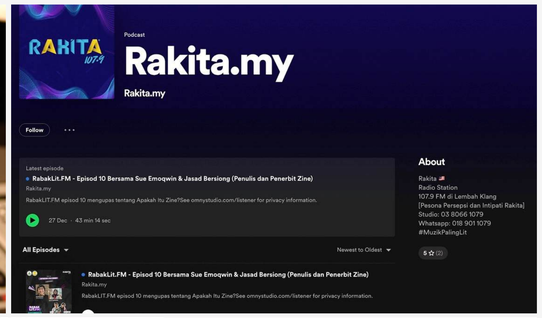
On the other hand, grassroots sports in Malaysia represent the heart and soul of the nation's sporting culture. These community-driven sports activities are essential in developing local talent, promoting healthy lifestyles, and fostering social cohesion. Despite the significance of grassroots sports, they often struggle with visibility and resources compared to professional leagues.

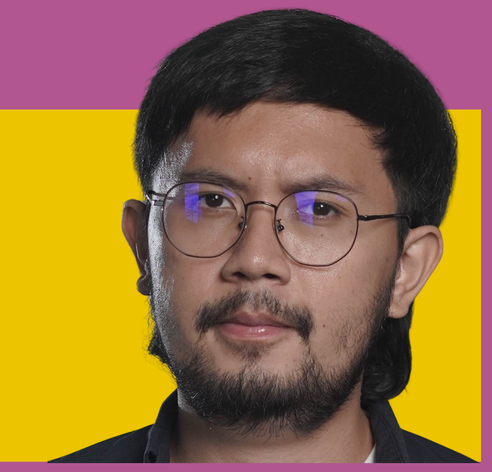
mySukan TV has risen to the challenge of elevating grassroots sports by providing comprehensive coverage and support. As a dedicated sports channel, mySukan TV is committed to shining a spotlight on the athletes and communities that make up the backbone of Malaysian sports. Through segments like **mySukan Bytes**, the channel offers bite-sized content that highlights grassroots sports stories, giving these athletes the recognition they deserve.

Additionally, **mySukan Live** provides live coverage of local sports events, ensuring that these competitions receive the attention and audience they deserve. This initiative has been particularly impactful in bringing grassroots sports to a broader audience, allowing fans from all over the country to engage with and support their local teams. By broadcasting these events, mySukan TV not only promotes sports participation but also helps to build a sense of community and pride around local sporting achievements.

Both Rakita 107.9 and mySukan TV are playing crucial roles in supporting the indie music industry and grassroots sports, respectively. Their efforts are helping to create a more inclusive and vibrant cultural landscape in Malaysia, where young talents can thrive. Through initiatives like these, we are empowering the next generation of musicians and athletes, ensuring that their voices and talents are heard and celebrated.

As Malaysia continues to grow and evolve, the work of Rakita 107.9 and mySukan TV stands as a testament to the power of youth-driven creativity and community spirit. These platforms are not just promoting music and sports; they are fostering a culture of empowerment, where young Malaysians are encouraged to pursue their passions and make their mark on the world.





HAZIQ FIKRI ROHAIZAD
SAVP, CONTENT & EDITORIAL
(SINCE APRIL 2024)

"Radio creativity is a symphony of voices and tales, weaving connections through the airwaves, where every broadcast becomes a shared adventure that ignites the imagination and unites us in the dance of sound."

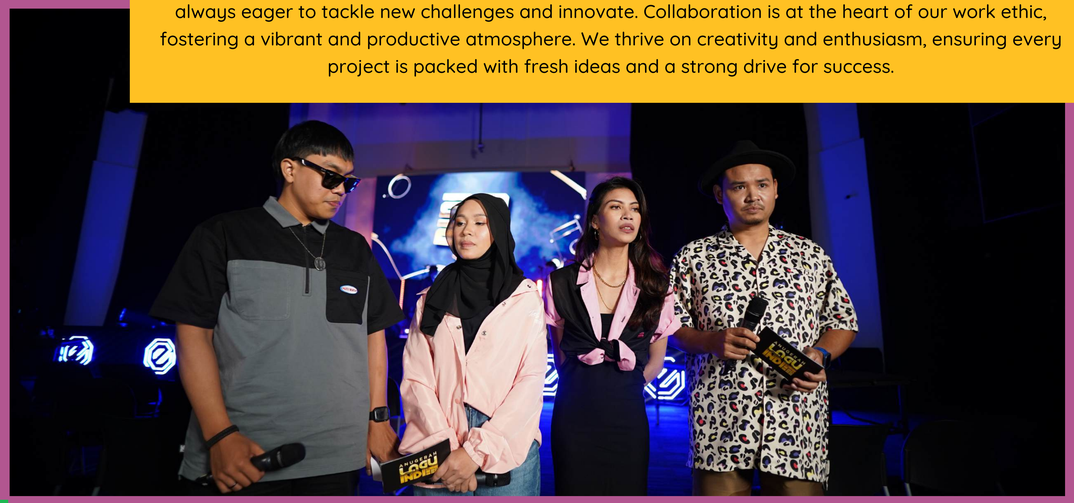
We are most thankful to our fans and listeners for being with us every step of the way, for believing in us, and for making our passion their own. The listeners are not just an audience; they are a vital part of our journey. Every time they tune in, share our content, or engage with us on social media, they inspire us to push our creative boundaries and strive for excellence. Their feedback, laughter, and stories make our work meaningful. In a world filled with noise, their choice to listen to us is a gift we cherish deeply. They have created a community that goes beyond just radio broadcasting, it's a connection, a shared experience that brings us together.

Creativity and passion are what we cherish most in our team. They inspire us to innovate and express ourselves not just for the joy of it, but, more importantly, for our listeners. Every idea we explore and every project we undertake is fueled by our desire to connect with them, to bring them fresh and engaging content that resonates.

In our quest to deliver the best content and stories to our listeners, our team has faced various internal and external challenges that have occasionally impacted our consistency. However, our commitment to open communication and strong teamwork allows us to overcome any obstacles with ease. This collaborative spirit strengthens our bond and enhances the quality of our work, ensuring we continue to provide exceptional experiences for our audience.

We are committed to continuing this journey with our listeners, delivering captivating stories, uplifting music, and memorable moments that truly resonate with them. Each episode is thoughtfully crafted to spark joy, inspire reflection, and strengthen connections within our vibrant community. As we move forward, we're excited to explore new themes, invite diverse voices, and present fresh perspectives that enrich our content. Our goal is to engage and empower our audience, making our shared journey as fulfilling for them as it is for us.

Rakita 107.9 and mySukan TV is made up of 13 talented individuals from four diverse departments, each bringing their own unique skills and perspectives. We are a young, energetic, and creative group, always eager to tackle new challenges and innovate. Collaboration is at the heart of our work ethic, fostering a vibrant and productive atmosphere. We thrive on creativity and enthusiasm, ensuring every project is packed with fresh ideas and a strong drive for success.



PROGRAM AREAS

Area 1: Indie Music and Arts

DESCRIPTION
Rakita 107.9 FM plays a pivotal role in enriching and energizing the ecosystem of Malaysian indie music. This vibrant ecosystem extends beyond musicians to include a diverse group of creatives such as designers, photographers, journalists, media professionals, stage performers, and entrepreneurs. Rakita 107.9 FM's involvement is multifaceted, aimed at fostering growth, visibility, and collaboration within this creative community.

TARGET COMMUNITY
- We look for young hearts aged 18 - 34 years old, ranging from young creatives, students and young professionals, community movers, youths in associations, communities and collectives.
- Young creatives are defined as young people who are designers, photographers, journalists, media, stage performers and any other form of creative skills.
- Participants are defined as followers, listeners or fans of creative industry who participate in our programs to get information and for entertainment.
- Beneficiaries are people who benefited from our own initiatives or platforms. Most of them are looking for exposure for their talents or to be heard by the communities.

PROGRAMS
- Anugerah Lagu Indie 2023
- Carta Indie Kita
- Lokalah
- Jelajah Kopi Bermuzik

Area 2: Youth-Centric Content & Media

DESCRIPTION
Rakita 107.9 FM plays a crucial role in engaging Malaysian youths by creating content that resonates with their interests, concerns, and aspirations. The station serves as a dynamic platform where young voices are heard, and their experiences are reflected in its programming.

TARGET COMMUNITY
- The primary target audience for Rakita 107.9 FM's youth-centric content spans from teenagers aged 13 to young adults aged 25. This demographic includes high school and college students, as well as young professionals.
- The target community is predominantly located in Malaysia, with a focus on urban and suburban areas where youth culture and trends are more prevalent.
- The target audience is highly engaged with digital platforms and social media. They are comfortable using technology and are avid consumers of online content.
- Young people in this community are often interested in pop culture, trends, and entertainment. They follow the latest in music, fashion, and digital media and are keen on exploring new trends and movements within these spheres.

PROGRAMS
- Suara Lit
- Akar Muda
- Sekolah Radio
- RabakLit FM
- Rakita 107.9 Radio Programming

Area 3: Grassroots Sports

PROGRAMS
- mySukan Bytes
- mySukan Live
- mySukan News

DESCRIPTION
mySukan TV plays a transformative role in enhancing the visibility and development of Malaysia's grassroots sports scene. By focusing on local and amateur sports, the channel contributes significantly to the growth and recognition of sports at the community level.

TARGET COMMUNITY
- Listeners are primarily interested in local sports news, events, and stories that impact their community. They value content that highlights local sports scene.
- Individuals who actively participate in or support grassroots sports, such as parents, coaches, and local athletes. They seek content that provides updates on events, training tips, and motivational stories.
- The target audience is supportive of local sports initiatives and enthusiastic about celebrating community achievements. They appreciate content that fosters a sense of pride and encourages community involvement in sports.

STRATEGIC PARTNERSHIPS & COLLABORATIONS

In 2023, Rakita 107.9 and mySukan TV truly excelled by fostering strategic partnerships and collaborations that played a crucial role in turning our ambitious ideas into successful and impactful programs. Our approach centered around building strong connections with our partners, who were instrumental in helping us achieve spectacular results. This collaborative spirit, characterized by teamwork, trust, and a touch of fun, has enabled us to make a significant impact and showcase the capabilities of our brands.

- **Anugerah Lagu Indie 2023** was a prime example of the power of collaboration. By teaming up with partners such as Yoodoo and 1901, we were able to elevate this event, which celebrated the best in indie music, to new heights. Their support helped us reach a wider audience and enhance the overall experience for attendees.
- **Jelajah Kopi Bermuzik** was another standout initiative, where we worked closely with local partners to bring a unique blend of music and coffee culture to life. In Melaka, our collaboration with Kafe Tuju allowed us to engage with the local community, while in Kuala Lumpur, our partnership with Whatever Works Coffee provided a vibrant backdrop for the event. These collaborations not only enriched the event but also strengthened our connection with the community.
- **Sekolah Radio** saw fruitful partnerships with educational institutions such as Multimedia University (MMU), Universiti Selangor (UNISEL), and Kolej Komuniti Kuala Langat (KKL). These collaborations facilitated the development of aspiring talents in the field of radio and media, contributing to the growth of the industry and providing valuable learning opportunities for students.
- **Malaysia Inklusif** was supported by the Kementerian Belia dan Sukan and Youtuber Aku Peduli, which played a key role in promoting inclusivity and youth engagement through our programs. Their involvement was pivotal in amplifying the reach and impact of our initiatives, ensuring that we addressed the needs and aspirations of a diverse audience.
- **mySukan Bytes**, another significant program, benefited from collaboration with various partners, including Kementerian Belia & Sukan and various grassroots sports associations and athletes.i. Their support helped us deliver engaging and relevant content to our audience, highlighting the importance of youth involvement and sports in Malaysia.

The success of these programs and events underscores the importance of strategic partnerships in achieving our goals. By working with dedicated and like-minded collaborators, Rakita 107.9 and mySukan TV have been able to expand our reach, enhance our offerings, and make a meaningful impact in our communities. We are immensely grateful to all our partners for their trust and support, and we look forward to continuing these valuable relationships in the future.

LESSON LEARNT

Underserved Communities and Popularity Challenges

In 2023, both Rakita 107.9 and mySukan TV faced challenges in engaging underserved communities. Despite our efforts, the target audience did not yield substantial numbers, which impacted our ability to attract sponsors. Our development campaigns and awareness initiatives, while impactful in raising visibility, did not translate into significant profit opportunities. This underscored the need for more strategic approaches to outreach and engagement that align better with the interests of potential sponsors and the communities we aim to serve.

Work Quality and Workforce Motivation

Post-pandemic burnout significantly affected our workforce, leading to a noticeable decline in work quality. The pandemic's strain on existing staff, coupled with a lack of motivation, contributed to decreased productivity. Addressing this issue required us to focus on staff well-being and motivation, ensuring that we could restore high standards and sustain our performance.

One of the key lessons was the challenge of hiring and retaining the right talent. Frequent changes in leadership and strategic direction sometimes led to misalignment and instability within the team. To mitigate this, we need to enhance our hiring processes, ensure better alignment of talent with organizational goals, and maintain a stable leadership approach to foster a consistent and effective work environment.

Budget Constraints

Budget limitations presented ongoing challenges, compelling us to strategically prioritize and allocate resources. Balancing impactful activities with available funds required making tough choices to maintain cost-efficiency while delivering quality results. This experience highlighted the importance of precise budgeting and resource management to maximize the impact of our projects within financial constraints.

Internal Workflow and Teamwork

Managing timelines proved challenging, particularly when unexpected delays or dependencies disrupted our plans. To address this, we adopted a proactive approach to planning, including detailed initial strategies and regular progress monitoring. When disruptions occurred, we adjusted our strategies and timelines to stay on track. This flexible approach allowed us to manage setbacks effectively and maintain progress towards our goals.

Internal challenges, such as miscommunication and personal issues, affected our workflow. To improve, we focused on simplifying processes and enhancing communication between departments. We established clearer guidelines, implemented regular check-ins, and promoted a collaborative environment to ensure alignment and efficiency.
To improve team harmony, we organized team-building activities and encouraged open communication. These efforts aimed to resolve operational challenges and foster a more cohesive and productive team environment. By concentrating on collaboration and mutual support, we enhanced our team's unity and efficiency, leading to better overall performance.

KEY ACHIEVEMENTS

Here are the notable achievements of Rakita 107.9 and mySukan TV in expanding their reach and enhancing their presence through social media. These programs have demonstrated significant success in audience engagement, as evidenced by their impressive reach, viewership, and interaction metrics:

PROGRAMS & EVENTS	KEY ACHIEVEMENTS
Anugerah Lagu Indie 2023	• 1,016,464 reach • 2,150,807 views • 68,307 engagements
Sekolah Radio	• 10,989 reach • 13,550 views • 355 engagements
Jelajah Kopi Bermuzik	• 39,300 reach • 1,290,400 views • 2,929 engagements
mySukan Bytes	• 828,942 views
Rakita 107.9 radio programming	• 90,000 weekly listeners
Connectivity for Communities in collaboration with EdgePoint	• 2 schools • 100 youth changemakers • >400 beneficiaries

AREA 1:

INDIE MUSIC & ARTS

Rakita 107.9 FM significantly contributes to the vibrancy and dynamism of Malaysia's indie music ecosystem. This diverse network extends past musicians to include designers, photographers, journalists, media professionals, stage performers, and entrepreneurs. The station's involvement is extensive, focusing on fostering growth, enhancing visibility, and promoting collaboration among these varied creatives.

ANUGERAH LAGU INDIE

Anugerah Lagu Indie (ALI) is Malaysia's own Indie Award show dedicated to celebrate the best indie talent in Malaysia's music industry. This prestigious recognition honors the outstanding work of songwriters, musicians, and singers within the local indie scene. "Indie Music" refers to music produced independently (self-produced) without any ties to commercial record labels, covering everything from songwriting and recording to song release. ALI also serves as an excellent platform for artists and fans to connect, fostering a deeper appreciation for indie music among Malaysian music enthusiasts. Since its inception in 2020, Anugerah Lagu Indie has celebrated a range of genres, as the indie scene encompasses much more than just alternative rock, spanning various sounds, styles, and compositions. ALI has also proven to be a stepping stone for indie artists to reach new heights.

To continue the mission of elevating the work and achievements of songwriters, musicians, and indie artists, Anugerah Lagu Indie 2023 had given a fresh update. The new awards featured categories for the best songs in Pop, Rock, and Hip-Hop genres, improved scoring with public voting, and an increased total cash prize from RM 10,000 in the first season to RM 36,000 this season.

PROGRAM FOCUS

Anugerah Lagu Indie focuses on recognizing and celebrating the achievements of independent musicians and artists in Malaysia. The program's primary goals are to:

- Showcase emerging and established indie artists, providing them with a platform to present their original music and creative expressions.
- Encourage artistic experimentation and innovation within the indie music scene. The program aims to push the boundaries of conventional music genres, promoting unique and fresh sounds.
- Help indie artists gain wider recognition and visibility in the music industry. By celebrating diverse musical talents, the program brings attention to artists who might not have mainstream exposure.
- Provide opportunities for career advancement by connecting artists with industry professionals, audiences, and potential collaborators. This includes offering performance opportunities, media exposure, and networking platforms.
- Strengthen the indie music community by fostering a sense of solidarity and collaboration among artists. Anugerah Lagu Indie serves as a gathering point for artists, fans, and industry stakeholders, encouraging dialogue and cooperation.

HISTORY

The unwavering support and enthusiasm from the indie music community have undeniably fueled the ongoing success of Anugerah Lagu Indie. This award thrives thanks to the dedication of composers crafting songs, lyricists penning heartfelt lyrics, musicians creating captivating melodies, singers providing powerful vocals, dancers delivering dynamic performances, and fans tirelessly supporting and encouraging indie artists to continue producing original and high-quality work. Let's take a moment to reflect on the incredible indie talents that have graced the stage of Anugerah Lagu Indie.

Year	Songs	Winners
2020	“Penawar”	Margosa (1st Place)
	“Mesra”	Nusarasa (2nd Place)
	“Menunggu”	Orkes A. Hizadin ft. Ainina Hasnul (3rd Place)
2021	“Enge Port”	Arunboii (1st Place)
	“Jauh”	Nusarasa (2nd Place)
	“Tentang Siang, Malam dan Romantis”	Ainina Hasnul ft. Eidi Teman Lelaki (3rd Place)
2022	“Sinaran”	Late Night Frequency ft. Ichu (1st Place)
	“Tidak Sempat Merasa Indah”	Elly Ysuni x Eli Nyson (2nd Place)
	“Years and Days”	Reza Salleh ft. Yonlynn (3rd Place)
2023	“Pembunuh Malam”	Lunar (Lagu Terbaik)
	“LXF”	LXF (Hip Hop Terbaik)
	“Stargazing”	Odelia Tirza (Persembahan Terbaik)
	“Souled Out”	VOTA (Rock Terbaik)
	“Noisy Punk”	Ampunk Sindicate (Lagu Terpaling Platinum)

PROGRAM OUTCOME

Anugerah Lagu Indie 2023 is set to elevate the quality of this year's selections by assembling a distinguished panel of seven seasoned judges from both the indie and mainstream music worlds. This diverse and experienced group of judges brings a wealth of knowledge and a variety of perspectives, ensuring that the evaluation process is thorough and multifaceted. Their expertise spans across different genres and aspects of the music industry, which guarantees a fair and balanced assessment of the entries. By leveraging the insights and discernment of these esteemed judges, Anugerah Lagu Indie 2023 aims to highlight and celebrate the finest talents, setting a new benchmark for excellence in indie music.

JUDGES FOR ANUGERAH LAGU INDIE 2023	
Roshan Jamrock	A rapper, producer, singer, and songwriter who is part of K-Town Clan.
Edwin Raj	Known for his work with the band TOKO KILAT and They Will Kill Us All (TWKUA), and a professional in the creative arts.
Ariana Adnan	A guitarist for the rock and power pop group Couple; also part of The Venopian Solitude and Fazura and The Waklus.
Diandra Arjunaidi	A singer and songwriter who has been consistently active since her debut single "Angkasa" in 2011.
WingMeng SG	The guitarist for the band Love Me Butch.
Juwita Suwito	A well-known singer, lyricist, and vocal producer
AG Coco	A producer, songwriter, lead guitarist for Hujan, and owner of Kamar Seni.

In 2023, Anugerah Lagu Indie (ALI23) is taking a significant step forward by increasing its prize money from previous years. This substantial boost in financial rewards is not just a testament to the event's growing prestige, but also a crucial investment in the future of the indie music scene. Prize money plays a vital role in fostering talent and creativity, providing independent artists with the necessary resources to further their careers. By offering increased financial support, ALI23 aims to empower indie musicians to pursue their artistic visions without the constraints of financial limitations, thus driving the growth and sustainability of the indie music community.

Anugerah Lagu Indie (ALI) moved beyond its traditional battle of the bands format and introduced four distinct categories: Rock, Pop, Hip Hop, and Anugerah Lagu Terpaling Platinum. This strategic shift acknowledged the diverse and multifaceted nature of the indie music scene, allowing artists to compete within their specific genres and showcasing a broader spectrum of talent. By categorizing entries, ALI provided a more tailored and relevant platform for artists, fostering an environment where each genre could thrive and gain the recognition it deserved.

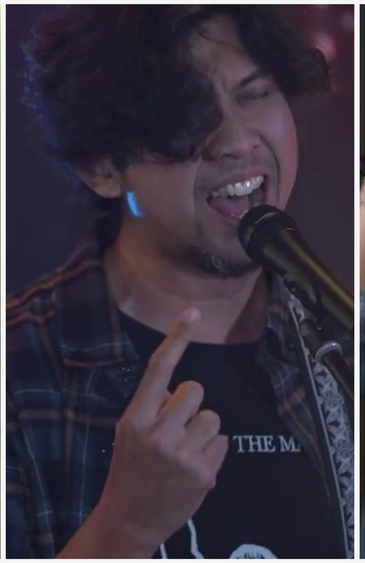
This approach also addressed the unique challenges faced by different music styles; for example, securing entries for the Hip Hop category was particularly challenging due to its unique cultural and artistic dynamics within the indie scene. However, by highlighting Hip Hop as a distinct category, ALI encouraged more artists to step forward, thereby enriching the diversity of the competition and supporting the growth of all facets of indie music.

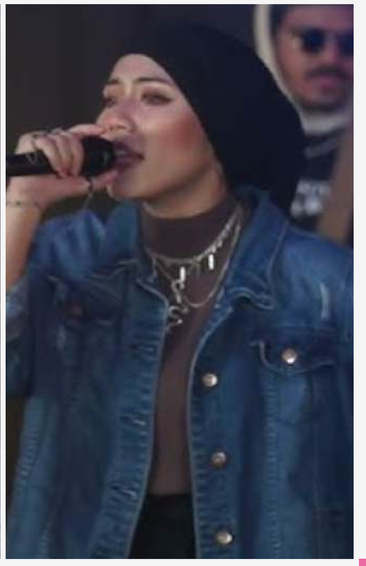
The introduction of Anugerah Lagu Terpaling Platinum was a direct consequence of the popular chart show, Carta Indie Kita, which celebrated the most successful indie tracks. This category provided a prestigious recognition for the standout songs that dominated the charts, further incentivizing artists to produce high-quality, impactful music. This inclusive and genre-specific structure not only enhanced the competition's prestige but also contributed significantly to the development and sustainability of the indie music community.

CATEGORY AND PRIZE MONEY FOR ANUGERAH LAGU INDIE 2023	
Anugerah Lagu Terbaik	RM15,000 + Trophy
Anugerah Persembahan Terbaik	RM5,000 + Trophy
Anugerah Rock Terbaik	RM5,000 + Trophy
Anugerah Pop Terbaik	RM5,000 + Trophy
Anugerah HipHop Terbaik	RM5,000 + Trophy
Anugerah Lagu Terpaling Platinum	RM1,000 + Trophy

Anugerah Lagu Indie (ALI) has consistently played a pivotal role in the indie music scene by spotlighting and nurturing remarkable talents. Over the years, ALI has served as a launching pad for numerous artists, helping them achieve national recognition. Notable successes include "Pelukan Angkasa" by SOG and Shila Amzah, which triumphed at AJL 2022 after winning at ALI, and Late Night Frequency, whose victory at ALI 2022 led to a category win at AIM 2022. These achievements highlight ALI's significant impact on elevating indie music and providing artists with the platform they need to reach greater heights.

In 2023, ALI continued its legacy by receiving an impressive 626 song submissions. The Top 30 songs for each category—Hip Hop, Pop, and Rock—were made available for listeners on Spotify, enhancing the event's reach and engagement. The event garnered high participation, receiving over 10,000 votes from listeners. Fans were also given the exciting opportunity to win a Honda RS-X motorcycle by tuning in live to Anugerah Lagu Indie 2023 on YouTube. This year's winners exemplified the diverse and vibrant indie music scene: Lunar's "Pembunuh Malam" won Lagu Terbaik, LXF's "LXF" took Hip Hop Terbaik, Odelia Tirza's "Stargazing" earned Persembahan Terbaik, VOTA's "Souled Out" secured Rock Terbaik, and Ampunk Sindicate's "Noisy Punk" was honored with Lagu Terpaling Platinum. Overall, ALI 2023 was a resounding success, celebrating indie music and bringing together artists and listeners alike.





CARTA INDIE KITA & LOKALAH

Since its launch in 2021, Carta Indie Kita and Lokalah has become a pivotal platform for showcasing indie music in the Malay and English language on Rakita 107.9. The major differences between both chart shows are the language – Carta Indie Kita focuses on Malay language songs, while Lokalah focuses on English and indie songs of other languages.

As dedicated chart shows, Carta Indie Kita and Lokalah play a crucial role in the indie music industry by providing a prominent space for emerging and established indie artists to gain visibility and connect with audiences. The impact of indie chart shows like Carta Indie Kita and Lokalah extends beyond mere exposure; it helps shape trends within the indie music scene, offering listeners a curated selection of standout tracks and fostering a sense of community among artists and fans. By highlighting diverse and original music, Carta Indie Kita and Lokalah supports the growth of the indie genre and contributes to its evolution, ensuring that independent voices and innovative sounds continue to thrive and resonate within the broader music landscape.

PROGRAM FOCUS

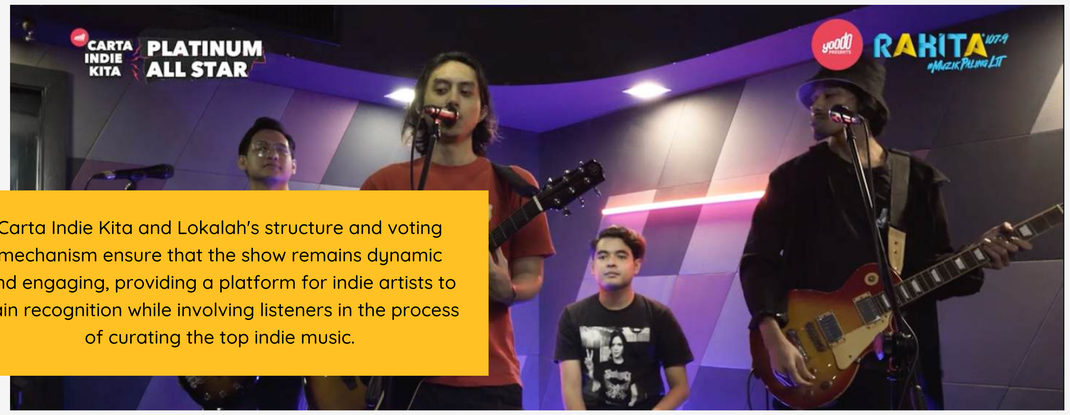
The program focus of Carta Indie Kita and Lokalah is to celebrate and showcase the best indie music in Malaysia. Their primary objectives are to:

- Feature emerging and established indie music artists, providing them with a platform to reach a wider audience.
- Curate and present a selection of standout indie tracks, helping to elevate the profile of independent music and foster appreciation for unique and creative sounds.
- Contribute to the growth and visibility of the indie music scene by giving independent artists the recognition they deserve, encouraging new talent, and shaping industry trends.
- Provide an engaging and dynamic listening experience for fans of indie music, allowing them to discover new artists and enjoy a diverse range of music.
- Build a sense of community among indie musicians and their listeners, creating a supportive environment for collaboration and interaction within the indie music scene.

STRUCTURE

Carta Indie Kita and Lokalah follows a structure similar to that of traditional radio chart shows, designed to highlight and rank the most popular indie songs. The show is structured to provide listeners with a curated list of the top indie tracks, based on various factors including airplay, listener feedback, and voting.

CHART STRUCTURE	VOTING MECHANISM
• Carta Indie Kita typically features a countdown of the top 12 indie songs and top 15 indie songs for Lokalah, updated on a weekly basis. This countdown reflects the current popularity and impact of the songs within the indie music scene. • The charts showcases a range of indie music genres and styles, ensuring a diverse representation of the indie music landscape. • The shows include segments that highlight specific artists, providing insights into their music and creative processes. This helps to build a deeper connection between the artists and the audience.	• Listeners have the opportunity to influence the chart rankings through a voting mechanism on X (formerly Twitter) and the website (Rakita.my). Fans can vote for their favorite tracks or artists by using designated hashtags or engaging with specific tweets related to the chart show. The voting process encourages active listener participation and interaction, creating a sense of community and involvement. It also helps the show gauge listener preferences and adjust the chart accordingly. • Votes are collected and tallied to determine the rankings for each chart period. The results are then used to update the countdown, reflecting the latest trends and listener preferences.



Carta Indie Kita and Lokalah's structure and voting mechanism ensure that the show remains dynamic and engaging, providing a platform for indie artists to gain recognition while involving listeners in the process of curating the top indie music.

PROGRAM OUTCOMES

Carta Indie Kita and Lokalah has made a substantial impact on the indie music industry by serving as a vibrant and inclusive platform for indie artists. By prominently featuring indie songs, the chart show provides essential visibility and exposure for artists in a competitive music landscape. This increased visibility allows artists to reach a wider audience and gain recognition, which is crucial for their career advancement. Carta Indie Kita and Lokalah play a key role in spotlighting new and emerging talent, giving them a valuable springboard to launch their careers and access increased opportunities for performances and collaborations.

The show's emphasis on diversity is another significant aspect of its impact. By showcasing a broad spectrum of indie genres and styles, Carta Indie Kita and Lokalah ensures that a variety of musical talents are represented. This inclusivity supports the growth of different music styles within the indie scene and encourages experimentation and innovation, fostering a more dynamic and creative music community.

Carta Indie Kita and Lokalah's commitment to broad genre representation further enhances its role in the industry. The chart features a wide range of indie music genres, reflecting the diverse tastes of the indie audience. This approach helps artists from various sub-genres and styles gain recognition and validates their contributions to the indie music landscape.

The show's voting mechanism through X (formerly Twitter) and Rakita.my allows listeners to actively participate in the charting process, promoting a sense of community and engagement. This democratic approach ensures that the chart reflects genuine listener preferences, reinforcing the connection between fans and artists and making the charting process more inclusive and interactive.

IMPACT INSIGHTS: BOB & ATOI

What is the most memorable experience while curating Carta Indie Kita?
The most memorable experience while curating Carta Indie Kita might revolve around collaborating with local indie artists and bringing attention to their unique music. Curating the show would provide opportunities to discover fresh talents and showcase their work to a wider audience.

Working with passionate individuals and experiencing their creative journeys up close could make the process even more meaningful. Additionally, seeing how the platform impacts these artists' careers and how the listeners respond to the music would likely be highly rewarding.

What key challenges did you encounter in curating Carta Indie Kita, and how did you adjust your strategy to overcome these challenges?
One key challenge in curating Carta Indie Kita was likely balancing the representation of diverse indie artists while maintaining a cohesive narrative or focus. Additionally, ensuring that lesser-known artists received fair exposure without overshadowing more established ones might have posed a challenge. To overcome this, I would imagine a strategic shift toward creating a balanced selection process that equally promotes new talent while showcasing industry veterans could have been helpful. Clear criteria for selection, combined with flexible storytelling approaches, might also have been part of the strategy to tackle these hurdles.

What is your hope for the indie music industry in Malaysia?
Our hope for the indie music industry in Malaysia is that it continues to grow as a vibrant and diverse space, where local talents are celebrated and given the opportunities to thrive. I would love to see more platforms that support emerging artists, promote genre diversity, and encourage collaborations that push creative boundaries. The industry should be an inclusive space that nurtures both creativity and sustainability, giving artists the resources to make their craft a viable career path.

I also hope that the indie music scene in Malaysia becomes more interconnected with other industries, like gaming and entertainment, fostering a creative ecosystem where indie music can play a role in broader cultural narratives, such as soundtracks in games or films.

JELAJAH KOPI BERMUZIK

Rakita launched an exciting music tour called Jelajah Kopi Bermuzik, visiting select local cafes in Melaka and Kuala Lumpur. This tour embraced a relaxed, 'cerita kedai kopi' style, where local artists convened to share their knowledge and experiences about the music industry. The tour was designed to foster a casual yet insightful environment, encouraging open conversations and exchanges among the artists.

In addition to these sharing sessions, the program featured special acoustic performances that added a personal and engaging touch to the events. These intimate performances allowed both artists and audiences to connect on a deeper level, enhancing the overall experience and showcasing the rich tapestry of local musical talent. This unique initiative not only celebrated the vibrant music scene but also provided a valuable platform for artists to interact with their community and each other, strengthening the bonds within the local music industry.

Jelajah Kopi Bermuzik (JKB) is a collaboration with Rakita 107.9, local cafes and Yoodo. The program is an integral part of the Rakan Muda initiative, designed to promote an exciting and vibrant lifestyle among young people through engaging music-related activities. By partnering with local cafes, JKB creates an inviting and relaxed atmosphere where young people can immerse themselves in the local music scene while enjoying the cozy ambiance of these community spaces.

PROGRAM FOCUS

The focus of JKB is to foster meaningful interactions between artists and the audience, creating opportunities for live performances and cultural exchange. Through acoustic sets and informal sharing sessions, participants gain valuable insights into the music industry, while also contributing to a rich, collaborative environment. This initiative not only enhances the cultural vibrancy of the community but also aligns with KBS's goal of encouraging youth engagement in creative and enriching activities. The success of JKB, highlighted by the positive feedback from participants and onlookers, underscores its impact in promoting the Rakan Muzik lifestyle and strengthening connections within the local music scene.

PROGRAM OUTCOMES

The first installation at Kafe Tuju, Melaka saw a remarkable turnout on 2 December 2023, with approximately 220 participants gathering at this popular local cafe. The event featured intimate acoustic performances and interactive sessions with Amir Jahari, Heidi Moru and Orkes A. Hizaidin, creating a relaxed and engaging environment for attendees. The success of this highlighted the program's ability to draw a significant crowd and foster a strong connection between artists and the audience.

The second installation Whatever Works Coffee, Kuala Lumpur on 9 December 2023 continued the momentum with over 80 participants joining in the vibrant atmosphere of this Kuala Lumpur café – featuring Orkes A. Hizaidin, Satwo, Leaism and Hawa This episode maintained the essence of the program, offering live performances and informal discussions that allowed for meaningful exchanges between the artists and the local community.

Jelajah Kopi Bermuzik effectively integrates music with the cozy, communal setting of local cafes, making it a unique platform for both artistic expression and social interaction. The program was also successful in its online features, where it managed to garner 193,841 views, 12,168 engagements and 253,712 impressions. The positive feedback from participants and the successful engagement at each venue demonstrate the program's effectiveness in promoting the Rakan Muzik lifestyle and enriching the cultural fabric of the community. Through these events, JKB not only supports local artists but also strengthens community bonds, making it a valuable addition to the Rakan Muda program's objectives.

AREA 1:

YOUTH-CENTRIC CONTENT & MEDIA

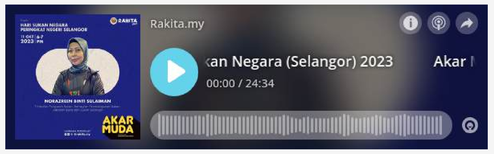
At Rakita 107.9 FM, engaging Malaysian youth is a top priority. The station crafts content that speaks directly to their passions, concerns, and ambitions, making it a lively space where young voices are amplified and their experiences are mirrored in its programming.

SUARA LIT & AKAR MUDA

Suara Lit and Akar Muda are two impactful segments on Rakita 107.9, each serving a distinct purpose and audience.

Suara Lit is a dynamic interview segment serving as a platform for youth voices. Broadcasting on frequency 107.9, Suara Lit features engaging conversations with youth figures, innovators, and thought leaders aged below 30 years old, who share their experiences and insights. The program aims to motivate fellow youth by showcasing success stories, providing valuable advice, and highlighting pathways to personal and professional growth. Through these interviews, Suara Lit aspires to ignite passion and ambition among young listeners, helping them to envision and pursue their own aspirations.

In contrast, Akar Muda focuses on promoting and communicating the agenda of the Ministry of Youth and Sports (KBS). This segment also airs on frequency 107.9 and serves as a platform for KBS to share updates, initiatives, and important messages with the public. By featuring interviews with key figures from KBS and discussing various programs and projects, Akar Muda ensures that the ministry's objectives and efforts are effectively communicated to the audience. This segment plays a crucial role in increasing awareness of KBS's activities and fostering engagement with the ministry's initiatives.



PROGRAM FOCUS

SUARA LIT	AKAR MUDA
• Suara Lit aims to inspire young people by featuring interviews with influential figures, including entrepreneurs, creatives, and thought leaders who share their personal stories and success journeys. • The program focuses on providing motivational content that encourages youth to pursue their dreams and overcome challenge through valuable advice and insights from guests. Topics may include career advice, skill-building, and strategies for achieving success in various fields. • It is also a platform to spotlight emerging talent and innovative ideas. By featuring individuals who are making a significant impact in their respective areas, the program promotes creativity and new perspectives among its listeners. • The program encourages audience interaction through social media and live discussions, fostering a sense of community and connection among young people. This interaction helps listeners feel more engaged and involved in the content.	• Akar Muda is dedicated to communicating and promoting the various initiatives and programs of the Ministry of Youth and Sports (KBS). The segment provides detailed information about KBS's projects, policies, and activities. • The program aims to raise awareness about KBS's goals and achievements, encouraging public involvement and support. It highlights how KBS's initiatives impact the community and invites listeners to participate in or benefit from these programs. Akar Muda features interviews with key figures from KBS and success stories related to its initiatives. This includes stories of individuals and communities that have positively benefited from KBS's programs, demonstrating the ministry's impact. • The segment serves as a reliable source for the latest updates and announcements from KBS. It keeps the public informed about upcoming events, policy changes, and new opportunities provided by the ministry.

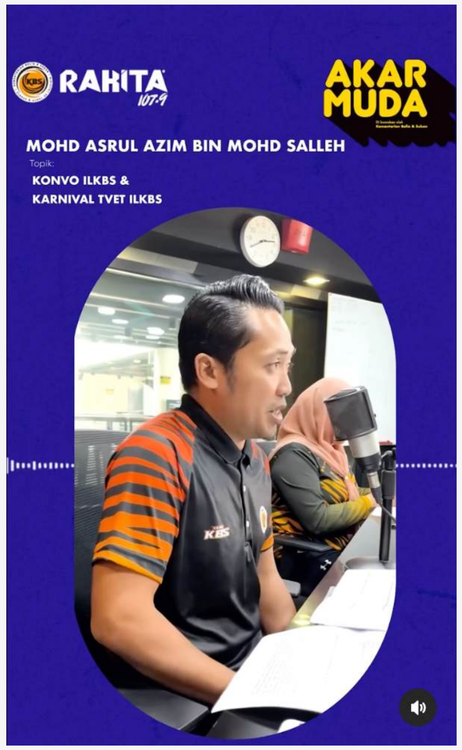
PROGRAM OUTCOME

Suara Lit and Akar Muda have made significant strides in 2023, each achieving notable milestones and making impactful contributions to their respective fields. Both of the segments successfully aired 42 episodes throughout the year, surpassing its goal of 40 episodes.

Suara Lit can be attributed to compelling episodes such as “Kolektif Pangrok Sulap Menggerakkan Seni dan Masyarakat” with Rizo Leong, which explored the transformative power of art in society, and “Dari Minat Ke Kerjaya Profesional” featuring Nur Izzatul Aqma Ludin, which delved into the journey from passion to professional career. Additionally, the episode “Peranan dan Kesedaran Anak Muda Dalam Penjagaan Alam Sekitar” with Kelab Belia Prihatin & Amanah Lestari Alam addressed the crucial role of youth in environmental stewardship. Despite these accomplishments, the program faces challenges, particularly the need for increased funding for production and media buys to further enhance its presence in the podcast space.

Akar Muda also successfully engaged its audience with a series of impactful episodes, amplifying the voices of young Malaysians and fostering greater awareness of KBS initiatives. However, similar to Suara Lit, Akar Muda encountered challenges, including the necessity for additional resources to boost production quality and expand its reach. The segment's continued success will depend on addressing these funding needs and exploring innovative strategies to maintain and grow its audience.

Both Suara Lit and Akar Muda have demonstrated their value and potential, making meaningful contributions to the media landscape and youth engagement. Moving forward, securing adequate funding and resources will be crucial for overcoming current challenges and achieving even greater impact in the future.



SEKOLAH RADIO

Sekolah Radio is an initiative by Rakita 107.9 designed to empower and build capacities among youth in broadcasting and indie content creation. This program offers early exposure to the intricacies of radio operations, guiding participants through the multifaceted world of radio industry careers. By immersing them in the day-to-day workings at Rakita 107.9, Sekolah Radio provides invaluable insights and hands-on experience, aligning with Rakita 107.9's mission to foster the next generation of broadcasting professionals and indie content creators.

PROGRAM FOCUS

Sekolah Radio is focused on providing youth, especially mass communications and broadcasting students with comprehensive training and exposure to the radio broadcasting industry. The program aims to:

- Equip participants with essential skills and knowledge about radio operations, including broadcasting techniques, content creation, and audio production.
- Illuminate various career opportunities within the radio industry, helping participants understand the diverse roles and functions involved in radio broadcasting.
- Offer practical, hands-on experience through day-to-day operations at Rakita 107.9, allowing participants to engage with real-world scenarios and gain valuable industry insights.
- Support the development of young talent by providing a platform for creativity and innovation in indie content creation, encouraging participants to develop their own unique voices and perspectives.
- Facilitate networking opportunities with industry professionals, giving participants access to mentorship and guidance that can help advance their careers in broadcasting and media.

The program is designed to nurture the next generation of radio broadcasters and content creators by offering a well-rounded educational experience and fostering a deep understanding of the radio industry's inner workings.

STRUCTURE & CONTENT

On February 24, 2024, Sekolah Radio took place at the ESI Hall and Rakita in Spacerubix Puchong, running from 10:00 AM to 5:30 PM. The day began with the arrival of 120 university students from the Mass Communication Faculty, who were welcomed and given an overview of the schedule.

The first session, starting at 11:00 AM, was titled "Conversations With A 'Radiohead'" and was presented by Kudsia Kahar, moderated by Ahmed Faris Amir, CEO of Rakita 107.9. This module provided an in-depth look into the role of radio in Malaysia's media landscape. It covered the history of radio broadcasting, including its regulatory framework, industry demand, and challenges faced. Kudsia Kahar shared personal experiences and insights, discussing the evolution of radio, its current state, and future prospects, while also offering advice for aspiring broadcasters.

At noon, the focus shifted to "Radio Journalism," presented by Gjie and Bob. This session explored the essential aspects of radio journalism, including the characteristics of effective news reporting, such as accuracy, creativity, and engagement. Participants learned about different types of radio journalism, including news, sports, and indie content. The module covered the processes of
interviewing, scriptwriting, and audio editing, with practical exercises designed to enhance participants' skills in creating and refining radio news broadcasts.

Following a lunch break, the afternoon began with "Radio Presentation," led by Atoi and Aqilah. This module delved into the art of radio presentation, focusing on techniques such as voice projection, pacing, and script preparation. Participants practiced essential skills like proper breathing, pronunciation, and microphone use. The session included activities such as adjusting voice-over scripts and live presentation practice, allowing participants to receive feedback and improve their on-air performance.

At 3:30 PM, the program transitioned to "Radio Programming," presented by Gjie and Meiya. This module covered various types of radio programs, including music shows, talk shows, news, and educational content. Participants learned about creating playlists, selecting music, and tailoring content to audience preferences. The session emphasized the importance of engaging and diverse content and provided insights into the software tools used for radio programming.

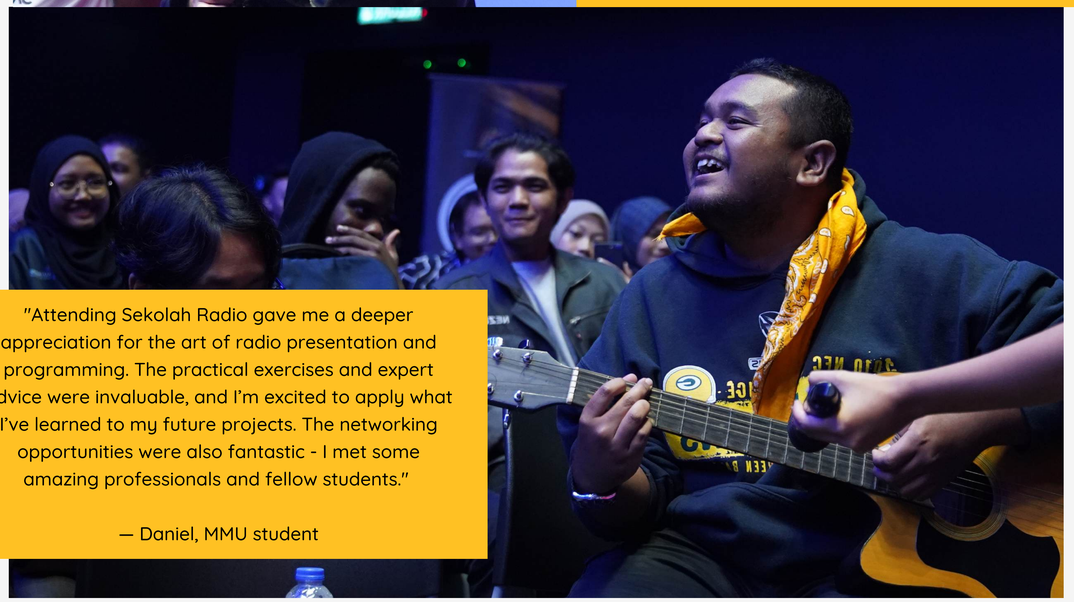
The final module, "Radio Production and Tour," started at 4:30 PM and was presented by Acap and Popo. This session focused on radio production techniques, including the role of the production engineer, audio equipment setup, and recording best practices. Participants gained hands-on experience with audio tools and software, learned about scripting for radio, and explored voiceover techniques. The module also included a tour of the production facilities, showcasing the equipment and processes involved in creating high-quality radio content.

PROGRAM OUTCOMES

- Participants gained a comprehensive insight into the various facets of the radio industry, including its history, current trends, and future prospects. They developed a deeper understanding of radio journalism, presentation, programming, and production.
- The hands-on modules provided students with practical skills in radio journalism, presentation techniques, programming, and production. Students learned how to craft engaging scripts, conduct interviews, and use industry-standard audio equipment and software.
- Attendees learned about the regulatory frameworks, industry challenges, and the role of digital media in shaping the future of radio. This knowledge is crucial for their future careers in the media industry.
- The event facilitated networking with industry professionals and peers, allowing students to build connections and gain insights from experienced broadcasters and producers.
- The sessions inspired students to pursue careers in radio by providing practical advice, showcasing industry success stories, and offering a realistic view of the opportunities and challenges in the field.

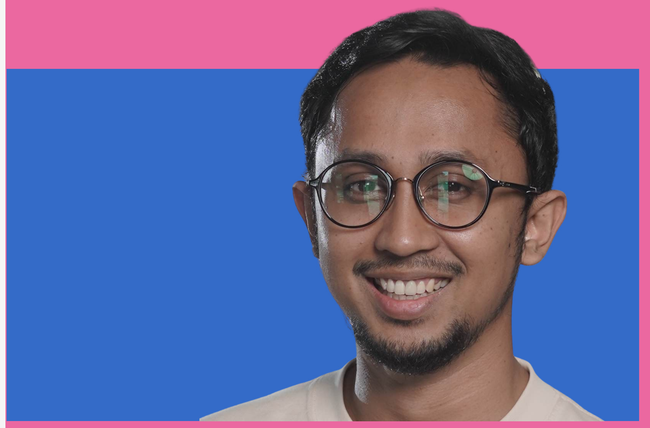
"Sekolah Radio was an eye-opener for me. The sessions were incredibly informative and gave me a real taste of what working in radio is like. I especially enjoyed the hands-on activities in radio production; they made me feel more confident about pursuing a career in broadcasting."

— Sarah, UNISEL student



"Attending Sekolah Radio gave me a deeper appreciation for the art of radio presentation and programming. The practical exercises and expert advice were invaluable, and I'm excited to apply what I've learned to my future projects. The networking opportunities were also fantastic - I met some amazing professionals and fellow students."

— Daniel, MMU student



IMPACT INSIGHTS: AHMAD SOFIYUDIN A. SHAKIF

AHMAD SOFIYUDIN AHMAD SHAKIF
AVP, INTEGRATION

Sofi managed Jelajah Kopi Bermuzik and Sekolah Radio.

What is the most memorable experience while organizing Jelajah Kopi Bermuzik and Sekolah Radio?

One of the most memorable experiences was witnessing the strong sense of community that developed during these events. Jelajah Kopi Bermuzik brought together people from all walks of life, locals, students, and even tourists who shared a passion for music and coffee, creating a lively and warm atmosphere.

For Sekolah Radio, it was incredibly rewarding to see participants mastering new skills during hands-on activities, such as audio promo recording and script reading as a host. We also had a lot of fun with the upcycle performance by Kandora, where they creatively used materials like buckets and ladles as part of their musical act, which added a unique and playful element to the performance. Their excitement and growth made the event truly special.

What key challenges did you encounter in the project, and how did you adjust your strategy to overcome these challenges?

For Jelajah Kopi Bermuzik, one of the main challenges was finding suitable local cafés that could cater to both coffee service and event space within a short timeframe. Many cafés, especially in KL, were too small to accommodate crowds of 100 people or more. To address this, we had to be flexible with our venue choices, sometimes opting for larger spaces nearby to handle the overflow, while ensuring we maintained the café atmosphere. Additionally, liaising with the municipal council for permits and licensing was a time-consuming process, but we adjusted by streamlining communications and ensuring all necessary paperwork was submitted well in advance.*

For Sekolah Radio, managing 100 students for a radio tour in a small studio that could only accommodate 10 people at a time was a logistical challenge. We addressed this by organizing staggered group visits and running multiple interactive sessions concurrently. Another challenge was keeping the program engaging, as it involved a lot of talking and presentations. To keep the energy high and avoid monotony, we included hands-on activities like audio promo recording and script reading. We also featured a performance by Kandora, whose upcycle musical act using buckets and ladles added a lively, creative touch that helped keep the crowd energized and entertained.*

What is your hope for the radio industry in Malaysia?

My hope for the radio industry in Malaysia is that it continues to evolve and embrace digital integration, reaching new audiences through podcasts and streaming platforms while maintaining the unique, personal connection that traditional radio offers. I also hope that the younger generation continues to learn about and appreciate the radio industry, rather than relying solely on apps like Spotify to discover new music. Radio has always been a platform for storytelling, community engagement, and live interaction, and it would be wonderful to see more young people getting involved in the industry and keeping that tradition alive. I believe that with the right blend of modern innovation and traditional broadcasting values, radio can remain relevant and influential for generations to come.

RABAK-LIT FM

RabakLit FM is a dynamic segment on Rakita 107.9, created in collaboration with Rabak Lit, an indie book publisher renowned for its dedication to showcasing Malaysian indie production. Hosted by Atoi and Izzat Amir, this engaging program delves into the diverse and vibrant world of indie literature, theater, and arts. Each episode offers a deep dive into the indie scene, featuring interviews with emerging and established art and literature practitioners. Through these conversations, RabakLit FM provides a platform for exploring the creative processes and innovative works that define Malaysia's indie culture.

Atoi and Izzat's hosting brings a unique perspective and energy to the show, facilitating discussions that highlight the diverse voices and stories shaping the indie landscape. By focusing on indie productions, RabakLit FM shines a spotlight on the contributions of independent artists and writers, celebrating their impact on the cultural fabric of Malaysia. The segment not only explores current trends and developments but also fosters a deeper appreciation for the artistic and literary achievements within the indie community.

PROGRAM FOCUS

- Highlighting the work of independent artists, writers, and theatre practitioners in Malaysia. The segment offers a platform for showcasing their creative outputs and contributions to the arts.
- Providing insights into the creative processes behind indie productions. This includes in-depth interviews with practitioners to understand their inspirations, challenges, and achievements.
- Celebrating and promoting the diverse and vibrant indie scene in Malaysia. By featuring various forms of indie literature, theatre, and arts, the program aims to elevate the visibility of independent creative works.
- Engaging listeners with discussions about current trends, developments, and innovative ideas in the indie arts scene. The program encourages audience interaction and fosters a sense of community among indie enthusiasts.
- Offering valuable insights into the indie production industry, including emerging trends and opportunities. This helps listeners and participants gain a deeper understanding of the indie landscape and its impact on Malaysian culture.

PROGRAM OUTCOME

RabakLit FM has made a significant impact since its inception, establishing itself as a key segment on Rakita 107.9. Over 12 episodes, the program has garnered an impressive 115,712 views, 4,726 engagements, and reached 146,362 individuals. This strong performance highlights the segment's effectiveness in connecting with its audience and promoting indie literature and arts.

The program has engaged an estimated 90,000 listeners each month, underscoring its popularity and relevance. Notable episodes, such as "Gerakan Indie Literature" with Mosyuki Borhan, "Budak Band Yang Juga Seorang Penulis" featuring Ein and Mohd Jayzuan, "Budak Muda Tak Baca Buku?" with Hafizul Faiz and Fatin Syamimy, and "MASKARA & Esotikata" with Sinaganaga, have been particularly well-received. These episodes have contributed to the show's reputation for delivering engaging and insightful content.

Although precise audience metrics are challenging to determine due to high survey costs, the program's success is evident in its substantial viewership and engagement statistics. RabakLit FM, produced in collaboration with Rabak Lit and hosted by Izzat Amir and Atoi, has become a crucial platform for indie authors, poets, and publishers. The segment invites free-spirited creatives to submit their works for discussion, further enriching its content and expanding its influence on Malaysia's indie culture.

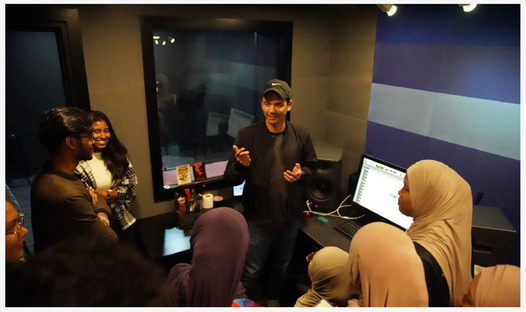
RAKITA 107.9 RADIO PROGRAMMING

Rakita 107.9 FM is more than just a radio station; it is a multi-platform infotainment brand designed specifically for the youth, targeting listeners aged 15 to 34. Since its inception on January 8, 2019, Rakita has evolved into a comprehensive media platform that gives voice to the underrepresented youth of Malaysia. By sharing their talents, thoughts, opinions, and interests, Rakita fosters public awareness and encourages young people to embrace a progressive and positive lifestyle.

Broadcasting in both Malay and English, Rakita focuses primarily on indie music, with a special emphasis on local artists. It also features popular music, both local and international, catering to diverse musical tastes. The station's core focus areas include entertainment, sports/esports, hobbies, and food, making it a vibrant and dynamic outlet for young Malaysians to connect and engage with content that resonates with their lifestyle and interests.

PROGRAM FOCUS

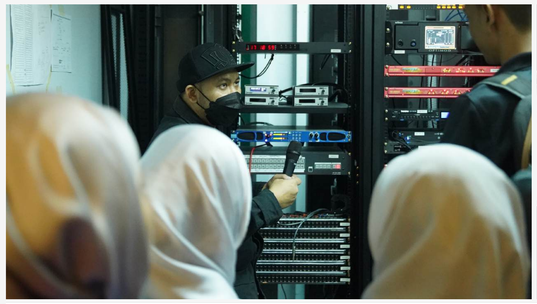
Rakita 107.9 FM's diverse programming is meticulously designed to resonate with the interests and aspirations of Malaysian youth, creating a dynamic platform that reflects their unique voices and experiences. One of the standout features is its focus on highlighting local indie musicians and bands. The station offers interviews with artists, live acoustic sessions, and exclusive song premieres, providing a deep dive into the indie music scene in Malaysia. It also offers valuable insights and tips for aspiring musicians looking to break into the industry.



The station also dedicates significant airtime to empowering young people by giving them a platform to share their thoughts and experiences. This includes youth-led discussions on current issues, social justice, and personal stories, with guest appearances by young influencers and community leaders. By amplifying these voices, Rakita fosters a sense of community and engagement among its listeners. Rakita also promotes socio-economic, environmental awareness and sustainability among young people.

Additionally, the station showcases various hobbies and creative pursuits that resonate with the youth. This includes features on DIY projects, book reviews, tech gadgets, and creative arts, along with interactive segments where listeners can share their own hobbies and projects. It's a vibrant space for young people to explore and express their passions. Rakita also keeps listeners up-to-date with the latest in entertainment and pop culture. The station covers movie and TV show reviews, celebrity interviews, and discussions on trending topics in music, fashion, and lifestyle. Special episodes focus on major pop culture events like award shows and festivals, ensuring that the audience is always in the loop.

Each of these programming elements aligns with Rakita 107.9 FM's mission to engage, inspire, and reflect the interests and aspirations of Malaysian youth, fostering a progressive and positive lifestyle.



PROGRAM OUTCOMES

Rakita 107.9 FM offers a comprehensive and engaging array of radio segments designed to captivate and resonate with its youthful audience. Starting the day with "Pagi-Pagi Rakita," the station provides an extensive music slot from 6 AM to 10 AM, featuring non-stop tracks with no commercials or hosts, perfect for listeners looking for an uninterrupted musical experience to kick start their mornings.

The mid-morning segment, "Zon Lit Rakita," hosted by Aqilah, offers a variety of interactive and entertaining content. From 10 AM to 1 PM, listeners can enjoy segments like "Kita Stalk," "Trivia Lit," and "Ritma Pilihan Aqilah." This time block also features the "Lokalah Chart Show" on Thursdays from 11 AM to 1 PM, with repeats on Saturdays from 2 PM to 4 PM, highlighting popular local music and artists.

During the afternoon, from 1 PM to 4 PM, Rakita continues its uninterrupted music slot, providing a relaxing backdrop for midday activities. As the day progresses, "Petang Rakita," hosted by Zora, takes over with an exciting lineup starting at 4 PM. This segment includes "Sukan Kita" or "Kita Fit" for sports enthusiasts, "Sembang Lit" for engaging conversations, and "Kita Try" and "Sentuhan" at 6 PM, offering various forms of educational and motivational content. On Tuesdays from 5 PM to 7 PM, the "Carta Super Lit" charts the latest hits, while Wednesdays feature "Akar Muda," focusing on youth topics and concerns, with repeats on Sundays from 3 PM to 5 PM.

Evening programming on Rakita is equally dynamic with "Malam Rakita," hosted by Bob and Atoi, starting at 8 PM. This segment includes indie segments through "The Happening" at 8 PM, "Gelanggang" at 9 PM, and "Kasi Setel" at 10 PM, providing a mix of entertainment and discussions focusing on the indie music and art scene. From 11 PM to midnight, "Live@Rakita" features live performances and music, while "Carta Indie Kita" on Wednesdays from 9 PM to 10 PM showcases the best in indie music, with repeats on Sundays from 2 PM to 3 PM.

In 2023, Rakita managed to garner around 23,000 monthly visitors, 90,000 monthly listeners in 107.9 FM, 49,000 live streaming listeners through Rakita.MY, and more than 3,000 podcast listeners. The media station scored more wins through digital means, recording average monthly reach of more than 1.4 million monthly, collectively in Facebook, Instagram, X (previously Twitter), Youtube and Tiktok. Interestingly, 26.7% of online listeners are from Indonesia, more than 50% are from Malaysia and the rest are worldwide. Through digital analytics, most of Rakita's audiences are aged 25 - 34 and 18 - 24 and have balanced male and female audiences.

Rakita 107.9 FM's diverse programming schedule ensures that there is something for everyone, from non-stop music blocks to engaging talk shows and interactive segments, all tailored to the interests and preferences of Malaysian youth. This thoughtful curation not only entertains but also informs and engages its listeners, making Rakita a vital part of the local media landscape.

IMPACT INSIGHTS: FAIZ AZIZI 'GJIE' ARLIS

FAIZ AZIZI 'GJIE' ARLIS
HEAD, PROGRAMMING

Gjie managed all radio programming for Rakita 107.9.

What is the most memorable experience managing Rakita 107.9 programming?

One of my most memorable experiences was launching our community-driven talk show. It allowed us to amplify local voices and foster deeper connections with our audience. Seeing the impact on our community was truly rewarding.

What key challenges did you encounter in managing radio programming, and how did you adjust your strategy to overcome these challenges?

We face several challenges in radio programming, including digital competition and changing listener habits. To adapt, we diversified our content and integrated social media strategies, ensuring we stay connected with our audience while evolving our offerings.

In your opinion, what is the future of radio?

The future of radio will be defined by its ability to innovate. It will increasingly blend traditional broadcasting with interactive digital experiences, creating a more engaging and personalized connection with listeners.

AREA 3:

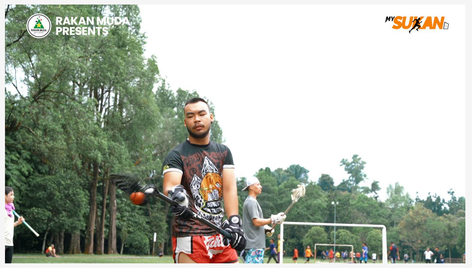
GRASSROOTS SPORTS

mySukan TV plays an important role in improving the visibility and development of Malaysia's grassroots sports scene. By focusing on local and amateur sports, the channel provides a valuable platform for showcasing community-level athletics. This coverage helps to bring attention to the efforts of amateur athletes and contributes to the growth and recognition of grassroots sports across the nation.

MYSUKAN BYTES

mySukan Bytes were engaging segments designed to deliver concise yet valuable sports information and helpful tips to our audience. In 2023, we were excited to present 13 episodes of mySukan Bytes, each one spotlighting local athletes who excelled in a variety of sports, showcasing both popular and lesser-known disciplines. These episodes provided insights into the lives and training routines of these athletes, offering a behind-the-scenes look at their journeys, challenges, and triumphs.

PROGRAM FOCUS



mySukan Bytes is dedicated to celebrating the achievements of both renowned and lesser-known local athletes. The program focuses on highlighting their stories and sharing practical tips and advice that viewers can apply to their own sports endeavors, regardless of their skill level. Each episode provides valuable insights into the athletes' lives, their training routines, and the challenges they face, offering viewers a behind-the-scenes look at their journeys.

By connecting our audience with these inspiring stories and actionable insights, mySukan Bytes aims to foster a deeper appreciation for sports. The program encourages everyone to get involved, stay active, and pursue their own athletic passions. Whether viewers are seasoned athletes or just starting out, mySukan Bytes offers something for everyone, helping to cultivate a love for sports and physical activity within the community.

PROGRAM OUTCOMES

The mySukan Bytes program has made a significant impact by highlighting Malaysia's diverse athletic talents and sports associations throughout the year. By showcasing exceptional athletes such as Izzat Shokor, a prominent figure in wall climbing, and Faridh Yasin 'Khenobu,' a leading national break dancer, the program has brought much-deserved attention to their remarkable achievements. Ann Pow's success in triathlon and duathlon, alongside C. Shahmalarani's prowess in karate and Nor Sarah Adi's achievements in pole vaulting and sprinting, further exemplify the depth of talent in Malaysia's sports scene.

In addition to spotlighting individual athletes, mySukan Bytes has played a crucial role in promoting various sports associations. The program has provided valuable exposure to organizations such as the Malaysia Pickleball Association, the Malaysia American Football Association, the Malaysia Finswimming Association (MFSA), and the National Kabaddi Team. By doing so, it has underscored their significant contributions to the development and popularity of their respective sports.

The program's impact has been further amplified through its robust social media presence. With a total reach of 828,942 views across major platforms—Facebook (198,333), TikTok (341,629), Instagram (227,333), and YouTube (61,647)—mySukan Bytes has effectively engaged a wide audience, boosting the visibility and appreciation of the featured athletes and sports.

Noteworthy achievements highlighted by the program include Farah Mazlan's impressive gold medal win in silat at the 2023 SEA Games, as well as the stellar performances of Arysha Haya Kanda in equestrian events and Irfan Shamsuddin in discus throw. By celebrating these accomplishments, mySukan Bytes has reinforced the excellence of Malaysian sports on both national and international stages.

Overall, mySukan Bytes has successfully fulfilled its mission to enhance the visibility and recognition of Malaysia's sports talent and associations, contributing to a greater appreciation of the country's diverse athletic achievements.

mySukan Bytes Episodes			
EPISODES	**GUESTS**	**EPISODES**	**GUESTS**
Episode 1	Izzat Shokor - Wall Climbing Athlete	Episode 8	Malaysia American Football Association - Flag Football
Episode 2	Faridh Yasin 'Khenobu' - National Break Dancer	Episode 9	Malaysia Finswimming Association (MFSA)
Episode 3	Ann Pow - National Triathlon & Duathlon Athlete	Episode 10	Irfan Shamsuddin - National Discus Throw Athlete
Episode 4	C. Shahmalarani - National Karate Athlete	Episode 11	Arysha Haya Kanda - National Equestrian Athlete
Episode 5	Nor Sarah Adi - National Pole Vaulting Athlete & Sprinter	Episode 12	National Kabaddi Team
Episode 6	Malaysia Pickleball Association	Episode 13	Ian Iman - Skateboarding Athlete
Episode 7	Farah Mazlan - National Silat Athlete & 2023 SEA Games Gold Medallist		

MYSUKAN LIVE

mySukan Live is an exciting live streaming program dedicated to broadcasting grassroots sports events and lesser-known sports competitions. This initiative provides a unique platform for showcasing these events in real time, offering a valuable opportunity for underrepresented sports and emerging talent to gain visibility.

By featuring live coverage of matches and tournaments, mySukan Live not only brings attention to these sports but also creates a new avenue for them to generate revenue. This program aims to highlight the enthusiasm and skill present in these often-overlooked sports, enriching the sports community and broadening the reach of diverse athletic activities.

PROGRAM FOCUS

mySukan Live is committed to spotlighting grassroots sports by providing live streaming coverage of local events and competitions that might not receive widespread attention. The program focuses on several key areas:

- By broadcasting grassroots sports events, mySukan Live offers emerging athletes a platform to gain exposure and recognition. Such coverage helps local athletes attract attention from scouts and sponsors, similar to the way youth football leagues in Malaysia have benefited from increased visibility through live broadcasts.
- mySukan Live aims to bring attention to sports that often fly under the radar. By featuring disciplines such as wushu, dragon boat racing, and kabbadi, the program provides a much-needed spotlight on these unique sports. A relevant example is the "Malaysia Korfball League" events, where 'rare' sports such as korfball are showcased, gaining popularity and local support through live streaming efforts.
- The program also focuses on aiding the development of grassroots sports by creating revenue-generating opportunities for local events. Similar to the impact seen by sports using live streaming to enhance financial sustainability, mySukan Live provides grassroots organizations such as university tournaments with a means to boost their finances while reaching a wider audience.
- mySukan Live seeks to strengthen community ties by connecting fans with local sports events. By linking athletes with their supporters directly, mySukan Live helps build a more connected and enthusiastic sports community.

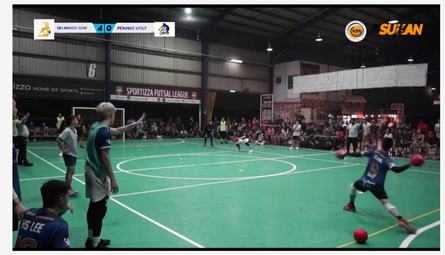
STRUCTURE

mySukan Live is designed to provide comprehensive and engaging live coverage of grassroots sports events, ensuring that these activities receive the attention and support they deserve. The program is structured as follows:

Event Selection and Scheduling	• Events are chosen based on their relevance to grassroots sports, community involvement, and potential for audience engagement. This includes local tournaments, school competitions, and amateur leagues across various sports. • mySukan TV works closely with local sports organizations and event organizers to plan broadcast schedules, ensuring that key events are covered and viewers can tune in at convenient times.
Pre-Broadcast Preparation	• Prior to the event, mySukan Live provides pre-event coverage, including promotional materials, athlete profiles, and behind-the-scenes content. This helps build anticipation and informs the audience about the upcoming event. • A team of technicians ensures that all necessary equipment is in place for high-quality live streaming. This includes cameras, microphones, and broadcasting software, as well as testing connectivity and resolving any technical issues.
Live Broadcasting	• mySukan Live features experienced commentators and sports analysts who provide live commentary, insights, and analysis during the events. This helps enhance the viewing experience and keeps the audience engaged. • To provide a comprehensive view of the action, mySukan Live utilizes multiple camera angles and on-field cameras. This allows viewers to experience the event from various perspectives, capturing all the excitement and details. • The program incorporates interactive elements over social media integration. This encourages viewer participation and creates a more engaging experience.

Post-Broadcast Coverage	• After the event, mySukan Live offers highlight reels, match recaps, and interviews with key participants. This helps maintain interest and provides additional content for viewers who may have missed the live broadcast. • The program collects feedback from viewers and participants to continuously improve the broadcast quality and content. This includes viewer surveys, social media comments, and direct feedback from sports organizations.
Community Engagement & Support	• mySukan Live actively promotes grassroots sports and events within local communities, partnering with schools, clubs, and community groups to increase visibility and support. • By highlighting up-and-coming athletes and local sports, the program contributes to the development of grassroots sports talent, providing them with valuable exposure and opportunities for growth.

PROGRAM OUTCOMES

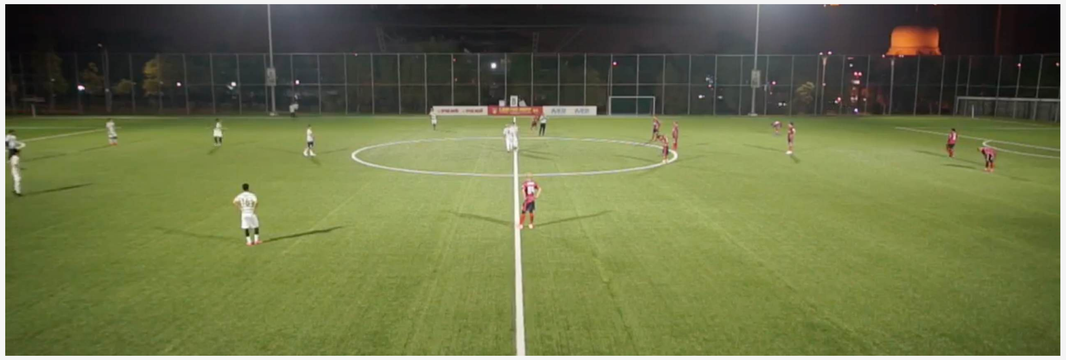


mySukan Live has made notable strides in enhancing the visibility of grassroots sports through its comprehensive live broadcasting efforts. Throughout the year, the program covered a diverse range of events, including high-profile tournaments and local competitions. Noteworthy broadcasts included the Asia Pacific Invitational 2023 on May 27th, the Malaysia Korfball League 2023 on March 26th, and the Malaysia Ultimate Men's Nationals 2023 on June 17th. Additionally, the MIHF National League on August 18th and the match between UPSI FT and KPTM Raptor on July 26th were also featured, demonstrating the program's commitment to showcasing various sports disciplines.

The program achieved a total of 35 live broadcasts from January to October 2023, garnering 70,000 views across its platforms. This level of engagement highlights the growing interest and support for grassroots sports, underscoring its role in bridging the gap between local sports events and a broader audience.

However, mySukan Live faced challenges related to the high production costs associated with live broadcasting. There is a recognized need for increased funding to expand the number of live broadcasts and enhance promotional efforts to boost viewership. Addressing these issues will be crucial for sustaining and growing the program's impact in the future.

mySukan Live has successfully contributed to the visibility and appreciation of grassroots sports through its live broadcasts, despite encountering financial and logistical challenges. Continued investment and support will be essential for furthering the program's goals and expanding its reach



IMPACT INSIGHTS: HAZIQ FIKRI ROHAIZAD

HAZIQ FIKRI ROHAIZAD
HEAD, MYSUKAN TV

Haziq led the overall operations of mySukan TV in 2023.

What is the most memorable experience while leading mySukan TV operations?

Sports is my passion. Therefore, putting it into my daily task and routine would be much more interesting for me as it helps me drive into the sports industry. Seeing the audience's positive response, increased viewership, and engagement with the content after months of preparation makes the experience even more rewarding.

What key challenges did you encounter in curating mySukan TV contents, and how did you adjust your strategy to overcome these challenges?

Capturing and retaining the interest of diverse audiences can be challenging, particularly when covering grassroots sports content that needs to appeal to a wider audience without alienating any group. Limited resources for live coverage, quality production, and on-the-ground reporting further complicate this endeavor. Additionally, managing live broadcasts and ensuring seamless streaming and high production quality can be complex technical challenges. Adapting to shifting viewer preferences is crucial, as some viewers may prefer short clips over full matches, which is why we focus more on Facebook for mySukan LIVE rather than other platforms.

What is your hope for the grassroots sports industry in Malaysia?

My hope for the grassroots sports industry in Malaysia is that it becomes a robust and inclusive ecosystem that nurtures young talent, promotes healthy lifestyles, and fosters a strong sense of community across all levels of society. By providing greater access to resources, facilities, and training at the grassroots level, we can create more opportunities for aspiring athletes to develop their skills and pursue sports professionally.
I also hope to see increased collaboration between schools, local clubs, and government bodies to identify and support talent from a young age, ensuring that no potential athlete is overlooked due to financial or geographical limitations. Additionally, with more media coverage, sponsorships, and public engagement, grassroots sports in Malaysia can thrive, ultimately building a sustainable pipeline of athletes for national and international competitions.

OTHER INITIATIVES

Rakita 107.9 and mySukan TV have both demonstrated a strong commitment to advancing youth and sports development through a range of strategic initiatives. These programs align with their respective missions to engage, inspire, and support the growth of young individuals and the broader sports community.

Aside from the three areas, the team has also delivered programs and initiatives towards delivering Impact Integrated's mandate of youth and sports development.

MALAYSIA INKLUSIF

In bringing people together, KBS, with the help of Rakita, initiated a program called "Malaysia Inklusif." This program aims to celebrate and promote inclusivity across the nation. By showcasing the diverse cultures, traditions, and experiences of Malaysians, "Malaysia Inklusif" fosters unity and mutual respect among its citizens.

The program features a variety of activities, including community events, social media challenges, PSA, social experiment and interview sessions with people from different backgrounds, all designed to highlight the rich diversity that makes Malaysia unique. Through engaging content and interactive sessions, "Malaysia Inklusif" encourages participants to share their stories and perspectives, building a deeper understanding and appreciation of one another.

With the support of Rakita, "Malaysia Inklusif" leverages the power of media to reach a wide audience, spreading the message of inclusivity far and wide. By embracing and celebrating differences, this program aims to create a more harmonious and cohesive society, where every individual feels valued and included.

PROGRAM FOCUS

To provide a comprehensive understanding of Malaysia Inklusif, the program is defined by three primary objectives that collectively represent its core purpose. These objectives underscore the program's commitment to fostering inclusivity across various communities in Malaysia.

- Unity emphasizes the importance of collective collaboration, where individuals come together to contribute their unique skills and perspectives. The objective is to create a cohesive environment that promotes teamwork and shared goals, fostering a sense of belonging and cooperation among participants.
- Diversity highlights the celebration of different cultures, backgrounds, and ideas. The focus is on recognizing and valuing the varied contributions of each individual, creating a rich and dynamic experience where every voice is heard and creativity is encouraged. This objective aims to embrace and integrate a wide range of perspectives to enhance the overall community experience.
- Inclusivity is centered on ensuring equal opportunities for all individuals to participate and contribute. The goal is to create an environment where everyone feels welcomed and valued, with each person's unique qualities adding to the collective experience. This objective underscores the program's commitment to making sure that all participants have the opportunity to contribute meaningfully and feel an integral part of the community.

Together, these objectives encapsulate the essence of Malaysia Inklusif, illustrating its purpose of promoting inclusivity and unity across diverse communities.

PROGRAM OUTCOMES

In our ongoing commitment to fostering unity and inclusivity, a series of impactful activities were conducted throughout the year to celebrate Malaysia's rich cultural diversity and community spirit. These initiatives aimed to engage the public, highlight local talent, and promote the values of togetherness and mutual respect. Through a range of events and media campaigns, including film screenings, social experiments, radio promotions, talk shows, and social media content, we sought to strengthen the sense of community and showcase the vibrant tapestry of Malaysian life. The following sections provide an overview of these activities and their outcomes, reflecting our dedication to enhancing societal cohesion and celebrating the essence of Malaysia Inklusif.

WAYANG PACAK

On June 15, the local film screening event at Food Cabin UTC in Kangar, Perlis, celebrated the spirit of unity through the film "Adiwiraku." This 2017 drama, acclaimed at the 29th Malaysia Film Festival, featured a diverse cast and was selected for its themes of collaboration and communal harmony. The event was enhanced by engaging talk sessions and audience giveaways, creating an interactive experience that went beyond the film itself. Real-time updates and behind-the-scenes content shared on social media contributed to the event's lively atmosphere, fostering a sense of community and shared enjoyment.

SOCIAL EXPERIMENT FT. AKU PEDULI (YOUTUBE)

In collaboration with AkuPeduli, Rakita produced a social experiment video highlighting Malaysians' compassion and empathy. The video, which captured authentic acts of kindness, garnered significant engagement across social media platforms. On AkuPeduli's YouTube channel, the video achieved 904,000 views, 21,000 likes, and 2,311 comments. On TikTok, it reached 278,800 views, with 13,400 likes and 472 comments, along with 489 shares and 715 saves. The positive public response underscored the value of mutual respect and understanding within the Malaysian community.

RADIO PSA

Rakita 107.9FM broadcasted a series of vibrant public service announcements (PSAs) aimed at promoting unity. A total of eight dynamic 1-minute PSAs were aired, each designed to engage listeners and convey the importance of coming together as a community. These energetic promotions were crafted to resonate with the audience and celebrate the collective spirit of unity.

SUARA LIT

The Suara Lit talk show featured discussions on unity, hosted by Rakita announcers with guests from various ethnic backgrounds. The program, aired on 107.9FM and streamed live on rakita.my, produced ten episodes. Each episode provided meaningful insights into the importance of harmony and understanding in a diverse society, contributing to a broader dialogue on inclusivity.

TIKTOK VIDEOS

Weekly TikTok videos were released to emphasize the importance of unity and celebrate Malaysia's diverse culture. These videos highlighted various aspects of Malaysian life and cultural practices, serving as reminders of the strength and beauty found in diversity. With episodes covering topics such as "Chinese Snacks" and "Thaipusam Celebration," the videos collectively reached notable viewership numbers, including 54,800 views for the Thaipusam episode. Each video aimed to foster appreciation for Malaysia's rich tapestry of traditions and experiences.

MALAYSIA INKLUSIF TIKTOK VIDEOS ON RAKITA		
EPISODES	**VIEWS**	**LIKES**
Episode 1: "Chinese Snacks" (Chinese New Year)	21.3K	225
Episode 2: "Language Barrier" ft. Balan Kash	1,205	69
Episode 3: "Negara Mana Awak Pilih?"	1,753	92
Episode 4: "Malaysian Accents"	1,847	52
Episode 5: "Thaipusam Celebration"	54.8K	2,692
Episode 6: "Malaysians Mat Salleh Celup"	1,503	23
Episode 7: "Malaysians Common Word"	3,474	59
Episode 8: "Proses Mencipta Rakyat Malaysia"	1,085	22
Episode 9: "Malaysia's Most Famous Food"	1,048	6
Episode 10: "Suka dan Tak Suka di Malaysia"	1,229	27
Episode 11: "Tabiat Orang Malaysia"	386	5
Episode 12: "Bayangkan Malaysia Sebuah Band"	2,670	89
Episode 13: "Idola Hiburan" (Dolla)	14.6K	1,472
Episode 14: "Idola Sukan" (Pearly Tan & M. Thinaah)	1,585	72
Episode 15: "Malaysians with hand-feeding"	1,898	84

A key outcome of the Malaysia Inklusif program is the strengthening of community bonds. Through events such as the Wayang Pacak film screening and the engaging talk show Suara Lit, the program has created platforms for individuals from various backgrounds to come together and celebrate their differences. These activities have helped forge stronger relationships and a deeper sense of belonging among participants, demonstrating how shared experiences and cultural celebrations can enhance community cohesion.

The program has significantly contributed to increased cultural awareness across Malaysia. Initiatives like the social experiment video in collaboration with AkuPeduli and the diverse content shared through TikTok videos have provided valuable insights into the rich array of traditions and lifestyles within the country. By showcasing the diverse cultural practices and highlighting the stories of different communities, Malaysia Inklusif has fostered a greater appreciation and understanding of Malaysia's multifaceted cultural landscape, promoting a more inclusive and harmonious society.

Malaysia Inklusif has also effectively promoted pride in cultural identity. Through various media campaigns and events, such as the promotional radio PSAs and the celebration of local and national achievements, the program has encouraged individuals to embrace and take pride in their cultural heritage. By highlighting the contributions and unique aspects of Malaysia's diverse population, the program has reinforced the importance of cultural pride and unity, while celebrating the richness and diversity of Malaysian society.

Overall, the Malaysia Inklusif program by Rakita has achieved meaningful outcomes in strengthening community bonds, enhancing cultural awareness, and promoting pride in identity. These efforts contribute to a more unified and appreciative society, reflecting the program's commitment to celebrating and embracing diversity.

PART 4 ESPORTS ESPORTS INTEGRATED

>150
grassroots players engaged

5.36M
total views

9
key initiatives

17
initiatives supported

28.6K
participants engaged

ESPORTS

Esports in Malaysia has rapidly evolved from a niche hobby to a mainstream phenomenon, driven largely by the passion and talent of the nation's youth. As a burgeoning industry, esports offers immense potential for economic growth, career opportunities, and social impact. In this dynamic landscape, Esports Integrated (ESI) plays a pivotal role in nurturing and structuring the esports ecosystem, ensuring that it becomes a sustainable and empowering space for young Malaysians.

Esports has become more than just competitive gaming; it is a platform for youth empowerment, providing opportunities for young people to develop skills in teamwork, strategy, and leadership. The rise of esports in Malaysia has been marked by increasing participation and viewership, with young players making their mark on both national and international stages. However, the industry's rapid growth also brings challenges, such as the need for standardised practices, infrastructure development, and support systems for players.

To address these challenges and guide the growth of the industry, Esports Integrated has introduced the **National Esports Development Guidelines (NESDEG)**. These guidelines serve as a comprehensive framework for the sustainable development of esports in Malaysia, covering aspects such as player welfare, fair play, governance, and community engagement. NESDEG aims to professionalize the industry, ensuring that it operates with integrity and provides a supportive environment for all stakeholders, from players to organizers.

A cornerstone of ESI's efforts to promote grassroots participation in esports is the flagship **Malaysia Esports League (MEL)**. This nationwide competition provides a platform for aspiring esports athletes from all backgrounds to showcase their talents and compete in a structured and inclusive environment. MEL is not just about competition; it's about discovering new talent and providing pathways for young players to progress in their esports careers. By offering opportunities for all levels of players, MEL fosters a spirit of inclusivity and sportsmanship within the esports community.

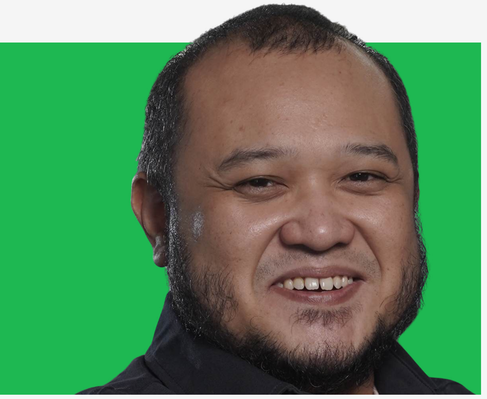
EsportsCon is another key initiative by Esports Integrated, designed to bring together players, industry professionals, and enthusiasts under one roof. This annual convention serves as a hub for networking, knowledge sharing, and celebrating the vibrant esports culture in Malaysia. EsportsCon features a wide range of activities, including tournaments, workshops, and panel discussions with industry leaders. It's a place where the community can come together to learn, connect, and be inspired by the possibilities within the esports world.

Recognizing the need for financial support to sustain and grow the esports ecosystem, **Dana Esukan KBS** was established to provide funding for various esports-related projects and initiatives. Administered by Esports Integrated, this fund supports everything from grassroots tournaments to infrastructure development and player training programs. By offering financial assistance, Dana Esukan KBS helps to remove barriers to entry and ensures that talented individuals and innovative projects have the resources they need to thrive.

Through these initiatives, Esports Integrated is not just supporting the growth of esports; it is actively shaping the future of the industry in Malaysia. By establishing clear guidelines, promoting grassroots participation, and providing platforms for learning and development, ESI is ensuring that esports becomes a positive force for youth empowerment.

The impact of Esports Integrated's work is already evident across the nation. Young Malaysians are finding new opportunities in esports, whether as players, coaches, content creators, or industry professionals. These opportunities are not only providing them with new career paths but are also helping to build a strong, cohesive community centred around shared passions and values. As Malaysia continues to embrace the potential of esports, Esports Integrated remains at the forefront of this exciting journey. Its commitment to creating a structured, supportive, and sustainable esports ecosystem is helping to empower the next generation of Malaysian esports talent.

FROM THE TEAM



JUNAIDI AL-JOHARY JAMIL
FORMER ACTING HEAD
OF ESPORTS INTEGRATED

I want to express my sincere gratitude to my team members for their unwavering dedication. Despite the challenges, we've consistently managed to achieve our goals. As the saying goes, "There is no 'I' in team," and this sentiment truly embodies our experience. We are more than just colleagues; we are a family. We support each other through thick and thin, even when team members move on to pursue new opportunities.

I also extend my appreciation to all other business units for their unwavering support throughout the year, particularly Rakita 107.9 as our official media partner. The CEO's office deserves recognition for their relentless efforts in streamlining our programs and processes. Additionally, I want to thank Government Affairs for acting as a bridge between us and our custodian. Finally, a heartfelt thank you to Finance and everyone at Impact Integrated for their continuous support, even though we may seem demanding at times. Your kindness has been invaluable.

My gratitude extends to KBS for their unwavering belief in and support for youth esports development. Their commitment has remained constant despite leadership changes. I also want to acknowledge the game developers who consistently collaborate with us. We appreciate their trust in seeking our advice, offering ideas, and ultimately working together on our programs. Finally, a big thank you to the federations and esports associations for their dedication and tireless efforts throughout 2023.

Most importantly, I want to thank all the esports enthusiasts who believe in ESI's role as a government representative. Without your unwavering support, ESI wouldn't exist.

Esports Integrated (ESI) is a team of six (6) dedicated professionals with extensive experience in the gaming industry, particularly within the rapidly expanding realm of esports. Skilled at adapting to new gaming trends and technologies, they bring a wealth of knowledge and enthusiasm to their roles. Their commitment to fostering a competitive yet supportive environment ensures that players are empowered to reach their highest potential and thrive in the evolving esports landscape.

PROGRAM AREAS

Area 1: Streamlined Competitive Circuit

DESCRIPTION
This area strives to:
- Streamline ESI's tournament IPs, MEL and MEC, into a cohesive esports competitive circuit that incorporates other publisher and third-party tournaments, ultimately guiding the official selection of Team Malaysia for sanctioned events.
- Integrate existing private circuits at grassroots, professional, and regional levels into the KBS competitive framework.
- Create a clear progression pathway for players, from school and grassroots/amateur levels to professional tiers, across both public and private tournaments.

TARGET COMMUNITY
- Grassroots
- Amateur and Semi-Pro
- Professional

PROGRAMS
- Malaysia Esports League (MEL)
- Malaysia Esports Championships (MEC)

Area 2: Advocacy and Capacity-Building in Esports

DESCRIPTION
Advocacy and capacity-building are crucial components in the development and sustainability of the esports industry. Advocacy focuses on promoting and supporting positive changes within the ecosystem, ensuring that the needs and interests of all stakeholders—players, teams, and organisations—are addressed. It involves creating safe and inclusive environments, driving industry standards, and engaging with key partners to foster growth and innovation.

Capacity-building, on the other hand, aims to enhance the skills, knowledge, and resources of individuals and organisations within the esports community. This includes providing training, developing accredited programs, and offering career support to ensure that enthusiasts and professionals are well-prepared for the evolving demands of the industry. By combining these efforts, we can create a robust framework that supports the growth of esports, empowers participants, and promotes a thriving and resilient industry.

TARGET COMMUNITY
Esports players and competitors, esports teams and organisations, game publishers and developers, EOs and tournament hosts, youth and grassroots gamers, parents and guardians, educators and trainers, esports enthusiasts and fans, industry professionals/ stakeholders.

PROGRAMS
- National Esports Development Guideline (NESDEG)
- Esukan FM
- Kajian Esports Di Malaysia
- Town Hall Esukan KBS
- #SamaSamaMenang

Area 3: Platform & Ecosystem Support

PROGRAMS
- Dana Esukan KBS
- EsportsCon
- Malaysia Esports Awards 2023
- Support for International & Regional Esports Events

DESCRIPTION
Leveraging ESI's key platforms to foster and advance the growth of esports tournaments in Malaysia involves a strategic approach to expanding the esports ecosystem, helping to elevate Malaysia's presence in the global esports arena.

TARGET COMMUNITY
Esports players and competitors, esports teams and organisations, game publishers and developers, EOs and tournament hosts, youth and grassroots gamers, parents and guardians, educators and trainers, esports enthusiasts and fans, industry professionals/ stakeholders.

STRATEGIC PARTNERSHIPS & COLLABORATIONS

In 2023, Esports Integrated (ESI) has forged a range of strategic partnerships that have significantly impacted the Malaysian esports landscape. One of their prominent collaborations was with Malaysia Esports Federation (MESF) and State Esports Associations for the Malaysia Esports League (MEL) and the Malaysia Esports Championships (MEC). ESI's involvement in these flagship events was crucial for organizing and promoting high-stakes competitions that featured top-tier local and regional teams. By working closely with sponsors, media partners, and tournament organizers, ESI has helped elevate the profile of these leagues, driving greater engagement and showcasing Malaysia's growing talent pool on both national and regional stages.

Another key initiative was the National Esports Development Guideline (NESDEG), where ESI collaborated with FUTURISE and various esports industry players and government bodies, to create comprehensive guidelines aimed at nurturing esports talent and establishing a robust infrastructure. This partnership has been instrumental in setting standards for the industry and supporting the development of a sustainable esports ecosystem in Malaysia.

ESI's partnership with Rakita 107.9 is also instrumental in delivering the third installment of Esukan FM, the esports-focused broadcast program, played a pivotal role in increasing public awareness and engagement with the esports community. By leveraging their platform to discuss industry issues and highlight local talent, Esukan FM has contributed to greater visibility for Malaysian esports and enhanced community involvement.

The Kajian Esports Di Malaysia research initiative, in collaboration with IYRES was aimed to provide valuable insights into the state of esports in the country. This collaboration with IYRES includes consultations with various esports industry players, which has helped in understanding trends, challenges, and opportunities, thereby guiding future strategies and policies.

The #SamaSamaMenang program, a collaboration between ESI and Architects of Diversity has showcased ESI's commitment to promoting unity and inclusivity through esports. By bringing together participants from diverse backgrounds and leveraging the popularity of esports to foster positive communication, this initiative highlighted ESI's role in using esports as a tool for social cohesion.

At EsportsCon, ESI's collaboration with industry leaders and organisations such as Todak Academy, GamesMY, SEA Gamer Mall, Media Variasi, Intricon, Infinix Mobility, Xenoaisam Studios, Morleaf Studios, MDEC and eight educational institutions demonstrated their ability to orchestrate large-scale events that highlight advancements and opportunities in esports. This event served as a platform for networking and showcasing the latest trends and innovations.

The Malaysia Esports Awards 2023 which was a collaboration between ESI and Alive Asia celebrated the achievements of individuals and teams in the esports industry. This partnership not only recognized excellence but also underscored ESI's role in promoting and rewarding outstanding contributions to the field.

Finally, ESI's support for international and regional esports events further reinforced Malaysia's presence on the global stage. By partnering with international organisers and sponsors, ESI facilitated Malaysian teams' participation and highlighted the country's growing influence in the global esports arena. These strategic partnerships have collectively advanced the growth, recognition, and sustainability of esports in Malaysia.

LESSON LEARNT

As we strive for excellence in advancing the esports ecosystem, we recognize areas where improvement is necessary. Our team dynamics, while strong, have not yet reached their full potential, and the demanding workload of our programs can sometimes lead to exhaustion. Despite these challenges, our commitment to delivering impactful results remains unwavering.

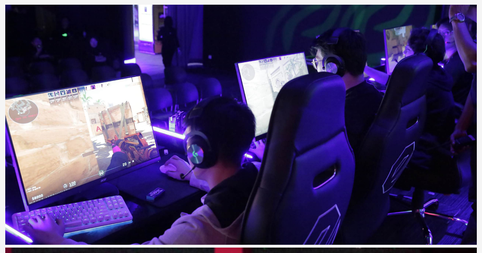
A notable challenge has been public education regarding Esports Integrated (ESI) and its role in the industry. There persists a misconception that ESI merely promotes gaming, which overshadows our broader efforts in capacity building, serving as a comprehensive center for esports development, and fostering excellence at all levels. It is vital to clarify that ESI's programs are designed to support grassroots esports and provide valuable resources and opportunities, not just to cater to established entities.

Additionally, ESI has faced scrutiny concerning corporate governance. We remain vigilant and dedicated to ethical practices amidst challenges, including suspicious requests such as questionable funding proposals from companies seeking "Dana Esukan" support. Despite these hurdles, ESI continues to uphold its standards and meet expectations.

Traditionally operating with a limited workforce has also posed challenges. Expanding our team would enhance our critical and creative efficiency, enabling us to better manage our programs and initiatives. This growth is essential for addressing the complexities of our work and achieving our long-term objectives.

One of the significant challenges faced this year was the overlap of tournaments and communities within KBS's esports ecosystem. Similar scale tournaments organized by MSN, JBSN, and ESI highlighted the necessity for a streamlined and integrated competitive circuit. To address this, we are developing MEC as a unifying tournament, akin to the Piala FA in local football. This approach will allow winners from various tournaments such as MEL, Liga eMAS, Acer Predator League, Malaysia Esports Series, and PMNC to compete in MEC, providing a clear pathway to represent Malaysia in sanctioned and regional/international tournaments. This integration creates a cohesive and meaningful competitive circuit with well-defined progression.

Additionally, KBS's focus has predominantly been on tournaments and events, which has contributed to persistent negative sentiment towards the industry. There is a need for a more targeted approach to advocacy, based on NESDEG, to syndicate content, educate the public, and engage the community. Our strategy includes forming partnerships with esports associations, publishers, NGOs, relevant ministries, media, and influencers. We plan to launch social and mass media campaigns, produce various articles and op-eds, and conduct community engagement initiatives such as Jelajah NESDEG. These efforts will aim to educate the grassroots community on their rights and highlight th positive aspects of esports.



The esports industry's rapid evolution necessitates a proactive approach in identifying and engaging emerging communities and game titles. With the average lifespan of an esports player ranging from 6-8 years, and some titles lasting between 3-10 years, it is crucial for ESI to partner with both emerging communities and Malaysian game developers. Our collaboration with Ammobox Studios for MEL22 exemplifies this, as it introduced the first national-level tournament for a Malaysian-made game title. Furthermore, ESI, in partnership with MDEC, is working to provide a significant platform for Malaysian developers and explore new partnerships beyond the largest companies and tournaments.

Lastly, establishing an integrated and centralized national ranking system via esukan.gg has proven challenging. Game publishers' reluctance to integrate their data collection systems with third-party platforms has hindered progress. To address this, we are considering alternative approaches, such as enhancing esukan.gg with a comprehensive directory of esports businesses and an integrated esports calendar. This could increase traffic and engagement on the platform, potentially encouraging other platform providers and publishers to integrate their databases with esukan.gg.

KEY ACHIEVEMENTS

We are excited to share a summary of our key achievements from 2023, showcasing the progress made through our programs and events. This overview offers a detailed look at the milestones and successes that have been reached through our collective efforts and commitment.

PROGRAMS & EVENTS	KEY ACHIEVEMENTS
The National Esports Development Guidelines (NESDEG)	• 1,800 participants • >200,000 views
Esukan FM	• 10 episodes • >30,000 views
Malaysia Esports League (MEL)	• 16,253 visitors • >150 new grassroots talents • 1,016,000 views
Malaysia Esports Championship (MEC)	• 124 online visitors • 2,089 total number of players • 1,290,611 views
ESI School Challenge	• 4 schools • >400 participants
Town Hall & Kajian Esukan	• The Annual KBS Esports Town Hall was organised on October 2023 • A Mid-Term Review is currently conducted for KBS Strategic Plan for Esports Development 2020 - 2025
Dana Esukan KBS	• 66 beneficiaries • 6 organisations disbursed • RM 1,000,000 disbursed
Malaysia Esports Awards 2023	• 65 nominees • 16 awards
EsportsCon 2023	• 479 participants • 96,873 views
Strategic partnerships with local and regional esports initiatives	• 17 events/ initiatives • 7,475 participants • 2,723,000 views

AREA 1:

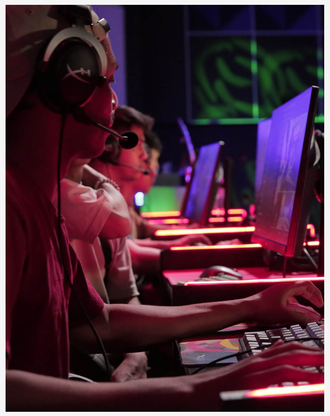
STREAMLINED COMPETITIVE CIRCUIT

This area is designed to create a cohesive and integrated esports ecosystem by unifying ESI's tournament IPs, MEL and MEC, with other publisher and third-party tournaments. This integration will facilitate the official selection of Team Malaysia for sanctioned events. The initiative also aims to incorporate existing private circuits across grassroots, professional, and regional levels into the KBS competitive framework. By establishing a clear progression pathway, it will guide players from school and grassroots/amateur levels to professional tiers, ensuring a structured and supportive environment across both public and private tournaments.

MALAYSIA ESPORTS LEAGUE (MEL)

The Malaysia Esports League (MEL) is more than just a competition; it represents a transformative movement dedicated to discovering new talent and advancing esports at both state and national levels. As a proprietary intellectual property (IP) of Esports Integrated (ESI), MEL embodies ESI's mission to nurture grassroots talent and provide a structured progression for amateur and semi-professional gamers. ESI, as the steward of this IP, ensures that MEL upholds the highest standards of quality, inclusivity, and competitive integrity.

PROGRAM FOCUS

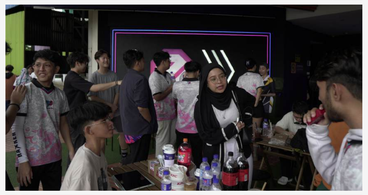


MEL23's program focus is on creating a structured and progressive competitive esports ecosystem. It is designed to:

- Provide a platform for grassroots, amateur, and semi-professional gamers to develop their skills and advance through various levels of competition.
- Ensure that the league is accessible to a broad range of participants, fostering an inclusive environment for players of different backgrounds and skill levels.
- Offer a structured competitive framework through its three phases—the State League, National League, and Open Series—to identify and showcase top talent across popular game titles.
- Create a clear pathway for gamers to progress from local state-level competitions to national and open-tier tournaments, ultimately aiming to elevate them to higher levels of play and recognition.

COMPONENTS

State League	The State League phase saw intense competition across various states, with participants vying for the top positions in games such as eFootball Mobile, MLBB, and PUBGM. This phase was crucial in identifying the best talents from each state, who then advanced to the National League.
National League	The National League brought together state winners, elevating the competition to a national level. This phase was instrumental in showcasing the skills of the top players from across Malaysia, leading to the selection of representatives for the Open Series.
Open Series	The Open Series was the highlight of MEL23, featuring three major game titles: Valorant, eFootball, and Counter-Strike 2. This phase culminated in an exciting finale, where the best of the best competed for top honours and substantial cash prizes.



PROGRAM OUTCOME

The State Leagues, running from August 28 to October 1, featured popular titles such as eFootball Mobile, Mobile Legends: Bang Bang (MLBB), and PlayerUnknown's Battleground Mobile (PUBGM). State winners then advanced to the National League, which began on October 14. The competition continued with the Open Series starting on October 28, showcasing Valorant, eFootball, and Counter-Strike 2, and concluded with a thrilling finale.

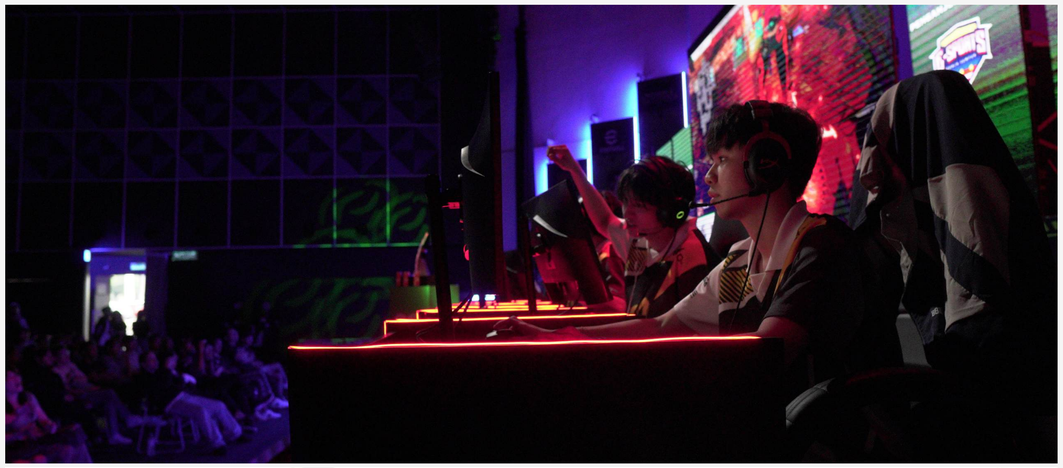
MEL23 was a collaborative effort involving 16 State and Federal Territory esports associations, with significant support from Goodday Milk (Official Beverage Partner), Rakan Muda (Collaborative Partner), Rakita 107.0, and MPL Malaysia. This extensive partnership ensured widespread engagement and support, enhancing the league's reach and influence.

The champions of MEL23 took home cash prizes of RM 10,000 each, while the MVPs received RM 3,000 each. With a total prize pool of RM 317,400, MEL23 concluded on a high note, solidifying its reputation as a premier platform for esports players to achieve notable success. The tournament garnered an enthusiastic response from players, teams, and associations from the start, highlighting its positive impact on the community. The next edition of the league is expected to be even more impressive as the Ministry of Youth and Sports continues to support the growth of the esports industry.

As a proprietary intellectual property (IP) of ESI, the Malaysia Esports League reflects ESI's dedication to advancing esports in Malaysia. The IP underscores ESI's commitment to providing a structured and accessible platform for grassroots talent, maintaining high standards of quality, inclusivity, and competitive integrity. This dedication has been instrumental in establishing MEL as a cornerstone of the Malaysian esports ecosystem.

MEL23 OPEN SERIES TITLE WINNERS			
	eFootball	Valorant	Counter-Strike 2
Champion	GBX_Haikal	Path (Players: Dzul "Wrath" Hilmie, Zeeq, Hazim Salihuddin, Toggle, Sirajul Azrie, Asyam Allam	Ongeh
1st Runner Up	T3_Black	Todak	No Sponsor
2nd Runner Up	Iszuan	Blitz Esports	Snake
3rd Runner Up	Sukked_Hariz	Novoid	Mountain King
4th Runner Up	Karlito	Copium	Red Leaf
MVP	Iszuan	Zeeq (Team Path)	Fish (Team No Sponsor)

The success of MEL23 has set a high benchmark for future events, with the league proving to be a significant platform for local grassroots talents. The overwhelming response from participants and the community indicates a strong foundation for future growth. ESI, in collaboration with the Ministry of Youth and Sports, remains committed to fostering a dynamic, inclusive, and sustainable esports ecosystem in Malaysia. The valuable lessons learned from MEL23 will guide future editions, ensuring continuous improvement and an exceptional experience for all involved. The anticipation for next year's league is already building, with promises of a bigger and better event that will continue to push the boundaries of what is possible in the world of esports.



MALAYSIA ESPORTS CHAMPIONSHIP 2023/2024 (MEC)

The Malaysia Esports Championship 2023/2024 (MEC) was a spectacular showcase of gaming talent and enthusiasm, celebrating the vibrant and growing esports culture in Malaysia. Held over two exciting weekends—from January 26th to 28th and February 2nd to 4th, 2024—the event took place at Spacerubix. MEC brought together top players, teams, and esports enthusiasts for a series of thrilling competitions, emphasising the dynamic and evolving nature of the esports scene in Malaysia. With its impressive venue and high-energy atmosphere, the championship highlighted the country's commitment to nurturing and showcasing its gaming talent on a grand stage.

PROGRAM FOCUS

- Providing a platform for top gamers and teams to compete, demonstrating their skills and contributing to the growth of esports in Malaysia.
- Celebrating the vibrant esports community and fostering enthusiasm for gaming among participants and spectators.
- Offering a high-profile, well-organized competitive environment that highlights the evolving nature of esports and sets a standard for excellence.
- Bringing together players, teams, and fans to engage with the esports scene, build connections, and support the development of the industry.
- Contributing to the broader esports ecosystem by providing opportunities for emerging talent and setting the stage for future championships and events.

PRIZES & AWARDS

The championship featured enticing prizes for top performers in each game category, recognizing the players' dedication and skill. The prize distribution was as follows:

DOTA 2

- 1st Place: RM30,000
- 2nd Place: RM15,000
- 3rd Place: RM10,000
- 4th Place: RM7,500
- MVP: RM5,000
- Best Rookie: RM2,500

Total Prize Money: RM70,000

MOBILE LEGENDS BANG BANG

- 1st Place: RM30,000
- 2nd Place: RM15,000
- 3rd Place: RM10,000
- 4th Place: RM7,500
- MVP: RM5,000
- Best Rookie: RM2,500

Total Prize Money: RM70,000

PUBG MOBILE

- 1st Place: RM30,000
- 2nd Place: RM15,000
- 3rd Place: RM10,000
- 4th Place: RM7,500
- MVP: RM5,000
- Best Rookie: RM2,500

Total Prize Money: RM70,000

TEKKEN

- 1st Place: RM7,500
- 2nd Place: RM5,000
- 3rd Place: RM3,000
- 4th Place: RM2,500
- 5th Place: RM1,000
- 6th Place: RM700
- 7th Place: RM500
- 8th Place: RM300

Total Prize Money: RM20,000

GRAN TURISMO 7 THE REAL DRIVING SIMULATOR

- 1st Place: RM7,500
- 2nd Place: RM5,000
- 3rd Place: RM3,000
- 4th Place: RM2,500
- 5th Place: RM1,000
- 6th Place: RM500
- 7th Place: RM400
- 8th Place: RM300
- 9th Place: RM200
- 10th Place: RM100

Total Prize Money: RM20,000

PROGRAM OUTCOMES

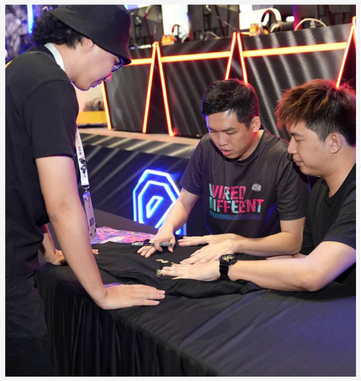
The championship received an overwhelming response from the esports community, with 4,838 participants registering via Esukan.gg between December 19, 2023, and January 23, 2024. The event featured a range of popular games, attracting both teams and individual players who demonstrated their skills and competed for significant prizes.

MEC marked a significant milestone in the Malaysian esports landscape, highlighting the remarkable talent and fervent passion of the local gaming community.

Game Categories & Participation	
DOTA 2	79 teams
Mobile Legends Bang Bang (MLBB)	124 teams
PUBG Mobile (PUBGM)	278 teams
Tekken 7	65 players
Gran Turismo 7 (GT7)	101 players

The event not only underscored the burgeoning potential of esports but also reinforced its growing importance within the country. Through the challenges encountered during the championship, valuable lessons were learned that will inform the planning and execution of future events, ensuring even greater success and a more seamless experience for all participants.

This championship has set a new benchmark for esports events in Malaysia, elevating the standard for future competitions and solidifying esports' status as a mainstream activity. By showcasing top-tier talent and fostering a vibrant competitive environment, MEC has significantly contributed to the advancement and recognition of esports, marking a pivotal moment in the evolution of the industry in Malaysia.



IMPACT INSIGHTS: JUNAIDI "EDDY" AL-JOHARY JAMIL

JUNAIDI AL-JOHARY JAMIL
AVP, EVENTS & PROGRAMS

Eddy was the project lead for Malaysia Esports League and Malaysia Esports Championship.

What is the most memorable experience while curating the program?

The unwavering support from the ESI team is the most memorable aspect of this experience. Everyone contributed significantly, and despite the challenges from planning to game setup, we managed to pull it off. My role focuses on tournament management, which comes with its own set of obstacles. Managing the player 's frame of mind, coordinating with our organisation, and dealing with vendors who sometimes act without consulting us first can be quite challenging. The best part is when the event concludes successfully. People only see the smooth and well-executed event, not the behind-the-scenes efforts and complexities. Despite the stress and issues we faced, we always found a way to overcome them. These experiences have helped me remain calm and manage my emotions and anger more effectively. For me, It's crucial to focus on finding solutions rather than dwelling on past issues. What's done is done, and it's more productive to look forward and solve the problems.

What key challenges did you encounter in curating MEL and MEC, and how did you adjust your strategy to overcome these challenges?

The most challenging aspects of curating MEC and MEL involve deciding which game titles to feature. Unlike other organisers who may focus on just one or two game titles, we have to include a range of categories—mobile, personal computer (PC), and console games. This diversity adds complexity to our selection process.

We face difficulties achieving our Key Performance Indicators (KPIs), particularly for MEL, which is a grassroots tournament in a state league where the population varies, and certain states like Wilayah Putrajaya, Labuan, and Perlis are particularly difficult to engage. This variability impacts participant numbers. Besides, MEL struggles with viewership during the streaming due to the presence of new, less-known players.

For MEC, which operates in a national league, we focus on offline games, making it essential to draw people to our ESI hub to watch the matches. This brings its own set of challenges. MEC includes slots for professional players, with champions from MEL qualifying for MEC. The presence of well-known pro players tends to boost viewership online, as their participation attracts more attention.

To overcome those challenges, we did implement strategies to boost event visibility, including collaborating with Key Opinion Leaders (KOLs) to promote the event and attract attention. From 2021 to 2023, the selection of game titles focused on mobile games due to their high popularity and accessibility. Mobile games are more accessible to youth in Malaysia and globally. This accessibility ensures higher participation rates and is attractive to the broadest audience.

What is your hope for the competitive esports scene in Malaysia?

We aim to make esports in Malaysia more inclusive, driving progress not just among players but across the entire esports ecosystem. We strive to change the lingering perception that esports has no future and is merely a waste of money. The success of Selangor Red Giants has been a pivotal moment, demonstrating the potential of esports and opening eyes to its opportunities. Their victory has helped people recognize that esports can offer viable career opportunities. We hope that those interested in pursuing a career in esports will find the right support and guidance through ESI, which can help them navigate their path to becoming an Esports player.

AREA 2:

ADVOCACY & CAPACITY-BUILDING IN ESPORTS

Advocacy and capacity-building are essential for advancing and sustaining the esports industry in Malaysia. Advocacy aims to drive positive change by addressing the needs of players, teams, and organizations, while fostering safe, inclusive, and innovative environments. It involves setting industry standards and working with key stakeholders to promote growth.

Capacity-building focuses on enhancing the skills and resources of individuals and organizations within the esports community. This includes offering training, creating accredited programs, and providing career support to help players and professionals adapt to industry changes. By combining these approaches, we can strengthen the esports framework, empower participants, and foster a vibrant and resilient esports scene in Malaysia.

NATIONAL ESPORTS DEVELOPMENT GUIDELINE (NESDEG)

In June 2023, KBS introduced the National Esports Development Guidelines (NESDEG), marking a pivotal advancement in Malaysia's esports sector. NESDEG is designed to guide and enhance the growth of esports across the nation by establishing clear and comprehensive standards. This initiative is integral to fostering a structured and dynamic esports environment, ensuring that the sector evolves in alignment with national sports policies and development plans. By setting out detailed guidelines, NESDEG aims to support the rapid expansion of esports, promote excellence, and create a robust framework for the future of competitive gaming in Malaysia.

NESDEG builds on the strategic framework established by the KBS Esports Strategic Development Plan, offering a comprehensive set of guidelines and actions to bring these strategies to life. Created by Impact Integrated under the Esports Integrated (ESI) initiative and in partnership with FUTURISE (a Ministry of Finance Malaysia agency), NESDEG is pivotal for effectively advancing esports development in Malaysia. It acts as a crucial tool for translating strategic goals into actionable steps, driving the practical growth of the esports sector.

The guidelines clearly state that parties impacted by decisions or actions based on NESDEG's guidance and information are not entitled to seek compensation or pursue legal action against KBS or the Government. This provision highlights the necessity of following the established guidelines and ensuring compliance with relevant laws, regulations, and policies set forth by the associated agencies.

PROGRAM FOCUS

- Enhancing the protection and advancement of players' well-being by supporting career development, securing sponsorships, and offering development programs at every level.
- Promoting a responsible and ethical esports environment by addressing societal perceptions, encouraging the participation of women and children, and ensuring a balance between esports and other physical activities.
- Establishing a strong framework to elevate Malaysia as a leading esports hub within the Asian region.
- Fostering smart collaborations and strengthening strategic alliances among industry stakeholders to drive collective growth.
- Creating an esports ecosystem that upholds high standards of governance, setting a benchmark for the advancement of the esports landscape in Malaysia.

COMPONENTS

NESDEG outlines six main pillars, each aimed at providing a deeper understanding and more effective management of esports activities, subject to ongoing improvements and updates:

CORE PILLARS OF NESDEG	
Player Contract Management	Establishing clear and fair contract management practices for esports players.
Event Governance	Implementing stringent governance measures for the organisation of esports events.
Child Protection and Monitoring	Ensuring the safety and well-being of children involved in esports activities.
Code of Conduct and Ethics	Developing a comprehensive code of conduct and ethical guidelines for all participants in the esports industry.
Career Pathways	Providing structured career pathways for esports athletes and professionals to ensure long-term career development and sustainability
Internal Controls and Risk Management	Enhancing decision-making processes, internal controls, and risk management practices within the esports ecosystem.

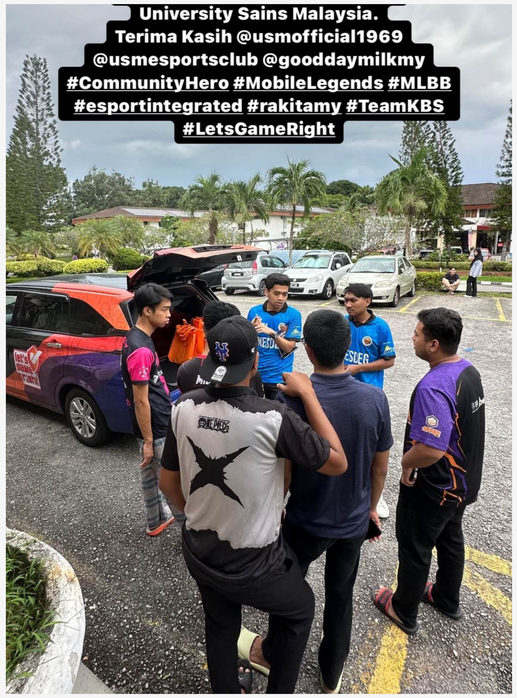
PROGRAM OUTCOME

To ensure NESDEG's outreach is expansive, ESI organised 2 programs to expand NESDEG to the masses:

JELAJAH NESDEG

Jelajah NESDEG is an on-ground tour designed to engage stakeholders and grassroots communities across Malaysia, aiming to raise awareness about NESDEG's content and objectives. This comprehensive tour covers six (6) key locations throughout the country, strategically planned to maximise outreach and impact. Starting in the central region in October, the tour progresses to the northern region in February, the southern region in November, and the east coast, Sabah & Labuan, and Sarawak in December. The Jelajah NESDEG tour is tailored to address both the grassroots gaming audience and esports industry audiences.

For esports industry engagements, the tour focuses on organisations, teams, and publishers, fostering deeper connections and collaborations within the esports industry. The module developed for these interactions ensures that the content is relevant and impactful, catering to the specific needs and interests of the different stakeholders. Through Jelajah NESDEG, NESDEG aims to bridge the gap between the esports community and potential partners, creating a more integrated and supportive environment for the growth of esports in Malaysia. This initiative not only raises awareness but also encourages active participation and support from various sectors, driving the industry's development forward.

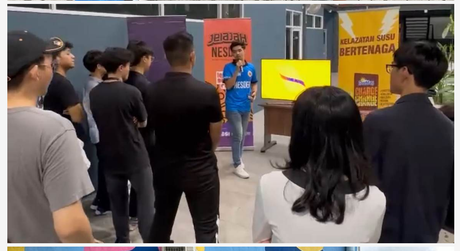


Jelajah NESDEG Street Team successfully executed a nationwide outreach across 46 locations in Malaysia, achieving remarkable engagement. The initiative was structured into six zones: Central (9 locations), Northern (7 locations), Southern (9 locations), East Coast (8 locations), Sabah (6 locations), and Sarawak (7 locations). With a total of 1,748 participants registered, the program exceeded its key performance indicator (KPI) by 145%, surpassing the target of 1,200 participants. The detailed participant breakdown is as follows:

- Central: 310 participants
- Northern: 234 participants
- Southern: 221 participants
- East Coast: 319 participants
- Sabah: 300 participants
- Sarawak: 364 participants

The Jelajah NESDEG Street Team collaborated effectively with universities and colleges, state esports associations, and the Moonton Student Leader programme to drive the initiative. This effort not only promoted NESDEG and healthy gaming practices but also gathered valuable survey data on esports adoption in Malaysia. Additionally, it strengthened the brand association of Goodday Charge with the esports community.

Despite its successes, the program encountered some challenges. Rainy weather led to smaller crowds and logistical issues, particularly in showcasing branded materials. In the Sabah zone, delays in receiving Goodday products from the delivery location affected the smooth operation of the program. Moving forward, recommendations include expanding collaborations beyond official state esports associations to include other game publishers and esports organizations, enhancing communication and KPI management with partners, and increasing social media presence through targeted boosting rather than relying solely on organic reach.



The Jelajah NESDEG Workshops successfully engaged 99 esports enthusiasts across six regions, thanks to the support of Persatuan Negeri Esports in gathering valuable feedback. These workshops aimed to introduce and elaborate on the NESDEG guidelines, covering all six core topics from Teras 1 to Teras 6. Attendees responded positively, offering constructive insights that will help refine and enhance NESDEG.

However, the program faced several challenges. Full support from Persatuan Negeri Esports was limited due to their concurrent events, which affected the overall outreach. Additionally, the distance to the workshop venues posed logistical difficulties for some participants, compounded by the lack of transportation assistance. There was also a noticeable gap in participation from female esports practitioners.

Moving forward, there is a need to recognize and acknowledge the contributions of state esports organizations, ensuring their support is adequately rewarded. The workshops would benefit from an expanded module tailored for participants already familiar with NESDEG, as the current content may be too basic for advanced attendees. Improved communication and KPI management with state esports associations are crucial, along with increasing outreach efforts to engage a broader audience.

The social media campaign for Jelajah NESDEG achieved impressive results across multiple platforms, effectively boosting awareness and engagement for the initiative. On Facebook, a total of 26 posters/photos and 8 videos contributed to a cumulative reach of 44,841, with 9,021 total engagements. The Facebook campaign was instrumental in creating a visual presence and fostering interaction among the community.

Instagram saw significant activity with 18 posts and videos, 36 reels, and over 300 stories. This extensive content strategy resulted in a remarkable cumulative reach of 151,702 and 6,207 engagements. Instagram's diverse format utilization—combining posts, reels, and stories—played a crucial role in engaging a broad audience and driving interest in NESDEG.

TikTok's contribution to the campaign was also noteworthy, with 12 videos reaching a cumulative audience of 302,636 and generating 4,360 engagements. The platform's dynamic video content effectively captured attention and fostered interaction among viewers, showcasing the vibrant aspects of the Jelajah NESDEG initiative.

Overall, the campaign successfully leveraged each platform's strengths to reach and engage a wide audience, significantly enhancing the visibility of Jelajah NESDEG.

SEKOLAH NESDEG

Sekolah NESDEG aims to use esports as a tool for the comprehensive development of Malaysian youth by gaining support from schools and creating a positive environment. The program focuses on empowering students through leadership opportunities in esports, helping them develop teamwork and responsibility while involving them in planning and executing esports activities.

In addition, Sekolah NESDEG works to raise national awareness about career opportunities in the esports industry through targeted campaigns. These campaigns highlight the diverse career paths available and showcase successful individuals to illustrate the industry's potential for contributing to economic growth. The program also promotes integrating esports into secondary schools by demonstrating its educational benefits and engaging with teachers and parents to support its inclusion as a valuable co-curricular activity.

Sekolah NESDEG envisions a future where esports catalyzes the holistic development of Malaysian youth. By securing school buy-in and fostering a supportive environment, we aim to lay a strong foundation for the growth of esports across the nation. The program's primary objectives are to empower students through leadership in esports, elevate national awareness of career opportunities within the esports industry, and promote the integration of esports into the educational framework.

One of the key goals is to cultivate student empowerment by involving them in the strategic planning and execution of esports-related activities. This approach emphasizes the development of leadership and teamwork skills, fostering a sense of responsibility and ownership among students. Another objective is to elevate national awareness about the diverse and lucrative career pathways within the esports industry through targeted awareness campaigns, featuring success stories of individuals who have achieved professional excellence in esports.

Additionally, Sekolah NESDEG aims to promote institutional alignment for esports integration by highlighting the educational benefits and positive impacts of esports within the secondary school framework. High-level engagements with educational stakeholders, including teachers and parents, facilitate the seamless integration of esports as a valuable co-curricular component. The program covers a comprehensive range of activities, including ice breakers, workshops, sharing sessions from industry experts, and engagement sessions with teachers and parents, ensuring a well-rounded approach to promoting esports in schools.

The workshops, held in various locations such as WP Labuan, Perak, Sabah, Terengganu, and Sarawak, cover all six NESDEG topics. These sessions include interactive activities like scavenger hunts, discussions on healthy gaming behaviors, and brainstorming for esports club initiatives. Industry experts share their experiences and insights, offering students a glimpse into the professional esports world while emphasizing the importance of education.

List of Schools involved in Sekolah NESDEG:

- ILP Labuan
- SMK Simpang Pulai, Ipoh
- SMK Takis Papar, Kota Kinabalu
- SM Sains Hulu Terengganu
- Yayasan Sarawak International School, Kuching

Engagement sessions with teachers and parents involve esports trivia, presentations on NESDEG's core objectives, and feedback collection through surveys. These sessions aim to educate parents and teachers about the guidelines and benefits of esports, addressing any concerns they might have. Concluding with a mini showmatch and feedback forms, Sekolah NESDEG ensures a comprehensive and engaging experience for all participants, fostering a supportive ecosystem for the next generation of esports talent and leaders.

ESUKAN FM

August 2023 marked the beginning of the third season of Esukan FM, a radio segment on Rakita dedicated to spotlighting esports through interviews with talents across various roles and games in Malaysia. This initiative, a collaboration between ESI and Rakita that began in 2022, aims to elevate esports discussions. This season promises more value and broader coverage, running from August 2023 to February 2024.

Esukan FM focuses on providing a platform for in-depth discussions and interviews related to esports in Malaysia. The program aims to highlight various aspects of the esports industry, including player stories, game strategies, industry trends, and the experiences of different esports roles. Through engaging conversations with esports talents, Esukan FM seeks to inform and entertain listeners, fostering a greater understanding and appreciation of the esports scene in Malaysia.

PROGRAM FOCUS

In 2023, Esukan FM is dedicated to advancing the goals of NESDEG's mass education program through engaging on-ground activations and cross-promotion of Esports Integrated's (ESI) upcoming programs for 2023. The show aims to increase awareness and foster discussions around ESI's initiatives, encouraging interaction with Rakita's followers and listeners. Esukan FM provides a platform for quality discussions on various issues, topics, policies, and guidelines related to both ESI's and NESDEG's programs. Additionally, it seeks to enhance the publicity of both Rakita and ESI through the 107.9FM radio platform and digital social media channels.

COMPONENTS

The third season of Esukan FM, continuing from last year's successful campaign, promises even more value and an extended duration. This season is set to run from August 2023 until the end of February 2024, spanning a total of seven months. With 16 episodes scheduled, listeners can tune in twice a month on Tuesdays from 11 am to 12 pm. Each episode will be hosted by Rakita Ambassadors, with a special representative from NESDEG, provided by Esports Integrated (ESI), co-hosting to bring unique insights and expertise to the discussions.

The content of Esukan FM will focus on NESDEG and ESI events, providing listeners with in-depth coverage and discussions. NESDEG episodes will also be available as podcasts, which can be streamed on platforms like Spotify, the Syok App, and the Rakita website. This ensures that the valuable content is accessible even after the live broadcast, allowing a broader audience to benefit from the information shared.

Esukan FM's presence will be felt both on-air and across digital platforms. On 107.9FM and Rakita.my, the show will feature recorded promos, live liners, commercials, podcasts, and public service announcements (PSAs). Outside broadcasts will bring the show to various locations, offering a dynamic listening experience. On digital platforms, Esukan FM will engage audiences with social media postings, new artwork, Sekilas articles, PSA videos on TikTok, and Facebook Live cross-postings from ESI tournaments, if any.

On-ground activations will enhance the campaign's reach and engagement. Esukan FM will conduct outside broadcasts, meet and greet events with key opinion leaders (KOLs) and streamers, and merchandise giveaways, creating opportunities for direct interaction with the audience. These activities will not only boost the show's visibility but also foster a stronger connection with the community.

PROGRAM OUTCOMES

The program outcomes of Esukan FM demonstrate its significant impact on the Malaysian esports landscape.

- By increasing public awareness and understanding of the esports industry, Esukan FM has educated listeners on the diverse roles, strategies, and trends within the community.
- The program has enhanced community engagement, fostering a sense of belonging among esports enthusiasts and encouraging listener participation.
- Additionally, Esukan FM has promoted esports talent by highlighting the achievements of players and professionals, while also providing exposure for emerging talents and new games.
- The program has supported the growth and development of esports in Malaysia by promoting positive narratives and success stories, contributing to the professionalisation and legitimization of esports as a viable career path.
- Furthermore, Esukan FM has strengthened partnerships between ESI and Rakita, creating opportunities for future collaborations with other stakeholders in the industry.

LIST OF TOPICS AND KEY OPINION LEADERS (KOL) FEATURED IN ESUKAN FM	
Fiera Fendi	Teras 1 - Pengurusan Kontrak Kepada Pemain
Am Tuah	Teras 3 - Kod Tatakelakuan dan Etika
Mathews Izaac	Teras 5 - Laluan Kerjaya
Ikuto00	Teras 2 - Penerapan Tadbir Urus Dalam Penganjuran Acara
Miss Rose	Teras 4 - Pemantauan Dan Perlindungan Kepada Kanak-Kanak
Tiffani Oling Lim	Teras 6 - Aplikasi Sains dan Perubatan Sukandalam Sukan Elektronik

Esukan FM's program outcomes reflect its role in amplifying the esports scene in Malaysia through a series of impactful initiatives. By elevating public awareness of the esports industry, fostering community engagement, and promoting local talent, Esukan FM has become a vital platform for the esports community. The collaboration between ESI and Rakita has furthered these goals, with Rakita also playing a key role in supporting NESDEG's mass education program and on-ground activations. Additionally, Esukan FM has been instrumental in cross-promoting upcoming ESI programs, including:

- NESDEG (July - Dec), MEL23 (State Leagues, Nationals, and Open Series from Mid July to October)
- ESPORTSCON Malaysia (Mid Aug - Early September)
- MEC23 (Qualifiers & Playoff Finals from Nov - Dec)

IMPACT INSIGHTS: AHMAD KHAIRUL "KAY" KAMARUZZAMAN

AHMAD KHAIRUL 'KAY' KAMARUZZAMAN
SENIOR ASSOCIATE, COMMUNICATIONS

Kay was the project leads for Esukan FM.

What is the most memorable experience while curating the program?

One of my most memorable experiences while curating eSukan FM was working closely with my team, from the initial planning stages to the actual shooting. Providing a platform to highlight news and information about esports in Malaysia to a broad audience has always been both a dream and an essential goal for me.

In 2023, Esukan FM focused on advancing the goals of NESDEG's mass education program through engaging on-ground activations and cross-promotion of Esports Integrated's (ESI) upcoming programs. It's been incredibly rewarding to see the growing support and understanding from people.

What key challenges did you encounter in curating MEL and MEC, and how did you adjust your strategy to overcome these challenges?

During season three of eSukan FM, one of the major challenges we encountered was helping people understand NESDEG. To achieve this, we needed to collaborate with various Key Opinion Leaders (KOLs) and have them create content for the platform.

However, coordinating with the KOLs proved to be challenging, as it required careful planning around their time and availability. Balancing their schedules with our goals was a complex task, but it was essential to ensure the success of the content and the broader understanding of NESDEG.

What is your hope for the competitive esports scene in Malaysia?

I hope that eSports media in Malaysia will shift its focus more toward delivering valuable information rather than sensationalizing drama. It's important for both mainstream and independent media outlets to cover all aspects of eSports, not just major games or professional players.

Every tournament and player deserves fair and unbiased coverage, regardless of their scale or popularity. By doing so, we can ensure that the entire eSports community is represented and supported.

KAJIAN ESPORTS DI MALAYSIA

The study of esports in Malaysia represents a collaborative effort between Esports Integrated (ESI) and the Institute for Youth Research and Education Studies (IYRES). ESI, as a national initiative, aims to foster a vibrant, sustainable, and inclusive esports ecosystem aligned with the National Electronic Sports Development Plan 2020-2025. Its focus is on developing structures and programs that support a thriving esports environment in Malaysia.

IYRES, a leading national research center, specializes in examining various aspects of youth trends and their connection to national, regional, and international changes. It serves as a key research institution and reference center for youth development. Together, ESI and IYRES are working to provide a comprehensive understanding of the esports landscape, contributing to the growth and development of this dynamic field in Malaysia.

PROGRAM FOCUS

This joint study aims to:

- Identify the level of awareness among Malaysian youth regarding esports.
- Determine the extent of youth involvement in esports.
- Assess the current state of the esports ecosystem in Malaysia.

RESEARCH METHODOLOGY

The research on esports in Malaysia employs both quantitative and qualitative methods to ensure a comprehensive understanding of the subject.

QUANTITATIVE METHODOLOGY	QUALITATIVE METHODOLOGY
Data collection for the quantitative component was conducted online using Lime Survey, targeting Malaysian youth. The data collection period spanned six months, from December 2022 to May 2023. The survey comprised three sections with a total of 48 questions, designed to gather quantitative data on various aspects of youth awareness and involvement in esports.	For the qualitative aspect, focus group discussions (FGDs) were conducted with the esports community across six states, representing different zones: Northern, Southern, Eastern, Central, Sabah, and Sarawak. The interview protocol included three sections with 23 questions, aimed at gaining deeper insights into the esports ecosystem from a community perspective. The qualitative data collected from these sessions were analyzed using Nvivo software, which facilitated detailed thematic analysis.

By combining these methodologies, the study provides a well-rounded perspective on the current state and development of esports in Malaysia.

PROGRAM OUTCOMES

Timeline of Research

The research on esports in Malaysia followed a structured timeline to ensure comprehensive data collection and analysis. The development of the research protocol and the creation of the survey instrument occurred from September to December 2022. The online polling, targeting Malaysian youth, was conducted between January and March 2023. Following this, the qualitative interview protocol was developed, and focus group discussions (FGDs) were carried out from July to August 2023. Data analysis for the polling results and presentation of findings took place from April to June 2023. Lastly, transcription of FGDs, data analysis, and report preparation were completed in the final phase, ensuring a thorough and detailed presentation of the research outcomes.

Outcomes of Quantitative and Qualitative Methodologies

The quantitative component of the research involved a custom-developed instrument based on the Strategic Plan for Electronic Sports Development 2020-2025. Data collection was executed in three phases: December 2022, January to February 2023, and February to April 2023, yielding a total of 1,748 responses through the online survey. Data analysis was conducted using SPSS software, generating relevant statistics. The preliminary findings from the survey were presented to Esports Integrated (ESI) on May 26, 2023, with a full report incorporating both the survey results and qualitative findings to follow.

In the qualitative phase, focus group discussions (FGDs) were conducted with youth and practitioners identified by supervisors in each state. The recorded audio from these sessions was transcribed by a designated transcriber and analyzed using Nvivo software to identify key themes. A total of 85 participants from the esports community took part in the FGDs, with two sessions held per state, representing both target youth groups and practitioners.

Executive Summary of the Research Outcomes

The research on esports in Malaysia highlights significant potential for development, though it also identifies key areas for improvement to ensure that the industry can compete at the highest levels and deliver optimal performance. The findings, based on a comprehensive analysis, are summarized in the SWOT analysis here:

Strengths	Malaysia has a pool of talented players with the potential to achieve success on larger stages.There is strong support from families, friends, and stakeholders, which is crucial for the growth of esports in the country.
Weaknesses	The esports ecosystem in Malaysia is not yet fully developed, with a notable lack of local game developers.

Opportunities	The esports industry offers a wide range of career opportunities, including roles such as coach, caster, manager, marshal, animator, and streamer, which can contribute to the country's economic growth.
Threats	There is a prevailing societal perception that esports lacks value, is a waste of time, and does not involve physical activity, which could hinder the industry's progress.

KBS ANNUAL ESPORTS TOWN HALL

The KBS Annual Esports Town Hall, held on Monday, September 25, 2023, at the ESI Hub, was a pivotal event for Malaysia's esports ecosystem. This engagement session aimed to streamline the scheduling and execution of esports programs, fostering a more coordinated approach to enhance the overall ecosystem. The Town Hall provided an opportunity for stakeholders to offer feedback, shaping the future direction of esports in Malaysia.

The session also ensured that all participants were informed about the support available from the Ministry of Youth and Sports (KBS) and sought to maximise the impact of KBS initiatives within the esports community.

PROGRAM FOCUS

The program focus of the KBS Annual Esports Townhall is to enhance the coordination and execution of esports programs in Malaysia. Overall, the Town Hall aims to foster a well-coordinated and supportive environment for the growth of esports in Malaysia. Key objectives include:

- Improving the organization and timing of esports events and initiatives to ensure a cohesive and efficient ecosystem.
- Collecting feedback from various stakeholders to inform the future development of the esports sector.
- Ensuring stakeholders are aware of the support and resources available from the Ministry of Youth and Sports (KBS).
- Leveraging the insights gained to optimize the impact of KBS initiatives on the esports community.

PROGRAM OUTCOMES

The Town Hall session, attended by the Deputy Minister of Youth and Sports, gathered a diverse group of esports stakeholders for an annual meeting. The main focus was the Esports Budget 2024, providing a platform for stakeholders to offer feedback and suggest improvements for the upcoming budget. Over the course of four hours, approximately 38 questions were addressed on various topics, including athletes, funding assistance, functions of related units or departments, guidelines, infrastructure facilities, event organisation, and remote control esports. This extensive discussion allowed for a thorough examination of the current state and future needs of the esports sector.

The session produced valuable insights and led to several key recommendations:

- Establishing specialized esports stadiums and training centers to support the industry's growing needs.
- Implementing comprehensive welfare programs for esports athletes, including career development support, health insurance, and financial planning.
- Creating clear and strategic guidelines to provide direction and structure for the growth of the esports ecosystem in Malaysia.
- Advocating for additional funding and support from both the government and private sector to advance the esports industry.
- Continuing engagement with stakeholders through regular townhall sessions and feedback mechanisms to ensure ongoing collaboration and alignment of goals.

#SAMASAMAMENANG

The Ministry of Youth and Sports (KBS) supports initiatives that promote harmony and unity in Malaysia's diverse society. One such initiative is the #SamaSamaMenang program, organized by Esports Integrated (ESI). This program uses esports to foster inclusivity and encourage positive communication among different communities.

Held on 26 February 2023, the #SamaSamaMenang program aims to unite Malaysians and promote peace through esports. It brings together participants from various backgrounds to emphasize the values of unity and mutual respect in a multicultural society.

PROGRAM FOCUS

- **Promote unity through esports.** Use the appeal of esports to build community and togetherness among people from various ethnic and cultural backgrounds.
- **Encourage positive communications.** Create opportunities for dialogue and interaction to improve understanding and cooperation between diverse groups.
- **Utilise high-impact channels.** Leverage esports and social media to spread the message of inclusivity and harmony throughout Malaysia.

COMPONENTS

The #SamaSamaMenang program was designed to enhance engagement and interaction among participants through a structured approach. The program was organized into four diverse groups, each consisting of individuals from various ethnicities, religions, and cultures. This setup was intended to ensure a broad representation and promote inclusivity within the event. Participants competed in the popular game PUBG, which is known for its wide appeal and engaging gameplay, making it an ideal platform for bringing people together.

Each group was carefully formed to reflect a mix of backgrounds, fostering a rich environment for intercultural exchange. To amplify the program's impact, four Key Opinion Leaders (KOLs) from different racial backgrounds were invited to participate. These influencers played a crucial role in attracting public interest and exemplifying the spirit of unity. Their involvement not only helped draw attention to the event but also served as a positive model of cross-cultural collaboration.

The program also welcomed members of the public and grassroots communities to join as teammates, further enhancing the diversity of interactions. A rotation system was implemented, giving participants the chance to work with a variety of individuals and encouraging mutual understanding and respect.

Activities throughout the program were centered around PUBG, providing a fun and engaging way for participants to collaborate and compete. Regular team rotations ensured dynamic interactions, allowing participants to connect with different people throughout the event. The involvement of KOLs not only boosted the program's visibility but also fostered greater community engagement and support for the initiative's goals.

PROGRAM OUTCOMES

The #SamaSamaMenang program effectively showcased the potential of esports to foster unity and inclusivity in Malaysia. By uniting individuals from various backgrounds through a common activity, the program illustrated how positive communication and teamwork can promote social harmony. The participation of Key Opinion Leaders (KOLs) and the strategic use of high-impact channels played a crucial role in spreading the message of inclusivity to a broad audience, reinforcing the significance of unity in a multicultural society.

In conclusion, the #SamaSamaMenang program, supported by the Ministry of Youth and Sports (KBS) and organized by Esports Integrated (ESI), marks a notable advancement in using esports as a means to build harmony and unity in Malaysia. The program created a platform for meaningful interactions and mutual respect, highlighting the importance of inclusivity and cooperation in nurturing a cohesive and peaceful society. Going forward, initiatives like #SamaSamaMenang will remain essential in promoting the values of unity and harmony that are crucial to Malaysia's social fabric.

AREA 3:

PLATFORM & ECOSYSTEM SUPPORT

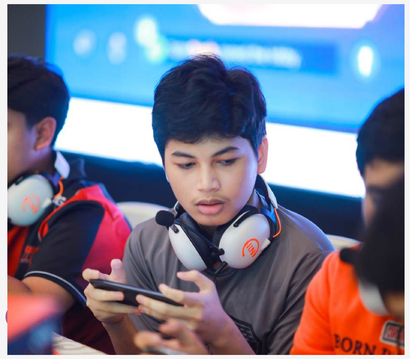
Leveraging ESI's key platforms to support and advance the growth of esports tournaments in Malaysia involves a strategic approach to enhancing both the platform and ecosystem. This initiative focuses on expanding the local esports capacity and infrastructure, fostering a more robust and interconnected ecosystem. By strengthening these platforms, ESI aims to elevate Malaysia's presence in the global esports arena, creating new opportunities for local teams and players to gain recognition and achieve success on the international stage.

DANA ESUKAN KBS

As part of its commitment to advancing the local electronic sports (esports) sector, the Ministry of Youth and Sports (KBS) has introduced a targeted funding initiative called the Dana Esukan KBS, administered by Esports Integrated (ESI). This fund, totaling RM250,000, is specifically allocated to support small organizations, clubs, associations, and companies in the organization of esports competitions, programs, and events. The core objective of Dana Esukan KBS is to stimulate the growth and vitality of the Malaysian esports ecosystem by enabling these entities to conduct their own activities and contribute to the industry's expansion.

Dana Esukan KBS is designed to encourage local players in the esports industry to host additional programs and tournaments, thereby revitalising and energising the national esports landscape. This funding provides a crucial opportunity for associations aiming to organise championships, developmental programs, or to facilitate international participation through visa support. Small organisations, clubs, associations, and companies that require financial assistance for their esports activities are encouraged to apply for this funding. By bolstering the frequency and scale of esports events and programs, Dana Esukan KBS seeks to invigorate Malaysia's esports ecosystem and drive its continued growth and success.

PROGRAM FOCUS



The program focus of Dana Esukan KBS is to stimulate and support the growth of the Malaysian esports ecosystem by providing financial assistance to small organizations, clubs, associations, and companies. Specifically, it aims to:

- Enable local entities to organize their own esports competitions, programs, and events.
- Increase the frequency and scale of esports programs and tournaments across the country.
- Assist associations in hosting championships and securing visas for international events.
- Foster a more vibrant and interconnected esports community in Malaysia.

PROCESSES & COMPONENTS

Dana Esukan KBS was launched from November 15 to November 30, 2023. During this period, 108 applications were received through a registration form. The evaluation process was divided into three phases:

- First Phase of Selection: Applications were screened to reject those that were incomplete.
- Second Phase of Selection: Applications that lacked realism or feasibility were rejected.
- Third Phase of Selection: Final approval was given to successful applications.

APPLICATION TIMELINE
• Application Period: November 15 to November 30, 2023 • First Phase Selection: December 1 to December 15, 2023 • Second Phase Selection: December 15 to December 20, 2023 • Third Phase Selection and First Disbursement: December 20 to December 31, 2023

Payment Disbursement Process

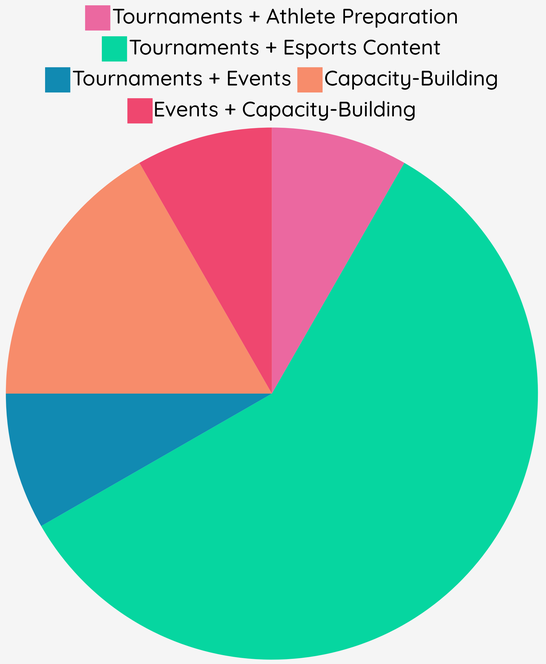
- First Disbursement: The initial fund disbursement will occur in the last week of December 2023. Applicants must submit a signed commitment letter provided by ESI, along with additional documents such as IC, SSM, and bank statements.
- Second Disbursement: The second fund disbursement is scheduled for the third week of January 2024. Applicants are required to complete a 'live document' report form detailing specific metrics, such as ROI and brand entitlements.
- Third Disbursement: The final disbursement will take place in the second week of February 2024. Applicants must provide a comprehensive report including total viewership, participant numbers, photographic evidence, and proof of payment.

This structured process ensures that funds are allocated effectively and that recipients meet all necessary criteria throughout their project.

PROGRAM OUTCOME

Even though the total fund size is small at RM250,000.00, Dana Esukan KBS has paved the way to influence the Malaysian esports ecosystem, driving growth and development across various levels. Key impacts include:

- **Increased esports activity.** The fund has enabled small organizations, clubs, associations, and companies to organize their own esports competitions, programs, and events. This increase in activity has energized the local esports scene and provided more opportunities for participation and engagement.
- **Enhanced infrastructure.** By supporting the organization of esports events, the fund has contributed to the development of infrastructure needed for these activities. This includes the establishment of venues, acquisition of necessary equipment, and improvement of facilities, thereby creating a more robust and professional environment for esports.
- **Talent development.** With more events and programs being organized, there are greater opportunities for local talent to be discovered, nurtured, and showcased. This has helped in identifying potential stars in the esports industry and providing them with platforms to compete and hone their skills.
- **Community building.** The fund has fostered a sense of community among esports enthusiasts in Malaysia. By supporting a wide range of events and programs, it has brought together players, fans, and stakeholders, creating a more cohesive and connected esports community.
- **Economic growth.** The increase in esports activities has had a positive economic impact, generating revenue for local businesses and creating job opportunities in various roles such as event organizers, coaches, casters, managers, and more. This has contributed to the overall economic growth related to the esports sector in Malaysia.
- **Awareness and perception.** The fund has played a crucial role in changing public perception of esports in Malaysia. By supporting well-organized and high-quality events, it has helped to demonstrate the legitimacy and potential of esports as a professional and economically viable industry.



ACTIVITIES SUPPORTED THROUGH DANA ESUKAN KBS	
Tournaments + Athlete's Preparation	7.1%
Tournaments + Esports Content	50%
Tournaments + Event	14.3%
Capacity-Building Only	14.3%
Capacity-Building + Event	7.1%

Code	Name of Program	Amount Disbursed (RM)
DEK 001	BOOTCAMP ESPORTS SARAWAK	8,500.00
DEK 002	WTM ESPORTS JOURNALISM WORKSHOP	19,500.00
DEK 003	KEJOHANAN E-SUKAN KOMUNITI ORANG ASLI	16,400.00
DEK 004	JDTEA OPEN DAY	18,000.00
DEK 005	SAMARAHAN ESPORTS CHAMPIONSHIP	20,200.00
DEK 006	KEJOHANAN ESUKAN KOMUNITI KUALA LUMPUR 2024 – #GGKL	20,000.00
DEK 007	CAMPUS ATTACK EDUTAINMENT CARNIVAL	19,510.00
DEK 008	CARNIVAL ESPORTS CHAMPIONS CUP	17,500.00
DEK 009	MEA VALORANT CHAMPIONSHIP 2024	17,500.00
DEK 010	LANSCAPE CS2 CHAMPIONSHIP	19,000.00
DEK 011	SABAH ESPORT TALENT (SETA)	17,050.00
DEK 012	PIXEL CAMP	17,600.00
DEK 013	KEJOHANAN ESPORT PREMIER GEDONG	19,200.00
DEK 014	DREAM ESPORTS GRANDFINAL 2023	20,040.00

Dana Esukan KBS has been a cornerstone initiative, driving the growth and development of the esports industry in Malaysia. By providing financial support and resources to aspiring esports talents, teams, and organisations, the Dana has contributed to the professionalisation and expansion of the local esports scene. This fund will not only empower the next generation of esports athletes but also promotes a sustainable and inclusive ecosystem that supports innovation and excellence.

In 2024, Dana Esukan KBS will continue to play a pivotal role in nurturing talent, fostering competitive integrity, and solidifying Malaysia's position as a leading esports hub in the region.

IMPACT INSIGHTS: ZULHILMI 'ADUKA' TARMIZI

ZULHILMI ' ADUKA' TARMIZI
AVP, PLANNING & GROWTH

Aduka was the project lead for Dana Esukan KBS.

What is the most memorable experience while curating the program?

One of the most memorable experiences I had while working on the Dana e-Sukan project was the challenge of its execution. As a pilot project, there were no standard operating procedures (SOPs) in place, which made it difficult for us to move forward effectively. We were given just one month to establish a workflow, create documentation, and develop a comprehensive SOP.

In that short period, we had to be resourceful and collaborative. We reached out to Mastura from the Strategy team and Ben, who both became the backbone of our efforts. Their support was invaluable to ESI, particularly to Lea and me, as we brainstormed and developed the assessment process and SOP that would guide the project.

Despite the challenges, the experience was incredibly rewarding, as it taught us the importance of teamwork, quick thinking, and adaptability in the face of tight deadlines and high expectations.

What key challenges did you encounter in curating Dana Esukan KBS and how did you adjust your strategy to overcome these challenges?

During the Dana e-Sukan pilot project, one of the major challenges we faced was selecting the best applicants to receive funding. We had applications from a diverse range of organisations and individuals, each with different backgrounds, making it difficult to determine who would be the best fit.

Our evaluation process was primarily based on the paperwork submitted by the applicants. However, since this was a pilot project, we didn't have a clear objective for what we wanted from the applicants. Additionally, we lacked an official SOP, which created complications, especially when some participants were rejected. Without a standardised process, we couldn't provide specific reasons for rejections, which was a learning experience for us.

Another significant challenge arose after we received and evaluated the applications. We were concerned about whether the selected projects would truly impact the esports scene in Malaysia. Our biggest fear was that if we chose the wrong applicants or projects, it would result in a one-off program with no long-term progression for esports in this country.

For ESI, our objective is to create a well-established and exclusive ecosystem. We want to ensure that the programs we support promote diversity and are not just focused on popular games or professional players and coaches. To address these concerns, we became more stringent with the application process, ensuring that the projects we supported aligned with our long-term goals.

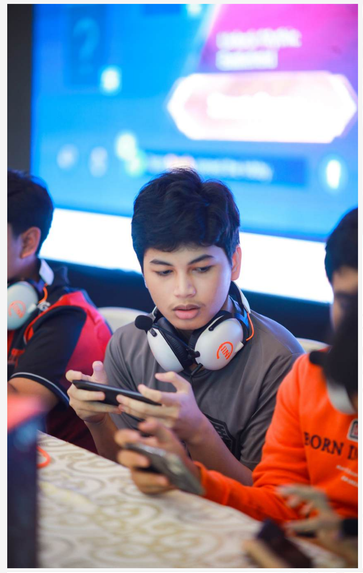
Ultimately, this experience taught us valuable lessons that we plan to implement in 2024, improving our processes and ensuring that the Dana e-Sukan program has a lasting, positive impact on e-Sports in Malaysia.

What is your hope for the competitive esports scene in Malaysia?

I envision esports not only blooming but becoming one of the key industries that contribute significantly to Malaysia's economy. This industry has the potential to create numerous job opportunities for our youth, fostering a bright and creative future within the country.

We aim to nurture local talent so that they don't feel outcast or overlooked. By training young individuals early on, we can help them become professionals in various aspects of esports, such as team management, event organisation, broadcasting, and game design.

In my opinion, game design is a particularly crucial area that requires more attention. Currently, not many people in Malaysia pursue this field, and those who do often struggle with the lack of marketing and public awareness, making it challenging for Malaysians to fully embrace it. By focusing on game design, we can create a more well-rounded and sustainable esports ecosystem in Malaysia.



ESPORTSCON 2023

EsportsCon 2023, held from October to December 2023, was a groundbreaking event that united visionaries, industry pioneers, gamers, and students for an unparalleled gaming experience. This event successfully created an interactive platform that seamlessly integrated the business world with the vibrant realm of gaming, achieving numerous significant milestones along the way.

PROGRAM FOCUS

The program focus for EsportsCon 2023 is to create a comprehensive and interactive platform that bridges the gap between the business world and the dynamic gaming industry. The key objectives include:

- Facilitating networking opportunities and business matching segments to encourage partnerships and collaborations between companies, universities, and other stakeholders within the esports ecosystem.
- Bringing together visionaries and industry pioneers to share insights, trends, and innovations that are shaping the future of esports and gaming.
- Attracting a wide range of participants, including business professionals, gamers, students, and educators, to explore the multifaceted nature of esports and its potential for cross-industry applications.
- Highlighting the economic opportunities within the esports sector and demonstrating its potential to drive economic growth through new business ventures, job creation, and investment.
- Providing students and educators with exposure to the latest developments in esports, encouraging educational institutions to integrate esports into their curricula and extracurricular activities.
- Showcasing the latest technologies, trends, and best practices in esports to help elevate the overall ecosystem, ensuring it is vibrant, sustainable, and competitive on a global scale.

COMPONENTS

One of the most significant outcomes of the Malaysia Esports Awards was the recognition and celebration of key players within the esports community. The event highlighted the achievements of top-tier esports athletes, teams, and organisations that have contributed to the growth and success of the industry. By acknowledging these contributions, the awards fostered a sense of pride and accomplishment among the recipients, motivating them and others in the community to strive for excellence. The awards ceremony honoured various categories, including MVP of the Year, Esports Organization of the Year and several other notable recognitions. This comprehensive recognition not only elevated the profiles of the winners but also set a benchmark for future aspirants in the esports field.

The Malaysia Esports Awards played a crucial role in strengthening the esports ecosystem in Malaysia. By bringing together 600 guests, including industry leaders, government representatives, and esports enthusiasts, the event created a platform for networking and collaboration. This gathering facilitated the exchange of ideas, fostering partnerships that are essential for the continued growth of the industry. The presence of prominent figures in the esports community underscored the event's significance, enhancing its credibility and influence. The awards acted as a catalyst for further investments and initiatives aimed at developing the esports infrastructure and support systems in the country.

The Malaysia Esports Awards also fostered greater community engagement and inspired the next generation of esports enthusiasts. By showcasing the stories and achievements of successful esports figures, the event provided role models for aspiring gamers and professionals. The celebration of these achievements demonstrated the viability of esports as a career path, encouraging more young people to pursue their passions within the industry. The event's inclusive atmosphere and recognition of diverse talents helped to build a more cohesive and motivated esports community in Malaysia.

MALAYSIA ESPORTS AWARDS 2023 WINNERS	
Lifetime Achievement Award	Allahyarham Agusalim Bin Amran (Hahagus)
MVP of the Year	NothingToSay
Esports Player of the Year (Male)	NothingToSay
Esports Player of the Year (Female)	Ramona #GFI
Esports Organization of the Year	Homebois
Esports Team of the Year	Yoodo Alliance
MOBA Player of the Year	NothingToSay
Battle Royale Player of the Year	UHigh
FPS Player of the Year	Davai
Sports Game Player of the Year	AkmalJhd
Racing Game Player of the Year	Naquib Azlan
Fighting Game Player of the Year	IAmChuan
Esports Media of the Year	MyGameOn
Caster of the Year (Bahasa)	OnTheGo
Caster of the Year (English)	Sir_Cloud
Host of the Year	Tashbunny
Esports Academy of the Year	TARUMT

In conclusion, the Malaysia Esports Awards 2023 was a resounding success, achieving its goals of recognition, ecosystem strengthening, increased visibility, and community engagement. The event not only celebrated the current achievements in Malaysian esports but also laid the groundwork for future growth and development. By fostering a collaborative and supportive environment, the awards have set the stage for continued innovation and excellence in the Malaysian esports industry.

SUPPORT FOR INTERNATIONAL/ REGIONAL ESPORTS EVENTS

Esports Integrated (ESI) is dedicated to elevating Malaysia's presence in the global esports arena by actively supporting both international and regional esports events. Through strategic partnerships, sponsorships, and collaborative initiatives, ESI aims to bridge local talent with the broader esports community. By engaging with major regional tournaments and global competitions, ESI ensures that Malaysian players and teams gain valuable exposure and experience on the world stage. These efforts not only highlight the country's growing esports ecosystem but also contribute to its evolution as a significant player in the international esports landscape. ESI's commitment to fostering connections and promoting excellence continues to drive the growth of esports in Malaysia and beyond.

PROGRAM FOCUS

The program focus for ESI's efforts to support international and regional esports industry events includes:

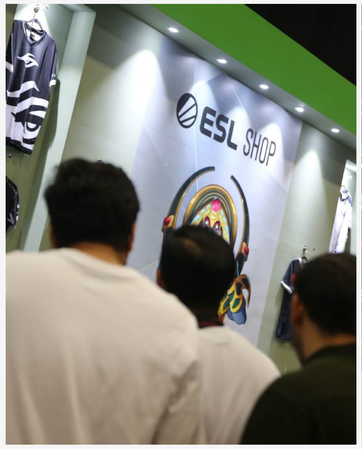
- Enhancing Malaysia's visibility and reputation in the international esports community by participating in and supporting global and regional tournaments.
- Providing Malaysian players and teams with opportunities to showcase their skills on a larger stage, gaining valuable experience and exposure to international standards of competition.
- Collaborating with international and regional esports organisations, sponsors, and stakeholders to create meaningful connections and opportunities for growth.
- Supporting the development of the esports ecosystem in Malaysia by aligning with global trends, adopting best practices, and integrating with the international esports network.
- Facilitating the exchange of knowledge, strategies, and innovations between local and international esports communities to advance the skills and capabilities of Malaysian esports professionals.

PROGRAM OUTCOME

ESI is committed to bolstering Malaysia's presence in the global esports arena by actively supporting and participating in key international and regional events. This dedication not only highlights Malaysia's growing influence in the esports industry but also provides local players and teams with invaluable opportunities to compete on a larger stage, gain exposure, and engage with the global esports community. Here's a look at the significant events ESI has supported and been involved in:

LIST OF EVENTS SUPPORTED BY ESI IN 2023		
EVENT NAME	**DESCRIPTION**	**OUTCOMES**
M4 World Championship	Mobile Legends: Bang Bang (MLBB) has become a major force in esports, highlighted by the M4 World Championship in Jakarta, Indonesia, in 2022. Organized by Moonton, this was the top event of the 2022 season. Recognizing its importance for Malaysian esports, ESI joined as a strategic partner. ESI's role was more than symbolic; they actively supported the Malaysian national team, Todak and Haq, in the championship. This partnership shows ESI's commitment to nurturing local talent and giving them a chance to compete internationally. The impact of this collaboration goes beyond just the tournament, supporting the growth of Malaysian esports as a whole.	The partnership between Esports Integrated and Moonton for the 2022 Mobile Legends Bang Bang World Championship was a major success. By backing Todak and Haq, ESI not only enabled their participation in this top-tier international event but also strengthened Malaysia's presence in global esports. ESI is dedicated to continuing its support for esports talent, building strategic partnerships, and raising the standards of esports in Malaysia. Todak and Haq's participation in the M4 World Championship marked a significant achievement for Malaysian esports. Both teams displayed outstanding skill, teamwork, and sportsmanship, inspiring aspiring esports players in Malaysia and highlighting the potential of local talent on the world stage.
Mobile Legends Professional League Malaysia Season 11	The Mobile Legends Professional League Malaysia (MPL MY) is the top MLBB (Mobile Legends: Bang Bang) league in Malaysia. It's a key part of the esports scene, highlighting elite talent and high-stakes matches, and boosting the profile of mobile esports in the region.Season 11 of MPL Malaysia is the first major Mobile Legends tournament of the year in Malaysia. Over six weeks, ten teams, including two that earned their spots through qualifiers, will battle it out for a share of the US$100,000 prize pool on the grand stage.	ESI's support for MPL MY has several key impacts: • As a government-linked organisation, ESI's involvement adds credibility to MPL MY, which can attract top-tier local teams and players, improving the overall quality of the competition. • By supporting MPL MY, ESI helps nurture local esports talent, providing players with a platform to showcase their skills and advance their careers. • ESI's involvement in MPL MY contributes to the overall growth of esports in Malaysia, encouraging more people to participate in and follow the sport.

LIST OF EVENTS SUPPORTED BY ESI IN 2023		
EVENT NAME	**DESCRIPTION**	**OUTCOMES**
Pokemon Unite Champions League 2023	The 2023 Unite Asia Champions League (Southeast Asia League) is a high-profile tournament running from January 7 to February 25, 2023. This prestigious event will see top trainers from across Asia battling it out in the Southeast Asia, East Asia, and India Leagues. The best two teams from each league will secure a spot in the finals. The tournament will culminate with the Pokémon UNITE Asia Champions League finals, which are set to take place on March 18-19, 2023, in Kuala Lumpur, Malaysia. Here, the finest trainers will compete to determine the ultimate champion.The tournament is supported by major collaborators including ESL and The Pokémon Company. It has attracted significant attention, with 20,000 views and participation from 100 trainers.	ESI's support for the Pokémon UNITE Asia Champions League 2023 may have several notable outcomes: • ESI's involvement helped elevate the profile of the tournament, drawing attention from both fans and participants in Malaysia. This increased visibility contributed to the event's overall prestige and impact within the esports community. • The partnership may have played a role in attracting significant viewership, with 20,000 views recorded. This high level of engagement underscores the effectiveness of ESI's support in generating interest and excitement around the tournament. • ESI's backing of the Pokémon UNITE Asia Champions League helped strengthen the regional esports scene by providing a platform for high-level competition and showcasing the talent within Malaysia to regional and international scenes • The partnership with major collaborators like ESL and The Pokémon Company demonstrated ESI's ability to forge impactful relationships within the esports industry, enhancing the event's credibility and success.



LIST OF EVENTS SUPPORTED BY ESI IN 2023		
EVENT NAME	**DESCRIPTION**	**OUTCOMES**
Free Fire Challengers Rumble	The Free Fire Challengers Rumble was an exhilarating event that brought together both professional and amateur players in a climactic final. This highly anticipated event followed a series of community-driven competitions across the MCPS region. Throughout February, numerous teams engaged in intense knockout stages and league matches. The top 12 teams advanced to the Final, where they competed for the prestigious title of Challengers Rumble Champion. The tournament, which attracted 64 participants, was a collaboration between Garena and Esports Integrated (ESI). As part of the initiative under Impact Integrated and the Ministry of Youth and Sports, Malaysia, ESI played a crucial role in enhancing the event's success. ESI managed live production for Garena, set up a live stream, and organized a dedicated tournament room for the battle royale format. The event garnered significant public attention, with 50,000 views, showcasing ESI's effective handling of both the live broadcast and the competitive atmosphere of the tournament.	ESI's support for the Free Fire Challengers Rumble had a significant impact on the event and the broader esports community: • ESI's management of live production ensured a high-quality broadcast, which enhanced the viewer experience. Their expertise in setting up the live stream and tournament room contributed to the smooth execution of the event. • The event achieved substantial visibility, with 50,000 views. ESI's involvement helped attract a larger audience, showcasing the event's appeal and expanding its reach beyond the immediate community. • ESI's role in the event underscored their commitment to fostering a vibrant esports ecosystem. The successful execution of the Free Fire Challengers Rumble highlighted their ability to support and grow community-driven esports initiatives. • Collaborating with Garena, ESI reinforced their position as a key player in the esports industry. This partnership demonstrated ESI's capability to handle large-scale events and contributed to building lasting relationships within the industry. • The event's success furthered ESI's goal of promoting esports in Malaysia, demonstrating their impact on developing a sustainable and engaging esports environment.

Through strategic collaborations and active involvement, ESI aims to elevate Malaysia's esports ecosystem by fostering innovation, enhancing competitive play, and promoting inclusivity. Their efforts are focused on ensuring the continuous growth and development of the local esports scene while aligning it with international standards. By building strong partnerships, supporting major events, and nurturing local talent, ESI is committed to advancing Malaysia's position on the global esports stage, ultimately contributing to a vibrant and sustainable esports community.

PART 5 ASSET MANAGEMENT SPACERUBIX

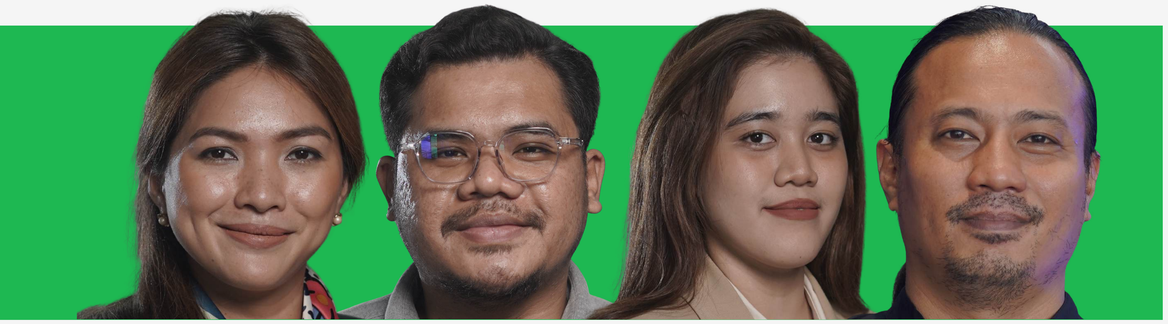
SPACERUBIX

15
spaces

RM780k
sales generated

25
organizations engaged

FROM THE TEAM

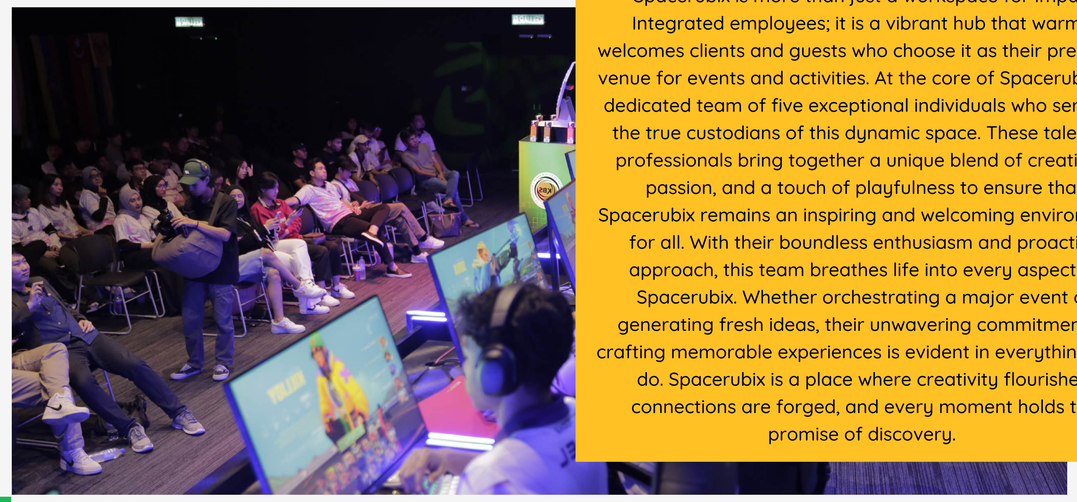


IZZATI KHAIRUDIN, MUHAMMAD SALAHUDDIN MD NOR, MAZLIANA MANIZAM, NADER ARDALAN ABDUL GHANI & MOHAMAD ILMI ISMAIL
TEAM SPACERUBIX

As we reflect on the past year, we are filled with profound gratitude for all those who have been an integral part of our journey. To our clients, guests, and community partners, we extend our deepest thanks for entrusting us with their most cherished moments. Their energy and enthusiasm have infused our space with life, and we are honored by the confidence they place in us to bring their visions to fruition. Together, we share a commitment to transforming every event into an opportunity for connection and the creation of lasting memories—a mission we are privileged to be a part of.

Our journey, however, has not been without its challenges. From navigating fluctuating markets to accommodating the diverse needs of each event, we have encountered our share of obstacles. Yet, it is through these very challenges that we have grown as a team, learning the invaluable lessons of open communication and collaboration. Every setback has served as a reminder that we are united in our pursuit of a common goal: crafting unforgettable experiences.

As we look ahead to the coming year, we are filled with anticipation for what lies ahead. We have ambitious plans to further enhance our offerings, making our space even more welcoming and enjoyable for all. Our focus remains on continuous improvement and innovation, ensuring that we not only meet but exceed expectations. As we embark on this new chapter in 2024, we do so with a spirit of camaraderie and excitement, ready to embrace the opportunities and challenges that await.



Spacerubix is more than just a workspace for Impact Integrated employees; it is a vibrant hub that warmly welcomes clients and guests who choose it as their preferred venue for events and activities. At the core of Spacerubix is a dedicated team of five exceptional individuals who serve as the true custodians of this dynamic space. These talented professionals bring together a unique blend of creativity, passion, and a touch of playfulness to ensure that Spacerubix remains an inspiring and welcoming environment for all. With their boundless enthusiasm and proactive approach, this team breathes life into every aspect of Spacerubix. Whether orchestrating a major event or generating fresh ideas, their unwavering commitment to crafting memorable experiences is evident in everything they do. Spacerubix is a place where creativity flourishes, connections are forged, and every moment holds the promise of discovery.

HISTORY OF SPACERUBIX

The history of Spacerubix is a story of vision, innovation, and community. Established as a creative haven for Impact Integrated employees, Spacerubix quickly evolved into a vibrant hub that transcended its original purpose. From its inception, Spacerubix was designed to be more than just a workspace—it was envisioned as a dynamic space where creativity could thrive, connections could be fostered, and memorable experiences could be made.

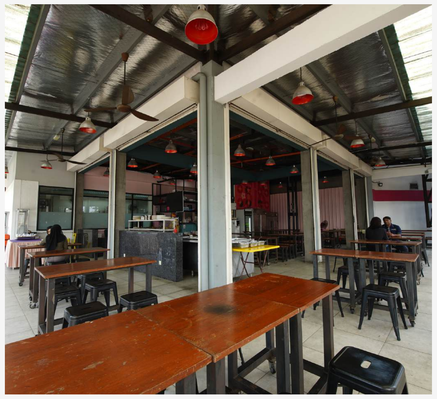
Over the years, it has become a preferred venue for events and activities, attracting a diverse range of clients and guests who are drawn to its unique blend of functionality and inspiration. The evolution of Spacerubix reflects a commitment to growth and adaptability, continuously transforming to meet the needs of its community while staying true to its core values of creativity, collaboration, and innovation.

2006 - 2016	Kompleks Rakan Muda Puchong	This complex is thoughtfully designed to support the Rakan Muda Programme, offering a range of facilities that include dedicated dormitories for boys and girls, administrative offices, computer labs, a reading room, a cafeteria, and prayer rooms, all complemented by a sub-basement car park. The second block, distinguished by its sleek, sweeping roof, is home to various sporting amenities, including a multi-purpose hall, squash courts, indoor game areas, and a gymnasium. An outdoor cafeteria serves as a connecting element between the two blocks, creating a harmonious blend of functionality and visual appeal.
2016 - 2019	iM4U Sentral	A decade after its completion, Kompleks Rakan Muda Puchong has evolved into a dynamic commercial hub for youth, now known as iM4U Sentral. This vibrant center provides accessible and affordable community facilities, distinguished by its bold design, thoughtfully organized spaces, and versatile public areas that foster both private and communal interactions.
2019 - 2022	Spacerubix & ESI Hub	The complex has undergone a revitalization and reemerged as Spacerubix, continuing its mission as an inspirational hub for sports activities and events, serving both corporate and community needs. In April 2022, Spacerubix became the home of the National E-Sports Hub, known as the ESI Hub. This pivotal addition supports the growth of e-sports in Malaysia by providing a premier venue for tournaments, a dedicated training ground for players, a networking space for industry stakeholders, and a base for the professional development programs of ESI and KBS.

KEY FOCUS

SPORTS & HEALTHY LIVING

At Spacerubix, promoting sports and healthy living is a cornerstone of our mission. Our venues are thoughtfully designed to support activities that foster fitness, wellness, and an active lifestyle. Whether it's hosting competitive tournaments or conducting fitness classes, our spaces are equipped with open areas, state-of-the-art exercise equipment, and relaxation facilities. These environments are not only functional but also aim to build community engagement by encouraging individuals to prioritize their health and well-being. As we move forward, Spacerubix remains committed to expanding and enhancing these offerings, ensuring that our spaces continue to inspire a healthy, active lifestyle for all.



EVENTS & COMMUNITY

Spacerubix prides itself on being a hub for events and community gatherings. Our versatile venues are designed to accommodate a wide range of activities, from social events and corporate meetings to community festivals. With flexible layouts and essential amenities, we provide the perfect setting for fostering engagement and collaboration within the community. In 2023, Spacerubix demonstrated its capability to host a diverse array of events, solidifying its reputation as a premier destination for meaningful and impactful gatherings. Moving into the future, we aim to further refine these spaces, making them even more adaptable and accessible to meet the evolving needs of our clients and the communities we serve.

ARTS & CULTURE

Supporting the arts and culture is another key focus at Spacerubix. Our venues are tailored to host exhibitions, performances, and a variety of cultural events, offering the ideal environment for showcasing artistic works and facilitating cultural exchanges. By providing the necessary amenities and a welcoming atmosphere, Spacerubix helps bring artistic visions to life and fosters cultural enrichment. As we continue to grow, our commitment to nurturing the arts will remain steadfast, ensuring that our spaces are not only functional but also inspirational, contributing to the vibrant cultural landscape of our community.

SPACE FOR CONNECTION

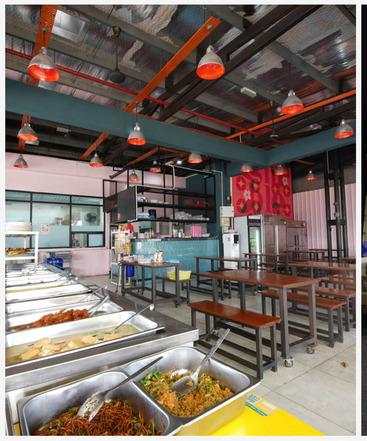
The essence of Spacerubix lies in providing spaces where people can come together. Whether for gatherings, meetings, or activities, our venues are equipped with all the essentials—comfortable seating, advanced audio-visual equipment, and a welcoming atmosphere. These spaces are designed to facilitate connection and collaboration, creating an environment where ideas can flourish, relationships can be built, and communities can thrive. As we look ahead, our focus will be on enhancing these spaces, ensuring they continue to serve as the heart of connection and interaction for everyone who steps through our doors.

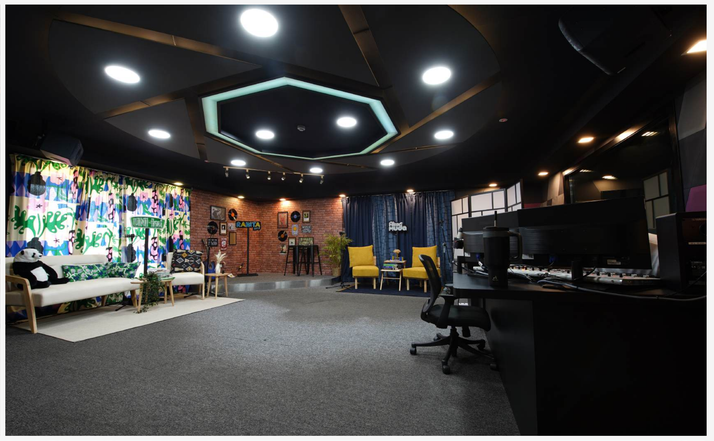
STRATEGIC PARTNERSHIPS & COLLABORATIONS

Spacerubix has established itself as a premier destination for diverse events and activities, thanks in large part to its strategic partnerships and esteemed clientele. In 2023, Spacerubix hosted 23 clients, each bringing unique programs that leveraged the space's versatility and innovative design. From corporate giants like PROTON Sdn Bhd and HeiTech Padu Berhad to creative agencies such as Wala Wala Pictures Sdn Bhd and AMK Creative Media Sdn Bhd, Spacerubix has become the go-to venue for events ranging from team-building sessions and commercial filmings to graduations and high-profile esports tournaments.

The partnerships with these clients have not only underscored Spacerubix's ability to cater to a wide array of needs but have also reinforced its reputation as a hub for both corporate and community-driven initiatives. The ESI Hub within Spacerubix has been particularly significant, hosting numerous esports events, including the Malaysia E-Sports Talent Apprentice and the Monash Valorant Masters, solidifying its role in nurturing the esports ecosystem in Malaysia.

Each event held at Spacerubix is a testament to the strong collaborative relationships it maintains with its clients, ensuring that every program is executed seamlessly and leaves a lasting impact. Whether it's a high-energy sports tournament or a creatively driven commercial shoot, Spacerubix continues to set the standard for event spaces, providing an environment where ideas are brought to life and memories are made.





LESSON LEARNT

For Spacerubix, the year 2023 offered valuable lessons that will shape its continued growth and success. By reflecting on these lessons, Spacerubix is well-positioned to refine its strategies, enhance its offerings, and continue delivering exceptional experiences in the years to come.

Adaptability is key	Hosting a diverse range of events, from corporate town halls to esports tournaments, underscored the importance of adaptability. The ability to tailor the space to meet the unique needs of each client proved crucial in delivering successful outcomes. This lesson reinforces the need to continually innovate and enhance the versatility of our spaces.
Strengthening client relationships	The success of events in 2023 highlighted the importance of building strong, collaborative relationships with clients. Understanding their specific requirements and maintaining open lines of communication were essential in exceeding expectations. This lesson emphasizes the value of deepening client engagement and customizing our offerings to meet their evolving needs.
Investing in technology	The prominence of e-sports events at Spacerubix revealed the growing demand for cutting-edge technology and facilities. Ensuring that our spaces are equipped with the latest technological advancements is critical to staying competitive and attracting high-profile events. This lesson suggests a strategic focus on upgrading our infrastructure to support the expanding digital and technological needs of our clients.
Community engagement matters	The variety of community-focused events demonstrated that Spacerubix is not just a commercial venue but also a vital community hub. Engaging with local communities and providing accessible, affordable spaces for their activities helped strengthen our brand's connection with the broader public. This lesson highlights the importance of continuing to foster community ties and support local initiatives.
Flexibility in event management	Managing a wide spectrum of events, from large-scale corporate gatherings to intimate community sessions, taught us the importance of flexibility in event management. Being able to pivot quickly and accommodate last-minute changes was crucial in ensuring client satisfaction. This lesson underscores the need to maintain a flexible approach in all aspects of event planning and execution.

SPACERUBIX CLIENTS IN 2023

In 2023, Spacerubix proudly served as the venue of choice for 23 diverse clients, each utilizing our spaces to host a wide array of programs and activities. From corporate gatherings and team-building exercises to graduations, commercial film shoots, and e-sports tournaments, Spacerubix was the backdrop for events that spanned numerous industries and interests. Our commitment to providing versatile and fully equipped venues allowed us to meet the unique needs of each client, ensuring their events were executed seamlessly and successfully.

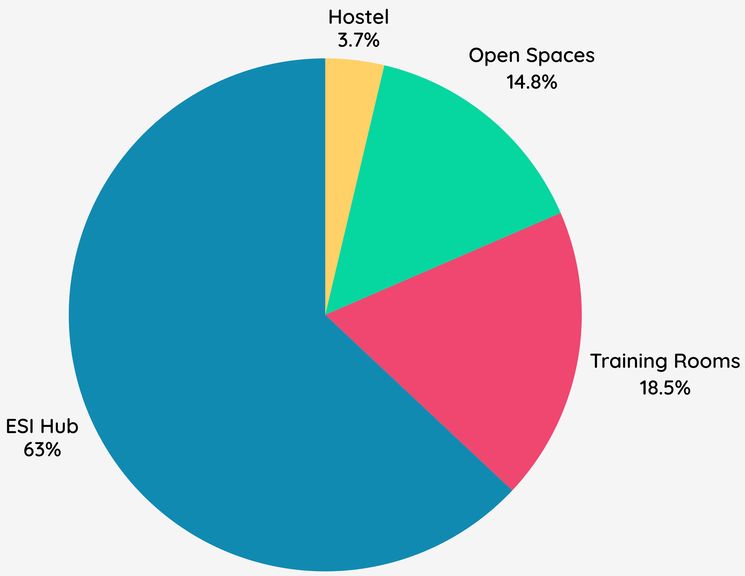
Below is a detailed list of the clients who entrusted Spacerubix with their events in 2023, along with the specific spaces they utilized to bring their visions to life:

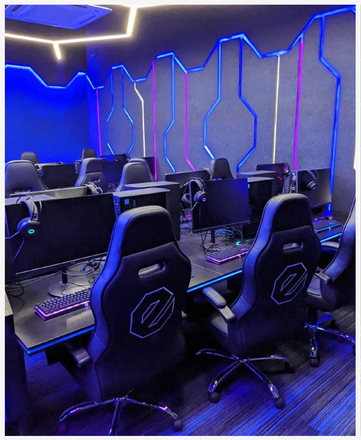
	Event	Venue
PROTON Sdn Bhd	Team Building	Lanai Santai
As Sakeenah Pre School	Concert and Graduation	ESI Grand Hall
Wala Wala Pictures Sdn Bhd	JD Sports Commercial Filming	Cerebro
Little PaL Child Care Centre	Concert and Graduation	ESI Grand Hall
RAW Studio	UNDP Futsal	Cerebro and Champions Lounge (ESI Gaming Hub)
HeiTech Padu Berhad	HeiTech Padu Townhall	ESI Grand Hall
AMK Creative Media Sdn Bhd	Game ON!	Entire ESI Hub and Hostel
Gibble Gobble Empire	Ramadan Buffet @ Spacerubix	Piazza
Another Planet Sdn Bhd	Dashing Commercial Filming	ESI Grand Hall and Cerebro
PDRM	Kejohanan Futsal MAKSAK 2023	Cerebro
Kelab Belia Prihatin	Tayangan Perdana "Trash to Treasure"	ESI Grand Hall
Vertex Mastery	Unstoppable Event Summit Japan	ESI Grand Hall and Champions Lounge
Genjoy Studio Sdn Bhd	Monash Valorant Masters	ESI Gaming Hub
Vertex Mastery	Business Coaching, Seminar, Preview	Entire ESI Hub
Jamol Legacy	FIFA23 Tournament	PS Console Room
Fareza Pound Fitness	Pound Fitness Class	Piazza
Selangor Youth Community	Buka Pentas	Piazza
Emazing Event Management	Emazing Percussionist Practice	Lanai Santai
Fareza Pound Fitness	Pound Fitness Class	Piazza
Witty Peas Sdn Bhd	Concert and Graduation	ESI Grand Hall
HeiTech Padu Berhad	Adios, Estos!	ESI Grand Hall
Kelab Sukan Elektronik Darul Khusus	Esports State League (ESTL)	Entire ESI Hub
VTalent Business Sdn Bhd	iQ00 Malaysia Media Launch	ESI Grand Hall
Kidskool Sdn Bhd	Concert and Graduation	ESI Grand Hall
CGO Holding Sdn Bhd	Malaysia E-Sports Talent Apprentice	Entire ESI Hub

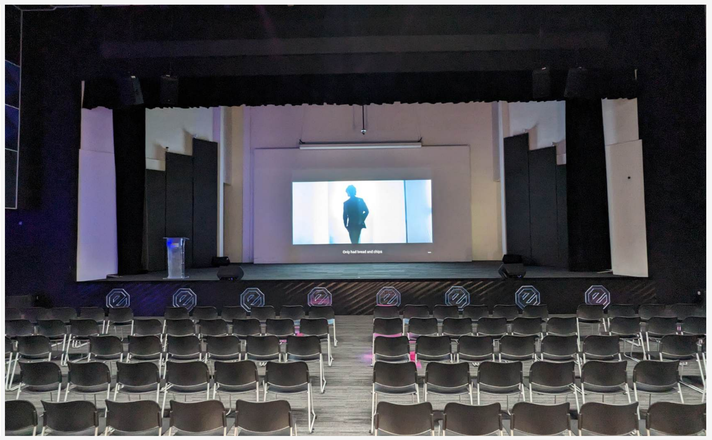
The below chart illustrates the comparative percentages of Spacerubix's space rental sales for the year 2023, highlighting the diverse usage of its facilities. The ESI Hub emerges as the most popular venue, accounting for a significant 63% of the total space rental sales. This dominant figure underscores the Hub's critical role in hosting a wide array of events, particularly in the realm of e-sports and related activities.

Following this, the Training Rooms represent 18.5% of the rental sales, reflecting their importance in accommodating corporate meetings, workshops, and other professional gatherings. Open Spaces, which make up 14.8% of the rentals, are frequently utilised for community events and flexible programming, providing versatile environments for various activities. Finally, the Hostel facilities account for 3.7% of the total sales, indicating a more specialised but essential usage, likely catering to extended stays for event participants and organisers. Overall, this distribution highlights Spacerubix's ability to meet diverse needs through its range of specialised and adaptable spaces.

COMPARATIVE PERCENTAGES OF SPACERUBIX'S RENTAL SALES IN 2023





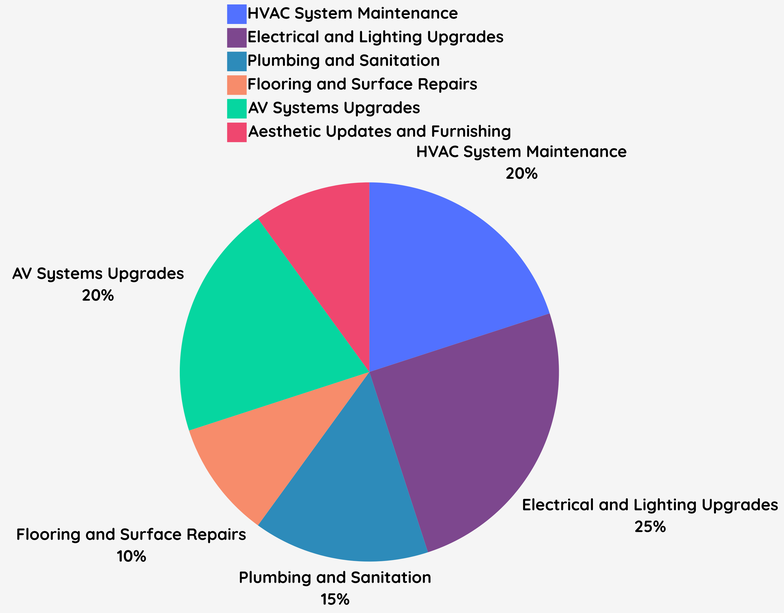


MAINTENANCE & REPAIR WORKS IN 2023

In 2023, Spacerubix continued its commitment to maintaining high standards of quality and safety across all its facilities. To ensure that each space remains in optimal condition for hosting a wide range of events, a comprehensive maintenance and repair program was implemented throughout the year. This program focused on both routine upkeep and targeted repairs, addressing the wear and tear that naturally occurs in high-usage environments like ours.

Routine maintenance	Regular maintenance was a cornerstone of our efforts in 2023. This included tasks such as HVAC system servicing, electrical inspections, and plumbing checks, all of which were conducted on a scheduled basis to prevent disruptions and ensure a comfortable environment for clients and guests. In addition to these essential services, the cleaning and sanitation of common areas, restrooms, and high-touch surfaces were given heightened attention, particularly in light of ongoing health concerns. Our outdoor spaces also received regular care, with landscaping efforts ensuring that these areas remained inviting and well-kept.
Targeted repairs	In response to specific issues identified during inspections or reported by clients, Spacerubix carried out targeted repair work throughout the year. Notable repairs included the replacement of ageing HVAC components, the upgrade of lighting systems in the ESI Hub to more energy-efficient LEDs, and the resurfacing of floors in high-traffic areas such as the multi-purpose halls and training rooms. These repairs were strategically timed to minimise disruption to scheduled events, reflecting our commitment to maintaining a seamless client experience.
Upgrades and renovations	Beyond routine maintenance and repairs, Spacerubix also undertook several upgrades and renovations in 2023. The most significant of these was the modernization of our AV systems in the ESI Hub and Training Rooms, which included the installation of new sound systems, projectors, and screens. Additionally, the hostel facilities received an aesthetic update, with fresh paint, new furnishings, and enhanced Wi-Fi connectivity to better serve long-term guests.

This chart would provide a clear breakdown of where Spacerubix's maintenance efforts were concentrated throughout the year, highlighting the priority areas and the scope of work completed in 2023.



IMPACT INSIGHTS: MUHAMMAD SALAHUDDIN MD NOR

MUHAMMAD SALAHUDDIN MD NOR
SENIOR ASSOCIATE, SALES

Salah is one of the coordinators for Spacerubix's sales and client management.

What is the most memorable experience while managing Spacerubix and its clients?

One of the memorable experiences is when all the Business Units collaborated in organizing 'Kita Festival 2022' as well as an event from the client called, 'Buka Pentas'. These lively and happening events will be remembered because of the togetherness, cooperation and time given in achieving the objectives of the events. Moreover, it attracts a large number of visitors due to various activities that were activated.

What is your favourite spot in Spacerubix?

My favourite place is the whole ESI Hub and Office Pantry. The ESI Hub is where so much creativity and collaboration happens—it's the heart of everything we do. It's where ideas come to life, where the team comes together to work on groundbreaking initiatives for eSports in Malaysia. The environment at the Hub is inspiring, with a perfect mix of energy and innovation.

As for the Office Pantry, it's a small but significant spot. It's more than just a place to grab a snack or coffee; it's where informal conversations take place, often leading to new ideas and collaborations. The relaxed atmosphere in the pantry allows us to recharge and connect on a more personal level, making it an essential part of our work culture. Together, both spaces form the perfect combination of work and comfort for me.

What is your hope for Spacerubix in the future?

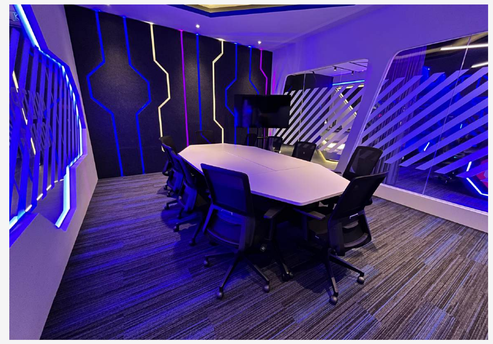
My hope is to receive more clients that are interested in organizing their event here, specifically a festival-like event that consists of various activities such as performances, flea market, demonstration and tutorials, etc. In addition, I do hope that Spacerubix will always be relevant and reliable as a community hub that could offer a varied range of current facilities from festivals, performances, conventions, annual dinners, physical sports as well as eSports and retail spaces, that could lead to a consistent number of daily visitations from the public.

SPACES AVAILABLE AT SPACERUBIX

At Spacerubix, we provide versatile spaces tailored to suit every type of event, whether it's indoor, outdoor, or a combination of both. Our facility is thoughtfully designed to host up to 2,000 people simultaneously, offering ample space for large gatherings and a wide range of activities

ESI HUB

The ESI Hub is a cutting-edge multi-purpose esports venue that seamlessly blends functionality with excitement. Designed to cater to a wide spectrum of esports-related activities, the ESI Hub is a premier destination for hosting tournaments, gaming events, and immersive experiences. This dynamic space not only provides an event venue for large-scale competitions but also serves as a dedicated gaming center where enthusiasts can dive into a diverse array of games in a state-of-the-art environment.



Multi-Purpose Rooms (MPR)

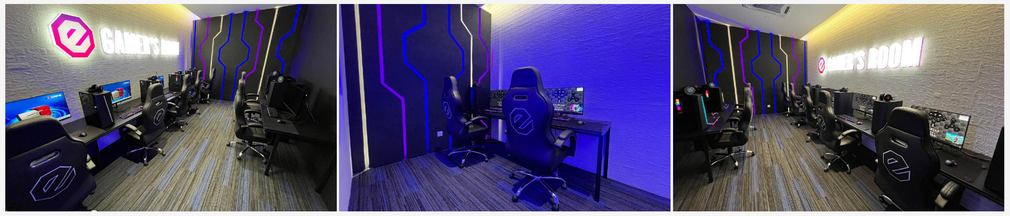
Each of our three Multi-Purpose Rooms is equipped with modern amenities to facilitate both small and medium-sized gatherings. These rooms are fully air-conditioned and feature whiteboards, chairs, tables, and TVs (available upon request). They are versatile spaces suitable for workshops, seminars, and gaming events, accommodating up to 20 people in either classroom or theater seating.

Champions Lounge

The Champions Lounge offers a more relaxed and intimate setting, perfect for smaller group activities or casual meetings. With air-conditioning, comfortable sofas, Japanese-style tables, bar stools, bar tables, and TVs (available upon request), the lounge can comfortably accommodate up to 20 people in a variety of seating arrangements.

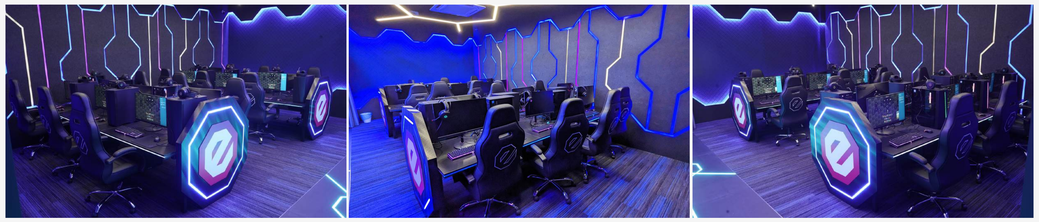
Gaming Rooms

The ESI Hub houses multiple Gaming Rooms, each tailored to create the ultimate gaming experience. These rooms are air-conditioned and furnished with high-performance computers, gaming chairs, and vibrant RGB lighting. The rooms vary in capacity, with Gaming Rooms 1 and 6 accommodating 3 players each, Rooms 2 and 5 fitting 2 players each, and Rooms 3 and 4 supporting up to 7 players each.



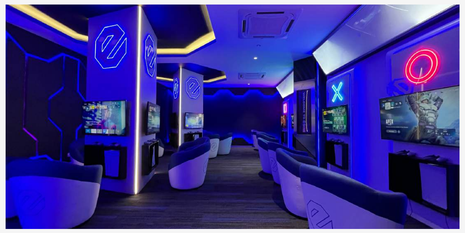
Gaming Areas

In addition to individual gaming rooms, the ESI Hub features two expansive Gaming Areas, each capable of hosting up to 24 players. These spaces are ideal for larger gaming sessions and esports practice, equipped with top-tier computers, gaming chairs, and RGB lighting to enhance the gaming atmosphere.



Console Room

For console gaming enthusiasts, the Console Room offers a premium experience with PlayStation 5 (PS5) consoles, plush sofas, and immersive RGB lighting, all in a comfortable, air-conditioned environment. This room is designed to accommodate up to 10 players, making it perfect for group gaming sessions or small tournaments.



The ESI Hub is designed with flexibility and comfort in mind, ensuring that every event, from competitive tournaments to casual gaming sessions, is supported by the best facilities available. Whether you are a professional gamer, a tournament organizer, or simply a gaming enthusiast, the ESI Hub provides the perfect environment to elevate your experience.

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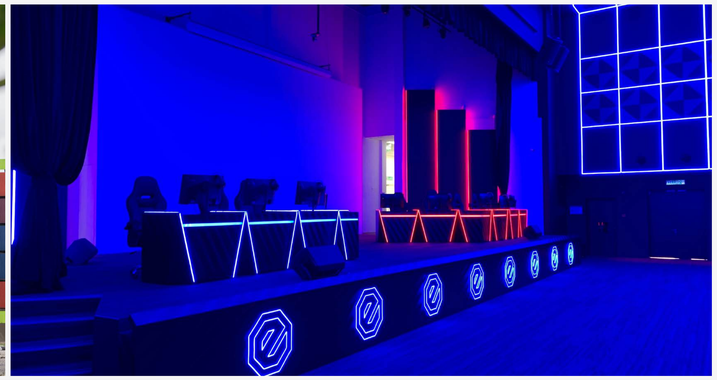
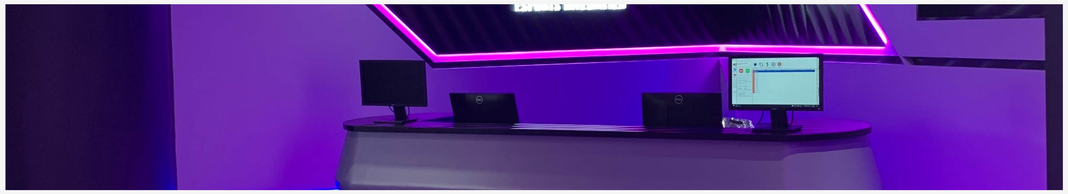




TRAINING ROOMS

Lanai Santai

Lanai Santai is a spacious and well-ventilated training room designed to inspire creativity and accommodate a wide range of events. With its lofty ceiling and ample natural light, this room provides an open and inviting atmosphere, perfect for creative projects and gatherings. The room is equipped with air conditioning to ensure comfort, and it features basic audiovisual equipment, including an AV system with surround sound, a glass whiteboard, and an LED screen. A projector with a screen is also available to support presentations and screenings. The attached washroom adds an extra level of convenience for guests.

Amenities	• Air-conditioning • AV System with surround sound • LED Screen • Glass whiteboard • Attached washroom
Capacity	Can accommodate up to 40 people
Price	Starting from RM360
Events Suitability	Ideal for small events, seminars, press conferences, movie screenings, art exhibitions, birthday parties, or any creative events of small to medium size.

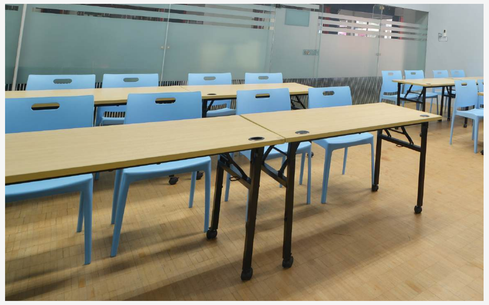
Cerebro

Cerebro offers a flexible and versatile venue ideal for hosting a variety of events. The room is air-conditioned and well-lit, providing a comfortable and adaptable setting for both intimate gatherings and larger functions. Whether you're planning a conference, team-building session, or a formal meeting, Cerebro is equipped to meet your needs. Essential amenities like a whiteboard, chairs, tables, and a projector with a portable speaker (available upon request) make this space highly functional.

Amenities	• Air-conditioning • Whiteboard • Chairs and tables • Projector and portable speaker
Capacity	Can accommodate up to 80 people (in classroom or theater seating)
Price	Starting from RM135
Events Suitability	Ideal for conferences, team-building activities, training sessions, meetings, and discussions.

Oracle

Oracle is a versatile and adaptable venue designed to cater to various types of events. With air conditioning and essential lighting, it provides a comfortable environment for different activities. This room is well-suited for conferences, training sessions, and team-building activities, offering a straightforward layout that can be easily configured to meet your specific event needs.



Amenities	• Air-conditioning • Whiteboard • Chairs and tables • Projector and portable speaker
Capacity	Can accommodate up to 40 people (in classroom or theater seating)
Price	Starting from RM50
Events Suitability	Suitable for conferences, team-building activities, and training sessions.

Zenith

Zenith is a flexible and practical space ideal for a variety of functions. The room is equipped with air conditioning and standard lighting, making it a comfortable and reliable choice for events. It is well-suited for smaller gatherings, including conferences, training sessions, and team-building activities. With essential amenities such as a whiteboard, chairs, tables, and a projector with a portable speaker (available upon request), Zenith is designed to accommodate your event's specific requirements.

Amenities	• Air-conditioning • Whiteboard • Chairs and tables • Projector and portable speaker
Capacity	Can accommodate up to 40 people (in classroom or theater seating)
Price	Starting from RM195
Events Suitability	Perfect for conferences, team-building activities, and training sessions.

These training rooms at Spacerubix are designed to cater to a variety of needs, ensuring that each event is supported by the right environment and amenities. Whether you require a space for a creative project, a formal conference, or an interactive workshop, Spacerubix offers a range of options to suit your specific event requirements.

SPORTS AND FITNESS

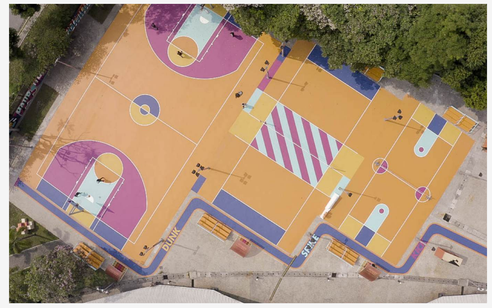
Indoor Court

The Indoor Court at Spacerubix is a versatile, semi-indoor venue designed to accommodate a wide range of sports activities and creative events. This space combines the comfort of an indoor environment with the invigorating feel of open air, making it ideal for diverse and innovative uses. The court is equipped with multiple amenities to support various sports, including the ability to convert the space into a FIFA-sized court. Whether you're organising a sports tournament, hosting a bootcamp, or running a team-building session, the Indoor Court offers the flexibility and resources needed to make your event a success.

Amenities	• Two courts available for use • Conversion to FIFA-sized court • Vending machine • Water dispensers located around the premises • Dedicated courts for basketball, futsal, and dodgeball
Capacity	Can accommodate up to 80 people (in classroom or theater seating)
Price	Starting from RM80
Events Suitability	Ideal for sports tournaments, sports practices, bootcamps, fitness sessions, and team-building activities.

Outdoor Court

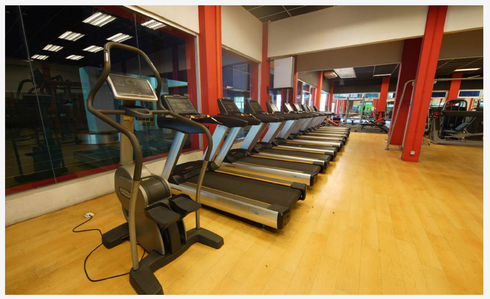
The Outdoor Court provides a spacious and adaptable setting for a wide range of sports, recreational activities, and other events. Designed to cater to diverse needs, this open-air venue is perfect for those looking to enjoy the outdoors while engaging in sports or hosting large gatherings. The expansive area is well-suited for everything from competitive tournaments to casual fitness sessions, all under the vast, open sky.



Amenities	• Basketball court • Volleyball court
Capacity	Can accommodate up to 80 people (in classroom or theater seating)
Price	Starting from RM30
Events Suitability	Perfect for sports tournaments, sports practices, bootcamps, fitness sessions, and team-building activities.

Gym

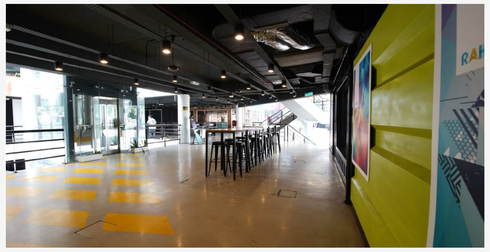
The gym at Spacerubix is a well-equipped facility designed to meet a variety of fitness needs. Whether you're a beginner or an experienced athlete, the gym offers a comprehensive range of cardio machines and strength training equipment to help you achieve your fitness goals. With ample space for different types of exercises, the gym provides a practical and no-nonsense environment where individuals can focus on improving their physical health. The equipment selection is diverse, ensuring that users have access to everything they need for a complete workout experience.



Amenities	• Treadmills • Leg extension machines • Smith machine • Dumbbells • Stationary bikes • Strength training equipment • Bench press
Events Suitability	Suitable for sports practices, fitness sessions, and team-building activities.

These facilities at Spacerubix are designed to cater to a wide array of physical activities, ensuring that participants have access to the best possible environment to pursue their sports and fitness goals. Whether you're looking to engage in team sports, hold a fitness bootcamp, or simply work out in a well-equipped gym, Spacerubix offers the ideal spaces to meet your needs.

OPEN SPACES



Lobby & Et Cetera

Our Lobby and Et Cetera spaces offer adaptable environments perfect for hosting a variety of events and activities. The Lobby is a spacious, versatile area that can be tailored to meet the needs of different gatherings, making it ideal for both formal and casual events. Et Cetera, on the other hand, is designed to provide a more relaxed and enjoyable atmosphere, featuring a counter and cozy bar stools that create a laid-back spot for patrons to unwind. These spaces are perfect for creating a welcoming environment that encourages interaction and engagement.

Amenities	• Lobby: A versatile open space suitable for various event setups. • Et Cetera: A comfortable counter with bar stools, providing a cozy spot for informal gatherings.
Price	Starting from RM90
Event Suitability	• Flea markets • Mini bazaars • Mini showcases or concerts • Workshops • Knowledge-sharing sessions • Exhibitions

Piazza & Parking Space

The Piazza and Parking Space at Spacerubix provide expansive and flexible open areas that are ideal for hosting a wide range of outdoor events. The Piazza is a large, adaptable space designed to accommodate various gatherings, from car boot sales and food truck festivals to outdoor concerts and fitness sessions. Its accessible design ensures that all attendees, including those with disabilities, can comfortably enjoy the events. The adjacent parking space offers ample parking facilities, ensuring convenience for guests and making it easy to host large-scale events with significant attendance.

Amenities	• Piazza: A vast open area suitable for a wide range of outdoor events, offering flexibility and ample room for large gatherings. • Parking Space: Ample, accessible parking options to accommodate a large number of vehicles, ensuring convenience for event attendees.
Price	Starting from RM540
Event Suitability	• Car boot sales • Food truck festivals • Flea markets • Bazaars • Mini showcases or outdoor concerts • Workshops • Exhibitions • Fitness sessions

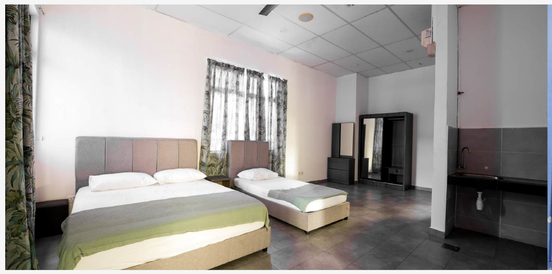
These open spaces at Spacerubix are designed to cater to diverse event needs, offering both flexibility and comfort. Whether you are planning a small, intimate gathering or a large, vibrant festival, our Lobby, Et Cetera, Piazza, and Parking Space provide the perfect backdrop to make your event a success.

HOSTEL

Spacerubix Hostel

Spacerubix Hostel offers a variety of accommodation options tailored to meet the needs of both budget-conscious travelers and event organizers seeking convenient on-site lodging. Guests can choose from private rooms with en-suite bathrooms for added privacy or opt for dormitory-style rooms that provide a cost-effective solution for larger groups. This hostel is ideal for those looking for affordable and comfortable accommodations in close proximity to their events or activities.

Amenities	• 2 private rooms with en-suite bathrooms • 12 dormitory-style rooms with shared bathrooms • Coin-operated laundry facilities • Water cooler • Pantry area for light meals and snacks • Open lobby area suitable for meetings and gatherings



AUDITED FINANCIAL REPORT

Registration No. : 201201017845 (1003358-P)

IMPACT INTEGRATED
(Incorporated in Malaysia)

STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2023

	GROUP		COMPANY	
ASSETS	**2023 RM**	**2022 RM**	**2023 RM**	**2022 RM**
NON-CURRENT ASSETS				
Property, plant and equipment	6,647,788	8,938,776	6,488,237	8,696,062
Right-of-use-assets	102,071	107,175	102,071	107,175
Investment in subsidiaries	-	-	502,502	502,502
Finance lease receivables	-	-	12	12
Total non-current assets	6,749,859	9,045,951	7,092,822	9,305,751
CURRENT ASSETS				
Trade receivables	172,162	127,816	21,030	-
Other receivables, deposits and prepayments	189,969	192,060	126,700	128,791
Amount due from subsidiary companies	-	-	22,691,924	21,111,970
Tax recoverable	469,015	529,009	100,066	190,157
Cash and cash equivalents	6,142,107	7,269,556	4,018,296	6,139,702
Total current assets	13,723,112	8,118,441	34,050,838	27,570,620
TOTAL ASSETS	13,723,112	17,164,392	34,050,838	36,876,371
FINANCED BY:				
Accumulated Surplus	6,140,673	6,290,682	20,225,251	19,764,012
TOTAL EQUITY	6,140,673	6,290,682	20,225,251	19,764,012
NON CURRENT LIABILITY				
Finance lease liabilities	116,122	119,361	116,122	119,361
Total non-current liability	116,122	119,361	116,122	119,361
CURRENT LIABILITIES				
Trade payables	1,195,655	-	1,195,655	-
Other payables and accruals	1,057,097	1,028,983	927,009	894,396
Finance lease liabilities	3,239	3,239	3,239	3,239
Government grant	5,210,326	9,722,127	5,210,325	9,722,126
Amount due to subsidiary companies	-	-	6,373,237	6,373,237
Total current liabilities	7,466,317	10,754,349	13,709,465	16,992,998
TOTAL LIABILITIES	7,582,439	10,873,710	13,825,587	17,112,359
TOTAL EQUITY AND LIABILITIES	13,723,112	17,164,392	34,050,838	36,876,371

Registration No. : 201201017845 (1003358-P)

IMPACT INTEGRATED
(Incorporated in Malaysia)

STATEMENT OF PROFIT OR LOSS
FOR THE YEAR ENDED 31 DECEMBER 2023

	GROUP		COMPANY	
	2023 RM	2022 RM	2023 RM	2022 RM
Income	14,511,488	11,578,546	13,520,035	10,694,683
Overhead expenses	(15,092,640)	(12,889,559)	(13,520,035)	(10,694,863)
Deficit from income	(581, 152)	(1,311,013)	-	-
Other income	214,082	387,874	214,082	381,692
(Deficit) / Surplus from operations	(367,070)	(923,139)	214,082	381,692
Finance income	74,530	36,713	74,530	36,713
Finance cost	(6,761)	(6,930)	(6,761)	(6,930)
(Deficit)/ Surplus before taxation	(299,301)	(893,356)	(281, 851)	(411,475)
Tqxation	149,292	(9,985)	179,388	(9,985)
(Deficit)/ Surplus for the financial year	(150,009)	(903,341)	461,239	401,490

Registration No. : 201201017845 (1003358-P)

IMPACT INTEGRATED
(Incorporated in Malaysia)

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2023

	ACCUMULATED SURPLUS (NON-DISTRIBUTABLE)
GROUP	**RM**
As at 1 January 2022	7,194,023
Deficit for the financial year	(903,341)
As at 31 December 2022	6,290,682
Deficit for the financial year	(150,009)
As at 31 December 2023	6,140,673
COMPANY	
As at 1 January 2022	19,352,522
Surplus for the financial year	401,490
As at 31 December 2022	19,764,012
Surplus for the financial year	461,239
As at 31 December 2023	20,225,251

Registration No. : 201201017845 (1003358-P)

IMPACT INTEGRATED
(Incorporated in Malaysia)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2023

	GROUP		COMPANY	
	2023	**2022**	**2023**	**2022**
	RM	**RM**	**RM**	**RM**
OPERATING ACTIVITIES				
(Deficit) / Surplus before taxation	(299,301)	(893,356)	281,851	411,475
Adjustment for:				
Depreciation of property, plant and equipment	2,510,102	2,326,251	2,401,491	2,199,734
Depreciation of right-of-use-assets	5,104	5,104	5,104	5,104
Finance income	(74,530)	(36,713)	(74,530)	(36,713)
Gain on disposal of property, plant and equipment	(500)	(1,402)	(500)	(1,403)
Operating surplus before working capital charges	2,140,875	1,399,884	2,613,416	2,578,198
Changes in working capital :-				
Trade receivables	(44,346)	-	(21,030)	-
Other receivables, deposits and prepayments	2,091	(154,263)	(1,577,863)	(748,994)
Trade payables	1,195,655	-	1,195,655	-
Other payables and accruals	28,114	129,808	32,613	117,643
Government grant	(4,511,801)	1,998,186	(4,511,801)	1,998,186
Financial lease liabilities	(3,239)	(3,070)	(3,239)	(3,070)
Net cash (used in) / generated from operating activities	(1,192,651)	3,370,545	(2,272,249)	3,941,963
Tax paid	(160,259)	(100,075)	(100,066)	(100,075)
Tax refunds	369,545	10,612	369,545	-
Net cash (used in) / generated from operating activities	(983,365)	3,281,082	(2,002,770)	3,841,888
INVESTING ACTIVITIES				
Finance income received	74,530	36,713	74,530	36,713
Work in progress	-	293,997	-	293,997
Proceeds from disposal of property, plant and equipment	500	4,360	500	4,360
Purchase of property, plant and equipment	(219,114)	(5,463,036)	(193,666)	(5,461,156)
Net cash used in investing activities	(144,084)	(5,127,966)	(118,636)	(5,126,086)
CASH AND CASH EQUIVALENTS				
Net decrease	(1,127,449)	(1,846,884)	(2,121,406)	(1,284,198)
At beginning of the year	7,269,556	9,116,440	6,139,702	7,423,900
At end of the year	6,142,107	7,269,556	4,018,296	6,139,702
CASH AND CASH EQUIVALENTS COMPRISE				
Cash and cash equivalents	6,142,107	7,269,556	4,018,296	6,139,702

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ACKNOWLEDGEMENTS

We are deeply grateful for the unwavering support and collaboration of our stakeholders, partners, and dedicated team members who have contributed to Impact Integrated's achievements in 2023. This year has been marked by significant progress across all our initiatives, including Impact Malaysia, Rakita 107.9, mySUKAN TV, Esports Integrated, and Spacerubix. Our successes are a testament to the collective efforts of those who share our vision of empowering communities and driving positive change. We extend our heartfelt appreciation to everyone who has played a role in our journey, from government agencies and corporate partners to the vibrant youth and communities we serve. Your trust, commitment, and partnership have been instrumental in realizing our goals and pushing the boundaries of our impact.

1	Adab Youth Garage
2	Ahli Dewan Belia Sabah
3	Aku Peduli
4	Alive Asia
5	AMK Creative Media Sdn Bhd
6	Architects of Diversity
7	BERSIH 2.0
8	Buku Jalanan Chow Kit
9	Earth Heir
10	EdgePoint Towers Sdn Bhd
11	ESL
12	FUTURISE
13	Gabungan Belia Ranau
14	GamesMY
15	Garena
16	Geomatika University Keningau
17	HeiTech Padu Berhad
18	i-LEAD
19	Infinix Mobility
20	Institute for Youth Research Malaysia (IYRES)

21	Intricon
22	JAKOA
23	Johor Esports Association
24	Kafe Tuju
25	Katedral St. Francis Xavier Keningau
26	Kedah Esports Association
27	Kelantan Esports Association
28	Kolej Komuniti Kuala Langat (KKL)
29	Kuala Lumpur Esports Association
30	Labuan Esports Association
31	Majlis Orang Asal Sabah
32	Malaysia Digital Economy Corporation (MDEC)
33	Malaysia E-Sports Talent Apprentice
34	Malaysia Esports Federation (MESF)
35	Me.Reka
36	Media Variasi
37	Melaka Esports Association
38	Monash Valorant Masters
39	Moonton Games
40	Morleaf Studios

41	Multimedia University (MMU)
42	My Catalyz
43	PACOS Trust
44	Pahang Esports Association
45	Pejabat Daerah Telupid
46	Perak Esports Association
47	Perlis Esports Association
48	PROTON Sdn Bhd
49	Pulau Pinang Esports Association
50	Putrajaya Esports Association
51	Sabah Esports Association
52	Sarawak Esports Association
53	SEA Gamer Mall
54	Selangor Esports Association
55	Terengganu Esports Association
56	The Good Kids
57	The Lost Food Project
58	The Pokémon Company
59	Todak Academy
60	Toy Library Malaysia
61	Universiti Selangor (UNISEL)
62	Valve
63	Wala Wala Pictures Sdn Bhd
64	Whatever Works Coffee
65	Women of Will
66	WOMEN:girls
67	Xenoaisam Studios
68	Y Politics
69	Yayasan PETRONAS
70	Yoodoo
71	1901