



KEMENTERIAN PELANCONGAN,
SENI DAN BUDAYA MALAYSIA



MEDIA STATEMENT

Media Broadcast:

ALERT: Thirty seven years of experience in shouldering the responsibility as Cultural Arts Administrator have adequately raised the National Department for Culture and Arts (JKKN) to a level of excellence and pride for the Nation. - Tan Sri Hajah Norliza Rofli, Former Director General, National Department for Culture and Arts, Ministry of Tourism, Arts and Culture Malaysia

LOVE AND SOUL FOR CULTURAL ARTS

KUALA LUMPUR, 6 DECEMBER - Arts and culture of a nation is one of the pulses of life in the society and the identity of its member no matter who and where they are. Tan Sri Hajah Norliza Rofli is synonymous with the title of "Iron Lady" in glorifying Cultural Arts in Malaysia with only 350 subordinate staff throughout the country. Her biggest sacrifice and distinguished service is in upholding Cultural Arts to every part of the country through the 14 branches of National Department for Culture and Arts (JKKN). Various programmes and planning were carried out by her through her concept of "being active on the ground" in approaching the community with Cultural at the national and International level.

Born on 6 December, 1960, this Chenor, Pahang born child is highly committed in carrying out her responsibilities as a Civil Servant and in 2016 she was conferred with Panglima Setia Mahkota Persekutuan (PSM) which carries the Title Tan Sri by the Fourth Yang di-Pertuan Agong. For almost 20 years being the number one person in JKKN, today (December 6, 2020) marks the end of Tan Sri Hajah Norliza Rofli, Director General of JKKN service as a Public Servant. Throughout her service, she had always set a very high standard especially in elevating Cultural Arts. The fact that society always view Cultural Arts merely as a complementing aspect in life and as a form of entertainment for leisure. It is to this fact that Tan Sri Hajah Norliza sees herself facing a great challenge in changing those mindsets. It is also for this reason that she aspires to bring Cultural Arts further than just supporting the nation's economy but ensuring that it will not be lost in the ever-challenging technological advancement.

THE IMPORTANT ROLE OF MEDIA FOR JKKN

In approaching towards retirement, Tan Sri Hajah Norliza is highly grateful to all media practitioners to whom have always supported JKKN in highlighting Cultural Arts nationally and Internationally. Without their efforts, it was not possible for JKKN to be known and to be in a position we can be proud of. She had never declined any request from the press for their inquiries, she will try to address every issue in ensuring that they are able to complete their task as reporters as well as media practitioners especially in the fields of arts and culture.

FIRM NOT FIERCE

Tan Sri Hajah Norliza is well known for being a very strict Head of Department. On top of that, some people misconstrued her as a very fierce person. The moment she was asked about it, she smiled and said "I am not a fierce person, instead, I am a very firm person". Her determination and perseverance in attending her work makes her very firm in shouldering the responsibility as the number one person in JKKN.

Tan Sri Hajah Norliza held the position as Director General since 19 May 2005 until 6 December 2020 being the first Director General since the formation of JKKN until now as it was formerly known as Cultural and Arts Division under the Ministry of Cultural, Arts and Heritage (KEKKWA). Before joining JKKN, she started her career as Assistant Director (Cultural) at the Department of Cultural, Youth and Sports in Sabah under the Ministry of Cultural, Youth and Sports in 1983 until 1985. Prior to holding the position as Director General of JKKN, she was the Division Secretary for Cultural and Arts Division under the Ministry of Cultural, Arts and Heritage (KEKKWA) from 27 March 2004 until 18 May 2005.

CULTURE AND ARTS IN THE GLOBAL EYES

Her experience in elevating Cultural Arts started since 1985 when she was transferred to the International Unit of Cultural Division. At this time, she pioneered the exposure of Malaysian cultural groups to the international stage through the CIOFF (International Council of Organizations of Folklore Festivals and Folk Arts) programme when she was the CIOFF Secretary of CIOFF Asia Pacific Region from 1987 until 1989. There were 19 groups from Malaysia consisting of state groups, Public Higher Education Institute groups, and private sector groups managed to represent Malaysia throughout this period. The Malaysian arts groups participation in international events and festivals have grown ever since. Furthermore, she was the secretariat for exchange of arts, culture and expert activities programme under the Malaysia Programme Agreement with UK countries of continental Europe.

In addition, she was also appointed as Panel of Evaluators / National and International Level Main Committee in 2016 as the Committee Chairman for the Cultural Events in conjunction with the Commonwealth Association for Public Administration and Management (CAPAM).

On many occasions she has been sent as the Delegation representing the Ministry and Nation in the field of Cultural Arts to countries such as Germany, Italy, Malta, China, Argentina, Kazakhstan, Bulgaria, and many more.

In spurring Cultural Arts, she had also contributed ideas and energy alongside the Palace which started in 2006 until 2019, where she was appointed as the Chairman of Event Performance for the Royal Banquet in conjunction with the farewell of His Majesty the 12th Yang di-Pertuan Agong, the Coronation of His Majesty the 13th Yang di-Pertuan Agong, the Coronation and Farewell of His Majesty the 14th and 15th Yang di-Pertuan Agong.

During her final year before retirement, she also chaired the Organization of the 8th World Summit on Arts and Culture in 2019 in Kuala Lumpur.

Other than her role in coordinating events for cultural performances and parades in conjunction with the celebration of Independence Day every year, Tan Sri Hajah Norliza is also known to be expert referral in Cultural Arts. This can be seen through the Culture and Arts Preservation Programme which was developed to preserve culture and arts that are on the brink of extinction in this country. Among her important roles was to rejuvenate the almost extinct Mak Yong performance which is popular in the State of Kelantan, as well as the Mek Mulung performance in the State of Kedah. Both of this art performances have been carried out and presented at the Palace of Culture.

NORLIZA AND ASWARA

Her leadership qualities shined when she became the person who was responsible in making the National Arts Academy (Akademi Seni Kebangsaan or "ASK") a reality in 1994. It started when she pursued her studies for her Master's Degree, and the practical paper she presented was the preparation of the blueprint for the formation of the National Arts Academy based on the Cabinet's Approval in 1989 for a formation of an Art School under the Ministry of Cultural, Arts and Tourism. The Blueprint was prepared and applied by the Ministry of Cultural, Arts and Tourism until the implementation of the National Arts Academy (ASK) with its first intake of students in 1994. Under the Ministry of Culture, Arts and Heritage, the academy was expanded to become the National Academy of Arts, Culture and Heritage (Akademi Seni Budaya dan Warisan Kebangsaan or "ASWARA") which carries out formal studies in arts up to degree level.

Her contributions and services in the establishment of the academy have provided the right channels to fulfill the needs of talented and arts enthusiastic as an alternative to local and private universities.

BACK TO NORMAL ROUTINE

Even though Tan Sri Hajah Norliza is now known as the former Director General of JKKN, she will never forget JKKN. Her unquestionable love for Cultural Arts is an integral part of her soul. She was always committed and started working as early as 7.30 am and rarely took sick leaves. Each day she will think of ways to elevate and inflame the Nation's Cultural Arts. Starting tomorrow there will be no more rush at the office for meetings with the officers and staff of JKKN. It is time for her to pay her dues for all she had left behind in sacrificing her time and space for the family especially with her only child. Today she will spend her time with her one and only grandson with the free time she has. In this new norm environment, she will ensure that all directives set by the government is adhered. Furthermore, she dreams of catching up with old friends but, considering the nation's current situation in facing the Covid-19 pandemic, she has to postpone this hope for now until everything is back to normal.

"The hopes of Culture and Arts will always remain fresh in the eyes of the society, more so with the challenges we are facing in this New Norm" she said before ending the interview recently. Eventhough she is known as the former DG of JKKN, she will always ensure the development of Cultural Arts continues to be relevant in the multi-racial society in Malaysia.

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