

REGIONAL TRADE FOR DEVELOPMENT (RT4D)

TERMS OF REFERENCE FOR

Updating the Regional Trade for Development (RT4D) Program Video

I. Summary

Title	Updating the Regional Trade for Development (RT4D) Program Video
Start Date	June 2026
Completion Date	July 2026
Reports to:	RT4D Manager: Sebastian Cortes, Program Performance and Quality Lead
Requires Approval from:	RT4D Program Performance and Quality Lead RT4D Facility Director Australian Government, Department for Foreign Affairs and Trade (DFAT)
Timetable for Tender Process	Request for Proposals: 28/04/2026 Closing Date for Queries: 08/05/2026 Closing Date for Proposals: 18/05/2026
Submission Instructions	The provider should submit Technical and Financial submissions in alignment with the requirements outlined in Section VIII of this ToR. Submissions or any questions should be sent to the RT4D Manager at s.cortessanchez@regionaltrade4dev.org by the Closing Date for Queries.
Scope of Work Summary: RT4D is seeking a consultant (firm or organisation) to update the existing “About RT4D” video in line with the final approved script/text. The consultant will be responsible for reviewing the current video, revising visuals, animations and motion graphics as required, and producing a final version that is clear, professional and consistent with RT4D branding. The consultant will also provide English subtitles, incorporate RT4D and partner logos, include the RT4D website link and/or QR code, and submit the final video together with editable source files and other agreed deliverables.	

II. Background

Regional Trade for Development (RT4D) is an AUD 53.3 million, six-year (2022-2028) initiative funded by the Governments of Australia and New Zealand to support the effective implementation of the Agreement Establishing the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) and the Regional Comprehensive Economic Partnership (RCEP) Agreement. RT4D aims to secure predictable, transparent and market-based frameworks for regional trade and investment.

The RT4D Facility supports regional and ASEAN national partners through three mechanisms: the AANZFTA Implementation Support Program (AISP), the RCEP Implementation Support Program (RISP) and the Trade and Gender Equity Incubator (TGEI).

An existing RT4D “About RT4D” video has already been produced. This scope of work is to update that video so that the visuals, animations, motion graphics and subtitles align with the final approved script/text and RT4D branding requirements.

III. Project Outline, Key messages and Vision

The updated video should present RT4D in a clear, professional and engaging manner, using visuals and motion graphics that are consistent with the approved script and RT4D branding. The final output should be visually polished, accessible and suitable for external stakeholder and public-facing use. The video should accurately reflect the revised narrative and deliver a concise, high-quality summary of the RT4D Program.

Objectives:

- To update the existing RT4D “About RT4D” video in line with the final approved script/text.
- To refresh the visual presentation of the video through revised visuals, motion graphics, animations and on-screen text where required.
- To ensure the final video is professionally produced, visually engaging, and suitable for external stakeholder and public-facing use.

Target Audience:

- Senior government representatives in ASEAN and other regions
- Australian and New Zealand government stakeholders and partners
- General public with an interest in trade and development
- Policy makers, trade professionals and economic development practitioners
- Academic and research institutions focused on trade and development

Tone

- Professional
- Informative
- Engaging
- Clear and accessible to a broad audience
- Consistent with RT4D branding and communications standards

The consultant will:

- Review the existing video and identify required updates;
- Revise visuals, animations and motion graphics to align with the approved script/text;
- Retain the structure and style of the original video where appropriate;

- Incorporate RT4D and partner branding;
- Include the RT4D website link and/or QR code;
- Provide English subtitles;
- Deliver the final video file(s) and editable source files, as agreed.

IV. Deliverables and Timeline

A. Project Deliverables

A.1 Deliverable 1 – Updated Video

The consultant will produce an updated version of the existing RT4D “About RT4D” video, revised in line with the final approved script/text and refreshed visual treatment. The final video should be professionally edited, visually coherent and suitable for external dissemination across relevant RT4D and partner platforms.

The updated video should:

- retain the overall structure and key elements of the original video where appropriate;
- incorporate revised visuals, animations, motion graphics and on-screen text aligned to the approved script/text;
- include RT4D and partner branding in line with agreed brand guidelines;
- include the RT4D website link and/or QR code, where required;
- be developed in accordance with Section V: Gender Equality, Disability and Social Inclusion;
- include English subtitles, either embedded in the video or in a separate file, as agreed;
- be delivered in a high-quality, final master format suitable for publication and distribution;
- be provided in a format compatible with common online platforms and presentation use, such as MP4 or equivalent, with resolution and aspect ratio to be agreed at contract stage;
- be technically clean, free of spelling, timing, audio-visual and formatting errors.

Where requested, the consultant may also be required to provide a short web/social media-ready version or alternative export format for specific dissemination needs.

A.2 Deliverable 2: Editable Source Files

The consultant will provide all editable source files used in the production of the updated video, enabling RT4D to make future amendments if required. This should include, as applicable:

- editable project files for motion graphics, animation and video editing;
- layered design files for graphics, titles and on-screen text;
- files for any charts, icons, illustrations or visual elements created for the project;
- audio files used in the final production, where relevant and subject to rights clearance;
- any other working files necessary to revise, re-version or repurpose the final video.

Files should be delivered in an organised format, clearly labelled and accompanied by a short file index or note explaining the contents and software used.

A.3 Deliverable 3: Subtitle File

A separate subtitle file in an agreed standard format, such as .srt or equivalent.

The consultant will provide the final English subtitle file for the updated video in a standard editable format, such as .srt,, .vtt or equivalent, to support accessibility and future use. The subtitle file should:

- accurately reflect the final approved narration and on-screen text;
- be synchronised with the final video timing;
- be free of spelling, grammar and timing errors;
- be provided separately from the video file to allow for future editing and reuse.

B. Deliverables, Tasks and Timeline

Working closely with the RT4D team, the vendor is expected to deliver the outputs below in line with the agreed work plan and timeline. The support from the selected consultant will be undertaken over a continuous effective period of **12 calendar weeks** with an estimated **12 person days** of professional services. Actual time will be agreed in negotiation with the selected consultant. Work will commence immediately after contract signing.

Deliverable	Tasks	Responsible Party	Deadline
Deliverable 1: Updated Video	Review the existing video and final approved script/text; confirm the proposed approach for updating visuals, animations and motion graphics; and develop the updated visual treatment/style frames/storyboard if required.	Vendor	Early June
	Review and provide feedback on the proposed approach.	RT4D / DFAT	Early June
	Produce the updated visuals, animations and motion graphics; deliver the first draft/rough cut; and revise the video to incorporate feedback.	Vendor	Mid June
	Review the first draft and final cut, and provide final approval.	RT4D / DFAT	Mid to Late June
	Deliver final approved video.	Vendor	Late June
Deliverable 2: Editable Source Files	Organise and package the editable project files and working assets; prepare a file index identifying contents and software used; and submit the final editable source files.	Vendor	Early July
	Review receipt of source files for completeness.	RT4D	Mid July
Deliverable 3: Subtitle File	Prepare the final English subtitle file in the agreed format (.srt, .vtt or equivalent); check timing, accuracy and formatting against the final	Vendor	Early July

Deliverable	Tasks	Responsible Party	Deadline
	video; and submit the final subtitle file.		
	Review and approve the subtitle file.	RT4D	Mid July

V. Gender Equality, Disability and Social Inclusion

The consultant must ensure that the video is produced in line with DFAT inclusive communications requirements and applies strong gender equality, disability and social inclusion (**GEDSI**) principles. The consultant must use approved materials and ensure the final video is respectful, accessible and suitable for a broad audience.

- **Align with DFAT inclusive communications requirements:** reflect strong GEDSI principles throughout the video; present people and communities in a respectful, balanced and context-appropriate way; and ensure the video supports inclusive communications objectives.
- **Represent inclusion appropriately:** where relevant, reflect the participation and perspectives of women, men and People with Disability; present people as active contributors and stakeholders.
- **Meet accessibility requirements:**
 - include **closed captions in English** for all spoken content;
 - ensure captions are accurate, synchronised and easy to read;
 - include speaker identification where helpful for comprehension;
 - ensure captions also reflect relevant non-speech audio where needed to support understanding;
 - use clear, legible fonts and sufficient text size for all on-screen text; use strong colour contrast for text and graphics; avoid relying on colour alone to convey meaning;
 - keep transitions, overlays and animations simple and uncluttered;
 - ensure maps, charts, icons and other graphics are clearly labelled and easy to understand; and
 - ensure audio, including any voice-over, is clear, balanced and not overpowered by music.
- **Ensure suitability for a broad audience:** produce a final video that is accessible to viewers who rely on captions or have low vision or cognitive accessibility needs; and ensure the final edit is clear, visually coherent and easy to follow.

VI. Risk Management

The organisation will support the RT4D Facility in the management and mitigation of activity risks as outlined in the table below.

Risk	Likelihood	Impact	Mitigation Plan
Compressed timeline affects delivery	Medium	High	Agree a tight work plan, fixed review periods and limited revision rounds.
Approval delays from RT4D/DFAT	Medium	High	Set clear focal points and turnaround times for feedback.

Risk	Likelihood	Impact	Mitigation Plan
Existing assets are not suitable for reuse	Medium	Medium	Review assets early and identify replacement visuals if needed.
Output files/subtitles do not meet technical requirements	Low-Medium	Medium	Confirm specifications at the outset and test all final outputs before delivery.
Scope creep increases workload	Medium	Medium	Define scope and revision limits clearly in the contract.

VII. Privacy and Confidentiality

Regional Trade for Development Facility (RT4D) is committed to ensuring and maintaining the security and confidentiality of all documents and information produced by its development programs and by its partners and clients. This includes ensuring the security and confidentiality of all information and documents produced by the ASEAN Secretariate and by AANZFTA FJC and their Subsidiary Bodies that are shared with RT4D’s AANZFTA Implementation Support Program (AISP). RT4D security and confidentiality measures and protocols are underpinned by Tetra Tech (the managing contractor) systems.

All files/outputs associated with the delivery of outputs set in this TOR will be stored on a secure file-sharing platform (Egnyte). Access to Egnyte is controlled and will only be granted to non-RT4D users on a needs basis and as agreed with ASEC and or Subsidiary Bodies.

All RT4D sub-contractors and consultants will sign a Code of Conduct, a Deed of Confidentiality, and a Conflict-of-Interest Declaration before starting their tenure/assignment. These documents specify acceptable behaviours on confidentiality, handling of sensitive information, and information security. Training on these topics is also provided on regular basis to ensure compliance.

All personnel engaged by RT4D for the delivery of outputs set in this Scope of Services are expected to sign these documents before the implementation of this activity.

VIII. Criteria for Issuing Tasking Note

A. Technical Soundness Considerations

Interested organisations should provide a technical proposal demonstrating their capacity to update an existing video product in line with a final approved script/text and within a compressed production timeline.

To ensure the assignment can be effectively managed and completed in accordance with this ToR, it is recommended that interested organisations have:

- Technical expertise in video editing, motion graphics and post-production, including the ability to revise existing video content;
- Experience in adapting and refreshing existing visual assets to align with updated scripts, messaging and branding requirements;
- Creative expertise in visual storytelling, including composition, sequencing, transitions and on-screen text treatment;
- demonstrated ability to apply DFAT inclusive communications principles in video production, including the development of content that is respectful, balanced and suitable for a broad audience;

- experience producing accessible video outputs, including clear closed captions, accurate subtitle files, and on-screen text that uses appropriate font size, spacing and colour contrast;
- Experience in subtitle creation and quality control, including synchronisation, formatting and proofreading;
- capability to produce high-quality final outputs in standard formats suitable for digital dissemination and public use;
- strong project management and client engagement skills, including the ability to work to tight deadlines and respond efficiently to feedback;
- experience producing videos for government, donor-funded or development-sector clients is preferred;
- ability to provide editable source files and organised working assets for future RT4D use, where required.

B. Value for Money Considerations

Proposals to deliver this project should adhere to DFAT’s Value for Money Principles, outlined below.

Achieving value for money is a critical consideration for the achievement of DFAT’s strategic objectives. It is a requirement under the Public Governance, Performance and Accountability Act (2013) and the Commonwealth Procurement Rules. Building on these requirements DFAT has developed eight Value for Money Principles to guide decision making and maximise the impact of its investments. DFAT’s [website](#) includes a detailed description of VfM indicators (outlined in the table below). We expect all our delivery partners to give effect to these principles and value for money performance is measured in DFAT’s Aid Performance Framework.

Economy	Efficiency	Effectiveness	Ethics
1. Cost consciousness 2. Encouraging competition	3. Evidence based decision making 4. Proportionality	5. Performance and Risk Management 6. Results Focus 7. Experimentation and innovation	8. Accountability and transparency

Bidders should note that the RT4D Facility refers to DFAT’s [Aid Adviser Remuneration Framework](#) to estimate the cost of contracting international advisers for the delivery of projects and activities.

IX. Annexes

Annex A - Response from Tenderers and Evaluation Criteria

Interested bidders should submit a Technical and Financial proposals that respond to the selection criteria outlined in the table below. As part of their Technical Proposal submission, bidders should also provide their information as outlined in Annex B.

If a bidder finds any discrepancy, error or omission in the ToR or wishes to make any enquiry concerning the ToR, the bidder is to notify aisp@regionaltrade4dev.org in writing by the last queries date indicated in the ToR summary. All answers to any such notices or questions will be provided to all registered tenderers in the form of addenda.

Component	Score
Part A – Response to Technical Component	

<p>A.1 Approach and Methodology - Outline approach to completing the stated scope of services. The approach should include:</p> <ul style="list-style-type: none"> • A brief discussion indicating your understanding of project requirements. • A description of the methodological approach to achieving the project objectives and completing project deliverables. This may include an analysis of key issues, analytical strategies that will underlie the approach, specific tools or techniques that will be employed, and practical discussion of methodological limitations. 	<p>20</p>
<p>A.2 Project Plan and Risk Management – Please provide the following:</p> <ul style="list-style-type: none"> • A project plan that specifies deliverables, tasks and timelines in line with section IV of the ToR. • Identify you approach to mitigating the project risks outlined in Section V of this ToR. • Indicate the level of support that will be required from the RT4D Facility to complete the project. 	<p>20</p>
<p>A.3 Organizational Capabilities and Experience – Please specify the following:</p> <ul style="list-style-type: none"> • Outline general organisational capability that is likely to affect performance of project in line with ToR requirements (e.g. size of the organisation, in-house expertise, strength of project management support, networks, etc.). • Describe past experience in undertaking similar work and provide brief summaries of relevant projects undertaken. • Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. 	<p>20</p>
<p>A.4 Project Team and Resourcing – Describe approach to staffing including details of all proposed experts and their role in the delivery of the required services. This should include:</p> <ul style="list-style-type: none"> • Key members of the project team, including their CVs, and demonstrate their skills and expertise essential to the delivery of this project. • Roles, responsibilities, and level of participation of the project team members. • An uncosted resource plan proposing the number of person days you expect each team member to undertake in delivering this project. 	<p>20</p>
<p>TOTAL – Technical Proposal</p>	<p>80</p>
<p>Part B – Response to Financial Component</p>	
<p>Complete a Financial Proposal for the delivery of the scope of services in alignment with RT4D Value for Money Principles. The Financial Proposal should specify all direct and indirect costs for undertaking the project, including:</p>	<p>20</p>

<ul style="list-style-type: none"> Professional services fees for completing all deliverables in accordance with the uncosted resource plan. Management and/or operational fees (if any), which include all costs incurred by the person/entity/company for internal coordination, communication, travels and any other associated project management cost; Applicable taxes such as VAT, GST, PPN. 	
TOTAL – Financial Proposal	20
GRAND TOTAL – Evaluation Criteria	100

Annex B - Bidder Information

Consultant's general information – to be submitted together in the Technical Proposal

Name of Assignment	
Tenderer's Organisation or Person	
Address	
Contact Person and Title/Position	
E-Mail	
Telephone / Mobile Phone	
Business Name Registration (if applicable)	
Tax Registration Number (if applicable)	
Indicative number of years involved in similar business/work	
Date	