

TRADE AND GENDER EQUALITY INCUBATOR (TGEI) TERMS OF REFERENCE

I. Summary

Title	Video Production – Introducing the Trade and Gender Equality Incubator (TGEI)
Start Date	June 2026
Completion Date	30 September 2026
Reports to:	TGEI Lead, RT4D
Interacts With:	Regional Trade for Development (RT4D) Facility Director Operations Lead, RT4D Program Performance and Quality Lead, RT4D
Requires Approval from:	RT4D Facility Director Australia government, Department for Foreign Affairs and Trade (DFAT)
Timetable for Tender Process	Request for Proposals: 4/5/2026 Closing Date for Queries: 15/5/2026 Closing Date for Proposals: 31/5/2026
Submission Instructions	The provider should submit Technical and Financial submissions in alignment with requirements outlines in Section IX of this ToR. The Submissions or any questions should be sent to tgei@regionaltrade4dev.org by 31 May 2026.
Scope of Work Summary:	
A short 5-minute video with English subtitles, showcasing the Trade and Gender Equality Incubator and its impact to date. It will incorporate voice-over narration in English and, where needed, integrate supporting visual elements such as graphics, diagrams and motion graphics.	

II. Background

The Regional Trade for Development (RT4D) Facility supports ASEAN Member States to maximise benefits from the upgraded ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) and the Regional Comprehensive Economic Partnership (RCEP) Agreement.

Operating under RT4D, the Trade and Gender Equality Incubator (TGEI), funded by Australia's Department of Foreign Affairs and Trade (DFAT), tests ideas and methods, drawing on promising practice to advance gender equality in trade-related policies, technical cooperation and development programming.

TGEI has conducted research and is implementing four pilot projects in Cambodia, Indonesia, Laos and Thailand. Its knowledge products, implementation experience and emerging good practice show early signs of sustainability and immediate impact, with potential value for wider dissemination to external stakeholders.

TGEI plans to produce a short video (up to five minutes) from June to September 2026. The video will be engaging and informative, giving the audience a clear understanding of what TGEI and does, how it contributes to advancing gender equality and inclusion in trade with a focus on real-world relevance and impact. Below is the description of the video production plan.

III. Project Outline, Key messages and Vision

3.1. Objectives:

To communicate the significance, early outcomes and broader relevance of TGEI's work in advancing gender equality in trade for a diverse audience, from the general public to senior government officials.

3.2. Target Audience:

- Senior government representatives in ASEAN and other regions.
- Australian government stakeholders and partners
- The general public interested in trade and development.
- Policymakers, trade professionals and development practitioners working on gender equality and inclusive trade.
- Academic and research institutions focused on gender equality and inclusive trade

3.3. Tone and language

- Professional, informative and engaging.
- Plain language, jargon-free.
- Narration will be in an Australian accent or spoken by a clear, fluent Southeast Asia speaker.
- Sign language interpretation (Auslan).
- Captioned in English.

3.4. Key Messages:

Overview

- **Introduction to RT4D:** The \$53.3 million Regional Trade for Development initiative, assists ASEAN Member States in meeting their commitments and realising the advantages offered by the Agreement establishing the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA), and the Regional Comprehensive Economic Partnership (RCEP). RT4D supports AMS in benefitting from an open, free and rules-based trading system.
- **Introduction to TGEI:** TGEI aims to support gender transformative outcomes by generating evidence, testing approaches and informing gender-responsive trade-related policies, systems and processes. TGEI's ultimate goal is to support transformative change that helps women from diverse backgrounds and with different abilities benefit from trade.
- **Significant Investment:** TGEI is funded by the Australian Government, with a commitment of up to AUD 5 million over five years. It demonstrates Australian Government commitment to support long-term outcome for inclusive and sustainable development in the ASEAN region where women and people from marginalised groups can equally benefit from economic integration.

Highlights of TGEI work and its impact

Outcomes of TGEI pilots in supporting systemic change for gender equality will be introduced in three themes as follows:

Theme 1: Generating evidence that makes gender barriers visible

Main message: TGEI generates evidence that demonstrates to institutions and stakeholders that trade is not gender neutral, identifies where challenges are and more informed entry points for designing and delivering gender equality and inclusion policy and programs.

- TGEI conducted research to explore the gender impact of implementing the Agreement Establishing the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA). The research made it much clearer that trade is not gender neutral, even in areas like Trade in Services and E-commerce that are often treated as purely technical. It emphasises that gender equality, disability and social inclusion need to be considered from the start, so policy reform and program implementation will be more inclusive and more responsive to different groups including women and people with disabilities. **This matters because better evidence leads to more gender responsive trade policy and more inclusive outcome in practice.**
- In Indonesia, TGEI has supported the Association for Women in Small Micro Business Assistance (ASPPUK), a peak body of organisations supporting nearly 2 million MSMEs led or owned by women and people with disabilities across 22 provinces of Indonesia. TGEI has helped ASPPUK to turn everyday experience of women-led MSMEs into solid evidence, policy analysis and practical recommendations. While many challenges were already known informally, they were not always visible or recognised in policy discussion. Through research, legal reviews and policy briefs, these challenges are now better understood and more clearly communicated. TGEI has strengthened ASPPUK not only as a support organisation but also a **stronger voice in policy engagement. As a result, MSMEs, particularly businesses owned by women and people with disabilities have a stronger voice in shaping more inclusive trade policies.**
- In Cambodia, TGEI supported the General Department of Customs and Excise (GDCE) in Cambodia to conduct an Organisational Gender Assessment to better understand how gender equality and inclusion are reflected in customs systems, policy and practices. The

project supported GDCE to implement the Gender Action Plan which was developed based on findings of the Gender Assessment. It helped move the conversation from broad commitment to a more evidence-based understanding of what needed to change. An increase in gender capacity has initially translated into more gender-responsive policy and practices. **This is important because stronger systems start with strong evidence of areas for improvement, leading to more targeted and effective action.**

- In Thailand, TGEI works with the Office of Industrial Economics, Ministry of Industry Thailand to strengthen inclusive policies and practices in ASEAN's e-waste management and recycling industry. TGEI's gender analysis helped the project understand who faces greater and multiple challenges in the e-waste sector and why. This includes differences between groups of women as well people with disabilities. Thanks to the gender analysis, the project has been delivered in a way that is responsive to the needs of different groups of women and people with disabilities. **As a result, the project support was more relevant, more inclusive and more effective for those who need it most.**

Theme 2: Strengthening institutions to drive change

Main message: TGEI is helping institutions strengthen their capacity, systems and direction so they can continue advancing gender equality in trade over the long term, creating more sustainable and systemic impact.

- TGEI has strengthened ASPPUK's ability to generate evidence and produce knowledge on gender and trade issues, something that had not been previously available in Indonesia. This has helped position ASPPUK not only as a support organisation for millions of MSMEs, but also a stronger and more credible voice in policy engagement on inclusive trade. **Importantly, this capacity will remain beyond the project, supporting long-term and sustainable impact.**
- The Gender Action Plan provides GDCE in Cambodia with a clear and practical pathway to advance gender equality and inclusion. It helps ensure that this work becomes part of an ongoing institutional process. **This is important because lasting change happens when gender equality is embedded in systems, policies and everyday practice.**
- In Laos, TGEI has strengthened the institutional capacity of the Ministry of Industry and Commerce (MOIC) in gender mainstreaming by developing a ten-year gender mainstreaming strategy and a five-year action plan focusing on trade facilitation and private sector engagement. These sectors are often seen as technical areas, but they affect different businesses, including those owned or led by women and people with disabilities in different ways. **The collaborative process used to develop the gender mainstreaming strategy has helped to build a stronger foundation for more inclusive and informed decision-making going forward.**

Theme 3: Developing strategic models, products and guidance for wider influence

Main messages: TGEI develops practical models, tools and guidance that not only support current projects but can also be adapted and used more widely across ASEAN.

- The Thailand project is useful beyond its immediate context because it has produced guidelines and lessons that others can consider when working on gender mainstreaming in e-waste management or gender responsive mentoring. The mentoring program was strategically important because it was shaped by GEDSI analysis and by the specific needs of participating SMEs which made it more intentional and relevant than a standard mentoring approach. Its added value goes beyond this project because **the experience has now been documented into guidance, it can now inform similar programs in other sectors and countries.**

- The project with GDCE in Cambodia has produced new types of guidance, including the Accessibility Review Guidance and the Handbook on preventing gender-based violence in the workplace. These tools help strengthen organisational policy and practice in areas that are fundamental to inclusion and workplace safety. In addition, two trade facilitation videos developed through the project, one on e-commerce exports and another on cross-border agricultural exports, also help support SMEs by making key trade processes more accessible and easier to understand. **Together, these products provide a stronger foundation for institutional change and more inclusive systems and engagement.**
- For ASPPUK, knowledge products are strategically important because they are the first of their kind and help establish an evidence base and policy entry point on gender and trade that did not previously exist in this way. They go beyond supporting one project. They strengthen ASPPUK's ability to speak with evidence, engage more credibly with policy makers and contribute to a wider conversation on inclusive trade in Indonesia. **That is what gives them lasting strategic influence.**
- TGEI is not only focused on individual projects. As an incubator, it is also testing approaches, documenting learning and developing products and models that may inform wider policy and programming in ASEAN. By doing this, it helps ensure that learning is not lost but can be adapted and applied in other contexts. **This is what allows TGEI's impact to extend beyond its immediate projects.**

Conclusion

- **TGEI moves beyond inclusion to gender transformation.** It takes the underlying barriers and norms that shape who benefit from trade. It embeds gender equality into policies, institutions and practices.
- **TGEI takes an intersectional approach** because women are not a homogenous group and solutions need to reflect that.
- **Its impact goes beyond individual projects.** TGEI's models and lessons can be adapted and scaled across ASEAN.

TGEI exemplifies Australia's practical commitment to gender equality and trade.

3.5. Expected outcomes of the video:

- A stronger and broader understanding of the significance and early outcomes of TGEI's work among key stakeholders and the public.
- Increased awareness of and support for RT4D/TGEI, leading to enhanced program visibility and engagement.

IV. Deliverables and Timeline

4.1 Deliverable 1 – Produce a video

Based on existing video footage, materials and images from previous events of TGEI, the consultant will produce a "About TGEI" video in line with the final approved script/text and storyboard. The final video should be professionally edited, visually coherent and suitable for external dissemination across relevant TGEI and partner platforms. The RT4D/TGEI logo and Australian Aid identifier will be used, along with a link or QR code to the RT4D website.

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.

The consultant will provide the final English subtitle file for the 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.

4.2 Deliverable 2 - Editable source files

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

- editable project files for motion graphics 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.

4.3. Project timelines

Working closely with TGEI and RT4D team, the consultant is expected to deliver the video in line with the work plan and timeline below.

The service from the selected consultant, will be undertaken over a continuous effective period of 4 calendar months with an estimated 20-25 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
Procurement	Development of the procurement TOR	RT4D/TGEI	27-30 April 2026
	Advertisement	RT4D	5-31 May 2026
	Select a preferred candidate and seek approval	RT4D/TGEI	1-3 June 2026
	Contract negotiation and signing	RT4D/TGEI	3-8 June 2026
Deliverable 1 – TGEI video Pre-production	Task 1.1 – Storyboard	Consultant	By 12 June 2026
	Task 1.2 – Review the storyboard	RT4D/TGEI and DFAT	By 22 June 2026
	Task 1.3 – Revise the storyboard	Consultant	By 24 June 2026
	Task 1.4 – First draft script	Consultant	By 26 June 2026
	Task 1.5 – Review the first draft script	RT4D/TGEI and DFAT	By 7 July 2026

Deliverable	Tasks	Responsible Party	Deadline
	Task 1.6 – Revise script	Consultant	By 10 July 2026
	Task 1.7 – Review the second draft script	RT4D/TGEI and DFAT	By 20 July 2026
	Task 1.8 – Finalise the script	Consultant	By 22 July 2026
	Task 1.9 – Refine the storyboard based on the final script	Consultant	By 24 July 2026
	Task 1.10 – Approve script and the story board	RT4D/TGEI and DFAT	By 31 July 2026
Production	Task 1.11 – Deliver a sample version of the voice over before moving to the full production	Consultant	By 5 August 2026
	Task 1.12 – Approve voice over	RT4D/TGEI	By 7 August 2026
	Task 1.13 – Production	Consultant	10-12 August 2026
Post-production	Task 1.14 – Deliver first cut	Consultant	By 13 August 2026
	Task 1.15 – Review of first cut	RT4D/TGEI	By 20 August 2026
	Task 1.16 - Prepare the English subtitle file in the agreed format (.srt, .vtt or equivalent); check timing, accuracy and formatting against the video; and submit the final subtitle file	Consultant	By 24 August 2026
	Task 1.17 - Review and approve the subtitle file	RT4D/TGEI	By 28 August 2026
	Task 1.18 – Deliver final cut	Consultant	By 2 September 2026
	Task 1.19 – Review of final cut	RT4D/TGEI and DFAT	By 7 September 2026
	Task 1.20 – Make last edits/finalise the version	Consultant	By 11 September 2026
Deliverable 2 - Editable source files	Task 1.21 - 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	Consultant	By 18 September 2026
	Task 1.22 - Review source files	RT4D/TGEI	By 22 September 2026

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 and overlays 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 consultant will support RT4D/TGEI in the management and mitigation of activity risks as outlined in the table below.

Risk	Likelihood	Impact	Mitigation Plan
Insufficient understanding of key concepts in gender equality, disability and social inclusion which may lead to reinforcing stereotypes in language or images.	Low	Medium-High	TGEI Lead will provide the consultant with texts and available footages for usage. TGEI Lead and RT4D staff will review the story board, script and video cuts and provide feedback.

VII. Child Protection, PSEAH (Protection from Sexual Exploitation, Abuse and Harassment) and other Policy Considerations

For this specific project, and all other activities undertaken through RT4D, it is expected that anyone involved in the delivery must operate in strict compliance with DFAT's [Child Protection and Protection from sexual exploitation, abuse and harassment Policies](#). In the design of the consultations and the Regional Workshop, the project should consider the importance of managing risks associated with the Australian Government Department of Foreign Affairs and Trade's (DFAT) Child Protection and Protection from Sexual Exploitation, Abuse and Harassment (PSEAH) Policies.

The project should refer to Tetra Tech's policy on PSEAH for additional guidance on risk assessment and management. The project should also note that any activities that require personnel to be deployed outside their usual location or country of residence (e.g. consultations and regional workshops) may pose higher PSEAH risks.

The consultant will work closely with the RT4D Facility to ensure that all project activities set in place adequate risk management measures including, but not limited to:

- Reporting mechanisms to ensure any potential breaches of the policy are identified and communicated with anonymity to allow for further investigation and action to be undertaken promptly and effectively.
- Multiple team members facilitating workshops in wider group settings.
- Making best efforts to ensure gender balance across participants and facilitators.
- Any images that portray women and men must not reinforce gender division of labour in the society, community, and/or household, while recognising and respecting cultural differences and cultural values in the ASEAN region.

VIII. 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. RT4D security and confidentiality measures and protocols are underpinned by Tetra Tech (the managing contractor) systems.

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.

IX. Criteria for Issuing Tasking Note

A. Technical Soundness Considerations

Interested firms should provide a technical proposal detailing their capabilities in supporting the RT4D Team in a short video introducing TGEI.

To ensure the above can be effectively managed and completed in alignment with this TOR, it is recommended that interested firms have:

- Technical expertise in Video Production and familiarity with software and hardware tools.
- Creative expertise in storytelling with the ability to create compelling concepts, scripts and storyboards.
- Creative expertise in composition, framing, visual effects to create coherent and appealing aesthetics.
- Experience in sound design, music and voice-overs.
- Ability to communicate complex ideas in simple and engaging ways.
- Experience in communicating development impact to policy and public audiences.
- Client engagement and communication skills.

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.

X. 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 tgei@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 - 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 procurement requirements. • A description of the approach to achieving the video production objective and completing the video. 	20
<p>A.2 Firm capabilities and experience – Please provide the following:</p> <ul style="list-style-type: none"> • Outline firm capability that is likely to affect professional performance in line with ToR requirements (e.g. size of the firm, in-house expertise, strength of support services, professional networks, etc.). • Describe past experience in undertaking similar work and provide brief summaries of relevant products 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 for Auslan. 	20
<p>A.3 Internal Workplan – Please provide the following:</p> <ul style="list-style-type: none"> • An internal workplan of your company which specifies deliverables, tasks and timelines in line with section III of the ToR. 	20
<p>A.4 Production Team and Resourcing – Describe approach to staffing including details of all proposed staff and their role in the video production. This should include:</p> <ul style="list-style-type: none"> • Key members of the video production team, including their CVs, and demonstrate their skills and expertise essential to the delivery of this video production. • Roles, responsibilities, and level of participation of team members. 	20
TOTAL – Technical Proposal	80
Part B – Response to Financial Component	
<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> <ul style="list-style-type: none"> • Professional services fees for completing all deliverables. • All associated expenses for the sign language interpreter should be included in the financial proposal. • 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. <p>Project costs for experts and participants such as reimbursable expenses for airfare, other travel costs and daily subsistence allowance for workshops, meetings, and all other agreed activities do not need to be included in the</p>	20

Financial Component. These items will be discussed with the selected consultant during contracting.	
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	