



ONE ASEAN
ONE RESPONSE

TERMS OF REFERENCE

Consultancy : Production of the AHA Centre Annual Report 2022
Reporting to : Communications Officers
Duration : 1 February – 30 June 2023

BACKGROUND

1. The AHA Centre – ASEAN Coordinating Centre for Humanitarian Assistance on disaster management – is an inter-governmental organisation established by 10 ASEAN Member States – Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam - to facilitate the cooperation and coordination among ASEAN Member States and with the United Nations and international organisations for disaster management and emergency response in the region.

2. The AHA Centre was established on 17 November 2011 during the 19th ASEAN Summit in Bali, Indonesia, through the signing of “the Agreement on the Establishment of the ASEAN Coordinating Centre for Humanitarian Assistance on disaster management (AHA Centre)” by the ASEAN Foreign Ministers, witnessed by all ASEAN Heads of State/Government.

3. The AHA Centre is the operational manifestation of the ASEAN Agreement on Disaster Management and Emergency Response (AADMER), which was signed by the ASEAN Foreign Ministers on 26 July 2005, in Vientiane, Lao PDR, and entered into force on 24 December 2009. Article 20 of AADMER serves as the AHA Centre’s formal basis and outlines the objective of the establishment of the AHA Centre. The AADMER is a regional framework for cooperation, coordination, technical assistance, and resource mobilisation in all aspects of disaster management.

4. The AHA Centre receives its strategic guidelines from the Governing Board of the AHA Centre, which consists of heads of the ten National Disaster Management Organisations (NDMOs) of the ASEAN Member States. The AHA Centre has the responsibility to report the progress of its activities and achievements to the Governing Board on a regular basis, including presenting an annual report at the first quarter of the year.

OBJECTIVE

5. In order to capture the activities of the AHA Centre and as part of the organisation’s accountability to its stakeholders, the AHA Centre wishes to engage a firm/agency to help the AHA Centre in coming up with the AHA Centre’s Annual Report of 2022. The consultant will work to ensure AHA Centre’s key achievements, challenges, and partnerships in 2022 are well-captured and visualised in the annual report.

TASKS

6. Working closely with the Communications Officer of the AHA Centre and or other appointed officer-in-charge and reporting to the Deputy Executive Director of AHA Centre, the tasks of the consultant are as follows:

a. General

- Develop concept of the annual report, including but not limited to theme, visual concept, key messages, and timeline of the production – a short briefing will be provided by Communications Officers prior to the concept development;
- Propose at least two alternative themes and designs/layouts (visual concept) of the annual report to be presented to Communications Officers;
- Capture all key achievements of the AHA Centre in 2022 into an annual report publication.

b. Layout/Graphic Design Process

- Develop layout design of the annual report;
- Compile and edit photos, when necessary;
- Present data and statistics in a visually-attractive way;
- Facilitate the design revisions as agreed with the AHA Centre;
- Provide an interactive-digital version of the Annual Report in PDF format, to be ready on 30 May 2023 (final product).
- Produce print-out dummy of the annual report, as necessary;
- Produce 2 printed copies of the annual report;
- Develop and produce a short-summary video (teaser video) of the Annual Report (max. 60 seconds length);
- Develop a web/HTML version of the Annual Report to be embedded to the AHA Centre main website;

c. Writing Process

- Conceptualise the story outline of the Annual Report 2022;
- Conduct research, write, and copyedit up to 40 pages (approx. 17,000 words length) of content for the annual report, including forewords – materials will also be provided by the AHA Centre;
- Format in Word.doc, Times New Roman, font size 12, single space;
- Maintain the accuracy of information presented on the annual report by clarifying facts with the AHA Centre's staff;
- Facilitate the revision process of the content, when necessary and agreed by both parties;
- Copy-edit and proofread the texts throughout the layout process and prior to the printing process;
- Other tasks as guided by the Communications Officers and agreed by both parties.

CRITERIAS

7. The consultant needs to have the following set of skills:

- A firm/agency which experience in communication-related fields, including in developing printed publications – experience in developing annual report will be an advantage;
- The consultant shall provide their past products and portfolios (at least 3 [three] year experience) in designing and developing publications;
- Excellent skills in developing story, outline, writing as well as contemporary layout and graphic design, typography, and photography;
- Experience in developing video and/or motion graphics;
- Good command of English, especially related to writing and editing;

- Basic knowledge and understanding of printing production;
- Willingness to understand and comply with AHA Centre's brand guidelines;
- Experience working in humanitarian and development practices will be an advantage;
- Experience in working with ASEAN, AHA Centre, or international organisations will be an advantage.

TIMELINE

8. Interested candidates may apply by sending an application to procurement@ahacentre.org, highlighting your suitability and potential contribution to the position together with a detailed CV, sample of portfolios by 13 January 2023. The length of this assignment will be from 1 February to 30 June 2023. Please be informed that selected candidates may be invited to pitch their ideas. Distant-working occurs due to the current pandemic situation.



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