



Call for Expressions of Interest

Documentary Production

ChildFund Rugby is seeking a creative media production agency/consultant group who can tell an inspiring and powerful story highlighting female leaders in sport.

SHOOTING LOCATION

Hoa Binh, Vietnam

BACKGROUND

ChildFund Rugby

ChildFund Rugby's partnerships provide children and young people with opportunities to play, learn, and lead. Through integrated rugby and life skills learning, young people from vulnerable communities are equipped to overcome challenges, inspire positive social change, and take active leadership roles within their communities.

All partnerships contribute to building an equitable and inclusive future, where children are safe from violence — reflecting targets within the UN Sustainable Development Goals.

ChildFund Rugby's biggest Rugby for Development program, Pass It Back, is a key component of the Rugby World Cup 2019 Impact Beyond legacy program – ChildFund has also been appointed as the Principal Charity Partner for Rugby World Cup 2021 to further leverage the sport to deliver social change, with a focus on girls and women.

Click [here](#) and visit www.childfundrugby.org to learn more about ChildFund Rugby.

ChildFund Rugby in Vietnam

Starting in Vietnam in 2015, ChildFund Rugby has partners with the Tan Lac Rugby Network and the Kim Boi Rugby Association to deliver life skills learning through rugby to thousands of children and young people across Hoa Binh, Vietnam, with a focus on supporting gender equity and positive decision making.

Young people participating are supported to challenge status quo, defy gender stereotypes and break barriers to grow and become leaders through sport. More than a half of participants are girls and women.

OBJECTIVE

Focusing on the stories of a group of women balancing multiple roles — Coaches, leaders, rugby players, and mothers, the documentary aims to:

- Showcase ChildFund Rugby's partnerships in Vietnam and the transformative power of sport (for development) in breaking down long-held barriers to participation in sport and community, and the promotion of female leadership through sport.
- Spread the message: Anything is possible. If women — regardless of background — are given equal opportunities, can achieve the impossible.

THE MAIN CHARACTERS - THE MOTHERS

Communities in this area generally expect mothers to stay home, take care of the children, cook, and clean. In some rural areas in Vietnam, mothers who go out of their homes and do what is traditionally deemed as men's work are often frowned upon.

Despite all the challenges, a group of women, who are also mothers, have stepped up to become inspiring role models in their communities and defying outdated gender norms about what a woman can do. See some stories [here](#), [here](#), [here](#) and [here](#) to learn more, as well as below.



DISTRIBUTION

The documentary will be used for a number of purposes as below:

- Rugby World Cup 2021, playing in 2022 (supporting) communications celebrating women in sport
- Vietnam partnership communications supporting profile for implementing partners and their work
- Pitching media to donors and supporters
- Pitching to media outlets
- Showings at a public events

DELIVERABLES

- One 10-15 minutes long documentary with an abridged 3-4 minutes version.
- 5 single pieces, around 2-3 minutes long, focusing on each subject
- Interview footage and b-rolls

All at high quality: full HD and 4K.

MANDATORIES AND CONSIDERATIONS

- The documentary's focus is on the participants themselves, and how they thrive through sport (for development), not on ChildFund or ChildFund's support. We do not require a narrative that promotes the organisation.
- The videos must be empowering, avoid infantilising or patronising the women featured.

STYLE AND CONSENT

- It is important that footage/photos are truthful and that they represent an individual's experience. It is equally important that individuals understand how materials may be used and that they give informed consent.
- ChildFund will undertake the informed consent process with the participants, and ensure that appropriate documentation is processed (eg, written consent forms) where an individual is clearly identified in visual content (eg named/interviewed on camera).
- Only verbal consent is required for any general photography or footage where individuals are not identified: eg, local villages, families and children in the local community. Photographer/videographer should make sure they ask for everyone's consent (ie. whether they're comfortable being captured) before shooting. Video style guide, partner logos etc to be provided.

HOW TO APPLY



Interested consultant groups/agencies please send your CV, portfolios, proposed production plan and budget to info@childfundrugby.org to apply.

Deadline: 19/06/2022