



# Request for Information

## Festive innovation: Making spirits brighter & processes tighter

Department of Christmas Affairs (DCA)  
Reference 25DCA01SANTA

<b>1. Purpose of this RFI</b>	<p>The Department of Christmas Affairs (DCA) is seeking information from the market on new and emerging innovations that could strengthen festive operations and improve the resilience of Christmas services worldwide.</p> <p>This RFI aims to identify ideas, approaches, and tools that help the DCA respond to increasing pressures across planning, logistics, community engagement, and behaviour-based list management. The DCA will collect detailed responses, extensive documentation, and highly speculative cost models from industry so the Department can fully explore every possibility before ultimately determining that a formal procurement “may not be appropriate at this time.”</p>
<b>2. Background</b>	<p>The Department of Christmas Affairs (DCA) manages global Christmas operations, including the official Naughty and Nice List, tinsel regulation, and Christmas Spirit compliance.</p> <p>In recent years, supply chain disruptions, unpredictable gifting behaviour, and ongoing elf and reindeer workforce negotiations have made it increasingly difficult to maintain smooth festive operations. These pressures have exposed gaps — and equally, opportunities — for new ideas and smarter tools that can strengthen how Christmas is planned, managed, and experienced. While internal brainstorming has been attempted, these sessions mostly resulted in heated debates amongst Executive about bauble colour palettes. As such, the DCA now seeks market insights to support its ongoing consideration of potential options. These insights will be reviewed, reflected on, escalated, deprioritised, re-escalated, placed on hold, and eventually included in a briefing note for future consideration.</p>
<b>3. Scope of interest</b>	<p>The DCA seeks information that may help address the pressures outlined above, including but not limited to:</p> <p><b>3.1 Digital engagement &amp; experience</b></p> <ul style="list-style-type: none"><li>• Interactive tools that make Christmas easier for time-poor families;</li><li>• Gamified kindness programs that inspire good behaviour without bribery;</li><li>• A secure tool for parents to electronically dispose of children's wish lists that exceed the Gifting Affordability Threshold (GAT).</li></ul> <p><b>3.2 Operational intelligence &amp; analytics</b></p> <ul style="list-style-type: none"><li>• Platforms that improve the accuracy of Naughty/Nice profiling under peak-season stress;</li><li>• Predictive models for gift-shopping surges and meltdown-risk hotspots;</li></ul>



	<ul style="list-style-type: none"><li>• Route planning tools for sleigh logistics that consider weather, wind and rooftop gradients.</li><li>• Predictive models to flag children who are trying to 'game' the Naughty/Nice List by performing an unusual number of good deeds between December 20th and 24th.</li></ul> <p><b>3.3 Sustainability &amp; supply chain resilience</b></p> <ul style="list-style-type: none"><li>• Eco-friendly Santa suit and stocking materials that survive both wet weather and over-enthusiastic children;</li><li>• Low-energy festive lighting that doesn't take out the neighbourhood grid;</li></ul> <p><b>3.4 Inclusion &amp; accessibility</b></p> <ul style="list-style-type: none"><li>• Multi-generational festive conversation guidelines to support Christmas dinner conversations between 6-7 year olds and 69 year old grandparents.</li><li>• Accessible festive experiences for fur babies.</li><li>• Ergonomic workstations for elves, now that their union is quite assertive.</li></ul> <p><b>3.5 Community &amp; behavioural innovation</b></p> <ul style="list-style-type: none"><li>• Solutions that reduce boyfriend and husband stress behaviour in crowded shopping centres;</li><li>• Tools that help kids manage expectations when they learn their best-friend got a MacBook Pro from Santa whilst they got a pair of socks.</li></ul>
<p><b>4. Information requested from respondents</b></p>	<p>Respondents are invited to provide the following (noting that submissions missing any component, no matter how small, cannot be accepted);</p> <ol style="list-style-type: none"><li><b>1. Innovation overview</b>, including history, purpose, maturity and any recalls</li><li><b>2. Detailed alignment to DCA outcomes</b>, supported by evidence, diagrams, charts and testimonials from at least 200 happy children.</li><li><b>3. Delivery approach</b>, including implementation pathways, integration requirements, dependencies, and availability of all staff to work on-premises at the North Pole office over the Christmas period.</li><li><b>4. Indicative pricing</b>, that we will come to believe as fact, presented in multiple cost scenarios, completed using the costing template provided in Appendix C (to be issued at a later date).</li><li><b>5. Privacy and security</b>, including chimney-specific intrusion risks at your place of business, and compliance with the Christmas Spirit Act 1982 and all subsequent amendments.</li><li><b>6. Risks</b>, categorised by likelihood, impact, festive reputational risk, and "risk of upsetting Santa".</li><li><b>7. Case studies</b> (at least 5 from the last 12 months), demonstrating improved outcomes, reduced meltdowns, fewer complaints and an uplift in joy per capita.</li></ol>



<b>5. Assumptions</b>	<ul style="list-style-type: none"><li>• This RFI is for information only and does not indicate any guarantee of future procurement, unless we really like what we read, in which case we may direct-source one supplier on the expectation that everything in this RFI remains true.</li><li>• Any future procurement will undergo extensive internal approvals, market testing, funding reviews, and one (1) pilot program that will be paused indefinitely due to “timing issues”.</li><li>• Respondents will not be reimbursed for participation or informed about the outcome, regardless of effort, enthusiasm, or number of elves who spent weeks of late nights preparing the response.</li><li>• DCA reserves the right to ask additional questions late on a Friday afternoon.</li></ul>
<b>6. Format of responses</b>	<p>Responses must be provided in PDF or DOCX format and must adhere strictly to the following festive lodgement requirements:</p> <ol style="list-style-type: none"><li><b>1. Document structure</b><p>Your response should be divided into the following mandatory sections:</p><ul style="list-style-type: none"><li>• Executive Summary</li><li>• Background</li><li>• Proposed Festive Innovation</li><li>• Implementation Approach</li><li>• Risk Register</li><li>• Eggnog Consumption Controls</li><li>• Tinsel Management Plan</li><li>• Appendix A: Evidence of Caroling Capability</li><li>• Appendix B: Formal Declaration of Good Cheer (signed and witnessed)</li></ul></li><li><b>2. Pagination &amp; formatting</b><ul style="list-style-type: none"><li>• Page numbers must appear in the bottom-right corner, accompanied by a small holly icon.</li><li>• All tables must use alternating red and green rows unless respondent is colour blind, in which case blue and gold are acceptable.</li><li>• All section headings must be accompanied by a tasteful candy cane border.</li><li>• Any diagrams must visually resemble a Christmas tree, wreath, or stocking, regardless of data type.</li></ul></li><li><b>3. Font requirements</b><ul style="list-style-type: none"><li>• Standard text must be in 11pt “North Pole Sans”.</li><li>• All footnotes must be in 9pt “Reindeer Serif.”</li><li>• Any references to Santa must be bolded.</li></ul></li><li><b>4. Mandatory attachments</b><p>Respondents must submit the following files as separate attachments:</p></li></ol>



	<ul style="list-style-type: none"><li>• A Risk Assessment of Grinch Interference (RAGI)</li><li>• A Statement of Festive Integrity (SOFI)</li><li>• Proof of Chimney Compliance Certification (PCCC)</li><li>• A signed Self-Assessment of Naughty/Nice Status (SANN), covering the last five (5) Christmas periods</li><li>• One (1) letter of support from a neighbour or colleague confirming your historically positive spirit</li></ul> <p><b>5. Submission aesthetics</b></p> <ul style="list-style-type: none"><li>• Glitter is encouraged but must not exceed 3g to comply with environmental restrictions.</li><li>• If using animations (in a PDF), they must loop no more than three times per page.</li></ul> <p><b>6. Optional but preferred inclusions</b></p> <ul style="list-style-type: none"><li>• A short video (max 45 seconds) demonstrating your proposed innovation, presented by a person wearing reindeer antlers.</li><li>• A diagram showing how your solution prevents or mitigates household Christmas Eve meltdowns.</li><li>• An ethically sourced biscuit offered for Santa (image acceptable; physical samples will not be returned).</li></ul> <p><b>7. Non-compliance</b> Failure to comply with any of the above formatting requirements may result in:</p> <ul style="list-style-type: none"><li>• requests for clarification;</li><li>• extended back-and-forth emails throughout January;</li><li>• or your proposal being quietly filed under “Revisit Next Christmas,” alongside the Festive Innovation Division’s hopes and dreams.</li></ul>
<b>7. Submission instructions</b>	Responses must be submitted via the Festive Procurement Portal by 11:59pm, Wednesday 24 December 2025.
<b>8. Contact officer</b>	Questions relating to this RFI should be directed to: <b>Festive Procurement Team</b> <i>Department of Christmas Affairs</i> Email: <a href="mailto:departmentofchristmasaffairs@gmail.com">departmentofchristmasaffairs@gmail.com</a> Enquiries will be responded to in order of arrival, urgency, seasonal priority, and general availability of staff.
<b>9. Disclaimer</b>	This RFI is issued solely for market research. The Department reserves the right to: <ul style="list-style-type: none"><li>• Take no further action;</li><li>• Invite selected suppliers to host an engaging presentation of their response for staff that don’t like reading;</li><li>• Commence procurement before pausing it indefinitely;</li><li>• Or commence a new and unrelated consultation process next Christmas, based solely on feedback received from one anonymous focus group member who was particularly passionate about a subject not covered by the scope of this RFI</li></ul>