

## JANUARY

*Summer sales, Back to School sales, New Year's resolution campaigns*

- 1<sup>st</sup>** New Year's Day
- 18<sup>th</sup>** Back to School Sales
- 25<sup>th</sup>** Chinese New Year
- 26<sup>th</sup>** Australia Day
- 27<sup>th</sup>** Australia Day Holiday

## FEBRUARY

- 14<sup>th</sup>** Valentine's Day
- 26<sup>th</sup>** Ash Wednesday
- 29<sup>th</sup>** Mardi Gras

## MARCH

*Autumn wedding season begins*

- 1<sup>rd</sup>** Clean Up Australia Day
- 15<sup>th</sup>** World Consumer Rights Day
- 17<sup>th</sup>** Saint Patrick's Day
- 17<sup>th</sup>** Click Frenzy Mayhem-
- 24<sup>th</sup>** Cash Mob Day

## APRIL

- 1<sup>st</sup>** April Fool's Day
- 10<sup>th</sup>** Good Friday
- 12<sup>st</sup>** Easter Sunday
- 13<sup>nd</sup>** Easter Monday
- 22<sup>nd</sup>** Earth Day
- 25<sup>th</sup>** Anzac Day

## MAY

- 1<sup>st</sup>** International Worker's Day
- 4<sup>th</sup>** Star Wars Day
- 5<sup>th</sup>** Cinco de Mayo
- 10<sup>th</sup>** Mother's Day

## JUNE

*Winter sales, EOFY/Stocktake sales*

- 10<sup>th</sup>** Queen's Birthday
- 18<sup>th</sup>** US OPEN (Golf)
- 21<sup>st</sup>** Father's Day (US)
- 27<sup>th</sup>** Tour De France
- 30<sup>th</sup>** End of Financial Year

# JULY

*Christmas in July*

- 4<sup>th</sup>** Independence Day (US)
- 7<sup>th</sup>** Valentine's Day (China)
- 16<sup>th</sup>** Amazon Prime Day
- 17<sup>th</sup>** Emoji day

# AUGUST

- 25<sup>th</sup>** Valentine's Day (China)

# SEPTEMBER

*Spring wedding season,  
Spring racing, music festival  
season begins*

- 6<sup>th</sup>** Father's Day (AUS)
- 12<sup>th</sup>** RUOK? Day

# OCTOBER

*Christmas season begins*

- 7<sup>th</sup>** Labour Day
- 31<sup>st</sup>** Halloween

# NOVEMBER

- 3<sup>rd</sup>** Melbourne Cup
- 11<sup>th</sup>** Singles' Day
- 14<sup>th</sup>** Diwali
- 17<sup>th</sup>** Click Frenzy
- 27<sup>th</sup>** Black Friday
- 30<sup>th</sup>** Cyber Monday

# DECEMBER

*Summer starts*

- 14<sup>th</sup>** Green Monday
- 15<sup>th</sup>** Free Shipping Day
- 20<sup>th</sup>** Super Saturday  
*Last Saturday Before Xmas*
- 24<sup>th</sup>** Christmas Eve
- 25<sup>th</sup>** Christmas Day
- 26<sup>th</sup>** Boxing Day
- 31<sup>st</sup>** New Year's Eve