

2025 Marketing Calendar

Major Events Cultural Events Shopping Events Preparation Sports Events

Q1

January

1st - New Year's Day

28th - Australia Day

29th - Chinese New Year

February

14th - Valentine's Day

March

Easter Preparation

Q2

April

18th - Good Friday

20th - Easter Sunday

May

11th - Mother's Day

June

25th - Islamic New Year

30th - EOFY Sales

Q3

July

1st - Stocktake Sale

August

Father's Day Preparation

September

7th - Father's Day

22nd - Jewish New Year

27th - AFL Grand Final

Q4

October

Christmas Preparation

31st - Halloween

November

28th - Black Friday

December

1st - Cyber Monday

24th - Christmas Eve

26th - Boxing Day Sales

31st - New Year's Eve