

2024

Affiliate Marketing Calendar

ANZ Dates

January

- 01** New Years Day
- 10** Devonport Cup (TAS)
- 26** Australia Day
Back to School

February

- 06** Waitangi Day (NZ)
- 13-15** eTail - Sydney Aus
- 14** Valentine's Day
- 10** Chinese New Year
Love Your Pet Day
Mardi Gras Parade
Back to University

March

- 04** Labour Day (WA)
- 08** International Womens Day
- 17** St Patrick's Day
- 21** Harmony Day
- 25** Holi Festival
- 29** Good Friday
- 30** Easter Saturday
- 31** Easter Sunday
Mid-season sales
Afterpay Day

April

- 01** April Fools Day
- 01** Easter Monday
- 02** Easter Tuesday (TAS)
- 10** Eid Al-Fitr
Ramadan
- 15-18** Retail Fest - AU'
- 22** Earth Day
- 25** Anzac Day
Easter Sales
VOSN

May

- 04** Star Wars Day
- 05** Cinco de Mayo
- 06** Labour Day (QLD)
- 06** May Day (NT)
- 12** Mother's Day
- 27** Reconciliation Day
Click Frenzy
Biggest Morning Tea
Mercedes Benz
Fashion Week

June

- 03** King's Birthday (NZ)
- 08** World Gin Day
- 12** King's Birthday (SA, NSW, VIC, TAS, NT)
EOFY sales
Pride Month
Winter Sales
Click Frenzy EOFY showcase

July

- 07** Islamic New Year
- 08** World Chocolate Day
Amazon Prime Day
Dry July
Christmas in July
Click Frenzy Julove
EOFY
Online Retail
Industry Awards

August

- 01** Picnic Day (NT)
Afterpay Day
Winter Sports

September

- 01** Father's Day
- 07** King's Birthday (QLD)
- 12** R U OK Day
- 21** Oktoberfest begins
VOSN
Wedding Season
Spring Racing Season

October

- 06** Oktoberfest ends
- 07** Labour Day (SA, ACT, NSW)
- 10** World Mental Health Day
Winter Sales
- 25** World Pasta Day
- 28** Labour Day (NZ)
- 31** Halloween
- 31** Diwali
Wedding Season

November

- 05** Melbourne Cup
- 11** Single's Day
- 29** Black Friday
Click Frenzy Travel
Click Frenzy Main Event

December

- 01** Sofa Sunday
- 02** Cyber Monday
- 09** Green Monday
- 24** Christmas Eve
- 25** Christmas Day
- 26** Boxing Day
- 31** New Years Eve
Boxing Day Sales