

# 2023

## Affiliate Marketing Calendar

### JANUARY

- 1 New Years Day
- 22 Chinese New Year
- 26 Australia Day

**Back to School**

### FEBRUARY

- 5 World Nutella Day
- 9 National Pizza Day
- 14 Valentines Day
- 14-16 eTail Australia
- 25 Mardi Gras Parade (Sydney)

**Back to University**

### MARCH

- 6 Labour Day (WA)
- 8 International Womens Day
- 13 Labour Day (VIC)
- 17 St. Patrick's Day
- 21 Harmony Day
- 25 Ramadan Begins

**Mid-season Sales**

**Afterpay Day**

### APRIL

- 1 April Fools Day
- 7 Good Friday
- 9 Easter Sunday
- 10 Easter Monday
- 10 Siblings Day
- 20 Ramadan Ends
- 21-22 Eid al-Fitr
- 22 Earth Day
- 25 ANZAC Day

### MAY

- 1 Labour Day (QLD)
- 14 Mother's Day
- 9-13 Australian Fashion Week
- 24-26 Click Frenzy

**Mercedes Benz Fashion Week**

### JUNE

- 10 World Gin Day
- 12 Queen's Birthday

**Click Frenzy EOFY Showcaswe**

**Pride Month**

**EOFY Sales**

**Winter Sales**

### JULY

- 7 World Chocolate Day
- 19-20 The Australia Post Online Retail Industry Awards

**Amazon Prime Day**

**Click Frenzy Julove**

**EOFY Sales Continue**

**Christmas in July**

### AUGUST

- 9 Afterpay Day
- 18-21 Afterpay Day

**Winter Sports**

### SEPTEMBER

- 3 Father's Day
- 25 Queens Birthday (WA)

**VOSN**

**Wedding Season**

**Spring Racing Season**

### OCTOBER

- 5 Labour Day (ACT, NSW, SA)
- 14 World Mental Health Day
- 14-16 World Pasta Day
- 31 Halloween

**Wedding Season**

**Christmas Season Begins**

### NOVEMBER

- 7 Melbourne Cup
- 11 Singles Day
- 12 Diwali
- 24 Black Friday
- 26 Sofa Sunday
- 27 Cyber Monday

**Click Frenzy Travel**

**Click Frenzy Main Event**

### DECEMBER

- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 31 New Year's Eve

**Christmas**

**Boxing Day Sales**

**Green Monday**

**Free Shipping Day**