

2025

Affiliate Marketing Calendar

ANZ

January

- 01** New Year's Day
- 08** Devonport Cup (TAS)
- 26** Australia Day
- 29** Chinese New Year
Back to School

February

- 06** Waitangi Day
- 09** US Super Bowl
- 11-13** Click Frenzy Glow
- 14** Valentines Day
- 20** Love Your Pet Day
- 25-26** eTail - Sydney
- 28** Ramadan Begins

March

- 06** Power Retail
- 01** Mardi Gras Parade
- 03** Labour Day (WA)
- 04-10** PayPal Frenzy
- 08** International
Women's Day
- 10** Labour Day (VIC)
- 17** St Patricks Day
- 20-23** Afterpay Day
- 21** Harmony Day
- 26-30** Click Frenzy Travel
- 29** Ramadan Ends
- 30** Eid Al-Fitr

April

- 01** April Fools Day
- 18** Good Friday
- 19** Easter Saturday
- 20** Easter Sunday
- 21** Easter Monday
- 22** Earth Day
- 25** Anzac Day

May

- 04** Star Wars Day
- 05** Cinco De Mayo
- 05** May Day (NT)
- 11** Mother's Day
- 12-16** Australia Fashion
Week
- 13-16** Click Frenzy Mayhem
- 29-30** Retail Fest
- 30** iMedia Retail Summit
Australia
- 05** Labour Day (QLD)

June

- 09** Kings Birthday (NSW)
- 14** World Gin Day
- 25** Islamic New Year
- 02** Western Australia Day
EOFY
Pride Month

July

- 23-24** Online Retailer
- 25** Christmas in July
EOFY

August

- 04** Picnic Day (NT)
- 15-18** Afterpay Day
Winter Sports

September

- 07** Father's Day
- 11** R U Okay Day
- 20** Oktoberfest Begins
Spring Racing Season
Wedding Season

October

- 05** Oktoberfest Ends
- 06** Labour Day
(NSW, ACT, SA)
- 20** Diwali
- 27** Labour Day (NZ)
- 31** Halloween
Wedding Season

November

- 04** Melbourne Cup
- 11** Singles' Day
- 28** Black Friday

December

- 01** Cyber Monday
- 08** Green Monday
- 24** Christmas Eve
- 25** Christmas Day
- 26** Boxing Day
- 31** New Year's Eve