

2021

Key Retail Dates

January

- 1 New Year's Day
- 16 Back to School Sales
- 26 Australia Day

Summer sales, Back to school sales, New Year's resolution campaigns

February

- 12 Chinese New Year
- 14 Valentine's Day
- 15 Singles Awareness Day
- 19 Sydney Mardi Gras
- 20 Love Your Pet Day

Summer sales continue, Valentine's/Singles campaigns

March

- 7 Clean Up Australia Day
- 8 International Women's Day
- 16 Click Frenzy Travel Day
- 17 Saint Patrick's Day
- 24 Cash Mob Day

Autumn wedding season begins

April

- 1 April Fool's Day
- 2 Good Friday
- 4 Easter Sunday
- 5 Easter Monday
- 22 Earth Day
- 25 Anzac Day
- 26 Anzac Day Holiday

May

- 1 International Worker's Day
- 4 Star Wars Day
- 5 Cinco de Mayo
- 9 Mother's Day
- 17 World Baking Day
- 18 Click Frenzy Mayhem

June

- 3 World Bicycle Day
- 14 Queen's Birthday
(excl QLD & WA)
- 21 Winter Sales
- 30 End of Financial Year

Winter sales, EOFY/Stocktake sales

July

- 4 US Independence Day
- 7 World Chocolate Day
- 13 Click Frenzy Julove
- 17 World Emoji day
- TBA Amazon Prime Day

Christmas in July

August

- 6 International Beer Day
- 14 Valentine's Day *(China)*
- 19 World Photography Day
- 27 Just Because Day

September

- 5 Father's Day
- 9 RUOK? Day
- 27 World Tourism Day

Spring wedding season, Spring racing, music festival season begins

October

- 4 Labour Day *(ACT, NSW & SA)*
- 31 Halloween

Christmas season begins

November

- 2 Melbourne Cup
- 4 Diwali
- 11 Singles' Day
- 11 Remembrance Day
- 26 Black Friday
- 29 Cyber Monday
- TBA Click Frenzy

December

- 13 Green Monday
- 15 Free Shipping Day
- 19 Super Saturday
(Last Saturday before xmas)
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 31 New Year's Eve

Summer starts