

2024 MARKETING CALENDAR

	Key Dates	Conferences and Events
1 st QUARTER	JANUARY	FEBRUARY
	<ul style="list-style-type: none"> 1: New Year's Day 14-27: Australian Open Tennis, Melbourne 26: Australia Day Back To School Sales Summer Sales Flowers Season Wedding Season 	<ul style="list-style-type: none"> 5: Chinese New Year 26: Chok Frost 14: Valentine's Day Music Festival Season Wedding Season 20-22: Social Media WA Summit, Perth 27-28: Digital Marketing Leaders Summit, Sydney
2 nd QUARTER	MARCH	APRIL
	<ul style="list-style-type: none"> 2: Sydney Mardi Gras Parade 17: St Patrick's Day Wedding Season 3-6: Retail Leaders Forum, Sydney 12-13: Ad Tech Australia 14-15: Digital Marketing Innovation Summit, Melbourne 23: Retail Marketing Summit, Sydney 28: CommCom, Sydney 	<ul style="list-style-type: none"> 7: Daylight Savings End 19-22: Easter 25: Anzac Day 3-5: Big Digital, Adelaide 29-31: Media Online Retail Summit, Gold Coast TBC: Youth Marketing Conference, Melbourne
3 rd QUARTER	MAY	JUNE
	<ul style="list-style-type: none"> 12: Mother's Day 7-10: Search Marketing Summit, Sydney 18-20: World Business Forum, Sydney 29-31: Retail Global, Gold Coast 	<ul style="list-style-type: none"> 18: Queen's Birthday 26: End of Financial Year Stocktake & Winter Sales 30: Season 4-6: Mumbrella 300
4 th QUARTER	JULY	AUGUST
	<ul style="list-style-type: none"> 1: Start of 2024 Financial Year Winter Sales 24-25: Online Retailer Conf, Sydney 	<ul style="list-style-type: none"> 30: Season TBC: Allplay Day 12-12: DigitalCom Australia, Sydney TBC: Health Marketing Summit, Sydney TBC: ADMA Global Forum, Sydney
	SEPTEMBER	OCTOBER
	<ul style="list-style-type: none"> 1: Father's Day 24: Queen's Birthday (WA) AFL & NRL Final Seasons Spring Racing Christmas Begins - in stores TBC: B2B Marketing Summit, Sydney 	<ul style="list-style-type: none"> 6: Daylight Savings Begins 7: Labour Day 7: Queen's Birthday (QLD) 10: Halloween Wedding Season TBC: Click Engage Convert Digital Marketing Conference, Melbourne
	NOVEMBER	DECEMBER
	<ul style="list-style-type: none"> 5: Melbourne Cup 23: Black Friday Wedding Season Christmas Season Pre-Summer Sales TBC: Marketing Tech Symposium, Hunter Valley 	<ul style="list-style-type: none"> 1: Cyber Monday 25: Christmas Day 26: Boxing Day 31: New Year Eve End Of Year & Boxing Day Sales Holiday Season Begins Summer Cricket Wedding Season



2014 Retail Calendar

Lei Shi



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