

A close-up photograph of a hand holding a clear glass filled with water. Numerous small, light-colored bubbles are rising from the bottom of the glass towards the surface. The background is a soft, out-of-focus grey. The title text is overlaid on the upper half of the image.

KEY MARKETING DATES 2025

Refine your marketing strategy with this guide, highlighting Australia's public holidays and key dates. Designed for businesses offering products or services, this resource helps you to optimise your strategic approach and make the most of unique opportunities.

JANUARY

January is a great time for businesses to reconnect with clients and customers, and to refocus on what matters most. It's the perfect chance to set clear goals and start the year with intention.

⁰¹ Key Dates in January

1 January – New Year's Day (AU, UK, UAE Public Holiday)

3 January – International Mind-Body Wellness Day

12–26 January – Australian Open Tennis (Melbourne)

19 January – World Religion Day

26 January – Australia Day (AU Public Holiday)

29 January – Chinese New Year

⁰² Top Searches

Back to School (AU)

Summer (AU)

Chinese New Year Celebrations

FEBRUARY

February is a meaningful month, marked by Black History Month, Valentine's Day, and the lead-up to Ramadan — offering a moment to reflect, connect, and prepare.

⁰¹ Key Dates in February

1–28 February – Black History Month (UK)

14 February – Valentine's Day

27 February – Likely start of Ramadan (subject to moon sighting – UAE Public Holiday expected)

⁰² Top Searches

Valentine's Day Gifts (AU, UK, UAE)

Ramadan Preparations (UAE)

MARCH

March is a month of reflection and celebration — from International Women's Day and Women's History Month to Labour Day and St. Patrick's Day. It's also a time to embrace cultural and environmental awareness, with events like Harmony Day, the International Day of Happiness, Earth Hour, and the end of Ramadan marked by Eid al-Fitr.

⁰¹ Key Dates in March

- 3 March – Labour Day (WA, Australia Public Holiday)
- 8 March – International Women's Day
- 17 March – St Patrick's Day
- 10 March – Labour Day (VIC, TAS, AU Public Holiday)
- 20 March – International Day of Happiness
- 22 March – Earth Hour
- 21 March – National Harmony Day (AU)
- 29 March – Likely End of Ramadan (UAE Public Holiday expected)
- 30 March – Eid Al Fitr (UAE Public Holiday, major celebration)

⁰² Top Searches

- St Patrick's Day (UK)
- Easter (AU, UK)
- Eid Al Fitr Preparations (UAE)

APRIL

April is a month to focus on health and gratitude, starting with World Health Day. Key highlights include Good Friday, Easter celebrations, and ANZAC Day. It's also a time to recognise Pay It Forward Day, encouraging kindness and community support.

⁰¹ Key Dates in April

7 April – World Health Day

18 April – Good Friday (AU, UK Public Holiday)

19 April – Easter Saturday

20 April – Easter Sunday

21 April – Easter Monday (AU, UK Public Holiday)

25 April – ANZAC Day (AU Public Holiday)

28 April – Pay It Forward Day

⁰² Top Searches

ANZAC Day (AU)

Health Awareness (Global)

Eid Celebrations (UAE)

MAY

May is a time to celebrate workers, mothers, and volunteers across different regions. Labour Day is recognised globally, though observed on varying days, while Mother's Day is marked in both Australia and the UAE, with the UK celebrating earlier in the year. National Volunteer Week also highlights the importance of giving back to the community.

⁰¹ Key Dates in May

1 May – Labour Day (UAE, UK, Public Holiday – observed differently in AU by state)

5 May – Labour Day (QLD), May Day (NT)

11 May – Mother's Day (celebrated in AU and UAE in May; UK celebrates earlier in March, with Mothering Sunday on 30 March 2025)

⁰² Top Searches

Mother's Day Gifts (AU, UAE)

Labour Day (UAE, UK)

JUNE

June is a time for celebration and reflection, with Pride Month and World Environment Day promoting inclusion and environmental awareness. It's also a period when many take stock of the year so far and plan ahead, especially as the financial year draws to a close in some regions.

⁰¹ Key Dates in June

- 1–30 June – Pride Month (UK, Australia)
- 5 June – World Environment Day
- 6 June – Queensland Day (QLD)
- 9 June – King's Birthday (AU, except WA & QLD)
- 16–22 June – Hajj (approximate dates – UAE)
- 17 June – Arafat Day (UAE Public Holiday expected)
- 18–19 June – Eid Al-Adha (UAE Public Holiday)
- 30 June – End of Financial Year (AU)

⁰² Top Searches

- EOFY (AU)
- Hajj Pilgrimage (UAE)

JULY

July marks the start of the 2025/26 financial year, offering a chance to set new goals and plan. In Australia, it's also a time to recognise NAIDOC Week, celebrating the history, culture, and achievements of Aboriginal and Torres Strait Islander peoples.

⁰¹ Key Dates in July

1 July – Start of Financial Year (AU)

4 July – Independence Day (USA)

6–13 July – NAIDOC Week (AU)

⁰² Top Searches

Tax Return Filing (AU)

Summer Sales (UAE, UK)

AUGUST

August offers a blend of awareness and relaxation, with opportunities to reflect on finances and take time to unwind. It's also a month that encourages a well-deserved break for many, with public holidays providing time for rest and rejuvenation.

⁰¹ Key Dates in August

4 August – Picnic Day (NT, AU)

14 August – National Financial Awareness Day

15 August – National Relaxation Day

31 August – Summer Bank Holiday (UK Public Holiday)

⁰² Top Searches

End of Summer Sales (UK, UAE)

Spring Sales Planning (AU)

SEPTEMBER

September highlights connections and well-being, starting with Father's Day in Australia. Key dates include RUOK? Day, which raises mental health awareness, and the International Day of Peace, promoting global harmony. In Western Australia, the King's Birthday is also observed, recognising tradition and community.

⁰¹ Key Dates in September

7 September – Father's Day (AU)

11 September – RUOK? Day (AU)

21 September – International Day of Peace

29 September – King's Birthday (WA, AU Public Holiday)

⁰² Top Searches

Father's Day Gifts (AU)

Back to School (UK, UAE)

OCTOBER

October is a quieter month as we approach the holiday season, providing a great opportunity to plan for upcoming sales. The month includes important observances such as Labour Day, the King's Birthday, Diwali, and Halloween.

⁰¹ Key Dates in October

6 October – Labour Day (ACT, NSW, SA, AU)

6 October – King's Birthday (QLD)

24 October – Diwali (widely celebrated in UAE)

31 October – Halloween

⁰² Top Searches

Diwali Promotions (UAE)

Halloween (Global)

NOVEMBER

November is a key month for businesses, with events like Black Friday, Thanksgiving, and Movember driving awareness and sales. It also includes Remembrance Day, International Men's Day, and the Melbourne Cup. It's a great time to prepare for these key moments.

⁰¹ Key Dates in November

- 1 November – Movember Begins
- 4 November – Melbourne Cup (AU)
- 11 November – Remembrance Day (AU, UK)
- 19 November – International Men's Day
- 27 November – Thanksgiving (USA)
- 28 November – Black Friday (Global)

⁰² Top Searches

- Black Friday Sales (UAE, UK, AU)
- Movember Campaigns (AU)

DECEMBER

December marks the final month of the calendar year, ushering in the holiday season as many clients look to unwind and reset before the new year. Key celebrations include Cyber Monday, Christmas Day, Boxing Day, and New Year's Eve.

⁰¹ Key Dates in December

1 December – Cyber Monday

2 December – UAE National Day (UAE Public Holiday, major event)

25 December – Christmas Day (Global Public Holiday)

26 December – Boxing Day (AU, UK)

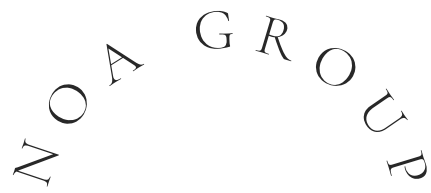
31 December – New Year's Eve

⁰² Top Searches

Christmas Shopping (Global)

Boxing Day Sales (AU, UK)

UAE National Day Promotions (UAE)



Founded in 2017, noa group™ is an award-winning Digital Marketing Agency specialising in the real estate, construction, and financial services sectors. With offices in Sydney, London, and Dubai, we focus on marketing strategy, website development, and paid social media advertising.

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