

# KEY MARKETING DATES 2024

Streamline your marketing schedule with this informative guide, featuring Australia's public holidays and essential dates. Crafted for businesses offering both products and services, this resource is geared towards optimizing your strategy and making the most of unique opportunities throughout 2024.

**Prepared by**

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# JANUARY

January presents an opportunity to reconnect with clients or customers and set goals for the upcoming year. Start 2024 on a positive note by strategically planning and prioritising your goals.

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## <sup>01</sup> Key Dates in January

New Year's Day: 1 January

International Mind-Body-Wellness Day: 3 January

Get To Know Your Customers Day: 18 January

World Religion Day: 21 January

Australia Day: 26 January

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## <sup>02</sup> Top Searches

Back to School

Summer

# FEBRUARY

February is Black History Month, and also the start of Chinese New Year. This is usually when things pick up again following the holiday break.

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## <sup>01</sup> Key Dates in February

Chinese New Year: 10 February

Black History Month: 1 February - 1 March

Valentine's Day: 14 February

Sydney Mardi Gras: 16 February - 3 March

Leap Day: 29 February

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## <sup>02</sup> Top Searches

Chinese New Year

Gifts

# MARCH

March is all about celebrating the women in your life, with Women's History Month and International Women's Day.

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## <sup>01</sup> Key Dates in March

Labour Day (WA): 4 March

International Women's Day: 8 March

Labour Day (VIC): 11 March

St Patrick's Day: 17 March

International Day of Happiness: 20 March

National Harmony Day: 21 March

Earth Hour: 23 March

Good Friday: 29 March

Holy Saturday: 30 March

Easter Sunday: 31 March

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## <sup>02</sup> Top Searches

St Patrick's Day

Easter Sunday

# APRIL

April is a big month for holidays with the Easter long weekend. ANZAC Day is on the 25th April, and is a day of remembrance.

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## <sup>01</sup> Key Dates in April

Easter Monday: 1 April

April Fool's Day: 1 April

World Health Day: 7 April

ANZAC Day: 25 April

Pay It Forward Day: 28 April

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## <sup>02</sup> Top Searches

ANZAC Day

Health

# MAY

The month of May has Mother's Day, a great opportunity to connect with the brand's community to support celebrating mothers.

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## <sup>01</sup> Key Dates in May

May Day (NT): 2 May

Labour Day (QLD): 2 May

Mother's Day: 12 May

National Volunteer Week: 20 - 26 May

Reconciliation Day: 27 May

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## <sup>02</sup> Top Searches

Mother's Day

# JUNE

June is a big month for all professionals, marking the last month of the 2023/24 Financial Year. This month is especially busy for financial and tax professionals in the lead-up to the new financial year.

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## <sup>01</sup> Key Dates in June

World Environment Day: 5 June

Queensland Day: 6 June

King's Birthday: 10 June

Men's Health Week: 10 - 16 June

End of 2023/24 Financial Year: 30 June

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## <sup>02</sup> Top Searches

EOFY

King's Birthday Long Weekend

# JULY

July is a quieter month as many professionals goal set and look forward to the new financial year.

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## <sup>01</sup> Key Dates in July

Start of 2024/25 Financial Year: 1 July

Independence Day (USA): 4 July

NAIDOC Week: 7 - 14 July

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## <sup>02</sup> Top Searches

Tax Return

School Holidays



# AUGUST

August is quiet once again, especially for those who are resuming after the mid-year break.

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## <sup>01</sup> Key Dates in August

New South Wales Bank Holiday / Northern Territory Picnic Day: 5 August

National Women's Day: 9 August

National Financial Awareness Day: 14 August

National Relaxation Day: 15 August

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## <sup>02</sup> Top Searches

Spring Sales

# SEPTEMBER

September begins the month with Father's Day. RUOK? Day also features in September and is a reminder to acknowledge the importance of mental health and to check up on those around you, personally and professionally.

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## <sup>01</sup> Key Dates in September

Father's Day: 1 September

RUOK? Day: 12 September

International Day of Peace: 21 September

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## <sup>02</sup> Top Searches

Father's Day

# OCTOBER

October is a relatively quiet month before the holiday season rolls around. This month is the perfect time to prepare for the upcoming sales season.

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## <sup>01</sup> Key Dates in October

International Day of Older Persons: 1 October

Labour Day (ACT, NSW): 7 October

Halloween: 31 October

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## <sup>02</sup> Top Searches

Spring Racing

Halloween

# NOVEMBER

November is a big month for all e-commerce businesses with Black Friday, Small Business Saturday and Cyber Month. It's the perfect time, at the beginning of the month, to make sure your business is prepared and ready in advance of key campaigns

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## <sup>01</sup> Key Dates in November

Movember Starts: 1 November

Melbourne Cup Day: 5 November

Remembrance Day: 11 November

International Men's Day: 19 November

National Entrepreneur Day: 25 November

Thanksgiving: 28 November

Black Friday: 29 November

Small Business Saturday: 30 November

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## <sup>02</sup> Top Searches

Black Friday Sales

Movember

Melbourne Cup

# DECEMBER

December marks the last month of the calendar year. The holiday season is upon us with many clients looking to relax and reset before the new year.

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## <sup>01</sup> Key Dates in December

Cyber Monday: 1 December

Free Shipping Day: 15 December

Christmas Eve: 24 December

Christmas Day: 25 December

Boxing Day: 26 December

New Year's Eve: 31 December

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## <sup>02</sup> Top Searches

Christmas

Boxing Day

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