



MARKETING CALENDAR TEMPLATE



2024 MARKETING CALENDAR

	Key Dates	Conferences and Events	
	JANUARY	FEBRUARY	MARCH
1 ST QUARTER	1: New Year's Day 14-27: Australian Open Tennis, Melbourne 26: Australia Day Back To School Sales Summer Sales Fitness Season Wedding Season	5: Chinese New Year 26: Click Frenzy 14: Valentine's Day Music Festival Season Wedding Season 20-22: Social Media WA Summit, Perth 27-28: Digital Marketing Leaders Summit, Sydney	2: Sydney Mardi Gras Parade 17: St Patrick's Day Wedding Season 5-6: Retail Leaders Forum, Sydney 12-13: AdTech Australia 14-15: Digital Marketing Innovation Summit, Melbourne 23: Retail Marketing Summit, Sydney 28: CommoCon, Sydney
	APRIL	MAY	JUNE
2 ND QUARTER	7: Daylight Savings End 19-22: Easter 25: Anzac Day 3-5: Big Digital, Adelaide 29-31: iMedia Online Retail Summit, Gold Coast TBC: Youth Marketing Conference, Melbourne	12: Mother's Day 7-10: Search Marketing Summit, Sydney 28-29: World Business Forum, Sydney 29-31: Retail Global, Gold Coast	10: Queen's Birthday 30: End of Financial Year Stocktake & Winter Sales Ski Season 4-6: Mumbrella 360
	JULY	AUGUST	SEPTEMBER
3 RD QUARTER	1: Start of 2024 Financial Year Winter Sales 24-25: Online Retailer Conf. Sydney	Ski Season TBC: Afterpay Day 21-22: DigiMarCon Australia, Sydney TBC: Health Marketing Summit, Sydney TBC: ADMA Global Forum, Sydney	1: Father's Day 30: Queen's Birthday (WA) AFL & NRL Final Seasons Spring Racing Christmas Begins - in stores TBC: B2B Marketing Summit, Sydney
	OCTOBER	NOVEMBER	DECEMBER
4 TH QUARTER	6: Daylight Savings Begins 7: Labour Day 7: Queen's Birthday (QLD) 31: Halloween Wedding Season TBC: Click Engage Convert Digital Marketing Conference, Melbourne	5: Melbourne Cup 29: Black Friday Wedding Season Christmas Season Pre Summer Sales TBC: Marketing Tech Symposium, Hunter Valley	2: Cyber Monday 25: Christmas Day 26: Boxing Day 31: New Year's Eve End Of Year & Boxing Day Sales Holiday Season begins Summer Cricket Wedding Season