

# Key Dates Calendar for Australian Brands

## 2026

**This calendar brings together the moments that shape demand across the year**, from sales peaks and operational pressure points through to cultural and community-led campaign moments.

It's designed to support better planning, clearer prioritisation and more considered work in market.

Not every date will matter to every organisation, and some moments call for action while others call for restraint. The value is in seeing the year's peaks and troughs as a whole.

WWW.BONFIRE.COM.AU | 1800 750 204



# 2026

January						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
			1			
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# January 2026

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## Key Drivers:

- Reset mindset and fresh intent
- Lower urgency, higher openness to change
- Routine-building and planning
- Gradual return to full pace

## Industries Most Affected:

- Professional services
- Education and training
- Health and wellbeing
- Workplace and productivity tools

## Back to School

A high-intent period tied to routine resets and family spending. Retail, education and service brands benefit from clear offers and practical messaging.

26

## Australia Day

A complex and sensitive national moment. NFPs and purpose-led brands should prioritise listening, community support and inclusive messaging, while many commercial brands may choose to stay quiet or focus on operational messaging only.

01

## New Year's Day

A reset moment that drives goal-setting and fresh intent. Health, fitness, education and professional services brands should lead with clear outcomes and practical next steps rather than heavy promotion.

12

## Australian Open

A high-attention three-week period with strong broadcast and cultural pull. Sportswear, beverage, travel and lifestyle brands can lean into performance, summer routines and shared viewing moments.

# February 2026

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

## Key Drivers:

- Relationship-led decision-making
- Cultural and community moments
- Follow-through on early-year intentions
- Clearer participation signals

## Industries Most Affected:

- Consumer brands
- Hospitality and experiences
- NFP and advocacy organisations
- Subscription and membership businesses

## 04 World Cancer Day

An important awareness moment for health and NFP brands focused on education, prevention and fundraising.

## 06 Perth Festival

An extended cultural event that drives tourism and local engagement across Western Australia.

## 12 International Fashion Weeks

A concentrated period of global fashion (New York, London, Milan, Paris) that shapes creative direction and seasonal planning rather than immediate sales activity.

## 14 Valentine's Day

## 17 Ramadan Begins

Marks the start of a significant period of reflection and community for Muslim audiences.

## 17 Lunar New Year

A major cultural and commercial moment centred on family, renewal and celebration. Retail, food and travel brands benefit from campaigns that reflect cultural specificity rather than generic themes.

## 20 Adelaide Fringe Festival

A long-running festival that supports sustained visitation and foot traffic.

## 25 Click Frenzy Glow

A focused health and wellness retail spike that rewards preparation. Ecommerce and retail brands should prioritise hero offers and site readiness over range expansion. Date subject to change.



# March 2026

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Key Drivers:

- Settled routines and expectations
- Increased scrutiny of value
- Reduced novelty, more pragmatism
- Early mid-year planning

## Industries Most Affected:

- Financial services
- B2B and professional services
- Enterprise software and IT
- Travel and experiences

08

### International Women's Day

A major awareness and advocacy moment. NFPs and purpose-led brands should focus on tangible impact and lived experience, while commercial brands benefit from supporting action over symbolism.

17

### St Patrick's Day

An extended cultural event that drives tourism and local engagement across Western Australia.

20

### Afterpay Day

A short, high-intent sales window tied to flexible payment options. Retail and ecommerce brands should plan offers early and keep messaging tightly focused. Date subject to change.

25

### Click Frenzy Travel

A targeted sales moment for travel and experience-based brands. Clear value propositions and urgency outperform broad discounting. Date subject to change.

25

### Melbourne International Comedy Festival

An extended cultural event that supports tourism and the night-time economy.

# April 2026

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## Key Drivers:

- Interrupted routines
- Family-led scheduling
- Shorter planning windows
- Split attention between rest and activity

## Industries Most Affected:

- Tourism and accommodation
- Education and public sector
- Attractions and experiences
- Family and lifestyle brands

## 03 Autumn School Holidays

A key planning and demand period for families. Travel, attractions and hospitality brands should align messaging and availability to school holiday timing rather than individual long weekends.

## 25 ANZAC Day

A national day of remembrance that requires care and restraint. Most brands should limit activity or focus on operational communications, while NFPs may engage through commemoration and support services.

## 05 Easter Sunday

A major trading and operational moment that shapes retail, travel and hospitality demand. Brands should plan staffing, delivery cut-offs and campaign timing well in advance of the Easter long weekend.

## 11 National Pet Day

A culturally relevant moment for pet owners. Pet, retail and ecommerce brands can lean into community storytelling and owner-led content.

## 22 Earth Day

# May 2026

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## Key Drivers:

- Deliberate decision-making
- Longer consideration cycles
- Fewer impulsive behaviours
- Practical evaluation of options

## Industries Most Affected:

- B2B services and consultancies
- SaaS and subscription businesses
- Home, utilities and infrastructure
- Considered retail categories

## 04 Star Wars Day

## 22 Vivid Sydney

A large-scale cultural event that supports tourism and night-time economy activity.

## 10 Mother's Day

A major gifting and experience-led moment. Retail, hospitality and service brands should lead with thoughtful positioning and clear cut-off dates rather than last-minute offers.

## 12 Australian Fashion Week

A national fashion signal that influences creative direction and brand positioning. Fashion and lifestyle brands can use this as a content and storytelling moment rather than a direct sales push.

## 13 Click Frenzy Mayhem

A short, high-intent retail window. Ecommerce brands benefit from focused hero offers and clear messaging over broad discounting. Date subject to change.

# June 2026

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## Key Conditions:

- Deadline pressure
- Budget sensitivity
- Urgency around justification and timing
- Consolidation and clearance

## Industries Most Affected:

- B2B and professional services
- Finance and procurement
- Technology and SaaS
- Retail and ecommerce

## 01 Western Australia Day

## 14 World Blood Donor Day

A key awareness moment for health and NFP organisations focused on participation and community impact.

## 25 Click Frenzy Tech

A category-specific sales spike centred on electronics and technology. Retailers should align offers and inventory ahead of the EOFY rush. Date subject to change.

## 30 End of Financial Year

A major commercial milestone that drives purchasing, renewals and budget decisions. Retail, B2B and professional services brands should align campaigns, incentives and reporting to EOFY timelines.

# July 2026

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## Key Drivers:

- Fresh budgets
- Slower momentum
- Reassessment and planning
- Seasonal behaviour shifts

## Industries Most Affected:

- Education and training
- Travel and tourism
- Workplace and HR services
- Home and seasonal categories

## 15 Amazon Prime Day

A major mid-year ecommerce sales event. Retail and marketplace brands should prepare early with clear hero offers and logistics locked ahead of launch. Date subject to change.

## 27 Winter School Holidays

A demand period for family travel and at-home activities. Tourism, entertainment and retail brands benefit from aligning offers to school holiday downtime rather than specific dates.

# August 2026

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Key Drivers:

- Stability over experimentation
- Forward planning
- Gradual momentum build
- Early spring consideration

## Industries Most Affected:

- B2B and enterprise services
- Events and tourism
- Lifestyle and leisure brands
- Planning-led organisations

## 01 Afterpay Day

A short, high-intent retail event tied to flexible payment behaviour. Ecommerce and retail brands should prioritise hero products and clear value messaging.

## 06 Darwin Festival

A major cultural event that drives tourism and local engagement.

## 07 International Beer Day

## 09 Book Lovers Day

# September 2026

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## Key Drivers:

- Lift in optimism and confidence
- Seasonal transition
- Increased appetite for experiences
- Broader consideration sets

## Industries Most Affected:

- Professional services
- Fashion and lifestyle
- Hospitality and events
- Travel and experience-led brands

**06**

### Father's Day

A major gifting and experience-led moment. Retail, hospitality and service brands should plan early to avoid last-minute pressure and fulfilment issues.

**09**

### International Fashion Weeks

**10**

### R U OK? Day

**19**

### Spring School Holidays

A demand period for family travel, activities and retail. Tourism, attractions and hospitality brands should align messaging and availability to the school holiday window rather than single weekends.

**26**

### AFL Grand Final

One of the largest annual sporting moments in Australia. Hospitality, beverage and entertainment brands benefit from event-led offers and group-focused experiences.

**27**

### World Tourism Day

**28**

### King's Birthday (WA)

# October 2026

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## Key Conditions:

- Busy schedules and calendar pressure
- Competition for attention
- Early end-of-year planning
- Rising expectations

## Industries Most Affected:

- B2B and professional services
- Events and conferencing
- Education and innovation-led organisations
- Retail and ecommerce

## Indigenous Business Month

A focused period to spotlight and support First Nations businesses. Brands should prioritise genuine partnerships, procurement and platforming over one-off content.

### 01 International Coffee Day

### 04 NRL Grand Final

A major national viewing moment with strong group behaviour. Hospitality, beverage and entertainment brands can win with event-led offers and venue experiences.

### 31 Halloween

# November 2026

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## Key Drivers:

- Compressed decision-making
- Deal comparison behaviour
- Low tolerance for friction
- Performance pressure

## Industries Most Affected:

- Retail and ecommerce
- Payments and fintech
- Logistics and operations
- Performance-led marketing teams

**03** **Melbourne Cup Day (VIC)**

**29** **Cyber Monday**

A follow-on online spike that suits last-chance messaging. Ecommerce brands can use it to extend momentum with a narrowed offer set and clear cut-offs.

**08** **Diwali**

A significant cultural celebration for many communities. Food, retail and hospitality brands should plan respectful, culturally informed creative and avoid generic interpretations.

**11** **Singles' Day**

A fast-growing ecommerce sales moment driven by deal-led behaviour. Retail brands benefit from focused offers and clean execution rather than extended promotional periods.

**27** **Black Friday**

A high-intent retail peak with intense competition. Brands should plan early, protect margin where possible, and prioritise site performance and fulfilment capacity.

# December 2026

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Key Drivers:

- Time scarcity
- Emotion-led decisions
- Convenience-first behaviour
- Deadline pressure

## Industries Most Affected:

- Retail and ecommerce
- Hospitality and travel
- Service and support organisations
- Gifting and experience-led brands

## 04 Hanukkah

Marks the beginning of an eight-day celebration. Food, retail and NFP brands can plan culturally informed messaging that respects the full period rather than a single day.

## 25 Christmas Day

The central retail and cultural moment of the year. Brands should finalise campaigns, delivery cut-offs and customer communications well ahead of December to manage demand and expectations.

## 26 Boxing Day

A major post-Christmas sales event. Retail and ecommerce brands benefit from tightly scoped offers and clear fulfilment messaging.

## 31 New Year's Eve

A high-attention moment tied to celebration and reflection. Hospitality, travel and experience brands can lean into occasion-led messaging and advance bookings.



**If you'd like support turning these moments  
into a strategic marketing plan,  
let's talk.**

ENQUIRIES@BONFIRE.COM.AU | 1800 750 204 | [WWW.BONFIRE.COM.AU](http://WWW.BONFIRE.COM.AU)