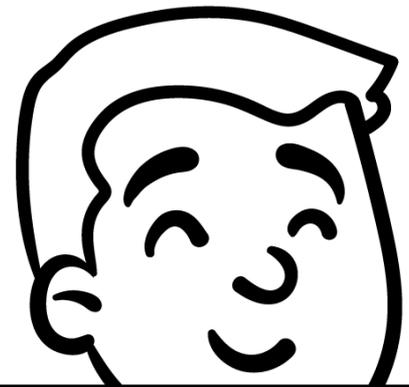


2021 RETAIL MARKETING CALENDAR



JANUARY 2021

1 FRI NEW YEAR'S DAY
26 TUE AUSTRALIA DAY

FEBRUARY 2021

12 FRI CHINESE NEW YEAR
14 SUN VALENTINE'S DAY

MARCH 2021

17 WED ST PATRICK'S DAY
18 THU NATIONAL CLOSE THE GAP DAY
21 SUN HARMONY DAY

APRIL 2021

2 FRI GOOD FRIDAY
4 SUN EASTER SUNDAY (ALL)
5 MON EASTER MONDAY
25 SUN ANZAC DAY

MAY 2021

9 SUN MOTHER'S DAY
26 WED NATIONAL SORRY DAY

JUNE 2021

7 MON WESTERN AUSTRALIA DAY
(WESTERN AUSTRALIA)

JULY 2021

4 SUN FIRST DAY OF NAIDOC WEEK

AUGUST 2021

SEPTEMBER 2021

5 SUN FATHER'S DAY
27 MON QUEEN'S BIRTHDAY
(WESTERN AUSTRALIA)

OCTOBER 2021

4 MON QUEEN'S BIRTHDAY
(QUEENSLAND)
31 SUN HALLOWEEN

NOVEMBER 2021

11 THU REMEMBRANCE DAY
28 SUN FIRST SUNDAY OF ADVENT

DECEMBER 2021

24 FRI CHRISTMAS EVE
25 SAT CHRISTMAS DAY
26 SUN BOXING DAY
31 FRI NEW YEAR'S EVE