

# 2021 RETAIL MARKETING CALENDAR



## January

1st | New Years' day  
26th | Australia day

## February

1st | Chinese New Year  
(Year of the Tiger)  
4th | World Cancer day  
14th | Valentine's day

## March

8th | International  
Women's day  
17th | St. Patrick's day

## April

1st | April Fool's day  
15th | Good Friday  
17th | Easter Sunday  
22nd | Earth day  
25th | ANZAC day

## May

8th | Mother's day  
13th | World Cocktail day  
26th | National Sorry day  
31st | Australian Fashion week

## June

7th | Western Australia day (WA)  
11th | World Gin day  
21st | International Yoga day  
27th | Wimbledon starts

## July

4th | First day of NAIDOC week  
7th | World Chocolate day  
17th | World Emoji day

## August

5th | International Beer day  
19th | Afterpay day starts  
26th | International Dogs day

## September

5th | Father's day  
27th | Queen's birthday (WA)

## October

1st | International Coffee day  
4th | Queen's birthday (QLD)  
10th | World Mental Health day  
31st | Halloween

## November

1st | World Vegan day  
11th | Remembrance day  
26th | Black Friday  
27th | First day of Advent  
28th | Cyber Monday  
30th | St. Andrew's day

## December

24th | Christmas Eve  
25th | Christmas  
26th | Boxing day  
31st | New Years' Eve