

klaviyo[™]

Marketing campaigns that convert

A MONTH-BY-MONTH PLANNER

Boost sales and engagement
with key marketing moments.

Australia & New Zealand



Keep track of key ecommerce dates

Seasonal events are a great way to flex your creative muscles and spice up your marketing strategy.

Whether it's planning ahead for International Women's Day or putting a fun spin on National Donut Day, there are tons of opportunities to inspire customers to engage with your brand.

But staying on top of every single celebration and event is, well, *a lot*.

Don't worry—we've done the heavy lifting for you. With this calendar, you have access to 190+ key ecommerce dates so that you'll never miss a chance to connect with your customers and drive revenue.



January

20
25

With summer in full swing, many people are soaking up the warm weather and unwinding on holiday.

Your messaging this month should match the mood and focus on light-hearted, feel-good content that aligns with the season.

Think of ways to promote fun family activities, relaxation, and subtle nods to New Year's resolutions.

Key themes:

- Summer holidays
- Customer returns and exchanges
- Rest and relaxation

DEEP DIVE:

A new year is the perfect time to audit and refresh your automated flows to drive more incremental revenue in the months ahead.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01 New Year's Day	02 Science Fiction Day	03 Festival of Sleep Day International Mind-Body Wellness Day	04 National Spaghetti Day
05	06 National Returns Day	07	08	09	10	11
12 Start of Australian Open (through 26/1)	13	14 World Logic Day	15 National Hat Day	16 #GetTo KnowYour Customers Day	17 Ditch Your Resolution Day	18
19	20 Cheese Lovers Day	21	22	23	24	25 Opposite Day
26 Australia Day	27 Australia Day Public Holiday	28 International Lego Day	29 Lunar New Year	30	31	01

February

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Love is in the air! Whether it's directed toward the family pet, a galentine, or even a favourite food item (National Pizza Day, anyone?) there are tons of opportunities to celebrate all different types of love this month.

Don't forget to share the love with your customers by offering generous discounts, messages of gratitude, and gift recommendations.

Key themes:

- Love and relationships
- Gifting
- Back to school

DEEP DIVE:

Get inspired by Valentine's Day campaign examples from real-life brands that leverage brand love to drive revenue.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01
02	03	04 World Cancer Day	05	06 Waitangi Day (New Zealand)	07 Send a Card to a Friend Day	08 Royal Hobart Regatta (Tasmania) (through 10/2)
09 National Pizza Day Super Bowl LIX	10	11 Safer Internet Day International Day of Women and Girls in Science National Inventors' Day	12	13 Galentine's Day	14 Valentine's Day Start of Sydney Mardi Gras (through 2/3)	15 Singles Awareness Day
16 National Tim Tam Day	17 Random Act of Kindness Day	18	19	20 Love Your Pet Day	21	22 National Margarita Day Start of Melbourne Fashion Festival (through 8/3)
23	24	25	26	27 Expected start of Ramadan (through 29/3)	28	01

March

2025

Between International Women’s Day and Women’s History Month, now is the perfect time to amplify women’s voices.

Use your platform to highlight trailblazers, support female-led initiatives, and spark meaningful conversations across all your platforms.

Commit to going beyond words by taking actions that support women and create lasting impact, such as donating a percentage of your proceeds to female-focused non-profits.

Key themes:

- Start of autumn
- Supporting women

DEEP DIVE:

Marketing campaigns drive more revenue when they’re cross-channel. Study Klaviyo’s proven crawl, walk, run model to launching an SMS marketing strategy.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
23	24	25	26	27	28	01 Start of Women's History Month Start of autumn World's Greatest Shave
02 Clean Up Australia Day	03 Labour Day (Western Australia) World Wildlife Day Clean Up Australia Day	04 National Pancake Day	05	06	07	08 International Women's Day
09	10 Canberra Day (Australian Capital Territory) Adelaide Cup Day (South Australia) Labour Day (Victoria & Tasmania) Eight Hours Day (Tasmania)	11	12	13 F1 Melbourne (through 16/3)	14 Pi Day Holi Festival	15 World Consumer Rights Day National Espresso Martini Day
16	17 St. Patrick's Day	18 Global Recycling Day	19	20 International Day of Happiness Start of Afterpay Day Sale (through 23/3) National Close the Gap Day	21 Harmony Day World Poetry Day	22 Earth Hour World Water Day
23	24	25 International Waffle Day	26	27	28	29
Start of Eid al-Fitr (through 31/3)		30	31			

April

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April celebrates connection in its many forms.

Easter and Passover bring communities together through long-practised traditions, while celebrations like International Dance Day, Hug an Australian Day, and Siblings Day bring people closer in more playful ways.

No matter what you choose to celebrate, April is a great time to encourage these different types of connections.

Key themes:

- Easter festivities
- Connection and community

DEEP DIVE:

Find April Fools' campaign inspiration from brands that lead with humour to earn engagement and April sales.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	01 April Fools' Day	02 World Autism Awareness Day	03 National Rainbow Day	04 Walk to Work Day	05
06 End of Daylight Savings Time <small>(New South Wales, Victoria, South Australia, Tasmania & Australian Capital Territory)</small>	07 World Health Day	08	09	10 Siblings Day	11 Start of Sydney Royal Easter Show <small>(through 22/4)</small>	12 Start of Passover <small>(through 20/4)</small>
13	14	15 World Art Day	16	17 #GetToKnowYourCustomers Day	18 Good Friday	19
20 Easter Sunday	21 Easter Monday World Creativity and Innovation Day	22 Earth Day	23 World Book Day	24	25 ANZAC Day	26 Independent Bookstore Day Hug an Australian Day
27	28	29 International Dance Day	30 National Hairstylist Appreciation Day	01	02	03

May

2025

Mother's Day is a key focus this month, providing a heartfelt chance to celebrate the special mother figures in our lives with thoughtful promotions.

Just remember that not everyone observes this day, so it's important to offer opt-out options for those who might prefer to avoid related messaging.

To be more inclusive, expand your campaigns to include other, more light-hearted observations, whether they're about Star Wars Day or World Laughter Day.

Key themes:

- End of autumn
- Mother figures

DEEP DIVE:

Mother's Day campaign strategy needs to be nuanced. Here's how 10 different brands approached it, and won.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	01 Start of Aussie Wine Month	02	03
04 Star Wars Day World Laughter Day	05 Labour Day (Queensland) May Day (Northern Territory) Cinco de Mayo	06 Start of Heart Week (through 5/11)	07	08 World Red Cross and Red Crescent Day	09	10
11 Mother's Day	12 Start of Australian Fashion Week (through 16/5)	13 Click Frenzy Mayhem (through 16/5)	14	15	16	17
18	19	20 World Bee Day	21 International Tea Day	22 International Day for Biological Diversity	23	24
25 National Wine Day	26 National Sorry Day	27 National Reconciliation Week (through 3/6)	28	29	30	31 Dragon Boat Festival

June

2025

June signals the end of many cycles, with autumn fading into winter and the financial year coming to a close.

But this doesn't mean it's time to go into hibernation—instead, take advantage of these transitions to sneak in an extra last-minute sale or campaign.

Even better, lean into Social Media Day as an occasion to thank your loyal customers for their support or host a fun giveaway.

Key themes:

- Endings and beginnings
- EOFY and bargain hunting

DEEP DIVE:

Culture Kings saw significant growth with Klaviyo. Use EOFY learnings to inform your tech stack review and improve engagement just like they did.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
01 Start of Pride Month Start of Winter	02 King's Birthday (New Zealand) Western Australia Day (Western Australia) Reconciliation Day National Leave the Office Early Day	03 World Bicycle Day	04 Global Running Day	05 World Environment Day	06 Queensland Day Start of Eid al-Adha (through 10/6) National Donut Day	07
08 World Oceans Day International Children's Day Best Friends Day	09 King's Birthday (except Queensland & Western Australia) National Men's Health Week	10	11	12	13	14 World Gin Day
15	16	17	18	19 International Martini Day	20 Matariki National Take Your Dog to Work Day	21 International Yoga Day International Selfie Day Winter Solstice
22	23 International Olympic Day	24	25	26	27 National Sunglasses Day	28
29	30 End of financial year Social Media Day	01	02	03	04	05

July

2025

It's the dead of winter and you and your customers may be entering a mid-year slump.

As they prepare to hunker down through the cold or escape on a mid-year holiday, brighten their days with International Self-Care Day deals or remind them of warmer days ahead with a Christmas in July celebration.

Key themes:

- Dry July coupled with self-care and healthy living
- Ecommerce sales
- Celebrate and collaborate with Indigenous businesses

DEEP DIVE:

Make Amazon Prime Day a big revenue driver for your brand, too.

[Learn how](#)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01 Start of Blak History Month Start of Dry July	02 World UFO Day	03 International Plastic Bag Free Day	04	05
06 Start of NAIDOC Week (through 13/7)	07 World Chocolate Day	08	09	10	11	12
13	14 Bastille Day	15 Social Media Giving Day	16	17 World Emoji Day #GetToKnowYourCustomers Day	18	19
20 International Moon Day	21	22	23 Amazon Prime Day	24 International Self-Care Day	25 Christmas in July	26
27	28	29	30 International Day of Friendship	31 National Avocado Day	01	02

August

2025

Spring is right around the corner, and you know what that means: Black Friday is going to be here before you know it.

Don't wait until November to start thinking about the biggest ecommerce event of the year. Now is the time to kick your campaign planning into gear to set yourself up for a successful season.

Planning tip: think about marketing automations that will make your life easier come November and December.

Key themes:

- End of winter
- Mid-year sales

DEEP DIVE:

Time to look forward and begin preparing for Black Friday. Here are 10 tactics that worked in 2024.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	01 International Beer Day	02 National Jeans for Genes Day
03	04 National Aboriginal and Torres Strait Islander Children's Day Picnic Day (Northern Territory)	05 Keep Australia Beautiful Week (through 11/8)	06	07	08 International Cat Day	09 National Book Lovers Day Red Nose Day Start of National Science Week (through 17/8) EKKA Royal Queensland Show (through 17/8)
10 City2Surf Sydney Fun Run	11	12 International Youth Day	13 International Lefthanders Day	14	15	16 Start of Children's Book Week (through 23/8)
17	18	19 World Photography Day	20	21	22 Daffodil Day	23
24	25	26 International Dog Day	27	28	29	30
31						

September

2025

Spring is officially here. We said it last month, but we'll say it again because it's just that important: now's the time to sow the Black Friday seeds so you can watch your sales bloom over the next few months.

This means setting up those automated email flows, updating last year's marketing materials, and perfecting your visuals. And don't forget to take advantage of the other fun celebrations happening this month, from Father's Day to Oktoberfest.

Key themes:

- Start of spring
- Black Friday prep
- Father figures
- Footy fever with the AFL and NRL grand finals in September and October

DEEP DIVE:

From dad jokes to compassion for those without a father figure, here's how 12 brands built effective Father's Day campaigns.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	01 World Letter Writing Day	02	03	04	05	06 World Beard Day
07 Father's Day	08 International Literacy Day	09	10	11 R U OK? Day	12	13
14	15	16	17	18	19 International Talk Like a Pirate Day	20 Start of Oktoberfest celebrations (through October 5)
21 International Day of Peace	22 Start of Rosh Hashanah (through September 24)	23	24	25	26 AFL Grand Final Friday (Victoria)	27 World Tourism Day
28	29 King's Birthday (Western Australia)	30 International Podcast Day	01	02	03	04

October

2025

This month kicks off with International Coffee Day as Australia's east coast turns its clocks forward. But now is not the time for rest and relaxation (that comes later).

With Black Friday mere weeks away, now's the time to put the finishing touches on all your marketing campaigns.

This is the final stretch, so don't miss out on the opportunity to dot all your i's and cross all your t's to set yourself up for success!

Key themes:

- Halloween
- Early Black Friday buzz
- End-of-year countdown

DEEP DIVE:

Find Halloween campaign inspiration from 10 real-life brands that got their Halloween email and SMS concoctions just right.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	01 International Coffee Day Start of Breast Cancer Awareness Month Start of Yom Kippur	02	03 World Smile Day	04 World Animal Day
05 Start of Daylight Savings Time <small>(New South Wales, Victoria, South Australia, Tasmania & Australian Capital Territory)</small> NRL Grand Final	06 King's Birthday (Queensland) Labour Day (New South Wales, South Australia, Tasmania & Victoria)	07 National Taco Day	08	09	10 World Mental Health Day	11 International Day of the Girl
12	13	14 National Dessert Day	15	16 World Food Day #GetToKnowYourCustomers Day	17	18
19 International Gin & Tonic Day	20 Diwali World Statistics Day	21	22	23	24 United Nations Day National Kangaroo Awareness Day	25 World Pasta Day
26	27 Labour Day (New Zealand)	28	29	30	31 Halloween	01

November

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25

It's time. Your abandoned cart flow is perfect.

Your seasonal email messaging is locked down.

You have awesome discounts, secret product launches, and VIP incentives lined up and ready to go.

All your hard work from the last few months is about to pay off—big time.

Commence: the biggest shopping event of the year.

Key themes:

- Black Friday sales
- Supporting small businesses

DEEP DIVE:

Need to boost BFCM performance last-minute? Learn 3 AI-powered playbooks your marketing team can execute quickly.

[Get the tips](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01 November World Vegan Day
02	03	04 Melbourne Cup (Victoria) National Candy Day	05	06	07	08
09	10	11 Remembrance Day Singles Day	12 National Happy Hour Day	13 World Kindness Day	14	15 National Clean Out Your Refrigerator Day
16 Australian Gin Day	17	18 National Entrepreneur Day	19	20 World Children's Day	21 World Hello Day	22
23 30	24	25	26	27	28 Black Friday	29 Small Business Saturday

December

2025

You're almost at the finish line! 'Tis the season to pull out all the bells and whistles for your biggest retail marketing campaigns.

Between Green Monday and Boxing Day, get ready for what could easily be your most lucrative month yet.

As the busy shopping season starts to wind down toward the end of the month, you and your customers can look forward to catching some zzz's and start enjoying the warm weather again.

Key themes:

- Gifting and festivities
- Year-end reflections
- Start of summer

DEEP DIVE:

The focus of Boxing Day has shifted from charity to sporting events—and, of course, shopping. Get 10 Boxing Day marketing ideas for closing out 2025 strong.

[Read now](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	01 Cyber Monday Start of Summer	02	03	04 National Cookie Day	05 International Volunteer Day	06
07	08 Green Monday	09	10	11 International Mountain Day	12	13
14 Free Shipping Day Start of Hanukkah (through December 22)	15	16	17	18	19	20
21	22 Summer Solstice	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27
28	29	30	31 New Year's Eve	01	02	03

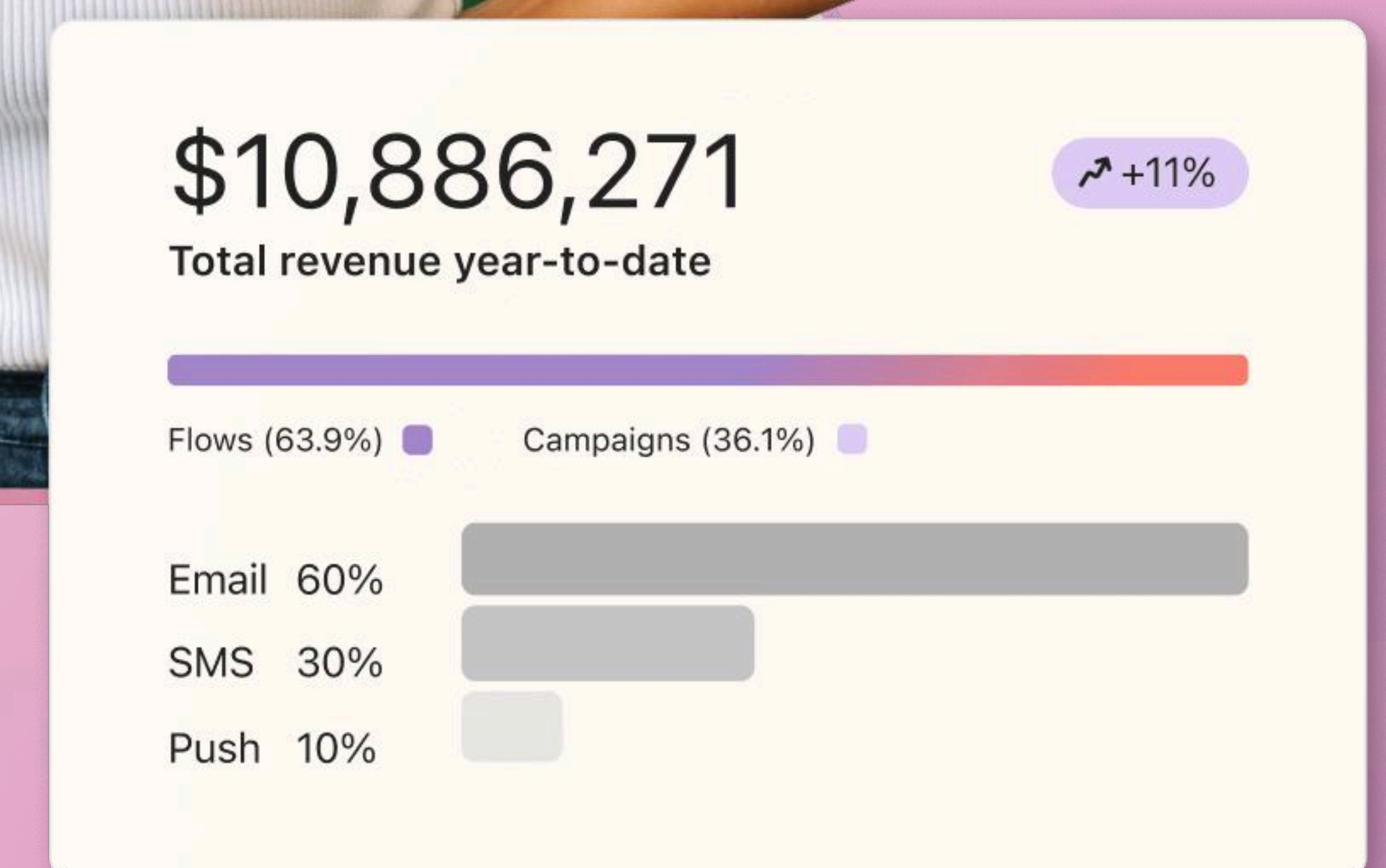
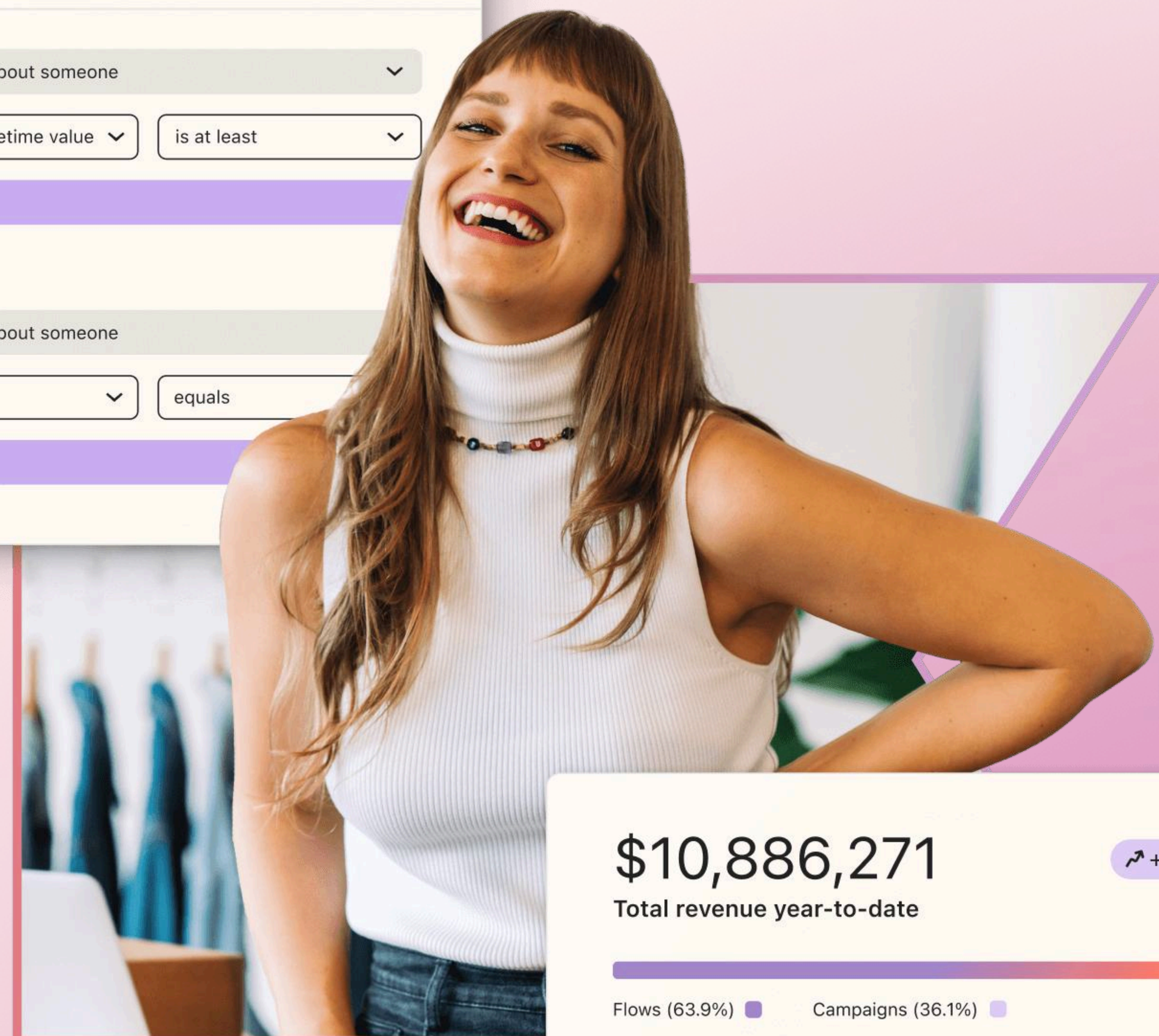
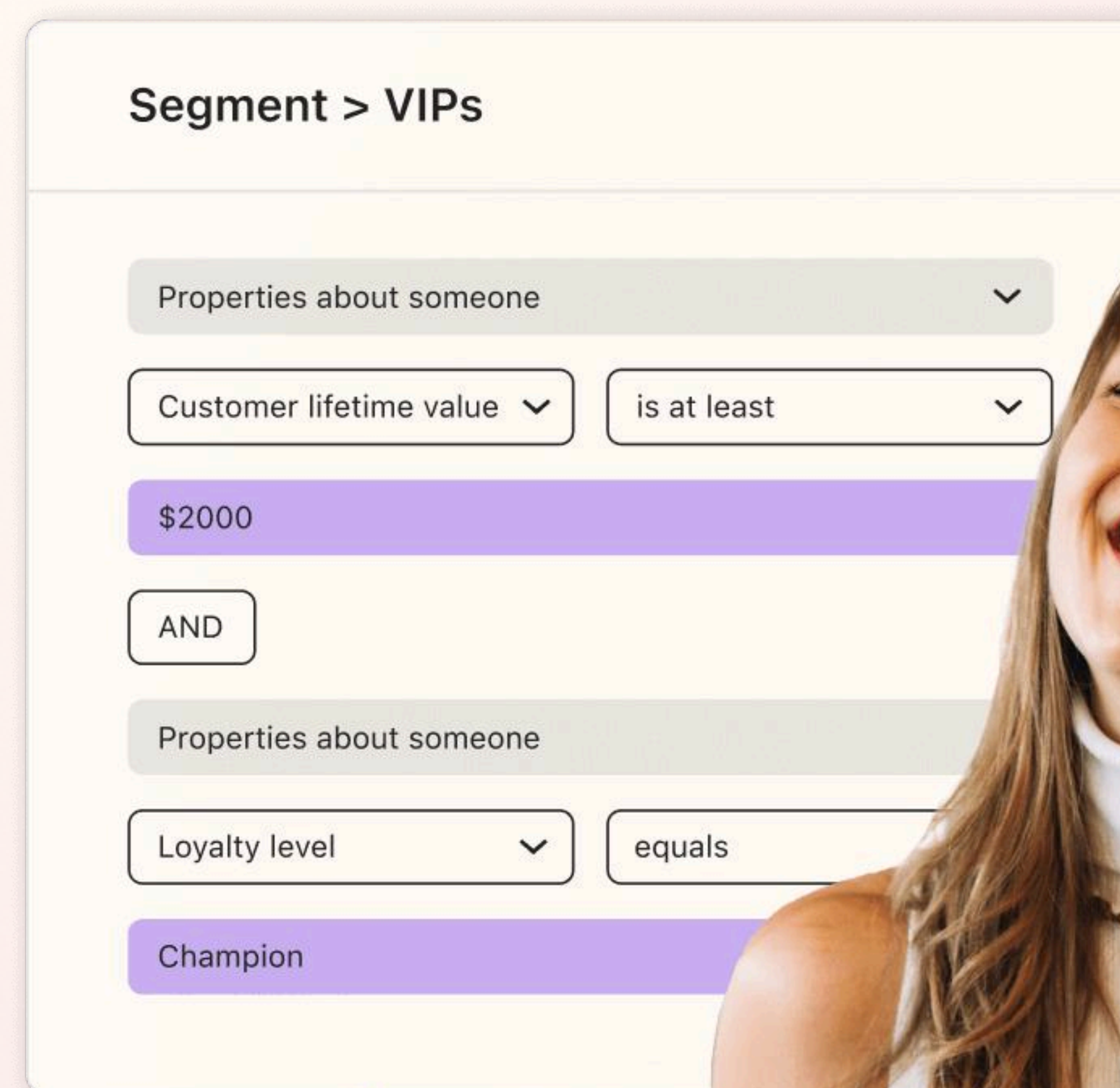
Maximise every moment in 2025

There's no shortage of opportunities in 2025 to connect with your customers in meaningful ways. Whether it's celebrating a national event or honouring a significant day of the year, every celebration is a chance to build customer loyalty, drive purchases, and strengthen your brand reputation.

Use these key dates to craft campaigns that surprise, delight, and resonate with your customers. If you really want to take your marketing efforts to the next level, consider pairing these efforts with smart automation and deep personalisation to see maximum results.

Need an intelligent marketing automation platform to help you boost sales and engagement in 2025? Discover Klaviyo today.

Get started



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