

2021

Affiliate Calendar



January

Back to school

Health and wellness

Finance

- 01 New Year's Day
- 26 Australia Day

February

Back to Uni

- 06 Waitangi Day
- 12 Chinese New Year
- 14 Valentine's Day
- 19 Mardi gras (syd)

March

Mid season sales

- 06 Mardi gras Parade (syd)
- 08 International Womens Day
- 16-18 Click Frenzy Travel (Ends 7pm AEDT)
- 23 eTail Virtual Connect ANZ
- 29-31 Retail Global
- TBC Afterpay Day

April

- 02 Good Friday
- 04 Easter Sunday
- 05 Easter Monday
- 25 Anzac Day
- 29 All Star Bash
- TBC Vogue Online Shopping Night

May

- 09 Mother's Day
- 11-15 Mercedes Benz Fashion Week
- 18-20 Click Frenzy Mayhem (Begins 7pm AEDT) (Ends 7pm AEDT)
- 18-20 eTail Asia

June

EOFY Sales

Winter Sports

July

EOFY Sales Continue

Christmas in July

- 13-15 Click Frenzy Julove (Starts 7pm AEDT)
- TBC Amazon Prime Day

August

Winter Sports

- 09-11 iMedia Online Retail Summit
- 20-22 Click Sports Frenzy (Starts 7pm AEDT)

September

Wedding Season

Spring Racing Season

- 05 Father's Day
- 16-17 Click Frenzy Travel (Starts 7pm AEDT)

October

Wedding Season

Christmas Season Begins

- 31 Halloween
- TBC Vogue Online Shopping Night

November

Christmas Season

Travel

- 02 Melbourne Cup
- 04 Diwali
- 09-11 Click Frenzy Begins (Starts 7pm AEDT)
- 11 Singles Day
- 25 Thanksgiving
- 26 Black Friday
- 29 Cyber Monday

December

Christmas

Boxing Day Sales

- 13 Green Monday
- 15 Free Shipping
- 18 Super Saturday
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 31 New Years Eve