

2025

KEY TRADE MOMENTS

afterpay

JANUARY

2 - 31 Back to School

29 Chinese New Year

FEBRUARY

14 Valentine's Day

MARCH

1 Mardi Gras

8 International Women's Day

20 - 23 Afterpay Day

APRIL

18 - 21 Easter Long Weekend

22 Earth Day

MAY

11 Mother's Day

12 - 16 Australian Fashion Week

13 - 16 Click Frenzy Mayhem

JUNE

9 King's Birthday

30 EOFY

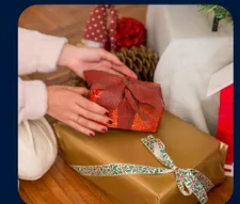
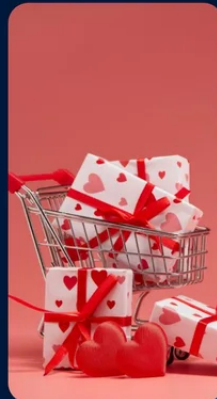
JULY

Winter Sales

Christmas in July

AUGUST

14 - 17 Afterpay Day



SEPTEMBER

7 Father's Day

OCTOBER

6 Labour Day

31 Halloween

NOVEMBER

11 Singles Day

TBC Click Frenzy: The Main Event

28 Black Friday

DECEMBER

1 Cyber Monday

8 Green Monday

25 Christmas Day

26 Boxing Day

31 New Year's Eve

AUSTRALIA

● TRADE MOMENTS ● CALENDAR MOMENTS