

KEY

AU

TRADE

2026

MOMENTS

JANUARY

2-31

Back to School

FEBRUARY

14

Valentine's Day

17

Chinese New Year
(Year of the Horse)

MARCH

8

International
Women's Day

19-22

Afterpay Day

APRIL

3-6

Easter Long Weekend

22

Earth Day

MAY

10

Mother's Day

TBC

Australian Fashion Week

13-16

Click Frenzy Mayhem

JUNE

8

King's Birthday
(most states)

30

EOFY

JULY

Winter Sales
Christmas in July

AUGUST

20-23

Afterpay Day

SEPTEMBER

6

Father's Day

OCTOBER

31

Halloween

NOVEMBER

11

Singles Day

TBC

Click Frenzy The Main
Event

27

Black Friday

DECEMBER

6

Cyber Monday

11-15

Green Monday

25

Christmas Day

26

Boxing Day

31

New Year's Eve