

MARKETING CALENDAR 2019

● School Holidays
 ● Campaigns
 ● Public Holidays
 ● Other

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	
1 st New Year's Day 14 th Dec-25 th Jan School Holiday Entertainment 26 th Australia Day 28 th Australia Day Holiday Back to School Campaign Australia Day Social Campaign	5 th Chinese New Year 5 th -9 th Chinese New Year Campaign 14 th Valentine's Day Valentine's Day Campaign	Fresh Food Markets	19 th Good Friday 21 st Easter Sunday 22 nd Easter Monday 25 th Anzac Day 15 th -26 th School Holiday Entertainment Easter Campaign Train Line Re-opens Train Advertising	12 th Mother's Day Mother's Day Campaign Autumn Winter 19 Fashion Campaign	10 th Queen's Birthday Dining & Entertainment Campaign Fresh Food Markets	8 th -19 th School Holiday Entertainment	Fresh Food Market	1 st Father's Day 30 th Sep-11 th Oct School Holiday Entertainment Father's Day Campaign Spring Summer 19 Fashion Campaign	2 nd -6 th Golden Week 7 th Labour Day 31 st Halloween 30 th Sep-11 th Oct School Holiday Entertainment	9 th Nov-24 th Dec Christmas Campaign 11 th Remembrance Day 29 th Black Friday Campaign	9 th Nov-24 th Dec Christmas Campaign 25 th Christmas Day 26 th Boxing Day Boxing Day Campaign 31 st New Year's Eve Fresh Food Markets

All dates are indicative and subject to change.