

2017

Tying seasons, events and holidays to promotional ideas to help you drive your business in 2017.

PROMOTIONAL CALENDAR



JAN

- **26 - Australia Day:** Beat the heat with lamb, lawn and lager this 'Straya Day.
- **27 - Chinese New Year:** Bring out the red hot promotions for the Year of the Rooster.

FEB

- **14 - Valentine's Day:** Eat your heart out with dining discounts.

MAR

- **13 - Adelaide Cup:** It's race day in SA, so get in on the action and find a winner!
- **17 - St Patrick's Day:** Consider holding a lucky draw.

APR



- **01 - April Fool's Day:** Create a memorable spoof.
- **16 - Easter:** The hunt is on now. Hop on into some savings.

MAY

- **14 - Mother's Day:** Publish the perfect gift giving guide to show mom you care.

JUN



- **12 - Queen's Birthday:** Take advantage of the day off with family deals and specials.

JUL

- **12 - State of Origin Grand Final:** Bring Maroon and Blue together with pro tips for hosting the big bash.

AUG

- **03 - Picnic Day:** Share tips for a fun and safe outdoorsy celebration in the NT.
- **15 - Ekka Day:** Queenslanders bring their families together for shows and prizes.

SEP

- **03 - Father's Day:** Make Father's Day special with a gift dad will love.
- **30 - AFL Grand Final:** Bring your A-game. One day. Two teams. Only one winner.

OCT



- **02 - Labour Day:** Time for the Labour Day weekend sales. Bring it on!
- **31 - Halloween:** Throw a fancy dress party or have some fun with a costume contest.

NOV

- **7 - Melbourne Cup:** Hold a friendly competition today to share in the horse betting fun!
- **27 - Cyber Monday:** It's a shopping frenzy. Offer deals your customers can't turn down.

DEC



- **25 - Christmas:** Consider holding a toy drive or an ugly sweater contest.
- **26 - Boxing Day:** Get in on the craziest deals of the year!
- **31 - New Year's Eve:** Create a memorable offer that helps customers ring in 2018 with style.