



ELEPHANT IN THE BOARDROOM
We Dance to a Digital Pulse

MARKETING CALENDAR





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Stay ahead of the game this 2025

Boost your digital marketing campaigns. Featuring key dates, seasonal trends, and strategic insights, this calendar helps you plan content, social media, and product launches effortlessly.

Make 2025 your most organised and impactful year yet.





JANUARY

Kick off 2025 with summer fun, New Year's celebrations, and Australia Day on the 26th.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	1 New Year's Day	2	3	4	5
6	7	8	9	10	11	12 Australian Open
13	14	15	16	17	18	19
20	21	22	23	24	25	26 Australia Day
27	28	29 Chinese New Year	30	31	1	2



FEBRUARY

Love is in the air this month with Valentine's Day and sunny summer vibes.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11 International Day of Women and Girls in Science	12	13	14 Valentine's Day	15	16 National Tim Tam Day
17	18	19	20	21	22	23
24	25	26	27	28	1	2



MARCH

Autumn begins, bringing Labour Day and cooler days ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
24	25	26	27	28	1 Women's Month	2 Clean Up Australia Day
3 Sydney Mardi Gras	4	5	6	7	8	9
10 Labour Day Canberra Day	11	12	13	14	15	16
17 St Patrick's Day	18	19	20	21	22 Earth Hour	23 Eucalypt Day
24	25	26	27	28	29	30
31	1	2	3	4	5	6



APRIL

Easter and ANZAC Day on the 25th mark a month of reflection and crisp autumn weather

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31	1 April Fools' Day	2	3	4	5	6 Daylight Savings
7	8	9	10	11	12	13
14	15	16	17 Maundy Thursday	18 Good Friday	19 Holy Saturday	20 Easter Sunday
21 Easter Monday	22	23	24	25 Anzac Day	26 Hug An Australian Day	27
28	29	30	1	2	3	4



MAY

Celebrate Mother's Day and enjoy cosy autumn days as winter approaches.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	1	2	3	4 World New Password Day
5 Cinco De Mayo	6	7	8	9	10	11 Mother's Day
12	13	14	15	16	17	18
19	20	21	22	23 World Turtle Day	24	25
26 National Sorry Day	27 National Reconciliation Week	28	29	30	31	1



JUNE

Winter arrives! Enjoy the Queen's birthday holiday and winter solstice.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	31	1 Pride Month
2	3	4	5 World Environment Day	6 Queensland Day	7	8
9 King's Birthday	10	11	12	13	14	15
16	17	18	19	20	21 Queen's Birthday June Solstice	22
23	24	25	26	27	28	29
30 Social Media Day End of Financial Year	1	2	3	4	5	6



JULY

Mid-winter fun with school holidays, Christmas in July, and NAIDOC Week.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	1	2	3	4	5	6 NAIDOC Week
7 NAIDOC Week	8 NAIDOC Week	9 NAIDOC Week	10 NAIDOC Week	11 NAIDOC Week	12 NAIDOC Week	13 NAIDOC Week
14	15	16	17 World Emoji Day	18 Nelson Mandela Day	19	20
21	22	23	24	25 Christmas In July	26	27 Parents' Day
28	29	30 International Day of Friendship	31	1	2	3



AUGUST

Winter winds down, making way for spring's arrival and renewed energy.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	31	1	2	3
4 National Aboriginal and Torres Strait Islander Children's Day	5	6	7	8 International Cat Day	9 World's Indigenous Peoples Day	10
11	12 World Elephant Day	13	14	15	16	17
18	19 World Humanitarian Day	20	21	22	23	24
25	26	27	28	29	30	31



SEPTEMBER

Spring blooms, Father's Day arrives, and AFL Grand Final fever takes over.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7 Father's Day
8	9	10	11	12	13 International Chocolate Day	14
15	16	17 Australian Citizenship Day	18	19	20	21 International Day of Peace
22	23	24	25 National Daughter's Day	26	27 (AFL) Grand Final	28
29 World Heart Day	30 International Podcast Day	1	2	3	4	5



OCTOBER

Enjoy warmer days and Diwali and Halloween festivities.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	1 International Coffee Day	2 Dussehra	3	4	5 Daylight Savings
6	7	8	9	10 World Mental Health Day	11	12
13	14	15	16	17	18	19
20 Diwali Day	21	22	23	24	25	26 Grandparents Day
27	28	29	30	31 Halloween Day	1	2



NOVEMBER

November heats up. Melbourne Cup Day and a buzz of anticipation for holidays and celebrations.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1 All Saint's Day Movember	2
3	4 Melbourne Cup	5	6	7	8	9
10	11 Remembrance Day Odd Socks Day	12	13 World Kindness Day	14	15	16
17	18	19	20	21 World Television Day	22	23
24	25	26	27	28 Black Friday	29	30



DECEMBER

The grand finale of the year. Festive cheer fills the air with Christmas and New Year's Eve celebrations.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Cyber Monday	2	3 International Day of Persons with Disabilities	4	5	6	7
8	9	10	11	12	13	14 Hanukkah
15	16	17	18	19	20	21
22 Summer Solstice	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27	28
29	30	31 New Year's Eve	1	2	3	4



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2025 is shaping up to be an exciting year in for brands and businesses, with new trends and opportunities to explore each month.

By staying agile and embracing innovation, we can drive creativity, growth, and impactful results all year long.

Here's to a successful and dynamic year ahead.





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Learn more: www.elephantintheboardroom.com.au