



Your eCommerce Sales Calendar

January – June 2024

The essential calendar for a winning eCommerce sales strategy.



Australia Post

Plan for success in 2024

Online shopping events are more important than ever for your eCommerce strategy, as shoppers look for ways to make their money stretch further. And the first half of 2024 is brimming with sale events that can create opportunities to both delight your existing customers and attract new customers.

In this edition of the eCommerce Calendar

In this January – June eCommerce Sales Calendar, we share those key dates so you can start planning your sales event strategy now.

You'll also find quick links to a range of valuable resources and tips that will help you be more sustainable, grow your business and optimise your customers' experience.

We hope this year's calendar helps you plan for success in the ever-evolving world of online shopping.

This edition of the eCommerce Sales Calendar features some of our inspiring 2023 Local Business Heroes!





For more insights on eCommerce trends, sign up to our monthly [Building Business](#) newsletter.

Cover: Nabeela,
To The Moon and Back Prints

Janine Leghissa,
Desiderate



January 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	01  New Year's Day	02	03 Business Basics Don't forget to remove any Christmas messaging or promos from your website.	04  Back to School sales	05	06
07	08 Time to Plan The kids are starting the school year soon. Have you promoted your Back to School sales to the parents in your audience?	09	10	11	12 Did you know? This is a big month for returns. 75% of consumers expect returns to be free!	13
14 Time to Plan One month until Valentine's Day! Time to action your marketing plan for gifts.	15	16	17 eCommerce Success Check out our quarterly eCommerce insights for tips to help shape your business strategy.	18	19	20
21	22	23 Did you know? Including Traditional Place names on address labels helps acknowledge the Traditional Custodians of the lands your items are being delivered on. Find out more.	24	25	26  Australia Day sales	27 eCommerce Success What's new for eCommerce in 2024? Check out the top trends shaping online business.
28  End of Summer sales	29	30	31 Time to Plan Which sale events will you take part in this year? It's time to set your strategy.	<div data-bbox="1186 1373 1695 1581" data-label="Text"> <p>Did you know? People in regional areas have been outpacing their metro counterparts in online shopping spend².</p> </div>		








Pink Phungdet, PAWSQUAD

¹ Peak Playbook. Australia Post
² Inside Australian Online Shopping Quarterly eCommerce Update. Australia Post, July 2023

February 2024

















Eloi Mota,
Sardinha Cork

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				01	02	03
					Sustainability When you send parcels through MyPost Business , you're choosing to send carbon neutral.	
04	05	06	07	08	09	10
Time to Plan Click Frenzy dates are some of the biggest online sale events of the year. Make the most of Click Frenzy Mayhem and Click Frenzy Travel over the coming months.		Waitangi Day (NZ)  Building Business eNewsletter Subscribe here	International Waitangi Day is one of New Zealand's biggest online sale dates. Learn how to start selling into this market.			 Lunar New Year sales Welcome to the Year of the Dragon
11	12	13	14	15	16	17
	 Royal Hobart Regatta (TAS)		 Valentine's Day		Did you know? Online sale events continue to grow in popularity as consumers look for ways to save money ² .	
18	19	20	21	22	23	24
		 Love Your Pet Day	Sustainability 'Green' online sales are taking off – are they something you should be part of?		eCommerce Success Do you use Shopify? Integrate with MyPost Business to boost shipping efficiency.	
25	26	27	28	29		
Did you know? About 70% of Millennials and Gen Zs do their browsing on social media, in articles and blogs, and via celebrities ³ .				Time to Plan One month until Easter, so it's time to plan your promos, stock levels and deliveries. Hop to it!		

³ Retail reset: A new playbook for retail leaders, McKinsey & Company

March 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
31  Easter Sunday					01	02 Time to Plan Afterpay Day is coming! Here's everything you need to plan for this bumper sale event.	
03  World Wildlife Day	04  Labour Day (WA)	05  Building Business eNewsletter Subscribe here	06	07 Did you know? The most popular items in the last Afterpay Day sales were women's fashion, athleisure, general clothing, footwear and beauty! ⁴	08  International Women's Day	09	
10	11  Labour Day (VIC)  Eight Hours Day (TAS)	 Canberra Day (ACT)  Adelaide Cup Day (SA)	12	13  Afterpay Day sales Date TBC	14	15 Delivery Experience From packaging to returns, here are five top tips for improving your customers' delivery experience.	16
17	18	19	20  Click Frenzy Travel	21  Harmony Day	22	23 Supply Chain Shoppers' spending is fluctuating this year ⁵ . Keep an eye on your inventory levels to avoid under or over stocking.	
24 eCommerce Success Your customers want you to have a loyalty strategy – we have some great tips to get you started.	25	26	27	28	29  Good Friday	30  Easter Saturday	








Greta Donaldson,
Bendigo Brittle

⁴ Inside Australian Online Shopping Quarterly Update, Australia Post, Oct 2023
⁵ Inside Australian Online Shopping Quarterly eCommerce Update, Australia Post, July 2023



Jon Carlin,
Perth Coffee Exchange










April 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	01  Easter Monday  April Fool's Day	02  Easter Tuesday (TAS)  Building Business eNewsletter Subscribe here	03	04	05 Delivery Experience More Collection Points and improved tracking: find out more about how we're helping you delight your customers.	06
07	08	09	10 Sustainability Products showing a sustainable focus grew an average of 28% ⁶ over the last five years, compared to 20% for other products.	11	12 Time to Plan One month until Mother's Day! Time to action your gift shopping marketing plan.	13
14 Supply Chain Supply chain disruptions continue this year – you can strengthen yours by focusing on reliable, transparent supplier relationships ⁷ .	15	16 eCommerce Success Check out the preview of this year's annual eCommerce report.	17	18	19	20 Business Basics We have a whole series of short videos that make delivery lingo simple. Watch them here.
21	22  Earth Day	23	24 Time to Plan With eBay Plus Weekend on its way, learn how to integrate MyPost Business with eBay.	25  ANZAC Day	26 eCommerce Success Are you registered with Cashback apps and websites? Let's take a look at whether it's the right strategy for your business.	27
28	29	30				

Did you know?
91% of shoppers now track their parcels⁸.

⁶ Retail reset: A new playbook for retail leaders, McKinsey & Company
⁷ How to keep your eCommerce supply chain strong, Hypersonix
⁸ Peak Playbook, Australia Post

May 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01	02	03	04
				Time to Plan Time to plan for Click Frenzy Mayhem! Here's how to get your deals front and centre.		
05	06	07	08	09	10	11
	 Labour Day (QLD)  May Day (NT)	 Building Business eNewsletter Subscribe here	 World Red Cross Day	eCommerce Success Read the top trends in eCommerce , direct from our annual online shopping report.		
12	13	14	15	16	17	18
 Mother's Day		 Click Frenzy Mayhem	Business Basics A great way to help budget conscious shoppers is to offer Buy Now Pay Later options.		International Keen to start selling overseas? Find out how other businesses took the leap.	
19	20	21	22	23	24	25
	Delivery Experience Are your customers using the AusPost app? Learn how (and why) to promote the app.			Did you know? The first online transaction was a CD in 1994. By 2025, it's expected that about a quarter of all global sales will be online ⁹ . We've come a long way!		 eBay Plus Weekend DATE TBC
26	27	28	29	30	31	
 eBay Plus Weekend DATE TBC	 Reconciliation Day (ACT)		Sustainability Our 2025 Sustainability Roadmap outlines the key goals and targets we're working towards.			



Did you know?
 5.7 million households shopped online in the first quarter of this financial year¹⁰ – that's more households than ever before.

Michelle Tyhuis,
 The Bullroarer

⁹ What is e-commerce?, McKinsey & Company
¹⁰ Inside Australian Online Shopping Quarterly Update, Australia Post, Oct 2023



Alifa Putri,
SwapUp

June 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>30</p> <p> End of Financial Year</p>			<p>Did you know? You can get quick answers at any time with our MyPost Business chatbot.</p>			<p>01</p> <p> June is Pride Month!</p>
<p>02</p> <p>Sustainability Shoppers are taking more interest than ever in where their goods come from. Read more about building a sustainably minded business.</p>	<p>03</p> <p> Western Australia Day (WA)</p>	<p>04</p> <p> Building Business eNewsletter Subscribe here</p>	<p>05</p> <p> World Environment Day</p>	06	07	<p>08</p> <p>Time to Plan EOFY sales are almost here! Make sure your website is up to date with promos and the latest shipping information to maximise this sales opportunity.</p>
09	<p>10</p> <p> King's Birthday public holiday (all states except QLD & WA)</p> <p> Men's Health Week</p>	11	<p>12</p> <p> End of Financial Year sales</p>	<p>13</p> <p>Time to Plan Prime Day is held twice a year, with the next one expected in July.</p>	14	15
16	17	18	<p>19</p> <p>International MyPost Business saves you time and money when you're sending overseas.</p>	20	<p>21</p> <p> Winter Solstice</p>	22
23	<p>24</p> <p>eCommerce Success Be inspired by the businesses who have shared their eCommerce success stories with us.</p>	25	26	27	<p>28</p> <p>Time to Plan With the Financial Year almost over, it's a great time to reflect on the last year. What worked well? What opportunities can you grab hold of?</p>	29

Coming in the July – December 2024 eCommerce Sales Calendar:

- All the dates you need for the peak sales period, including Click Frenzy, Afterpay Day, Vogue Online Shopping Night (VOSN), Prime Day, Black Friday, Cyber Monday, plus plenty more
- Useful tips to help you plan for upcoming events
- Resources and tools to improve the effectiveness of your eCommerce activities
- More quick links and tips to help grow your business

Get the next calendar from 1 July.



Follow us on LinkedIn for eCommerce insights and tips to help your business.