

Marketing Calendar 2022

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SEASONAL CAMPAIGNS	Back to School	Valentine's Day	Mardi Gras	Mother's Day			Winter School Holidays	Father's Day		Halloween	Festive Cyber Weekend, Christmas & Boxing Day	
KEY EVENTS / MOMENTS	Lunar New Year		Easter	Autumn School Holidays		Markets	First Birthday Street Markets (2 & 3 Jul)	Markets	Spring School Holidays		Markets	Smidmore St Markets
FRESH FOOD	Fresh Food Markets			Fresh Food Markets					Smidmore St Markets	Markets		
CUSTOMER EXPERIENCE	Live music on Smidmore St											

