



Your eCommerce Sales Calendar

July - December 2023

The essential calendar for a winning eCommerce sales strategy.

STUDIO OPENING HOURS

SUNDAY, MONDAY: Closed

TUESDAY: 2pm - 5pm

WEDNESDAY: 9.30am - 9pm

THURSDAY: 9.40am - 5pm

FRIDAY: 9.30am - 3.30pm

SATURDAY: 9.30am - 1.30pmish

Walk in welcome, bookings recommended x

hello@pym.com.au | @pnylidesigns



Australia Post

Helping you prepare for eCommerce success.

The second half of the year boasts some of the biggest online shopping events of the season.

In this July - December eCommerce Sales Calendar, we share these key dates so you can start planning your sale 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' experiences.

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

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





















July 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30  International Day of Friendship	31				 Amazon Prime Day Sales date TBC	01  Start of a new financial year
02  NAIDOC Week Starts	03 	04 	05 	06 	07 	08 
09 Did you know? 9.4m Aussie households shopped online last year, spending a whopping \$63.8bn - that's 18.1% of the total spend for the year! Read our 2023 Online Shopping Report for more insights.	10	11 Business Basics A new financial year is here! Look ahead at eCommerce sales, public holidays and events over the next 6 months to start planning early.	12	13	14 Time to Plan Start planning your Father's Day sales strategy now to help save Dad from another year of socks and undies. Consider promotions and last sending dates for gifts to arrive on time.	15
16	17 International Sending overseas? Find the full list of countries you can send items to with Australia Post in our International Post Guide .	18	19	20  Building Business eNewsletter Subscribe here	21	22 eCommerce Success It may not feel like it yet, but Spring is coming! From revitalising the wardrobe, to organising the home, consider some social media marketing to inspire your customers to get ready for the new season.
23 Supply Chain How resilient is your supply chain? We have 6 top strategies from a supply chain expert on how you can strengthen yours.	24	25  Christmas in July	26	27	28 eCommerce Success Ever wondered how your business can join in on Click Frenzy events? Start selling with Click Frenzy by following these simple steps.	29



Kym Cooper,
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August 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	 Afterpay Day Sales date TBC	01 International Consider starting <u>international promotions</u> earlier than your domestic campaigns. This can help ensure delivery before Christmas Day.	02	03	04 Time to Plan Take a look at how you can <u>maximise online sale</u> events and use them as opportunities to grow.	05
06	07  Picnic Day (NT)  Bank Holiday (NSW)	08	09	10 Did you know? 80% of SME businesses with loyalty programs said their members spent more than regular customers. ¹	11	12 eCommerce Success <u>Building a winning eCommerce strategy</u> can help your business stand out in a competitive and sophisticated online market.
13 eCommerce Success Consider sharing marketing plans with your supply chain and logistics partners so they're aware of your upcoming spikes in volume due to sales events or loyalty offers.	14	15	16  Royal Queensland Show (QLD)	17  Building Business eNewsletter Subscribe here	18	19  Book Week
20	21	22	23  Click Frenzy Travel	24  Click Frenzy Travel	25  Click Frenzy Travel	26  Click Frenzy Travel
 Book Week	 Book Week	 Book Week	 Book Week	 Book Week	 Book Week	
27  Click Frenzy Travel	28	29 Business Basics Customer uptake of <u>loyalty programs</u> has grown, with most customers expecting businesses to have one. Find out how to build yours.	30	31  Daffodil Day		

Shamini Rajarethnam,
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¹ Inside Australian Online Shopping Report, Australia Post, 2023

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
 Vogue Online Shopping Night Sales date TBC	International Sending dates for international items are often a lot earlier than domestic. Consider adding last sending dates to your website to ensure customers order in time for delivery by Christmas.		Business Basics Here's a quick checklist on the dos and don'ts when sending packages.		01  First Day of Spring	02
03  Father's Day						09 Sustainability We have one of the largest electric fleets in the country for last mile delivery, with over 4,600 electric delivery vehicles (including electric bikes) in our national delivery fleet.
10 Did you know? Regional areas are seeing higher online shopping growth than metro. Consider audience targeting in your marketing plans.		eCommerce Success Cashback apps and websites have grown in popularity for both shoppers and retailers. Find out the pros and cons for eCommerce businesses .		14 RUOK? RUOK Day  Building Business eNewsletter Subscribe here		
			20 Time to Plan Some of the biggest eCommerce sales events are in November and December; time to plan which promotions you'll participate in, forecast sales, check stock levels and develop marketing plans.		22 eCommerce Success Using data personalisation can make every customer feel like a VIP and improve the shopping experience - it could even increase your sales!	
	25  King's Birthday (WA)				29  AFL Grand Final Holiday (VIC)	30  AFL Grand Final



















Brad Munro,
Boomerangz Thongs



























Laura Hall,
PHYLLI

October 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01  Daylight Saving Starts	02  King's Birthday (QLD)  Labour Day (ACT/NSW/SA)	03	04 Business Basics Are you still hand-writing shipping labels for online orders? Automate your shipping labels quickly and easily with MyPost Business.	05	06	07 Delivery Experience The AusPost app lets your customers know where their items are and when they'll arrive - they can even redirect a parcel!
08 Time to Plan More merchants are starting their Black Friday/Cyber Monday sales earlier and running them for longer – don't miss this opportunity to capture more sales and acquire new customers.	09	10  World Mental Health Day	11	12	13 Did you know? By 2023, we expect around 1 in 3 dollars will be spent online. ¹	14
15	16	17  Building Business eNewsletter Subscribe here	18	19 International Read our quick guide to completing your customs declaration forms to help your items clear destination customs for faster delivery.	20	21 Business Basics To ensure notifications aren't sent to customers too early - or too late - lodge your accurate manifests to Australia Post at the same time as parcel lodgement to improve the delivery experience.
22	23  Melbourne Fashion Week	24  Click Frenzy The Main Event  Melbourne Fashion Week	25  Click Frenzy The Main Event  Melbourne Fashion Week	26  Click Frenzy The Main Event  Melbourne Fashion Week	27  Melbourne Fashion Week	28  Melbourne Fashion Week
29  Melbourne Fashion Week	30 eCommerce Success Time to get spooky! Consider running a Halloween promotion on social media or via email marketing e.g. '31% off storewide' or a '31 hour sale' to celebrate.	31  Halloween				

¹ Inside Australian Online Shopping Report, Australia Post, 2023

November 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>Sustainability Our team is targeting Net Zero by 2050. Learn more.</p>		<p>Business Basics Time to update your website with Christmas sending dates, delivery speed options and returns policy details. Display information somewhere highly visible like your home page or at checkout.</p>	01	02	03	04  Derby Day (VIC)
05	06  Recreation Day (TAS)	07  Melbourne Cup (VIC)	08	09 <p>eCommerce Success Make it clear in your shopping cart that you send with Australia Post – this gives your customers the confidence to use their Parcel Collect, PO Box or Parcel Locker address.</p>	10	11  Singles Day  Remembrance Day
12  Diwali	13  National Recycling Week	14  Building Business eNewsletter Subscribe here	15	16	17	18
		 National Recycling Week	 National Recycling Week	 National Recycling Week	 National Recycling Week	 National Recycling Week
19	20	21  Click Frenzy Black Friday	22	23	24  Black Friday Sale	25
 National Recycling Week			 Click Frenzy Black Friday	 Click Frenzy Black Friday	 Click Frenzy Black Friday	 Click Frenzy Black Friday
26	27  Cyber Monday Sale	28	29	30 <p>eCommerce Success End of season sales are here! Make sure your website is up to date with any promotions and the latest shipping information to maximise this sales opportunity.</p>		
 Click Frenzy Black Friday	 Click Frenzy Black Friday	 Click Frenzy Black Friday				












Lucy Giardina and Chanel Colombano, Daydream Boutique



Nigel Bullamore,
Scruffy Fella

December 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>31</p>  <p>New Year's Eve</p>			<p>Delivery Experience Our free 24/7 Parcel Lockers are an easy way for your customers to collect their items - day or night.</p>		<p>01</p>  <p>First day of Summer</p>	02
03	<p>04</p> <p>Sustainability Green eCommerce is a growing trend led by a generation of mindful shoppers. Find out how you can offer sales while staying sustainable.</p>	05	06	<p>07</p>  <p>Building Business eNewsletter Subscribe here</p>	08	09
10	<p>11</p>  <p>Green Monday</p>	12	13	<p>14</p>  <p>Free Shipping Day (some merchants offer free shipping on all orders big and small)</p>	15	<p>16</p> <p>eCommerce Success Super Saturday is the last Saturday before Christmas Eve. Consider a flash promo or sale for last minute gifts, or offer free express shipping to ensure items arrive before Christmas Day.</p>
<p>17</p> <p>Did you know? The Business Support Portal (BSP) is the fastest way to log an enquiry on behalf of your customers. It can also help you quickly and easily manage queries such as tracking and parcel redirection.</p>	18	19	<p>20</p> <p>International To avoid delays, declare what your item is and what it's made of in the content description, including the Country of Origin and HS tariff code where possible.</p>	21	<p>22</p>  <p>Summer Solstice</p>	<p>23</p>  <p>Super Saturday Sale</p>
24	<p>25</p>  <p>Christmas Day</p>	<p>26</p>  <p>Boxing Day</p>	27	28	<p>29</p> <p>Time to Plan With the new year only a few days away, consider reflecting on 2023. Start making a list of wins, challenges and opportunities for your business to kick off with in 2024!</p>	30