



Marketing Excellence Clinic

*Centres for
Excellence*

**Primary Promotion Dates
September 2024 to July 2025**

Promotion Dates - Primaries

ASPENS	MONTH	DATE	THEME	ALTERNATIVE OPTION FOR CENSUS DAY	SPECIFIC EVENT DATE
	September 2024	19/09/24	Welcome Back		
CENSUS DAY	October 2024	03/10/24	Jungle Fest	Wheel of Fortune	4th World Animal Day
	November 2024	21/11/24	Sparkle Spectacular		5th Bonfire Night
	December 2024	19/12/24	Festive Fun		
CENSUS DAY	January 2025	16/01/25	Lunar New Year	Wheel of Fortune	29th CNY year of snake
	February 2025	20/02/25	Power Heroes		
	March 2025	06/03/25	World Book Day		6th World Book Day
	April 2025	17/04/25	Delicious Desserts		National Poetry Month
CENSUS DAY	May 2025	15/05/25	Out Of This World	Wheel of Fortune	2nd National Space Day
	June 2025	19/06/25	Dive Into The Deep Blue		8th Ocean Day
	July 2025	17/07/25	The Big Picnic		

Dates are based on the 3rd Thursday of the month unless it relates to a specific event date, census day or Christmas.