



# NZ Marketing

# Planner 2021

	01 January	02 February	03 March	04 April	05 May	06 June	07 July	08 August	09 September	10 October	11 November	12 December	
mon		1 School Term 1 starts Auckland, Northland & Nelson Anniversary	1								1 Marlborough Anniversary		mon
tue		2	2			1					2 Melbourne Cup		tue
wed		3	3			2			1		3	1	wed
thu		4	4	1 April Fools Day		3	1		2		4 Diwali	2 NCEA Exams end	thu
fri	1 New Year's day	5	5	2 Good Friday		4	2 Matariki starts		3	1 School Term 3 ends	5 Guy Fawkes night	3	fri
sat	2	6 Waitangi Day	6 Ironman Taupo America's Cup starts	3 Holy Saturday	1 NZ Music Month starts	5	3		4	2	6 Christchurch Cup Week starts	4	sat
sun	3 Bay Dreams Mt Maunganui	7	7	4 Easter Sunday Daylight Savings ends	2	6	4	1	5 Father's Day	3	7	5	sun
mon	4 Day After New Years	8 Waitangi Day observed	8 International Women's Day Taranaki Anniversary	5 Easter Monday	3 School Term 2 starts	7 Queen's Birthday	5	2	6	4	8 NCEA Exams start	6	mon
tue	5 Bay Dreams Nelson	9	9	6 Southland Anniversary	4	8	6	3	7	5	9	7	tue
wed	6	10	10	7	5	9 Dunedin Careers Expo starts	7	4	8	6	10	8	wed
thu	7	11	11	8	6	10	8	5	9	7	11 Singles Day	9	thu
fri	8	12 Chinese New Year	12 Pasifika Festival starts	9 Christchurch Food Show starts	7	11	9	6	10	8	12 Canterbury Anniversary	10	fri
sat	9	13 Sunsetter Festival	13 Auckland Cup day	10	8	12	10	7	11	9	13	11	sat
sun	10	14 Valentine's Day Auckland Fringe Festival	11	9 Mother's Day	13 Hamilton Careers Expo starts	11	8	12	10	14	12	12	sun
mon	11	15	15	12 Ramadan starts	10	14	12	9	13	11	15	13	mon
tue	12	16	16 Balloons over Waikato starts	13	11 Ramadan ends Auckland Writers Festival starts	15	13	10	14	12	16	14	tue
wed	13 NZ Cycle Classic starts	17 Napier Art Deco Festival starts	17 St Patrick's Day	14	12	16	14	11	15	13	17	15	wed
thu	14	18	18	15	13 Christchurch Careers Expo starts	17	15	12	16	14	18	16	thu
fri	15	19	19	16	14	18	16	13	17	15	19	17	fri
sat	16 Epic Swim Taupo	20	20 March Equinox Homegrown	17	15 Hawke's Bay Marathon	19 Super Rugby final	17	14	18	16	20 Queenstown Marathon	18	sat
sun	17	21 Wellington Round the Bays	18	16	16	20	18	15	19	17	21 Toast Martinborough	19	sun
mon	18	22	22	19	17	21	19	16	20	18	22	20	mon
tue	19	23	23	20	18	22	20	17	21	19	23	21	tue
wed	20	24	24	21	19	23	21	18	22	20	24	22	wed
thu	21	25	25	22	20 Auckland Careers Expo starts	24	22	19	23	21	25	23	thu
fri	22	26 Soundsplash Festival starts	26 Splore Festival starts Wellington Fringe Festival	23	21	25 Wellington Careers Expo starts	23	20	24	22	26 Hawke's Bay Anniversary	24 Black Friday	fri
sat	23	27 Auckland Pride March	27 Earth Hour Day	24	22 Bluff Oyster Festival	26	24	21	25	23	27	25 Christmas Day	sat
sun	24	28 Auckland Round the Bays	28	25 ANZAC Day	23	27 Wellington Marathon	25	22	26	24	28	26 Boxing Day	sun
mon	25 Wellington Anniversary		29	26 ANZAC Day observed	24 Techweek starts	28	26	23	27 Canterbury South Anniversary	25 Labour Day	29 Cyber Monday Chatham Islands & Westland Anniversary	27	mon
tue	26		30	27	25	29	27	24	28	26	30	28	tue
wed	27		31	28	26	30	28	25	29	27		29	wed
thu	28			29	27		29 Auckland Food Show starts	26	30 WOW Arts Festival starts	28		30	thu
fri	29			30 NZ Intl Comedy Festival starts	28 Wellington Food Show starts	30	27			29		31 New Year's Eve	fri
sat	30				29		31	28		30			sat
sun	31				30			29		31 Halloween Auckland Marathon			sun
mon					31			30 NZ Fashion Week starts					mon
tue								31					tue
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E&OE. This planner is based on the most up-to-date information available at time of preparation but may be subject to change without notice.