

MARKETING AND EVENTS PLANNER 2023

OUR SERVICES

Media and analyst relations	Content writing	Graphic and digital design
Media training	Social media curation	Integrated digital marketing
Issues management	Event management	Video production
Internal communications	Award submissions	
	Advertising and media planning	



NAIDOC Week

The theme for NAIDOC Week this year, "For Our Elders," is a chance to hear the wisdom and knowledge of Indigenous Elders and amplify the voices of Aboriginal and Torres Strait Islander communities.



ADAM BENSON, CEO

adam_benson@therecognitiongroup.com.au
 adambensonsydney/



MICHELLE TAYLOR, group account director

michelle_taylor@therecognitiongroup.com.au
 michelle-taylor-2b044410/

JULY

01	SAT	1-31 Dry July (Dry July Foundation) • 1-31 JulEYE (The Australian and New Zealand Eye Foundation) • 1-2 Gold Coast Marathon
02	SUN	2-9 NAIDOC Week
03	MON	
04	TUE	4-6 International Conference on CyberCrime and Computer Forensics (Adelaide)
05	WED	
06	THU	
07	FRI	Term 2 ends (SA, TAS)
08	SAT	8-9 International Conference on Electrical, Electronics, Software Engineering and IT Studies (Sydney)
09	SUN	
10	MON	Term 3 starts (VIC, QLD)
11	TUE	11-13 Global Sourcing Expo (Sydney) • World Population Day
12	WED	Malala Day
13	THU	
14	FRI	
15	SAT	World Youth Skills Day
16	SUN	
17	MON	Term 3 starts (NSW, WA, ACT)
18	TUE	Term 3 starts (NT) • 18-20 Mumbrella360 (Sydney) • Nelson Mandela International Day
19	WED	19-20 Online Retailer (Sydney)
20	THU	International Moon Day • World Chess Day • FIFA Women's World Cup 2023
21	FRI	21-23 Good Food and Wine Show (Perth) • National Pyjama Day (The Pyjama Foundation)
22	SAT	22-23 General Practice Conference and Exhibition (Perth)
23	SUN	
24	MON	Term 3 starts (SA) • Stress Down Day (Lifeline NSW)
25	TUE	Term 3 starts (TAS) • 25-27 CeMAT AUSTRALIA (Sydney)
26	WED	26-27 AWRE Australian Waste and Recycling Expo 2023 (Sydney)
27	THU	
28	FRI	Darwin Show Day • World Hepatitis Day • Schools Tree Day (Planet Ark)
29	SAT	29-2 EDGE 2023 (Sunshine Coast)
30	SUN	International Day of Friendship • World Day Against Trafficking in Persons • National Tree Day (Planet Ark)
31	MON	31-1 Gartner Data and Analytics Summit (Sydney) • World Ranger Day

= Public Holiday



recognition|pr

+61 2 9252 2266

marketing@therecognitiongroup.com.au

www.recognition.com.au

linkedin.com/company/recognition

*This planner is correct at the time of publishing. It does not cover all events and/or dates of importance and dates outlined are liable to change without notice. Recognition PR is not liable for errors or omissions.

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National Science Week

Did you know the North Western tip of Tasmania has some of the cleanest air in the world? They even bottle it up and send it to areas impacted by heavy pollution!



ADAM BENSON, CEO

adam_benson@therecognitiongroup.com.au

adambensonsydney/



MICHELLE TAYLOR, group account director

michelle_taylor@therecognitiongroup.com.au

michelle-taylor-2b044410/

AUGUST

01	TUE	1-31 Tradies National Health Month (Australian Physiotherapy Association)
02	WED	
03	THU	3-4 CMO Summit (Broadbeach)
04	FRI	4-5 The Education Show (Brisbane) • Jeans for Genes Day (Children's Medical Research Institute) • National Aboriginal and Torres Strait Islander Children's Day (SNAICC - National Voice for our Children) •
05	SAT	5-9 Melbourne Gift Fair (Melbourne)
06	SUN	6-12 Homelessness Week (Homelessness Australia) • Health, Wellness, and Fitness Expo (Sydney)
07	MON	Picnic Day (NT) • 7-13 Keep Australia Beautiful Week (Government of Western Australia) • 7-13 Landcare Week (Landcare Australia)
08	TUE	
09	WED	International Day of the World's Indigenous Peoples
10	THU	
11	FRI	Red Nose Day (Red Nose Australia)
12	SAT	12-13 Franchising and Business Opportunities Expo (Sydney) • 12-20 National Science Week 2023
13	SUN	
14	MON	
15	TUE	15-17 Australasian Gaming Expo (Sydney)
16	WED	Ekka Show Day (City of Brisbane Royal Queensland Show Public Holiday)
17	THU	
18	FRI	National Day of Action Against Bullying and Violence (Bullying. No Way!)
19	SAT	19-25 Children's Book Week (Children's Book Council of Australia) • World Humanitarian Day
20	SUN	
21	MON	
22	TUE	22-23 State of Social 2023 (Perth) • 22-25 Pipeline Channel Conference (Gold Coast)
23	WED	
24	THU	24-25 EduTECH Congress and Expo (Melbourne) • 24-25 International Conference on Military Supply Chain and Logistics Systems (Melbourne) • Supply Chain Evolve Forum (Melbourne)
25	FRI	Australian South Sea Islander National Recognition Day
26	SAT	
27	SUN	
28	MON	28-31 ITS Australia Global Summit 2023 (Melbourne)
29	TUE	
30	WED	30-1 Security Exhibition and Conference (Sydney) • 30-1 Integrate Expo (Sydney) • Meals on Wheels Day (Meals on Wheels Australia)
31	THU	Daffodil Day (Cancer Council Australia)

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Biodiversity Month

Did you know Australia holds over 10% of the world's biodiversity? Celebrate the uniqueness of Australia's biodiversity and raise awareness of the importance of protecting it.



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✉ adam_benson@therecognitiongroup.com.au

🌐 adambensonsydney/



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✉ michelle_taylor@therecognitiongroup.com.au

🌐 michelle-taylor-2b044410/

SEPTEMBER

01	FRI	1-30 Save the Koala Month (Australian Koala Foundation) • 1-30 Social September (Reach) • 1-30 Biodiversity Month (The Department of the Environment and Heritage) • 1-30 Liptember (Liptember Foundation)
02	SAT	
03	SUN	Father's Day
04	MON	
05	TUE	
06	WED	Indigenous Literacy Day (Indigenous Literacy Foundation)
07	THU	
08	FRI	International Literacy Day
09	SAT	9-10 General Practice Conference and Exhibition (Brisbane)
10	SUN	World Suicide Prevention Day (Lifeline Australia)
11	MON	11-13 Gartner IT Symposium/Xpo (Gold Coast)
12	TUE	
13	WED	
14	THU	R U OK? Day (R U OK Foundation)
15	FRI	Term 3 ends (VIC, QLD) • 15-17 Clean up the World Weekend (Clean up Australia)
16	SAT	16-3 Oktoberfest
17	SUN	
18	MON	
19	TUE	19-25 International Deaf Week
20	WED	20-21 Modern Manufacturing Expo (Sydney) • 20-21 TECHSPO (Sydney)
21	THU	World Alzheimer's Day (Alzheimer's Australia)
22	FRI	Term 3 ends (NSW, NT, ACT, WA)
23	SAT	International Day of Sign Languages • Spring Equinox
24	SUN	
25	MON	King's Birthday (WA)
26	TUE	
27	WED	
28	THU	
29	FRI	Term 3 ends (SA, TAS) • National Police Remembrance Day (Australian Federal Police) • Save the Koala Day (Australian Koala Foundation)
30	SAT	AFL Grand Final

📌 = Public Holiday

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Cybersecurity Awareness Month



One cybercrime is reported to the Australian Cyber Security Centre (ACSC) every seven minutes. Don't get spooked by cyberthreats this Halloween; take steps to secure sensitive data and stay safe online.



ADAM BENSON, CEO

adam_benson@therecognitiongroup.com.au

adambensonsydney/



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michelle_taylor@therecognitiongroup.com.au

michelle-taylor-2b044410/

OCTOBER

01	SUN	1-31 Mental Health Month NSW (Mental Health Association NSW) • 1-31 Dogtober (Assistance Dogs Australia) • 1-31 Breast Cancer Awareness Month (National Breast Cancer Foundation) • 1-31 Lupus Awareness Month (Lupus Association of NSW) • 1-31 National Safe Work Month (Safe Work Australia) • 1-31 Dyslexia Awareness Month (Code Read Dyslexia Network Australia Ltd) • 1-31 Red Socks Run (Kidney Health Australia) • International Coffee Day • NRL Grand Final
02	MON	Term 4 starts (VIC) • King's Birthday (QLD) • Labour Day (ACT, NSW, & SA) • World Habitat Day • International Day of Non-Violence
03	TUE	Term 4 starts (QLD)
04	WED	World Animal Day
05	THU	
06	FRI	6-10 World Space Week • World Cerebral Palsy Day • PAX Australia (Melbourne)
07	SAT	
08	SUN	
09	MON	Term 4 starts (NSW, WA, NT, ACT)
10	TUE	World Mental Health Day • World Homeless Day
11	WED	International Day of the Girl Child
12	THU	
13	FRI	
14	SAT	
15	SUN	
16	MON	Term 4 starts (SA, TAS) • 16-22 Aussie Backyard Bird Count (Aussie Bird Count) • 16-18 International Symposium on Communications and Information Technologies ISCIT2023 (Sydney)
17	TUE	17-19 Australian Cyber Conference (Melbourne)
18	WED	
19	THU	
20	FRI	20-22 Australian Home Entertainment Expo 2023 (Melbourne)
21	SAT	
22	SUN	
23	MON	
24	TUE	World Kangaroo Day
25	WED	25-26 B2B Expo 2023 (Melbourne) • 25-26 All-Energy Australia (Melbourne)
26	THU	Royal Hobart Show (Hobart)
27	FRI	Day for Daniel (Daniel Morcombe Foundation) • National Bandanna Day (Canteen) • World Teachers' Day
28	SAT	
29	SUN	
30	MON	
31	TUE	31-2 The International Mining and Resources Conference (Sydney) • Halloween

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Movember

Did you know the average moustache has 600 individual hairs? This November, become a “Mo Bro” and change the face of men’s health.



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adam_benson@therecognitiongroup.com.au

adambensonsydney/



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michelle_taylor@therecognitiongroup.com.au

michelle-taylor-2b044410/

NOVEMBER

01	WED	1-30 Movember (Men’s Mental Health) • 1-30 Lung Cancer Awareness Month (Lung Foundation Australia) • 1-30 National Diabetes Awareness Month (DANII Foundation) • 1-30 National Novel Writing Month (NaNoWriMo) • 1-3 AusBiotech 2023 (Brisbane)
02	THU	
03	FRI	
04	SAT	
05	SUN	
06	MON	Recreation Day (TAS)
07	TUE	Melbourne Cup Day (VIC)
08	WED	
09	THU	
10	FRI	
11	SAT	Remembrance Day
12	SUN	Diwali
13	MON	13-19 National Recycling Week (Planet Ark) • 13-20 Transgender Awareness Week • World Kindness Day
14	TUE	14-16 AUSRAIL Plus (Sydney)
15	WED	15-16 L&D Innovation & Tech Fest (Sydney)
16	THU	International Day of Tolerance
17	FRI	
18	SAT	
19	SUN	International Men’s Day
20	MON	World Children’s Day • Transgender Day of Remembrance
21	TUE	21-23 Global Sourcing Expo (Melbourne)
22	WED	
23	THU	
24	FRI	
25	SAT	International Day for the Elimination of Violence Against Women
26	SUN	
27	MON	
28	TUE	
29	WED	IICA SA Technology Expo (Adelaide)
30	THU	Computer Security Day (The Association for Computer Machinery)

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Summer Begins

'Tis the season for thong blowouts, lazy beach days, and the smell of sunscreen, chicken salt, and watermelon wafting through the hot summer air.



ADAM BENSON, CEO

✉ adam_benson@therecognitiongroup.com.au

🌐 adambensonsydney/



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🌐 michelle-taylor-2b044410/

DECEMBER

01	FRI	1-31 Decembeard (Bowel Cancer Australia) • World AIDS Day
02	SAT	International Day for the Abolition of Slavery
03	SUN	International Day of People with Disability
04	MON	
05	TUE	International Volunteer Day
06	WED	
07	THU	7-15 Hanukkah
08	FRI	Term 4 ends (QLD)
09	SAT	
10	SUN	Human Rights Day
11	MON	
12	TUE	
13	WED	
14	THU	Term 4 ends (WA)
15	FRI	Term 4 ends (SA, NT, ACT)
16	SAT	
17	SUN	
18	MON	International Migrants Day
19	TUE	Term 4 ends (NSW)
20	WED	Term 4 ends (VIC)
21	THU	Term 4 ends (TAS)
22	FRI	Midsummer Solstice
23	SAT	
24	SUN	Christmas Eve
25	MON	Christmas Day
26	TUE	26th onwards, Sydney to Hobart Yacht Race • Boxing Day
27	WED	
28	THU	
29	FRI	
30	SAT	
31	SUN	New Year's Eve

➔ = Public Holiday