

2019 / 2020

Financial Year Marketing Planner

National Public Holidays

Date Of Interest

2019 National	Public Holidays
Date	Holiday
Wed 25 Dec	Christmas Day
Thur 26 Dec	Boxing Day
2020 National	Public Holidays
Date	Holiday
Wed 1 Jan	New Years Day
Mon 27 Jan	Australia Day
Fri 10 Apr	Good Friday
Sat 11 Apr	Holy Saturday
Sun 12 Apr	Easter Sunday
Mon 13 Apr	Easter Monday
Sat 25 Apr	ANZAC Dav

2	2019 Sta	ite Public Hol	idays
State	Date	Public Holiday	School Term
QLD	Mon 6 Aug Wed 14 Aug	Labour Day Royal QLD Show	2- 29 JUN - 14 JUL 3- 21 SEP - 07 OCT 4- 14 DEC - 27 JAN
ACT	Mon 7 Oct	Labour Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 19 DEC - 02 FEB
VIC	Tue 5 Nov Sat 27 Sep	Melbourne Cup AFL Grand Final	2- 29 JUN - 14 JUL 3- 21 SEP - 06 OCT 4- 21 DEC - 28 JAN
NSW	Mon 5 Aug Mon 7 Oct	Bank Holiday Labour Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 19 DEC - 03 FEB
SA	Mon 7 Oct Thu 26 Oct	Labour Day Proclamation Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 14 DEC - 27 JAN
WA			2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 20 DEC - 02 FEB
NT			2- 29 JUN - 22 JUL 3- 28 SEP - 13 OCT 4- 13 DEC - 28 JAN
TAS	Mon 5 Aug	Picnic Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 20 DEC - 04 FEB
-	2020 Sta	te Public Hol	idavs

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2	idays		
State	Date	Public Holiday	School Tern
QLD	Mon 4 May	Labour Day	1- 04 APR - 19 APF 2- 27 JUN - 12 JUL
ACT	Mon 9 Mar Mon 1 Jun	Canberra Day Reconciliation Day	1- 10 APR - 26 APF 2- 04 JUL - 19 JUL
VIC	Mon 9 Mar	Labour Day	1- 28 MAR - 13 AP 2- 27 JUN - 12 JUL
NSW			1- 10 APR - 27 APF 2- 04 JUL - 20 JUL
SA	Mon 9 Mar	March Public Holiday	1- 10 APR - 26 APF 2- 04 JUL - 19 JUL
WA	Mon 2 Mar Mon 1 Jun	Labour Day WA Day	1- 10 APR - 27 APF 2- 04 JUL - 19 JUL
NT	Mon 4 May	May Day	1- 10 APR - 19 APF 2- 27 JUN - 20 JUL
TAS	Mon 9 Mar Mon 14 April	Eight Hours Day Easter Tuesday	1- 10 APR - 26 APF 2- 04 JUL - 19 JUL

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	SUN	21
	MON	22
	TUE	23
	WED	24
-	THU	25

2	2019 Sta	te Public Hol	idays
ate	Date	Public Holiday	School Term
LD	Mon 6 Aug Wed 14 Aug	Labour Day Royal QLD Show	2- 29 JUN - 14 JUL 3- 21 SEP - 07 OCT 4- 14 DEC - 27 JAN
.CT	Mon 7 Oct	Labour Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 19 DEC - 02 FEB
/IC	Tue 5 Nov Sat 27 Sep	Melbourne Cup AFL Grand Final	2- 29 JUN - 14 JUL 3- 21 SEP - 06 OCT 4- 21 DEC - 28 JAN
SW	Mon 5 Aug Mon 7 Oct	Bank Holiday Labour Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 19 DEC - 03 FEB
5A	Mon 7 Oct Thu 26 Oct	Labour Day Proclamation Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 14 DEC - 27 JAN
VA			2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 20 DEC - 02 FEB
ΝT			2- 29 JUN - 22 JUL 3- 28 SEP - 13 OCT 4- 13 DEC - 28 JAN
· A C	Mon 5 Aug	Picnic Day	2- 06 JUL - 21 JUL

20%80	When do I need to b
OLUTIONS	building my website
cus on the Difference	

Tips to help improve

your new practice!

A website can take up to 2 months to complete and it's recommended that you have it live on the internet a month before your new practice opens. Thus you need to start your website project 3 months before opening. On top of that, you should have an 'Online Booking' feature enabled 2 weeks before the opening to ensure you have patients booked ahead of time.

How much budget should I allocate to marketing?

This really dependss on how competitive your area is. However a general rule of thumb is around 5% of your revenue (eg, spend \$50 per patient worth \$1,000). If you're in a highly competitive area, you might need to spend up to 10%. Remember marketing isn't just about acquiring them, you need to keep them happy so they keep coming back (birthday cards perhaps?)

A patient called my practice by accident, what do I do?

Be helpful and redirect the patient to the practice they were after, however be sure to mention that you have specific available slots for them if said practice doesn't have any availability. This ensures if said practice won't be able to accommodate them in a timely manner, the patient might give your practice a call back to take that available slot.

How can I capture more besides through on

Physical marketing signage/materials are a getting more foot traffic. A well placed A-Fra potential patients that your new dental pr open will create awareness. Don't focus your brand, instead, core information like 'Dentist Now Open' is a lot more impactful as your brand won't have much value during the early stages.

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SUN			1 Father's Da	y		1			1				SUN
MON	1 New Financial Ye	ear	2			2			2			1	MON
TUE	2		3	1		International Day of People With Disabilites			3			2	TUE
WED	3		4	2		4	1 New Years Day		4	1		3	WED
THU	4	1	5	3		5	2		5	2		4	THU
FRI	5	2	6 Women's Health Wee	4	1	6	3		6	3	1	5	FRI
SAT	6	3	7	5 2019 ADIA Dental Show (QLD)	2	7	4	1	7	4	2	6	SAT
SUN	7	4	8	6 Daylight Saving Time Starts	3	8	5	2	8 International Women's Day	5 Daylight Saving Time Ends	3	7	SUN
MON	8	5	9	7	4	9	6	3	9	6	4	8	MON
TUE	9	6	10	8	5	10	7	4 World Cancer Day	10	7 Young Dentist Conference	5	9	TUE
WED	10	7	11	9	6	11	8	5	11	8	6	10	WED
THU	11	8	R U OK Day - Suicide Prevention	10 World Mental Health Day	7	12	9	6	12	9	7	11	THU
FRI	12	9	13	11	8	13	10	7	13	10 Good Friday	8	12	FRI
SAT	13	10	14	12	9	14	11	8	14	11 Holy Saturday	9	13	SAT
SUN	14	11 Dental Health Wee Sleep Awareness Wee	15	13	10	15	12	9 National Pet Adoption Day	15	12 Easter Sunday	10 Mother's Day	14	SUN
MON	15	12	16	14	11	16	13	10	16	13 Easter Monday	11	15	MON
TUE	16	13	17	15	12	17	14	11	17 St Patricks Day	14	12	16	TUE
WED	17	14	18	16	13	18	15	12	18	15	13	17	WED
THU	18	15	19	17	14	19	16	National Apology Day	19	16	14	18	THU
FRI	19	16	20	18	15	20	17	14 Valentines Day	World Oral Health Day	17	World Orthodontic Health Day	19	FRI
SAT	20	17	21	19	16	21	18	15	21	18	16	20	SAT
SUN	21	18	22	Poot Health Week	17	22	19	16	22	19	17	21	SUN
MON		19	23	21	18	23	20	17	23	20	18	22	MON
TUE	23	20	24	22	19	24	21	18	24	21	19	23	TUE
WED	24	21	25	23	20	Christmas Day		19	25	22	20	24	WED
THU	25	22	26	24	21	26 Boxing Day		20	26	23	21	25	THU
FRI		23	27 2019 ADIA Dental Show (SA	25	22		24	21	27	24	22	26	FRI
SAT	27	24	28	26	23	28	25 Chinese New Year	22	28		Australias Biggest Morning Tea		SAT
	28	25 Be Medicinewise Wee		Occupational Therapy Week	24	29	26	23	29	26	24	28	SUN
MON		26	30	28	25	30	Australia Day	24	30	27	25	29	MON
TUE	30	27		29	26	31	28	25	31	28	26	End Of Financial Year	
WED	31	28		30	2/		29	26		29	27		WED
THU		29		31	28		30	27		Patient Experience Symposium			THU
FRI		30			29		31	28			29		FRI
SAT		31 2019 ADIA Dental Show (WA)		30			29			30		SAT



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