

Monday, 9 March 2026

Businesses encouraged to activate shopfronts ahead of Easter Party

The Tourism Hub's window has been transformed with a vibrant burst of colour, featuring eye-catching Easter artwork that sets the tone for the upcoming Griffith Easter Party.

Griffith businesses, it's now your turn to get involved!

Help bring the CBD to life by creating your own Easter display to capitalise on increased foot traffic from Thursday 2 to Monday 6 April 2026.

Business Activation Kits have been delivered to inspire and encourage participation in the Banna Avenue Sidewalk Sale on Easter Saturday 4 April. For extra exposure, businesses are invited to share a photo of their window display and post their activities on social media, tagging @VisitGriffith and using #VisitGriffith #GriffithEasterParty #TasteOurCulture to help reach a wider audience.

Griffith City Council Events Coordinator, Izabella Apolloni said business participation plays an important role in creating a lively Easter atmosphere.

"We want Banna Avenue to feel bright and welcoming over the Easter period," Ms Apolloni said.

"When businesses use the activation kits and decorate their shopfronts, it enhances the visitor experience and supports our local economy."

Among the wide range of activities planned, families can enjoy free Easter Fun for Kids in Memorial Park from 8.30am to 11.30am on Easter Saturday, before exploring the Sidewalk Sale along Banna Avenue until 2pm.

To register for the Easter Sidewalk Sale call 6962 8400. For more information, visit www.griffitheasterparty.com.au or drop by the Griffith Tourism Hub.

ENDS

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