Wear Orange Wednesday 2025: Banner, digital billboard, and light-up locations

On 21 May 2025, we'll be celebrating Wear Orange Wednesday (WOW Day) to say thanks to our incredible SES volunteers – and we're turning the town orange!

This year is a particularly special WOW Day on the back of celebrating 50 years of VICSES in March. That's 50 years of VICSES volunteers providing integral, life-saving emergency response for floods, storms, rescues and more.

All WOW Day banners and signs are kindly funded by our partner AAMI.

View the list of WOW Day 2025 banner, digital billboard, and light-up locations below:

Location	Description	Dates*
Bairnsdale – Main Street (rotunda and opposite Coles)	WOW Banner/Signage	14 May to 28 May 2025
Ballarat CBD – Corner Mair Street and Humffray Street N	WOW Digital Billboard	12 May to 25 May 2025
Bendigo – Hargreaves Mall	WOW Digital Signage	14 May to 28 May 2025
Bendigo –View Street (between Barnard Street & Rowan Street)	WOW Banner/Signage	7 May to 4 June 2025
Broadford – High Street (NE opposite Commercial Park)	WOW Banner/Signage	14 May to 28 May 2025
Broadford – High Street (SW opposite Railway Station)	WOW Banner/Signage	14 May to 28 May 2025
Corio – Bacchus Marsh Road	WOW Banner/Signage	12 May to 25 May 2025
Corio – Princes Highway (inbound)	WOW Banner/Signage	12 May to 25 May 2025
Echuca – 456 High Street	WOW Digital Billboard	12 May to 25 May 2025
Echuca – Echuca Service Centre (69 Heygarth Street)	WOW light up landmark –illuminated by orange lights	19 May to 22 May 2025

Echuca – Echuca Police Station (143 Anstruther Street)	WOW light up landmark –illuminated by orange lights	19 May to 22 May 2025
Grovedale – Surf Coast Highway	WOW Banner/Signage	12 May to 25 May 2025
Healesville – Maroondah Highway (opposite corner Airlie Road)	WOW Banner/Signage	13 May to 26 May 2025
Healesville – Maroondah Highway (opposite Badgers Brook Winery)	WOW Banner/Signage	13 May to 26 May 2025
Kilmore – Northern Highway (northbound near Mill Road)	WOW Banner/Signage	14 May to 28 May 2025
Kilmore – Northern Highway (southbound opposite the Industrial Estate)	WOW Banner/Signage	14 May to 28 May 2025
Lilydale – Swansea Road (100m before entrance to Lilydale Lake)	WOW Banner/Signage	13 May to 26 May 2025
Lilydale – Warburton Highway (600m from Maroondah Highway intersection)	WOW Banner/Signage	13 May to 26 May 2025
Melbourne – Crown Resorts Foundation (Kingsway, Southbank)	WOW Digital Billboard	14 May to 28 May 2025
Mildura – 844 Fifteenth Street	WOW Digital Billboard	12 May to 25 May 2025
Narre Warren – Bunjil Place (2 Patrick NE Drive)	WOW Digital Signage	14 May to 28 May 2025
Newtown – Shannon Avenue	WOW Banner/Signage	12 May to 25 May 2025
Seymour – Emily Street (near corner of Emily Street and Wallis Street)	WOW Banner/Signage	14 May to 28 May 2025
Seymour – Emily Street (near Somerset Crossing Winery)	WOW Banner/Signage	14 May to 28 May 2025
Seymour – Goulburn Valley Highway (near corner of Hume and Hovell Road)	WOW Banner/Signage	14 May to 28 May 2025

Shepparton – Fryers Street	WOW Digital Billboard	12 May to 25 May 2025
Spotswood – Grazeland Melbourne (20 Booker Street)	WOW Digital Signage	1 May to 28 May 2025
Spotswood – Scienceworks (2 Booker Street)	WOW Digital Signage	1 May to 28 May 2025
Traralgon – Victory Park (Princes Highway)	WOW Banner/Signage	8 May to 28 May 2025
Wallan – High Street	WOW Banner/Signage	14 May to 28 May 2025
Wandong – Epping Kilmore Road	WOW Banner/Signage	14 May to 28 May 2025
Wangaratta – Meldrum Street	WOW Banner/Signage	15 May to 28 May 2025
Wangaratta – Parfitt Road	WOW Banner/Signage	15 May to 28 May 2025
Wangaratta – Rowan Street Underpass	WOW Banner/Signage	15 May to 28 May 2025
Wangaratta – Tone Road	WOW Banner/Signage	15 May to 28 May 2025
Williamstown – Williamstown Town Hall (104 Ferguson Street)	WOW Digital Signage	1 May to 28 May 2025
Wodonga – ANZAC Parade/Pearce Street	WOW Banner/Signage	13 May to 26 May 2025
Wodonga – Melbourne Road (Melrose Drive roundabout)	WOW Banner/Signage	13 May to 26 May 2025

*Locations and corresponding dates listed for the event banners and digital billboards were accurate at the time of publishing. However, they are subject to change without prior notice.