



Wear Orange Wednesday 2026: Banner, digital billboard, and light-up locations

On 20 May 2026, we'll be celebrating Wear Orange Wednesday (WOW Day) to say thanks to our incredible SES volunteers – and we're turning the town orange!

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

View the list of WOW Day 2026 banner, digital billboard, and light-up locations below:

Location	Description	Dates*
Ballarat (Wendouree) – Midland Highway	WOW Digital Billboard	11 May to 24 May 2026
Barwon Heads – Barwon Heads Road	WOW Banner/Signage	11 May to 31 May 2026
Bendigo – Hargreaves Mall	WOW Digital Signage	11 May to 29 May 2026
Bendigo – View Street (between Barnard Street & Rowan Street)	WOW Banner/Signage	11 May to 29 May 2026
Broadford – High Street (NE opposite Commercial Park)	WOW Banner/Signage	17 May to 31 May 2026
Broadford – High Street (SW opposite Railway Station)	WOW Banner/Signage	17 May to 31 May 2026
Coldstream – Maroondah Hwy (550m south of Station Street)	WOW Banner/Signage	12 May to 25 May 2026
Corio – Bacchus Marsh Road	WOW Banner/Signage	11 May to 31 May 2026
Echuca – Annesley and Pakenham Streets (Roundabout intersection)	WOW Banner/Signage	18 May to 25 May 2026
Echuca – Hare and Anstruther Streets (Roundabout intersection)	WOW Banner/Signage	18 May to 25 May 2026
Echuca – Hare and Darling Streets (Roundabout intersection)	WOW Banner/Signage	18 May to 25 May 2026

Grovedale – Surf Coast Highway	WOW Banner/Signage	11 May to 31 May 2026
Healesville – Maroondah Highway (opposite corner Airlie Road)	WOW Banner/Signage	12 May to 25 May 2026
Kilmore – Northern Highway (northbound near Mill Road)	WOW Banner/Signage	17 May to 31 May 2026
Kilmore – Northern Highway (southbound opposite the Industrial Estate)	WOW Banner/Signage	17 May to 31 May 2026
Lilydale – Swansea Road (100m before entrance to Lilydale Lake)	WOW Banner/Signage	12 May to 25 May 2026
Lilydale – Warburton Highway (600m from Maroondah Highway intersection)	WOW Banner/Signage	12 May to 25 May 2026
Loy Yang – Hyland Highway (heading towards Loy Yang)	WOW Banner/Signage	11 May to 31 May 2026
Melbourne – Kings Way, Southbank (Crown Resorts Foundation)	WOW Digital Billboard	11 May to 24 May 2026
Mildura – Deakin Avenue, between Seventh and Tenth Streets	WOW Banner/Signage	1 May to 1 June 2026
Mooroolbark – Corner Brice Avenue and Hull Road	WOW Banner/Signage	12 May to 25 May 2026
Narre Warren – Bunjil Place (2 Patrick NE Drive)	WOW Digital Billboard	13 May to 27 May 2026
Newtown – Shannon Avenue	WOW Banner/Signage	11 May to 31 May 2026
Portland – Henty Highway	WOW Banner/Signage	13 May to 27 May 2026
Seymour – Emily Street (near corner of Emily Street and Wallis Street)	WOW Banner/Signage	17 May to 31 May 2026
Seymour – Emily Street (near Somerset Crossing Winery)	WOW Banner/Signage	17 May to 31 May 2026

Seymour – Goulburn Valley Highway (near corner of Hume and Hovell Road)	WOW Banner/Signage	17 May to 31 May 2026
Shepparton – Benalla Road	WOW Banner/Signage	11 May to 25 May 2026
Shepparton – Midland Highway	WOW Banner/Signage	11 May to 25 May 2026
Shepparton – Numurkah Road	WOW Banner/Signage	11 May to 25 May 2026
Shepparton – Wyndham Street	WOW Banner/Signage	11 May to 25 May 2026
Spotswood – Grazeland Melbourne (20 Booker Street)	WOW Digital Billboard	11 May to 24 May 2026
Spotswood – Scienceworks (2 Booker Street)	WOW Digital Billboard	11 May to 24 May 2026
Swan Hill – 5 Monash Drive (Heritage Water Tower)	WOW Light Up Landmark	20 May 2026
Swan Hill – Murray Valley Highway	WOW Digital Billboard	11 May to 24 May 2026
Torquay – Surf Coast Highway	WOW Banner/Signage	4 May to 25 May 2026
Traralgon – Princes Highway	WOW Banner/Signage	11 May to 31 May 2026
Traralgon – Victory Park	WOW Banner/Signage	11 May to 31 May 2026
Wallan – High Street	WOW Banner/Signage	17 May to 31 May 2026
Wandong – Epping Kilmore Road	WOW Banner/Signage	17 May to 31 May 2026
Wangaratta – Meldrum Street	WOW Banner/Signage	4 May to 24 May 2026

Wangaratta – Parfitt Road	WOW Banner/Signage	4 May to 24 May 2026
Wangaratta – Rowan Street Underpass	WOW Banner/Signage	4 May to 24 May 2026
Wangaratta – Tone Road	WOW Banner/Signage	4 May to 24 May 2026
Warrnambool – Banyan Street (CBD roundabouts)	WOW Banner/Signage	11 May to 25 May 2026
Warrnambool – Liebig Street (CBD roundabouts)	WOW Banner/Signage	11 May to 25 May 2026
Williamstown – Williamstown Town Hall (104 Ferguson Street)	WOW Digital Billboard	11 May to 24 May 2026
Wodonga – Corner Elgin and Murphy Street	WOW Banner/Signage	18 May to 27 May 2026
Wodonga – Corner Elgin Blvd and Smythe Street	WOW Banner/Signage	18 May to 27 May 2026

*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.