

Australia's tradie wives officially recognised with new national day

Sydney, 23 July 2026 — TradieWives, Australia's largest online community for women connected to the trades industry, has today announced the official registration of National TradieWives Day, a new annual day of recognition to be held on July 23rd each year.

The day recognises the tens of thousands of women across the country who manage the day-to-day running of trade businesses, handling everything from admin, invoicing and scheduling to marketing, compliance and customer relationships, all while juggling family life. While the tradesperson on the tools has traditionally received the recognition, the person running the business behind them has gone unseen.

TradieWives was founded to support this exact community and now connects more than 50,000 members nationally, including a Facebook group of over 32,000 women sharing advice, support and lived experience of what it takes to run a trade business household.

Founder Verity Hare said the day was long overdue.

“Every trade business has someone behind it keeping the wheels turning, and more often than not, that person is a woman who never gets the title or the recognition that goes with it. National TradieWives Day is about changing that. It's about saying, we see you, and what you do matters.”

VERITY HARE — FOUNDER, TRADIEWIVES

From 2027, TradieWives will mark the day with an annual event bringing the community together in person to celebrate the women powering Australia's trade industry. Further details on the event will be announced in the lead-up to next year's celebration.

National TradieWives Day will be observed on July 23rd every year, with TradieWives encouraging businesses, partners and individuals across the country to take part by recognising the women in their lives and networks who keep trade businesses running. More information on National TradieWives Day, including how it can be recognised, is available at nationaldayarchives.com/day/national-tradiewives-day.

About TradieWives

TradieWives is Australia's largest online community for women connected to the trades industry, supporting members with practical advice, business resources and a strong peer network. The community includes a Business Support Directory and Trade Directory connecting members with trusted services, alongside paid membership tiers offering additional support. Learn more at www.tradiewives.com.au

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