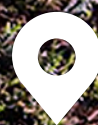


ANNUAL REPORT

**CENTRE FOR
ARCHITECTURE
VICTORIA**



**OPEN HOUSE
MELBOURNE**

ACKNOWLEDGEMENT OF COUNTRY

WE ACKNOWLEDGE THAT WE STAND ON THE LAND OF THE PEOPLE OF THE KULIN NATION—PHYSICALLY AND VIRTUALLY. OUR PROGRAMMING EXISTS ON WHAT ALWAYS WAS AND ALWAYS WILL BE ABORIGINAL LAND AND WE PAY OUR RESPECTS TO ELDERS PAST, PRESENT AND EMERGING. AS NON-ABORIGINAL PERSONS, WE RECOGNISE THAT WE BENEFIT FROM LIVING AND WORKING ON ABORIGINAL LAND AND ACKNOWLEDGE THAT INDIGENOUS SOVEREIGNTY HAS NEVER BEEN CEDED. THIS FACT REMAINS AT THE FOREFRONT OF OUR MIND EVERY DAY GIVEN OUR FOCUS ON THE MODERN BUILT ENVIRONMENT.

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CLIMATE STATEMENT

OPEN HOUSE MELBOURNE ACKNOWLEDGES THE SCIENTIFIC CONSENSUS REGARDING THE REALITY OF HUMAN-INDUCED CLIMATE CHANGE AND THE SUBSTANTIAL CONTRIBUTION CONSTRUCTION AND OUR BUILT ENVIRONMENT MAKE TO GLOBAL GREENHOUSE GAS EMISSIONS.

OPEN HOUSE MELBOURNE IS COMMITTED TO SUPPORTING ENDEAVOURS TO REDUCE EMISSIONS AND SHOWCASING THE CRITICAL ROLE OF GOOD DESIGN IN MAKING OUR CITIES SUSTAINABLE.

INTRODUCTION

OUR PURPOSE

Centre for Architecture Victoria | Open House Melbourne is an independent organisation that fosters public appreciation for architecture and public engagement in the future of our cities.

OUR GOAL

By empowering people with knowledge of the impact of good design decisions in our built environment, we help to ensure Victoria and its cities remain liveable and vibrant, now and in the future.

OUR WORK

As the Centre for Architecture Victoria | Open House Melbourne we are expanding to produce an ambitious series of physical and digital events and programs throughout the year that build upon the popularity of Open House and are designed to build upon a groundswell of interest in critical issues of our built environment.



[ABOUT](#) [WHAT'S ON](#) [REGIONAL](#) [NEWS](#) [ON DEMAND](#) [JOIN](#) [SUPPORT US](#)

THE WORLD MAY HAVE CHANGED—BUT OUR MISSION AS AN INDEPENDENT ORGANISATION HASN'T.

We exist to foster public appreciation for architecture and public engagement in conversations about the future of our cities. While we've had to make dramatic adjustments to the way we deliver our program this year, we know there is no better time than now to further our mission. In 2020, with the support of our team and community, we're breaking convention in the most unconventional of times.

Due to Covid-19 restrictions, we won't be able to open the physical doors to some of the city's most significant buildings, but that won't stop us from sharing our great city and all its ideas with you. This year, thanks to the creativity and passion of our community, you'll gain access to the largest collection of virtual tours in Australia, in addition to old favourites and an entirely new program of live, on-demand and interactive events and digital tours over the Weekend itself.

MESSAGE FROM THE PRESIDENT

2020 was an extraordinary year for the Centre for Architecture Victoria | Open House Melbourne. We are a public facing organisation historically focused on connecting people to discuss and appreciate our built environment. COVID-19 changed everything. There would be no Open House Weekend – not as we knew it. No crowds and queues. No post event celebrations (except on Zoom of course). However, the Open House team and family rallied and through great teamwork and innovation we went virtual.

After hosting Australia's largest collection of virtual reality tours, we launched Centre for Architecture Victoria (CAV) - a new organisation for an expanded annual program that includes Open House Melbourne. Following an extensive executive search, we appointed Fleur Watson as Executive Director and inaugural Chief Curator, to lead CAV's vision and creative direction.

Sadly, we bid farewell to two outstanding OHM contributors.

Victoria Bennett has recently joined State Library of Victoria after five great years with Open House. She was well known as the engine room of the weekend and the organisation. Vic's presence was critical to our success and recent growth.

Tim Leslie resigned as President following 6 months in an executive role helping us navigate the pandemic. Tim co-founded Open House Melbourne in 2008 and was President for all but a handful of years. He was a driving force behind our growth, and a visionary with a passion for all things Melbourne.

We are extremely grateful for Victoria and Tim's outstanding contributions and wish them well. Both will be sorely missed and remain great friends of CAV | OHM.

We emerge from 2020 with an optimistic future. For this we thank our supporters and sponsors, our amazing on the ground team and everyone out there who 'Zoomed-in'. I would also like to mention our volunteer Committee Members, who responded to the crisis in the most selfless, pragmatic, and hands-on way. In doing so you went beyond what might be reasonably required, with skill, professionalism, and commitment.

In Victoria there is much to be done as the recovery starts. CAV | OHM has a vital role to play in showcasing our fine city and State helping to bring it back to life. We look forward to building on the legacy of 13 great years and a successful 2021.

SHAUN NEWING

President

Centre for Architecture Victoria | Open House Melbourne

“

WE EMERGE FROM 2020 WITH AN OPTIMISTIC FUTURE. FOR THIS WE THANK OUR SUPPORTERS AND SPONSORS, OUR AMAZING ON THE GROUND TEAM AND EVERYONE OUT THERE WHO 'ZOOMED-IN'.”

MESSAGE FROM THE EXECUTIVE DIRECTOR + CHIEF CURATOR

Like so many creative and not-for-profit organisations, 2020 was extremely challenging for the Open House Melbourne team and community however, importantly, it has also been a year that drove a spirit of transformation and innovation.

In 2020, we announced the launch the Centre for Architecture Victoria – a new organisation for an expanded year-long program with the much-loved and flagship Open House programs at its heart. As CAV | OHM's new Executive Director and inaugural Chief Curator, I am honoured to lead the organisation's creative vision for the future and to extend upon thirteen years of commitment and hard work by many outstanding leaders – Tim Leslie, Emma Telfer, Alison Cleary along with the dedicated Management Committee .

CAV | OHM is an organisation with a big ambition—to inform the public about the importance of design in the built environment and why it matters to the future liveability of our cities. Through a curated series of informative and inspirational programs—including Open House weekends in Melbourne and regional Victoria—CAV aims to inspire and empower people to engage thoughtfully with the pursuit of a better built environment for all.

Through programs, exhibitions, conversations, performances and publications, we will continue to explore and ask questions about the world around us – making space to imagine and test new ideas together. But most of all, the Centre for Architecture is an open space and place for discovery, questioning and experimentation in how quality design in our built environment means that we can all live and work better together. In this respect, CAV is an 'evolution' rather than a 'revolution' of OHM's mission and aspirations.

Certainly, the 2020 Open House Melbourne July program was shaped by the COVID-19 pandemic. Uncertainty brought about by ongoing social restrictions and lockdowns, plus the virus' economic impact on our sponsors and collaborators, influenced Open House Melbourne's decision to pivot within 6-weeks from a physical program to a digital one. The unwavering support from our long-term partners provided opportunities for new partnerships with digital content developers and to reach audiences, new and existing, in their homes throughout Victoria, nationally and overseas.

As a result, in 2020, the thirteenth Open House Melbourne presented the largest collection of virtual building tours in Australia, and an unrivaled program of free, live, interactive and on-demand digital content. The 2020 digital program 'opened' 88 buildings, 45 of which offered virtual tours as part of the program's Virtual City component. Over the extended campaign period, these buildings had more than 118,000 unique website and virtual tour visits.

We premiered 15 talks, tours, exhibitions, and presentations, including favourites such as the Speaker Series and the annual Heritage Address and facilitated a further 47 talks, tours, or presentations as part of our activated weekend program. And unlike prior years, all the program content remained available to audiences throughout 2020, and for use by collaborators and partners into the future.



These VR tours are a digital archive of key Melbourne buildings that we will grow over coming years as a contribution to the city's design heritage.

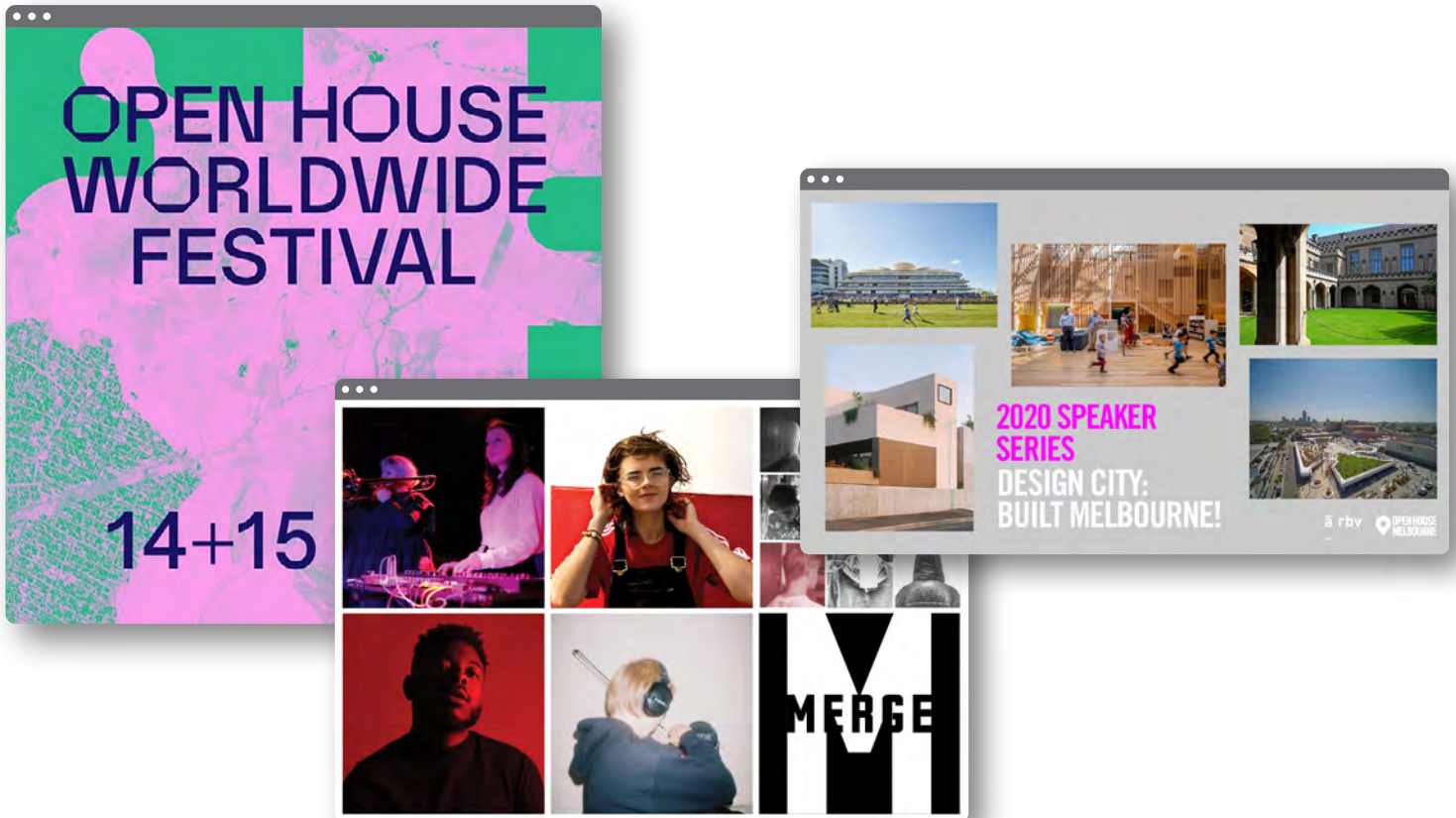
Building on these experiences, the CAV | OHM team produced a series of partnered virtual programs to ensure our community stayed connected and engaged with our cities during the long months of lockdown both at home and abroad.

In partnership with the National Trust (Victoria), Open House Melbourne supported WWII At Home – a fully digital program

“

...THE CENTRE FOR ARCHITECTURE IS AN OPEN SPACE AND PLACE FOR DISCOVERY, QUESTIONING AND EXPERIMENTATION IN HOW QUALITY DESIGN IN OUR BUILT ENVIRONMENT MEANS THAT WE CAN ALL LIVE AND WORK BETTER TOGETHER.”

ABOVE: Fleur Watson, photo: Peter Bennetts



delivered by the National Trust for the Department of Premier & Cabinet as the State celebrated the 75th anniversary of World War II ending. A digital gallery showcased 18 Victorian sites relating to WWII's history. Tim Leslie led this initiative on behalf of CAV | OHM, which included site selection and content creation. Additionally, a live online discussion moderated by Tim explored the connections between the social and design transformations that occurred at the time.

In the spirit of solidarity, we collaborated with our global Open House colleagues to help establish the inaugural Open House World Wide Network – a digital festival that responded to how the pandemic was shaping cities and their futures. Through shared content and exchange, audiences could experience spaces, places, conversations and debate from Seoul to Cabo Verde and from Mexico City to Melbourne and beyond.

The MERGE program – produced in collaboration with MPavilion and Melbourne Music Week – created the rare opportunity to work across creative sectors by bringing five emerging musicians together with five of the city's most vibrant interior spaces. The performances were launched online for 'Virtual MPavilion' and widely shared, helping Open House Melbourne reach new audiences beyond our community (of design-lovers and passionate built environment enthusiasts). With easing restrictions, we look forward to a live performance by each artist at MPavilion's 'Parkade' temporary location in Melbourne's CBD. This is a further opportunity to deepen this digital program with audiences coming together 'in a real' experience that so many of us are craving.

This year's work was undertaken by an incredibly dedicated and talented team – Tim Leslie, Alison Cleary, Victoria Bennett, Brianna Carroll, Adelina Onicas and Athalia Foo. Without their energy, enthusiasm and skill, we would not have achieved such an ambitious result. We thank them for their tireless contribution under the most difficult circumstances.

This year we especially want to acknowledge the following partners that made a seamless transition to a digital event possible. Special thanks to Efront, Studio Payne, PHORIA and Unknown Vision for holding our hand as we created a virtual program. None of this would be possible without your faith, zeal and unflinching support.

We continue to be overwhelmed and grateful for our community's generosity – our Management Committee, council and association members; the architects, building managers and property owners; each and every volunteer; our sponsors, donors, program partners and supporters that make CAV | OHM possible.

The quality of our built environment remains critical to our wellbeing, our future and our relationship with the land that we occupy. In a post-COVID environment, access to public space has emerged as critically important to our collective community and, in urgent response to our climate crisis, landscape and urban ecologies have never been more prevalent.

At the Centre for Architecture | Open House Melbourne we will embrace and respond to the opportunities and challenges that unfold. Throughout the next year, we will emerge with an enhanced understanding and a refreshed agenda to offer reflections on our existing urban condition and explore how – as a community – we can work harder to secure a future where our cities and regional centres are better and more inclusive places for us all to live, work and gather together.

FLEUR WATSON

Executive Director | Chief Curator
Centre for Architecture Victoria | Open House Melbourne

OUR PEOPLE

OPEN HOUSE TEAM

Tim Leslie

Acting Executive Director
1 EFT Jan – Feb 2020

Acting Co-Executive Director
1 EFT March – June 2020
(0.5 of time was voluntary)

WWII At Home Program Coordinator
(0.5 EFT June – Sept 2020)

Alison Cleary

Acting Co-Executive Director
1 EFT March – June 2020
(0.5 of time was voluntary)

Acting Executive Director
1 EFT June – Oct 2020
(0.5 of time was voluntary June–Aug)

Fleur Watson

Executive Director / Chief Curator
0.8EFT October 2020 - continuing in 2021

Victoria Bennett

Program and Business Manager
1EFT January – August 2020

Brianna Carroll

Program and Communications Manager
1EFT 2020 - continuing in 2021

Adelina Onicas

Social Media and Program Administrator
0.5EFT March 2020 - continuing in 2021

The core team was supported by contractor **Athalia Foo** – marketing content strategist and digital consultant.

BUILDING COUNCIL

Anna O'Sullivan (Chair)
Adam Pustola
Kat Smith
Kieran Leong
Laura Phillips
Phoebe Harrison
Steve Stefanopoulos

VOLUNTEER COUNCIL

Neil Harkness (Chair)
Andrew Purvis
Eleni Kaponis
Eloise Glanville
Joy Villalino
Laura Sullivan
Maryla Juchnowski
Stephanie Bateman

A special thank you to Anna Sullivan and Neil Harkness for continuing as Council Chairs during 2020.

MANAGEMENT COMMITTEE

Tim Leslie

State Manager AIA Victoria
Founding Board Member
President (Jan–June)

Shaun Newing

Managing Director, Planum Partners
Founding Board Member
Vice President (Jan–June)
President (June – Dec)

Alison Cleary

Consultant
Secretary (Jan–June)
Secretary (Nov–Dec)

Von Slater

Head of Development
Lifestyle Communities
Board Member (Jan–June, Nov–Dec)
Secretary (June–Oct)

Matthew Bowen

Director, Syracuse
Treasurer

Shelley Penn

Architect
Board Member (Jan–Oct)
Vice President (Nov–Dec)

Jeremy King

Partner, Pinsent Masons
Board Member

Quan Payne

Director, Studio Payne
Board Member

Emma Telfer

Director, Assemble
Board Member

OUR AMBASSADOR

Peter Maddison

OUR PATRON

Daniel Dorall

ASSOCIATION MEMBERS

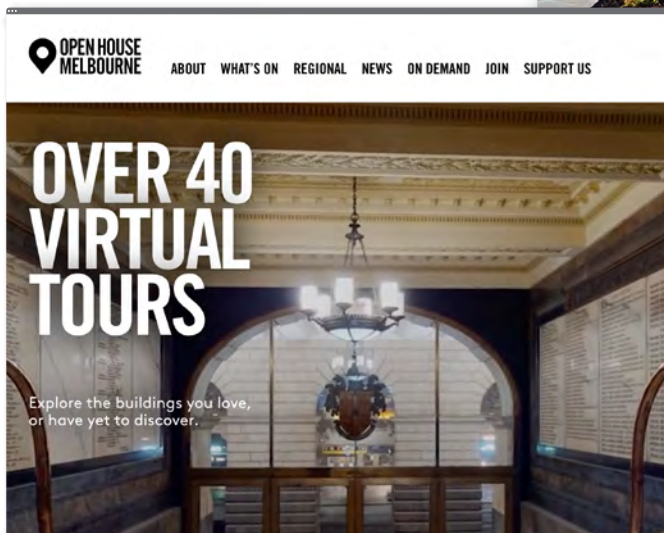
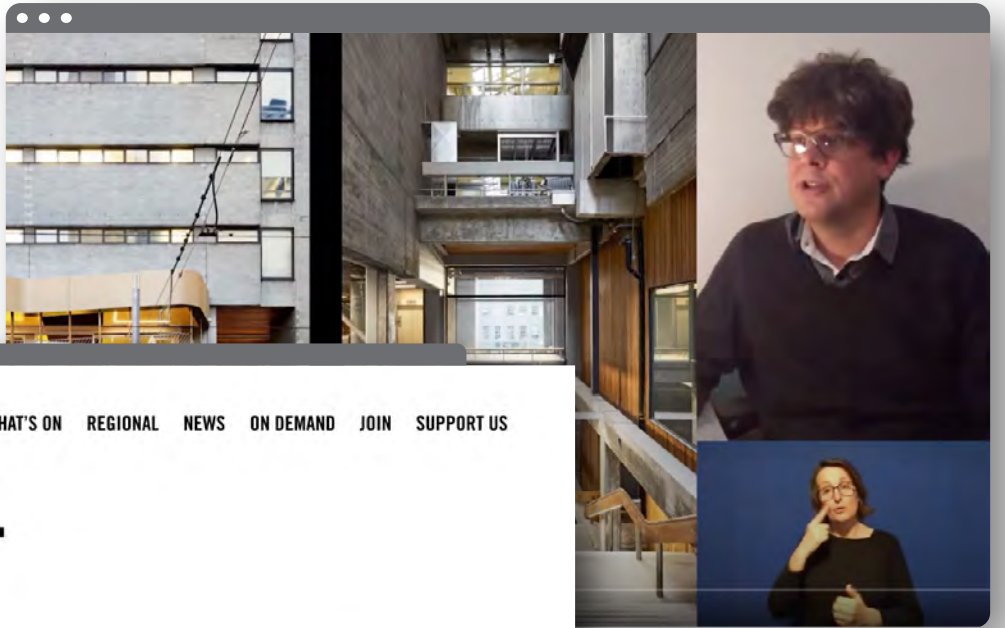
Ben Morgan
Charles Tremlett
Damian Butler
Damian Sabatini
Danielle Johnston
Emma Appleton
Jacqueline Di Blasi
Jim Gardiner
Kim Irons
Leo Martin
Liz Cyarto
Lynne Pepper
Marcia Harkins
Margot Willumsen
Mark Davis
Mary Dougherty
Nathan Milesi
Neil Harkness
Nic Culnane
Nick Rouse
Paul Borella
Rohan Trollope
Sally Dobell
Sophie Newing
Steven Neave

OUR VOLUNTEERS

And finally, and most importantly our volunteers. Our organisation relies on the incredible goodwill of the people of Victoria. Although our 'pink army' wasn't physically deployed across the city this year, Open House still benefited greatly from their support and engagement in our digital program.

People give to Open House in so many ways and this year was no exception; opening their building for online tours; providing advice for running digital events; donating their time and expertise; providing their endorsement of our events, and a myriad of other ways.

We are so very grateful for your support and we hope to continue to work with you over the many years to come – thank you.



MANAGEMENT COMMITTEE GOVERNANCE

INTRODUCTION

The Management Committee mobilised very early in 2020 as the pandemic worsened and uncertainty grew. We increased the meeting frequency from every two months to fortnightly, with a focus on public safety, external communication, reputation, and cash flow. Our first major hurdle was the Waterfront program for Melbourne Design Week, co-presented with the NGV. We delivered five events on the first day and cancelled the remaining 27 events at short notice. We then made an early call to change our July event to a virtual program. Both decisions were critical to successfully navigating the year.

This materially increased the time commitment from all Management Committee members well above expectations. For this we are extremely grateful – and for the diverse and skilful Committee that Open House has attracted. This included the fine contributions from firstly Tim, and then subsequently Alison who both stepped into demanding operational roles. Tim coordinating WWII At Home – our first CAV event – and Alison leading our ground breaking first digital Weekend.

OUR PEOPLE

Shaun and Von acted as President and Secretary respectively while Tim and Alison were in executive roles. When following Tim's resignation as President, the committee elected Shaun as President and Shelley as Vice President in accordance with Association rules. Alison has reverted to Secretary while continuing to provide Fleur with transitional support.

We were delighted that Fleur accepted our offer to lead CAV | OHM and welcomed her to our regular Committee meetings. This followed an extensive executive search that provided us with an outstanding list of candidates.

WELCOME TO FLEUR WATSON

Open House Melbourne was delighted to welcome Fleur Watson's appointment as our new Executive Director and inaugural Chief Curator. Fleur was appointed to lead the Centre for Architecture Victoria's vision and creative direction building on Open House Melbourne's extensive public program and its role as a trusted thought leader and advocate for good design in the built environment. Fleur joined us from RMIT with a creative director, curator and editor background. She has a wealth of knowledge and a fantastic network to drive the organisation's growth. We are incredibly excited to have her on board.

SUB-COMMITTEE / ADVISORY GROUPS

The Committee and the Executive Director | Chief Curator are establishing two sub-committees and one advisory group to target specific focus areas and provide advice to Fleur Watson and the team. Each will have a designated lead, committee and, where appropriate, industry representation.

1. FUND RAISING AND PHILANTHROPY

This sub-committee's purpose is to support the ED/CC to:

- identify and track new partnership opportunities including through the wider CAV | OHM and Committee networks;
- develop a strategy to attract philanthropic funding through high net worth channels;
- build non-government related funding.

This sub-committee will work with consultants Filantropia – experts in the provision of advice and guidance to deliver satisfaction and effectiveness to organisations wishing to engage with private philanthropists.

2. RISK & FINANCE

This sub-committee's purpose is to:

- develop and implement a risk register and policy;
- monitor the risk register;
- monitor cash flow and financial stability.

The sub-committee will guide and support operational staff to ensure processes are compliant and achievable within a small team not-for-profit environment.

3. CENTRE FOR ARCHITECTURE VICTORIA ADVISORY GROUP

The purpose of this advisory group is to identify programming opportunities, offer feedback and advice on programming submissions and partnerships. Importantly, the Advisory Group will be a 'connector and advocate' to secure funding support in relation to operational and programming growth for the new Centre for Architecture Victoria.

STRATEGIC PLANNING PROCESS

Fleur Watson is planning a group planning day to workshop the strategy for CAV | OHM through 2021/2022 – 2024/2025. The process will commence with a facilitated workshop where Fleur will bring the Committee and team together in a targeted and high-level 'think tank' session to present her initial vision for the Centre for Architecture Victoria, seek feedback and workshop new ideas and define next steps towards a full three to five year strategic plan.

The strategy development will also include 'town hall' sessions to engage our stakeholders, industry partners and community across the built environment disciplines with our intentions and aspirations for the future.

MANAGEMENT COMMITTEE MEETING ATTENDANCE 2020

MEETING DATE	<u>Tim Leslie</u>	<u>Shaun Newing</u>	<u>Alison Cleary</u>	<u>Von Slater</u>	<u>Matt Bowen</u>	<u>Shelley Penn</u>	<u>Jeremy King</u>	<u>Quan Payne</u>	<u>Emma Telfer</u>
	President Jan-June	V. President Jan-June President June - Dec	Secretary Jan-June Secretary Nov-Dec	Member Jan-June Nov-Dec Secretary June-Oct	Treasurer Jan-Dec	Member Jan-Nov V. President Nov-Dec	Member Jan-Dec	Member Jan-Dec	Member Jan-Dec
03/02/20	Y	Y	Y	Y	Y	Y	Y	Y	Y
12/02/20	Y	Y	Y	N	Y	Y	Y	Y	Y
23/03/20	Y	Y	Y	N	Y	Y	N	Y	Y
06/04/20	Y	Y	Y	Y	Y	Y	Y	Y	Y
21/04/20	Y	Y	Y	Y	Y	Y	Y	Y	Y
04/05/20	Y	Y	Y	Y	Y	Y	N	Y	Y
19/05/20	Y	Y	Y	Y	N	Y	Y	Y	Y
02/06/20	Y	Y	Y	Y	Y	Y	Y	Y	Y
16/06/20	Y	Y	Y	Y	Y	Y	N	Y	N
08/07/20	Y	Y	Y	Y	N	N	Y	N	Y
05/08/20	Y	Y	Y	Y	Y	Y	Y	Y	Y
26/08/20	Y	Y	Y	Y	Y	Y	Y	Y	Y
07/10/20	Y	Y	Y	Y	Y	Y	Y	Y	Y
18/11/20	Y	Y	Y	Y	Y	Y	Y	Y	Y

PARTNERS AND FINANCE

MAJOR MELBOURNE PARTNERS

City of Melbourne
Efront

MAJOR PROGRAM PARTNERS

National Gallery Victoria
Creative Victoria
City of Bendigo
(postponed to 2021)

XR PARTNER

PHORIA

DIGITAL PARTNERS

Studio Payne
Unknown Vision

SPONSORS

Creative Victoria
Heritage Council of Victoria
DELWP
ARBV
OVGA
Space Furniture

PROGRAM PARTNERS

Liveability Victoria International
National Trust of Australia (Victoria)
MPavilion (Naomi Milgrom Foundation)
Metro Tunnel Creative Program
Melbourne Music Week

PRECINCT PARTNERS

City of Port Phillip
City of Boroondara
City of Hobson Bay
City of Maribyrnong

PRACTICE PARTNERS

Bates Smart
Lovell Chen
Urbis
Cox
Architectus
Denton Corker Marshall
WSP
GJM Heritage
Modscape
NH Architecture
McBride Charles Ryan

MEDIA PARTNER

Zilla & Brook

SUPPORTERS

Syracuse
Pinset Masons
Corrs Chambers Westgarth
Griffith Hack
Bespoke Careers
Committee for Melbourne
AIA

PROGRAM COLLABORATORS

Koorie Heritage Trust
Royal Botanic Gardens Victoria

FINANCE

Revenue in 2020 is recorded as \$388,058 which is a decrease compared to 2019 (\$549,826) and a loss of \$72,419 was recorded.

The Government's economic support package contributed a total of \$128,588 to the 2020 funding mix.

FUNDING MIX – 2019 VS 2020

Excluding the government support income, 2020 saw an increase in corporate sponsorship compared to 2019, offset by the decrease in revenue from events and program sales. Other funding streams remain relatively unchanged from the previous year.

Government Program Funding
2019: 61%
2020: 57%

Corporate Sponsorship
2019: 29%
2020: 38%

Event Revenue
2019: 6%
2020: 2%

Program Sales
2019: 2%
2020: 0%

Membership
2019: 1%
2020: 1%

Donations
2019: 1%
2020: 2%

IT'S GREAT TO BE ABLE TO DO IT AT HOME AND REVISIT THE BUILDINGS AT MY OWN TIME AND PACE.

WE NEED THIS MORE THAN EVER SO THAT WE CAN STAY IN LOVE WITH OUR BEAUTIFUL CITY AFTER BEING DISTANCED FROM IT FOR SO LONG. POST COVID WE WANT TO FEEL THAT PRIDE AGAIN.

I LOVED THAT ON FREEZING COLD DAYS I WAS WARM AND COSY AT HOME IN FRONT OF THE FIRE AND IT SEEMED MAGICAL THAT I COULD EXPLORE THESE MARVELLOUS BUILDINGS ON MY IPAD.

THE FACT I COULD FIT SO MANY MORE VISITS/TALKS/EXPERIENCES INTO THE TWO DAYS COMPARED WITH PHYSICALLY HAVING TO QUEUE UP TO WAIT AND VIEW THE BUILDINGS DURING A NORMAL OPEN HOUSE. OBVIOUSLY VISITING THEM PHYSICALLY IS BETTER, BUT I ENJOYED DOING IT IN THE COMFORT OF MY OWN HOME AND SEEING A FAR GREATER RANGE OF BUILDINGS.

OVERALL I WAS VERY IMPRESSED AND GRATEFUL THAT YOU STILL PERSISTED AND HAD THE FORESIGHT TO PREPARE EARLY IN CASE WE COULDN'T PHYSICALLY ATTEND AND EXTEND THE TIME ONLINE TO HAVE MORE TIME TO LOOK AT OTHER BUILDINGS NOT VISITED ON THE WEEKEND. GREAT JOB WELL DONE.

PROGRAM REVIEW

THIS IS PUBLIC

2 PODCASTS RELEASED IN 2020
(3 RELEASED IN 2019)

1,200+ LISTENS
(4,5100+ TOTAL LISTENS TO DATE)

We released two episodes of This is Public, completing Open House Melbourne's first foray into podcasting. Episode four and five, titled *Rights to the City* and *Resistance and Regeneration* mark the end of the five-part podcast series, which asks big questions about the future of our city.

This is Public was made possible by the generous support of the Metro Tunnel Creative Program. Open House Melbourne designed the podcast to be an extension of the physical program, inspiring people to become more aware of the changing city around them, looking back through its archives to imagine its possible future. We saw the opportunity to make more public the stories, ideas and issues that were being addressed by Open House Melbourne's expanded program and to create a thought-provoking on-demand resource about the future of our city.

This is Public was recorded at and supported by *The Espy*, and brought to life by the Metro Tunnel Creative Program, a program dedicated to enhancing city life alongside the Metro Tunnel.



WATERFRONT – MELBOURNE DESIGN WEEK

32 EVENTS DEVELOPED
(5 EVENTS DELIVERED PRE-COVID)

91 ATTENDEES
(2100 POTENTIAL ATTENDEES PRE-COVID)

Due to the success of the inaugural Waterfront program in 2019, Open House Melbourne dived even deeper into Waterfront for Melbourne Design Week 2020. In collaboration with the NGV and supported by Liveability Victoria International, we developed a program of boat tours, bike rides, talks and walks that championed the value of Victoria's rivers, bays and oceans. We encouraged Melburnians to consider the role design can play in reframing our relationship with water.

Events delivered included; Forgotten Ecologies of Birrarung – a bike tour led by ArchiTours exploring the oft-forgotten ecologies of Birrarung (Yarra River) stopping along the way for conversations about the rivers future; River Rights: Yarra Bend – a river ramble with the Yarra Riverkeeper exploring waterfront access, development and the river as public space; and Penguin Terroir Tours – a guided tour of the new and award-winning Penguin Parade Visitor Centre in Phillip Island hosted by Terroir Architects. However, the majority of events planned for Waterfront 2020 were cancelled following advice from the Victorian Government and health officials in relation to the COVID-19 pandemic.

Waterfront was presented by Open House Melbourne and supported by Liveability Victoria International as part of Melbourne Design Week—an initiative of the Victorian Government in collaboration with the NGV.

WWII AT HOME

18 SIGNIFICANT SITES
26,199 PAGE VIEWS

In June 2020, the National Trust of Australia (Victoria) was engaged by the Department of Premier & Cabinet to develop and deliver a digital program as part of the state's celebrations for the 75th anniversary of the end of World War II.

The key deliverable of the project was a website featuring 18 sites across Victoria relating to the history of World War II, selected by the Centre for Architecture Victoria | Open House Melbourne and the Department of Premier & Cabinet.

To formally launch WWII at Home, the National Trust of Australia (Victoria) and CAV | OHM, co-hosted a live panel discussion with Australia's leading experts in the social and design transformations that occurred during and as a result of World War II.

WWII at Home was supported by the Victorian Government and developed by the National Trust of Australia (Victoria) with CAV | OHM.

OPEN HOUSE WORLD WIDE (OHWW)

50 COUNTRIES
40,000+ VIEWS

The OHWW festival was the first collaborative public event undertaken by the network of Open House organisations around the world. The festival took place over the weekend of 14-15 November 2020 via a non-stop 48 hour live stream hosted on YouTube.

The 48 hours were divided into 1 hour slots, which allowed each Open House city to "host" an event. CAV | OHM partnered with PHORIA and the Robin Boyd Foundation to present a virtual tour of Boyd House II / Walsh Street; we also presented the Capitol Theatre walk-through tour and two additional short videos celebrating Melbourne city. OHWW set out to tackle the most important issues facing our built environments across the world, from the climate crisis to housing; transport to post-pandemic design.

OHWW 2020 was supported by UAP, ArchDaily and is administered by Open City, a registered charity in the UK.

MERGE

5 PERFORMANCES
1,750+ VIEWS

In response to COVID-19 and with a mission to support our community, we joined forces with MPavilion and Melbourne Music Week to commission five emerging artists to perform in five iconic heritage locations. Open House Melbourne curated the line-up of significant cultural buildings across the city, including; Villa Alba Museum, Australian Tapestry Workshop, Como House and Garden and Victorian Trades Hall (Solidarity Hall and Old Council Chambers).

As an open call-out to emerging solo artists and bands/collectives, applicants were asked to respond to one of the five buildings. Over one hundred applications were received and five artists selected – with an honorarium of \$2,000 per artist/band.

Unable to take audiences to see the live performances due to Melbourne's COVID lock-down, we worked with our digital partners Unknown Vision to record and broadcast the performances online, airing on 25 November 2020.

The selected artists will also perform a new musical piece in-person at MPavilion for Melbourne Music Week in February 2021.

MERGE was presented by MPavilion, Open House Melbourne and Melbourne Music Week. Supported by RMIT, Victorian Trades Hall Council, National Trust of Australia (Victoria), Villa Alba Museum and Australian Tapestry Workshop.

OPEN HOUSE MELBOURNE JULY PROGRAM

In 2020, we made significant changes to the way we not only present our program, but also the way we engaged with our collaborators.

We opened up a supplementary Expression of Interest application once it became clear that COVID-19 was going to impact our usual method of programming. Along with previous approved EOIs as part of our 'building list', we used this extra call-out to engage with thought-leaders who may not have physical access in order to lead building tours—but have critical design thinking to share.

Through our renewed engagement process we produced and facilitated a total of 47 digital talks, tours, presentations and workshops throughout the campaign period, July – August 2020.

OPEN HOUSE MELBOURNE BUILDING LIST

88 BUILDINGS
45 VIRTUAL TOURS

The 2020 digital program 'opened up' a total of 88 buildings, 45 of which offered virtual tours. Over the course of the campaign period, these buildings experienced more than 118,000 unique website and virtual tour visits.

Favourite buildings from previous years maintained their popularity in the 2020 digital program with Metro Tunnel, The Capitol RMIT, Boyd House II, Australian Islamic Centre, Arts Centre, Parliament House, Melbourne Town Hall, Arup Melbourne and Government House all featuring in the top 20 most visited buildings. New to the program in 2020 but equally popular was CityLink Traffic Control Room, West Gate Tunnel Project, Collingwood Yards, Lyon Housemuseum, Trades Hall, Heavenly Queen Temple and residential projects 15 Thompson St Kensington, Bustle House, Park Life and Split House.

Where buildings were previously limited by group size, opening hours, security constraints etc., the 2020 digital program allowed for much wider access for attendees to virtually visit their favourite places. For example, the Metro Tunnel tour was limited to a total of 150 lucky attendees in 2019. During the 2020 digital program it was the most visited building in the program with more than 4,577 unique attendees online.

In the City of Melbourne, the largest and most significant of our Council precincts, we virtually 'opened' 55 buildings, 27 of which had virtual tours—totalling around 50,000 unique views over the campaign period. Just under half of the visitation occurred during the Weekend, 25 + 26 July—this is a significant trend occurring across the campaign in general.

THE WEEKEND

To retain the essence of a traditional Open House Weekend experience we aimed to replicate the free, behind-the-scenes access and knowledge sharing attendees usually experience in-person. To encourage this festival atmosphere in the digital realm, we encouraged participating buildings to host a live digital event during the Weekend.

43 buildings ran at least one live event across Saturday 25 + Sunday 26 July, facilitating direct design experiences with building hosts, tour guides, architects and built environment experts. Most building hosts hosted one live event with 20% hosting two live events, or more. In addition to buildings hosting a live event, a number of other collaborators hosted special programming over the Weekend, bringing the total number of free and open access events on the Weekend to 47.

These live events took place in a variety of locations and formats including Facebook Q&A, YouTube presentations, Vimeo panel discussions, Zoom guided virtual tours and Instagram Live stories. Most were recorded at the time of going live, then added to the Open House website for audiences to view at their leisure throughout August and beyond.

332,00

TOTAL CAMPAIGN ATTENDANCE (JULY – AUGUST 2020)

66.41%

INCREASE IN TIME SPENT ON WEBSITE PAGES

11%

INCREASE IN VISITORS AGED 18– 24 YEARS

242

MEDIA HITS GENERATED (MAY – JULY 2020)



INITIATIVES AND IMPROVEMENTS

CENTRE FOR ARCHITECTURE VICTORIA LAUNCH

In 2020, alongside the announcement of Fleur Watson's appointment the Committee also announced the new organisational umbrella brand, Centre for Architecture Victoria. The new organisation allows Open House Melbourne to run parallel events and program a diverse range of built environment events throughout the year. This concept has been in development over several years as Open House Melbourne has grown, hosting events and programs such as Open House Bendigo, Open House Ballarat, Modern Melbourne, This is Public, Waterfront (part of Melbourne Design Week) and The Naked Architect series.

The first program to officially launch under the new organisation was the *WWII at Home: Response, Reflection and Rejuvenation* digital event, presented by the National Trust of Australia (Victoria) in association with CAV.

ON DEMAND: BUILDING OUR DIGITAL ARCHIVE

This year, with the inability to host physical events, we had the opportunity to instead focus on developing meaningful digital content. Annual in-person events, such as the Speaker Series and the Heritage Address, were recorded and available to view online. Our collaborators hosted virtual walk-throughs and online discussions or shared VR tours of their buildings—all of which could be watched by audiences multiple times, any time, anywhere. Unlike previous 'physical' years, this digital content remained available to audiences, and for use by collaborators and partners, beyond the life of the event itself. A digital archive of these tours, events and talks provides our audience with additional ways to stay connected, think, explore and advocate for the built environment. This content is the beginning of a digital archive of some of Melbourne's key buildings that we plan to grow over the coming years to contribute to the city's design heritage.

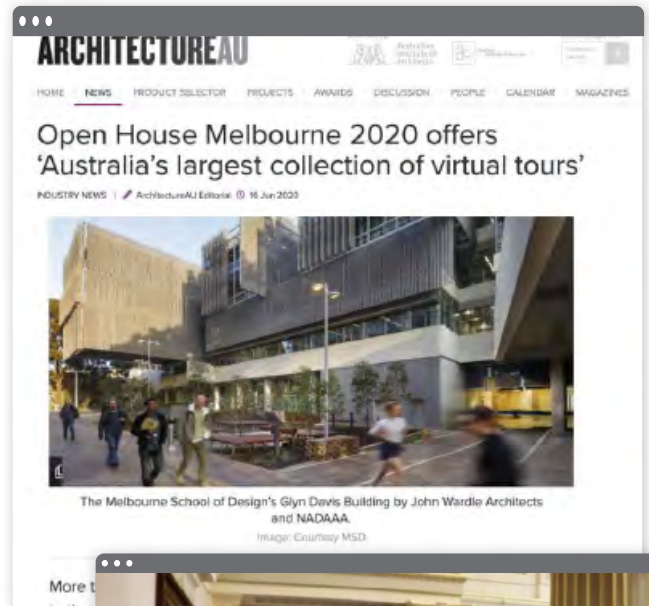
A robust digital archive also means people with limited mobility and those who live outside of Melbourne and beyond can now enjoy and experience Open House Melbourne programming. By digitising significant spaces and the conversations around them, we ensure that our programming is more inclusive and accessible.

NEW PARTNERSHIPS

We partnered with tech studios PHORIA and Unknown Vision, to ensure our transition to a digital event was engaging and on-brand. PHORIA, the leading platform for virtual tour creation, captured more than 50 treasured sites from across the city for us to showcase during the July Program. Our partnership with video experts, Unknown Vision, allowed us to live stream events such as the program launch at Trades Hall hosted by Peter Maddison, and broadcast the MERGE artists' musical performances.

MORE ONLINE ENGAGEMENT

We expanded our online presence by joining the video-streaming platform YouTube. Video is an increasingly fundamental feature of the media landscape and with this year's increased video content production, Open House Melbourne's presence on this social media platform was a welcome addition to our online offerings. The Open House Melbourne YouTube channel will be an engaging and enduring resource for anyone interested in the stories, ideas and issues about our city.



REACH + PROFILE

Our most powerful marketing communications activities were the media campaign, managed by partners Zilla & Brook, our website, email database and growing social media channels.

375,262

PEOPLE ATTENDED OR VIEWED OUR PROGRAMS

2,053,388+

TOTAL POTENTIAL REACH ACROSS OPEN HOUSE AND COLLABORATOR AUDIENCE

WEBSITE

This year, due to COVID-19 restrictions, we focused on developing primarily digital talks, tours and special events; this allowed us to expand our on-demand archive, producing more inclusive and accessible content. The virtual nature of our programming also made space for new audiences and attracted new users to our online methods of communication.

93,657

UNIQUE VISITORS HAVE ACCESSED THE WEBSITE OVER 141,324 SESSIONS (1 Jan–31 Dec 2020)

SOCIAL PLATFORMS

Open House Melbourne has fostered a loyal online community who continue to connect with our programming. In terms of our email database, our subscribers are incredibly active and engaged, with a significant open rate of 33.6%.

Our social platforms have maintained steady growth in subscribers and followers, indicating a sustained interest in the new type of digital programming we were offering. This year, YouTube emerged as a growth platform gaining 648 new subscribers upon joining the platform in June; our videos garnered over 17,300 views in 2020.

98,594

PEOPLE ON OUR EMAIL AND SOCIAL MEDIA DATABASES

MEDIA EVALUATION

Our media campaign generates high visibility for our programs, with 242 media hits and total of \$1,743,114 in PR value for the Melbourne July Program alone.

4,477,114

TOTAL MEDIA REACH ACROSS PRINT, ONLINE, TV AND RADIO FOR JULY PROGRAM ALONE

PROFILE RAISING

Increasing the profile of the Management Committee and Team is critical in realising our ambition as a leading public-facing architecture organisation. We have taken on numerous speaking engagements and media interviews as a profile raising exercise including:

FLEUR WATSON

- Produced film in collaboration with PHORIA and Robin Boyd Foundation for public facing launch of CAV
- Announced CAV | OHM participation in 2020 OHWW Festival
- Gave presentation to students at MSD about OHM and curatorial activities
- Presented for MPavilion's *Good Design & Heritage: When New Meets Old* MTalks event

ALISON CLEARY

- Launched the 2020 Open House Melbourne July Program
- Moderated *Parliament House Members Annexe – Peter Elliot In Conversation* for July Program
- Introduced 2020 Heritage Address delivered by Stuart Harrison
- Moderated discussion about the Peter Doherty Institute between Institute Director Prof Sharon Lewin and Grimshaw Director Neil Stonell

TIM LESLIE

- Introduced the 2020 Speaker Series featuring Melissa Bright, Adrian Stanic, Ruth Wilson, Jeffery Copolov and Anne-Marie Treweeke
- Moderated the WWII At Home launch event with guest speakers Professor Kate Darian-Smith, and Professor Julie Willis

VICTORIA BENNETT

- Interview with Joy FM's Sunday Arts Magazine about July Program
- Interview with ABC Evenings' David Astle about July Program
- Interview with Vision Australia Radio's Behind the Scenes about July Program
- Interview with SEN Radio's The Breakfast Stable about July Program
- Interview with JOY FM's The Late Breakfast Show about July Program

APPENDIX

1. OPEN HOUSE MELBOURNE 2020 PROGRAM REPORT

bit.ly/OHM2020_programreport

2. THIS IS PUBLIC PROGRAM REPORT

bit.ly/TIP_finalreport

3. OPEN HOUSE WORLD WIDE 2020 PROGRAM REPORT

bit.ly/OHWW2020_programreport