

**OPEN HOUSE
MELBOURNE**

2019 ANNUAL REPORT



COVER: The Stables + ABOVE: Parliament House Gardens – photos: Nick Bebbington



ACKNOWLEDGMENT OF COUNTRY

Our programming exists on what always was and always will be the land of the people of the Kulin nation. We pay our respects to Elders past, present and emerging, as well as to all Aboriginal and Torres Strait Islander people in the wider Melbourne community and beyond. Indigenous sovereignty has never been ceded in Australia and we try to be mindful of this in everything we do, 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

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

We do this through the much-loved Open House Weekend in Melbourne, Bendigo and Ballarat, where people come out to celebrate architecture and the city. Increasingly, we are tackling big city topics through major public talks, tours, and debates. In addition to the Weekends, we produce over 100+ special events annually that are designed to build a groundswell of interest in critical issues about our built environment.





Beehive Building, photo: Chippy Rivera



The Summit, photo: Dan Preston

MESSAGE FROM PRESIDENT AND ACTING EXECUTIVE DIRECTOR

It was a delight to see that 2019 saw another strong increase in the reach and development of Open House, testament to the incredible commitment and hard work that so many people invest in this organisation. We would like to sincerely thank everyone for their support of Open House.

A huge thank you to our Partners and Sponsors, the small but wonderful Open House Melbourne Team, the insightful volunteer Management Committee (governance board), the dedicated and passionate volunteer Building and Volunteer Councils, our generous Building Hosts, our inspiring Program Partners, and crucially the enormous group of incredibly loyal, and wonderful volunteers who support us year upon year.

It is so pleasing to see the depth of support this organization has from the community and both the public and private sectors. As a not-for-profit organisation we are reliant on this breadth and depth of support, so thank you for your continued dedication to Open House.

Good Design decisions have never been more important as our society and environment faces a range of challenges globally and locally. Our built environment can play a fundamental role in responding to these issues and help ensure that Victoria remains both liveable and vibrant, now and into the future. Our events allow the public direct engagement with, and greater appreciation of, the positive impact good design decisions can manifest. It is our hope that through this engagement the community can undertake and support positive action.

Over 2019 Open House Melbourne delivered three major public programs across Victoria, opening 227 buildings and welcoming 113,485 people into buildings and spaces across the State. In tandem to this, we ran over 50 specialist tours, held 17 public discussions, supported 4 exhibitions, produced 4 workshops and hosted 3 screenings. Both our Melbourne and Bendigo Weekends attracted significant new attendees, with 34% and 62% respectively, illustrating the interest and broadening impact of Open House. In fact, throughout the year we receive incredibly positive feedback about our events, with the public's appetite for further design focused programming only appearing to grow.

2019 saw another stable year financially, with incoming and outgoing's balancing out for this financial year. We saw an increase in wages and risk management, reflecting our increased programming, whilst there was a reduction in consultancy fees over this period. Currently our financial year runs to 30th September, which was established to allow for adequate time for financial reporting following the Melbourne Weekend which occurs on the last weekend of July. The Committee is cognizant that in order to grow and flourish, you need to invest back into the organisation, which was clearly illustrated a number of years ago when we made the decision to move from contract staff to full time staff - a critical decision that allowed the team to move from a weekend event to year round programming.

In 2020 we will continue to grow our regional focus, highlighting the need for good design across the State, whilst also providing local stimulus and civic pride. Our increased regional programming is critical in supporting Open House's sustained development and in having a truly Victorian focus on good design.

From a Governance perspective the Management Committee has started in earnest on our next Strategic Plan, which will help shape Open House over the next 3-5 years. To assist in this strategic Development we have welcomed three new members to the Committee – Shelley Penn, an architect with a wealth of experience in promoting good design and in board governance, Jeremy King,

a lawyer with significant knowledge on the not-for-profit sector and the legal aspects of the built environment, and Quan Payne, the creative Director of Studio Payne who will assist us with strategic positioning of our brand as we broaden our goals.

In November 2019 our Members formally voted in a number of rule changes to improve the operation of the organization and reflect our principles, these included the ability for the Committee to directly and immediately engage up to one additional Extraordinary Member to assist with the strategic development of Open House and another rule regarding a gender diversity target for our Committee.

The Management Committee also took the progressive step of committing what is a significant increase to our expenditure over the next two years to secure larger premises for our offices. After years of relying on the generosity of numerous partners and supporters to secure peppercorn rents and occupy small in-between spaces we finally moved in November 2019 into accommodation that supports both our staff and our Open House objectives. The new office has one room for staff and another for meetings – supporting staff well-being, allowing for incremental growth, and importantly having a dedicated space to welcome members and stakeholders. We would like to thank the Trust for assisting us in securing this location and in facilitating a lower rental agreement which made this transition feasible.

This year we also bid farewell to Emma Telfer from the Executive Director role. The Committee has been incredibly impressed with the leadership and professionalism that Emma has undertaken in this role. Under her guidance the program has grown from a weekend event into a fully fledged year-round program. She has expertly managed stakeholder engagement, program direction and the commercial operations of Open House Melbourne during her time. In addition, I would also like to particularly thank Emma for leading the 2019 programming direction and partnerships which form the content of this Annual Report. In November 2019 the Committee invited Emma to become our first 'Extraordinary Member', a position she has thankfully accepted.

We are excited about the future. There will be a series of strategic appointments and announcements proposed for 2020., including the selection of a new Executive Director midway through 2020 who will help shape and implement the next evolution of this public facing and independent not for profit organisation.

Thank you for your support and contribution to Open House Melbourne - your ongoing generosity truly makes an incredible difference.

TIM LESLIE
President
Acting Executive Director
Open House Melbourne

OUR PEOPLE

We would like to thank our small but incredible team. Under Emma's leadership the passionate, dedicated and highly efficient and effective team of Victoria Bennett and Brianna Carroll make this year round program possible. They have to be nimble, resourceful, patient, supportive and strategic within a highly fluid programming cycle. One of the biggest challenges for a not for profit is retaining great people and we would like to thank Victoria and Brianna for their ongoing commitment to Open House and its goals.

It is our aim to continue to grow this small team over the coming years, so we can expand our quality built environment program across our state and provide even greater depth to our existing events. In tandem with our programming we are also seeking to further develop and expand our role as a source of reference material regarding our built environment for the public of Victoria.

OPEN HOUSE TEAM

Emma Telfer
Executive Director
(1EFT January - October 2019)

Victoria Bennett
Program and Business Manager
(1EFT 2019 continuing in 2020)

Brianna Carroll
Program and Communications Coordinator
(1EFT 2019 continuing in 2020)

The core team were supported by two contractors in 2019 – Verity Campbell Communications as content strategy and delivery consultant and Sally McPhee, producer for the Waterfront program.

Tim Leslie stepped into the Acting Executive Director role following Emma's resignation.

Open House Melbourne was governed by the following nine-person volunteer Management Committee:

Tim Leslie
Studio Director, Bates Smart Pty Ltd
Founding Board Member
Open House Melbourne President

Shaun Newing
Managing Director, Planum Partners
Founding Board Member
Open House Melbourne Vice President

Matthew Bowen CA
Director of Syracuse
Open House Melbourne Treasurer

Alison Cleary
Consultant
Open House Melbourne Secretary
(Feb 2019 – present)

Von Slater
Head of Development, Lifestyle Communities
Open House Melbourne Secretary
(2018 – Feb 2019)

Shelley Penn
Architect
Open House Melbourne Board Member

Jeremy King
Partner, Pinsent Masons
Open House Melbourne Board Member

Quan Payne
Director, Studio Payne
Open House Melbourne Board Member

Emma Telfer
Director of Culture and Strategy, Assemble
Open House Melbourne Board Member
(November 2019 – present)

In addition to the Management Committee, Open House was supported by two Association Member Councils who provided building program and volunteer management guidance and support:

BUILDING COUNCIL

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

VOLUNTEER COUNCIL

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

A special thank you to Anna Sullivan and Neil Harkness continuing as Building + Volunteer Council Chairs.

Thank you to Lynne Pepper who is retiring from the Building Council.

ORDINARY ASSOCIATION MEMBERS

(There is nothing ordinary about these members, they are simply not currently serving on the Management Committee or one of our Councils.)

Ben Morgan
Charles Tremlett
Damian Butler
Damian Sabatini
Emma Appleton
Jacqueline Di Blasi
Kim Irons
Leo Martin
Marcia Gray
Mark Davis
Mary Dougherty
Nathan Milesi
Nic Culnane
Nick Rouse
Paul Borella
Rohan Trollepe
Sophie Newing
Steven Neave
Danielle Johnston
Sally Dobell

OUR AMBASSADOR

Peter Maddison

OUR PATRONS

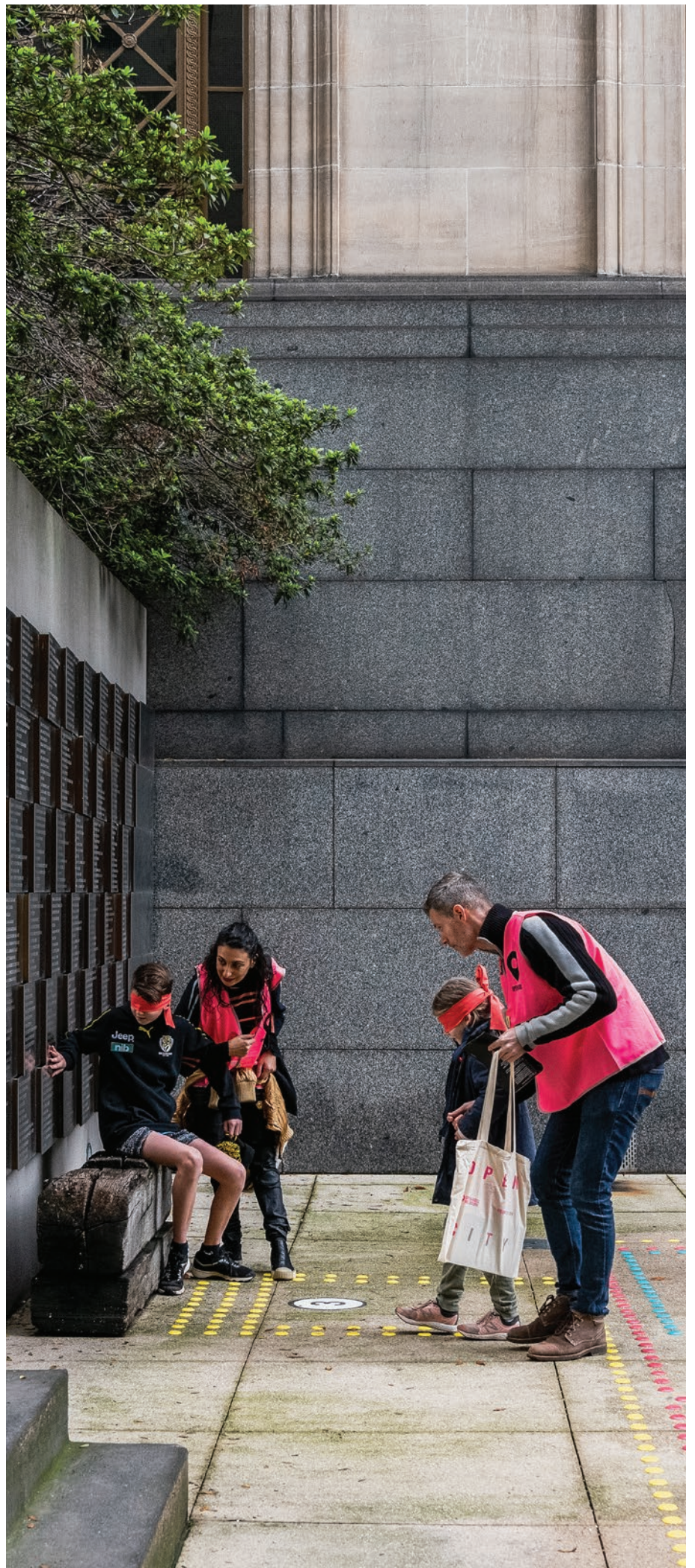
Daniel Dorall
Shaun Newing
Sophie Newing
Joy Villalino
Alan Shaw

OUR VOLUNTEERS

And finally, and most importantly our volunteers! Our organisation relies on the incredible goodwill of the people of Victoria. People give to Open House in so many ways, including volunteering with Open House directly; opening their building through their company or organisation; providing spaces for an event; donating their time and expertise; providing their endorsement of our events, or in a myriad of other ways. We are so very grateful for your support of Open House and we hope to continue to work with you over the many years to come – thank you.

We would also like to give a special thanks to the volunteers celebrating 10 years with Open House in 2019:

Damian Sabatini
Dianne Robertson
Heather Knowles
Ian Fletcher
Jennifer Halat
Jill Medwin
John Pinniger
Joy Vandoske
Karen Minahan
Margot Clark
Peter Swann
Rachael Parnes
Richard Mandziak
Susan McDougall



Urban Tactility Installation at Immigration Museum, photo: Dan Preston





Parliament House Gardens – photo: Nick Bebbington

MANAGEMENT COMMITTEE GOVERNANCE

A YEAR OF CHANGE

2019 shaped up to be a year of change for Open House after the stabilisation period of 2018.

We farewelled some wonderful contributors to our Management Committee and welcomed three new members. We found a beautiful new home for the team to operate from and we altered our Rules of Organisation to reflect current needs and to formally reflect a gender balance.

As the year closed out we fondly farewelled Emma Telfer, who resigned from her role of Executive Director but pleasingly continues on with Open House as our first extraordinary Committee member.

FAREWELL TWO COMMITTEE MEMBERS

As noted in our 2018 Annual Report both Sally Dobell and Danielle Johnston stepped down from the Management Committee at the beginning of 2019.

WELCOME THREE COMMITTEE MEMBERS

As a result of these departures we had the opportunity to welcome three new members to the Management Committee, which included, Shelley Penn, Jeremy King and Quan Payne.

Shelley Penn is a Melbourne-Based architect, urbanist and a non-executive director. Since 1993 she has combined architectural practice with senior roles advising government and the private sector about design quality in the built environment. Shelley is recognised as an influential and independent advocate and champion for better outcomes for all people through improving the quality of urban places. Shelley's ongoing commitment to good design and depth of knowledge in governance and government policy have brought further rigour and drive to the Committee.

Jeremy King is a finance Partner in the Melbourne office of Pinsent Masons, where he works with infrastructure and energy clients. Prior to this role he was a Partner at Corrs Chambers Westgarth where he also was the Chairman for Pro Bono and Community. His legal knowledge, Pro Bono experience and strategic approach has been a very welcomed addition to the Management Committee.

Quan Payne recently founded the Studio Payne, where he is the Creative Director. Prior to this he was the Executive Creative Director at Cornwell. Quan has been closely involved with the creative campaigns for Open House Melbourne over many years and his brand insights are highly valued by the Management Committee as we transition to a broader organisational structure over the coming years.

A NEW HOME

As one of Emma's last roles as Executive Director, she successfully negotiated, with the Committee, the lease of a new home for Open House – Tasma Terrace. We moved to our new offices on 1st November 2019. Our new address is:

LVL 1, 10 PARLIAMENT PLACE
EAST MELBOURNE VIC 3002

Tasma Terrace is considered 'one of finest examples of a nineteenth century three storey terrace house in Australia.

Built in 1879 for wealthy grain merchant George Nipper as a stylish guest house and family home. It is an important work of the distinguished architect, Charles Webb, whose other works include Wesley College (1864), Alfred Hospital (1869), Royal Arcade (1869), Beehive Building, Bendigo (1871) and the Windsor Hotel (1884).

Tasma Terrace was facing demolition and replacement with hi-rise towers in 1970. Through the design advocacy of the National Trust this beautiful and unique building was saved.

The preservation campaign resulted in the government enacting legislation in 1972 which established the government buildings advisory council, Australia's first legislation for the preservation of government owned historic buildings.

We believe this building showcases why good design matters and how appreciating and protecting good design from any era is important for maintaining our cultural and design integrity.

We thank the National Trust for assisting us to make this new home for Open House possible.

UPDATE RULES OF ORGANISATION

Following discussions, as outlined in our 2018 Annual Report a series of rules were formally enacted. A Special General Meeting was held on Tuesday 19th November 2019 at our new offices in Tasma Terrace. The Special Meeting was arranged to vote on three proposed rule changes, which consisted of:

1. THE COMPOSITION OF THE COMMITTEE AND TERMS OF OFFICE

The Management Committee has four Officers and four Ordinary Members which are elected at an AGM. The Management Committee of eight can then, at its own discretion, elect an additional 'Extraordinary Member'.

The Management used this new power at the end of 2019 to elect Emma Telfer directly into the Committee.

The terms of office were increased from one year to two years. Each officer holds office for two years from the date of their appointment at the relevant AGM, and then has the option to extend this by 1 year if the Management Committee and the Officer agrees. Following this period of 2-3 years the Officer must resign their position and reapply for another two years in the standard manner at the AGM.

2. GENDER DIVERSITY TARGET

The rules were altered to have the Management Committee composition target 40% of people who identify as men and 40% of people who identify as women.

3. APPROVAL OF EXPENDITURE

The rules were altered to improve the way that the Association approves expenditure and manages cash flow to improve internal processes. All proposed rule changes were passed unanimously.



2019 Open House Melbourne program, photo: Nick Bebbington

MEMBER	11 FEB 19	8 APRIL 19	3 JUNE 19	12 AUG 19	14 OCT 19	19 NOV 19 special meeting	9 DEC 19
Tim Leslie President 2019	Y	Y	Y	Y	Y	Y	Y
Shaun Newing V. President 2019	Y	Y	Y	N	N	Y	Y
Alison Cleary Secretary 2019	Y	Y	Y	Y	Y	Y	Y
Matthew Bowen Treasurer 2019	Y	Y	Y	Y	Y	Y	Y
Von Slater 2019	N	Y	Y	Y	Y	N	Y
Shelley Penn 2019	Y	Y	N	Y	Y	Y	Y
Jeremy King 2019	Y	Y	Y	Y	N	Y	Y
Quan Payne 2019	Y	N	Y	N	N	Y	Y
Emma Telfer 2019	-	-	-	-	-	-	Y

The Management Committee met every two months to review operations and provide strategic input.

MANAGEMENT COMMITTEE – CONTINUED

A NEW BRAND

Throughout 2019 the Committee continued to discuss and debate the idea of creating a new organisational umbrella brand, which allows for Open House Melbourne to run parallel events and program a diversity of built environment events throughout the year. The new umbrella name and foundational approach was agreed upon and currently a strategic plan is being developed to incorporate these ideas.

The new brand will have a soft launch in 2020. The Open House Melbourne weekend and its related programming will all remain. This new approach will assist us in structural and strategic approaches to the overall organisation.

PHILANTHROPIC GIVING

The extensive work done throughout 2018 on researching Philanthropic Giving was put on hold whilst the Committee established the approach to the new brand.

It is proposed that 2020 will see the Committee begin actively engaging with a number of key Philanthropic bodies and people to build a platform for future stability and growth of the organisation based on this exciting future vision.

FAREWELL EXECUTIVE DIRECTOR

The wonderful Emma Telfer resigned as Executive Director, a position she has held from January 2017 to November 2019, to follow an incredible opportunity.

Emma has been one of the great ambassadors for Open House Melbourne. She first started collaborating on the Open House 'project' in 2009 as part of State of Design festival and has since had multiple positions and roles – but none more important than her leadership role as Executive Director.

The Management Committee has been truly impressed with her leadership of Open House as she has transformed the weekend event into a year round programme. She has led with style, grace and calm – she is thorough, fair and insightful in all she does. We have been very fortunate to have her in this leadership role and we would like to thank her for her marvellous contribution to the shaping of Open House and providing it such a strong foundation to continue to grow and flourish.

In light of her incredible contribution, embedded knowledge and leadership the Committee offered Emma the position of Extraordinary Member. We look forward to working with Emma as we shaped the next chapter of the organisation.

SEARCH FOR A NEW EXECUTIVE DIRECTOR

The Committee is excited by the prospect of welcoming a new Executive Director to Open House. It comes at a time of exciting evolution for the organisation and a perfect period for new leadership. With the broadening strategic aim of the organisation our selection process can be focused on additional skills to achieve these goals. We would like to thank Bespoke for their generous support of this recruitment process.

In order to allow for sufficient time to find the ideal candidate and to provide stability over this period of change the Committee made the decision to install the President of Open House as the Acting Executive Director.

Tim Leslie, one of the founders of the event, has been part of the Committee Management team since its inception. He has been integral to the decisions of the Committee over the past twelve years and will provide continuity and confidence to our existing stakeholders during this transition period. He will also be able to help shape and promote a number of key strategic goals of the Committee whilst in the Executive Director role.

The Committee would like to thank Tim for making this short term full time commitment to the organisation.

A NEW GENERATION

And finally, we would like to congratulate Von and Gersh on their baby boy. Roger was born in February 2019 and is a great delight to his parents.

Throughout the pregnancy and following Roger's birth Von has continued her role on the Management Committee and we thank her for her incredible dedication to Open House Melbourne.

Both Von and her partner Gersh have been loyal Open House Volunteers since 2009. We look forward to welcoming Roger into the Open House family.



Melbourne Quarter, photo: Nick Bebbington

PARTNERS AND FINANCE

MAJOR MELBOURNE PARTNERS

- City of Melbourne
- Efront

MAJOR PROGRAM PARTNERS

- City of Greater Bendigo
(for Open House Bendigo)
- National Gallery Victoria
- Creative Victoria
(for Melbourne Design Week)

INCLUSIVITY & ACCESS PARTNER

- Cushman & Wakefield

SPONSORS

- ARBV
- Creative Victoria
- Heritage Council of Victoria
- DELWP
- Space Furniture
- GoGet

PRECINCT PARTNERS

- City of Boroondara
- City of Hobson Bay
- City of Maribyrnong
- University of Melbourne

PRACTICE PARTNERS

- Bates Smart
- Grimshaw
- GJM Heritage
- Lovell Chen
- Modscape
- Rothelowman
- Urbis
- Fender Katsalidis Architects

PROGRAM PARTNERS

- Metro Tunnel – Creative Program
- Naomi Milgrom Foundation
- University of Melbourne
- RMIT The Capitol
- Melbourne Museum/Immigration Museum

PROGRAM CO-PRESENTERS

- Architeam
- EmAGN
- OoPLA
- Jane's Walk
- Koorie Heritage Trust

MEDIA PARTNERS

- ABC Radio Melbourne
- Architecture Media
- Readings

IN-KIND PARTNERS

- Ellikon
- Zilla & Brook
- Verity – Campbell

SUPPORTERS

- AIA
- Committee for Melbourne
- National Trust
- OHWW
- OVGA
- PIA

And a big thank you to all of our building hosts and program collaborators who made Open House events possible.

FINANCE

Revenue in 2019 is recorded as \$549,826, similar to 2018 (\$522,435). A number of investments were made in the future of the organisation and a modest loss of \$1,358 was recorded.

FUNDING MIX – 2018 VS 2019

2019 saw an increase in Corporate Sponsorship, which was offset by a reduction in dedicated Government program funding. Other funding streams remain relatively unchanged from the previous year.

Government Program Funding

2018: 61%
2019: 54% (7% drop)

Corporate Sponsorship

2018: 28%
2019: 35% (7% increase)

Event Revenue

2018: 7%
2019: 6% (slight drop)

Program Sales

2018: 2%
2019: 2% (steady)

Membership

2018: 1%
2019: 2% (increase)

Donations

2018 = 1%
2019 = 1% (steady)





Ian Potter Southbank Centre, photo: Nick Bebbington



Commuter Afloat, Waterfront, Melbourne Design Week – photo: Open House Melbourne

PROGRAM REVIEW

OVERVIEW

Over the course of 2019 we delivered three major public programs, ran 53 tours, facilitated 17 public discussions, supported 4 exhibitions, produced 4 workshops, hosted 3 screenings and opened 227 buildings in Melbourne and regional Victoria.

With a total 2019 attendance of 113,485 we continue to build a groundswell of interest in critical issues about our built environment.

WATERFRONT, MELBOURNE DESIGN WEEK

24 EVENTS
54 SESSIONS
2423 ATTENDEES

Open State revealed and celebrated a network of leading Victorian design innovators including commissioners of design, designers, design studios, design researchers, design educators, and manufacturers. Each innovator's design story acted as a catalyst to explore a broad range of associated topics that considered the impact of design on the State and its citizens.

NAKED ARCHITECT

4 WORKSHOPS
76 ATTENDEES
9,863 PAGE VIEWS

We hosted the third season of The Naked Architect: a guide to commissioning and working with a residential architect, presented by the ARBV and produced in partnership with ArchiTeam. Out now, the latest season of The Naked Architect released together with the ARBV and ArchiTeam. Architects featured Winwood McKenzie Architecture, Davidov Architects, FIGR Architects and Delia Teschendorff.

THIS IS PUBLIC

3 PODCASTS
2,840 LISTENS

2019 marked the beginning of This is Public – a bi-monthly podcast series asking big questions about the future of our city, with a special focus on built and natural environments and the people who shape them.

MODERN MELBOURNE

7,174 PAGE VIEWS

The series continued again this year with our sixth Modern Melbourne interview with Dione McIntyre, in partnership with the Heritage Council of Victoria and the University of Melbourne's BE-150 Program.

EXPANDED JULY PROGRAM

4,045 PEOPLE PARTICIPATED IN 45 TALKS, EXHIBITIONS AND SCREENINGS AS PART OF OUR EXPANDED JULY PROGRAM

The July program, now a firm fixture of the Open House calendar, continued to surprise and inspire with over 45 talks, tours, exhibitions and screenings.

2019: A FOCUS ON ACCESS & INCLUSION

An important highlight for this year's July Program has been the focus on access and inclusion, amplified by a new partnership with Cushman & Wakefield. Keynote project was Urban Tactility, a site-specific public installation of tactile indicators in the courtyard of the Immigration Museum. The installation was activated by visitors during the museum's opening hours, through sensory walking tours, a targeted schools program and public conversations about multi-sensory design and rights to the city.

Programming also included:

- Auslan interpretation across three Urban Tactility Talks, a Sensory City Tour, and a Parliament House Tour
- A special Public Records Office Tour hosted by a deaf tour guide
- Tours of Vision Australia and SeeingEye Dogs Australia Mobility Training Centre
- Temp ramp infrastructure installed at Old Treasury by Cushman & Wakefield to improve access across the Weekend
- Rapid Interim Housing Prototype by Summer Foundation display at Melbourne Museum

JULY EVENT HIGHLIGHTS

DESIGN CITY: BUILT MELBOURNE!

Now in its twelfth year. Speakers included Samantha Westbrooke, Peter Malatt, Sheree Proposch, Sam Lock, Emma Templeton and Con Christopoulos.

AUSTRALIA MODERN: FROM THE ICONIC TO THE EVERYDAY

An exhibition and event to launch the latest book on Australian modernism Australia Modern: Architecture, Landscape & Design 1925–1975 edited by Hannah Lewi & Philip Goad.

2019 HERITAGE ADDRESS WITH KERSTIN THOMPSON

Kerstin Thompson's talk was a thought-provoking look at the role heritage plays in our cities and lives. Held at The University of Melbourne, Southbank including a tour The Stables following the address.

PROGRAM REVIEW CONTINUED

OPEN HOUSE WEEKENDS

The heart of our program continues to be the Open House Weekend in Melbourne and Bendigo.

We measured a dramatic increase of first-time participants in Melbourne; with 53% of the in-person survey respondents were attending Open House for the first time. Growth of our audience outside of the CBD continued to increase, with over 35,000 visits outside of the City of Melbourne across metropolitan Melbourne.

Due to an extremely positive response to the inaugural Open House Bendigo in October 2018, we were excited to announce our return in 2019 and in 2020. The 2019 program was an opportunity to continue a meaningful partnership with the City of Greater Bendigo, one that we hope will have a lasting impact on the city.

MELBOURNE WEEKEND AND JULY PROGRAM STATS

101,448

TOTAL ATTENDANCE

4,045

ATTENDEES AT THE EXTENDED JULY PROGRAM

34%

ATTENDING AN OPEN HOUSE EVENT FOR THE FIRST TIME
(DOUBLE FIRST TIME VISITS COMPARED TO 2018)

25%

OF VISITORS ARE 34 YEARS OR YOUNGER

200

BUILDINGS, WITH 73 NEW TO PROGRAM

1,200

GUIDED TOURS

356

MEDIA HITS GENERATED FROM MARCH TO AUGUST

16,574,293

TOTAL REACH ACROSS PRINT, ONLINE,
TV AND RADIO

BENDIGO WEEKEND STATS

9,556

TOTAL WEEKEND VISITS

379

ATTENDEES PARTICIPATED IN THE EXTENDED TALKS PROGRAM

62%

ATTENDING AN OPEN HOUSE EVENT FOR THE FIRST TIME

27

BUILDING TOURS

110

GUIDED TOURS

193

MEDIA HITS GENERATED FROM MARCH TO AUGUST
(87 MORE HITS THAN 2018)

632,948

TOTAL REACH ACROSS PRINT, ONLINE, TV AND RADIO

58,354

WEBSITE PAGEVIEWS, SEPT – OCT 2019
(23% INCREASE IN VIEWS)



Commuter Afloat, Waterfront, Melbourne Design Week – photo: Open House Melbourne

PROGRAM IMPACT STUDY

Since 2018, we have expanded our user visitor survey to assess more than just demographics and overall satisfaction. Working with University of Melbourne researchers, we now examine more detailed aspects of visitor engagement and the impact this has on community belonging and sense of place.

OUR VISITORS FIND OPEN HOUSE WEEKEND HIGHLY MEANINGFUL AND ENGAGING

To evaluate visitor satisfaction, we not only measured overall ratings of Open House and the Weekend event, but also our visitors' motivations for attending and specific experiences. Data is from 1049 responses to the post-event and 677 responses to the in-person 2019 Melbourne Weekend surveys, developed and administered by Melbourne University researchers as part of an ongoing research partnership.

ENJOYMENT

More than half of our post-event survey respondents rated their overall experience, building visits, volunteers, and building staff as excellent (and over 90% rated these either good or excellent). In-person, ratings were even more positive with over 60% rating each component of their experience as excellent.

Over 90% of respondents also agreed they enjoyed Open House (or the building they were at) "very much" and found the experience "very interesting".

ENGAGEMENT

In terms of how the event impacted our audience, 95% agreed that they learned something interesting at the event, and around 85% agreed the Weekend was thought-provoking and inspiring. Two-thirds of our respondents even agreed that the experience made them think deeply. These ratings point to a deep level of engagement and enjoyment. When we asked about their motivation for choosing a particular building or attending the Weekend, over 80% agreed it was for the pure pleasure of the experience (rather than for more practical reasons including for their personal benefit or because they felt they should).

BUILDING SPECIFIC EXPERIENCES

In-person, 97% of visitors found people to be friendly, and over three-quarters said they felt free to express their own ideas and opinions and saw their own values reflected in the experience. Again, this indicates that a large majority of our visitors find Open House Weekend highly meaningful and engaging, experiences that leave a lasting impression. Indeed, in the post-event survey, over 95% of respondents reported they would visit more buildings in their own time, would like to attend more Open House events, and want to stay informed about our future plans. Nearly all respondents (over 96%) would also: recommend Open House to a friend or family member, and suggest the Weekend for people interested in architecture and to people who want to learn more about Melbourne.

ROLE OF THE ORGANISATION

Finally, we asked six questions to gauge the extent to which our visitors see Open House the organisation as supportive of their enjoyment and engagement. Across those questions, respondents rated Open House four out of five on average. Our visitors not only deeply enjoy the Weekend, but consistently appreciate Open House's role in supporting that experience.

ADVOCATING FOR BETTER-DESIGNED CITIES BY ENCOURAGING CIVIC PARTICIPATION

Our research also aims to investigate whether positive experiences with Open House are associated with broader community impact as our visitors become more aware of and concerned with important issues that affect Melbourne. In-person we asked people whether they support a range of contemporary city policies including:

- Rapid changes to support inclusive and sustainable urban growth (66% support, 35% strongly)
- Public funding for improved design standards (76% support, 47% strongly)
- Safe and accessible public spaces (89% support, 61% strongly)

In the post-event survey we assessed a higher degree of commitment to these issues, asking how many of our audience would go as far as attending an information session about those policies. Proportions that would attend an information session on the following issues:

- Inclusive/sustainable urban growth (49%)
- Public funding for improved design standards (51%)
- Safe and accessible public spaces (58%)

Open House empowers people at the local city scale, facilitating a sense of civic pride and active citizenship.

PLACEMAKING

Our research also aims to capture the impact of the Weekend on visitors' sense of place.

Survey results continue to indicate that a large majority of our visitors find Open House Weekend not just superficially enjoyable, but deeply meaningful and engaging. Importantly, it is these deeper experiences that were associated with intentions to, for example, visit more buildings in their own time, and recommend the event to others. These intentions show a strong and lasting commitment to placemaking as visitors become more motivated to engage with their community and its built environment.

98%

**WOULD LIKE
TO ATTEND
MORE EVENTS**

97%

**WOULD
RECOMMEND
TO A FRIEND OR
FAMILY MEMBER**

RESEARCH TEAM

PROJECT COORDINATORS

Dr Ryan Perry & Prof Liliana Bove,
Faculty of Business and Economics,
University of Melbourne

COLLABORATORS

Dr Simon Laham & Dr Peter Koval,
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University of Melbourne

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Queensland University of Technology



VOLUNTEER ENGAGEMENT

**OPEN HOUSE
PROGRAMS WOULD
NOT BE POSSIBLE
WITHOUT THE
EXTRAORDINARY
COMMITMENT OF
OUR VOLUNTEERS.**

759

VOLUNTEERS RECRUITED AND SHIFTS
COMPLETED

3200+

VOLUNTEER HOURS CONTRIBUTED

18-79

AGE RANGE OF OPEN HOUSE VOLUNTEERS

82%

VOLUNTEER TO STAY INFORMED
AND LEARN MORE ABOUT THE
CITY'S ARCHITECTURE

81%

VOLUNTEER TO GIVE BACK TO AN
EVENT THEY ENJOY AS A PATRON

42%

PARTICIPATED FOR THE FIRST
TIME IN 2019

168

HAVE VOLUNTEERED FOR FIVE
OR MORE YEARS

27

HAVE VOLUNTEERED FOR TEN
OR MORE YEARS

“

**I HAVE SO MUCH FUN EVERY
YEAR, I COULDN'T IMAGINE
NOT BEING ABLE TO HELP OUT!
I LOVE BEING PART OF THE
WHOLE EVENT, I LOVE THE
VIBE OF THE CITY, I LOVE
THE EXCITEMENT THAT
ALL VISITORS HAVE.”**

— Volunteer, Open House Melbourne 2019

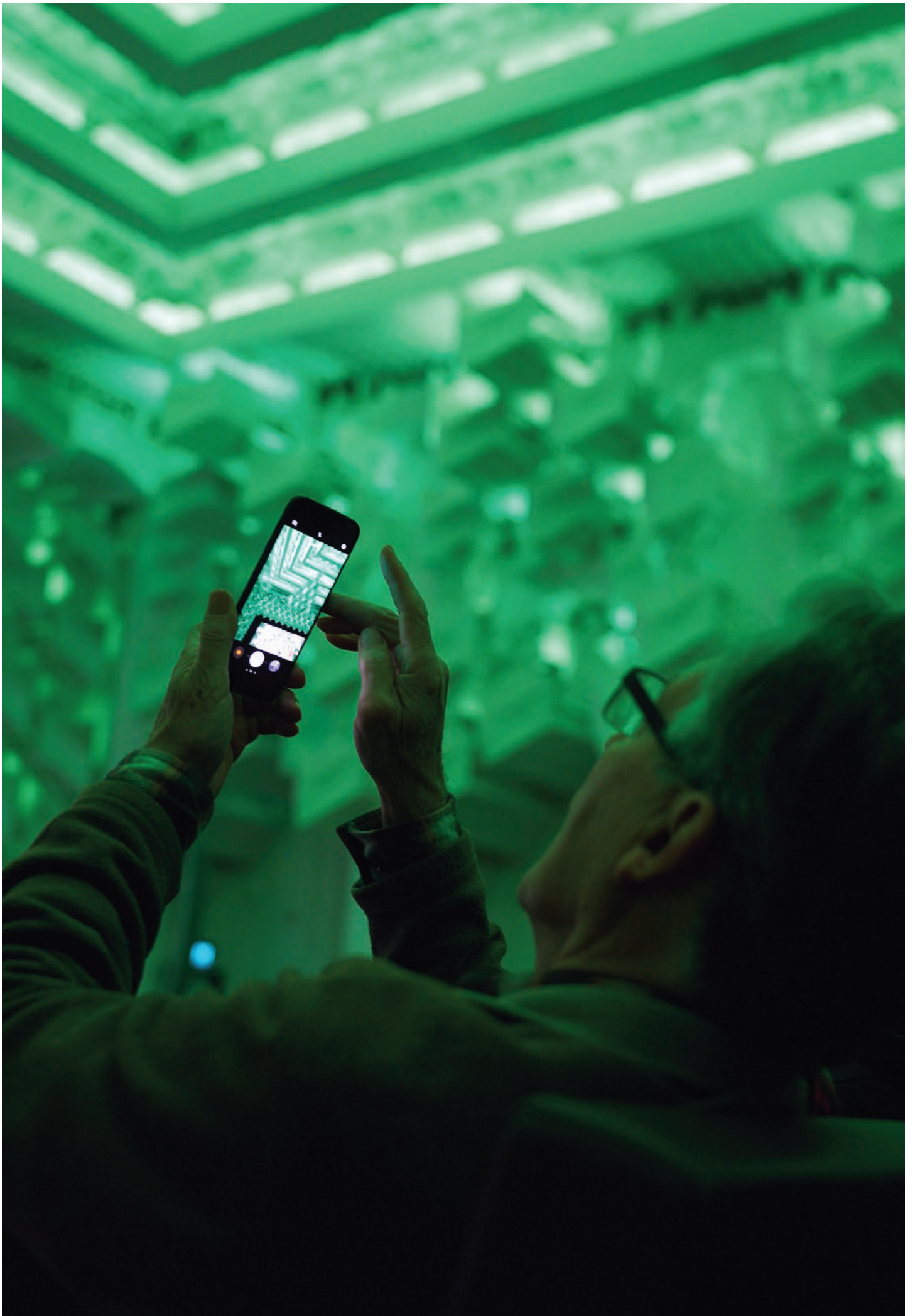
99%

**WOULD RETURN
TO VOLUNTEER
AGAIN**





Volunteer at Melbourne Town Hall Visitor Centre, photo: Nick Bebbington



The Capitol – photo: Nick Bebbington

REACH + PROFILE

Our three most powerful marketing communications activities continue to be our media campaign, managed by partners Zilla & Brook, our email database, and our website.

97,403 + 9,935

BUILDING VISITS RECORDED IN MELBOURNE AND BENDIGO RESPECTIVELY

6544

PEOPLE PARTICIPATED IN TALKS AND OTHER SPECIAL EVENTS

WEBSITE

Along with an increase in building visitation on the Weekend itself, Open House Melbourne also gained new audiences and attracted new users to our online methods of communication.

181,633

UNIQUE VISITORS HAVE ACCESSED THE WEBSITE OVER 303,510 SESSIONS (1 Jan–31 Dec 2019)

In comparison to 2018, this includes a 2.3% increase in new users to the website and a 5% increase in sessions. We also found an 11.6% increase in the average session duration. We can conclude that in 2019 we have grown our audiences to include new users who have engaged with the website for longer periods of time.

Just over 50% of users are accessing the website from a mobile device. With under 40% accessing from the desktop website, and the remaining from tablets. This is a positive indication the responsive design of the Open House website is functioning well across all platforms. Any future developments of the website must consider user experience and our audiences increasing mobile/tablet use.

The most visited pages on the website were the Melbourne Building List page, the What's On (events) page, and the Itinerary function – which continues to be a popular tool on the website, with a large part of our audience looking to plan their Weekend in advance.

SOCIAL PLATFORMS

Open House Melbourne has fostered a loyal community who continue to connect with our programming. Our database of subscribers are incredibly active and engaged. This year was one of strongest online campaigns yet, with eight e-newsletters distributed over the May–August period. The highest performing links to our website were the Melbourne Weekend teaser, building list, print program purchase, key dates and memberships news item.

The period of highest audience engagement and reach began just prior to the program launch in June, and continued to be strong through to August.

91,595

PEOPLE ON OUR EMAIL AND SOCIAL MEDIA DATABASES

MEDIA EVALUATION

Our media campaign generates high visibility for our programs, with 356 media hits and total of \$3,770,367 in PR value for the Melbourne Weekend. And for the Bendigo Weekend we experienced 193 media hits and total PR value of \$560,092.

17,207,241

TOTAL MEDIA REACH ACROSS PRINT, ONLINE, TV AND RADIO FOR MELBOURNE AND BENDIGO

APPENDIX

1. OPEN HOUSE MELBOURNE 2019 PROGRAM REPORT

bit.ly/MelbourneProgramReport2019

2. OPEN HOUSE BENDIGO 2019 PROGRAM REPORT

bit.ly/BendigoProgramReport2019

3. OPEN HOUSE WATERFRONT 2019 PROGRAM REPORT

bit.ly/WaterfrontProgramReport2019