

# ANNUAL REPORT



2021 ANNUAL REPORT

**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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This document '2021\_OHM\_Annual Report\_final' was issued Thursday, 18 November 2021.

### 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 SUPPORTS ENDEAVOURS THAT REDUCE EMISSIONS AND SHOWCASE THE CRITICAL ROLE GOOD DESIGN HAS 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

The Open House Melbourne program is expanding to produce a progressive series of physical and digital events and programs throughout the year that build upon the popularity of Open House and are designed to broaden the groundswell of interest in critical issues of our built environment.



Above: Slipway Salon Talks Program – *Waterfront* in East Gippsland, Melbourne Design Week 2021, photo: Keelan O’Hehir

# MESSAGE FROM THE PRESIDENT

Open House Melbourne responded to the challenges of 2021 with assurance borne from experience and preparation, delivering a rich annual program of both physical and digital events.

Working with our partners and supporters, the team offered programs throughout 2021 including *Waterfront* for Melbourne Design Week, *This Is Public* speaker summit, the OHM July Weekend and *Design After Fire* online presentation. Other events developed by OHM during 2021 that will launch in 2022 include the Open House Worldwide Festival and a new episode of *Modern Melbourne*.

Building on our groundbreaking digital programming in 2020, OHM delivered another virtual Open House Weekend in 2021. This year’s program – *Reconnect: OHM July 2021* – was originally intended as a physical/digital hybrid until a snap lockdown struck again and the team seamlessly pivoted to a fully online event.

*Reconnect: OHM July 2021* offered over 100 digital programs, including 48 virtual tours, 24 online events and 20 film presentations. It was successful and accessible for all.

Over the campaign period, the program had 258,348 online visits comprising unique website page views, virtual tour views, live event attendance and video content views. This visitation number is double the 2019 in-person attendance (101,448). This shows the power of online events – not just for lock down – but for reaching our audience wherever they may be.

Thank you to our loyal program sponsors, precinct and practice partners, volunteers and supporters and, most of all, our audience. Your ongoing commitment is amazing. We can’t wait to share stories of the city and state we love when we see you in person.

Thank you to the OHM team led by Fleur Watson, Helen Sweatman and Brianna Carroll – a fantastic team that has gone above and beyond in a challenging year.

Thank you to the Board for generously committing your time and energy. You bring great skill to this organisation. Special thanks to departing board members Alison Cleary, Quan Payne and Shelley Penn. Your talents and passion for OHM will be greatly missed.

It has been a great privilege to be on this journey with Open House during 2021. As Melbourne opens up, we look forward to welcoming you back both in-person and digitally to a bigger and brighter OHM program in 2022.

**SHAUN NEWING**  
President

Above: Shaun Newing, photo: Nick Bebbington



“

**THANK YOU TO OUR LOYAL PROGRAM SPONSORS, PRECINCT AND PRACTICE PARTNERS, VOLUNTEERS AND SUPPORTERS AND, MOST OF ALL, OUR AUDIENCE.”**



## REFLECTIONS ON RECONNECT 2021

As the year draws to a close, it is uplifting to witness our city emerge from extended isolation and restrictions with renewed energy and optimism. As we reflect on our experience of the COVID-19 pandemic, we are discovering new priorities for designing our cities, spaces and landscapes and the critical role that the built environment plays in our community's collective wellbeing.

Certainly, 2021 proved another challenging year for public events and programs due to lockdowns and restrictions; however, the Open House Melbourne (OHM) team quickly adapted and delivered a diverse range of programs, talks, tours and workshops in our new 'hybrid' world.

As part of Melbourne Design Week, OHM opened the year with *Waterfront* – a program curated to explore, inspire, challenge and reveal new ways of considering our collective relationship with Victorian waterways. The 2021 program was the largest to date, with over 30 events hosted and offered across the city and in regional locations. Over 10 days, participants were invited to kayak, boat, float, tour, walk and share experiences of living and working with water; and for the first time regional Victoria provided 50% of the program, with a focus on East Gippsland and the beautiful Gippsland Lakes.

The theme that framed the curatorial approach for the 15th Open House July Weekend responded to our collective desire to 'reconnect' with our city and reimagine our future together as Victorians continued to experience lockdowns and isolation. *Reconnect: OHM 2021* was designed as a hybrid program of curated, ticketed and COVIDSafe physical events, plus online events and VR tours that increased capacity and inclusivity for those unable to access physical programming.

As Victoria was plunged back into another snap lockdown and ongoing restrictions, the OHM team implemented its well-prepared contingency plan, rapidly switching to a fully online program including real-time online events, talks and tours, as well as self-directed VR tours and programs.

As a result, *Reconnect: OHM July 2021* presented an unrivalled and extensive program of over 100 free, live and interactive and on-demand digital content. This fully online event deeply engaged our audience with over 250,000 online visits, effectively doubling the 2019 attendance numbers – a result that reflects the Open House spirit and movement.

Digital programming increases inclusivity and access to parts of our program such as walks, tours and talks to audiences who otherwise are not able to engage with the event. For example, our July Weekend 'speaker summit' *This Is Public* was initially limited to a total of 400 in-person attendees but its online live

“

...WE ARE DISCOVERING NEW PRIORITIES FOR DESIGNING OUR CITIES, SPACES AND LANDSCAPES AND THE CRITICAL ROLE THAT THE BUILT ENVIRONMENT PLAYS IN OUR COMMUNITY'S COLLECTIVE WELLBEING.”

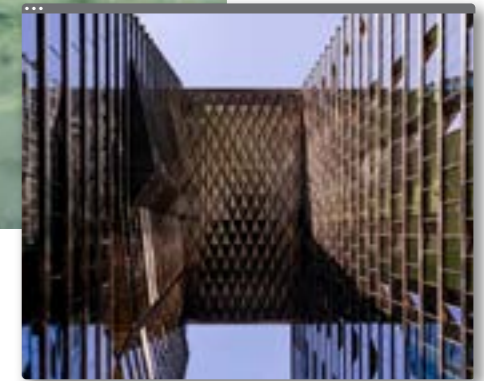


format enjoyed nearly 2000 unique online views. These learnings continue to underpin our approach to the future and inform our aspirations for OHM's hybrid programming for 2022 and beyond.

Along with *Waterfront* and *Reconnect* OHM presented a series of keynote events and programs designed to support and keep our audience engaged with the big issues facing our city, suburbs and regions.

*Designing with Country* is the first in a series of ongoing public conversations exploring what Melbourne might look like in the future when design is embraced as an act of reconciliation. Presented at The Capitol and curated by Architecture & Urban Design's Reconciliation Ngulu team at RMIT University, the conversation was both in-person and live-streamed and hosted by ABC's Jonathan Green, with N'Arwee't Dr Carolyn Briggs AM, Beau de Belle (emerging Indigenous architect), and Dr Christine Phillips and Jock Gilbert (non-indigenous design academics).

To close the year, Open House Melbourne presented the online program *Design After Fire* reflecting on the devastating fire of 1991 that badly damaged this much-loved building. Moderated by Open House Melbourne Board member and architect Stuart Harrison and presented in partnership with the City of Port Phillip, the event included an address by Ian McDougall of ARM



Architecture on ARM's post-fire design for the building, and a Q+A discussion exploring the Town Hall as a site of cultural, social and architectural memory.

In 2021, the Board and team continued to unfold strategic objectives for the expanded year-long program that includes the flagship Open House Melbourne Weekend at its heart. In this respect, the program continues to be an evolution rather than a revolution of OHM's mission and aspirations.

A heartfelt thank you to the OHM community – each has been instrumental to our resilience this year: the Management Committee, Building Council, Volunteer Council, Association Members, our much-valued Practice and Precinct Partners, Media Partners, Donors and Supporters and over 400 passionate volunteers. A special mention to Efront, Studio Payne, PHORIA and Unknown Vision, whose expertise and support produced a rewarding all-digital program.

Thank you to Jessica Copas, Virginia Maxwell and Sarah Neville for their valuable contributions to the organisation in 2021.

Finally, my sincere and warm thanks to Brianna Carroll, Helen Sweatman and Adelina Onicas for their unwavering commitment, passion for public programming and professionalism throughout the year.

**FLEUR WATSON**

Executive Director | Chief Curator

# OUR PEOPLE

## OPEN HOUSE TEAM

### Fleur Watson

Executive Director | Chief Curator  
1EFT 2021 – continuing in 2022

### Brianna Carroll

Program and Communications Manager  
1EFT 2021 – continuing in 2022

### Virginia Maxwell

Business and Operations Manager  
1EFT January 2021 – April 2021

### Helen Sweatman

Business and Operations Manager  
1EFT May 2021 – continuing in 2022

### Adelina Onicas

Social Media and Program Administrator  
0.5EFT March 2020 – October 2021

### Sarah Neville

Operations Coordinator  
0.5EFT January 2021 – April 2021

The core team was supported by contractor **Jessica Copas** – as acting Operation Coordinator for the Open House Melbourne Weekend.

## 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  
Stephanie Bateman

A special thank you to Anna Sullivan and Neil Harkness for continuing as Council Chairs during 2021.

## MANAGEMENT COMMITTEE

### Shaun Newing

Managing Director, Planum Partners  
Founding Board Member  
President

### Von Slater

Head of Development, Lifestyle  
Communities  
Secretary

### Shelley Penn

Architect  
Vice President

### Matthew Bowen

Director, Syracuse  
Treasurer

### Jeremy King

Partner, Pinsent Masons  
Board Member

### Quan Payne

Director, Studio Payne  
Board Member

### Emma Telfer

Director, Assemble  
Board Member

### Stuart Harrison

Architect  
Board Member

## OUR AMBASSADOR

Peter Maddison

## OUR PATRON

Daniel Dorall

## OUR VOLUNTEERS

Our organisation relies on the incredible goodwill of the people of Victoria. Although our 'pink army' made only a brief physical appearance during Waterfront, Open House still benefited greatly from their support and engagement throughout the remainder of the year.

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

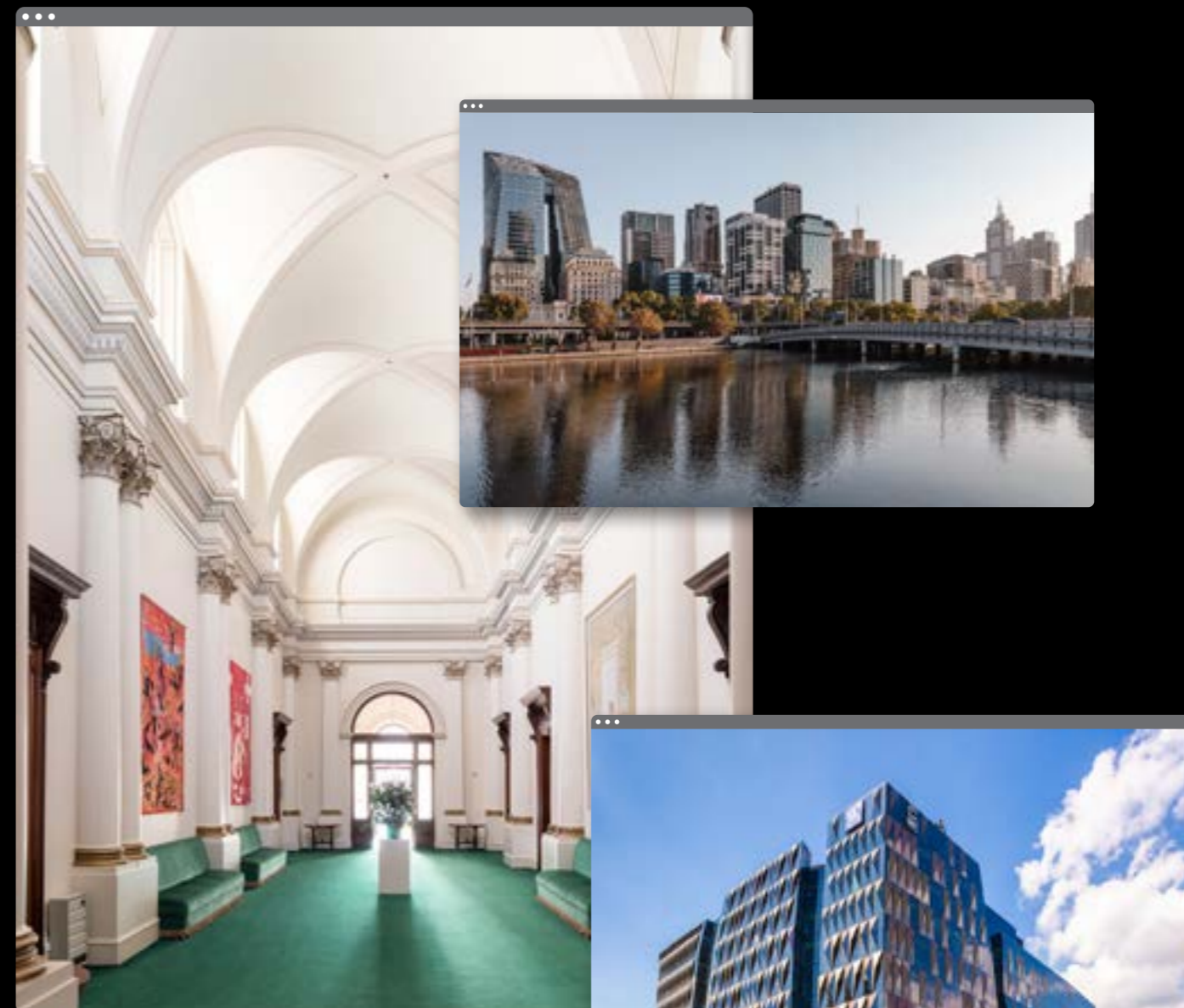
We are so very grateful for your support and we hope to continue to work with you over the many years to come – thank you.

## ASSOCIATION MEMBERS

### Alison Cleary

Amy Muir  
Ben Morgan  
Charles Tremlett  
Damian Butler  
Damian Sabatini  
Danielle Johnston  
Emma Appleton  
Hugh Falcon  
Jacqueline Di Blasi  
Jim Gardiner  
John Petitt  
Kim Irons  
Leo Martin  
Lynne Pepper  
Marcia Harkins  
Margot Willumsen  
Mark Davis  
Mary Dougherty  
Nathan Milesi  
Nic Culnane  
Nick Rouse  
Patrick Rundle  
Paul Borella  
Rohan Trollope  
Sally Dobell  
Simon Johnson  
Sophie Newing  
Steven Neave  
Tim Leslie  
Victoria Bennett

Additionally, all current members of the Building Council and Volunteer Council serve as Association Members.



# MANAGEMENT COMMITTEE GOVERNANCE

## INTRODUCTION

This year saw the Management Committee shift back to monthly meetings with more stability around the team and management, and COVID being the new normal. At the monthly meetings, the Committee discussed the overall strategy and growth of the organisation, with a particular focus around financial stability in the challenging times of Covid-19.

## OUR PEOPLE

We have been so pleased with the stability that having Fleur in the role of Executive Director has brought to the organisation. The successful delivery of another digital event due to the last-minute lockdown, was testament to detailed contingency planning by the management team.

Alison Cleary stepped down from the board and Von Slater took on the role of Secretary as agreed by the Board. We thank Alison for her time on both the Board and, additionally, operationally in the organisation last year playing a critical role in delivering our first ever digital event.

We also thank Virginia Maxell, Sarah Neville and Adelina Onicas all who contributed greatly to the organisation in a very challenging year in a variety of part-time and contract roles. We wish Addie, Sarah and Virginia the very best with the next steps in their careers and as much valued and ongoing Open House Melbourne supporters.

We welcome Helen Sweatman to the role of Business and Operations Manager. In a short time, Helen has contributed greatly to the organisation and brings excellent business and management skills to support the Executive Director in what has been another challenging year.

Thank you to Brianna Carroll – Program and Communications Manager – for her ongoing passion and commitment to the organisation and her dedication to public programming in the face of ongoing lockdowns and restrictions.

Our wholehearted thanks to our Building Council, Volunteer Council and volunteers who remain passionate and dedicated to the Open House movement and our ongoing work here in Melbourne.

## STRATEGIC PLANNING WORKSHOP

On 11 November, the OHM Management Committee and core team undertook a half-day strategy planning workshop facilitated by Greenshoot Consulting.

The purpose of the facilitated workshop was to bring the Management Committee, Executive Director and team together in a targeted and high-level ‘think tank’ session to formulate a strategic plan for OHM through the next three years from 2022—2024.

## RULES OF ASSOCIATION

The board identified some errors in the drafting of the updated association rules (voted in at the AGM in 2018) in relation to item 25.4 Casual Vacancy. These have been redrafted and will be tabled for adoption at the AGM.

## SUB-COMMITTEE / ADVISORY GROUPS

The last 12 months saw the establishment of three sub-committees and one advisory group to target specific focus areas and provide advice to the management team. Each sub-committee meets bi-annually and may increase to quarterly as required. See below summary of each committee:

### FUND RAISING AND PHILANTHROPY

Chair: Emma Telfer

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

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

The sub-committee met twice in 2021 (April and November) and agreed to appoint Patrick Rundle as its first external member with other candidates to be appointed in early 2022.

### RISK & FINANCE

Chair: Von Slater

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.

During the period, a detailed organisational risk matrix was established for management team implementation. A further meeting is scheduled to review and endorse the annual financials and auditors sign-off.

### PROGRAM ADVISORY GROUP

Co-Chairs: Shelley Penn / Fleur Watson

The purpose of this advisory group is to identify programming opportunities, offer feedback and advice on programming submissions and partnerships.

Importantly, the Program Advisory Group will be a ‘connector and advocate’ to secure funding support in relation to operational and programming growth for Open House Melbourne.

The group met twice in 2021 (April and November) and appointed architect Amy Muir as its first external member with others to be appointed in early 2022.

## MANAGEMENT COMMITTEE MEETING ATTENDANCE 2021

MEETING DATE	SHAUN NEWING PRESIDENT	VON SLATER SECRETARY	SHELLEY PENN VICE PRESIDENT	MATT BOWEN TREASURER	JEREMY KING MEMBER	QUAN PAYNE MEMBER	EMMA TELFER MEMBER
25 . 02 . 2021	Y	Y	Y	Y	Y	Y	Y
24 . 03 . 2021	Y	Y	Y	Y	Y	N	Y
29 . 04 . 2021	Y	Y	Y	Y	Y	Y	Y
01 . 06 . 2021	N	Y	Y	Y	Y	Y	Y
17 . 08 . 2021	Y	Y	Y	Y	N	Y	Y
28 . 09 . 2021	N	Y	Y	Y	Y	Y	Y
26 . 10 . 2021	Y	Y	Y	Y	N	Y	Y



Above: Living Shorelines – Waterfront, Melbourne Design Week 2021, photo: Tobias Titz



**I REALLY ENJOYED IT. THANK YOU TO THE TEAM FOR PIVOTING SO QUICKLY TO AN ONLINE SPACE – I LEARNT, UNLEARNT AND WAS ABLE TO EASILY SHARE MY EXPERIENCE WITH OTHERS AFTERWARDS. LOOKING FORWARD TO THE NEXT EVENT!**

**I'M INSPIRED TO DO MORE NEXT YEAR AND MAKE TIME TO LOOK THROUGH MORE BUILDINGS. I REALLY LOVED THE VIRTUAL TOURS – SUCH A GREAT BREAK OUT OF THE MONOTONY OF LOCKDOWN. THANK YOU.**

**I THOROUGHLY ENJOYED MY DIGITAL EXPERIENCE, AND FOUND THE PROGRAM VARIED AND EXCELLENT.**

**I LOVED THE OPPORTUNITY TO EXPLORE MELBOURNE THIS WAY. IN-PERSON EVENTS ARE NOT ALWAYS ACCESSIBLE TO ME, HOWEVER, I FEEL MORE MOTIVATED TO ATTEND IN-PERSON IN THE FUTURE.**

**I LOVED BEING ABLE TO TAKE VR TOURS THROUGH MANY BUILDINGS I WOULD NOT NORMALLY GET TO SEE AND TO LEARN ABOUT THEIR HISTORY.**

**THIS [DIGITAL PROGRAM] WAS SO IMPORTANT TO HAVE DURING COVID WITH ALL OUR RESTRICTIONS.**

## PARTNERS AND FINANCE

### MAJOR MELBOURNE PARTNERS

City of Melbourne  
Efront

### MAJOR PROGRAM PARTNERS

National Gallery Victoria  
Creative Victoria  
City of Bendigo (postponed to 2022)

### DIGITAL PARTNERS

Studio Payne  
Unknown Vision  
PHORIA

### SPONSORS

Heritage Council of Victoria  
DELWP  
OVGA

### MAJOR PRECINCT PARTNERS

City of Port Phillip  
Melbourne Connect | University of Melbourne

### PRECINCT PARTNERS

City of Boroondara  
City of Hobson Bay  
City of Maribyrnong  
City of Stonnington

### MAJOR PRACTICE PARTNERS

Best  
Cox  
Lovell Chen

### PRACTICE PARTNERS

Architectus  
Bates Smart  
Denton Corker Marshall  
Fender Katsalidis  
GJM Heritage  
Grimshaw  
Modscape  
NH Architecture  
Urbis

### PROGRAM PARTNERS

MPavilion (Naomi Milgrom Foundation)  
RMIT University  
The Capitol

### PROGRAM COLLABORATORS

ArchiTeam  
Jane's Walk (Port Places)  
Koorie Heritage Trust

### MEDIA PARTNER

Assemble Papers  
Zilla & Brook

### SUPPORTERS

Australian Institute of Architects  
Committee for Melbourne  
Corrs Chambers Westgarth  
Ellikon  
National Trust of Australia (Victoria)  
Open House Worldwide  
Pinset Masons  
Safety in Numbers  
Syracuse

### FINANCE

Revenue in 2021 is recorded as \$485,699 an increase of \$97,641 compared to 2020 (\$388,058) and profit of \$10,393.

The government's economic support packages contributed a total of \$96,317 (compared to \$128,587 in 2020)

2021 saw a significant increase in government funding programs and corporate support remained steady.

Other funding streams remain relatively unchanged from previous years.

### FUNDING MIX – 2020 VS 2021

Government Program Funding  
2020: 57%  
2021: 63%

Corporate Sponsorship  
2020: 38%  
2021: 33%

Event Revenue  
2020: 2%  
2021: 2%

Program Sales  
2020: 0%  
2021: 0%

Membership  
2020: 1%  
2021: 1%

Donations  
2020: 1%  
2021: 1%

# PROGRAM REVIEW

## WATERFRONT – MELBOURNE DESIGN WEEK

26 March – 5 April 2021

34 EVENTS  
2500+ ATTENDEES

For Melbourne Design Week 2021, OHM presented its third iteration of *Waterfront* – a large-scale public program curated to explore, inspire, challenge and reveal new ways of considering our collective relationship with Victorian waterways.

Working closely with a vast and highly valued range of partners and producers, the 2021 *Waterfront* program was the largest to date, with over 30 events being hosted and offered across the city and in regional locations. Over 10 days, participants were invited to kayak, boat, float, tour, walk, talk and share experiences of living and working with our waterways.

Together with key partners such as the Birrarung Council, Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Fed Square, we hosted a multi-part series including a workshop, film screening, panel discussion and boat tour exploring bi-cultural design approaches for the Great Birrarung Parkland – a vision for the river as one great living entity. Our audience was invited to board a boat and take part in an interactive workshop concerning the invasive impact of sea urchins on our bays, presented by food researchers Long Prawn with designer, researcher and scuba-diving instructor Pirjo Haikola.

For the first time *Waterfront* offered over 50% of the program in regional Victoria with a focus on East Gippsland, particularly the Gippsland Lakes. Here, we worked closely with the East Gippsland Shire Council, GLaWAC (Gunaikurnai Land and Waters Aboriginal Corporation) and regional arts collective the School of unTourism to develop a range of diverse experiences such as kayak tours with a floating orchestra, to a sustainable seaweed dinner, a boat tour of the original Lakes Entrance, a design-focused radio show hosted by ABC Gippsland, and a series of talks on design and creative entrepreneurship.

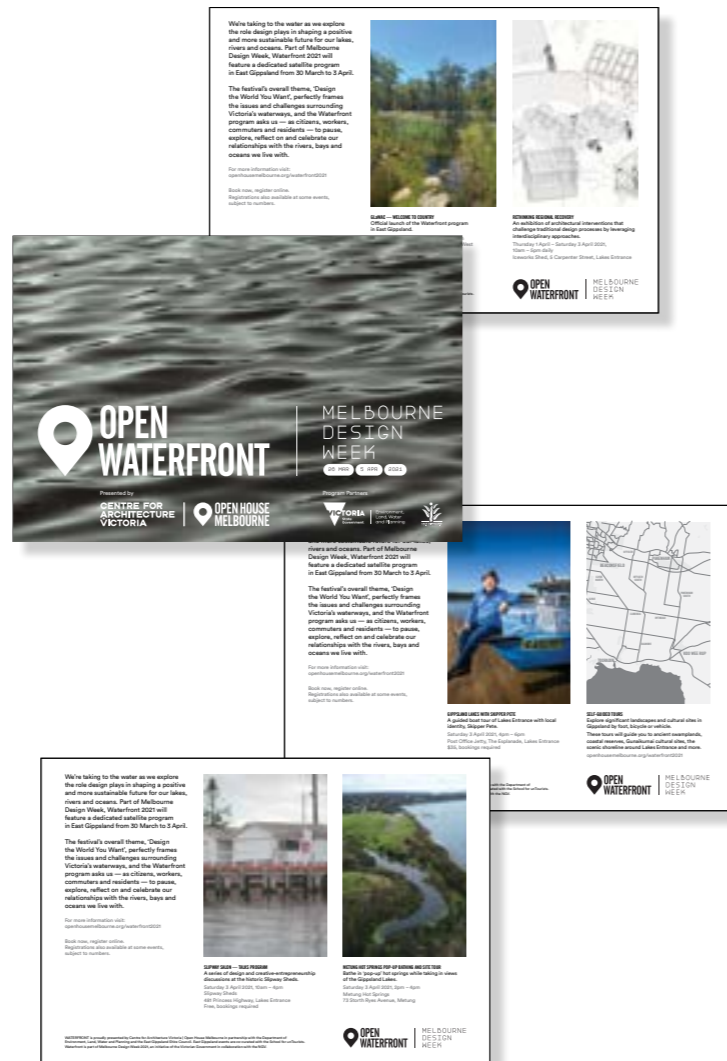
In what now seems like a dream, the *Waterfront* program safely went ahead in March 2021 with limited capacities and density restrictions but no cancellations due to COVID-19. A series of events in collaboration with GLaWAC was unfortunately postponed due to Sorry Business and we hope to reschedule these events in future.

Many of the tours, workshops and events had an educative, hands-on or participatory focus – designed to embrace and respond to the opportunities and challenges that lie before us and advocate for good design's role in supporting a healthy, sustainable and inclusive future for our waterways.

In comparison with *Waterfront* 2019, there was a 43% increase in website page views and a 57% increase in the average number of pages viewed during a session. The campaign generated 32 media hits across print, radio and online coverage – a total PR value of \$315,012 and a reach of 772,880 people.

*Waterfront* would not have been possible without the generous support of the National Gallery of Victoria (NGV), Creative Victoria, the Department of Environment, Land, Water and Planning (DELWP) and the East Gippsland Shire Council.

*Waterfront* was presented by Open House Melbourne as part of Melbourne Design Week – an initiative of the Victorian Government in collaboration with the NGV.



Above: A6 printed postcards – *Waterfront in Gippsland*, Melbourne Design Week 2021, graphic design: Studio Payne  
Left: Breaking Down the Urchin – *Waterfront*, Melbourne Design Week 2021, photo: Tobias Titz



**THIS IS PUBLIC**

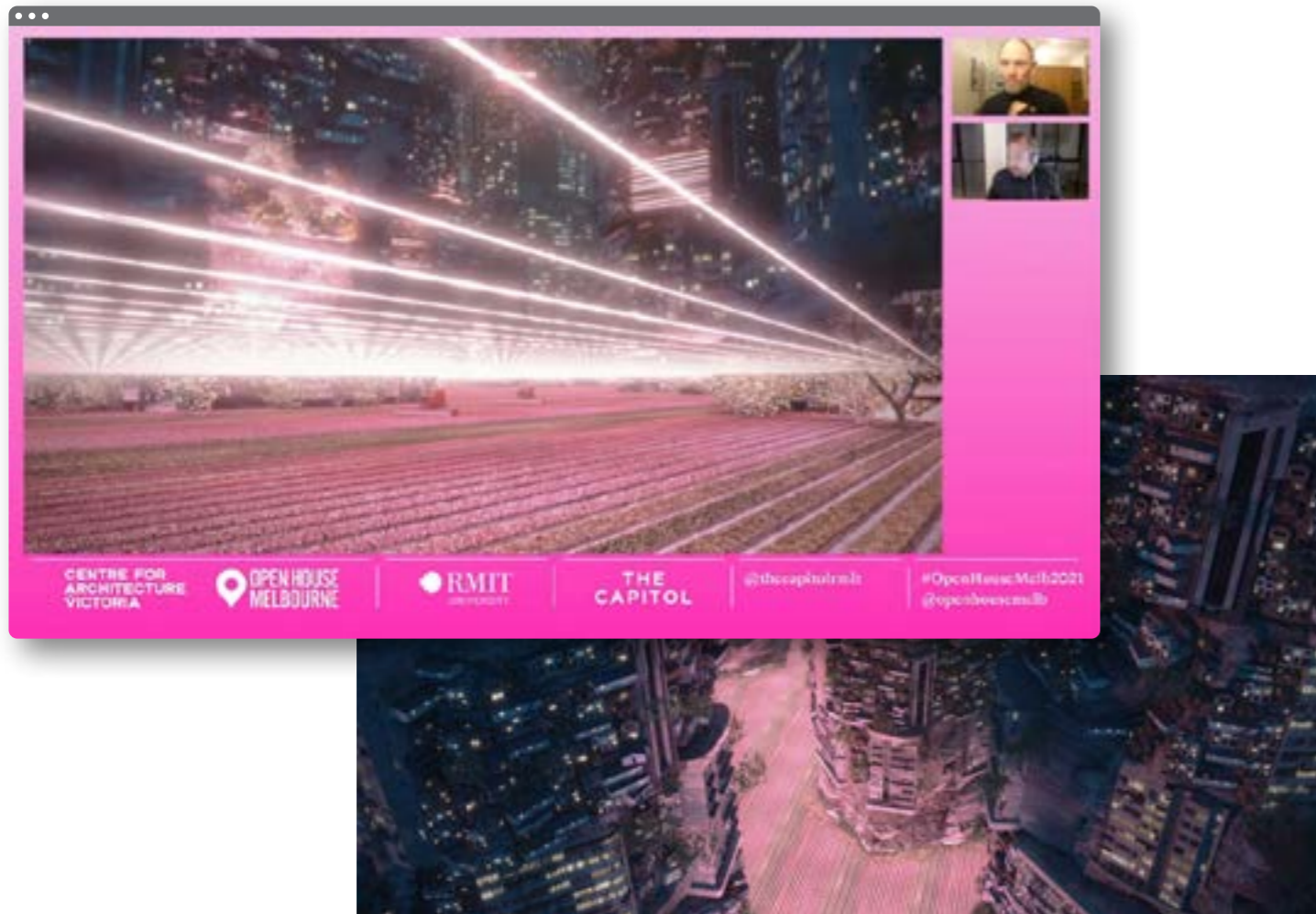
23 July 2021

216 PREMIERE VIEWS  
2064 TOTAL VIEWS

*This is Public* formed the opening event for *Reconnect: OHM July 2021* and was presented entirely online. The speaker summit featured presentations on the theme of 'reconnect' by leading architects, designers and creative practitioners, who explored new and paradigm-shifting ideas for designing and adapting our buildings, infrastructure and systems towards a better future for our city and our communities.

Speakers included Jill Garner, Victorian Government Architect who spoke about 'designing policy for people'; Nicole Kalms of Monash University's XYX Lab presented the collaborative project 'Your Ground: Towards a Safer and More Accessible City'; Liam Young and Ewan McEoin in conversation on the theme of 'provocative urbanism'; Justine Della Riva, CEO of the Victorian Pride Centre, in conversation with architect James Brearley; and Beau de Belle, Christine Phillips and Jock Gilbert on the topic of 'Designing with Country'.

The July 2021 edition of *This is Public* was supported by The Capitol, RMIT School of Architecture & Urban Design, Naomi Milgrom Foundation / Living Cities Forum and Assemble Papers.



**RECONNECT: OPEN HOUSE MELBOURNE 2021**

24 + 25 July 2021

100+ ONLINE PROGRAMS  
258,348 VIEWS

Over 150 buildings and events were poised to open their doors to in-person attendees during the 2021 Open House Melbourne July Weekend. Ten days out from the opening of the program, a snap-lockdown for metropolitan Melbourne prompted OHM and its collaborators to change the festival format, which had been planned as a 'hybrid' of online and in-person experiences, and implement a comprehensive contingency plan. What emerged from this 10-day turnaround was a wholly digital program that showcased over 100 buildings, online events, exhibitions, virtual tours and films.

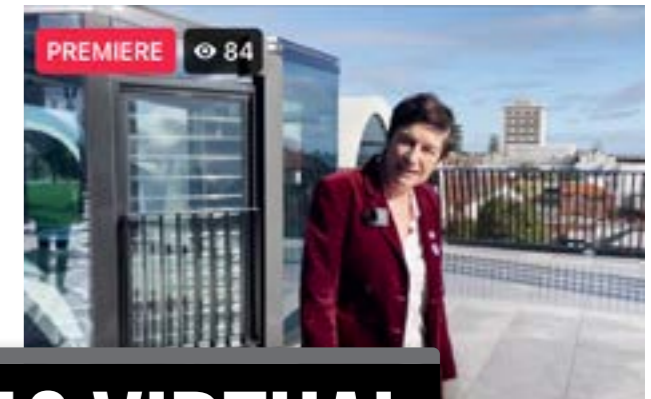
The 2021 digital OHM program offered over 100 digital programs, including 48 virtual tours, 24 online events and 20 film presentations. Over the course of the 2021 campaign period, the digital program experienced more than 258,348 online visits. Comprising OHM website unique page views, virtual tour views, live event attendance and all video content views, this visitation number is more than double the in-person attendance in 2019 (101,448). These figures demonstrate the reach, popularity and contribution to the community of a fully online event in times of lockdown and restrictions due to COVID-19.

The 2020 digital program had placed emphasis on virtual tour exploration. With a vast number of tours now available in the OHM virtual tour archive, this year's digital offering engaged audiences in live talks and discussions with built environment experts over the course of the OHM Weekend. In response to these live talks, new audience favourites emerged during the 2021 digital program, with Collins Arch, Carrum Station and Melbourne Quakers Centre topping the 'most loved' list.

The program was only achievable due to the unwavering support of our long-term program and precinct partners, funding partners, supporters and the City of Melbourne – our sincere thanks to you all for supporting our ambitions and commitment. As a result of this collective effort, *Reconnect: Open House Melbourne 2021* presented an unrivalled and extensive program of free, live, interactive and on-demand digital content for everyone to enjoy. A result that is truly reflective of the Open House spirit and movement.

**24 ONLINE  
EVENTS &  
EXHIBITIONS**

**100+  
DIGITAL  
PROGRAMS**



**48 VIRTUAL  
TOURS**

**20 FILM  
PRESENTATIONS**





**KOORIE HERITAGE TRUST x OPEN HOUSE MELBOURNE MAP**

The Kulin Melbourne: Sites of Indigenous Significance map (below) was first developed in 2017 as a starting point to recognise just some of the many sites of significance found across Kulin Melbourne.

The highlighted locations mark intangible cultural heritage, contemporary Indigenous architecture and design, local Aboriginal organisations and important historic and political sites. The sites have been selected by Jefa Greenaway, and the map designed by Letoya Muraru.

A continuing partnership between Open House Melbourne and the Koorie Heritage Trust, the map was made downloadable online for the 2021 OHM program.

The reverse of the folding map (left) includes the OHM program highlights and the locations of buildings which featured in the 2021 program. As with all past OHM print programs and maps, the 2021 map is a valued and collectable item, serving a purpose beyond the 2021 July program.



**KULIN MELBOURNE SITES OF INDIGENOUS SIGNIFICANCE**

This map was first developed in 2017 and was intended as a starting point to recognise just some of the many sites of Indigenous significance found across Kulin Melbourne, and to provide a resource for the public to learn more about the history, culture and contemporary life of the Kulin Nation.

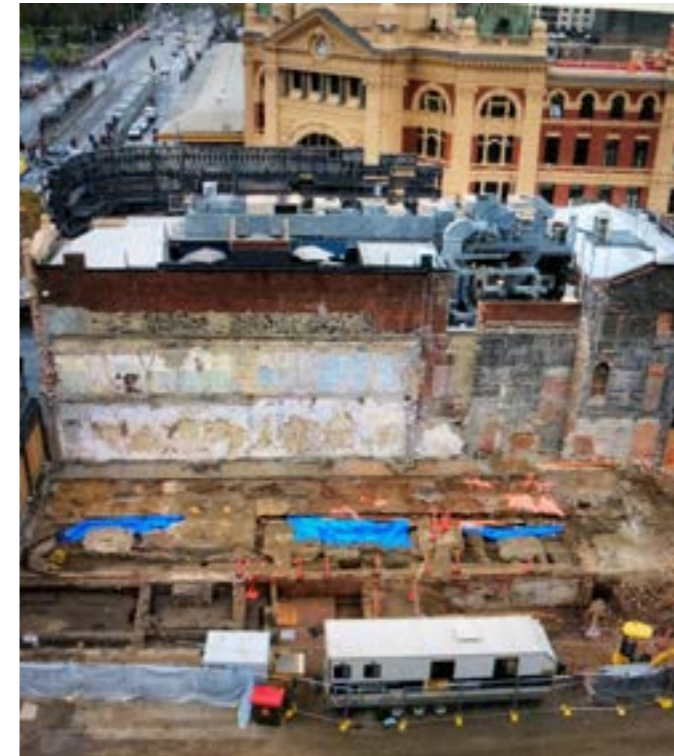
The map has been developed in a continuing partnership between Open House Melbourne, the Koorie Heritage Trust, and Indigenous Architecture and Design Victoria. The sites have been selected by Jefa Greenaway, and the map designed by Letoya Muraru. We acknowledge the Traditional Custodians of the land that this map represents, the people of the Kulin Nation, and pay our respects to their Elders, past, present and future. This map also represents the ongoing commitment of our Indigenous communities to their land and sites that existed before invasion and continue today.

**16th October 2021**  
**17th October 2021**  
**18th October 2021**  
**19th October 2021**  
**20th October 2021**  
**21st October 2021**  
**22nd October 2021**  
**23rd October 2021**  
**24th October 2021**  
**25th October 2021**

**2021 HERITAGE ADDRESS – SECRETS OF THE CITY**

27 July 2021

160 PREMIERE VIEWS  
1418 TOTAL VIEWS



The Heritage Address is presented by the Heritage Council of Victoria during the Open House Melbourne July program. The talk has been presented on an annual basis since 2009 and has been given by prominent individuals about significant heritage topic.

This year's online event presented new discoveries from some of the city's recent archaeological investigations. For the first time, discoveries from the Melbourne Metro dig were revealed that enhance the city's reputation as one of the world's best examples of a 19th century archaeological site.

Archaeologist and Heritage Council member Meg Goulding, and Jeremy Smith, Heritage Victoria's Principal Archaeologist, presented the 2021 Address – Secrets of the City. It was the second year the event took on a digital format and has since gained 400+ more views than the 2020 Heritage Address.

**OPEN HOUSE BENDIGO**

23 + 24 October 2021 – Postponed to 2022

Due to the continued restrictions across metropolitan Melbourne and regional Victoria, the 2021 Open House Bendigo program was postponed. The full program of tours, workshops and events was originally due to take place on 23 + 24 October 2021. Instead, Open House will deliver a full-scale and inclusive program next year for all Victorians to enjoy. With many exciting ideas in motion, the decision to delay the program and opt for an in-person experience allows for a bigger and brighter Open House Bendigo in 2022.

**DESIGNING WITH COUNTRY**

23 November 2021  
The Capitol – RMIT



This public conversation is the first in a series presented by RMIT Architecture & Urban Design's Reconciliation Ngulu team. The discussion will continue throughout 2022 and will be further presented by a range of designers.

Originally scheduled to take place for the Open House Melbourne July program, Designing with Country was eventually able to take place (post-lockdown) in November as an 'in-person' public event at The Capitol – RMIT University. The discussion explored what Melbourne might look like in the future when design is embraced as an act of reconciliation. Hosted by the ABC's Jonathan Green who will be joined in conversation by N'Arwee't Dr Carolyn Briggs AM, Beau de Belle (emerging Indigenous architect), Dr Christine Phillips and Jock Gilbert (non-indigenous design academics).

**DESIGN AFTER FIRE**

9 December 2021  
Online via [www.openhousemelbourne.org](http://www.openhousemelbourne.org)



Presented by the City of Port Phillip, the online presentation and live Q&A reflects on the devastating fire of 1991 in which this much-loved building was badly damaged and significant artworks were lost. Moderated by Stuart Harrison, the event includes an address by Ian McDougall of ARM Architecture reflecting on ARM's design for the building's post-fire, and the town as a site of cultural, social and architectural memory and connection to place.

# 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.

## 260,850+

PEOPLE ATTENDED OR VIEWED OUR PROGRAMS

### 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.

## 86,575

UNIQUE VISITORS HAVE ACCESSED THE WEBSITE OVER 129,849 SESSIONS (1 Jan—22 Nov 2021)

### SOCIAL PLATFORMS

OHM 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 34%.

Our social platforms have maintained steady growth in subscribers and followers, indicating a sustained interest in the new type of digital programming we offered. The greatest increases in engagement rates and impressions came from our Instagram and Facebook activities.

## 101,113

PEOPLE ON OUR EMAIL AND SOCIAL MEDIA DATABASES

### MEDIA EVALUATION

Our media campaign generated high visibility for our programs, with 154 media hits and total of \$3,227,273 in PR value for the Waterfront and Open House Melbourne July programs.

## 5,064,278

TOTAL MEDIA REACH ACROSS PRINT, ONLINE, TV AND RADIO

### PROFILE RAISING

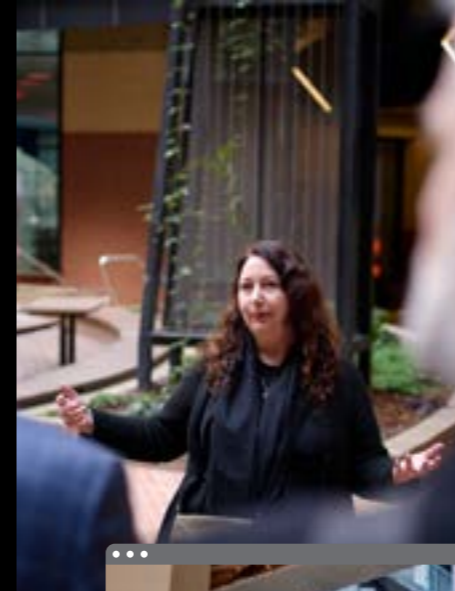
Increasing the profile of the OHM leadership team is critical in realising our ambition as a leading public-facing architecture organisation. Below is a selection of interviews and media opportunities undertaken by Fleur Watson on behalf of the organisation throughout 2021.

#### WATERFRONT

- ABC Radio Statewide and Melbourne Broadcast, interview with Fleur Watson on *ABC Evenings* with David Astle
- Gippsland Gold, *Morning Rush* with Sean and Kate
- ABC Radio Outside Broadcast State-wide (excluding Melbourne Metro)
- Slipway Salon Talks program with Cr Mendy Urie, Mayor of East Gippsland Shire Council

#### RECONNECT: OPEN HOUSE JULY WEEKEND

- OHM 2021 Program Launch at Melbourne Connect
- Interview with Ray Edgar for *The Saturday Age*
- Moderation for *This is Public* – OHM Opening Celebration
- ABC Radio Melbourne and State-wide Broadcast, *Afternoons* with Matt Preston
- Vision Australia Radio, *Behind the Scenes* with Chris Thompson
- JOY FM, *Sunday Arts* with David Hunt
- JOY FM, *Drive* with Dee and Warren
- Assemble Papers interview 'Public Moments' with Sophie Rzepecky
- Judge, *Architeams Awards, 2021* – Cultural, public and residential categories



Top right: pictured, L-R: Wurundjeri Woi Wurrung Elder Margaret Gardiner, Reuben Berg and Erin O'Donnell at Envisioning the Great Birrarung Parkland – Waterfront, Melbourne Design Week 2021, photo: Tobias Titz. Additional event documentation, Open House Melbourne 2021, photos: openhousemelbourne.org

# APPENDIX

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## 1. WATERFRONT MELBOURNE DESIGN WEEK 2021 – EVENT REPORT

[\[Click to download\]](#)

## 2. RECONNECT: OPEN HOUSE MELBOURNE 2021 – EVENT REPORT

[\[Click to download\]](#)

## 3. OPEN HOUSE MELBOURNE 2021 – FINANCIAL REPORT

[\[Click to download\]](#)

