

COLLECTIVE CITY

OPEN HOUSE MELBOURNE PROGRAM REPORT 2023



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 NAARM MELBOURNE COMMUNITY AND BEYOND.

INDIGENOUS SOVEREIGNTY HAS NEVER BEEN CEDED IN AUSTRALIA AND WE ARE MINDFUL OF THIS IN EVERYTHING WE DO, GIVEN OUR FOCUS ON THE BUILT ENVIRONMENT.

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2023 SPONSORS, PARTNERS + PATRONS

MAJOR SPONSORS



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MAJOR PROGRAM PARTNERS



PRECINCT PARTNERS



PRACTICE PARTNERS



PROGRAM PARTNERS



MEDIA AND DIGITAL PARTNERS



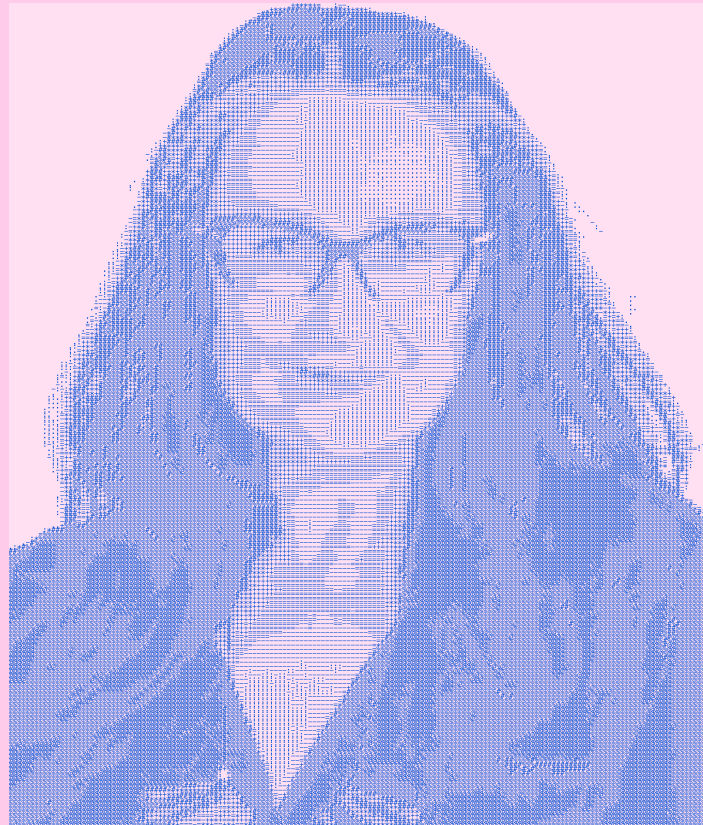
SUPPORTERS



PATRONS

DANIEL DORALL, JOY VILLALINO + ALAN SHAW

EXECUTIVE SUMMARY



COLLECTIVE CITY: OPEN HOUSE MELBOURNE WEEKEND 2023

In 2023, Open House Melbourne turned on the charm with a wonderful display of the city's most unique buildings, places and spaces and some of the most beautiful weather in OHM Weekend memory.

Our city is changing rapidly. Cranes march across our city's skyline, large infrastructure projects are disrupting the flow of people and traffic and there are more city shaping projects on the horizon. By conservative estimate Melbourne's population is on track to reach 8 million people by 2050 and we face significant challenges. We are concerned about the climate, the economy, housing affordability and the obstacles that COVID has left in its wake.

In the context of these significant challenges, this year's theme, Collective City, garnered a fantastic response.

The Collective City program spoke to our ability to come together. It was wonderful to see the public, our Collaborators and volunteers enthusiastically embrace the theme and our program. In particular, it was inspiring to see how Melbourne is responding to these important issues and the people, communities and organisations who are working to deliver solutions that allow us to live better together now and into the future.

This year you could visit precincts that embed First Peoples' knowledge into design (University of Melbourne Student Precinct Project) and houses that address climate change (Blackburn North Passive House). You could tour new social and affordable housing projects and listen to how these projects are working to build community and deliver homes for all Victorians (Making Home). There were projects that look at how we are embracing different ways of thinking about nature in our city (The Greenline) and projects that bring us together (The Roundtable). There were large civic infrastructure projects (Bell to Moreland Level Crossing Removal Project), housing that addresses how we can live well as we age (The Alba apartments) and projects that aim to make housing more affordable (38 Albermarle Street + Nightingale Village).

In its breadth and diversity, the 2023 Weekend celebrated the projects and places that make our city unique and helped our audience to gain a deeper understanding of how we are working together to make the city a better place for everyone.

Across 186 program listings OHM delivered over 710 guided and self-guided tours, lectures, keynotes and talks, workshops, performances and exhibitions. Over 9,500 tickets were booked.

These in-person offerings were supported by livestreamed events, online and virtual tours, and recorded 'on demand' programming to ensure accessibility to the festival beyond Melbourne's city and suburbs.

In the lead up to the Weekend OHM presented Designing with Country: Plants. Authors Zena Cumpston, Michael Shawn-Fletcher and Lesley Head in conversation with the RMIT Yulendj Weelam Lab's Dr Christine Phillips, Beau de Belle and Jock Gilbert offered insight into how First Nations' knowledge can provide leadership on landscape issues at a national scale. The conversation unpacked western preconceptions of the pre-colonial landscape. It asked us to think more deeply about the history and relationship of First Peoples to Country and how that might influence contemporary design and stewardship practices in relation to the Australian landscape.

On the eve of the Weekend a new episode of Modern Melbourne screened at ACMI. Presented in partnership with the Heritage Council of Victoria the episode featured Kerstin Thompson, one of Australia's most important architects and winner of the 2023 Australian Institute of Architects Gold Medal. The documentary showcased the extraordinary depth and breadth of Kerstin's body of work, highlighting her contribution to architecture, housing, the civic realm and heritage.

This is Public: Collective City marked the Weekend's 'official' opening and framed the program in relation to the theme. It presented a cross-section of people working to make our city better, more equitable and more welcoming for all of its inhabitants.

Architect and champion for Indigenous led design thinking, Jefa Greenaway, spoke to how practices of reconciliation and First Peoples' knowledges were embedded in the design of the new University of Melbourne Student Precinct Project. Jocelyn Chiew, Director of City Design at the City of Melbourne, talked about the importance of fostering people-centric design in the city. Architect and RMIT academic, Ben Milbourne, presented the community-initiated Roundtable project designed to bring people together. Margie McKay, Acting Director of Planning and Portfolio Development at Homes Victoria, helped us to understand the importance of social and affordable housing. Felicity Bernstein of Melbourne Design Studios inspired us to design our homes more sustainably and Chris Edwards, Director of Government Relations & Advocacy at Vision Australia, challenged us to design the city with empathy and to think beyond compliance, codes and regulation, so we create a city that is welcoming to everyone who uses it.

Following an unseasonably sunny weekend, the Collective City program closed with the 2023 Heritage Address delivered by actor, broadcaster and author Michael Veitch. Michael spoke to Melbourne's heritage losses. He pointed out many of our wonderful buildings almost lost to the wrecking ball and reminded us to imagine what heritage might look like in the future so we can advocate for it now.

Over the campaign period, the Weekend program amassed almost 57,000 visits and views comprising physical tours, talks, live events, exhibition and studio visits, virtual tour views and video content views. This figure—further supported by detailed data throughout this report—clearly demonstrates the impact and popularity of the OHM Weekend and the contribution that the festival makes to the city and conversations focused on the design of Melbourne's built environment and urban realm.

Our survey results demonstrate the loyalty and passion of the OHM audience. Over 70% of our survey participants have attended a previous OHM Weekend in-person and 35% of respondents have attended five or more. Our programming continues to generate significant impact for small businesses. 81% of survey respondents spent money on dining out with an average spend of \$45 per person. Extrapolating these numbers, it is estimated that our audience contributed over \$2 million to Melbourne's economy over the Weekend.

The OHM community is built on the valued contributions of our Partners, Collaborators, volunteers and the passion of our audience. Our survey results showed over 80% of visitors felt a sense of community during the Weekend and 80% of our Collaborators participate to engage with the local community.

For me, community is central to Open House. What really brings this home is getting out and about during the Weekend. It is on the ground, where you get to meet so many of the wonderful people who make this such a special event and fully experience the OHM sense of community

Next year, OHM looks forward to building on our programming successes, continuing to lead critical public conversation on the value of place and design and further empowering Victorians to understand the important role they can play in shaping our built environment. We look forward to seeing you there.

TANIA DAVIDGE
Executive Director + Chief Curator





VISITATION + IMPACT

HOW MANY?

56,923

PROGRAM ENGAGEMENT INCLUDING BUILDING VISITS, TOURS AND TALKS

34,164

ENGAGEMENT IN THE CITY OF MELBOURNE

10,105

VISITS TO PRECINCT PARTNERS CITY OF BOROONDARA, CITY OF HOBSONS BAY, CITY OF MARIBYRNONG, CITY OF PORT PHILLIP AND SPRING PLACE

4,149

ATTENDEE PARTICIPATION LIVESTREAM EVENTS AND VIRTUAL TOURS

WHO?

90%

FROM METROPOLITAN MELBOURNE

2%

FROM INTERSTATE

6%

FROM REGIONAL OR RURAL MELBOURNE

66%

IDENTIFY AS FEMALE

48%

OVER 55 YEARS

16%

UNDER 35 YEARS OLD

VISITOR ENGAGEMENT

A visitor survey was distributed to tour and event ticket holders and to the wider Open House Melbourne audience via a direct email and across all social media platforms to gain insights into the Weekend audience. The following statistics are derived from 988 responses to the post-event survey and include audience motivations for attending, demographic information and experience engaging with the program, both in the lead up to and during the Weekend.

The OHM Weekend successfully informs and inspires an engaged audience, 83% of who are motivated to attend to improve their cultural awareness of Melbourne, with 89% of respondents agreeing that the Weekend sparked their curiosity and made them want to find out more. 91% of respondents felt the Weekend helped them to gain new insights and knowledge.

After participating in the Weekend, 88% of respondents felt the Weekend as different from other events they have experienced before, with 92% agreeing that the Weekend provides an important addition to the cultural life of the area.

The results demonstrate the Weekend is a unique and educational event that is highly valued by its audience. It serves to create a sense of community among a diverse audience from different backgrounds, with a common appreciation of and motivation to learn more about their city's architecture.

86%

ATTEND TO STAY INFORMED AND LEARN ABOUT THE CITY'S ARCHITECTURE

92%

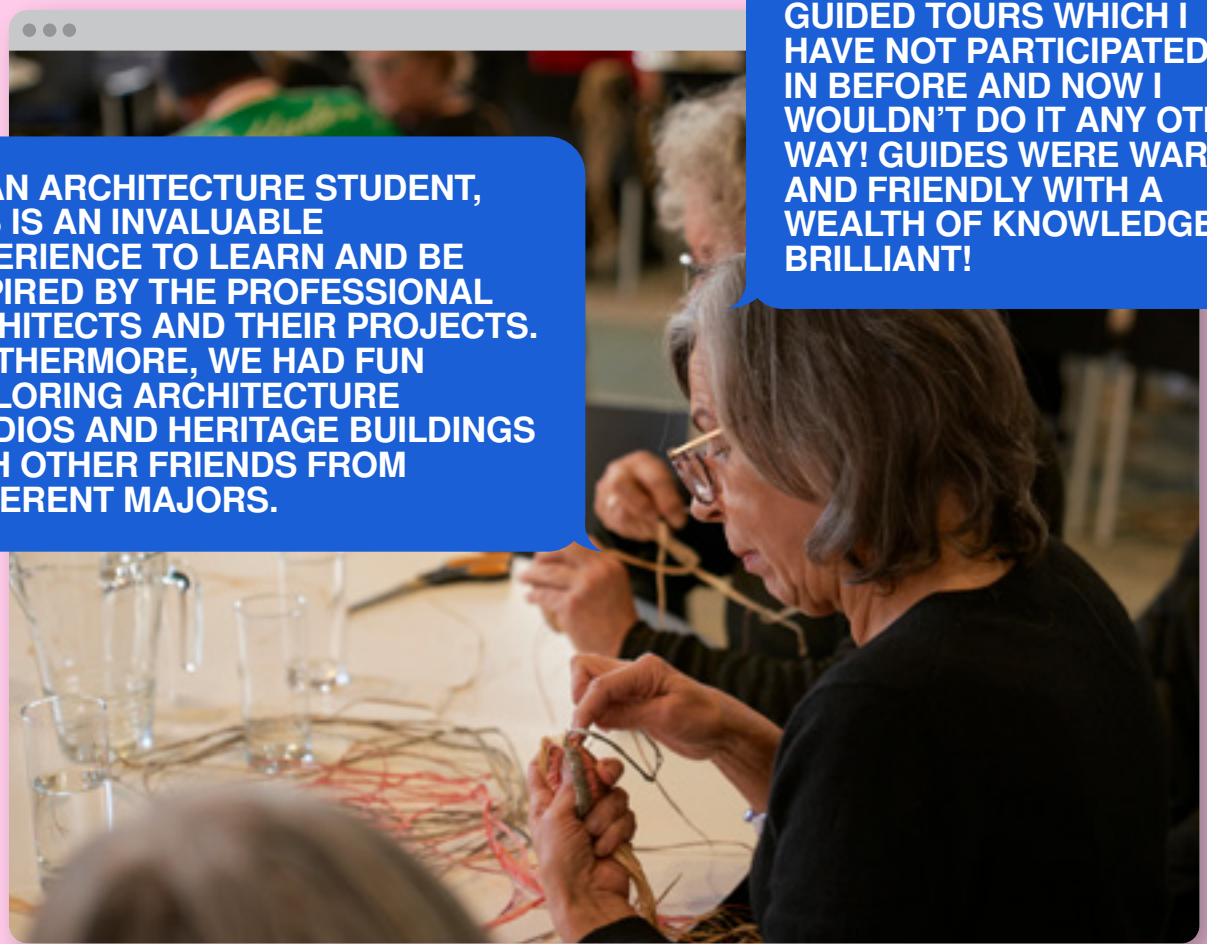
AGREE THAT THE OPEN HOUSE MELBOURNE WEEKEND PROVIDES AN IMPORTANT ADDITION TO THE CULTURAL LIFE OF MELBOURNE

93%

FEEL OPEN HOUSE MELBOURNE PROVIDES A UNIQUE AND VALUABLE OPPORTUNITY TO DIRECTLY ENGAGE WITH ARCHITECTURE IN THE CITY

AS AN ARCHITECTURE STUDENT, THIS IS AN INVALUABLE EXPERIENCE TO LEARN AND BE INSPIRED BY THE PROFESSIONAL ARCHITECTS AND THEIR PROJECTS. FURTHERMORE, WE HAD FUN EXPLORING ARCHITECTURE STUDIOS AND HERITAGE BUILDINGS WITH OTHER FRIENDS FROM DIFFERENT MAJORS.

I LOVED THE GUIDED TOURS WHICH I HAVE NOT PARTICIPATED IN BEFORE AND NOW I WOULDN'T DO IT ANY OTHER WAY! GUIDES WERE WARM AND FRIENDLY WITH A WEALTH OF KNOWLEDGE. BRILLIANT!



I GOT TO VISIT A HOUSE IN MY STREET THAT I HAVE BEEN CURIOUS ABOUT FOR THE PAST 35 YEARS. IT HAS INSPIRED ME TO LEARN MORE ABOUT THE HISTORY OF MY AREA AND I WAS SO MOTIVATED THAT I VISITED THE LOCAL HISTORICAL SOCIETY THE NEXT DAY TO LEARN MORE. I AM NOW SIGNING UP FOR AN ARCHITECTURAL WALK IN MY AREA RUN BY THE SOCIETY.

OPEN HOUSE IS ABOUT AN AWAKENING TO THE THINGS RIGHT UNDER OUR NOSE. LEARNING MORE ABOUT OUR BUILT WORLD GIVES US A GREATER APPRECIATION AND CONNECTION TO COMMUNITY AND PLACE.







PROGRAM HIGHLIGHTS

THE OPEN HOUSE MELBOURNE JULY WEEKEND 2023 PRESENTED A WIDE VARIETY OF PROJECTS, PROGRAMS AND EVENTS TO ENGAGE WITH. BELOW IS A LIST OF SELECTED HIGHLIGHTS THAT ILLUSTRATE THE DIVERSITY OF OFFERINGS, FROM OPEN ACCESS BUILDINGS, TALKS, TOURS AND EXHIBITIONS TO NEW BUILDINGS AND RETURNING FAVOURITES TO THE PROGRAM.

FEATURED PROGRAMS + TALKS

DESIGNING WITH COUNTRY: PLANTS
WEDNESDAY 26 JULY
—THE CAPITOL RMIT



MODERN MELBOURNE PREMIERE: KERSTIN THOMPSON
THURSDAY 27 JULY
—ACMI CINEMA 2



THIS IS PUBLIC: COLLECTIVE CITY
FRIDAY 28 JULY
—THE CAPITOL RMIT



HERITAGE ADDRESS: MICHAEL VEITCH
MONDAY 31 JULY
—THE CAPITOL RMIT



MAKING HOME SERIES
SATURDAY 29 + SUNDAY 30 JULY

Curated by Tania Davidge, Open House Melbourne Executive Director



TALKS

- Making Home: It takes a Village
- Making Home: More than a home, building community
- Making Home: Changing the conversation, Markham Ave

TOURS

- Making Home: Ascot Vale Housing tours
- Making Home: Markham Avenue tours

ARCHITECTURE AWARDS HOUSE TOURS
SATURDAY 29 + SUNDAY 30 JULY



ARBV WALKING TOUR—ONE HUNDRED YEARS OF REGISTERED ARCHITECTS
SATURDAY 29 JULY



LOVELL CHEN'S TREASURE HUNT ON THE HODDLE GRID
SATURDAY 29 + SUNDAY 30 JULY

Available to collect or download from the OHM Info Hub



FUTURE HOMES: BETTER APARTMENTS
SATURDAY 29 JULY



NEW OPEN BUILDINGS + TOURS

UNIVERSITY OF MELBOURNE, PARKVILLE CAMPUS: STUDENT PRECINCT PROJECT
SATURDAY 29 JULY



University of Melbourne, Parkville Campus. Photo: Nick Bebbington.

LIPPINCOTT HOUSE
SATURDAY 29 JULY



Lippincott House, Glenard Drive. Photo: Rez Studio.

STS PETER & PAUL CATHEDRAL OF THE UKRAINIAN CATHOLIC CHURCH
SATURDAY 29 JULY



Church exterior. Photo: Ukrainian Catholic Church.

BELL TO MORELAND LEVEL CROSSING REMOVAL PROJECT: DESIGN AND CONNECTIVITY WALK SHOP
SUNDAY 30 JULY



Cyclist on Upfield Bike Path. Photo: Steve Smith.

SIX DEGREES PRESENTS: CARLTON GARDENS PRIMARY SCHOOL
SUNDAY 30 JULY



Carlton Gardens Primary School. Photo: Tom Ross.

VICTORIAN EMERGENCY SERVICES MEMORIAL, TREASURY GARDENS
SATURDAY 29 + SUNDAY 30 JULY



Cityscape view of the Victorian Emergency Services Memorial. Photo: John Gollings.

EXPLORE MORRIS MOOR
SATURDAY 29 + SUNDAY 30 JULY



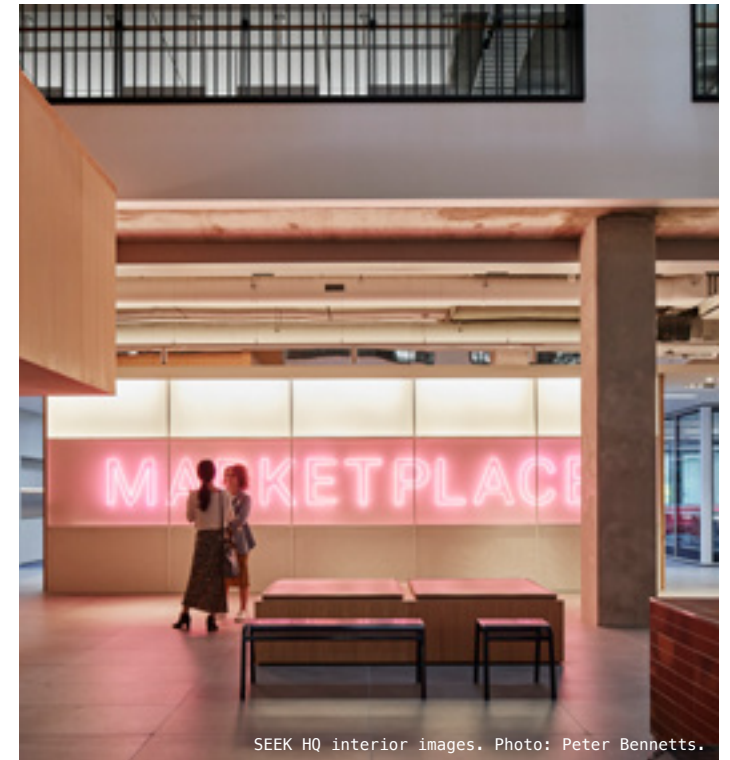
Morris Moor. Photos: Robyn Oliver.

THE VILLAGE: NIGHTINGALE
SATURDAY 29 JULY



Nightingale Skye House. Photo: Tom Ross.

SEEK HQ BUILDING TOUR
SATURDAY 29 JULY



SEEK HQ interior images. Photo: Peter Bennetts.

JUSTIN ART HOUSE MUSEUM
SATURDAY 29 + SUNDAY 30 JULY



JAHM Apartment. Photos: Jaime Diaz-Berrio.

RETURNING FAVOURITES

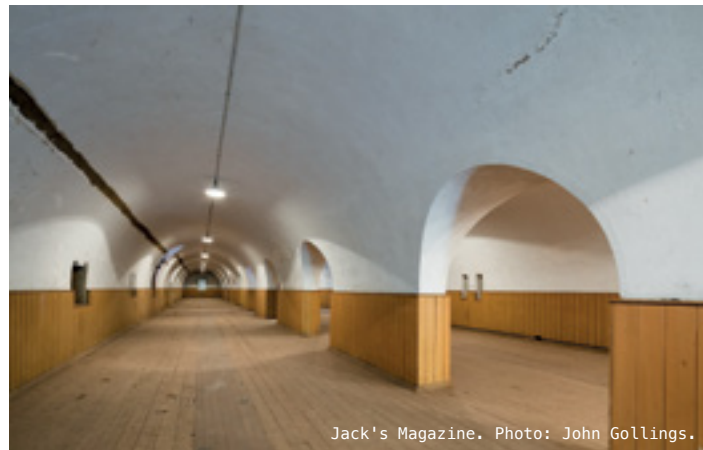
WERRIBEE PARK MANSION
SUNDAY 30 JULY



ABC SOUTHBANK STUDIO
SATURDAY 29 JULY



JACK'S MAGAZINE
SATURDAY 29 JULY



HEAVENLY QUEEN TEMPLE
SATURDAY 29 + SUNDAY 30 JULY



MELBOURNE TRAM MUSEUM
SATURDAY 29 + SUNDAY 30 JULY



MELBOURNE HOLOCAUST MUSEUM
SUNDAY 30 JULY



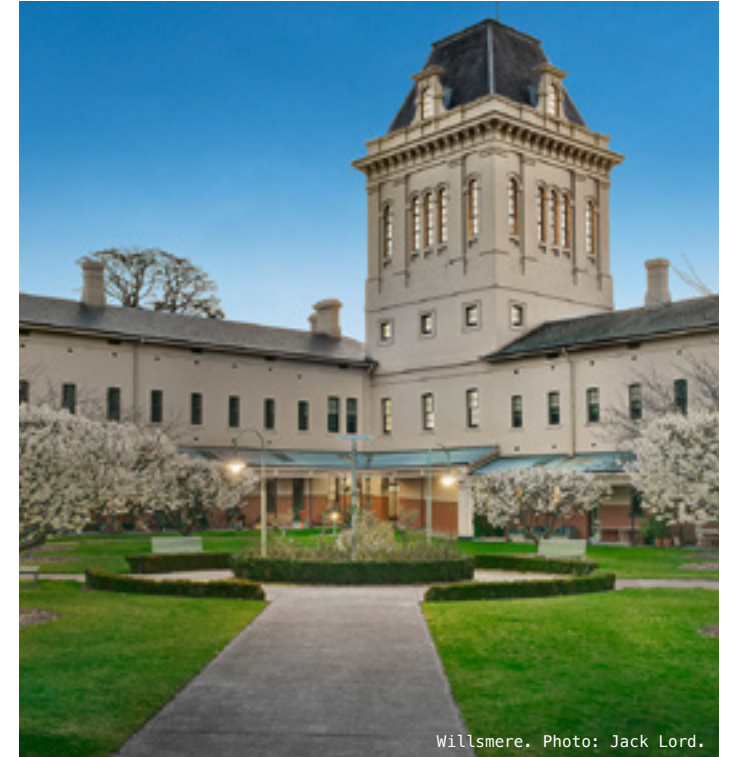
THE CAPITOL RMIT UNIVERSITY
SUNDAY 30 JULY



MELBOURNE FRINGE AT TRADES HALL
SATURDAY 29 + SUNDAY 30 JULY



WILLSMERE
SATURDAY 29 + SUNDAY 30 JULY



PORT OF MELBOURNE BOAT TOURS
SATURDAY 29 + SUNDAY 30 JULY



LOVE SEEING THE OLD MASONIC HALL WHICH NOW OPERATES AS THE SOUTH MELBOURNE CAMERA CLUB. LOVED THE CONTEXT AND DESIGN AND PRESENTATION OF JACK'S MAGAZINE. LOVED GOING TO THOSE PLACES WITH FRIENDS.

ABC STUDIO VISIT WAS TERRIFIC. WE ALSO ENJOYED THE HAWTHORN ARTS CENTRE ARCHITECT TALK AND THE OPPORTUNITY TO LEARN MORE ABOUT THE MARKHAM AVE COMMUNITY HOUSING PROJECT.

THE TOUR GUIDES FOR THE SUN CINEMA, LA MAMA THEATRE AND THE CAPITOL CINEMA ALL DID EXCELLENT JOBS.

FOOTSCRAY MARKET TOUR WAS EXCEPTIONAL! WONDERFUL TO HEAR THE STORIES OF THE MARKET HOLDERS AND THE FOOD SAMPLES WERE AMAZING. IT WAS THE PERFECT OPEN HOUSE EVENT, INTRODUCING SOMETHING THAT WILL THEN BE A BIG PART OF LIFESTYLE MOVING FORWARD. OPEN HOUSE IS ABOUT AN AWAKENING TO THE THINGS RIGHT UNDER OUR NOSE. LEARNING MORE ABOUT OUR BUILT WORLD GIVES US A GREATER APPRECIATION AND CONNECTION TO COMMUNITY AND PLACE.

EXCELLENT TOUR OF THE SUN THEATRE YARRAVILLE AND BOAT TOUR OF PORT OF MELBOURNE WITH AN EXCEPTIONALLY KNOWLEDGEABLE HOST.

WENT TO ORICA HOUSE AND WAS GOBSMACKED BY THE ARCHITECTURE. GUY ESCORTING US WAS ARTICULATE, ENGAGING AND KNOWLEDGEABLE. FABULOUS SESSION.

THIS YEAR I WAS FINALLY ABLE TO OBTAIN TICKETS TO WILLSMERE, KEW. I HAVE WANTED TO ATTEND THIS BUILDING EVER SINCE IT HAS BEEN PART OF OPEN HOUSE. IT WAS WELL WORTH THE WAIT.

MODSCAPE. GREAT CONCEPT, LOVED THE SOCIAL HOUSING INITIATIVE AND SUSTAINABILITY.

IT IS MY FAVORITE EVENT IN MELBOURNE. SPRING PLACE TOUR WITH STEFAN MEE WAS MY FAVOURITE, BUT THE TRAM MUSEUM WAS A GREAT SURPRISE. I LEARNED WHY TRAMS ARE SO IMPORTANT FOR MELBOURNE.



PROGRAM INSIGHTS

This year's program attracted 77 new projects and Collaborators to Open House Melbourne. Of the 109 programs delivered by returning participants, 29 featured a new project or element of programming responding to the Collective City theme.

The Collective City program saw a continued shift away from the open access model of open buildings and sites towards a broad range of pre-booked tours, talks, walks and events. An increase in walking tours, architect-led tours and curated panel discussions and talks in response to the Collective City theme, demonstrates a strong commitment by program Collaborators to offer a rich and engaging experience for visitors beyond open access buildings.

Bookings were required for 112 programs, while 55 did not require pre-booking and 19 had elements of both. Pre-bookings were recommended for all residential and limited-capacity and timed tours.

Two releases for ticketing was introduced to promote increased equity of access to limited-capacity events and tours within the program.

OHM managed bookings for 80 programs, with Collaborators self-managing bookings for a further 51 programs. Of these 131 programs, 110 were fully booked leading into the Weekend.

186

PROGRAM LISTINGS

77

NEW PROGRAMS

109

PROGRAMS FROM RETURNING COLLABORATORS

710

INDIVIDUAL TALKS, TOURS, EXHIBITIONS

COLLABORATOR ENGAGEMENT

An Expression of Interest process was opened to the public and communicated through our networks via Open House Melbourne's EDM, across social media and to our past Collaborators and organisational contacts via a direct email invite. Targeted approaches were made to new, unique and award-winning projects identified by the Building Council.

A total of 230 submissions were received. Submissions were reviewed by the OHM curatorial team together with the Building Council and a total of 165 were accepted into the program. Late additions to the program after the EOI deadline came as a result of programming realised through secured partnerships and the development of OHM-produced key programs to supplement the Weekend. Some late withdrawals resulted in a final total of 186 buildings/events being delivered across the Weekend.

The Collective City program engaged 140 Collaborators (architecture + design practices, building owners/managers, community groups) in the organisation up to the Weekend with an additional 250+ paid staff and 500+ organisation-affiliated volunteers participating on the Weekend to assist in delivering the program.

Along with direct communication to support Collaborators, an online Collaborator Portal was utilised as a central base for timelines, key dates, marketing assets and other important information for Collaborators to access across the campaign. Out of the survey respondents, 94% said they found the information they needed on the Collaborator Portal with 95% agreeing they felt adequately prepared for the Weekend.

99%

WOULD CHOOSE TO PARTICIPATE IN THE OPEN HOUSE WEEKEND AGAIN NEXT YEAR

93%

BELIEVE THE WEEKEND PROVIDES AN IMPORTANT ADDITIONAL TO THE CULTURAL LIFE OF THE AREA

84%

FELT A SENSE OF COMMUNITY DURING THE OPEN HOUSE MELBOURNE WEEKEND

80%

OF COLLABORATORS PARTICIPATE IN OPEN HOUSE MELBOURNE TO ENGAGE WITH THE LOCAL COMMUNITY

87%

PARTICIPATE TO PROMOTE THEIR ORGANISATION TO A NEW AUDIENCE

HAVING CONVERSATIONS WITH THE PUBLIC, HEARING THEIR RESPONSE TO THE BUILDINGS AND DESIGN IDEAS IS REWARDING AND INTERESTING.

WE FEEL PROUD TO BE PART OF THE OHM PROGRAM BECAUSE OHM IS A WELL-ESTABLISHED AND RESPECTED MELBOURNE EVENT! TO BE CONNECTED WITH YOU, ON THIS LEVEL, ELEVATES OUR BRAND AND HAS US IN HIGH STANDING WITH OTHER WELL RESPECTED MELBOURNE LANDMARKS. IT'S FABULOUS! WE THINK THAT WE DO OPEN HOUSE MELBOURNE PROUD.

WE STILL GET VISITORS WHO HAVE A PERSONAL CONNECTION TO THE PLACE. THEY OFTEN PROVIDE FASCINATING INSIGHTS THAT ENHANCE OUR KNOWLEDGE AND UNDERSTANDING.

OPEN HOUSE MELBOURNE IS A GREAT OPPORTUNITY TO SHOWCASE THE INCREDIBLE ARCHITECTURE, HISTORY AND NEW DEVELOPMENTS OF MELBOURNE.

IT WAS GRATIFYING TO SEE OUR LOCAL COMMUNITY EMBRACING THE GOOD DESIGN INITIATIVES AND IT WAS A VALIDATION OF OUR TRUE PURPOSE AND COMMITMENT TO DESIGN EXCELLENCE.



VOLUNTEER ENGAGEMENT

TO THOSE THAT MANAGED THE OPERATIONS AND SCHEDULING OF BUILDINGS. THOSE WHO OPENED UP THEIR BUILDINGS/HOMES TO THE PUBLIC AND LASTLY TO THE MANY VOLUNTEERS. THE WEEKEND WOULD NOT WORK WITHOUT OUR HELP.

TO CELEBRATE MELBOURNE AND ENGAGE WITH THE LOCAL COMMUNITY.

TO ALL THE TEAM WHO MADE THIS EVENT POSSIBLE. YOU OPEN THE DOORS TO THE BEST OF MELBOURNE'S ARCHITECTURE.

491

VOLUNTEERS RECRUITED AND SHIFTS COMPLETED

1800+

VOLUNTEER HOURS CONTRIBUTED

18-82

AGE RANGE OF OPEN HOUSE VOLUNTEERS

66%

VOLUNTEER TO CELEBRATE MELBOURNE AND ENGAGE WITH THE LOCAL COMMUNITY

43%

PARTICIPATED FOR THE FIRST TIME IN 2023

39%

VOLUNTEERED FOR FIVE OR MORE YEARS

98%

WOULD RETURN TO VOLUNTEER FOR OPEN HOUSE

PARTNER ENGAGEMENT

The Open House Melbourne Weekend is presented with the support of valued partners and sponsors.

MAJOR SPONSORS

CITY OF MELBOURNE
CREATIVE VICTORIA
EFRONT
STUDIO PAYNE

SPONSORS

OVGA

MAJOR PROGRAM PARTNERS

ARBV
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PROGRAM PARTNERS

ACMI
ARCHITEAM
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BIG PLANS
RMIT + THE CAPITOL
UNIVERSITY OF MELBOURNE

MAJOR PRACTICE PARTNERS

COX
LOVELL CHEN
MITCHELL BRANDTMAN
PARTRIDGE

PRACTICE PARTNERS

ARCHITECTUS
BATES SMART
FENDER KATSALIDIS
GJM HERITAGE
GRIMSHAW
HAYBALL
MODSCAPE

MAJOR PRECINCT PARTNERS

CITY OF PORT PHILIP
SPRING PLACE

PRECINCT PARTNERS

CITY OF BOROONDARA
HOBSONS BAY CITY
COUNCIL
MARIBYRNONG CITY
COUNCIL

MEDIA + DIGITAL PARTNERS

ARCHITECTUREAU
BOOM
ELLIKON
MATT RICHARDS
PLAKKIT
ZILLA & BROOK

SUPPORTERS

COLLINGWOOD YARDS
COMMITTEE FOR
MELBOURNE
OPEN HOUSE WORLDWIDE
PINSET MASONS
SAFETY IN NUMBERS
SYRACUSE

PATRON

DANIEL DORALL
JOY VILLALINO +
ALAN SHAW

A FABULOUS WAY TO LEARN THE HISTORY OF THE CITY THROUGH ITS ARCHITECTURE AND THE RICH CULTURAL ELEMENTS EMBEDDED WITHIN.

THE PROGRAM LAUNCH WAS A GREAT OPPORTUNITY TO NOT ONLY LEARN ABOUT THIS YEAR'S PROGRAM, BUT NETWORK WITH OUR PEERS.

THE TEAM WERE VERY ATTENTIVE TO OUR NEEDS.

EVEN WITH A SMALL TEAM, OPEN HOUSE DELIVERED ON OUR PARTNERSHIP REQUIREMENTS IN A TIMELY, COMMUNICATIVE MANNER. WE ARE EXCITED TO ALIGN WITH THIS ORGANISATION INTO THE FUTURE.



MARKETING CAMPAIGN

Over the campaign period 1 June—12 August 2023, an integrated media campaign was rolled out to promote the Collective City program, further positioning Open House Melbourne as a leading cultural organisation. High engagement with the preliminary program content subsequently resulted in high attendance outcomes.

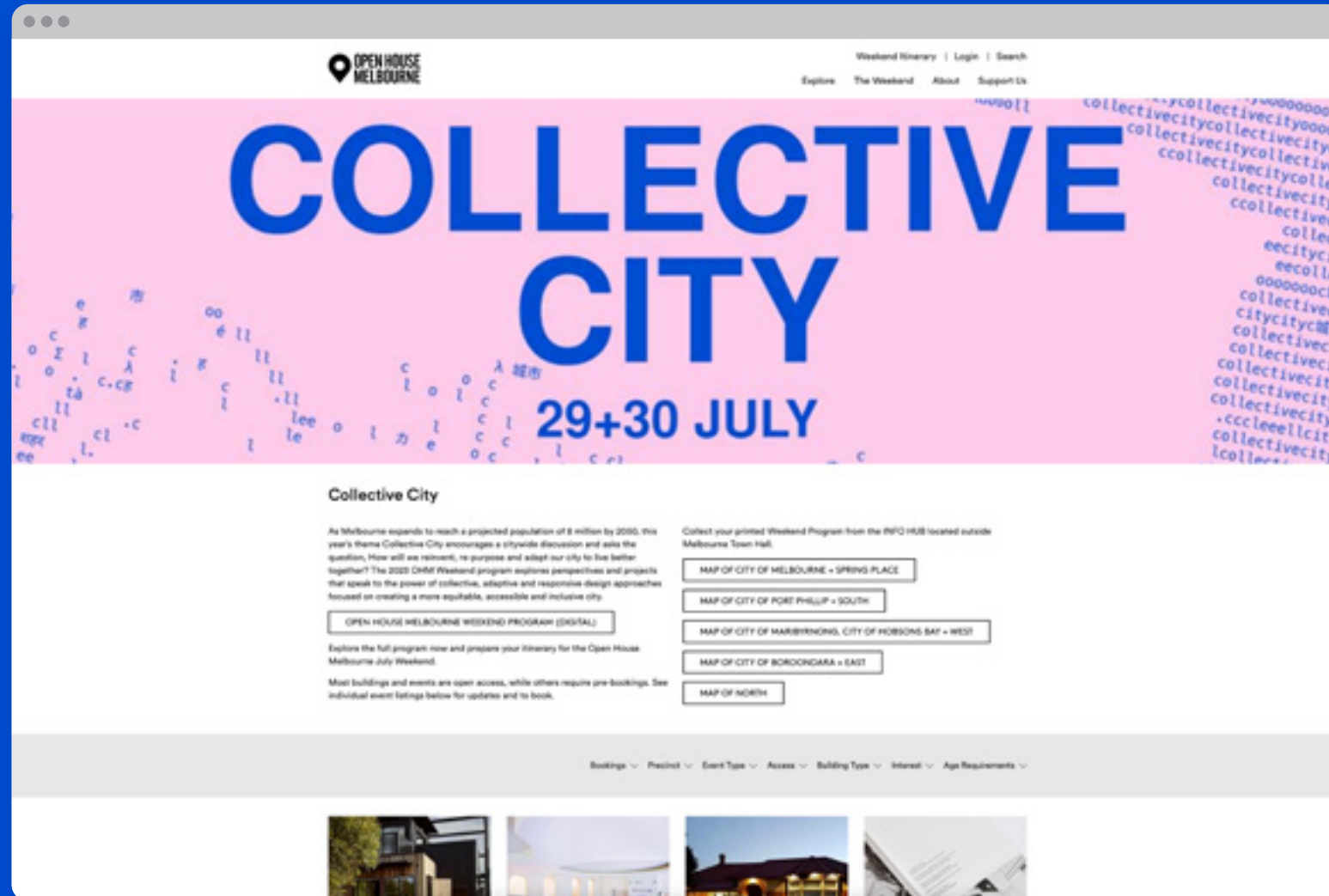
The marketing campaign incorporated e-newsletters, social media, public relations, grassroots outreach, cross-promotions, a limited run of street posters with Plakkit, website news articles and promotion via a printed broadsheet publication. In addition, the marketing campaign was supported by ground staff volunteers at a stand-alone Info Hub that acted as a central point of information sharing in the lead up to and during the Weekend.

OHM's most powerful marketing communications activities continue to be its media campaign, managed by partners Zilla & Brook, which involves printed media, radio, digital media outlets and TV news coverage.

Collaborators and partners were also integral in driving awareness to and engagement with the Weekend through independent cross-promotional efforts on social media, their own paid PR activities and digital coverage.

Visitors received information about the Program from a wide range of communication channels:

- Open House e-newsletter: 37.2%
- Open House website: 32.6%
- Word of mouth: 19.9%
- Open House social media (Facebook, Twitter, Instagram, LinkedIn): 19.1%
- City of Melbourne What's On: 13.6%
- Other organisation's social media accounts (Facebook, Twitter, Instagram, LinkedIn): 7.9%
- News story (print, radio, online article, etc.): 5.4%
- Other website: 2.8%
- Just saw it happening: 2.3%
- ArchitectureAU.com: 2.1%
- Other: 6.8%



WEBSITE

The OHM website openhousemelbourne.org underwent a functional and visual refresh to improve user experience. New functions included a pop up Acknowledgement of Country, various drop-down menus to assist in the filtering of program events, clearer type font to allow for greater ease locating content and condensing of archived programming.

OHM's strategy is to drive all visitation to the website, the primary source of information about the individual programs. While some Collaborators independently managed ticketing for their program, these were linked out from the OHM website, the primary source of program information. The OHM website acted as the landing page for all events, attracting 181,435 unique visits and 96,814 unique visitors.

The application of the Userway platform continues to enhance the accessibility and usability of the OHM website.

The most visited building/event pages throughout the campaign were:

1. Port of Melbourne boat tour
2. Willsmere
3. CityLink Control Room
4. ABC Southbank Studios
5. Werribee Park Mansion
6. Passivhaus
7. Jack's Magazine
8. Victorian Archives Centre behind-the-scenes tour
9. Hilton Melbourne Little Queen Street
10. ArchiTeam: Canning

WEBSITE ACQUISITIONS

The following platforms were crucial in directing traffic to the Open House Melbourne website:

1. Facebook
2. The Age
3. Instagram – 850 referrals
4. Architectureau
5. City of Melbourne – What's On
6. LinkedIn
7. Parks Victoria
8. Boroondara.vic.gov.au – 809 referrals
9. ArtsHub
10. Heritage Council

E-NEWSLETTER

48,406

TOTAL SUBSCRIBERS TO EMAIL DATABASE

46.6%

OPEN RATE (AVERAGE CAMPAIGN*)

4.8%

CLICK RATE (AVERAGE CAMPAIGN*)

4%

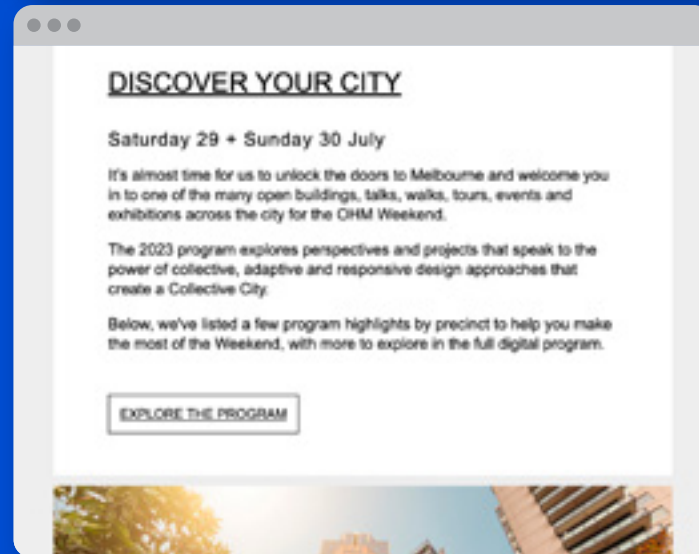
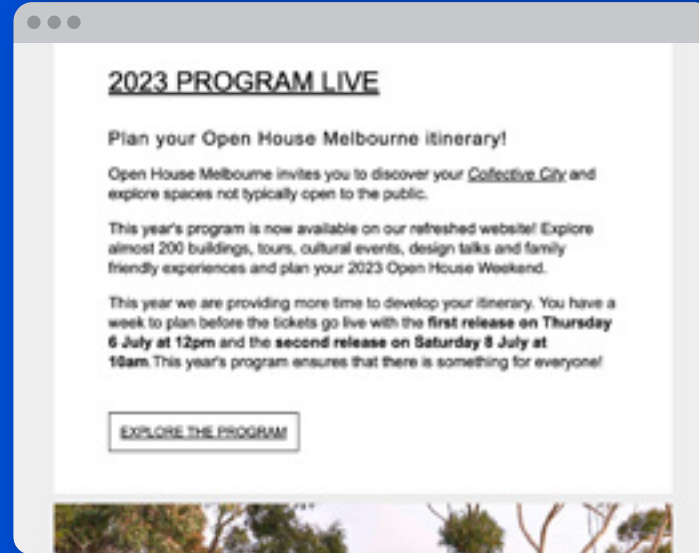
INCREASE IN EMAIL SUBSCRIBERS

Open House Melbourne has fostered a loyal community that continue to connect with its programming. The OHM database of subscribers is incredibly active and engaged, with more than 50% of the 48,406 EDM recipients opening the Weekend campaign launch e-newsletter. Throughout the campaign which sent more than 237,300 emails, the click rate increased and there was an increase e-newsletter subscription rate of 4%. This demonstrated a successful strategy of clear sign-up call-to-actions across socials and the website, with key messages first released via e-newsletter.

A total of five e-newsletters to promote the OHM Weekend were sent out including a solus e-newsletter focusing on the City of Melbourne precinct highlights.

From the five e-newsletters sent by OHM during the campaign, the highest performing links were:

1. Explore the Program (2023)
2. 2023 Program Live
3. Take the Survey to win
4. Hilton Melbourne Little Queen Street
5. Find a tour
6. Evolution of Apartment Living
7. Jack's Magazine
8. Join the OHM July Weekend volunteer crew
9. Roundtable Dinner
10. Port of Melbourne boat tour

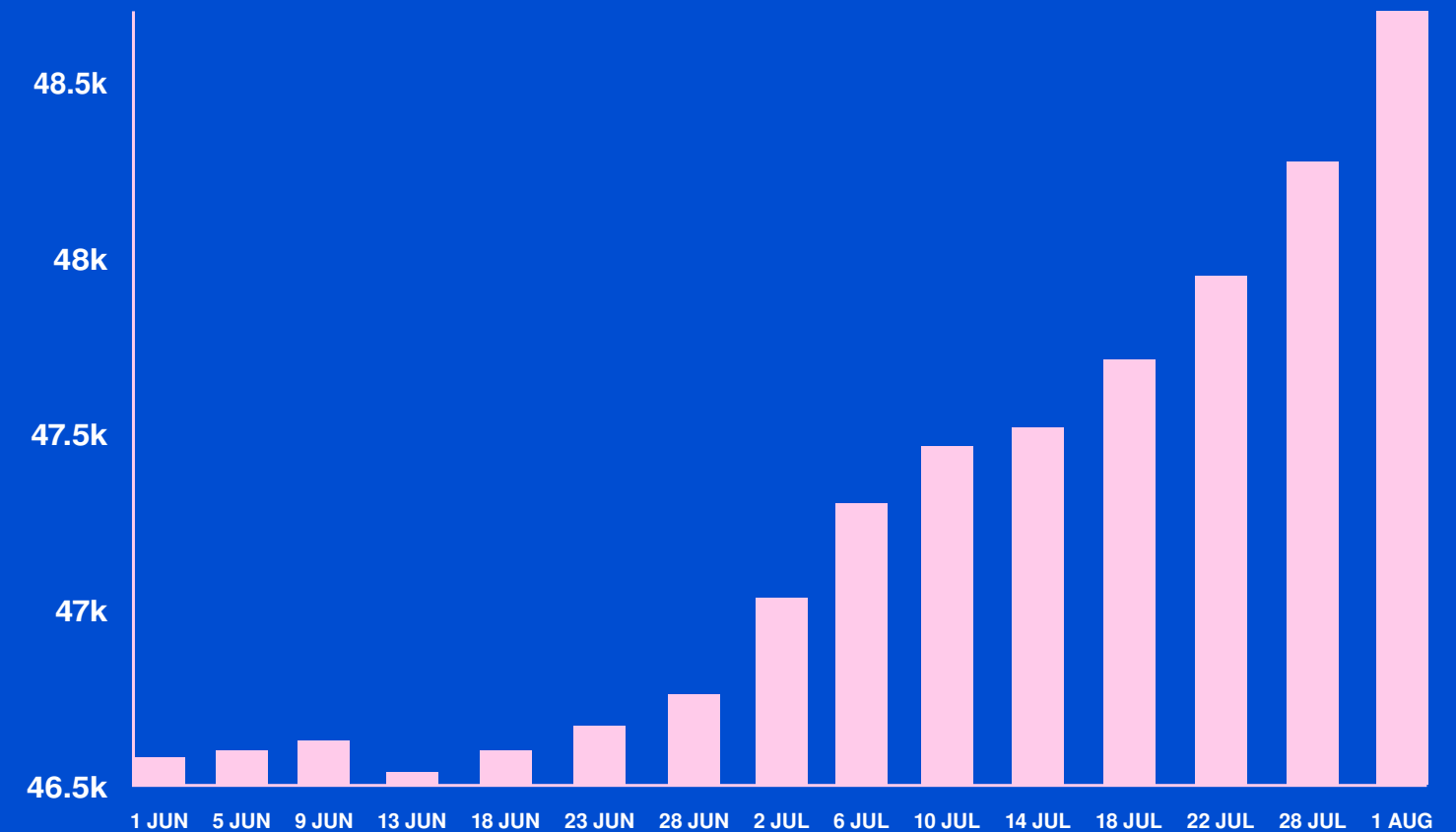


VIEW THE CAMPAIGN E-NEWSLETTERS

1. [OHM July Weekend: Sneak Peek](#)
2. [2023 Program Live](#)
3. [Discover your City](#)
4. [Creating a Collective City](#)
5. [Thank you for your support](#)

48,500+
SUBSCRIBERS

Subscribers over time



SOCIAL MEDIA

In 2023, Facebook and Instagram were the primary social media platforms used to engage with audiences, communicate Weekend program information and encourage participation in the broader Collective City conversation. OHM utilised a social media management tool, Sked, to coordinate posting schedules, sharing this information with key partners so they could coordinate aligned posts. Posts to LinkedIn sat outside of this scheduling tool and were less frequent.

Open House Melbourne has a total active audience across all social media platforms of 60,995 (an increase of 4.5% on 2022), including channels on Facebook (28,000+ followers), Instagram (20,700+ followers), Twitter (9,307+ followers), YouTube (872+ subscribers) and LinkedIn (2116+ followers). During the campaign period, our social media channels experienced an overall growth of 5.3% in followers. All channels maintained a steady growth in activity and engagement from followers in the lead-up and remained strong throughout the campaign period.

Facebook and Instagram had a combined total reach of 52,723 over the campaign period, a 10.4% increase on last year. LinkedIn followers increased 26% during the campaign period. It was one of the primary platforms Collaborators utilised to share their content on a deeper level.

109,401

TOTAL SUBSCRIBERS ACROSS EMAIL AND SOCIAL MEDIA DATABASE

INSTAGRAM

10,113

PROFILE VISITS

18,853

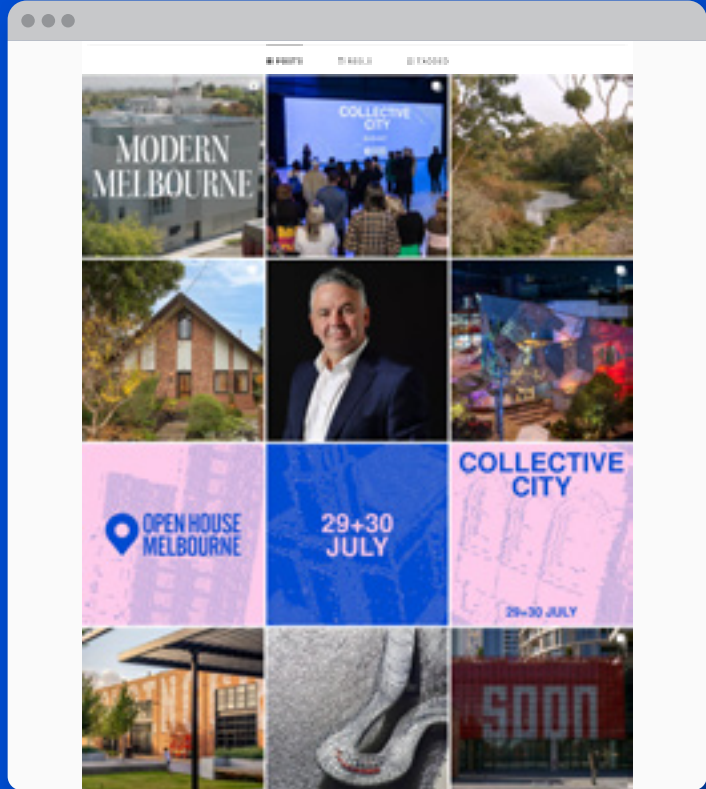
REACH

331,618

POST IMPRESSIONS
(234% INCREASE ON 2022)

5,108

CONTENT INTERACTIONS
(274 POST SAVES)



FACEBOOK

9,467

PAGE VISITS

35,259

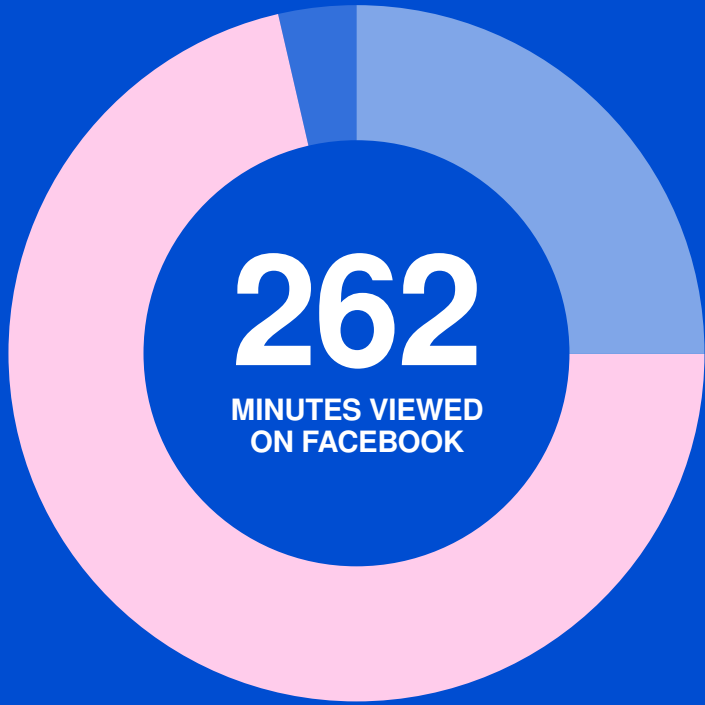
REACH

150,600

POST IMPRESSIONS
(43% INCREASE ON 2022)

Some of OHM's top performing posts include:

1. Facebook: First release tickets for the 2023 Open House Melbourne Weekend 15,521k reach + highest comments
2. Instagram: First release tickets for the 2023 Open House Melbourne Weekend 7,656k reach
3. LinkedIn: Thank you and survey, 428 impressions

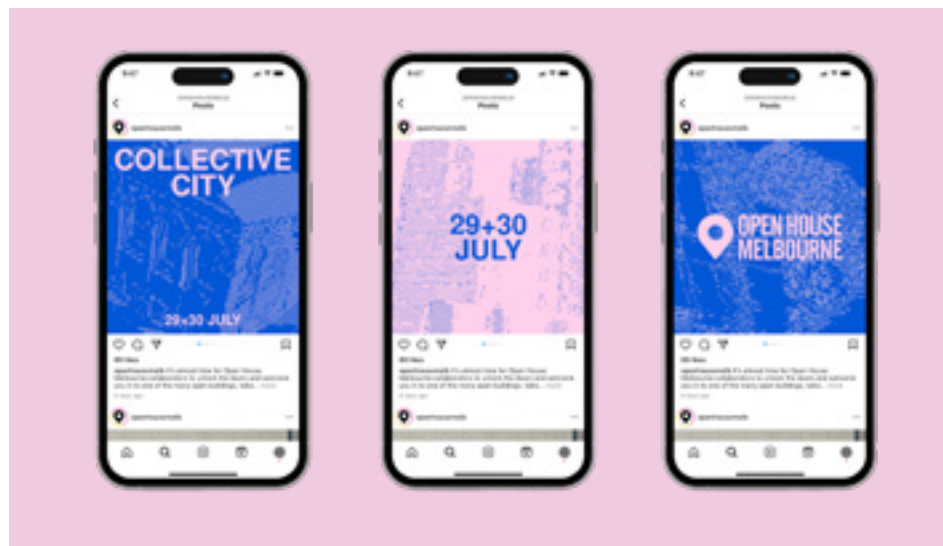


FACEBOOK VIEWS – 71.4%

RECOMMENDATIONS – 25.5%

SHARES – 3.43%





IDENTITY + PRINTED PROGRAM

Throughout the campaign there was a consistent brand identity that was utilised across print, digital and product development. Valued Major Partner Studio Payne developed the Collective City identity, which was distributed to all Collaborators through a marketing toolkit and utilised internally across all our platforms.

The printed collateral for the Weekend was reminiscent of the broadsheet program-style used for previous Open House Bendigo and Ballarat Weekends. The Collective City broadsheet consisted of the program list, precinct maps and select program highlights. While the digital program remained the primary source of information, the printed program provided a physical program for precincts and key partners to distribute to their communities and networks and attracted new audiences who were less inclined to access the program digitally.



VIEW FULL PROGRAM

5,000
PRINTED PROGRAMS

16

PAGES

186

EVENTS LISTINGS

42

SPONSORS/PARTNERS FEATURED ON EXTERIOR COVER



MEDIA EVALUATION

MEDIA REACH

The Open House Melbourne Weekend media campaign, managed by public relations firm Zilla & Brook, generated 102 media hits across broadcast, radio and online coverage, with a total PR value of \$3,940,100 and a reach of 8,014,609 (34% increase).

Zilla & Brook continue to increase the reach of our events by applying creative and low-cost strategies. With a strong emphasis on community and local press, through to national broadcasters, the exposure captures broad areas of interest and celebrates the breadth of the program.

The distribution of media coverage for the 2023 Weekend campaign consisted of:

- Radio: 21% (21/102 hits)
- Online: 66% (67/102 hits)
- Print: 16% (16/102 hits)
- TV: 9% (9/102 hits)

[CLICK TO SEE THE FULL REPORT](#)

Click above link to see the full report and to view the media clippings from the campaign as well as a breakdown of the circulation and PR Value.

8,014,609

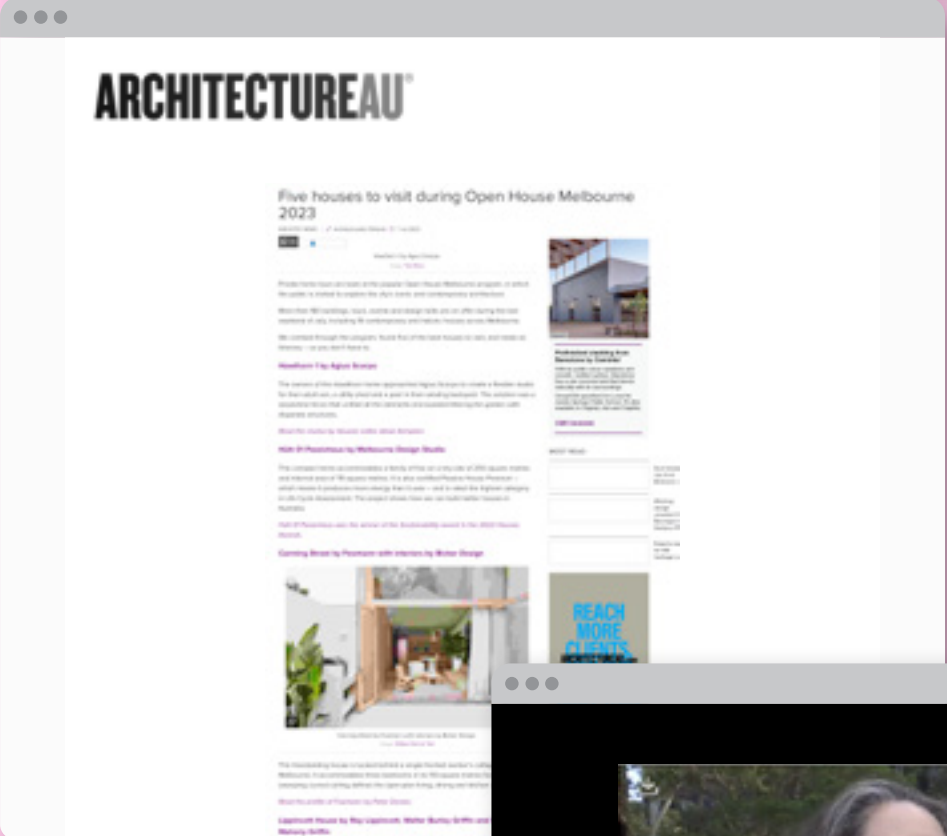
TOTAL REACH ACROSS PRINT, ONLINE, TV AND RADIO

\$3.9M

TOTAL PR VALUE

102

MEDIA HITS GENERATED FROM 1 JUNE TO 1 AUGUST





THANK YOU

As this report shows, Open House Melbourne delivers a huge program with significant impact. Our small but mighty team could not present the Weekend program without the support and generosity of the many dedicated organisations and people involved.

I would like to acknowledge the work of Fleur Watson, Isabella Radevski and Helen Sweatman who helped lay the foundations for the success of the Weekend.

Sincere gratitude to the OHM team Piera Maclean, Katie Evans and Kate Trickey who ensured the weekend was a resounding success.

With special mention to our Major Sponsors—the City of Melbourne, Creative Victoria and OHM's long-term partners Efront and Studio Payne for pushing the boundaries with our branding and website design to bring you this extensive public program.

OHM could not present this program without the generous contribution and assistance of the OHM Board, Building Council, Volunteer Council, Association Members, our Collaborators, much-valued Practice, Program and Precinct Partners, Media and Digital Partners, Donors, Supporters and over 400 passionate and pink-vested volunteers.

And finally, I would like to acknowledge the passionate engagement and enthusiastic participation of our audience—it is wonderful to program for people who love the city and good design as much as we do.

Thank you.

TANIA DAVIDGE
Executive Director + Chief Curator

APPENDIX

FULL PROGRAM LIST
↘ [DOWNLOAD HERE](#)

