

# Open House Melbourne 2024—Expression of Interest Submission Summary

Open House Melbourne Weekend  
Saturday 27 + Sunday 28 July 2024

Submission due date:  
5pm Friday 1 March 2024

## Theme: RE/DISCOVER your City

The Open House Melbourne Weekend 2024 invites us to rediscover our city—to seek out new places and to reconnect with old favourites.

Discovery is about the unexpected. It's something for the curious at heart, the adventurer and the life-long-learner interested in exploring Melbourne's most unique places and spaces.

Open House Melbourne is looking for open buildings, tours, talks and events that teach us about our city, that provide insight into how it works and demonstrate the significant role that design has to play in addressing the critical issues that are shaping its form, future and identity.

We want to go behind the scenes to explore the inner workings of the buildings that make Melbourne special. We want submissions that tell stories connecting people to place, spaces that invite us to become explorers in our own city and programs that spark curiosity and open up our sense of adventure.

And let's not forget—the Victorian Heritage Register is 50 years old in 2024! Help us to share stories about our history through the buildings that are integral to it and to understand how we are working to ensure that our heritage remains relevant into the future.

We look forward to seeing you on the 2024 program!

## Who can apply?

Open House Melbourne invites submissions from organisations or individuals including building owners or custodians, architecture and design practices including urban and landscape designers and community groups who wish to engage directly with public audiences to communicate the importance of good design. We encourage EOIs from locations across the city and from Melbourne's suburbs.

## How to Apply?

Please make your submission via the [online form](#). If you're unable to access the form or would like to request an alternative version, please contact us via [info@ohm.org.au](mailto:info@ohm.org.au) or +61 3 8648 8612.

Please ensure you have reviewed the EOI Submission Summary, Key Selection Criteria, Collaborator Commitment, key dates timeline and FAQs before making your submission. All submissions need to meet minimum requirements and will be assessed against the Key Selection Criteria by the Open House Melbourne Building Council and curatorial team.

Successful applicants will be notified via email by Thursday 14 March, 2024.

## What's the program format?

Programs may take the form of an in-person open access building or building tour, walking tour, workshop, panel discussion or talk, film or exhibition.

Online programs, tours and events should embrace their digital context by utilising virtual tours, spotlighting typically off-limits spaces or providing access to interstate or international special guests.

### Open Access

Most of the program aims to operate as Open Access. This means buildings and spaces are open for guided or self-guided tours which are free and do not require pre-booking. Visitors can simply turn up and take part.

Generally, if you can accommodate more than 20 people at a time, or will offer four or more sessions of the same program on the same day, your program should be Open Access.

Collaborators arrange for knowledgeable staff or volunteers to be on site to welcome visitors and be available to share architectural and design information or share insights or stories with visitors about the space while they explore.

Open Access programs see more traffic and exposure and offer a better opportunity for more visitors to experience your building or space. In the spirit of Open House, we strongly encourage you to offer Open Access to your building or space. We can offer volunteers to support with queue management and way-finding at popular or limited capacity sites.

Collaborators with Open Access buildings or programs are encouraged to open between the hours of 9am and 5pm across multiple days where possible. Where this cannot occur, one full day or consistent timeframes across both days is preferred.

For Open Access programs, a minimum open time of four hours is required.

### Pre-booked

Pre-bookings are required for some programs with limited capacity or security considerations like residential homes, construction sites or limited capacity tours.

Open House Melbourne will work with you to assess the structure of your program and decide if your program requires pre-bookings.

In 2024, all ticketing for pre-booked programs will be managed by Open House Melbourne. We will work with you to understand your capacity for oversubscription to account for attrition. A small fee of \$7 will apply to all tickets to contribute to the ticketing administration costs.

### Accessibility

Whether in-person or online—programs should consider accessibility, to provide greater reach and inclusivity for visitors. This may include, but is not limited to closed captions, Auslan interpretation, hearing loops, wheelchair access and sensory friendly environments.

### Submission Questions

If you have a submission idea that you'd like to discuss or workshop prior to the submission deadline, our team is here and happy to help! If you've reviewed the submission outline and FAQs and still have a question, contact us via [info@ohm.org.au](mailto:info@ohm.org.au) or 03 8648 8612.

## Why apply?

We are the largest and longest-running Open House program in Australia with an engaged and passionate audience.

The Weekend provides you the opportunity to:

- take an active role in advocating for the value of good design in our built environment
- contribute to broad public discussion around the role of design in creating better futures
- reach a broad cross-section of the community
- gain access to new audiences

## Open House Melbourne's Commitment

Open House Melbourne is committed to supporting your involvement in the Weekend so you can focus on engaging with visitors.

In the lead up to and during the Weekend, Open House Melbourne will:

- Coordinate and oversee the delivery and marketing of the print and digital program to our audience including providing a marketing and promotional toolkit for your use
- Promote the Weekend through our channels
- Provide administration of logistics and on-the-day event support including:
  - administration of pre-bookings, where required
- Provide Open House Melbourne signage, where appropriate
- Manage and allocate Open House Melbourne volunteers to support with queue management, general building enquiries, wayfinding, ticketing, assembling signage

## Marketing Benefits

Open House Melbourne undertakes comprehensive marketing and PR activities in the lead up to and during the Weekend. We have an established database of 48,000+ email subscribers, 600,000+ annual website visits and an audience of over 58,000 across social media channels. Learn more in our 2023 Event Report [here](#).

For tailored benefits and services, please enquire about partner and sponsorship packages with Katie Evans, Partnerships + Communications Manager via [katie.evans@ohm.org.au](mailto:katie.evans@ohm.org.au) or +61 3 8648 8612.

## Registration Fees

Successful program submissions, upon acceptance into the Weekend program will be invoiced a registration fee.

Collaborator registration fees ensure we can continue to deliver the much-loved Open House Melbourne Weekend into the future. Registration fees contribute to administration costs, insurance, accessibility services, event management, volunteer recruitment and signage.

The fee structure is as follows:

- \$65 (Individual)
- \$120 (not-for-profit or community group)
- \$260 (for-profit, local government)
- \$440 (higher education, State government)

To discuss a payment plan or any other aspect relating to fees, please contact us via [info@ohm.org.au](mailto:info@ohm.org.au) or +61 3 8648 8612.

## Collaborator Commitment

For successful participation on the Open House Melbourne Weekend we ask that all Collaborators:

- Hold necessary permissions and insurances to undertake the proposed program/event during the Weekend (27+28 July 2024);
- Open their building space for a minimum of four hours across the weekend and/or accommodate a minimum capacity of 50 people for events/tours
- Will have a knowledgeable, responsible person/s (on-site or online) to oversee the delivery of the program/event and engage with the public during the Weekend;
- Submit all required content/information about the planned experience to meet Open House Melbourne deadlines for print and digital program and logistical planning
- Where required, host Open House Melbourne Volunteers during their allocated shift to provide event support and collect visitor data;
- Promote their participation in the Weekend across platforms including website and social media and will where applicable, display OHM signage onsite during the event.

## Volunteers + Signage

Open House Melbourne recruits around 500 volunteers each year to support the delivery of the Weekend, brightening up the city with their bright pink vests. They can assist you during the Weekend with greeting visitors, queue and group management, assembling signage, checking attendee lists, way-finding and directions and sharing building information.

Open House Melbourne also has a stock of A-frames and flags for Collaborators to use over the Weekend. Signage is allocated on an as needs basis.

More information about volunteers + signage will be provided once your submission has been accepted in to the program.

## Key Dates Timeline

### **25 October 2023: EOI opens**

Review the updated submission requirements and get planning with your team!

### **Tuesday 28 November 2023: Online information session**

Hear from the Open House team about updates for 2024, tips and tricks and get your questions answered. Past and prospective Collaborators welcome!

### **Friday 1 March 2024: EOI closes**

All EOIs must be submitted via the online form by 5pm, Friday 1 March 2024. Late submissions will not be accepted.

### **Thursday 14 March: Successful applicants notified via email**

### **Tuesday 9 April: Collaborator content deadline + Registration fee paid**

All events details must be finalised and submitted via the online form to ensure inclusion in the print program. Registration fee to be paid to confirm participation in the program. Collaborator Agreement signed.

### **Wednesday 26 June 2024: Open House Melbourne Weekend Program Launch**

You're invited to celebrate the launch of the Weekend program with us! We'll update you with all the relevant details closer to the time.

### **Saturday 27 + Sunday 28 July 2024: Open House Melbourne Weekend 2024**

## Key Selection Criteria

These key selection criteria will guide the curatorial process to determine programs accepted into the Weekend 2024 program.

### **Represent design excellence**

- Is it award-winning or has it been recognised by professional design peers?
- Is it innovative, pushing boundaries and/or a great addition to the city?
- Will it inspire the next generation of design professionals/future urbanists/active citizens?
- How does it respond to the 2024 theme RE/DISCOVER your City?

### **Seek to improve our collective futures**

- Does it include First Nations Peoples' knowledges?
- Is this an exemplar in the space of Ecologically Sustainable Development?
- Does it contribute to a more equitable, inclusive and safe city?
- Does it speak to Melbourne as a multicultural city?
- Does it represent innovation in new housing models?
- Does it provide better-designed public housing or address housing affordability?

### **Represent significant built heritage**

- Does it tell an important story about Melbourne's past, present or future?
- Is it a rare example of an architectural style or type?
- Is it important to Victoria's cultural history?
- Does it demonstrate creative or technical achievement during a particular period in our history?
- Does it have a special historical association with a person or group of persons important to Victoria's history or a present-day community or cultural group for social, cultural or spiritual reasons.

### **Provide a unique visitor experience**

- Does it offer insights into how the city operates?
- Does it offer a once-in-a-lifetime or special opportunity?
- How will it provide a great experience for visitors of all ages?

# Open House Melbourne 2024—Expression of Interest Submission Form

## Name\*

This should be the primary contact for your program/event through the duration of your involvement in the Weekend

## Email address\*

Please only submit one email address in this box—a secondary address can be added below.

## Phone\*

## Secondary contact email\*

This email MUST be different from the email above. Duplicate emails cannot receive communications. Please only submit one email address in this box—any additional contacts can be added in the 'Further info' section at the bottom of the form.

## Name of organisation, company or practice\*

## Are you currently an Open House Melbourne Precinct or Practice Partner? \*

Yes / No

## Are you a returning or new Collaborator? \*

Returning Collaborator with returning project/building/program / Returning Collaborator with new project/building/program / New Collaborator

## Entity Type\*

Individual / Not-for-profit or community group / For-profit or local government / Higher education or state government / Other/unsure

## If other/unsure, please provide more information\*

## Years participated\*

2023 / 2022 / 2021 / 2020 / 2019 / 2018 / 2017 / 2016 and/or before

## Program title—building/site event or name\*

This will be the title of your program listing

## Location/event full address\*

Format: e.g. 113 Swanston St, Melbourne VIC 3000

## Local Government Area\*

City of Melbourne / City of Hobsons Bay / City of Maribyrnong / City of Port Phillip / City of Moonee Valley / City of Yarra / City of Stonnington / City of Merri-bek / City of Darebin / City of Kingston / City of Monash / City of Whitehorse / City of Banyule / North / South / East / West

## Architect or project design team + year\*

Please include all project collaborators where relevant including architect, landscape, engineers etc. Where there are multiple designers/years, separate with a comma: e.g. Marion Mahoney Griffin & Walter Burley Griffin 1924, Six Degrees Architects 2019

## Building Type\*

Heritage / Landscape / Transport / Workplace / Commercial / Residential / Government / Industrial / Education / Place of Worship / Cultural / Sports Facility / Mixed-use

## Is your building listed on the Victorian Heritage Register? \* Yes / No / Unsure

## Program Description\*

Provide general information about the building or program. Include architectural, design, historic or unique points of interest for a public audience. This will form the basis of all promotional material but you will have a chance to review this before it goes live to the public. OHM staff may edit for clarity, consistency and length. 200 words max.

## Program type\*

Building—open access / Building—tour / Talk / Film / Exhibition / Event / Online event / Online exhibition / Virtual tour / Walking tour / Workshop / Self-guided tour / Other tour (bicycle, boat, kayak)

## Program outline\*

Describe what will take place at your location/event in 2024. What can the audience expect to do? What might they learn about? Who will be presenting? What other information or activities are available? Will there be additional programming available or special events to attend? 200 words max.

### Children's activities\*

For open access programs/events, please detail any family orientated events or activities. We love to see programming for young people! Leave blank if none. 50 words max.

### Day/s open\*

Please indicate your preferences at the time of submission. You are required to participate on either Saturday or Sunday and are strongly encouraged to participate on BOTH Saturday and Sunday.

We are considering adding Friday to the program for some programs/events. Opening on Friday would be in addition to opening on Saturday and/or Sunday - please select if this is something you might be interested in and we will be in touch to discuss further.

Friday 26 July / Saturday 27 July / Sunday 28 July

### Hours open\*

Please indicate the hours your building/space will be open across the Weekend. A minimum of four hours on Saturday or Sunday is required. Select all that apply.

Friday 4-6 hours / Friday 6-8 hours / Saturday 4-6 hours / Saturday 6-8 hours / Sunday 6-8 hours / Sunday 4-6 hours

### Event/tour duration + capacity\*

All programs/events are required to accommodate a minimum of 50 people across the Weekend. If you are offering tours or an event, please provide an indication of the duration and capacity e.g. Talk/panel discussion running for 60 minutes with a capacity of 60 people OR Four tours running for 30 minutes in groups of 20

### Key Selection Criteria\*

Please refer to the Key Selection Criteria provided in the EOI Submission Summary and select the most relevant response from the following criteria categories: Represents design excellence / Seeks to improve our collective futures / Represents significant built heritage / Provides a special opportunity

How does your EOI meet the Key Selection Criteria selected above? \* 100 words max

### Image uploads\*

Images, photographs, renders and other graphics are the best way to show off your site/event. Select images may also be used for publicity purposes. Please ensure you follow the below image specifications: File type: JPEG or PNG. Dimensions: 3000px wide. Image quality: min 2MB - max 8MB. Quantity: up to 5 images is sufficient. Landscape is required for your hero image and preferred for additional images. Upload your best images so your building/event shines on our website! Include a mix of internal, external, details and/or archival images. Note: you must have copyright permission to share and use these images for promotional purposes.

### Accessibility\*

Fully wheelchair accessible / Partially wheelchair accessible / Accessible bathroom / Accessible parking / Audio Description / Auslan interpreted / Closed Captions / Quiet rooms / Sensory friendly / Elevator access / Other

### Do you/your organisation hold any of the following insurances or plans? \*

Public Liability Insurance / Emergency Management Plan / CovidSafe Plan / None of the above

### Bookings required? \*

Open House Melbourne encourages open access programs and events as part of the Weekend 2024. Some limited capacity tours and events may require pre-bookings. All ticketing for programs/events that require pre-booking will be managed by OHM and will incur a booking fee of \$7.

Bookings required / No bookings required / I'm not sure

### Further info

Anything we've missed? Please provide any additional information relevant to your submission including websites, additional contacts, social handles, etc.

I confirm I have read the EOI Submission Summary, Key Selection Criteria, Collaborator Commitment, key dates timeline and FAQs\*