

EXPRESSION OF INTEREST – NOW OPEN

Open House Melbourne Weekend Saturday 29 + Sunday 30 July 2023

Theme: Collective City

The theme that the Open House Melbourne July Weekend 2023 will explore is Collective City.

Collective City invites you to respond to a simple yet challenging question. As Melbourne expands to reach a projected population of 8 million by 2050:¹ How will we reinvent, re-purpose and adapt our city to live better together?

In the urban context, being connected has never been better in the digital age. Many citizens have access to reliable internet providing access to data and information and new modes of meeting; we enjoy the convenience of food delivery, support services and entertainment via subscription models; and increased flexibility in the workplace via co-share spaces, online platforms and distributed modes of working and learning. Critically, we are witnessing a movement that explores new modes of living together beyond the focus of the single-family suburban house, and a long overdue political investment in public housing that is so urgently needed to address the housing crisis and affordability.

Yet, despite this connectivity and movement towards collective agency, the gap between those in our society who have access and those who are excluded continues to widen causing a deep division between our individual experiences of the city. Creating a more equitable city is complex and nuanced, moving across the boundaries of gender, culture, employment, poverty, geography, physical and non-physical disability, neuro diversity, mental health and homelessness.

In her essay titled *The Relationship is the Project*, Arts Access Victoria CEO Caroline Bowditch writes: ‘Access gets you in the door, inclusion is what happens when you get there.’² Caroline’s statement resonates with the importance for designers and expanded spatial practitioners to move beyond a fixed view of access and universal design principles and interface with other practices, researchers and lived experience to respond to the complexities required in creating a more equitable city for everyone. As Caroline suggests, collectively ‘we all have a role and responsibility to play’.

Collective City invites program partners, architects, urban, landscape and interior designers, building custodians along with creative practitioners across disciplines to explore positions, perspectives and projects that speak to the power of collective, adaptive and responsive design approaches in creating a more equitable, accessible and inclusive city.

In responding to the theme, consider the following key questions: How do we design the city to be ‘radically welcoming’ and foster belonging and inclusion for all citizens? How can we learn from and register Indigenous knowledges in our city and design with Country? If traditional divisions between home, work and leisure are rapidly blurring, how does that impact the design of public and private space? How can new and adaptive models of housing be rapidly scaled to address the crisis in affordable housing? How do we support sustainable building practices and net zero outcomes while ensuring quality, equity and affordability? How can we re-use the existing city fabric to re-purpose and adapt our city’s buildings for new and urgent uses?

We want you to be involved – apply now

In response to the Collective City theme, the Open House Melbourne team invites you to submit your proposal for a tour, event, talk, workshop or creative program for inclusion in the Open House Melbourne July Weekend 2023.

Although our intention is to pursue an ‘in person’ program in 2023, the Open House team encourages proposals for physical and/or digital events as we continue to extend our commitment to hybrid programming creating greater access to our program for all.

¹ <https://cur.org.au/project/melbourne-8-million-matching-land-supply-dwelling-demand/>

² See also Arts Access Victoria website <https://www.artsaccess.com.au/>

SUBMISSION SUMMARY

Who Should Apply?

Open House Melbourne welcomes EOI applications from building owners, custodians, institutions and community groups with significant buildings and spaces in their care.

We welcome proposals from architects, urban designers, landscape architects, designers and spatial practitioners, along with passionate design advocates within our community who wish to engage directly with public audiences to communicate the importance of good design in our built environment.

We encourage EOIs from locations across the city and Melbourne's suburbs.

What's the Format?

Open House Melbourne encourages EOI submissions for in-person programs, tours and events.

We also welcome submissions for online programs, tours and events. We recommend these submissions embrace their digital context by utilising virtual tours, spotlighting typically off-limits spaces or providing access to interstate or international special guests.

Submissions—whether in-person or online—should also consider accessibility, which provides greater reach and inclusivity for our audience. This may include, but is not limited to closed captions, Auslan interpretation, hearing loops, wheelchair access and sensory friendly environments.

How to Apply?

EOIs must be submitted via an online form, found on the Open House website:

[OPENHOUSEMELBOURNE.ORG/EOI-2023](https://openhousemelbourne.org/eoi-2023)

All new proposals and returning buildings/events must complete an EOI to participate in the 2023 Open House Weekend.

If your building/event has previously taken part in the program you have the option to fast track the 2023 online form by electing for OHM to reference your content already on file.

The EOI Submission Guide (see page 4) lists all information required to develop your proposal. OHM strongly recommends preparing your content in advance, based upon the questions and word limits specified in the Submission Guide. Please note: the online form must be completed in a single session. There is no option to save or return to a draft at a later date.

Once you have prepared your proposal, submit your EOI by the strict closing date of 5pm, Wednesday 1 March 2023.

The OHM team and Building Council review all submitted EOIs and the main contact specified will be notified of their individual EOI result via email.

Submission Deadline:

Submit your expression of interest by: **5PM, WEDNESDAY 1 MARCH 2023**

All expression of interest applications will be reviewed by the OHM team and Building Council. You will be notified of your individual EOI result via email by Thursday 6 April 2023.

SUBMISSION SUMMARY – CONTINUED

Why Apply?

We are the largest and longest-running Open House program in Australia. The OHM Weekend provides a significant opportunity to take an active role in advocating for the value of good design in our built environment; to lead broad public discussion around the role of design in creating better futures; to reach a broad cross-section of the community; and gain access to new audiences.

MARKETING BENEFITS

The OHM Weekend receives significant exposure through our extensive media and marketing support reaching our dedicated audience. This includes an established database of over 46,000 email subscribers, 600,000+ annual website visits and an audience of over 58,000 people across social media channels. Learn more in our 2022 Annual Report [here](#).

For tailored benefits and services, please enquire about partner and sponsorship packages with Helen Sweatman, OHM Business Manager via helen.sweatman@ohm.org.au or 03 8648 8612.

LOGISTICS SUPPORT

The Open House Melbourne team will provide guidance on event logistics including digital content; offer support with bookings and ticketing; supply flags and signage; organise volunteer assistance. This means that building advocates and custodians can focus on the professional delivery of their event and/or program and help the public to learn more about their building, space or project.

Why is Open House Free?

The core remit of the Open House concept lies in the direct experience of architecture and design that is accessible and free to all. A free program is equitable and upholds everyone's right to the city; attracts a diverse audience; and encourages people to explore and engage with architecture and design in a relaxed and inspirational way.

As a small not-for-profit organisation, Open House Melbourne works tirelessly to ensure that the Open House Weekend remains accessible and free to all, both now and into the future.

Selection Criteria:

Consider the following key selection criteria when submitting your program, tour or event. This criteria will guide the curatorial process to determine what is accepted into the OHM 2023 program.

Does the building/space or event:

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 2023 theme of 'Collective City' (see page 1).

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

- Is it a rare example of the architectural style?
- Does it tell an important story about Melbourne's past, present or future?

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?

SUBMISSION GUIDE

Prepare content for your EOI based on the following questions. Submit your final EOI via:

[OPENHOUSEMELBOURNE.ORG/EOI2023](https://openhousemelbourne.org/eoi2023)

Please note: this Submission Guide can be supplied upon request as a Microsoft Word document for accessibility purposes. To request a copy contact us via email info@ohm.org.au or phone 03 8648 8612.

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1. First name
 2. Last name
 3. Email address
 4. Phone number
 5. Secondary contact email address
 6. Name of organisation (if relevant)
 7. Are you an OHM precinct or practice partner?
Yes / No
 8. EOI Title - building/location event or name
Working titles accepted
 9. EOI Format In-person / Digital content
 10. Has the specific location/event previously taken part in the OHM Weekend?
 - Previous participant (move to 10a)
 - New to program (skip ahead to 11)
 - 10a. Years participated select all that apply:
2022 / 2021 / 2020 / 2019 / 2018 / 2017 / 2016 or earlier
 - 10b. Reference content
 - Yes, refer to content previously provided (skip ahead to question 18)
 - No, I would like to submit new content
 11. Local Government Area
 12. Location / event full address
 13. Architect / Designer and Year
 14. Building Type Heritage / Landscape / Transport / Workplace / Commercial / Residential / Government / Industrial / Education / Place of Worship / Cultural / Sports Facility / Mixed-use
 15. Description Provide general information about the location/event. Include architectural, design, historic or unique points of interest. 200 words max.
 16. Key Selection Criteria
Review the range of criteria and select the categories that apply:
 - Represents design excellence
 - Seeks to improve our collective futures
 - Represents significant built heritage
 - Provides a unique visitor experience
 17. Image uploads
File type: JPEG. Image Quality: min 2MB, max 10MB. Include a range of internal, external, details, archival images, etc.
 18. What's On
Describe what will take place at your location/event in 2023. What can the audience expect to do or learn about? Who will be presenting? Will there be additional or special events to attend? 100 words max.
 19. How does your EOI relate to the 2023 theme, 'Collective City'? 50 words max.
- For the following questions please provide an indication of preferences at the time of submission; we understand these responses are subject to change.
20. Open Day/s
Saturday 29 July / Sunday 30 July / Both days
 21. Entry type
 - Open access / free roaming
 - Limited access / timed tours
 - Both open access + timed tours
 - Digital content / online event
 22. Accessibility
Fully wheelchair accessible / Partially wheelchair accessible / Accessible bathroom / Accessible parking / Audio Description / Auslan interpreted / Closed Captions / Quiet rooms / Sensory friendly / Elevator access
 23. Does your organisation hold any of the following insurances or plans?
Public Liability Insurance / Emergency Management Plan / CovidSafe Plan
 24. Volunteers required Select 'Yes' if your building is a residential property or has limited access/time tours: Yes / No / Not sure
 25. Further information
Please provide any additional information for your submission, including any reference material or website links.
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- Ensure all EOIs are submitted by the deadline:
5PM, WEDNESDAY 1 MARCH 2023