

Open House Melbourne Weekend 2025—Expression of Interest Submission

Open House Melbourne Weekend
Saturday 26 + Sunday 27 July 2025

Submission due date:
5pm Friday 21 February 2025

Theme: Stories of the City

The Open House Melbourne Weekend celebrates good design by opening up buildings, places and spaces, inspiring public engagement in conversations about the future of our city.

In 2025, Open House Melbourne invites you to share your ‘Stories of the City’.

In Melbourne, every building, street and public place tells a unique story. Shaped by its transformation over time and the diverse communities that live here, the city is more than its bricks and mortar—the city is about people and place. The stories of our city are embedded in its urban landscapes and the people who live, work and play here.

Open House Melbourne welcomes all kinds of stories. Stories that are personal and stories that are collective. Stories that explore our heritage or look to the future. Stories of Country, migration, innovation, resilience, and community. We want to hear stories that connect people with the city’s past and present, uncovering the narratives that have shaped Melbourne’s identity.

‘Stories of the City’ will illuminate stories hidden behind closed doors or overlooked in everyday life. By exploring the layers of urban life through stories of architecture, culture and community, the 2025 Open House Melbourne Weekend will foster a deeper appreciation of the relationship between people and place, lived experience and built form.

We look forward to seeing you on the 2025 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 or +61 3 8648 8612.

Please be prepared to complete the form in one session. The form will not be saved should you close your browser. We recommend reviewing the form or PDF and keeping a separate record of your responses as a reference so you can complete the form in one go.

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.

Submission deadline: 5pm Friday 21 February 2025

What's the program format?

Submissions may take the form of open access buildings or building tours, walking or site tours, workshops, panel discussions or talks, films or exhibitions. Most programs operate either as **Open Access** while some require **Pre-bookings** for limited capacity or timed tours. Some have elements of both.

Open Access

Open Access 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—see last year's offering at [Government House](#) and [Today](#) for a great examples of Open Access programming.

Open Access programs fall between the hours of 9am and 6pm on both Saturday 26 + Sunday 27 July 2025 and must be open for a minimum of six hours.

Generally, if you can accommodate more than 20 people at a time, or will offer four or more sessions or tours 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.

Pre-booked programs

Pre-bookings are required for some programs with limited capacity or security considerations like residential homes, construction sites or limited capacity tours—see last year's offering [Living Around a Courtyard](#).

All ticketing for pre-booked programs is to be managed by Open House Melbourne. We will work with you to understand your capacity for oversubscription to account for attrition. A small booking fee of \$7 (passed on to visitors) will apply to tickets to contribute to the ticketing administration costs and are non-refundable.

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

Both Open Access and Pre-bookings

These include an open, drop in style offering *plus* a pre-booked tour or event component—see last year's offering at [Peter MacCallum Cancer Centre's 75th Anniversary](#) or [Melbourne Recital Centre](#) for excellent examples of this format.

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 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

Learn more in our 2024 Event Report [here](#).

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 51,000+ email subscribers, 600,000+ annual website visits and an audience of over 62,000 across social media channels. For tailored benefits and services, please enquire about partner and sponsorship packages with Katie Evans, Partnerships + Communications Manager via 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, community group)
- \$260 (school, for-profit, local government)
- \$440 (higher education, State government, developers, property investment and funds management groups)

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

Collaborator Commitment

For successful participation on the Open House Melbourne Weekend we expect all Collaborators to:

- Hold necessary permissions and insurances to undertake the proposed program/event during the Weekend (26 + 27 July 2025);
- Open their building space for a minimum of six hours across the weekend and/or accommodate a minimum capacity of 50 people for events/tours
- 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 3-4 hour 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 Open House Melbourne 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 hot pink vests. They can assist you during your program with greeting visitors, queue and group management, assembling signage, checking attendee lists, way-finding and directions and sharing building information.

Volunteers are rostered for 3-4 hour shifts and will be allocated on an as needs basis.

While we endeavour to meet all volunteer requests, the support of Open House Melbourne volunteers is not guaranteed. As such, we expect you can run your program or event without the support of a volunteer.

Open House Melbourne signage ensures visitors can find you and your program! A stock of A-frames and flags is allocated to Collaborators to use over the Weekend for wayfinding.

It is the responsibility of the Collaborator to collect and return signage within the scheduled timeframes *or* Open House Melbourne can arrange a courier service for an additional fee.

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

Key Dates Timeline

25 October 2024—EOI opens:

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

Tuesday 26 November 2024—Online information session: Hear from us about updates for 2025, tips + tricks and get your questions answered.

By 5pm Friday 21 February 2025—EOI closes: Submit via the online form by 5pm Friday 21 February 2025. Late submissions will not be accepted.

Thursday 13 March 2025— Successful applicants notified via email

Thursday 17 April 2025—Final event details confirmed + registration fee paid

Wednesday 25 June 2025—Open House Melbourne Weekend Program Launch: Celebrate the launch of the Weekend program with us!

Saturday 26 + Sunday 27 July 2025: Open House Melbourne Weekend

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 2025 theme Stories of the 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 an innovative approach?
- 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 2025—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*

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*

Are you a returning or new Collaborator? *

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

Years participated*

2024 / 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 type*

Building—open access / Building—tour / Online event / Virtual tour/event / Walking tour / Site tour / Transport tour / Workshop / Self-guided tour / Talk/Presentation / Film / Exhibition / Live performance / Livestream event

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. 200 words max.

Program outline*

Describe what will take place at your location/event in 2025. 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 offer the option to program on Friday for select programs. 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 25 July / Saturday 26 July / Sunday 27 July

Hours open*

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

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

Tour/event block times*

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 6-8 hours / Saturday 6-8 hours / Sunday 6-8 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.

Four tours running for 30 minutes in groups of 20 or 6 x tours running every hour between 10am and 4pm for groups of 15 or Performance starting at 12pm. Running for 60 mins with a maximum capacity of 150.

We understand this may be an indication only—you will be provided an opportunity to shift and confirm these selections.

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? * 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

If partially wheelchair accessible or other, please provide more information*

Bookings required? *

Open House Melbourne encourages open access programs and events as part of the Weekend 2025. 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 (Open Access) / Both Open Access + 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 including the Key Selection Criteria, Registration Fee structure, Collaborator Commitment and Terms + Conditions, Key Dates Timeline and FAQs*