

RE/ DISCOVER YOUR CITY



**OPEN HOUSE
MELBOURNE**

**JULY WEEKEND
REPORT 2024**

ACKNOWLEDGEMENT OF COUNTRY

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.

CONTENTS

Executive Summary	6
Visitation + Impact	10
Visitor Engagement	12
Program Highlights	16
Program Insights	24
Collaborator Engagement	32
Volunteer Engagement	36
Partner Engagement	38
Partner Initiatives	40
Marketing Campaign	42
Program + Identity	52
Media Reach	54
Thank You	56
Sponsors + Partners	58



Melbourne
OUT LOUD

Learned photographer, Rosita Ella
the city and its people. From family
Melbourne's relationship with the
of Melbourne at moments of social
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ed play - often at their Rimbout
the Melbourne Cup to campaigning

described obsessive collector of
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lower of Melbourne with an
white photography. It also
Photography which
of Melbourne's

EXECUTIVE SUMMARY



The Open House Melbourne 2024 July Weekend festival was enthusiastically embraced, despite some challenging weather. Undeterred by the cold and rain, our community donned their wet-weather gear and braved the elements, demonstrating their passion for our program.

The Weekend program attracted over 63,000 in-person and online visits including open buildings, tours, talks, events, exhibitions and online programs. This engagement demonstrates the impact and public enthusiasm for Open House Melbourne's July Weekend and its contribution to the city's ongoing conversations about the design of Melbourne's built environment.

This year's theme, RE/DISCOVER Your City, encouraged Melbournians and the broader community to reconnect with the places they love, explore new offerings and gain an understanding of the city from different perspectives.

Many of our Collaborators marked significant milestones this year and it was wonderful to have them celebrate with us! 2024 saw the 75th anniversary of the Peter MacCallum Cancer Centre, the Royal Melbourne Yacht Squadron raised the sails on 150 years of sailing in St Kilda, the Melbourne Recital Centre turned 15 and the Shrine of Remembrance celebrates its 90th anniversary in November.

This year also marked the 50th anniversary of State Government heritage legislation in Victoria. To honour this milestone, we partnered with the Heritage Council of Victoria to deliver some wonderful programming. This included the Open Frame photographic competition, a new episode of Modern Melbourne highlighting the exceptional career of architect Maggie Edmond, AM, and the Heritage Address, an intimate conversation focused on the life and work of architectural photographer John Gollings.

The RE/DISCOVER your City program spoke to the curious at heart, the life-long learner and the city explorer. The 2024 Weekend offered a diverse array of experiences—from small-scale private homes like WOWOWA Magic and Robin Boyd's Wildwood House to large infrastructure projects such as the Melbourne Arts Precinct Transformation. Innovative housing projects, including Assemble, Nightingale, Rushall Park, and Brougham Street Cohousing, were featured, along with landscape projects such as the Greenline. The Koorie Heritage Trust opened the doors on their new renovation and the ANZ presented public tours of the Verdon Chambers at the ANZ Gothic Bank for the first time.

Key moments in Melbourne's history were explored. The Transformation of Central Melbourne tour, led by Rob Adams AM, former City Designer at the City of Melbourne, looked at the impact of the Postcode 3000 planning policy. The ARBV's Architecture of Olympic Boulevard tour, led by Jim Gardner, Director of GJM Heritage, examined the legacy of the 1956 Olympic games. As part of the tour, architect Peter McIntyre made a special guest appearance to share his insights on designing the 1956 Olympic Swimming Pool and its engineering challenges.

This year Open House Melbourne joined the Melbourne Zero Network, advocating to end homelessness in our city. During the Weekend, Launch Housing ran e-scooter tours offering perspectives from case workers, support organisations and people with lived experience of homelessness. These tours were a powerful reminder of our housing crisis and provided a clear way forward for tackling homelessness in our city.

The 2024 Weekend celebrated the projects and places that make our city unique, fostering a deeper understanding of the relationship between people and place. Across 174 program listings Open House Melbourne delivered 876 individual tours, talks, workshops, performances and exhibitions. In-person events were complemented by livestreamed, online and on-demand programming, ensuring accessibility beyond Melbourne's city and suburbs. The 2024 Weekend program engaged 150 collaborators made up of architecture + design practices, building owners/managers and community groups. Over 420 paid staff and 620 organisation-affiliated volunteers participated on the Weekend to assist in delivering the program.

This year, given the current economic climate, Open House Melbourne implemented tiered registration fees and ticket booking fees to cover administrative costs. The ticket booking fee is not a new model for Open House Melbourne, however it has not been implemented in some years. The registration and booking fees were well received and Collaborators with ticketed events reported higher levels of attendance than in previous years.

In the lead up to the July Weekend, Open House Melbourne presented Designing with Country in partnership with RMIT's Yulendj Weelam Lab. In conversation with Barkandji weaver Sophia Pierce and Gamilaraay man Beau de Belle, Dr Christine Phillips and Jock Gilbert discussed practices that facilitate home and belonging and how our built environments might better become homes to the knowledge and culture of our First Peoples.

This is Public: RE/DISCOVER you City framed the July Weekend program in relation to this year's theme and the future of our city. Presented in partnership with the Department of Transport and Planning, as part of the state government's Plan for Victoria community consultation, the keynote panel discussed what we love about our city, the challenges it faces and what we need to consider to ensure our city thrives, delivers housing that meets the needs of our residents, ensures more equitable access and grows sustainably.

Professor Andrew J May addressed the future heritage of our city and architect Kerstin Thompson, director of KTA spoke about the importance of everyday community infrastructure. Sky Haldane from the City of Melbourne spoke of the importance of green infrastructure, sustainability and the inclusion of First Nations perspectives and Howard Rally from Launch Housing addressed equity and the importance of safe and secure housing. This year we also hosted Open House Brno, who gave our audience a behind the scenes look at their program and an understanding of Open House Europe.

As part of our partnership, the Department of Transport and Planning co-located their plan for Victoria consultation team at This is Public, our Info Hub in front of Melbourne's Town hall and at strategic locations across metropolitan Melbourne. During the Weekend their team engaged with over 1400 people who shared their ideas to help shape the future of Victoria—a fantastic demonstration of the passion of our audience and the ability of Open House Melbourne to turn advocacy into action.

Building community and fostering connection to place is at the heart of our work at Open House Melbourne. Connecting people to place to builds a sense of belonging and strengthens community bonds. Through our programming, Open House Melbourne connects people to place, helping them to better understand our city, how it has developed over time, the decisions and issues that shape it as it grows and role that good design plays in ensuring it thrives into the future.

We look forward to seeing everyone again in 2025.

Tania Davidge
Executive Director | Chief Curator





VISITATION + IMPACT

HOW MANY?

63,776

Weekend Program engagements including building visits, tours, talks and online programming

174

Programs Delivered

123

New Programs from new and returning collaborators

876

Individual talks, tours, exhibitions etc.

8

Precincts

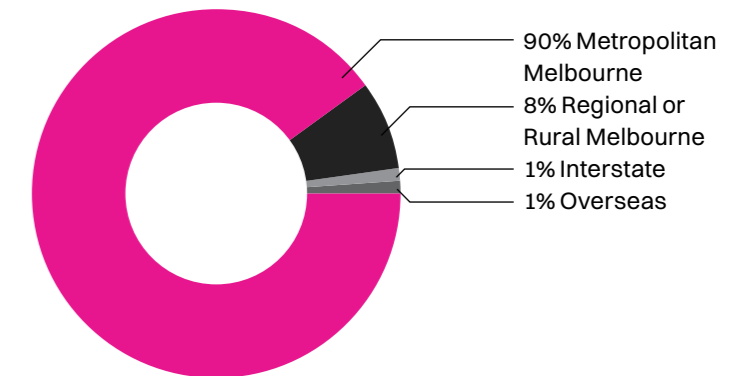
39

Valued partners + Supporters

377

Volunteers

WHO?



- 85% speak English at home
- 15% of respondents speak a language other than English at home
- 65.5% of attendees identify as female
- 31.8% of attendees as male
- 2.1% prefer not to disclose
- 0.4% of attendees identify as non-binary
- 57.3% are over 55 years old
- 9.5% are under 35 years old
- 26.3% attending for the first time
- 74% had previously attended an in-person Open House Weekend
- 36% of respondents have attended 5 or more Open House Melbourne Weekends
- 4.8% currently undertaking study
- 6% attended with a child/children under the age of 18
- 43.8% visited 3 or more buildings/events
- 47% of respondents attended more than one day
- 49% used modes of transport other than a car (walk, cycle, PT)

THEIR IMPACT

- Ave \$34 spent by visitors
- 41% spent more than \$30 per day
- 77% spent money on dining out including cafes, restaurants, bars
- 18% on retail and other recreational activities
- 44% on transportation
- 86.8% visited City of Melbourne precinct despite 85% not residing in City of Melbourne

VISITOR ENGAGEMENT

A visitor survey was distributed to tour and event ticket holders, to the wider Open House audience via a direct mail and across social media to gain insights into the Weekend audience. The following statistics are derived from 673 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 Open House Melbourne Weekend continues to inform and inspire an engaged and enthusiastic audience. Despite inclement weather across the Weekend, attendance and the spirits of all involved, including a very dedicated audience, remained high.

91% of respondents agreed that the Weekend sparked their curiosity and made them want to find out more, while 94% of respondents felt the Weekend helped them to gain new insights and knowledge. 84% of respondents were motivated to attend to improve their cultural awareness of Melbourne and 87% attended to stay informed and learn about the city's architecture.

After participating in the Weekend program, 88% of respondents agreed the Weekend was different from other events they have experienced before and 78% indicating they perceive the Weekend to engage people of different backgrounds. 82% agreed they felt a sense of community and 94% agreeing that the Weekend provides an important addition to the cultural life of the area.

The Open House Melbourne continues to deliver a unique and educational experience that is highly valued by its audience. The Weekend facilitates a sense of community among a diverse audience from different backgrounds, all with a common appreciation of and motivation to learn more about their city's architecture.

94%

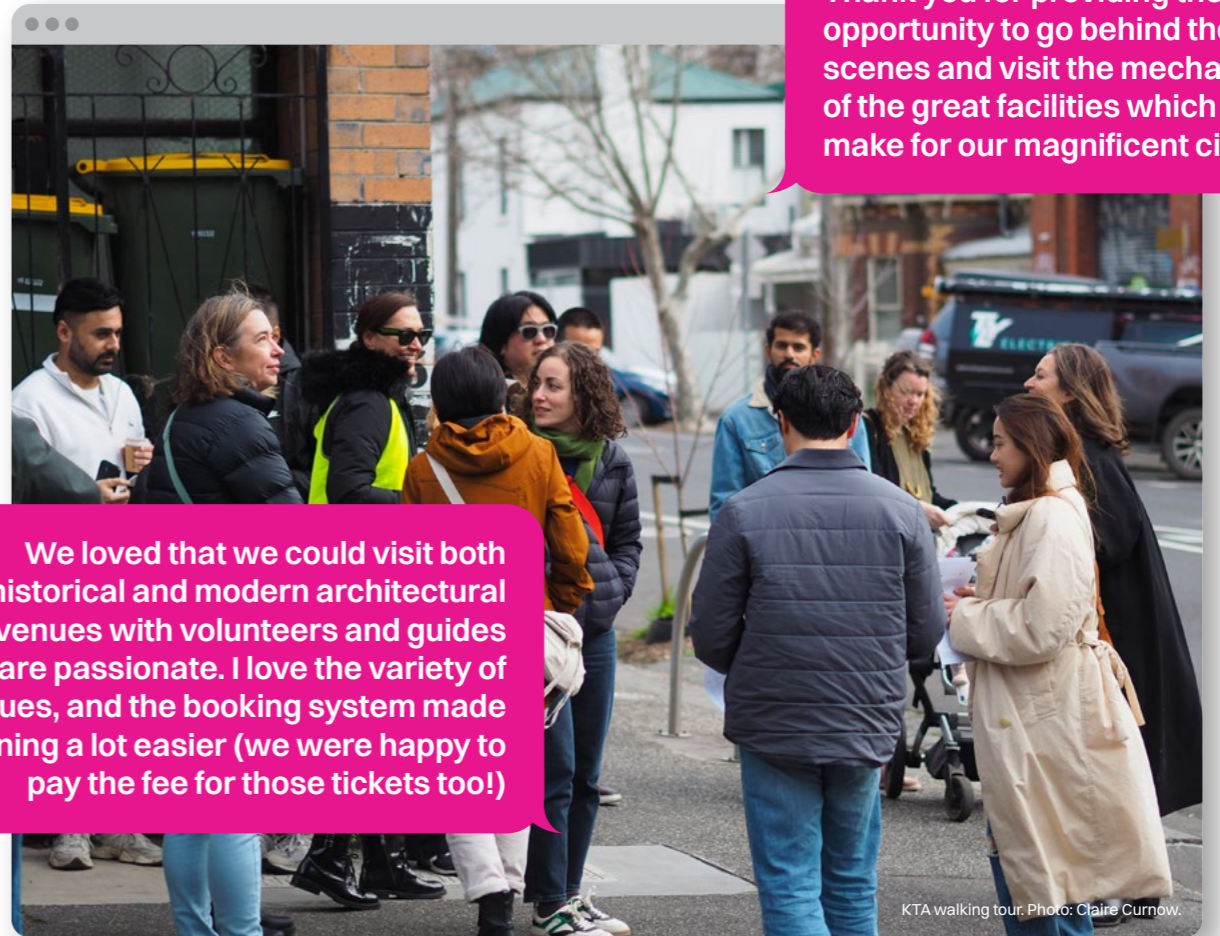
Gained new insights and knowledge

94%

Agree that the Open House Melbourne Weekend provides an important addition to the cultural life of Melbourne

84%

Attended to improve their cultural awareness of Melbourne



Thank you for providing the opportunity to go behind the scenes and visit the mechanics of the great facilities which make for our magnificent city.

We loved that we could visit both historical and modern architectural venues with volunteers and guides who are passionate. I love the variety of venues, and the booking system made planning a lot easier (we were happy to pay the fee for those tickets too!)

KTA walking tour. Photo: Claire Curnow.



It has provided the opportunity to slow down, listen and learn how, when and why my environment is what it is. That is, the glorious old structures to the magnificent new ones that provide for pleasure as well as business.

To have a cultural escape from the normal things I do and getting my cultural fix without spending any money.

The Doherty Institute. Photo: Nick Bebbington

RE/
DISCOVER
YOUR CITY

Andrew J.
May

Professor of History
University of Melbourne

Skye
Haldane

Principal Strategic Design
City of Melbourne

Howard
Ralley

Chief Officer, Partnerships
& Engagement
Launch Housing

Kerstin
Thompson

Director + Principal
KTA

OPEN HOUSE
MELBOURNE

#OpenHouseMelbourne
#rediscover2024



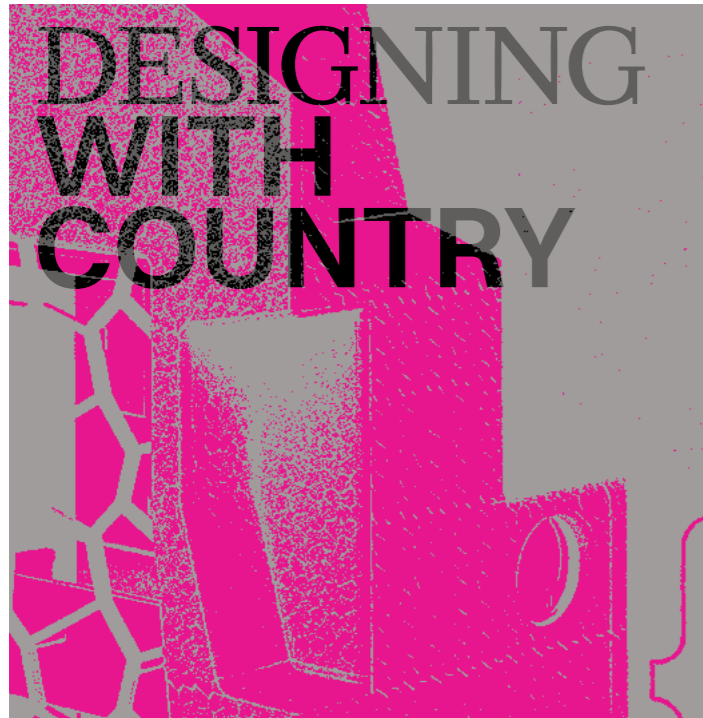


PROGRAM HIGHLIGHTS

The Open House Melbourne July Weekend 2024 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, EXHIBITIONS + TALKS

DESIGNING WITH COUNTRY
The Capitol RMIT
Tuesday 23 July



MODERN MELBOURNE PREMIERE: MAGGIE EDMOND
ACMI Cinema 2
Sunday 28 July



HERITAGE ADDRESS: JOHN GOLLINGS
The Capitol RMIT
Monday 29 July



OPEN PLAY AT NARRM NGARRGU
narrm ngaggu Library and Family Services
Sunday 27 July



Open Play, 2024. Photo: Nick Bebbington

THIS IS PUBLIC: RE/DISCOVER YOUR CITY
The Capitol, RMIT
Thursday 25 July



THE ROUND
BKK Architects and Kerstin Thompson Architects
Saturday 27 + Sunday 28 July



The Round, exterior. Photo: Derek Swalwell

EYES OPEN RIDE: STORIES FROM THE STREETS
Launch Housing
Saturday 27 + Sunday 28 July



The Big Issue, 2024. Photo: Courtesy of Launch Housing

A STROLL ON THE SOUTH SIDE
Lovell Chen
Saturday 27 + Sunday 28 July



Royal Park walking tour with GML Heritage. Photo: GML

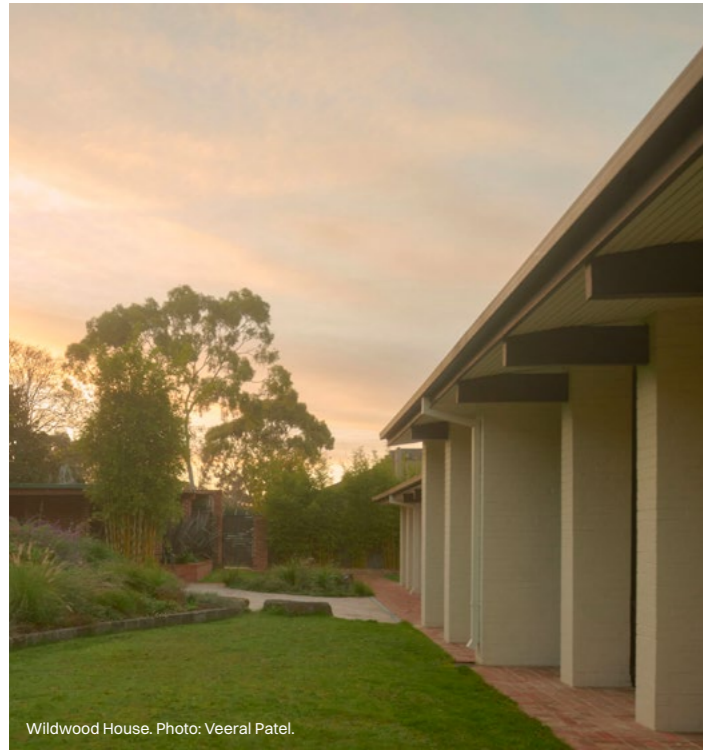
TRANSFORMING ANZ'S GOTHIC CHAMBER INTO A 21ST-CENTURY BANKING MUSEUM
Foolscap + ANZ
Wednesday 28 June (Program Launch) + Sunday 28 July



ANZ Gothic Branch & Banking Museum. Photo: Joe Vittorio

NEW BUILDINGS AND PROGRAMS

WILDWOOD HOUSE BY ROBIN BOYD
Saturday 27 July



Wildwood House. Photo: Veeral Patel.

KOORIE HERITAGE TRUST
Koorie Heritage Trust + Lyons
Saturday 27 July



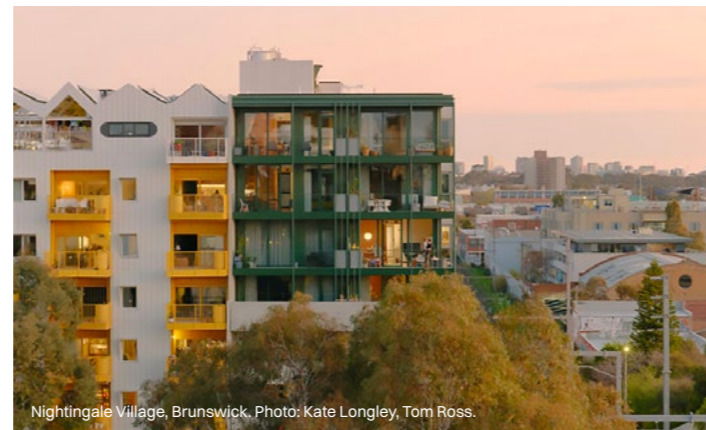
Building: Koorie Heritage Trust, Birrarung Building. Photo: Peter Bennetts.

A FOREST FOR AUSTRALIA AND ALTONA TREATMENT PLANT
Greater Western Water + Hobsons Bay City Council
Saturday 27 + Sunday 28 July



A Forest for Australia. Photo: Artist David Murphy and drone operator Leo Dale.

ANSTEY VILLAGE CASE STUDY: THROUGH A PLANNER'S LENS
Hansen Partnership
Saturday 27 July



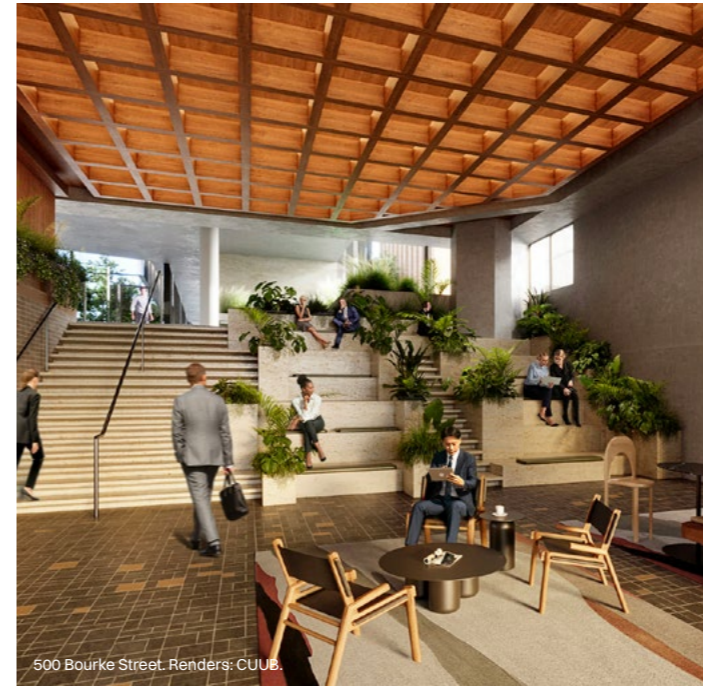
Nightingale Village, Brunswick. Photo: Kate Longley, Tom Ross.

AAMI PARK
Melbourne & Olympic Parks
Saturday 27 + Sunday 28 July



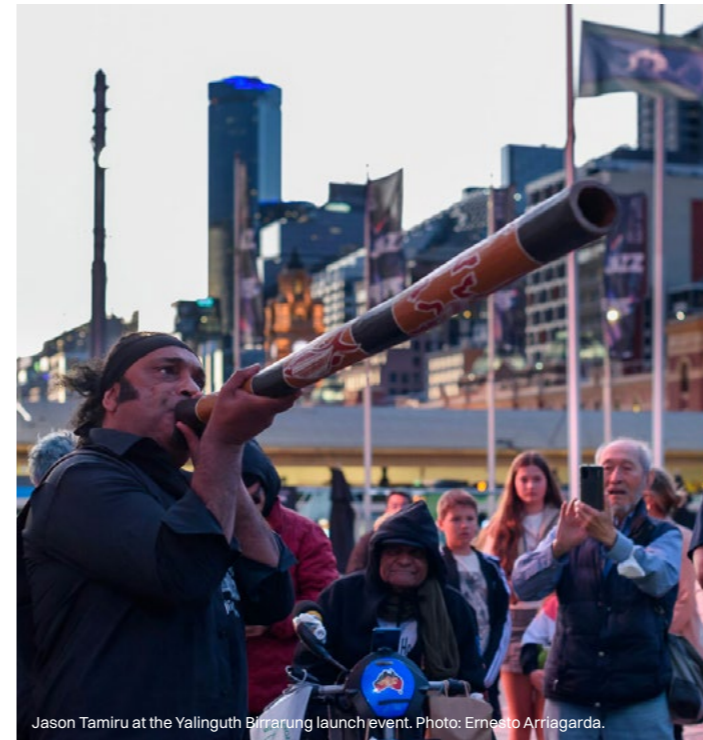
AAMI Park. Photo: Melbourne & Olympic Parks

500 BOURKE STREET
Fender Katsalidis + ISPT
Saturday 27 July



500 Bourke Street. Renders: CUUB.

YALINGUTH BIRRARUNG - ABORIGINAL HISTORY GUIDED WALKING TOUR WITH SPECIAL QUESTS
Storyscape
Saturday 27 July



Jason Tamiru at the Yalinguth Birrarung launch event. Photo: Ernesto Arriagada.

PETER MACCALLUM CANCER CENTRE'S 75TH ANNIVERSARY
Peter MacCallum Cancer Centre
Saturday 27 + Sunday 28 July



Exterior of the Peter MacCallum Cancer Centre. Photo: Peter MacCallum Cancer Centre

BOX HILL COMMUNITY CENTRE
Whitehorse City Council
Saturday 27 + Sunday 28 July



Exterior view of Box Hill Community Arts Centre. Photo: Whitehorse City Council.

ONE MORE NIGHT AT MEYER'S PLACE WITH SIX DEGREES
Six Degrees Architects
Saturday 27 + Sunday 28 July



Meyers Place Bar. Photos: John Gollings.

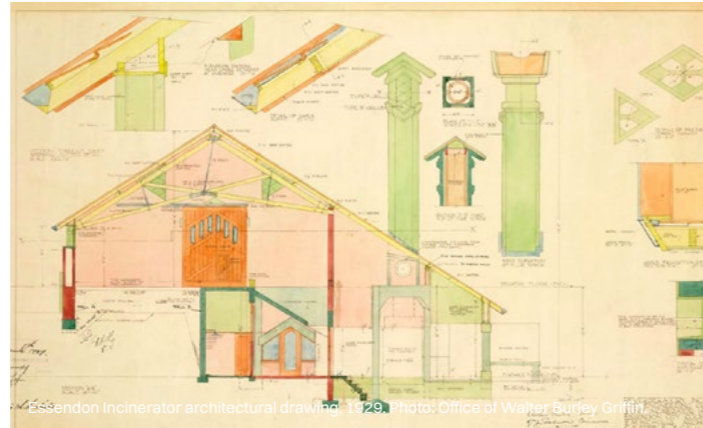
RETURNING FAVOURITES

CITYLINK CONTROL ROOM
Transurban
Saturday 27 + Sunday 28 July



CityLink traffic control room. Photo: Transurban.

ESSENDON INCINERATOR: A MODERN ENGINEERING AND DESIGN MARVEL
Incinerator Gallery
Sunday 28 July



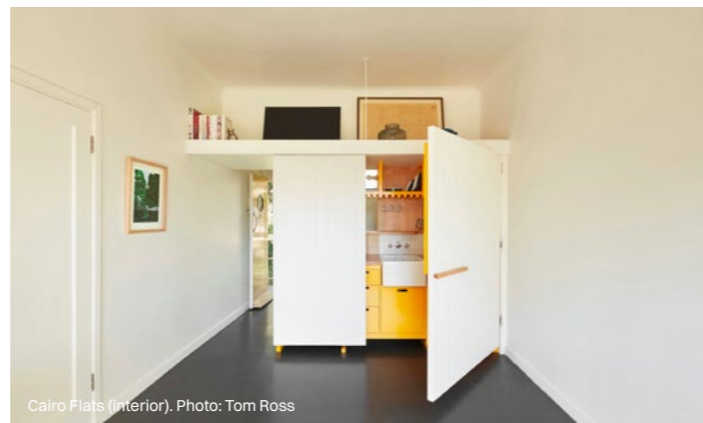
Essendon Incinerator architectural drawing, 1929. Photo: Office of Walter Burley Griffin.

FUTURE HOMES: BETTER APARTMENTS, BETTER HOMES
HOSTED AT BIG PLANS MELBOURNE
Department of Transport and Planning
Sunday 28 July



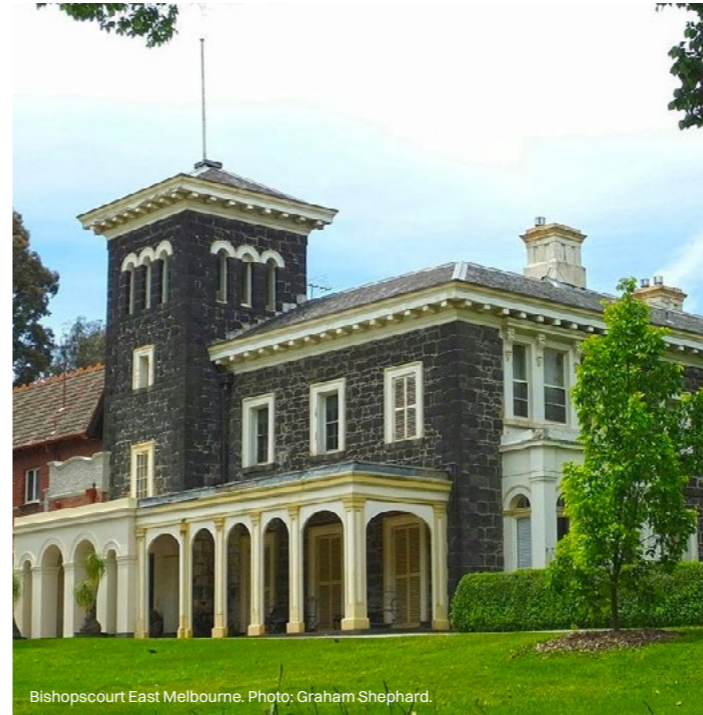
Renders of Future Homes designs. Photo: OVGA

CAIRO FLATS
Saturday 27 July



Cairo Flats (interior). Photo: Tom Ross

BISHOPSCOURT EAST MELBOURNE
Anglican Diocese of Melbourne
Saturday 27 + Sunday 28 July



Bishopscourt East Melbourne. Photo: Graham Shephard.

ALBANIAN MOSQUE, CARLTON NORTH
Albanian Australian Islamic Society
Saturday 27 + Sunday 28 July



Interior of the Albanian Mosque, Carlton North. Photo: Bari Nuhiji.

SHAPING REMEMBRANCE: EXPLORING ALTERNATIVE VISIONS FOR THE SHRINE
Shrine of Remembrance
Saturday 27 July



The Shrine of Remembrance. Photo: Earl Carter.

ST KILDA VAULTS
City of Port Phillip
Saturday 27 July



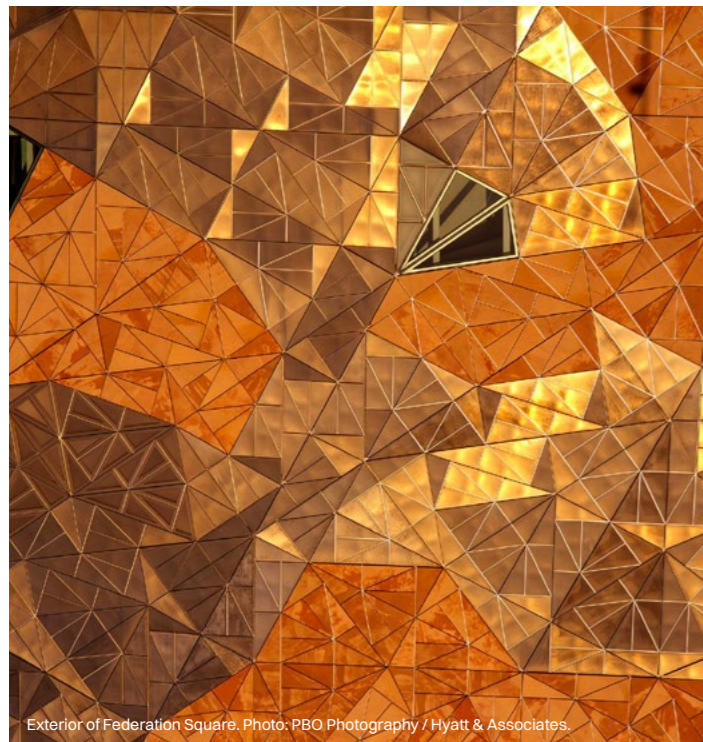
The Upper and Lower Esplanades Photo: Port Phillip City Collection.

HELLO HOUSE
OOF! Architecture
Saturday 27 July



Hello House. Photo: Nic Granleese

FED SQUARE: BEHIND THE SCENES TOUR
Melbourne Arts Precinct Corporation (MAP Co)
Saturday 27 + Sunday 28 July



Exterior of Federation Square. Photo: PBO Photography / Hyatt & Associates.



PROGRAM INSIGHTS

174

programs delivered

Improved ticketing analytics demonstrates overwhelming demand for key programs with 38k+ unique visitors to ticketed programs. This improved data reporting will aid in demonstrating demand for select programs and enable Open House Melbourne to advocate for greater capacity allowances through popular sites to better meet the needs of our audience.

79

new collaborators

A \$7 booking fee was applied to each ticket for pre-booked programs to contribute to ticketing administration costs. The fee had little to no impact on the uptake of tickets for highly popular limited capacity programs with both the first and second releases booking out within hours of going live. This suggests that for many, that small fee doesn't present a barrier to attendance.

123

new programs from new and returning collaborators

Beyond some highly sought after programs including the private homes, CityLink Control Room, ANZ Gothic Bank and the Fed Sq Behind the Scenes, uptake of tickets was steadier in the lead up to the Weekend leading to greater availability of pre-booked programs in the lead up to the Weekend. Of the 79 programs with bookings, 54 were fully booked before the Weekend. Of the 9,641 bookings made through Humanitix, 7,691 incurred a booking fee.

876

individual talks, tours, exhibitions etc.

This year's program of 174 program listings responded to the RE/DISCOVER your City theme, attracting 79 new Collaborators and 123 new programs delivered by new and returning Collaborators. There were still a number of favourite program listings that have previously been presented—these are incredibly popular with new and repeat visitors.

The RE/DISCOVER your 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 RE/DISCOVER your 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 67 programs, while 93 did not require pre-booking and 12 had elements of both. Pre-bookings were required for all residential and limited-capacity and timed tours. Two releases of tickets pre-booked programs was maintained after last year's success in promoting increased equity of access to limited-capacity events and tours within the program.

The fee encouraged visitors to more carefully consider their planned itinerary for the Weekend and resulted in greater commitment to attendance. A notable drop in attrition was recorded with Collaborators who delivered pre-booked programs reporting they experienced full or nearly full tour and event groups, despite wet and windy weather across the Weekend. The introduction of the booking fee was balanced by a strong commitment to offering high quality open access programs for which no pre-booking or ticketing was required, maintaining Open House Melbourne's commitment to offering free programming to a broad public audience. Of the total 59,461 in-person engagements with the Weekend program, 49,820 were open access and free to the public.

FRIDAY NIGHT

WITH OPEN HOUSE MELBOURNE

In 2024, we trialled adding Friday to the program offering for select talks and events with greater appeal to an industry audience, or to accommodate working sites that may not feasibly be able to participate on a weekend. While this wasn't implemented because there wasn't a critical mass to justify the operational commitment, several valued partner events took place on Friday evening to great success. The team will continue to work with Collaborators and visitors to engage outside of the traditional Weekend time frame.

BUILDING COMMUNITIES: ACHIEVING A SUSTAINABLE PUBLIC HOUSING SOLUTION

Architectus



Markham Avenue render. Photo: Architectus.

EDMOND AND CORRIGAN OFFICE OPEN STUDIO + TALK

Simulaa, Maggie Edmond + Carey Lyon



Edmond & Corrigan office. Photo: John Gollings.

RE/DISCOVER AUSTRALIAN MODERNIST IAN GRAHAM BOW

Hobsons Bay City Council



Robert Warren's Altona Council Chambers, 1960s. Photo: Hobsons Bay City Council.



Meyers Place Bar. Photo: John Gollings.

The Altona waste treatment plant tour was just fantastic. It was very well organised and the tour was very informative. Since visiting the plant, I've told many people about the operations there! Well done.

Having a talk from Peter McIntyre was an absolute highlight. My son is an architect, and he loved it also. It was great to hear first-hand of his experiences in designing an iconic building.

The Yann street house visit was amazing. Informative, warm and hospitable. It was educational and inspiring on the ventilation and environmental fronts. A great opportunity to visit a home we often walk past.

I was captivated by the talk with John Gollings while experiencing the Capitol Theatre. Being from Canberra I have long wanted to visit another of the Griffin's extraordinary legacies.

ANZ Gothic Bank was a building I had wanted to see for some time. I was thrilled to see it and learn about its history. It's a true gem of Melbourne and I love gothic architecture.

At the Queen Vic Women's Centre I attended the presentation by a Feminist Historian and it was fabulous. It was so interesting and has sparked my interest in learning more about Australian women's history.

Our boat tour of the Port of Melbourne was fascinating, especially the commentary by a retired Port worker. We learned an enormous amount about the history and operations of the port, and its importance in the economy of Victoria and Australia. The diversity of buildings and ships was great, and we feel privileged to have had this opportunity.

The Yalinguth Birrarung event was phenomenal, I felt so connected to the land and the incredible speakers, and learned a lot more about the true impact of colonisation than I ever had before. Truly incredible event, 10/10, everyone should do it.

I felt so privileged to have an opportunity to hear first-hand from the Holocaust Museum CEO and from the lead architect herself! They were incredibly knowledgeable and really thoughtful about how to organise the tour.

The tour for Peter Mac cancer centre was terrific. The staff was clearly extremely passionate about the role the institute has on the community and very proud of its history. I was very touched and honoured to have been able to take part in the tour.

Visited the Justin Art House Museum which I've been wanting to see for years. It was absolutely magnificent and Open House was the perfect time to see it.



COLLABORATOR ENGAGEMENT

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

A total of 236 submissions were received. Submissions were reviewed by the Open House Melbourne curatorial team together with the Building Council and a total of 188 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 Open House Melbourne-produced key programs to supplement the Weekend. Some late cancellations due to Collaborator circumstances resulted in a final total of 174 buildings/events being delivered across the Weekend.

The RE/DISCOVER your City program engaged 150 collaborators (architecture + design practices, building owners/managers, community groups) in the organisation up to the Weekend with an additional 420+ paid staff and 620+ organisation-affiliated volunteers participating on the Weekend to assist in delivering the program.

Along with direct email and phone 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, 97% said they found the information they needed on the Collaborator Portal with 94% agreeing they felt adequately prepared for the Weekend.

The following statistics are derived from 101 responses to this year's Collaborator Survey.

95%

would choose to participate in the Open House Weekend again next year

92%

believe the Weekend provides an important additional to the cultural life of the area

84%

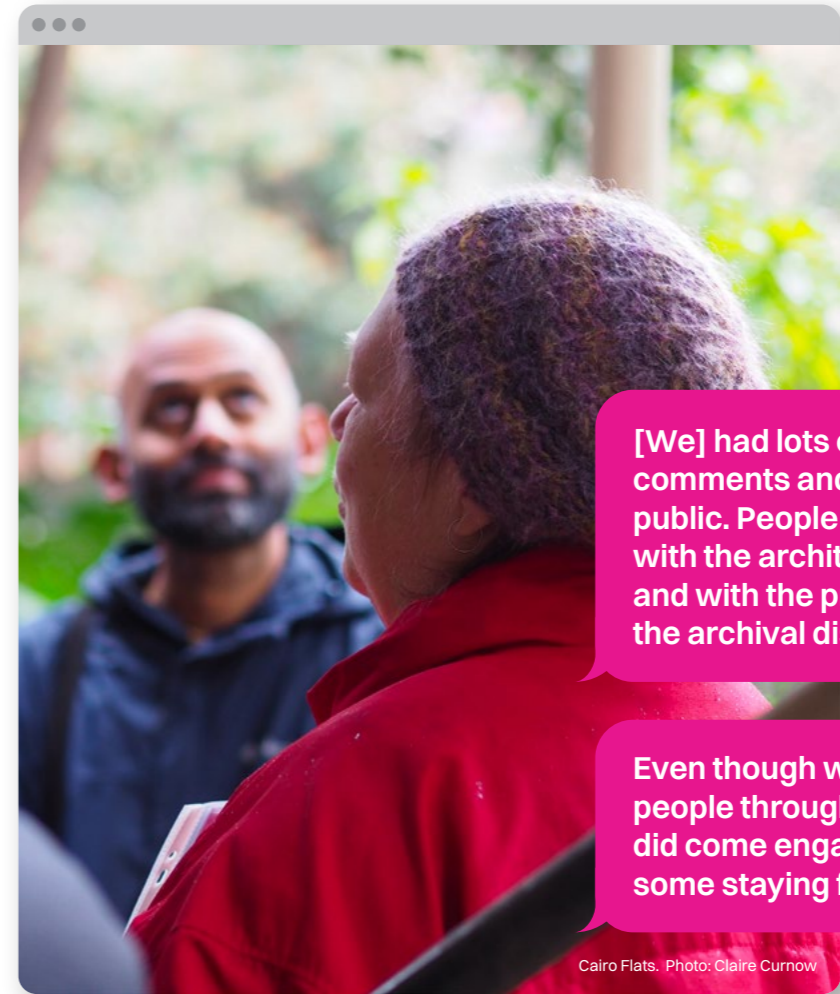
felt a sense of community during the Open House Melbourne Weekend

80%

of collaborators participate in Open House Melbourne to engage with the local community

82%

participate to promote their organisation to a new audience



[We] had lots of very positive comments and engagement with the public. People were very impressed with the architecture of the church, and with the professional nature of the archival displays.

Even though we had less people through, those that did come engaged far more; some staying for hours!

Cairo Flats. Photo: Claire Curnow

It was a wonderful way to facilitate engagement with forgotten corners of Melbourne



We love participating in Open House. During the Open House Melbourne weekend we see a completely different type of demographic to our usual visitors.

KTA walking tour. Photo: Claire Curnow



The audiences were very engaged and loved seeing behind the scenes.

It was a very worthwhile event for us, increasing our exposure and community awareness.

So many interactions with past and present audience members as well as visitors who have never been to an MTC show. Visitors loved the costume and props exhibition we created for the weekend, and our Sunday backstage tours were hugely successful. We had visitors arriving up to 30 mins before opening each morning so they wouldn't miss out. It was a positive and useful audience engagement exercise and we were proud to be part of Open House Melbourne.

My fascination with OHM started in 2011 when I saw scores of people queued around city blocks. As a curious being I was immediately drawn to this idea of exploring my own back yard. As an immigrant to the city, it was my opportunity to explore and learn about the history and culture as well as explore heritage and modern architecture of this city that makes Melbourne.

First OHM experience was really great. Will definitely consider volunteering again!

Thanks OHM for introducing this event for people to explore Melbourne, please continue this wonderful event for many more years to come!

VOLUNTEER ENGAGEMENT

As always the volunteers were brilliant. Cheerful and helpful, they are always the icing on the cake.

This year, there was a successful recruitment drive to engage new volunteers. Whilst there was a drop off of returning volunteers and therefore slightly down on total volunteers, the contribution hours were still high and we had record numbers of volunteers attending training sessions and social events.

370
volunteers recruited and shifts completed

70
volunteers at the Thank you Celebration

1500+
volunteer hours contributed

30%
participated for the first time in 2024

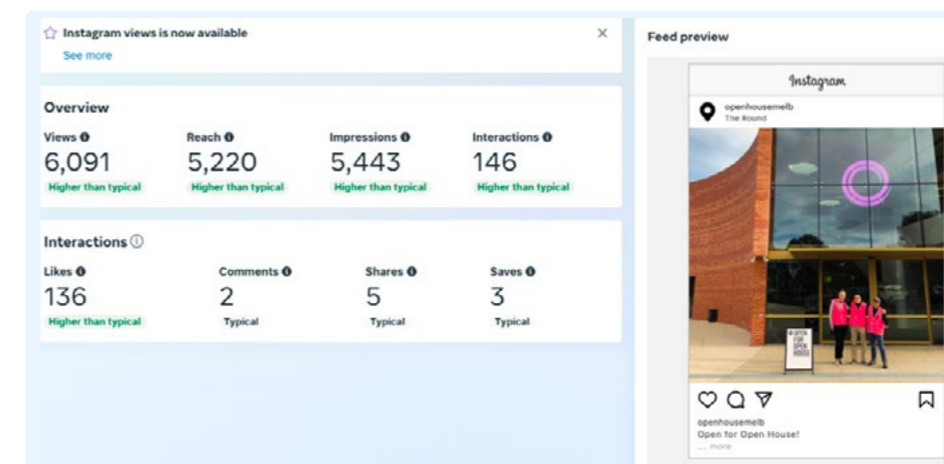
18-85
age range of Open House volunteers

26%
have volunteered for five or more years

66%
volunteer to celebrate Melbourne and engage with the local community

98%
would return to volunteer for Open House

TOP INSTAGRAM POST



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](#)

MAJOR PRECINCT PARTNERS

[MELBOURNE ARTS PRECINCT CORPORATION \(MAP CO\)](#)

PRECINCT PARTNERS

[CITY OF YARRA](#)
[HOBSONS BAY CITY COUNCIL](#)
[MARIBYRNONG CITY COUNCIL](#)
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PATRON

DANIEL DORALL

MAJOR PROGRAM PARTNERS

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Despite the rain, the turnout was so impressive! We were at maximum capacity for all our tours. Also, it was so lovely to see you pop by. We're thrilled you liked the project; we too believe 500 Bourke Street is an exemplar of what can be done throughout the city.

Fender Katsalidis

We had the pleasure of taking part in the weekend this year and saw some fabulous buildings open their doors with passionate and inspiring people leading the way!

Efront

We are proud of the long partnership with Open House, and each year we have the opportunity to highlight creativity and be inspired to think critically about how we contribute to our city's future.

Studio Payne





PARTNER INITIATIVES

CITY OF MELBOURNE + MELBOURNE ARTS PRECINCT

To enhance and highlight the City of Melbourne and Melbourne Arts Precinct programming, a number of new initiatives were implemented. More support materials were provided to volunteers in the Info Hub (daily updates on which sessions were booked out, large scale maps), which in turn meant greater support for visitors to the precincts.

Major Practice Partner Lovell Chen designed and presented a special walking tour of the Melbourne Arts Precinct, Stroll on the Southside. All program sites in the Melbourne Arts Precinct were provided with cobranded signage and an additional info site was established at Fed Square, with volunteers providing information sheets to visitors. This was supported by high profile marketing of the program on the Fed Square screens to promote the area and the buildings within Melbourne Arts Precinct and City of Melbourne.

DEPARTMENT OF TRANSPORT AND PLANNING PLAN VICTORIA ENGAGEMENT

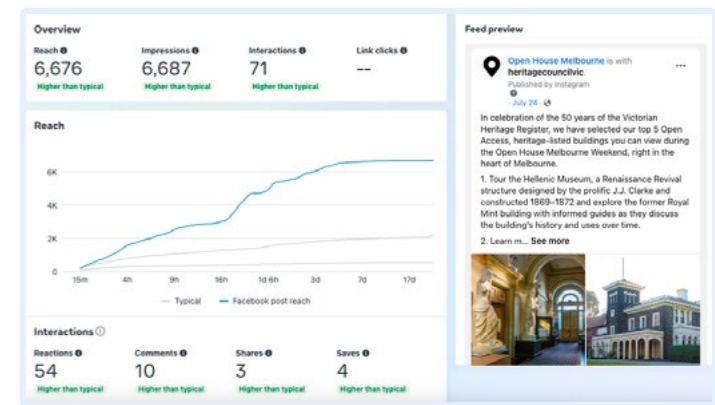
As part of our partnership, the Department of Transport and Planning co-located their Plan for Victoria consultation team at This is Public, our Info Hub in front of Melbourne's Town hall and at strategic locations across the Weekend. During the Weekend their team engaged with over 1400 people who shared their ideas to help shape the future of Victoria - a fantastic demonstration of the passion of our audience and the ability of Open House Melbourne to turn advocacy into action.

HERITAGE COUNCIL OF VICTORIA 50 YEAR CELEBRATION

This year marked the 50th anniversary of state government heritage legislation in Victoria. To honour this milestone, we partnered with the Heritage Council of Victoria to deliver some wonderful programming. This included the [Open Frame photographic competition](#), a new episode of Modern Melbourne highlighting the exceptional career of architect Maggie Edmond, AM and the Heritage Address, an intimate conversation focused on the life and work of architectural photographer John Gollings.



TOP FACEBOOK POST



EFRONT WEBSITE UPDATES

This year, Efront significantly enhanced the Open House Melbourne website to create a more user-friendly and tailor experience when browsing the Program. These updates focused on making it easier for users to find relevant events, improve accessibility, and strengthen precinct engagement through local promotions and curated precinct guides.

MARKETING CAMPAIGN

Over the campaign period 5 May—30 August 2024, a coordinated media campaign was rolled out to promote the RE/DISCOVER your City program, further positioning OHM as a leading cultural organisation. The campaign attracted high engagement with the preliminary program content which subsequently resulted in high attendance outcomes.

The marketing campaign incorporated e-newsletters, social media, public relations, grassroots outreach, cross-promotions, website news articles and promotion via our printed broadsheet publication. In addition, the marketing campaign was supported by ground staff volunteers at the stand alone Info Hub, located outside of the Melbourne Town Hall, which acted as a central point of information sharing.

OHM's most powerful marketing and communications activities continue to be its media campaign, managed by publicist Adam Valentine, which involves printed media, radio, digital media outlets and tv news coverage.

Event hosts, collaborators and building partners were also integral in driving awareness and engagement of the Weekend through individual cross-promotional efforts on social media, their own paid PR activities and digital coverage.

- Open House e-news: 48.4%
- Open House website news articles: 15.6%
- Word of mouth: 14.8%
- Open House social media (Facebook, Twitter, Instagram, LinkedIn): 17.3%
- 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.): 5.9%
- Other website or social media: 8.7%
- Just saw it happening: 2.4%
- ArchitectureAU.com: 1.8%
- Other: 7.4%

WEBSITE

Open House Melbourne's strategy is to drive all visitation to the website, the primary source of information about the individual programs. In 2024 we made a decision to manage all ticketing, and therefore the website acted as the landing page for all events, attracting 730,625 page views and 104,569 unique users.

The Userway platform continued to be available via the OHM website, which includes an accessibility menu that enhance usability and UI/UX in line with our organisation focus theme of Equality, Accessibility and Dignity.

Valued website developer and Major Partner Efront made a number of significant updates in 2024.

NEW PROGRAM LANDING PAGE:

Designed and developed a new landing page featuring a map, grid, and list view, allowing users to browse the program in their preferred way.

IMPROVED FILTERING:

Redesigned filtering with an e-commerce-style menu, allowing users to filter by precincts and differentiate between booked and open-access events. Accessibility features, event types and booking requirements are now more visible through filter selections, and building tile designs.

PRECINCT PROMOTIONAL TILES:

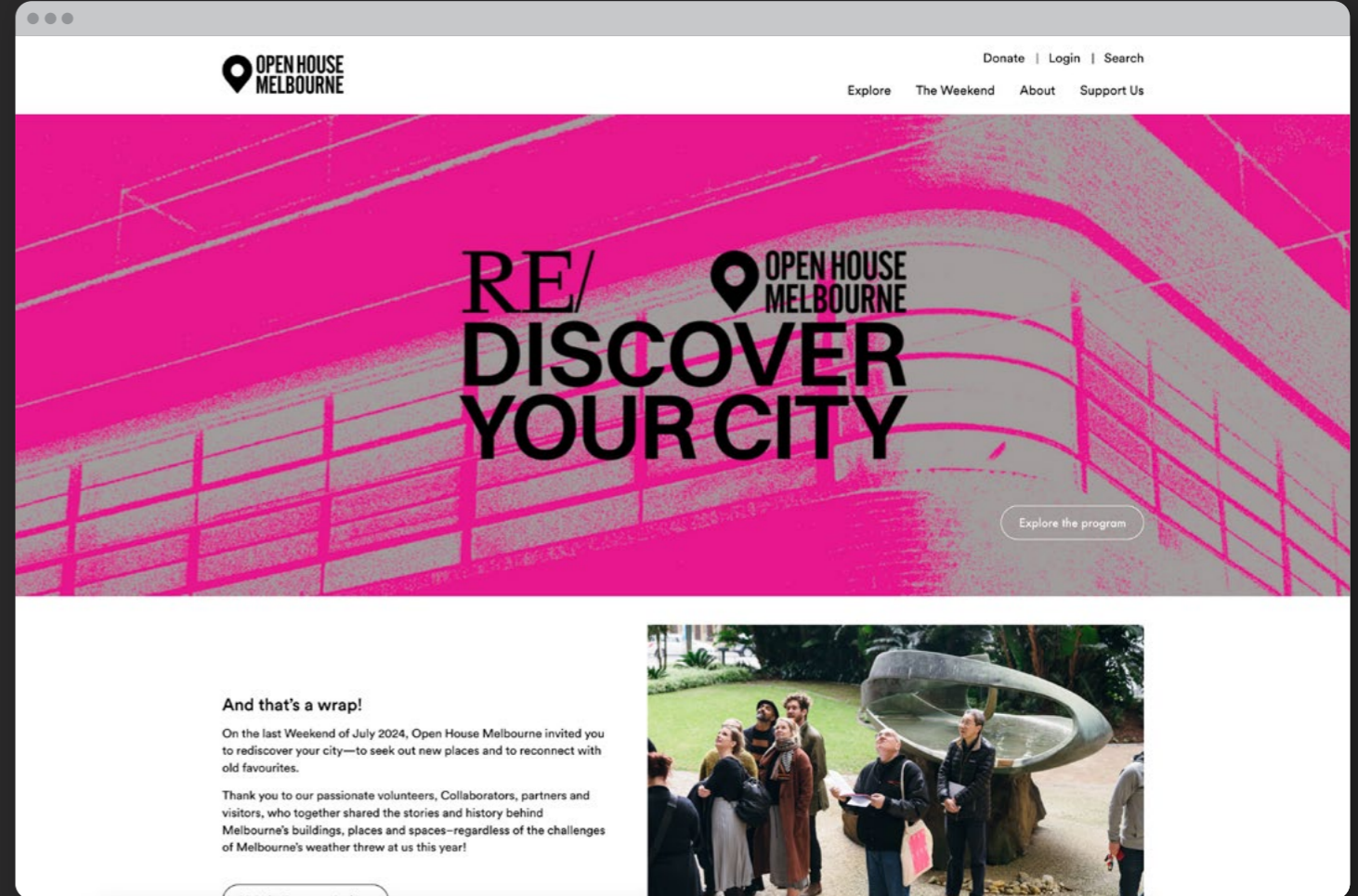
Added tiles linking to curated precinct pages for precinct-specific itinerary ideas, including local promotions and sponsor highlights.

FEATURED EVENTS:

Enabled the Ohm team to highlight curated talks, events, and buildings on the What's On page.

COLLABORATOR HIGHLIGHTS:

Added collaborator biographies to building pages, showcasing contributors to each building, talk or event where relevant.



MOST VIEWED PAGES:

1. The weekend program
2. Open house Melbourne landing page
3. The Weekend homepage
4. Itinerary tool
5. My account (setting up an itinerary)
6. Rediscover your city news article
7. Event - Bishops court
8. Event - Citylink Control Room
9. Event - ANZ Gothic Bank
10. Event - 555 Collins Street

WEBSITE ACQUISITIONS:

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

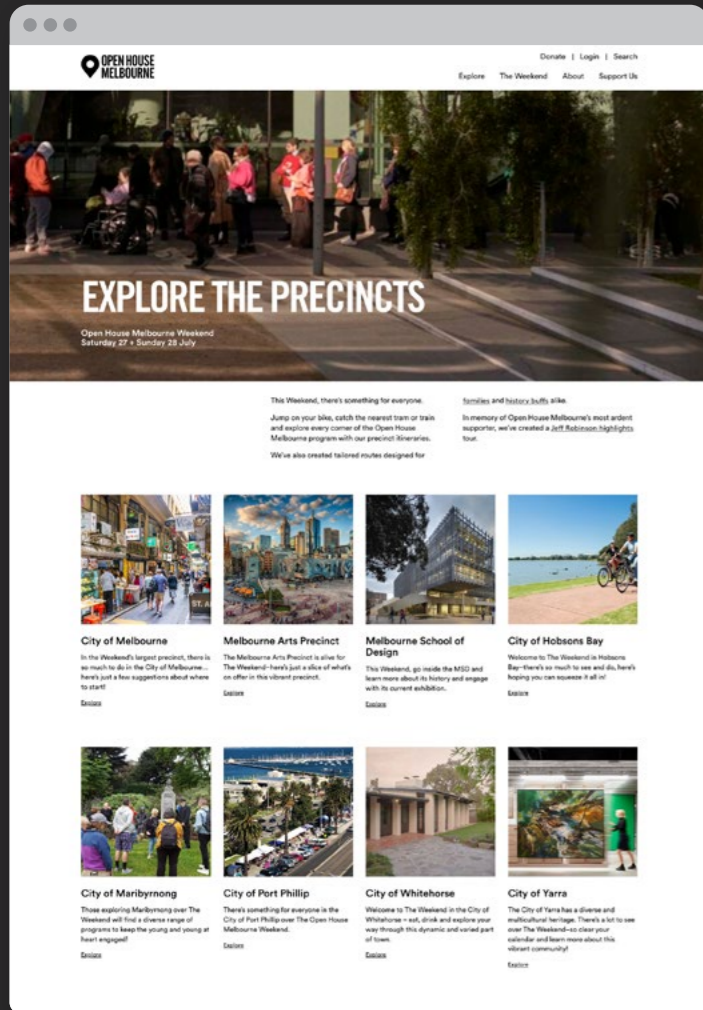
1. Google search
2. (net set)
3. Humanitix
4. City of Melbourne What's On
5. Facebook
6. Open House Melbourne website
7. Bing search
8. Linktr.ee
9. Boroondara.vic.gov.au - 809 referrals
10. LinkedIn

PRECINCTS

The program was curated across, and grouped within, eight Precincts: City of Melbourne, Melbourne Arts Precinct, Melbourne School of Design, City of Hobsons Bay, City of Maribyrnong, City of Port Phillip, City of Whitehorse and City of Yarra.

These Precincts and their new, curated itineraries invited visitors to more easily explore and discover the program. They helped shape a visitor's journey and frame the stories and personality of partnered local government areas that make up metropolitan Melbourne. Supporting the Precinct presentation was stand alone 'precinct webpages', social media promotion and new website functionality.

[Precinct Itineraries](#)



PRECINCT ENGAGEMENT

(Views/users)

4,335/2,916

CITY OF MELBOURNE



2,476/1,870

MELBOURNE ARTS PRECINCT



1,671/883

PORT PHILLIP

1,194/789

HOBSONS BAY

1,200/900

WHITEHORSE



1,002/758

MARIBYRNONG

1,799/1,048

YARRA



988/708

MELBOURNE SCHOOL OF DESIGN



The Footscray Theatre tour was fascinating. Plenty of information and it was great to hear from a projectionist who worked in the theatres in their heyday.

The guides on the Arts Centre Redevelopment tour made this the best tour I've been on in ages. Each one was so passionate and knowledgeable about their part of the project. I was excited about this project before this tour but after the tour my excitement has just reached a whole new level. I didn't want the tour to end!

The walking tour around Catani clock tower. The guide was very knowledgeable with a sense of humour. I enjoyed learning the history of the area.

Touring the ACMI Media Preservation Lab. I was not aware ACMI even existed, but now I have signed up for an annual membership! Very excited to go back there.

Preparing for Open House has benefitted The Substation with the creation of new valuable historical resources that may lead to further projects and community engagement. This includes things like a map, archival material, and educational resources.

The Water treatment plant at Western Water blew our minds, the lengths that the organisation goes to for our clean drinking water was astonishing. The team that took us through the tour was so well informed and made us all feel very welcome, they were engaging and funny! The Agnes Deanes Forest was truly eye opening and to listen to her "why" made us feel humbled by her vision. What an awesome learning experience!

E-NEWSLETTER

At the end of 2023, Open House Melbourne shifted from a smaller newsletter platform to Mailchimp. This allowed more frequent emails to be sent to our loyal and engaged community.

Throughout the campaign, seven newsletters were sent promoting the Weekend program, reaching more than 348,959 emails. The average open rate was 41.6% with the highest open rate of 55.9% for the newsletter sent just prior to the Weekend.

A solus EDM focusing on the City of Melbourne precinct highlights reached more than 50,000 recipients, seeing the highest click through rate across all newsletters.

51,707

TOTAL SUBSCRIBERS TO EMAIL DATABASE (AT END OF CAMPAIGN)

41.6%

AVERAGE CAMPAIGN OPEN RATE

10,593

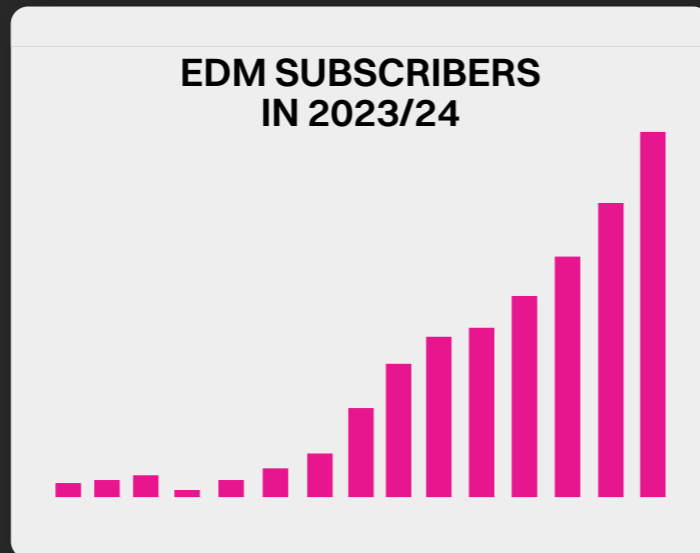
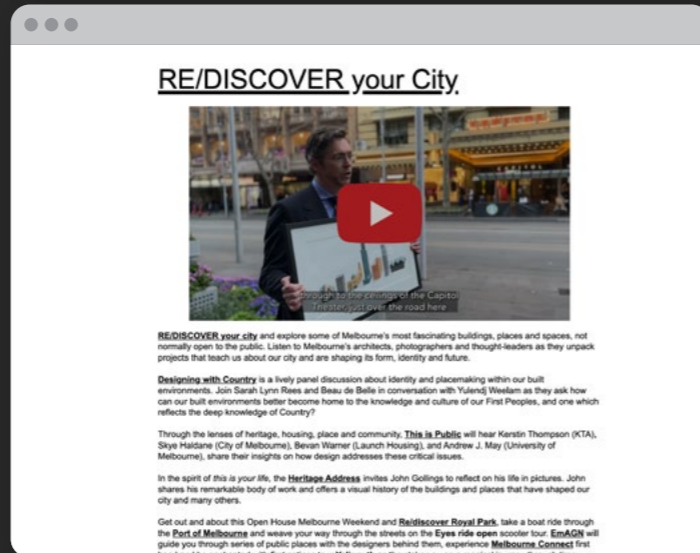
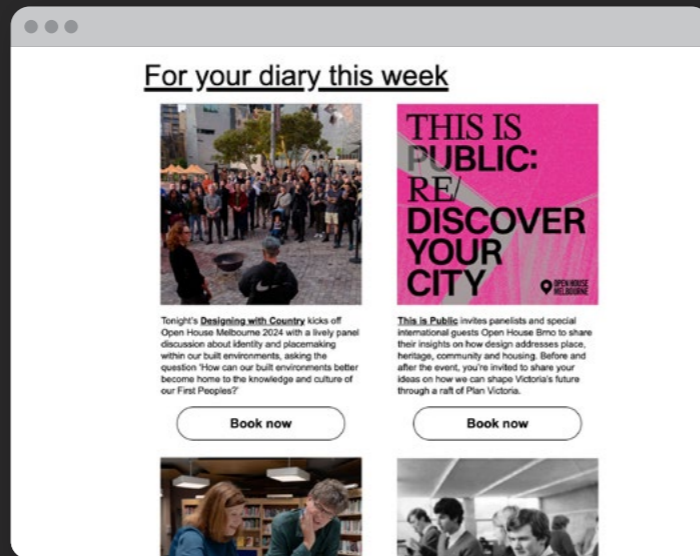
TOTAL CAMPAIGN CLICK RATE

7%

INCREASE IN EMAIL SUBSCRIBERS

VIEW THE CAMPAIGN E-NEWSLETTERS:

- [OHM Save the Date](#)
- [Design + Death reminder](#)
- [The Naked Architect](#)
- [Program Live](#)
- [City of Melb solus](#)
- [Countdown is on](#)
- [Regional tour](#)



SOCIAL MEDIA

In 2024, Facebook and Instagram were the primary social media platforms that were used to engage with audiences, communicate Weekend program information to our audiences and encourage participation in the broader Weekend conversations. OHM utilised a social media management tool to coordinate posting schedules, sharing this information with key partners so they too could coordinate aligned post messaging. Posts to LinkedIn sat outside of this scheduling tool and were more targeted.

Open House Melbourne has a total active audience across all social media platforms of 62,851, including channels on Facebook (28K followers), Instagram (22K followers), Twitter (9K followers), YouTube (1K subscribers) and LinkedIn (2.7K followers). During the campaign period, our social media channels experienced an overall growth of 3% in audience numbers. All channels maintained a steady growth of activity and engagement in the lead-up and remained strong throughout the campaign period.

62,851
TOTAL FOLLOWERS

FACEBOOK

28,176

FOLLOWERS

52,468

REACH

LINKEDIN

2,691

FOLLOWERS

21,275

IMPRESSIONS

INSTAGRAM

21,977

FOLLOWERS

61,748

REACH

YOUTUBE

4,441

VIEWS

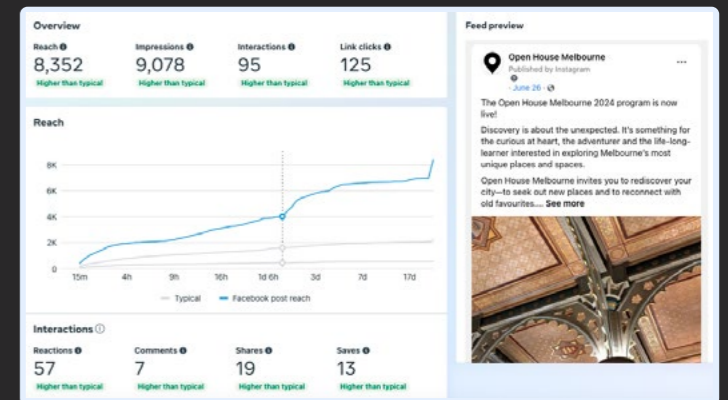
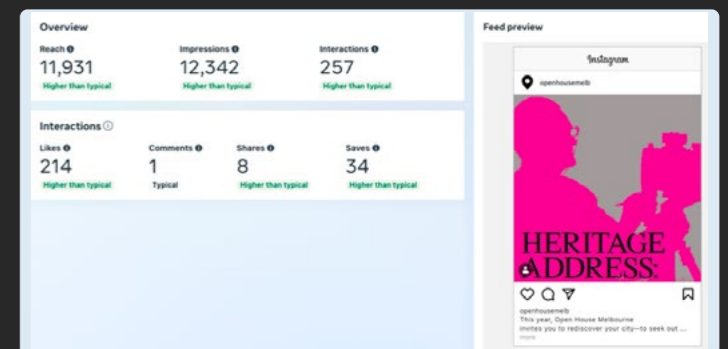
TWITTER

9,071

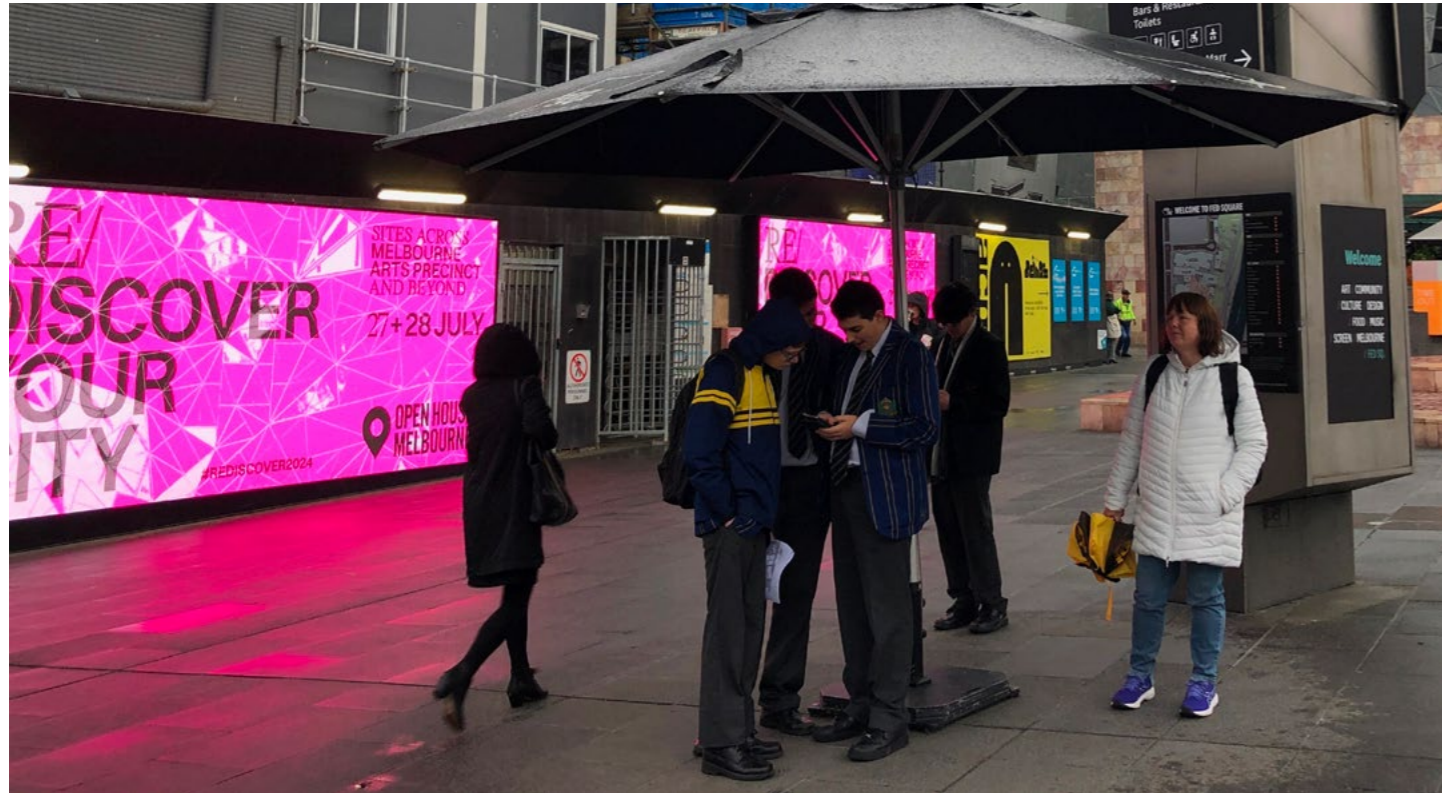
FOLLOWERS



TOP 2 POSTS





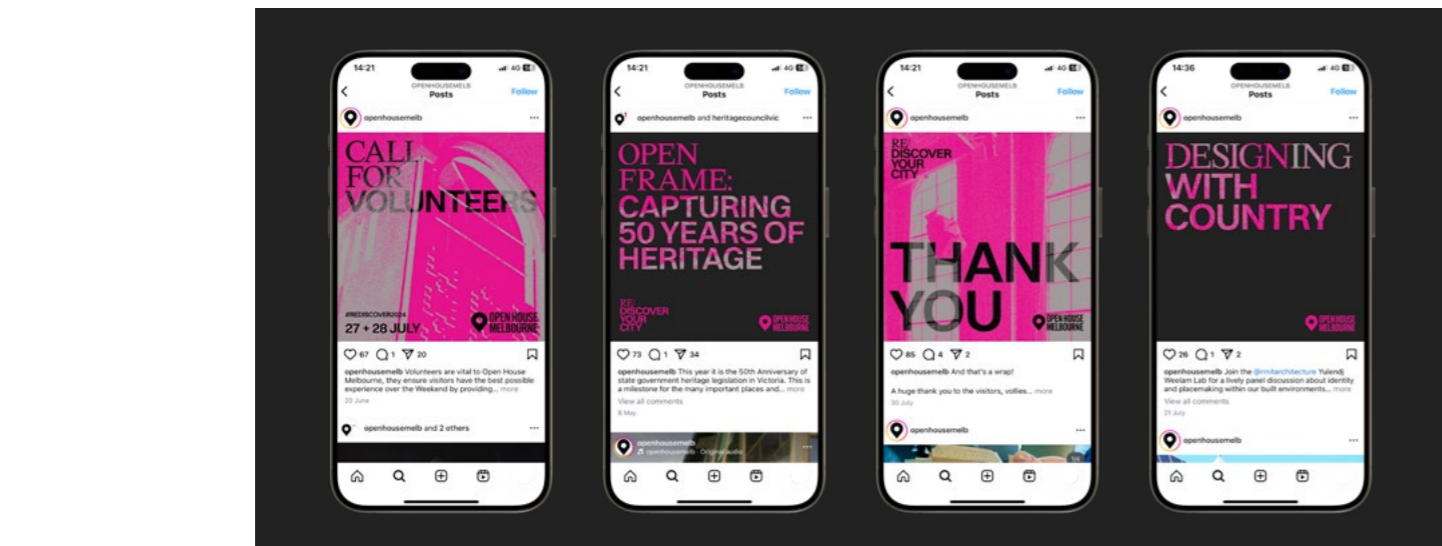


IDENTITY + PROGRAM

Central to communicating the Weekend program and content is a consistent brand identity that can be presented across all marketing and communication channels. Major Partner Studio Payne developed the RE/ DISCOVER your City identity, which was distributed to all collaborators through a marketing toolkit and utilised internally across all our platforms.

The printed program for 2024 was reminiscent of the broadsheet program style used for 2023, with some new features: thinner paper so allow for an easier fold, listing of ALL program items resulting in a longer program and presentation of all precinct maps. The printed program was secondary to the information available on the website, but acted as an additional marketing tool for precincts and key partners to distribute to their own communities and networks, attract new audiences and present information to those who were less inclined to use computers.

Studio Payne developed an expanded Collaborator marketing kit, allowing for more flexibility and use of the identity. An accompanying style guide supported the use of the identity across assets.



MEDIA REACH

The Open House Melbourne July Weekend 2024 media campaign, managed by publicist Adam Valentine, generated 370 total pieces of media coverage across broadcast (140), print (15) and online coverage (215). A total PR value of \$2,408,441.53 (Meltwater) and a reach of 260,372,042.

Online coverage was achieved across major news, arts, design and lifestyle digital platforms, including The Age, Herald Sun, Time Out, Concrete Playground, ArtsHub, Broadsheet, Realestate.com.au and notably through AAP's national network (includes syndications).

Broadcast media coverage was secured across TV programs Channel Nine News, Channel 7 News, ABC News Breakfast & Channel 10 News. Radio interviews ran across 3AW, ABC Radio Melbourne, Triple R and Joy. News bulletins also aired on the major radio commercial networks in Melbourne. (includes syndications).

Print coverage was achieved across major metropolitan titles, including The Age and Herald Sun; as well as local news titles like CBD News, Star Weekly News Group and Southbank Local News.

The distribution of media coverage for the 2024 Weekend campaign consisted of:

- Radio and TV: 38% (140/370 hits)
- Online: 58% (215/370 hits)
- Print: 4% (15/370 hits)

[Click to see the full report](#)

260,372,042

Total reach across print, online, TV and radio

\$2,408,441.53

Total PR Value

370

Media hits generated from 1 June to 1 August 2024





THANK YOU

The Open House Melbourne team is very small and we deliver a huge program with significant impact. I would like to acknowledge the OHM team—Piera Maclean, Katie Evans, Ellen Bloor and Georgia Byres—whose dedication and hard work ensured the 2024 Weekend was a resounding success.

Open House Melbourne could not deliver our program without the support and generosity of many dedicated organisations and people.

We thank our Major Sponsors—the City of Melbourne, Creative Victoria and OHM's long-term partners Studio Payne and Efront—for their support.

Open House could not present this extensive program without the generous contribution of the OHM Board, Building Council and Volunteer Council. This year the Open House Melbourne community was saddened by the passing of sustainability expert, engineer and Building Council member, Jeff Robinson. Jeff was our most ardent supporter and his enthusiasm for all things Open House was infectious. Open House Melbourne is keeping a front row seat in our hearts for Jeff.

Sincere thanks to our Collaborators, 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

2024 SPONSORS, PARTNERS & PATRONS

Open House Melbourne could not deliver the Weekend program without the generosity and support of our Building Council, Volunteer Council and the 500 volunteers who generously give their time. Heartfelt thanks to Building Council members Steve Stefanopoulos OAM (chair), Anna O'Sullivan, Sophie Cleland, Adriano Zarosinski, Jeffrey Robinson and Mitchell Gow and Volunteer Council members Neil Harkness, Andrew Purvis, Joy Villalino, Stephanie Bateman, Maria Panettieri and Luise Raeder.

MAJOR SPONSORS



MAJOR PROGRAM PARTNERS



MAJOR PRECINCT PARTNER

SPONSOR

MAJOR PRACTICE PARTNERS



PRECINCT PARTNERS



PRACTICE PARTNERS



PROGRAM PARTNERS



MEDIA AND DIGITAL PARTNERS



SUPPORTERS



PATRONS



APPENDIX

FULL PROGRAM LIST

[View Full Program Here](#)



