

ANNUAL REPORT 2024



**OPEN HOUSE
MELBOURNE**

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 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 MODERN BUILT ENVIRONMENT.

INTRODUCTION

Message from the President 8

Message from the Executive Director + Chief Curator 9

Strategic Overview 10

ORGANISATION REVIEW

Our People 13

Management Committee Governance 15

Partners + Finance 21

PROGRAM REVIEW

Open House Program Review 23

Volunteer Engagement 51

Reach + Profile 53

THANK YOU 61

APPENDIX 63

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





MESSAGE FROM THE PRESIDENT

IT HAS BEEN SEVENTEEN YEARS SINCE OUR FIRST OPEN HOUSE MELBOURNE WEEKEND IN 2008, AND AS AN ACTIVE MEMBER OF THE OPEN HOUSE WORLDWIDE NETWORK, WE DELIVER THE LARGEST OPEN HOUSE FESTIVAL IN OCEANIA.

This year's Open House Melbourne (OHM) program has been the strongest and most enduring yet, measured by audience participation, media coverage, educational opportunities, connecting with new communities, online engagement, partnerships, events, locations, showcasing design practices, all of which reflects so much that is unique and wonderful about Melbourne and Victoria.

The enthusiasm and engagement of the community is an expression of who we are, a conversation about who we want to be and a debate about how we will live together into the future. Throughout the year, we have grown the range of program initiatives that celebrate the impact of good design and explore vital urban issues, including events in regional Victoria and growing channels of spectacular online multimedia content.

The centrepiece every year is the Open House Melbourne Weekend, which was curated through the lens of the 2024 theme, *RE/DISCOVER your City*. Working in close collaboration with our volunteer Building Council and Collaborators, the program was defined thematically to enable our audiences to create journeys that exemplified design excellence, illuminated urban challenges and revealed hidden histories. Alongside a concurrent program of keynotes and special events, the Weekend was a multifaceted, participatory experience.

All of our work is realised through the incredible contributions of our volunteers, collaborators, sponsors and partners, and is skillfully brought to each encounter with purpose and creativity by our marvellous OHM team. As 2024 draws to a close, it is a true privilege to acknowledge and thank all who are involved in its creation and delivery.

Thank you to every one of our 370+ volunteers, many of whom have supported the Weekend and special events on multiple occasions. We now have 38 who have been recognised for volunteering for an incredible ten seasons, and 58 for five seasons, which is a testament to the strength and leadership of our Volunteer Council.

Gliding effortlessly and elegantly throughout the year's program are our own Jedi Knights, the OHM team. Their calm professionalism, precise focus and operational agility are a humbling sight to behold. On behalf of the members and board, I proudly give our thanks to Tania Davidge, Piera Maclean, Katie Evans, Georgia Byres and Ellen Bloor for their positivity, creativity and unrelenting tenacity in delivering an extraordinary and unique program of events, films, podcasts and publications.

The far reaching impact of OHM is only possible due to the contributions of our partners and sponsors. I acknowledge and thank our Major Sponsors, the Victorian Government through Creative Victoria, the City of Melbourne, website developers Efront, our award-winning graphic designers Studio Payne, and our sponsor The Office of the Victorian Government Architect.

We are also grateful to our Major Practice Partners Architectus, Lovell Chen and Partridge as well as Practice Partners Bates Smart, Cox, Fender Katsalidis, GJM Heritage, Hansen and Hayball.

My thanks goes to our Major Precinct Partner MAP Co, and Precinct Partners City of Port Phillip, Hobsons Bay City Council, Maribyrnong City Council, Whitehorse City Council, City of Yarra and the Melbourne School of Design. Alongside media partners ArchitectureAU for supporting the Weekend marketing campaign.

Our year-round programming was eagerly embraced by our audiences and recordings of key programs are building our online library. Often proving to be opportunities for deeper engagement and knowledge exchange, these important initiatives are enabled by our Program Partnerships, and I thank them for their energetic, collaborative support. Our Major Program Partners are the Architects Registration Board of Victoria, the Heritage Council of Victoria, the Victorian Government through the Department of Transport and Planning, Metro Tunnel Creative Program, the NGV's Melbourne Design Week, the Southern Metropolitan Cemeteries Trust, and the University of Melbourne. Our program partners are ArchiTeam, ACMI, the Australian Institute of Architects, ANZ, RMIT, Big Plans, the Alastair Swain Foundation and the Greater Metropolitan Cemeteries Trust.

OHM's donation program has evolved to respond to the changing face of philanthropy. At the end of 2023 we launched our new donor program Open Circle, a community of like-minded, engaged, generous advocates for good design. Thank you to our Open Circle members for your generous support.

I also take this opportunity to thank my fellow board members, Amy Muir, Matthew Bowen, Leanne Olden, Stuart Harrison, Caryn Kakas, Gemma Pinnell, and Dr Fleur Watson, all of whom have passionately contributed their insight throughout 2024. We will soon bid farewell to our long-serving Treasurer, Matthew Bowen, who has diligently overseen our finances for eight years, and we warmly welcome Danielle Sequeira. I also thank Pinsent Masons, Right Lane Consulting and Syracuse for their generous ongoing in-kind support.

I am so excited to see what our collective creative energy will achieve in 2025 as we are once again brought to focus upon the places we live, work and play across Victoria to champion the value of good design and architecture, and work collaboratively to empower each other to take an active role in shaping our future.



SAM REDSTON
President, Open House Melbourne

MESSAGE FROM THE EXECUTIVE DIRECTOR + CHIEF CURATOR

2023/2024 HAS DELIVERED A YEAR OF ACHIEVEMENT AND IMPACT FOR OPEN HOUSE MELBOURNE WITH AN ATTENDANCE OF 75,000 ACROSS THE PROGRAM.

This year, we refreshed our Strategic Plan around three core objectives: to educate, engage and inspire through our programming; to strengthen and grow our community; and to build a stable future for Open House Melbourne (OHM).

To achieve these goals, our team made a significant move towards delivering high-quality, year-round programming. In October 2023, we curated a bespoke program for Geelong Design Week. Over the summer months and into early autumn, we explored the city with our *Summer Fun(draising)* tour guides.

In May 2024, for the Australian Institute of Architects' National Conference, Open House Melbourne presented a keynote discussion on the *Future of the Australian CBD*, discovered the city's public spaces with a *Public Melbourne* walking tour and hosted the *Talking Architecture* discussion panel. The *Rail as Civic Infrastructure* event, delivered in partnership with the Metro Tunnel Creative Program, shone a light on the design of the new Metro Tunnel stations and their contribution to the public life of the city. The keynote presentation and panel discussion reinforced the important role of rail design in shaping Melbourne's civic landscape.

As part of the NGV's 2024 Melbourne Design Week, OHM presented *Six Feet Under: Design + Death*. This two-day curated program invited people to consider the intersection of design and death. It asked them to reflect on how the spaces we associate with death and dying are, surprisingly, not so much about death but instead more about life and the way we live. The program was moving and thought-provoking. It highlighted the power of design and place to touch people's lives, connecting people and their stories of death and the end of life through design, architecture, place and community.

In June 2024, we launched the first episode of a revitalised *Naked Architect* series. This fourth series featured architects and clients in conversation—on location—in the homes they have created together. It unpacked the design process, looked at what it takes to deliver a bespoke home and covered themes of design, construction and sustainability.

The Weekend festival is the cornerstone of our programming. Despite challenging weather in 2024, the Weekend was enthusiastically embraced by our audience and our community. 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.

The Weekend program attracted over 63,000 in-person and online visits, encompassing open buildings, tours, talks, events, exhibitions and online programs. Across 174 program listings OHM delivered 876 individual tours, talks, workshops, performances and exhibitions. It was wonderful to get out and about the over the Weekend, engage with the diversity of our volunteers, collaborators and audience and experience the strong sense of community OHM fosters.

This year, as part of the State Government's *Plan for Victoria* community consultation, OHM partnered with the Department of Transport and Planning to deliver public engagement events. Presented during our 2024 Weekend and 2024 Regional Tour to Ballarat, Warrnambool, and Shepparton, these events attracted over 2,300 attendees and facilitated more than 1,600 in-person interactions with the *Plan for Victoria* project team. Through this program, our audience shared their visions for the future of Victoria. This engagement demonstrated OHM's unique ability to transform the passion of our audience into tangible advocacy and action.

Reflecting on the 2023/2024 program, it has been a remarkable year for OHM. Given the current economic climate, we have managed expenditure carefully and worked hard to diversify our revenue. Recognising engagement projects like the *Plan for Victoria* are rare, we are focused on developing sustainable revenue streams to build a strong operational foundation for the future. This year, we introduced Weekend registration fees and ticketing fees, which were well received. Collaborators reported high attendance for ticketed events, despite wet and windy weather across the Weekend. The strength of our current position is a testament to our ability to cultivate lasting relationships and our agility and expertise in delivering high-quality programming.

Building community and fostering connection to place is at the heart of our work at OHM. Through our programming, OHM helps people to better understand our cities, towns and regions—how they have developed over time, the decisions and issues that shape them as they grow and the role good design plays in ensuring we thrive into the future. By connecting people to place, we build a sense of belonging and inspire people to explore, celebrate and care for places where they live, work and play.

Reflecting on the impact we have made this year, we look forward to building on our successes in 2025.



TANIA DAVIDGE
Executive Director + Chief Curator





OPEN HOUSE MELBOURNE STRATEGIC OVERVIEW 2024-2027

Purpose	Champion the role of good design in shaping our buildings, places and communities to support Victoria as a vibrant and liveable state.		
Vision	Connect people to place, informing and empowering them to play an active role in shaping their environment.		
Strategy statement	Through our programming, build public understanding of the positive impact of good design, inspiring people to explore, celebrate and care for their cities, suburbs and regions.		
Goals	Strengthen and grow the Open House Melbourne community	Educate, engage, and inspire through informative and creative programming	Ensure a sustainable future for Open House Melbourne

Key initiatives	<ul style="list-style-type: none"> - Increase touchpoints for the OHM community to come together - Expand and diversify regional and suburban audiences beyond inner metropolitan Melbourne as capacity dictates - Improve audience reach and engagement through our communications (website, social media, EDMs, etc.) - Foster future audience participation in our community - Capture demographic data to better understand our audience and community 	<ul style="list-style-type: none"> - Festival Weekend: Deliver high-quality experiential programming that presents a snapshot of metropolitan Melbourne - Year-round programming: Deliver high-quality programming centred on key issues impacting Victoria, to foster public awareness of good design and the factors shaping the built environment - Create channels to foster people's active involvement in shaping their environment - Program for our future audience 	<ul style="list-style-type: none"> - Develop and diversify OHM's business model and revenue opportunities - Ensure a strong system of governance (including subcommittee scopes and roles, policies and procedures) - Foster an organisational culture that attracts values, and retains the best people - Build and strengthen OHM's reputation as a trusted independent organisation and thought leader
-----------------	---	---	---

Values	Openness Community Curiosity Collaboration					
Pillars	First Peoples First Indigenous knowledges and designing on Country	Collective City Making the city together	Sustainability Sustainable practices and the carbon neutral city	Making Home Social, affordable and new models of housing	Open Nature Design, ecology and the natural world	Inclusion Designing an accessible city that welcomes everyone



OUR PEOPLE

OPEN HOUSE TEAM

TANIA DAVIDGE

Executive Director + Chief Curator

PIERA MACLEAN

Program Manager

KATIE EVANS

Partnerships + Communications Manager

The core team was supported by Georgia Byres—as Operations Coordinator for the Open House Melbourne Weekend, and Ellen Bloor—as Program + Events Coordinator.

BUILDING COUNCIL

STEVE STEFANOPOULOS OAM (CHAIR)

ANNA O’SULLIVAN

MITCHELL GOW

ADRIANO ZAROSINSKI

SOPHIE CLELAND

JEFFREY ROBINSON

VOLUNTEER COUNCIL

NEIL HARKNESS

ANDREW PURVIS

STEPHANIE BATEMAN

LUISE RAEDER

MARIA PANETTIERI

JOY VILLALINO

MANAGEMENT COMMITTEE

SAM REDSTON

Director, Flot & Jet Creative Projects and Events
Board Member and President

AMY MUIR

Director, MUIR Architecture
Board Member and Vice President

MATTHEW BOWEN

CA, Director, Syracuse
Board Member and Treasurer

LEANNE OLDEN

Senior Associate, Pinsent Masons
Board Member and Secretary

STUART HARRISON

Director, Harrison & White
Board Member

DR. FLEUR WATSON

Associate Professor, RMIT
Board Member

GEMMA PINNELL

Principal, Right Lane Consulting
Board Member

CARYN KAKAS

Head of Housing Strategy, ANZ
Board Member

EMMA TELFER

Director, Assemble
Former Board Member and Vice President

PROFESSOR NAOMI STEAD

Director, Design and Creative Practice
Enabling Capability Platform, RMIT
Former Board Member

MARK DAVIS

Technology Director, Today
Former Board Member

PATRICK RUNDLE

Deputy Official Secretary, Office of the Governor of Victoria
Former Board Member

ASSOCIATION MEMBERS

ADAM PUSTOLA

ALISON CLEARY

ANDREW PURVIS

ANNA O’SULLIVAN

BEN MORGAN

CHARLES TREMLETT

DAMIAN BUTLER

DAMIAN SABATINI

DANIELLE JOHNSTON

ELOISE GLANVILLE

EMMA APPLETON

HUGH FALCON

JACQUELINE DI BLASI

JIM GARDINER

JOHN PETIT

JOY VILLALINO

KIERAN LEONG

KIM IRONS

LAVANYA ARULANANDAM

LEO MARTIN

LYNNE PEPPER

MARCIA HARKINS

MARGOT WILLUMSEN

MARY DOUGHERTY

MELANY HAYES

NATHAN MILESI

NEIL HARKNESS

NIC CULNANE

NICK ROUSE

PATRICK RUNDLE

PAUL BORELLA

PHOEBE HARRISON

QUAN PAYNE

ROHAN TROLLOPE

SALLY DOBELL

SHELLY PENN

SHAUN NEWING

SIMON JOHSON

SOPHIE NEWING

STEPHANIE BATEMAN

STEVEN NEAVE

STEVE STEFANOPOULOS

TANIA DAVIDGE

TIM LESLIE

VON SLATER

OUR AMBASSADOR

PETER MADDISON

OUR PATRONS

DANIEL DORALL

OPEN2500

EMMA TELFER

PATRICK RUNDLE

SOPHIE AND SHAUN NEWING

OPEN1000

FLEUR WATSON

JOY VILLALINO AND ALAN SHAW

VOLUNTEERS + COLLABORATORS

Our organisation relies on the incredible goodwill of the people of Victoria. People give to Open House Melbourne in so many ways—from volunteering to opening their building or home; providing spaces for an event; donating their time and expertise; providing their endorsement of our events; or a myriad of other ways.

We are so very grateful for your support and we hope to continue working with you over the many years to come. Thank you.



MANAGEMENT COMMITTEE GOVERNANCE

Monthly meetings of the Management Committee have primarily been held in person, with a hybrid model adopted as needed to allow for flexibility. This approach has worked well and ensured a high level of attendance throughout the year. The focus of the meetings has been to ensure the financial stability of Open House Melbourne is maintained, having recovered remarkably from the Covid-19 years. Support has also been provided to the broadening of the program across the year, and into the regions, to deliver a refreshed, engaging and diverse program while ensuring sustainable working practices in the team.

OUR PEOPLE

The beginning of the year saw several changes to the Open House Melbourne Management Committee under the leadership of Tania Davidge as Executive Director and Chief Curator. Sam Redston stepped up as President, replacing Stuart Harrison who had held the position since 2022. Stuart remains on the Management Committee as a member. We thank Stuart for his leadership and commitment to the organisation, and in particular for helping steer the organisation through the rocky post-Covid years. Amy Muir has taken on the role of Vice President and Leanne Olden stepped into the role of Secretary, with Matthew Bowen continuing as treasurer. While we farewelled Naomi Stead, Mark Davis, Emma Telfer and Patrick Rundle we have welcomed Gemma Pinnell and Caryn Kakas to the Management Committee, who have brought with them new perspectives and opportunities. We would like to thank each of Naomi, Mark, Emma and Patrick for their contributions to the organisation, without which Open House Melbourne would not be the success that it is today.

We would like to particularly acknowledge the invaluable contribution of Matthew Bowen, who is stepping down from the role of Secretary and the Management Committee at the end of 2024. Matthew has generously used his significant experience to expertly guide the organisation from a financial perspective over a number of years and, is a large part of the reason for the organisation's financial stability today.

Under Tania, the organisation has flourished with her enthusiastic, strategic and thoughtful approach to programming, fundraising and management. The team has largely remained stable, with Piera Maclean continuing in her role as Program Manager and Katie Evans continuing in her role as Partnerships + Communications Manager. They were joined by Georgia Byres, Operations Coordinator and Ellen Bloor, Program + Events Coordinator. We would like to thank Tania and the team whose passion and commitment is evident in the engaging, dynamic and varied programming which has been delivered across the year, along with one of our most successful weekends yet.

Thank you also to our Building Council, Volunteer Council and our enthusiastic Volunteers and Collaborators who remain dedicated to the Open House movement and our ongoing work here in Melbourne. Without their support Open House Melbourne would not be what it is.

STRATEGIC PLANNING WORKSHOP

In response to feedback received from practice partners, grants and other donors, the Open House Melbourne Management Committee held a strategic planning workshop on 26 April 2024 to prepare a one to two page strategy statement or "Strategy on a Page". The workshop was run by Right Lane Consulting (organised by Committee member Gemma Pinnell) and resulted in a "Strategy on a Page" that will be made available on the Open House Melbourne website. The Committee notes its particular thanks to Gemma for providing Right Lane Consulting's time on a pro bono basis.

SUB-COMMITTEE / ADVISORY GROUPS

Three subcommittees and one advisory group were established in 2021 to provide specific areas of focus and advice to the management team. These subcommittees continued in a limited form through 2024. Now that Open House Melbourne is in a more financially stable position, the Management Committee has committed to re-establishing the subcommittees in the following form in 2025, to enable those subcommittees to take on new, innovative projects to move the organisation forward. Each subcommittee will meet regularly to address the outcomes for each group.

See below the summary of responsibilities for each committee:

Ⓞ RISK & GOVERNANCE

Chair: Leanne Olden

- Manage all governance issues, including workplace policies and procedures
- Respond to the strategic objectives of the organisation with analysis of data and reporting recommendations and insights
- Review historical data to support consideration of capacity and measurement of outputs against objectives

Ⓞ FUNDRAISING & COMMUNICATIONS

Chair: Sam Redston

- New opportunities focus, working to milestones based on program launch, OHM weekend and Open Circle initiatives
- Skill set to support OHM capacity in marketing & communications
- Preparing an annual plan for fundraising and communications

Ⓞ PROGRAM ADVISORY GROUP

Chair: Dr Fleur Watson

- Will run two key workshop discussions to feed into annual program development and EOI processes
- Additional meetings/workshops would be added as the subcommittee determined necessary

MANAGEMENT COMMITTEE MEETING ATTENDANCE

MEETING NUMBER	MEETING DATE	SAM REDSTON PRESIDENT	AMY MUIR VICE PRESIDENT	MATTHEW BOWEN TREASURER	LEANNE OLDEN SECRETARY	STUART HARRISON MEMBER	FLEUR WATSON MEMBER	GEMMA PINNELL MEMBER	CARYN KAKAS MEMBER	TANIA DAVIDGE ED	MARK DAVIS FORMER MEMBER	EMMA TELFER FORMER MEMBER	NAOMI STEAD FORMER MEMBER	PATRICK RUNDLE FORMER MEMBER
09-2023	10.10.2023		Y	N	Y	Y	Y			Y	N	Y	Y	N
10-2023	14.11.2023		Y	Y	N	Y	Y			Y	Y	Y	Y	Y
01-2024	13.02.2024	Y	Y	Y	Y	Y	N	Y	Y	Y				
02-2024	12.03.2024	Y	N	Y	Y	N	Y	N	N	Y				
03-2024	09.04.2024	Y	Y	Y	Y	Y	Y	Y	Y	Y				
04-2024	14.05.2024	Y	N	Y	Y	Y	Y	Y	Y	Y				
05-2024	11.06.2024	Y	Y	Y	Y	Y	Y	Y	Y	Y				
06-2024	08.07.2024	Y	Y	N	Y	Y	Y	N	N	Y				
07-2024	13.08.2024	N	Y	Y	Y	Y	Y	Y	Y	Y				
08-2024	10.09.2024	Y	Y	Y	Y	Y	Y	Y	N	Y				



PARTNERS + FINANCE

MAJOR SPONSORS

CITY OF MELBOURNE
CREATIVE VICTORIA
EFRONT
STUDIO PAYNE

SPONSORS

OVGA

MAJOR PROGRAM PARTNERS

ARCHITECTS REGISTRATION BOARD OF VICTORIA (ARBV)
DEPARTMENT OF TRANSPORT AND PLANNING
HERITAGE COUNCIL OF VICTORIA
METRO TUNNEL CREATIVE PROGRAM
NATIONAL GALLERY OF VICTORIA (NGV)
SOUTHERN METROPOLITAN CEMETERIES TRUST

PROGRAM PARTNERS

ACMI
ANZ
ARCHITTEAM
AUSTRALIAN INSTITUTE OF ARCHITECTS
BIG PLANS
DEATHTECH RESEARCH TEAM IN ASSOCIATION WITH THE UNIVERSITY OF MELBOURNE SCHOOL OF COMPUTING AND INFORMATION SYSTEMS AND SCHOOL OF CULTURE AND COMMUNICATION.
GREATER METROPOLITAN CEMETERIES TRUST
RMIT + THE CAPITOL

MAJOR PRACTICE PARTNERS

ARCHITECTUS
LOVELL CHEN
PARTRIDGE

PRACTICE PARTNERS

COX
BATES SMART
FENDER KATSALIDIS
GJM HERITAGE
HANSEN PARTNERSHIP
HAYBALL

MAJOR PRECINCT PARTNERS

MELBOURNE ARTS PRECINCT CORPORATION (MAP CO)

PRECINCT PARTNERS

CITY OF PORT PHILIP
CITY OF YARRA
HOBSONS BAY CITY COUNCIL
MARIBYRNONG CITY COUNCIL
MELBOURNE SCHOOL OF DESIGN
WHITEHORSE CITY COUNCIL

MEDIA & DIGITAL PARTNERS

ARCHITECTUREAU
BOOM STUDIOS
ELLIKON
MATT RICHARDS
ADAM VALENTINE

SUPPORTERS

COMMITTEE FOR MELBOURNE
OPEN HOUSE WORLDWIDE
PINSENT MASONS
SAFETY IN NUMBERS
SYRACUSE

PATRON

DANIEL DORALL

REVENUE IN 2024 IS RECORDED AS \$665,346, AN INCREASE OF \$203,862 COMPARED TO 2023 (\$461,484).

2023/2024 has seen a financially successful year for Open House Melbourne. Given the current economic climate, expenditure has been managed carefully. We have worked hard to diversify our revenue and moved to a more sustainable and robust funding mix. As part of this move, government and corporate funding reduced as a percentage of total funding. Government funding came down 5%—from 60% of total funding in 2023 to 55% in 2024. Corporate funding decreased by 6%—from 36% in 2023 to 30% this financial year. Event revenue contributed 13% of this year’s revenue—an increase of 11% from the 2022/2023 financial year.

In terms of Revenue by Type, Open House has decreased grant income and sponsorship receipts as a percentage of our total revenue. These types of revenue are less stable forms of funding in the current economic context. We have increased program funding and event revenue over which we have more direct control. Donations have doubled as a percentage of total revenue.

REVENUE BY TYPE—2023 V 2024

GRANT INCOME



PROGRAM FUNDING



SPONSORSHIP RECEIPTS



EVENT REVENUE



DONATIONS



MEMBERSHIP



OPEN HOUSE PROGRAM REVIEW



GEELONG DESIGN WEEK

KEY STATS:

610

GEELONG DESIGN WEEK 2023 VIEWS

259

YOUR GEELONG, PAST PRESENT + FUTURE VIEWS

89

TOTAL IN-PERSON ATTENDANCE

Open House Melbourne (OHM) explored the process of working meaningfully with Traditional Owners to incorporate First Peoples' knowledge and culture into design. Wadawurrung Traditional Owner Corrina Eccles, architect Jeremy Stewart (ARM Architecture), Geelong Arts Centre CEO and Creative Director Joel McGuinness and Worimi artist Gerard Black gave us insight into how First Peoples' stories and narratives have been embedded in the design of the new Geelong Arts Centre. This significant cultural project does not shy away from truth telling and is truly a celebration of First Peoples' art and culture.

We screened the *Modern Melbourne* documentary featuring architect Kerstin Thompson at the National Wool Museum. The screening was followed by a discussion between Ruth Redden from the Heritage Council of Victoria and Associate Principal Claire Humphreys from Kerstin Thompson Architects (KTA). Ruth and Claire's conversation unpacked KTA's careful, considered and innovative approach to housing, cultural and civic architecture and heritage, highlighting the breadth and depth of the practice's projects and design thinking.

This is Public: Designing Geelong focused on the contemporary development of Geelong's civic precinct. It shone a light on four significant projects – the Geelong Arts Centre Stage 2 by Hassell Studio, the Geelong Arts Centre Stage 3 and the Geelong Library and Heritage Centre by ARM Architecture and the Wurriki Nyal Council Hub and Civic Space by Cox Architecture. Architects, Mark Loughnan (Hassell Studio), Jeremy Stewart (ARM Architecture), Jesse Judd (ARM Architecture) and Wesley Perrott (Cox) were joined by Victorian Government Architect, Jill Garner, to unpack the design stories that shaped the precinct. This conversation looked at how the projects respond to the needs of the broader Geelong community and act as a catalyst for good design into the future.

In addition, OHM presented *Your Geelong: past, present + future*, a series of children's activities that were curated by OHM and delivered by the City of Greater Geelong. During the workshops our participants made models inspired by Geelong's iconic buildings. Judging by the creative and inventive outcomes, the future of design in Geelong is in good hands!

It was great to work with the City of Greater Geelong and get to know the city better. Ilana Russell from Platform Arts took us on a tour of Geelong's finer grain urban context and Kim Irons from Stonehouse + Irons introduced us to local architects and opened our eyes to their significant contributions in the region.



OPEN PLAY WAS MY FAVOURITE, LOVED BUILDING THE CARDBOARD CITY.

DESIGNING WITH THE WADAWURRUNG PRESENTATION WAS AMAZING. GREAT CONTENT - FANTASTIC SPEAKERS, GENUINE LEARNINGS AND LESSONS.

LOVED THE THIS IS GEELONG PANEL SESSION AND HAVE ALREADY USED SOME OF THE LEARNINGS FROM IT!





SUMMER FUN(DRAISERS)

\$6,160

FUNDS RAISED

130+

IN PERSON ATTENDANCE

Brought to you with the generous support of our friends and partners, this year's Summer Fun(draisers) offered new and special opportunities as well as returning crowd favourites. These intimate, limited capacity talks + tours took audiences up close and behind-the-scenes with design experts, all the while making a valued contribution to Open House Melbourne.

HOLLYOAK HOUSE

02 NOVEMBER

Winner of the Victorian Architecture Medal in 2000 and designed by Field Consultants, Hollyoak House is characterised by its steel and timber frame, with floor-to-ceiling glass panels and wrap around a courtyard garden with an established tree in its centre. Architect and artist Annie McIntyre, architect Maggie Edmond of Edmond & Corrigan and Hollyoak builder Bruce Dickey shared their reflections of this impressive hidden gem.

WALKING WITH WARDLE

17 NOVEMBER

Lead architects from Wardle, took participants on an inspiring walking tour exploring their iconic Collingwood buildings and office space, focusing on design responses in relation to existing buildings, historical aspects, new interventions and how they incorporated various design inspirations and constraints.

REMAKING MELBOURNE: CREATING THE HIGH-RISE CITY 1950-1975 WITH GJM HERITAGE

23 NOVEMBER

Led by heritage architect Jim Gard'ner, participants visited post-war office buildings included in the Hoddle Grid Heritage Review, unpacking the role these buildings had in changing the face of Melbourne during the post-war years. They also explored the changes these buildings have undergone in the past 50+ years and the challenges associated with the listing and adaptation of post-war heritage.

FLAT LIFE: ST KILDA HILL AND THE HISTORY OF FLATS IN MELBOURNE

08 FEBRUARY

Led by architect David Brand, the tour presented St Kilda Hill's experimental building laboratory, stringing together a sequence of flat types, ranging from some of our earliest experiments in semi-serviced 'bachelor's' apartments, purpose-built walk-ups, subdivided mansions, '60s six-packs and European high-rises, through to the glitziest of contemporary developments.

EVOLUTION OF APARTMENT LIVING: FK WALKING TOUR

01 MARCH

From high-rise exemplars of Republic Tower, Paragon and Eureka through to the typological experimentation of Phoenix and up to the latest development, Australia 108, Fender Katsalidis presented Melbourne's urban development and how modes of inhabitation have intensified and diversified.

CITY SECRETS TOUR WITH PETER MADDISON

23 MARCH

Guided by OHM's Ambassador and Grand Designs Australia's former host, Peter Maddison, the tour focused on discovering the city's contemporary and historic architectural gems and the personalities that have created them. Participants learnt about the design elements that contribute to the public life and vibrancy of our city.

ROYAL AUSTRALIAN INSTITUTE OF ARCHITECTS (RAIA): NATIONAL CONFERENCE

In partnership with the Royal Australian Institute of Architects (RAIA), Open House Melbourne delivered a series of events for the RAIA National Conference in Melbourne.

ALSPEC RETURN TO THE CENTRE: THE FUTURE OF THE AUSTRALIAN CBD 09 MAY

As part of the Australian Institute of Architects annual conference program, Tania Davidge and the RAIA co-curated a panel conversation with Deputy Lord Mayor Nicholas Reece, City of Melbourne, Kellie Payne, Bates Smart, Katrina Sedgwick, MAP Co. Mark Tait, Investa and Philip Oldfield, UNSW (Chair) which unpacked the questions what economic, social, and cultural rhythms do we want to see arise from a disturbance so ripe with possibility? How can the lessons we learned during COVID guide us now? As we return to the centre, just what is the future of the Australian CBD?

ATTENDANCE: 278

[VIDEO RECORDINGS](#)

PUBLIC MELBOURNE WITH TANIA DAVIDGE 11 MAY

From the State Library to the Greenline, *Public Melbourne* explored the history of our city's public spaces, looking at how they have changed over time and how they are being imagined into the future. Participants visited important sites such as Federation Square and Collins Arch and learned about future projects such as the Melbourne Arts Precinct Transformation and the Greenline.

ATTENDANCE: 18

TALKING ARCHITECTURE 11 MAY

Communicating good design is a complex task. Co-facilitated by Tania Davidge and Stuart Harrison, panellists Leanne Hodyl, Lee Yang Yang, and Anthony Burke explored the importance of talking about good design to a public audience and what strategies we might use to communicate its value and build design literacy.

ATTENDANCE: 107





CATALYST CONVERSATIONS

Catalyst Conversations look at the design and delivery of significant projects to tell stories of their impact on the communities and the places in which they are located. They unpack how these projects connect people to place, why good design is important and how people can influence the shape and form of the places in which they live.

RAIL AS CIVIC INFRASTRUCTURE 19 MAY

Rail as Civic Infrastructure focused on the design of rail infrastructure beyond pure functionality. As part of Open House Melbourne's *Catalyst Conversation* series, this event explored the work of RSHP through a civic lens. It shone a light on the design of the Metro Tunnel Project's new stations, examining their contribution to the public life of the city, and encouraged the audience to appreciate the significant impact of rail design on Melbourne's civic realm.

Architect Ivan Harbour delivered the keynote address, introducing the Melbourne audience to the significant projects of British architectural firm RSHP. Ivan unpacked what it means to design with the civic in mind, from RSHP founder Richard Rogers' early work on the Pompidou Centre to civic projects like the Bordeaux and Antwerp law courts, and the master planning of town centres that celebrate the integration of public spaces and public transport.

Ingrid Bakker, architect and principal at Hassell, presented an overview of the five new Metro Tunnel stations – Arden, Parkville, State Library, Town Hall, and Anzac. She looked at how these spaces celebrate rail infrastructure and act as catalysts for new activity in the neighbourhoods where they are located. The presentations featured new behind-the-scenes drone footage of Arden and Town Hall stations, and the audience was captivated.

Following the presentations Victorian Government Architect, Jill Garner, joined Ivan and Ingrid in conversation. They touched on the inspiration behind the station colour schemes, drawn from a Melbourne sunset, discussed the impressive quality of the design and construction, and the lasting legacy of the project. The conversation highlighted how the stations will serve as catalysts for new forms of engagement and activity in their surrounding neighbourhoods.

Audience interest and engagement in this program was exceptionally high. With the stations' opening approaching, many participants are eager to gain a greater behind-the-scenes understanding, with many people asking whether there will be tours of the stations before they open. Audience questions reflected a keen interest in quality and an appreciation of the project's significance.

482

ATTENDANCE

14

VOLUNTEERS

VIDEO RECORDING

I LEARNED MORE ABOUT THE COLLABORATIVE NATURE OF THE PROJECT AND TRAIN STATION DESIGN IN DIFFERENT PART OF THE WORLD.



LOVED SEEING THE DESIGNS OF EACH STATION AND LEARNING ABOUT THE PROCESS, THE COMMITMENT OF THE PROFESSIONALS INVOLVED, LEARNING THAT GOOD DESIGNS CAN BE BUILT EVEN IN TODAY'S FAST BUILD MIND SET

IT WAS WONDERFUL TO REALISE WHAT A POSITIVE ADDITION TO MELBOURNE THE METRO RAIL TUNNEL AND MOST ESPECIALLY ITS STATIONS WILL BE. A RARE GOOD NEWS STORY.

EXPLODING THE BOX 18 FEBRUARY

Open House Melbourne supported the marketing and presentation of the Steve Ashton Address annual public lecture. In the past few decades, arts centre design has failed to respond to audience diversity, cultural difference, and performance multiplicity. We see the same old stuff and audience numbers continue to decline. Is it due to a lack of flexibility in performance spaces? The drabness of dark, black spaces? Do these places turn their back on their communities?

291

ATTENDANCE

ARBV CENTENARY 05 OCTOBER

In 2023/2024, Open House Melbourne (OHM) was proud to again partner with the ARBV to mark their Centenary year and deliver a revitalised *Naked Architect* series centred on architecturally designed residential housing.

In October, OHM extended an invitation to the ARBV's *Centenary Celebration* panel discussion to our extensive audience. The speakers included Professor Julie Willis, Dean of the Faculty of Architecture, Building & Planning at the University of Melbourne, Dariel De Sousa, a director at Dart Legal and Consulting and Amy Muir from MUIR Architecture and past Chapter President of the RAlA Victorian Chapter. The discussion was chaired by Stuart Harrison, architect and OHM Board President.

OHM provided event advice and support for all of the ARBV Centenary events. Although ticketing was not managed by OHM, significant traffic was directed to the events through communications including social media channels, digital newsletter, print program and at the Weekend Info Hub located outside Melbourne Town Hall.

210

ATTENDANCE

IT WAS A REALLY AMAZING AND WELL-COORDINATED EVENT. ALL PANELISTS WERE VERY WELL SPOKEN AND WORKSHOPS PROVIDED SUCH INTERESTING INSIGHTS INTO DEATH AND DESIGN. I HAD A WONDERFUL EXPERIENCE THANK YOU!

IT WAS GREAT TO EMBARK ON THE JOURNEY OF CONVERSATION ABOUT HOW WE VIEW THE END OF LIFE AND THE SPACE FOR CEREMONY. I LOVED THE WHOLE WEEKEND.

AN EXCELLENT SYMPOSIUM. WISH I HAD INVITED FRIENDS. COMPOSITION OF THE THREE PANELS WELL THOUGHT THROUGH.

PARTNERING WITH OHM ON THIS PROGRAM HAS BEEN A WONDERFUL EXPERIENCE - WE WERE THRILLED TO BE ASKED AND HAVE RECEIVED REALLY POSITIVE RESPONSES FROM THE PUBLIC AND OUR EXECUTIVE TEAM BOTH ON THE DAY AND POST EVENT. THE ACTIVATION WAS WILDLY POPULAR AND WE WERE FASCINATED BY THE CONVERSATIONS THAT SPARKED FROM THE ENGAGED AUDIENCE. I DON'T RECALL HAVING THE PUBLIC SO ENTHUSIASTIC TO PARTICIPATE IN ONE OF OUR ACTIVATIONS AND IT WAS SO PLEASING THAT IT WAS ENJOYED BY THOSE IN THE DEATH CARE INDUSTRY (& DEATHTECH) TOO.



SIX FEET UNDER: DESIGN + DEATH

1 – 2 JUNE 2024

Open House Melbourne presented *Six Feet Under: Design + Death* as part of the NGV's Melbourne Design Week 2024.

Across two days of curated programming, Open House Melbourne (OHM) invited the Design Week audience to reflect on the intersection of design and death and consider how the spaces we associate with death and dying are, surprisingly, not so much about death but instead more about life and how we live.

The first day was spent at Bunurong Memorial Park, a unique sanctuary, set within contemporary Australian parkland. Following a beautiful Welcome to Country, Design and Death: Time Immemorial, gave us an insight into the cemetery from a master planning, operational and design perspective. Presented in collaboration with the Southern Metropolitan Cemeteries Trust (SMCT), it unpacked practices of memorialisation and looked at what memorialisation might mean in the context of miscarriage. We toured the cemetery with ASPECT Studio and explored sustainability with SMCT's, Environmental Strategy Manager, Nina Thomas. Florist, Gina Kelly showed us how to make a bouquet using locally grown flowers and proud Bunurong woman Jillian West, explored Bunurong Memorial Park as a part of the cycle of birth, life and death on traditional Bunurong land.

The second day of programming was presented at the NGV's Clemenger Theatre in collaboration with the University of Melbourne and the Greater Metropolitan Cemeteries Trust (GMCT). We discussed the future of the cemetery and how the cemetery might play a broader role as our city continues to grow, our suburbs and neighbourhoods increase in density and access to quality public space becomes increasingly important. We looked at how multicultural Australia grieves, exploring the diversity of rituals and practices of mourning and commemoration in Australia. The concluding conversation focused on the design of palliative care facilities, reflecting on the role of design at the end of life. It considered the places in which we might die and how we might live a good life, right up until the end. It looked at what it means to die with dignity and addressed how we can help our loved ones to lead the conversation, allowing them agency at the end of life.

The program was moving and engaging. It provided the audience many opportunities for conversation and participation, connecting people and their stories associated with death and the end of life through design, architecture, place and community. The power of design and place to touch people's lives, whether with purpose or inadvertently, was clear. Tears were shed. There was a surprising amount of humour and a serious amount of engaged and passionate discussion, within the panel discussions and at every break.

290

TOTAL TICKETS BOOKED

12

VOLUNTEERS

90%
STRONGLY AGREE

THIS OPEN HOUSE MELBOURNE EVENT PROVIDES AN IMPORTANT ADDITION TO THE CULTURAL LIFE OF THE AREA

85%
STRONGLY AGREE

THIS OPEN HOUSE MELBOURNE EVENT MADE ME FEEL INSPIRED AND EMPOWERED TO ADVOCATE FOR GOOD DESIGN IN THE BUILT ENVIRONMENT

76%
STRONGLY AGREE

THIS OPEN HOUSE MELBOURNE EVENT HELPED ME GAIN NEW INSIGHTS AND KNOWLEDGE

Design + Death was presented by Open House Melbourne in partnership with Major Program Partner Southern Metropolitan Cemeteries Trust and Program Partners Greater Metropolitan Cemeteries Trust and DeathTech Research Team in association with the University of Melbourne School of Computing and Information Systems and School of Culture and Communication.

Six Feet Under: Design + Death was part was Melbourne Design Week 2024, an initiative of the Victorian Government in collaboration with the NGV.

THE NAKED ARCHITECT

The *Naked Architect* is an educational video series that centers architecturally-designed residential projects and examines the process of working with a registered architect to take a residential project from idea to reality. Emphasising the client experience, each episode explores the value an architect brings to every stage of a project—from planning and design through construction—to successfully achieve client goals and ARBV standards.

In 2023/2024 the OHM x ARBV partnership focused on delivering a revitalised *Naked Architect* series. Re-launching this much-loved series has presented the opportunity to build upon this legacy programming and craft engaging, informative video content for a public audience focused on good design and the value of architecture.

Each episode features candid conversations between a client and an architect and includes, where useful, a consultant integral to the design and delivery of the project. Filmed on location with a live audience, each episode addresses four key themes: communication; collaboration; problem solving; and regulatory compliance.

VIDEO RECORDINGS

66

IN PERSON ATTENDANCE

1600

ONLINE VIEWS (AS OF SEPTEMBER 2024)

DARK HOUSE

FILMING: 5 MARCH 2024

RELEASE: 17 JUNE 2024

Kirsty Fletcher from the Rexroth Mannasmann Collective and their clients Glendyn and Natalie invite you inside the doors of their project—dark house—to learn about the design process.

SMITH HOUSE

FILMING: 19 MARCH 2024

RELEASE: 22 JULY 2024

Architect Jessie Fowler from Fowler and Ward, builder Damien Collins from Never Stop and their client Liz talk about the construction process and how you can celebrate, rather than reinvent, an under-appreciated era of housing.

HUFF'N'PUFF HAUS

FILMING: 28 AUGUST 2024

RELEASE: 16 SEPTEMBER 2024

Architect Talina Edwards of Envirotecture and her clients Pip and Stephen discuss the process of designing an aspirational sustainable home in a regional location.

The Naked Architect is presented by Open House Melbourne in partnership with the Architects Registration Board of Victoria and in association with ArchiTeam.

THANK YOU TO STEPHEN AND PIP FOR THEIR GENEROSITY IN OPENING THEIR HOUSE. I CAME 3 HOURS TO SEE THIS AND TOOK A FRIEND AND WE BOTH WENT AWAY INSPIRED AND COMMITTED TO DO SIMILAR PASSIVE WORK ON OUR HOUSES. WE ALSO CONNECTED WITH THE ARCHITECT WHO WE WILL CONTACT AGAIN.

THANK YOU FOR THIS EVENT AND THE OPPORTUNITY TO SPEAK WITH THE OWNERS AND HEAR FROM THE ARCHITECT ABOUT THE DESIGN PROCESS AND CHALLENGES.

ALL 3 SPEAKERS (ARCHITECT, OWNER, BUILDER) WERE ARTICULATE AND ENGAGING WITH THEIR RESPONSES. THE QS ASKED ALLOWED THEM ALL TO PROVIDE INTERESTING AND USEFUL INSIGHTS. THANK YOU TO THE OWNERS FOR OPENING UP THEIR HOME SO WILLINGLY AND FREELY.

PLAN FOR VICTORIA

26 JUNE – 29 AUGUST 2024

As part of the State Government's *Plan for Victoria* community engagement, Open House Melbourne (OHM) partnered with the Department of Transport and Planning (DTP) to deliver public engagement events in metropolitan Melbourne and regional Victoria. These events were designed to foster genuine dialogue and public participation, aligned with OHM's mission to connect people to place, and empower them to play an active role in shaping their built environment.

This program framed the public conversation positively, asking participants to reflect on what they love about their cities, towns and neighbourhoods, the key challenges their communities face and the opportunities those challenges present. We encouraged people to think about what their city needs to thrive, considering key issues such as heritage, housing, sustainability and First Nations knowledge and culture.

Through this program, people shared their visions for the future of Victoria, highlighting the strong connection between our audience and the built environment. This engagement demonstrated our unique ability to transform the passion of our audience into tangible advocacy and action.

15

NUMBER OF EVENTS

2342

TOTAL PROGRAM ATTENDANCE

1,610

DTP INTERACTIONS

OPEN HOUSE MELBOURNE WEEKEND ACTIVITIES

The Department of Transport and Planning (DTP) co-located a suite of audience engagement activities in The Capitol Theatre Salon, as part of the *This is Public: RE/DISCOVER your City* keynote panel conversation.

During the week leading into and across The Weekend, DTP co-located their engagement team next to the Open House Melbourne Info Hub, located outside the Melbourne Town Hall.

DTP co-located community engagement activities, in the City of Whitehorse at The Round, Box Hill Community Arts Centre and Box Hill Town Hall over the course of the Weekend program.

I ENJOYED THE DETAILS ABOUT THE PROCESS OF THE DESIGN ELEMENTS REQUIRED TO REFRESH AND MODERNISE THE LIBRARY. LISTENING TO THE ARCHITECTS WAS INFORMATIVE, FRIENDLY AND VERY ENLIGHTENING.

I LOVED IT, AND FOUND THE INTERESTING WAYS OF CONSULTING TO BE INNOVATIVE AND VALUABLE.

AS A LOCAL ARCHITECT IS WAS GREAT TO HAVE THIS EVENT CLOSE TO HOME AND THAT YOU ARE TRYING TO INCLUDE REGIONAL AREAS. WOULD LOVE SEE THIS EVENT AT LEAST TWICE A YEAR IN THE SOUTH WEST

PLAN FOR VICTORIA: REGIONAL TOUR

BALLARAT

WEDNESDAY 21 AUGUST

IMAGINING THE FUTURE: BALLARAT

Panellists unpacked the challenges that the town and region faces and discuss their visions for its future. The speakers addressed how we balance heritage conservation with the need for affordable housing, the ways in which we can foster more equitable access to community infrastructure like libraries, parks, and public services, and how can we grow more sustainably.

DISCOVER THE BALLARAT LIBRARY: DESIGN TOUR

Nathan Porter and Rhett Ellis of Porter Architects led a guided tour of the newly refurbished Ballarat Library, sharing an insider's perspective into building's design and its role in the community.

WARRNAMBOOL

SATURDAY 24 AUGUST

DESIGNING WITH COUNTRY: BUDJ BIM CULTURAL LANDSCAPE

Together Tania Davidge, Bianca Scaife of Cooper Scaife Architects and Gunditjmara Elder, Uncle Denis Rose, explored the process involved in working meaningfully with Traditional Owners and how this consultation has been translated into the design of the visitor infrastructure at the UNESCO World Heritage Site, Budj Bim, to reveal the stories and culture of the Gunditjmara people.

DISCOVER THE WARRNAMBOOL LIBRARY AND LEARNING CENTRE: DESIGN TOUR

Julian Kosloff and Stephanie Bullock of Kosloff Architecture led two tours of the Warrnambool Library, uncovering how the design carefully integrates the old and the new, bringing together education, community and the arts.

SHEPPARTON

WEDNESDAY 28 + THURSDAY 29 AUGUST

IMAGINING THE FUTURE: SHEPPARTON

Panellists unpacked the challenges that the town and region faces and discussed their visions for the future. The speakers spoke about the role of the arts and creativity in developing community, the need for affordable housing that delivers diversity beyond the single family home, and role that sustainability needs to play as the region grows.

HUFF'N'PUFF HAUS TOUR + PANEL

As part of The *Naked Architect* video series, attendees toured the Huff'n'Puff Haus, followed by a panel conversation with Envirotecture and their clients talking about the process of designing an aspirational sustainable home in a regional location.

OPEN PLAY WORKSHOPS

OPEN Play is an educational program for young people and youth exploring the role good design plays in shaping our community and city. Sessions were held in each community.

OPEN PLAY

OPEN Play is Open House Melbourne's educational program for young people and youth exploring the role good design plays in shaping our community and city.

This program offers a first step in a young person's informal pathway towards a creative and design-aware future. The program encourages children, and their parents and guardians, to become aware of their surroundings and seek to understand how our buildings, places and spaces are interconnected. It empowers children to understand their creative potential and the role we can all play in contributing to and shaping the world around us through design.

OPEN PLAY—YOUR GEELONG 21 – 29 OCTOBER 2023

Exploring the theme designing for humanity and utilising cardboard and boxes, spools and chalk young creatives built a mini city that drew inspiration from iconic Geelong buildings, learning about the role of good design an experimenting with building solutions to real and imagined problems.

OPEN PLAY: SCHOOL HOLIDAY ART + CRAFT WORKSHOP 6 & 13 DECEMBER, 10 & 17 JANUARY, 6 APRIL

Delivered in the school holidays at Collingwood Yards, these workshops provided an opportunity to introduce and test the OPEN Play format and offering.

OPEN PLAY AT NARRM NGARRGU 28 JULY

For the Weekend, we partnered with City of Melbourne's narm ngarrgu Library to deliver an energetic and engaging program for young people. Activities included creating a public art sculpture, building a floor-based felt city and imagining the changes in our city into the future through the lens of a camera.

OPEN PLAY REGIONAL BALLARAT 11 JULY WARRNAMBOOL 24 AUGUST SHEPPARTON 29 AUGUST

OPEN Play reached a regional audience as part of our Regional Tour to Ballarat, Warrnambool and Shepparton. Activities included creating a public art sculpture, building a floor-based felt city and imagining the changes in our city into the future through the lens of a camera.

WE TRULY ENJOYED YOUR EXCELLENT WORKSHOP, ESPECIALLY OUR LITTLE ONE! SHE STILL DREAMS ABOUT THE NARRM LIBRARY FUN.

AS A PARENT, IT'S SOMETIMES DIFFICULT TO FIND DESIGN RELATED ACTIVITIES FOR MY TWEENS, THE (REGIONAL) WORKSHOP CHALLENGED MY KIDS TO SOLVE VARIOUS DESIGN PROBLEMS AND THINK ABOUT THE FUTURE OF OUR COMMUNITY.

THIS IS SO MUCH FUN!! CAN I PLEASE KEEP DOING THIS FOREVER...



OPEN HOUSE MELBOURNE WEEKEND

27 + 28 JULY 2024

In a testament to our program and the passion of our audience, the Open House Melbourne Weekend 2024 festival was enthusiastically embraced despite some challenging weather. Undeterred by the cold and the rain, our community donned their wet weather gear, grabbed umbrellas and braved the elements.

The 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 876 individual tours, talks, workshops, performances and exhibitions were delivered. In-person events were complemented by livestreamed, online and on-demand programming, ensuring accessibility beyond Melbourne's city and suburbs. The 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'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.

The *RE/DISCOVER your City* program spoke to the curious at heart, the life-long learner and the city explorer. 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, the Weekend offered a diverse range of experiences. 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.

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 Weekend program and its contribution to the city's ongoing conversations about the design of Melbourne's built environment.

VIDEO RECORDINGS

THE WEEKEND 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.

THE PROGRAM SHOWS HOW SEEMINGLY UNRELATED BUILDINGS, PEOPLE AND CULTURAL ICONS ARE INTERRELATED ACROSS DECADES AND EVEN CENTURIES...AMAZING.

MY HIGHLIGHT IS ESCAPING FROM THE NORMAL THINGS I DO AND GETTING MY CULTURAL FIX WITHOUT SPENDING ANY MONEY.

WEEKEND HIGHLIGHTS

DESIGNING WITH COUNTRY

23 JULY 2024

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

THIS IS PUBLIC

25 JULY 2024

This is Public: RE/DISCOVER your City framed the 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. Skye Haldane from the City of Melbourne spoke of the importance of green infrastructure, sustainability and the inclusion of First Nations perspectives and Howard Ralley 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.

MODERN MELBOURNE: MAGGIE EDMOND

28 JULY 2024

In this special tenth episode, Maggie Edmond reflects on a childhood shaped by design, her part in the award-winning practice Edmond & Corrigan and her significant and enduring contribution to Victorian architecture.

The screening at ACMI was followed by a Q+A between Heritage Council of Victoria's (HCV) Chair Professor Phillip Goad and Maggie Edmond.

HERITAGE ADDRESS: JOHN GOLLINGS

29 JULY 2024

As one of Australia's most influential architectural photographers, John Gollings has changed the way we see the built environment to reveal stories about its character and personality. In a unique spin on the traditional *Heritage Address*, Open House Melbourne's Tania Davidge and John together reflected on his life in pictures, from a young boy with a Box Brownie camera to capturing images of architectural marvels around the world.

This episode of Modern Melbourne and the Heritage Address were made possible by the generous support of the Heritage Council of Victoria.

WEEKEND PROGRAM STATISTICS

63,776

WEEKEND PROGRAM ENGAGEMENTS INCLUDING BUILDING VISITS, TOURS, TALKS AND ONLINE PROGRAMMING

123

NEW PROGRAMS FROM NEW AND RETURNING COLLABORATORS

876

INDIVIDUAL TALKS, TOURS, EXHIBITIONS ETC

8

PRECINCTS

39

VALUED PARTNERS + SUPPORTERS

370

MEDIA ITEMS

260,372,042

MEDIA REACH

377

VOLUNTEERS

1500+

VOLUNTEER HOURS CONTRIBUTED



VISITORS

92% BELIEVE

THE WEEKEND PROVIDES AN IMPORTANT ADDITION TO THE CULTURAL LIFE OF THE AREA

85% FELT

A SENSE OF COMMUNITY DURING THE OPEN HOUSE MELBOURNE WEEKEND

COLLABORATORS

95% WOULD CHOOSE

TO PARTICIPATE IN THE OPEN HOUSE WEEKEND AGAIN NEXT YEAR

80% PARTICIPATE

IN OPEN HOUSE MELBOURNE TO ENGAGE WITH THE LOCAL COMMUNITY

RE/DISCOVER YOUR CITY

RE/
DISCOVER
YOUR
CITY

**NOW
OPEN**
OPEN HOUSE
MELBOURNE
27 + 28
JULY

CAMPAR

I ALSO LIKED THE FACT THAT SHIFTS WERE HANDLED RESPONSIBLY AND WITH THE REQUIRED FLEXIBILITY AND COMMON SENSE (BY VOLUNTEERS). IN ONE INSTANCE THERE WAS A GUEST WITH A PET. THE MANAGERS OF THE VENUE WERE VERY FRIENDLY TOWARDS THE OWNER, AND MADE THE EXPERIENCE FOR BOTH THE DOG AND THE OWNER GREAT. I FELT THAT EVERYBODY INVOLVED WENT BEYOND THE BASIC CUSTOMER SERVICE. OPEN HOUSE MELBOURNE IS AN AMAZING AFFORDABLE CULTURAL PLATFORM, WELL DONE TO EVERYONE INVOLVED!

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

Open House Melbourne programs would not be possible without the extraordinary commitment and generous support of our volunteers.

VOLUNTEERS RECRUITED

14

CATALYST CONVERSATIONS

5

OPEN PLAY

12

DESIGN + DEATH

377

WEEKEND

VOLUNTEERS HOURS CONTRIBUTED

56+

CATALYST CONVERSATIONS

12+

OPEN PLAY

60+

DESIGN + DEATH

1,500+

WEEKEND

18-85

AGE RANGE OF OPEN HOUSE VOLUNTEERS

98%

WOULD RETURN TO VOLUNTEER FOR OPEN HOUSE

66%

VOLUNTEER TO CELEBRATE MELBOURNE AND ENGAGE WITH THE LOCAL COMMUNITY

70

VOLUNTEERS AT THE THANK YOU CELEBRATION

30%

PARTICIPATED FOR THE FIRST TIME IN 2024

26%

HAVE VOLUNTEERED FOR FIVE OR MORE YEARS

REACH + PROFILE

75,136

TOTAL 2023/24 PROGRAM ENGAGEMENTS INCLUDING BUILDING VISITS, TOURS, TALKS AND ONLINE PROGRAMMING

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. A total of 18 EDMs were sent to an average audience of 49,568 readers.

Throughout the Weekend 2024 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.

51,357

EDM SUBSCRIBERS (6% INCREASE ON 2023)

42.18%

OPEN RATE (AVERAGE)

56.1%

HIGHEST OPEN RATE (EDM JUST PRIOR TO THE WEEKEND)

WEBSITE

Open House Melbourne's strategy is to drive all visitation to the website, the primary source of information about the individual programs. For the Weekend 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.

Website developer and Major Partner Efront made a number of significant updates in the reporting period.

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.

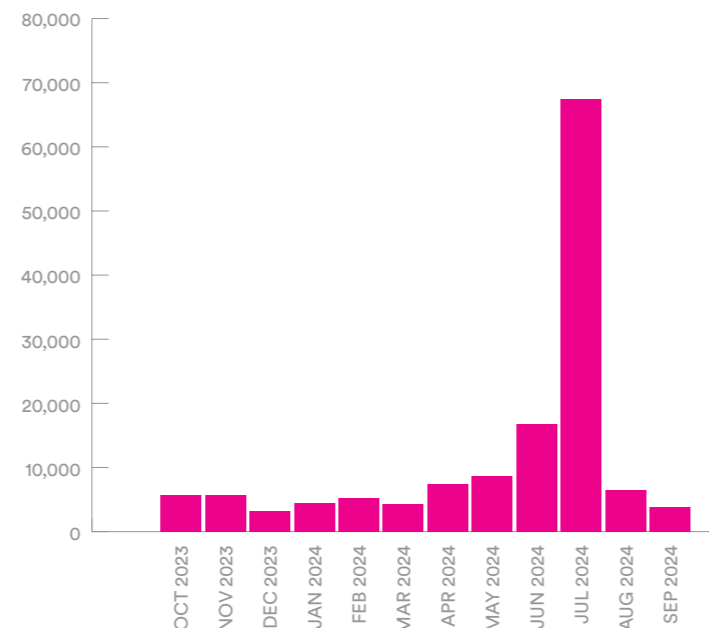
FEATURED EVENTS:

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.

WEBSITE NEW USERS:



SOCIAL MEDIA

In 2024, Facebook, Instagram and LinkedIn were the primary social media platforms that were used to engage with audiences, communicate our program information to our audiences and encourage participation in broader conversations around good design. All platforms saw a marked increase in followers, reach and impressions, with the highest engagement connected to our pinnacle Weekend event.

This year we trialled 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 62,842, 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.

YOUTUBE

8,883

VIEWS + ENGAGEMENT

+63

SUBSCRIBERS

TOP POST



62,842

TOTAL SOCIAL MEDIA FOLLOWERS
(END OF SEPTEMBER 2024)

FACEBOOK

60,714

REACHED

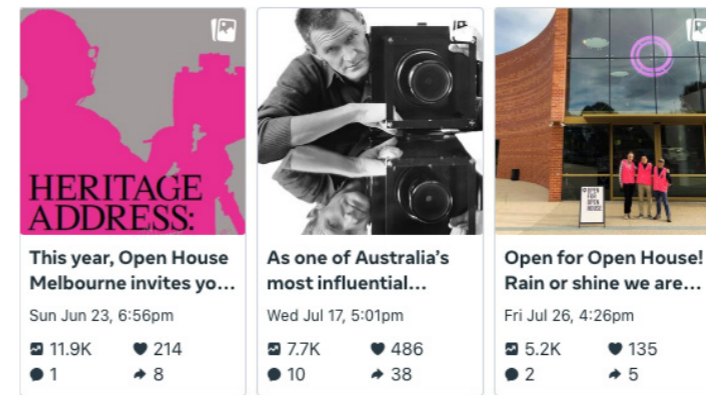
1,645

CONTENT INTERACTIONS

463

LINK CLICKS

TOP POSTS



INSTAGRAM

53,369

REACHED

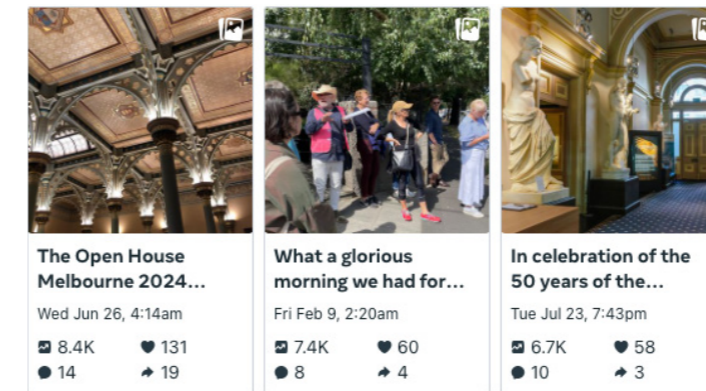
13,632

PROFILE VISITS

5,289

CONTENT INTERACTIONS

TOP POSTS



LINKEDIN

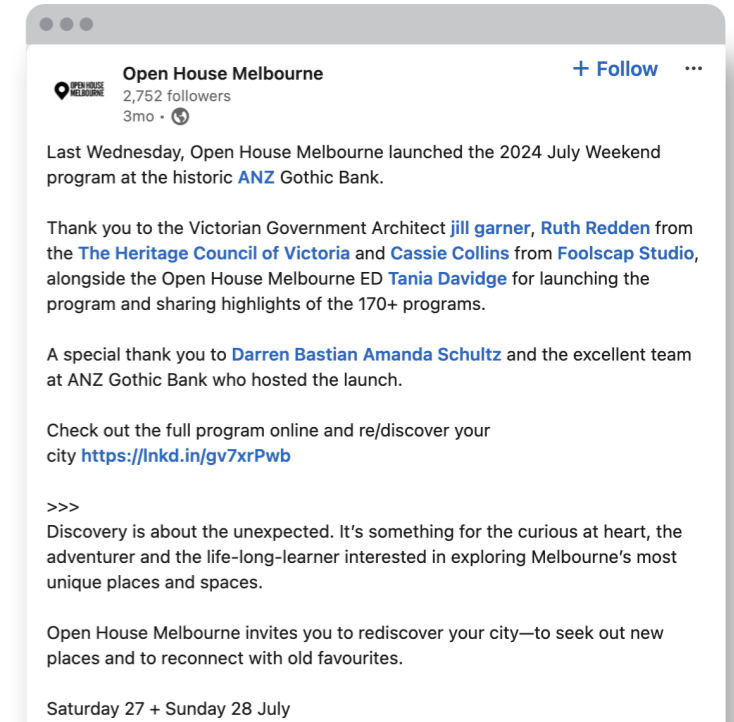
6,732

PAGE VIEWS

56,878

IMPRESSIONS

TOP POST



MEDIA EVALUATION

Throughout the last year, Open House Melbourne (OHM) has worked in partnership with program media teams to ensure the best coverage of our program.

NGV engaged NHO to manage the publicity for Melbourne Design Week, support by OHM. The *Design + Death* program was listed within numerous print publications as a 'Editor's pick' highlight (ArchitectureAu, Arts Hub, Broadsheet). AAP led two articles that spread across various syndications (70+).

Tania Davidge and panel speakers participated in a number of radio interviews including *The role architecture plays in good palliative care* (Sunday Extra) and *Cemeteries as public places* (Blueprint for Living).

Two of the *Design + Death Symposium* talks were recorded by ABC's *Big Ideas* podcast and are scheduled to be published in the second half of 2024.

The Open House Melbourne 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.

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



RE/
DISCOVER
YOUR
CITY



NOW
OPEN

OPEN HOUSE
MELBOURNE

27 + 28
JULY

acca

Australian
Centre for
Contemporary
Art

Free Entry

Open:
Tues–Fri 10am–5pm
Sat–Sun 11am–5pm

Mon Closed (by appt.)

THANK YOU

As this report shows, Open House Melbourne delivers a huge program with significant impact. Our small but mighty team could not present the annual program without the support and generosity of the many dedicated organisations and people involved. With special mention to our Major Sponsors—the City of Melbourne, Creative Victoria and OHM’s long-term partners Efront and Studio Payne for pushing the boundaries with our branding and website design to bring you this extensive public program.

Open House Melbourne could not present our extensive program without the generous contribution of our 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, Open House Melbourne 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.

OPEN HOUSE MELBOURNE TEAM



2024 SPONSORS, PARTNERS & PATRONS

MAJOR SPONSORS



MAJOR PROGRAM PARTNERS



PROGRAM PARTNERS



MAJOR PRACTICE PARTNERS



SPONSOR



PRECINCT PARTNERS



MAJOR PRECINCT PARTNER



PRACTICE PARTNERS



MEDIA AND DIGITAL PARTNERS



SUPPORTERS



PATRONS



APPENDIX

- **GEELONG DESIGN WEEK**

↳ [DOWNLOAD HERE](#)

- **RAIL AS CIVIC
INFRASTRUCTURE REPORT**

↳ [DOWNLOAD HERE](#)

- **DESIGN + DEATH REPORT**

↳ [DOWNLOAD HERE](#)

- **NAKED ARCHITECT REPORT**

↳ [DOWNLOAD HERE](#)

- **PLAN FOR VICTORIA REPORT**

↳ [DOWNLOAD HERE](#)

- **THE WEEKEND REPORT**

↳ [DOWNLOAD HERE](#)

- **OPEN HOUSE MELBOURNE 2024
— FINANCIAL REPORT**

↳ [DOWNLOAD HERE](#)

