

# BRISBANE OPEN HOUSE

7 & 8 OCTOBER 2017

FINAL REPORT

[brisbaneopenhouse.com.au](http://brisbaneopenhouse.com.au)







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# CHAIRMAN'S MESSAGE

Since its inauguration in 2010, when 16 buildings opened for Brisbane Open House and recorded just over 12 000 visits, this community event has grown into a major annual design festival. The number of buildings involved has since quadrupled, with the events and programs continuing to expand each year. In the past eight years, over 220 buildings across Brisbane have opened their doors – and welcomed over 350 000 visitors.

These figures indicate the public support and engagement of Brisbane Open House has grown significantly, proving our society is unmistakably interested in celebrating our architectural, engineering and built heritage – and discovering how good design and the built environment contributes to our society and shapes our community.

Each year we strive to improve Brisbane Open House, and 2017 was no different. This has been an important year as we have reconstituted the event structure by forming a new company limited by guarantee to take responsibility for the event from our three founding organisations, which has been the operational model for the last 7 events.

This new structure has allowed us to continue working on long term strategies to achieve our goals and align the event with our core values. We continue striving

to increase engagement with our community through the promotion of architecture, increase awareness of good and sustainable design, and celebrate the diverse range of professions who contribute and collaborate to create and protect Brisbane's architectural and design attractions, history and future.

Brisbane Open House continues to change and grow, and it is important to acknowledge this not-for-profit community event would not be possible without the continued, dedicated and generous support of our event supporters.

Our sincere thanks to all who made it possible - our sponsors and partners, the individuals and organisations who opened their doors to welcome the public into their buildings, the hundreds of passionate volunteers and the thousands of visitors who enjoyed the weekend.

Thank you for helping to make this year's Brisbane Open House a success, we look forward to working with you again in 2018!

**Malcolm Middleton OAM LFRAIA**  
Queensland Government Architect  
Chair, Brisbane Open House



Image credit: Jake Churches, Walter Taylor Bridge.

# EVENT OVERVIEW

Over the weekend of Saturday 7 and Sunday 8 October 2017, the eighth annual Brisbane Open House invited visitors to explore the city and celebrate Brisbane's built environment, heritage and design community.

The free community event continued to grow, welcoming 67 371 visits – approximately an 8% increase of visitation per building from 2016 – to 92 buildings and other key Brisbane Open House events and activities.

The architectural and design community continued to support the event with 12 design studios opening their doors.

The 2017 program included a diverse range of events and activities including the Speaker Series, Made in Brisbane workshops and demonstrations, free concerts, children's activities, walking and bus tours, and live storytelling sessions. Plus, the Photography Competition and several special events involving collaborations with external organisations and community groups.

Brisbane Open House was promoted through a comprehensive marketing and communication strategy which positioned Brisbane Open House as a unique cultural experience. The campaign aimed to continue growth in brand awareness and increase the event's reach, while leveraging association with Open House Worldwide.

The campaign consisted of paid advertising – online, digital, outdoor and select print change media, plus printed collateral. Promotions were supported through comprehensive social media activity, public relations and partner support, including media partners Architecture Media, ABC Radio Brisbane and 4KQ.

The Brisbane Open House team fostered partnerships with a diverse range of sponsors. Approximately \$220 000 in cash and \$135 000 in-kind was raised to deliver the event, grow brand awareness and increase audience engagement.

Brisbane Open House is the result of a partnership between government, the corporate and community sectors. It was founded by the Queensland Government through the Office of the Queensland Government Architect, the Brisbane Development Association and the National Trust of Australia (Queensland).

Brisbane Open House has restructured this year by forming a new company limited by guarantee to take responsibility for the event. The Brisbane Open House Board contracted Angie Scott as Event Manager, Simone Hubbard and Georgia Smith as Event Coordinators.

## 2017 BOH AT A GLANCE

- > 67 371 visits
- > 92 buildings
- > 56 workshops/talks/experiences
- > 23% first-time visitors
- > 61% returning visitors from 2016
- > 58% visited 1-3 buildings
- > 100% will attend BOH again
- > 99% will recommend BOH to family/friends
- > 570 photography award entries
- > 71 621 website visits
- > 7591 e-news subscribers
- > 7492 Facebook followers (28% increase)
- > 7409 Instagram followers (19% increase)
- > 1423 Twitter followers (15% increase)
- > 350 volunteers.

# OBJECTIVES

- > Increase engagement between the city of Brisbane and its residents and visitors through promoting both the contemporary and historical architectural and design attractions of the city.
- > Promote public awareness of good and environmentally sustainable design in our subtropical city.
- > Promote public awareness of the diverse range of professions which contribute and collaborate in creating and protecting Brisbane's architectural and design attractions.
- > Provide free access to a range of significant public and privately-owned buildings in Brisbane.
- > Provide a range of guided and self-guided tours explaining key elements of architecture, design and environmental sustainability, as well as the stories behind the buildings.
- > Consolidate and diversify the Open House building program to include approximately 60-70% permanent buildings and about 30-40% new buildings (or buildings on rotation).
- > Expand the event program to appeal to wide-ranging audiences and increase the number of building visits by 5-10%.
- > Encourage the public to consider the built environment and explore its character through the photography competition.



Image credit: Nathan Connolly, Queensland Art Gallery.

# PROGRAM OF EVENTS

## PROGRAM OF EVENTS

In addition to the 92 buildings open to visitors, the Brisbane Open House (BOH) program offered a diverse range of events and activities targeted towards a wide range of audiences. Activities included:

### 2017 PROGRAM LAUNCH

BOH was officially launched at 1 William Street on Thursday 24 August. The event was attended by 220 guests and media. Queensland Governor, His Excellency the Honourable Paul de Jersey AC officially launched the event. The Governor was joined by the following speakers:

- > Liza Carroll, Director-General, Department of Housing and Public Works (DHPW) (representing the Honourable Mick de Brenni, Minister for DHPW)
- > Jim Reeves, Director-General, Department of Environment and Heritage Protection (EHP) (representing the Honourable Dr Steven Miles, Minister for EHP).
- > Councillor Julian Simmonds, Councillor for Walter Taylor (representing The Lord Mayor, Councillor Graham Quirk)
- > Darren Lockyer, Brisbane Open House Ambassador
- > Malcolm Middleton, Queensland Government Architect and Chair, Brisbane Open House Board (MC).

### SPEAKERS SERIES

Through a series of talks, hosted in the lead up to the BOH weekend, representatives from key professions explored ideas and opportunities which influence the shape and experience of our city and its buildings.

Participants included architects, landscape architects, designers, planners and professionals.

All events were free with bookings via Eventbrite. All events were over-subscribed.

Events included:

### Making it Local

Wed 20 Sept / 6.30pm

ThinkLab at River Studio, Powerhouse Brisbane

This panel discussion of multidisciplinary creatives explored the role our design and architecture community plays in nurturing the growth of manufacturing on home soil.

Panellists included:

- > Mark Raggatt, ARM Architecture
- > Matthew Tobin, Urban Art Projects
- > Carolyn Solley, Hassell Studio
- > Alannah Greentree, Luxxbox.

This event was presented in partnership with Luxxbox.

### PechaKucha Vol 50 in collaboration with BOH

Wed 20 Sept / 8.20pm

Turbine Platform, Powerhouse Brisbane

PechaKucha gives a stage to creative individuals to present their designs, thoughts and ideas. The patented format (20 slides, 20 seconds per slide) has become a worldwide phenomenon and keeps the presentations lively and to the point.

Speakers included:

- > Stewart Armstrong, Urbis
- > Louisa Gee and Morgan Jenkins, 2017 Dulux Study Tour Winners
- > Jonathan Cowle and Jeff Brown, Rothelowman
- > Damian Thompson, Lat27
- > Bruce Wolfe, The Piano Mill
- > Chloe Naughton, Inverdon House
- > Andrew Saad, Strategic Urban Planning Team, Brisbane City Council
- > Omar Barragan, City Planning and Economic Development, Brisbane City Council.



### **The Great Debate: Heritage is an obstacle to progression**

Thurs 28 Sept / 6.30pm  
Brickworks Design Studio, Fortitude Valley

In true debating style, six leading architects, designers, planners and business leaders pitched their arguments, for and against this controversial topic.

Speakers included:

- > Rebecca Moore, Conrad Gargett
- > David Cowan, Hassell Studio
- > Malcolm Elliott, VAULT Heritage Consulting
- > Peter Richards, Deicke Richards
- > Stewart Armstrong, Urbis
- > Luke Pendergast, Conrad Gargett
- > Jim Gall, Gall Architects (MC)
- > Malcolm Middleton OAM LFRAIA, Queensland Government Architect (Adjudicator).

This event was presented in partnership with Brickworks Design Studio and Bacchus Wine Merchant.



Image credit: Joanne Thies.

### **Revitalising Industrial Spaces**

Wed 4 Oct / 6.30pm  
Albion Fine Trades, Albion

A collective of makers can assist in the organic development of an industrial area into a thriving urban pocket. Key players involved in Brisbane's developing industrial precincts discussed the challenges and benefits of stimulating a place-based rejuvenation.

Speakers included:

- > Angela Hirst, Wandering Cooks
- > Alex Douglas, RL57
- > David Twohill, Twohill and James Architects
- > Alex Ridgway, Neighbourhood Coffee Roasters
- > Andrew Tynan, Albion Fine Trades (Facilitator).

This event was presented in partnership with Albion Fine Trades, Bacchus Wine Merchant, Jocelyn's Provisions and Neighbourhood Coffee Roasters.

### **Meeting the Crisis: Designing affordable housing for Australia's seniors**

Sun 8 Oct / 10.30am  
Caggara House, Mt Gravatt East

Caggara House provides high-quality homes for seniors previously living in under-occupied public housing properties. This discussion addressed why tenants chose to transition from their Department of Housing homes into one bedroom units and the lessons learnt - how to design, build and deliver better homes for our ageing population.

Panellists included:

- > Jemima Rosevear, Arkhefield
- > David Langley, Arkhefield
- > Professor Lynda Cheshire, University of Queensland lead researcher
- > Joe Hurley, BHC.

Guest speakers included Hon. Mick de Brenni, Minister for DHPW, and Michael Fisher, Caggara House tenant. This event was presented in partnership with BHC.



## Made in Brisbane

Made in Brisbane continued to celebrate manufacturing and craft industries in Brisbane. The series showcases both legacy manufacturers as well as new makers who are creating boutique products, reflecting the changing nature of design and manufacturing in our city.

Held over the BOH weekend, all Made in Brisbane events were free and bookings were taken via Eventbrite.

### *Luxxbox Design Studio and Factory*

Luxxbox are innovative creators of furniture and lighting - this tour demonstrated the design process from conception and modelling in the studio, to the hands-on nature of the manufacturing and assembly process.

### *Neighbourhood Coffee Roasters*

Guests were invited into the roastery for an intimate workshop with Alex Ridgway, to see first-hand how the roast consistency is managed through the roasting process, from bean to cup.

### *Ironfist by Robert Everingham*

Robert Everingham is a leading Australian contemporary blacksmith. Guests were invited into his workshop for a behind-the-scenes demonstration.

### *Little Building Co*

Marcus Bree creates highly detailed architectural model kits, from the miner's cottage to the ornate terraces of Richmond. Guests were invited into Marcus' studio to experience his design and manufacturing process.

## VIP TOUR

On Friday 6 October sponsors, special guests and media were treated to an exclusive tour of the Peters Ice Cream Factory in West End. Guests enjoyed a tour of the ice cream and cone factories and learning about the building's rich history and bright future.

## WALKING TOURS

A series of guided walking tours and bus tours gave the public a chance to see and learn about some of Brisbane's most impressive buildings, urban spaces and public developments.

Renowned Brisbane architects, urban planners, historians and industry professionals led the tours and provided insider knowledge about the rich historical, architectural and design merits of Brisbane.

All tours were booked out and they included:

- > Roma Street Parkland 'From Compost to Flowering Beauty' Walking Tour
- > Walking Tour of Robin Gibson & Partners' CBD projects
- > Winchcombe Carson Woolstore and London Office Tour
- > Behind-the-Scenes at South Bank Parklands Tour.

BCC coordinated the following walking tours for BOH:

- > Green Heart Walking and Water Tour
- > Discover the Green Heart of Our Sustainable City Tour
- > Venture into Our City's Green Heart
- > Hidden Gems - Public Art Walking Tour
- > City Centre Heritage Tour
- > Spring Hill Heritage Tour
- > Place Makers - Public Art Walking Tour
- > Art After Dark - Public Art Walking Tour
- > Architects Walking Tour - presented by the Friends of Toowong Cemetery
- > History of Toowong Cemetery Bus Tour
- > 'I Wonder Who Lived in That House' Walking Tour - presented by the Friends of Toowong Cemetery.

## SPECIAL EVENTS

### BOH Information Hub

Sat 7 & Sun 8 Oct / 10am - 5pm  
King George Square, Brisbane

The BOH Information Hub at King George Square was manned by staff and volunteers across the weekend, to assist in planning itineraries and providing visitors with BOH information.

Visitors were invited to pop in, grab a program, have a cool drink and a chat - there were comfy chairs, food trucks and lots to talk about. Plus 3D virtual tours of some of Brisbane's favorite buildings including - the Old Windmill Tower, Walter Taylor Bridge and 1 William Street.

### Children's activities

Many buildings participating in BOH were family friendly. The below buildings curated activities especially designed to stimulate and inspire children:

- > Museum of Brisbane
- > bureau proberts Architects
- > Commissariat Store
- > Guardian Early Learning Centre
- > Hames Sharley Studio
- > Peters Ice Cream Factory
- > State Library of Queensland
- > Miegunyah House and Museum
- > Queensland Brain Institute
- > Newstead House
- > Oral Health Centre.

### Thinking of Studying Architecture?

Sat 7 Oct / 9.30am

Australian Institute of Architects 70 Merivale St, South Brisbane

Students considering studying architecture had the opportunity to learn about the profession at this special workshop. In collaboration with the Australian Institute of Architects and Queensland architecture schools (Bond University, Griffith University, Queensland University of Technology and The University of Queensland). Students were able to talk with current architecture students, graduates, academics and practitioners about the industry, and perform hands-on activities.

### Within & Without These Walls (Live storytelling)

Sat 8 & Sun 9 Oct

Visitors enjoyed live storytelling sessions across various buildings. The location-specific, creative, non-fiction stories focused on historical incidents and people.

Six storytellers held sessions at Boggo Road Gaol, Parliament House, Diamantina Health Care Museum, the Old Windmill Tower and St Johns Cathedral.

### Concerts

Over the BOH weekend visitors enjoyed free concerts presented by BCC's Bands in Parks initiative.

Concerts included:

- > Music that Resonates - South Brisbane Federal Band and Brisbane Municipal Concert Band, St Johns Cathedral
- > Orchestral Classics - The Amadeus Orchestra, Old Government
- > Escape to Boggo Road - BSB Swing, Brisbane Symphonic Band's 17-piece big band, Boggo Road Gaol.

### The Making of a Grand Residence

Sun 8 Oct / 4pm

Newstead House, Newstead

Leading heritage architect Ruth Woods explored the evolution of Newstead House, from its early beginnings as a Georgian cottage through to the grand residence it is today.

### Art in the Reservoir

Sat 7 & Sun 8 Oct, 9am - 4pm

Spring Hill Service Reservoirs

BCC commissioned artists Caitlin Franzmann, Dale Gorfinkel and Ross Manning presented a new installation in the Spring Hill Service Reservoirs. The artwork used sound, film and kinetic sculpture to reimagine the history and meaning of this once vital infrastructure.

### Maker Day

Sun 8 Oct / 9am - 4pm

Albion Fine Trades, Albion

Guests were invited to join local artisans, artists and manufacturers for the inaugural Maker Day - a family friendly event featuring interactive classes, hands-on workshops and market stalls.

### 2017 Photography Competition

Supported by McCullough Robertson Lawyers, the competition attracted a high calibre of work with many of the entries superbly showcasing Brisbane and capturing the essence of the event. 2017 saw 570 images submitted across all categories.

In the Open category, entries could be submitted in the Exterior, Interior, Detail and People categories for the chance to win \$1000 in prize money.

The secondary students, from years 7 - 12 could enter the Student category to win \$250 for the best photo.







# MARKETING AND PROMOTIONAL CAMPAIGN

The promotional campaign positioned BOH as a unique cultural experience. The campaign aimed to continue to grow brand awareness and increase the event's reach, while leveraging association with Open House Worldwide.

The campaign consisted of paid advertising – online, digital, outdoor and select print advertising, plus printed promotional collateral.

The marketing campaign was supported through comprehensive social media activity, public relations and

partner support, including media partners Architecture Media, ABC Radio Brisbane and 4KQ.

## Signage/collateral and distribution

The BOH marketing campaign included the development, production and installation of pre-event signage, and on-site event signage. Along with a series of printed collateral including foldout map/pocket guide, guidebook, outdoor signage and poster.

Collateral included:

Printed collateral	Distribution
A6 fold out map/pocket guide	15 000 fold-out brochures distributed to high traffic locations (cafes/galleries/universities and bookshops), also available at participating buildings
Guidebook	8 000 copies produced with 5000 distributed in the lead up to event (cafes/galleries/universities and bookshops). Guidebooks also distributed to volunteers, buildings and sponsors and supporters
Poster	A2 poster distributed to cafes/galleries/universities, bookshops and participating buildings
Outdoor signage	Distribution
Street light pole banners	30 light pole banners at high traffic locations in and around the CBD
Cross street and bridge banners	5 large-scale banners across streets/overpasses/bridges including across Hale Street, Turbot Street, Wickham Street, Caxton Street and the Story Bridge
Lightbox banners	Large signs were installed in 2 light boxes located in King George Square
City Hall pillar banners	Two large-scale pillar banners were featured on Brisbane City Hall
Large format flag banners	Large freestanding signs designed to identify BOH events, buildings and hubs on the day
Hub signage	Corflute signage was produced to dress and promote the BOH Information Hub, over the weekend in King George Square
Advertisements	Distribution channel
Print advertisements	Full-page advertisement featured HOUSES magazine Full-page feature in Creative Brisbane's monthly "What's On" magazine
Digital advertisements	Leaderboard ad on the ArchitectureAU website Mobile and desktop MREC featured on The Weekend Edition website Mobile and desktop MREC featured on MustDo Brisbane website
Misc	Distribution
BOH badge and hat	Worn to identify BOH volunteers and staff
BOH lanyard	Worn to identify BOH volunteers, staff and VIPs
BOH bag	Distributed to BOH volunteers, staff and VIPs. Featured artwork by <i>TypographHer</i>
Pull up banners	Used at all BOH events
Invitations	Distributed to guests for the official launch, VIP tour and thank you functions
Building and sponsor toolkits	Distributed to all participating buildings and sponsors to encourage participation and ensure all stakeholders received appropriate BOH information to enhance partnership

See Attachment A for 2017 BOH collateral examples.

## Social media

Facebook, Instagram and Twitter accounts were a major tool in the BOH marketing campaign, with followers and engagement increased significantly across the six-week promotional period. Highlights include:

- > Facebook followers increased from 5359 to 7492
- > Instagram followers increased from 5946 to 7409
- > Twitter followers increased from 1202 to 1423.

Breakdown of overall Facebook activity and reach:

Date	Reach (unique users)	Post engagement (likes/shares/comments)	Total impressions
12 Sept – 9 Oct	98 969	21 313	3, 398 069

Breakdown of overall Twitter activity:

Date	Total no. impressions	Profile visits	Engagement rate
24 Aug – 10 Oct	55 400	3858	1.7%

BOH was advertised through social media for the first time in 2017, the series of advertisements had significant reach and engagement. Advertisements were a mix of boosted posts, ads specifically promoting the BOH website and Facebook page (to increase traffic), and ads promoting BOH Speakers Series events.

Social media advertising is a low cost but effective way to reach audiences. The combined reach (number of people who saw ads) was 92 059, and the number of engagements (clicks on links, likes of page etc) was 3879.

BOH was also advertised on popular lifestyle and events website The Weekend Edition and Must Do Brisbane. Advertising included sponsored posts on social media, inclusion in regular e-news, digital advertisements. This advertising resulted in a combined reach of over 350, 000.

## Website

The BOH website featured event news, building details, booking details, volunteer information, photographic competition details and sponsors' details.

From launch date to the weekend (Aug 24 – Oct 9) there were 377 292 page views across 71 621 sessions by 44 409 users.

On average, visitors spent 5.2 minutes on the site, looking at an average of 5.27 pages – showing a strong interest in the information available.

- > Other website statistics include:
  - 60.7% were new visitors to the website
  - 47.18% visited the website via a mobile device 39.5% of visitors used their desktop computer and 13.29% visited from a tablet.
- > How did traffic get to our website?
  - 41% came to the website via an organic search (such as a google search)
  - 28% came directly to the website
  - 14.9% from social media (Facebook, Instagram, Twitter)
  - 16% via referral (from other websites). Key referrers were Facebook, Must Do Brisbane, Visit Brisbane and BOH e-news.
- > The most popular pages on the website were:
  - Buildings page with 104 249 pageviews
  - Plan your itinerary page with 21 041 pageviews
  - Tours page with 12 641 pageviews
  - What's on page with 7 944 pageviews
- > The most popular buildings viewed on the website were 1 William Street (4947) and the Spring Hill Service Reservoirs (4771).

Breakdown of overall website activity:

Date	Sessions	Users	Pageviews	Pages viewed per session	Av time spent on page	Bounce rate	% new sessions
24 Aug – 9 Oct	71 621	44 409	377 292	5.27	4.55 sec	37.94%	60.64%

### E-newsletters

A series of e-newsletters were sent to the BOH subscriber list of 7591. The e-news was used to encourage participation but also to keep people up to date with BOH news, announcements, articles and information. Nine e-news were sent and had an average open rate of 35.61%.

### Public Relations

Brisbane communications agency, KDPR supported BOH by planning and delivering the public relations campaign.

Public relations activity included media alerts/releases, coordinating media at the launch event and VIP tour, pitching interviews and photographic opportunities to media and responding to media enquiries. The objective of the campaign was to continue building the community awareness of and participation in BOH.

Public relations campaign results overview:

Statistic	Notes
131	Number of stories which appeared re. BOH during 60-day campaign (20 Aug – 18 Oct)
7, 159 875	The cumulative audience reached during this period
\$1, 146, 586	Dollar value of publicity generated by campaign

BOH Ambassador Darren Lockyer continued to support the event by attending key activities and providing interviews to media. Given the nature of the event media targets were wide and varied. Choices were made based on the ability of the outlet, program or medium to reach a wide audience and effectively communicate key facts and information.

The online post event survey identified approximately 38% of respondents heard about the event through traditional media and 32% through social media.

See *Attachment B* for the detailed list of media coverage.

### Media Partners

Architecture Media, ABC Radio Brisbane and 4KQ were the official BOH media partners providing significant support through CSAs, promotional pointers and live mentions, along with editorial/interviews of key participants, advertisements and support across social media.







# BUILDINGS

The 2017 BOH program featured 92 buildings across seven precincts, with 30 buildings participating in BOH for the first time.

Participating buildings were selected for their capacity to engage the public and present a story of responsive design, innovation and ingenuity. Buildings were historically significant, contemporary, and/or award-winning. Several themes were identified to select sites including:

- > award winning architecture or design
- > adaptive re-use (demonstrating the productive re-use of old sites of both listed and un-listed heritage value)
- > culture and music
- > science and technology
- > places of worship and/or community celebration
- > sustainable design
- > creative workplaces (demonstrating innovative and creative ways of working and living in the city).

Many buildings offered tours throughout the day/s with volunteers/staff and/or architects acting as tour guides. A post-event survey with participating buildings revealed the following:

- > 100% building managers surveyed thought the event provided a good opportunity to promote their building/organisation
- > 100% were happy with the outcome of their building tours on the weekend
- > 89% were happy with the number of visitors to their building
- > 97% said BOH was a positive experience for their building/organisation
- > 94% were satisfied with the extent of media coverage and promotion of BOH
- > 89% would consider participating again in 2018.

The most visited buildings included:

Property	Saturday	Sunday	Totals
Brisbane City Hall	3873	3803	7676
Peters Ice Cream Factory	2300	1700	4000
Old Windmill Tower	1504	2280	3784
Spring Hill Service Reservoirs	1580	1995	3575
Queensland Art Gallery	1909	1447	3356
Museum of Brisbane	1795	1521	3316
Archerfield Airport	2221		2221
Fort Lytton Historic Military Precinct	975	975	1950
Lytton Quarantine Station	975	975	1950
1 William Street		1568	1568
City Tabernacle Baptist Church	964	600	1564
Albert Street Uniting Church	537	896	1433
Parliament House	384	920	1304
Masonic Memorial Centre	1111		1111
Old Government House, QUT		1100	1100
Commissariat Store	373	643	1016
St John's Cathedral	501	501	1002

## Building bookings

12 of the 92 participating buildings required bookings. Pre-bookings were deemed necessary at sites such as private homes, special heritage buildings or those with space, safety or security restrictions.

To ensure a fair allocation, booking limits were enforced and bookings were taken on a first come, first serve basis through Eventbrite.

# VISITORS

2017 BOH welcomed 67 371 visitors to 92 buildings, 9 events, 15 walking tours, plus Made in Brisbane, storytelling sessions and associated events.

A comprehensive online post event survey was sent to visitors, and the results below provide an insight into BOH visitor profile, spending, influences and participation.

## Who were the BOH visitors?

- > 70% of visitors were female, and 30% male
- > 75% of respondents attended BOH by themselves or in pairs 18% attended in groups of 3-5 and 5% attended in groups of 5 or more people.
- > Visitors ages ranged from:
- > 24% Under 25 years
- > 16% 26 – 35 years
- > 22% 36 – 45 years
- > 30% 46 – 55 years
- > 54% Over 55 years
- > 23% of respondents attended BOH for the first time in 2017 and 61% attended the event in 2016.

## What did visitors do?

- > 58% of those surveyed had visited between 1 to 3 buildings
- > 22.9% visited between 4-5 buildings
- > 18% visited more than 5 buildings
- > 49% walked to and between buildings
- > 32% of respondents used public transport (bus, train, bike-share and ferry) to travel to and around buildings and 61% travelled by car.
- > 25% participated in a guided walking tour.

## How did visitors hear about BOH?

- > 68.9% of survey respondents heard about the event via the BOH website or e-newsletter
- > 32% heard about it via social media (Facebook 22.9%, Instagram 8.7%, Twitter 1.1%)
- > 38% heard about BOH via the media (Television 7.5%, Courier Mail 8.4%, Radio 6.6%, Brisbane News 7%, Online news 3.5%)
- > 11% via Brisbane City Council's website or newsletter, 15.9% mentioned word-of-mouth and 5.5% saw the outdoor signage/billboards.

## How did visitors access BOH information over the weekend?

- > 51% used their smart phone
- > 36.9% used the BOH guide book and 26% used the BOH fold out map

- > 35.9% chatted with volunteers
- > 21.8% used social media
- > 23% Other (iPad/tablet 8% and word of mouth 15%).

## Visitor spending

### What did visitors spend their money on?

- > 64% purchased coffee, 21.5% paid for transport, 60% bought meals, 21.5% spent money on travel, 12.5% went shopping on the event weekend, and 2.5% paid for accommodation
- > Over the weekend:
  - 21% spent \$10 or less
  - 18.8% spent between \$11 and \$20
  - 32% spent between \$21 and \$50
  - 18% spent between \$51 and \$100
  - 3.9% spent between \$101 and \$200 and 2.6% spent over \$200.

## Visitor influences

### What style of buildings did visitors want to see?

- > 78% Heritage buildings
- > 42% Modern design/architecture
- > 22% Buildings with city views
- > 17.9% Architecture and design studios
- > 12% Religious buildings
- > 12% Residences/private homes
- > 43% Other (Green buildings 11%, Educations buildings 11%, BOH suggested itineraries 11%, Science buildings 10%, Children's activities 4%).

### What influenced visitors to participate in BOH?

- > 90% access buildings not normally open to the public
- > 76.9% to learn about the history of Brisbane and its architecture
- > 48% guided tours
- > 27.9% participating in a community event
- > 24% photography opportunities
- > 12.8% studying design and architecture
- > 17% of respondents indicated they are planning to renovate or build in the next 12-24 months with 2.6% saying they will engage an architect.

## Visitor feedback

### Would you attend BOH next year?

Yes 100%  
No 0%

### Would you recommend BOH to your family/friends?

Yes 99%  
No 1%



# VOLUNTEERS

Each year BOH is delivered with the assistance and generosity of hundreds of volunteers. Our dedicated volunteers help to welcome visitors, manage crowds and queues, provide advice and directions and count visitor numbers.

2017 saw 350 volunteers from the community assisting BOH over the weekend – BOH would not be able to be delivered if it was not for the generosity, enthusiasm and energy of our dedicated volunteers.

Volunteers signed up via the online system SignUp. SignUp enables volunteers to select their preferred building and shift time and also sent reminders to volunteers about their shifts prior to the weekend.

Volunteers were provided the opportunity to attend face-to-face briefing at 1 of 4 sessions. With a majority of volunteers attending, and remaining volunteers accessing briefing documents online.

An online post-event survey revealed the following:

- > 50% of people were volunteering at BOH for the first time in 2017
- > 73% of volunteers were female, and 27% male
- > 16% of volunteers heard about the opportunity through word of mouth, 24% via emails and e-newsletter, 16% via the website, 17% via our social media channels, and 29% knew about the opportunity because they had volunteered before
- > 97% would recommend volunteering to family and friends
- > 89% would volunteer again. Less than 3% said they wouldn't volunteer again. The remaining 7% cited other reasons they may or may not volunteer such as work commitments, moving town/country, or they just wanted to change the day they volunteered.

BOH's volunteers were also supplemented by over 900 staff/volunteers of individual buildings accessing to their own resources either through salaried workforce or through established volunteer networks.



Image credit: Chris Jack, Fort Lytton Boiler Room.

# SPONSORS AND PARTNERS

Official partners of 2017 BOH were:

FOUNDING PARTNERS	 Queensland Government	 NATIONAL TRUST	 Brisbane Development Association CREATING A BETTER BRISBANE	GOVERNMENT PARTNER	 BRISBANE CITY <i>Dedicated to a better Brisbane</i>		
NATIONAL PARTNERS	 BRICKWORKS BUILDING PRODUCTS	 Dulux Worth doing, worth Dulux.	PARTNERS		 KDPR	Lawyers    McCullough Robertson	
ACCOMMODATION PARTNER	 TREASURY BRISBANE	HERITAGE PARTNER	 QUEENSLAND Heritage Council	PRACTICE / CONSULTING PARTNERS	 CONRAD GARGETT	 COTTEE PARKER	
PRACTICE / CONSULTING PARTNERS	 rothelowman	 URBIS	 BVN	SUPPORTERS	 Australian Institute of Architects	 brisbane australia's new world city	
SUPPORTERS	 BRISBANE GREETERS	 TYPOGRAPH.her	 BACCHUS WINE MERCHANT	MEDIA PARTNERS	 HOUSES®		
MEDIA PARTNERS	 Radio BRISBANE	 4KO 693 CLASSIC HITS	 FRIENDS OF BOH	 luxx box	 ALBION FINE TRADES	 NEIGHBOURHOOD Coffee Roasters	

Part of the  
Open House Family  
openhouseworldwide.org

2017 BOH partners and supporters also included Clegg Town Planning and Jocelyn's Provisions.

# BOARD AND SUPPORTERS

## BRISBANE OPEN HOUSE PATRON

His Excellency the Honourable Paul de Jersey AC,  
Governor of Queensland

## BRISBANE OPEN HOUSE AMBASSADOR

Darren Lockyer

## BRISBANE OPEN HOUSE BOARD

Malcolm Middleton OAM LFRAIA, Queensland  
Government Architect (Chair)

Brendan Christou, Chief Executive, The Royal National  
Agricultural Association of Queensland (RNA)

Arthur Frame AM, Director, The National Trust of  
Australia (Queensland) Board

Fiona Gardiner, Director - Heritage, Department of  
Environment and Heritage Protection

Stuart Macnaughton, Partner, McCullough Robertson  
Lawyers

Chris Skelton, Consultant, BDO (Treasurer).

## BRISBANE OPEN HOUSE STAFF

Angie Scott, Event Manager

Simone Hubbard, Event Coordinator

Georgia Smith, Event Coordinator

Tristan Williams, Public Relations intern

Norma Shelley-Morgan, Public Relations intern

## OPEN HOUSE WORLDWIDE (OHWW)

Open House has become an annual cultural event which  
raises awareness of the value of good design in cities  
across the world.

Founded by Victoria Thornton OBE in London, OHWW  
aims to showcase outstanding architecture in cities  
across the world, for free. BOH is pleased to be part of  
the Open House Worldwide Family which includes over  
50 Open House cities globally.

BOH is proud to support the following Queensland  
Open House events:

- > Bundaberg Open House  
[www.facebook.com/OpenHouseBundaberg](http://www.facebook.com/OpenHouseBundaberg)
- > Cairns Open House  
[www.facebook.com/cairnsopenhouse](http://www.facebook.com/cairnsopenhouse)
- > Gold Coast Open House  
[goldcoastopenhouse.com.au](http://goldcoastopenhouse.com.au)
- > Maryborough Open House  
[www.maryboroughopenhouse.com.au](http://www.maryboroughopenhouse.com.au)
- > Toowoomba Open House  
[www.toowoombaopenhouse.com.au](http://www.toowoombaopenhouse.com.au)
- > Sunshine Coast Open House  
[www.facebook.com/pg/SunshineCoastOpenHouse](http://www.facebook.com/pg/SunshineCoastOpenHouse)

For more information about BOH please feel free to  
contact us:



# CONTACT US

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Chair, Brisbane Open House

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For more information, or to sign up to our newsletter visit our website:

[www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au)



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[brisbaneopenhouse](https://www.instagram.com/brisbaneopenhouse)

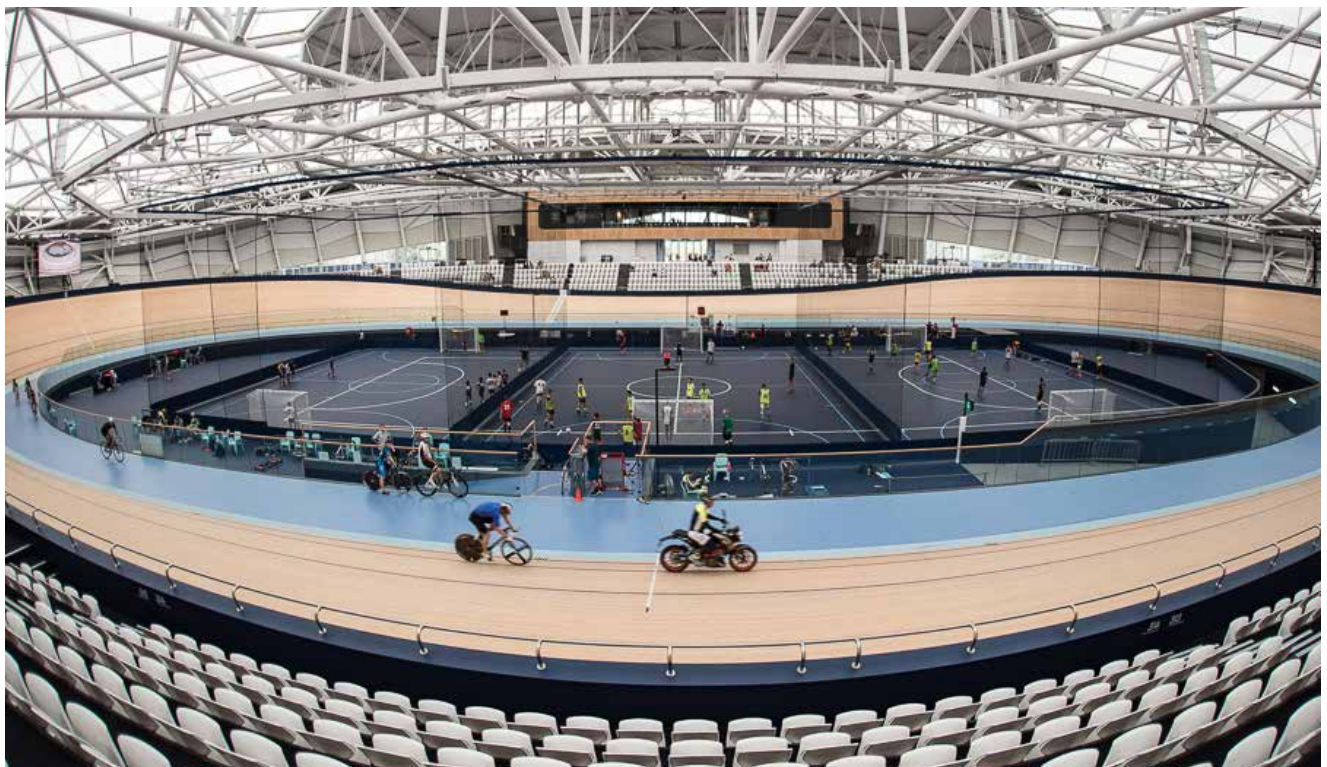


Image credit: Ian Hinrichsen, Anna Meares Velodrome.

# ATTACHMENT A - BOH COLLATERAL AND SIGNAGE



Program



Join us on Saturday 7 and Sunday 8 October 2017 to explore Brisbane's best buildings, all for FREE.

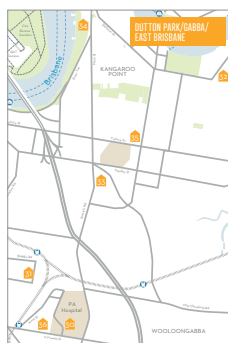
[brisbaneopenhouse.com.au](http://brisbaneopenhouse.com.au)

BrisbaneOpenHouse  
 BrisOpenHouse  
 brisbaneopenhouse  
#bneopenhouse  
#unlockbrisbane

Brisbane Open House invites you to join architects, designers, planners and professionals in conversation - the Speakers Series will explore what influences the shape, experiences and growth of our city and its buildings.

For all Speakers Series event details plus the full program of talks, walks, tours and events visit [www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au)

Program House / (Sharon Lockyer Architects / (R Scott Burrows



Fold out map





Giftbags



Poster



Lightbox



Houses full page ad

# BNE OPEN HOUSE

## 7 & 8 OCTOBER

[brisbaneopenhouse.com.au](http://brisbaneopenhouse.com.au)



Street pole banner



Story Bridge banner

Pull up banner





Wickham Street banner



Monaise House. Architect: Shaun Lockyer Architects. Photographer: Scott Burrows.

Each year Brisbane Open House achieves meaningful community engagement through the celebration of Brisbane's built environment and architecture.

You are invited to join us at the launch of 2017 Brisbane Open House.

The Governor of Queensland, His Excellency the Honourable Paul de Jersey AC will officially launch the eighth annual Brisbane Open House program of events.

**WHEN:** 9.45am for 10.15am | Thursday 24 August 2017

**WHERE:** Level 41, 1 William Street, Brisbane Qld 4000

**RSVP:** by Wednesday 16 August 2017  
sue@kdpr.com.au or (07)3136 2555

Please allow sufficient time to pass through building security, you will need to register and show identification on arrival.



This event is kindly hosted by Office of the Queensland Government Architect, Department of Infrastructure, Local Government and Planning.

[brisbaneopenhouse.com.au](http://brisbaneopenhouse.com.au)



DL Invitation

# ATTACHMENT B – MEDIA COVERAGE

Date	Publication	Headline	Audience Reach	AVE
24 Aug 2017	The Real Estate Conversation	Ninety of Brisbane's finest homes and buildings will be open to the public at Brisbane Open House		
24 Aug 2017	Brisbane Indian Times	Brisbane Open House 2017: Your key, your city 7 & 8 October 2017		
28 Aug 2017	Indulge Magazine	Brisbane Open House 2017	86,290	
29 Aug 2017	Urban List	Brisbane's Infamous Open House Is Back And Wants You To Get Snooping!	5,359	1,956
30 Aug 2017	Must Do Brisbane	Brisbane Open House 2017	268,165	
31 Aug 2017	Architecture AU	Brisbane Open House 2017 swells to include almost 100 buildings		
04 Sep 2017	Architecture & Design	Ice cream factories and punk headquarters: Brisbane Open House reveals largest-ever program		
04 Sep 2017	Concrete Playground	Brisbane Open House 2017	2,024	40,776
06 Sep 2017	Westside News - Paddington	Open House to unlock secrets	45,069	1,420
07 Sep 2017	City South News	Open House to unlock secrets	18,725	1,144
12 Sep 2017	WA Today	Brisbane landmarks to reveal their secrets on the Open House weekend	9,770	192
12 Sep 2017	Sydney Morning Herald	Brisbane landmarks to reveal their secrets on the Open House weekend	271,125	
12 Sep 2017	The Age	Brisbane landmarks to reveal their secrets on the Open House weekend	240,314	
12 Sep 2017	Australian Financial Review	Brisbane landmarks to reveal their secrets on the Open House weekend	47,179	
12 Sep 2017	Brisbane Times	Brisbane landmarks to reveal their secrets on the Open House weekend	706,000	
12 Sep 2017	Jimboomba Times	Brisbane landmarks to reveal their secrets on the Open House weekend	21,100	
12 Sep 2017	North West Star	Brisbane landmarks to reveal their secrets on the Open House weekend	1,260	
12 Sep 2017	Beauresort Times	Brisbane landmarks to reveal their secrets on the Open House weekend	2,776	
14 Sep 2017	City South News	Last chance to lap up ice cream factory vibe	18,725	4,736
14 Sep 2017	The Weekend Edition	Get a special sneak peek at the iconic spaces of our city during Brisbane Open House	149,900	1,662
20 Sep 2017	Southern Star - Springwood	Flying in for airport display	53,972	6,048
20 Sep 2017	Brisbane News	Private Invite - Take a peek behind closed doors for Brisbane Open House	99,699	84,456
22 Sep 2017	Eat South Bank	Picnic in the Parklands		
25 Sep 2017	The Weekend Edition	Brisbane Open House - Flowers in Bloom	149,900	720
27 Sep 2017	Westside News - Paddington	What's On	45,069	8,896
27 Sep 2017	Northside Chronicle	Peek at Cottages	54,440	2,880
27 Sep 2017	Wynnum Herald	See how migrants arrived - Open House for Fort Lytton	30,988	6,976
27 Sep 2017	South East Advertiser	Door open to history	44,116	6,112
27 Sep 2017	Westside News - Paddington	Herbarium branches out for open day	45,069	9,540

Date	Publication	Headline	Audience Reach	AVE
27 Sep 2017	North West News	Cottages will open for public	38,614	2,516
27 Sep 2017	JUNKEE	The 7 Best Things To Do In Brisbane This October	5, 956	5,682
29 Sep 2017	Brisbane Art Guide	The way through all things		
29 Sep 2017	Courier Mail	Going Out Staying Out	139,791	148,512
29 Sep 2017	Bribie Weekly	Explore iconic Brisbane Buildings	12,533	2,404
29 Sep 2017	West End Magazine	Bromley Room Open	60,019	
30 Sep 2017	North Lakes Messenger	What's On	4,300	1,308
30 Sep 2017	North Lakes Messenger	Brisbane Open House 2017	4,300	1,308
30 Sep 2017	North Lakes Messenger	Hummingbird House to Open Doors	4,300	292
30 Sep 2017	Sky Business News Sydney	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.	1,392	
30 Sep 2017	Sky Business News Adelaide	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Brisbane	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Canberra	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Melbourne	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Perth	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Regional NSW	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Regional Queensland	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Regional Victoria	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
30 Sep 2017	Sky Business News Tasmania	Interview hosted by Bridie Barry and Prue Miller with Angie Scott, Event Manager, Brisbane Open House, about the event.		
01 Oct 2017	Weekend Notes	More Top Free Things to Do in Brisbane	9,132	86,040
03 Oct 2017	Concrete Playground	Art in the Reservoir	1,777	11,118
03 Oct 2017	Brisbane Seniors	Brisbane's Open House	26,000	1,608
04 Oct 2017	Southern Star - Springwood	Roulettes go flying up high and way down low for show	53,972	1,100



Date	Publication	Headline	Audience Reach	AVE
04 Oct 2017	South East Advertiser	What's On	44,116	8,800
04 Oct 2017	Urban List	13 Awesome Things To Do This Weekend In Brisbane	5,359	204,228
05 Oct 2017	Must Do Brisbane	Things To Do This Weekend	268,165	
05 Oct 2017	Creative Brisbane	What's on in Brisbane this October		
05 Oct 2017	Urban List	Learn To Bake, Paint and Make Coffee At This Year's Maker Day	5,359	38,358
05 Oct 2017	ABC Radio Brisbane, Drive at 3:38pm	Interview with Carrie McCarthy - mentions the show at the Spring Hill Reservoir as part as BOH	17,000	12,420
05 Oct 2017	Australian Design Review	Open House Brisbane: top picks		
06 Oct 2017	ABC online	The scoop on why Drumstick ice creams have a chocolate plug	142,769	26,502
06 Oct 2017	Courier-Mail Brisbane	Families	139,791	18,264
06 Oct 2017	ABC Radio Brisbane, Breakfast	The scoop on why Drumstick ice creams have a chocolate plug	17,000	8,280
06 Oct 2017	Channel 7, Brisbane, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.	131,000	66,840
06 Oct 2017	Prime 7, Gold Coast, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Bundaberg, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Cairns, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Mackay, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Mt Isa, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Rockhampton, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Sunshine Coast, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Toowoomba, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		
06 Oct 2017	Seven Townsville, Seven News Qld at 4pm at 16:36	Nearly 100 iconic Brisbane buildings will be open to the public this weekend as part of Brisbane's Open House.		

Date	Publication	Headline	Audience Reach	AVE
06 Oct 2017	Channel 10, Brisbane, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.	193,000	111,282
06 Oct 2017	Channel 10, Perth, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	Ten Sunshine Coast, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	WIN Cairns, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	WIN Mackay, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	WIN Rockhampton, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	WIN Sunshine Coast, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	WIN Toowoomba, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	WIN Townsville, TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	WIN Wide Bay (Bundaberg) TEN Eyewitness News at 17:41	The Peters Ice Cream Factory at West End will open its doors to the public this weekend.		
06 Oct 2017	Senior News	Artist Transforms Historic Building into Delicious Treat		
06 Oct 2017	Brisbane Courier-Mail Online	Five reveals hidden gem as Hanworth House is Transformed	33,398	450
07 Oct 2017	Courier-Mail Brisbane	Your Invitation to Backstage Brisbane	173,014	82,904
07 Oct 2017	Courier-Mail Brisbane Online	Des Houghton: Your Invitation to Backstage Brisbane	33,398	2,310
07 Oct 2017	Herald Sun	Des Houghton: Your Invitation to Backstage Brisbane	609,711	
07 Oct 2017	WA Today	See the Brisbane factory where popular ice-cream cone was invented	7,247	72

Date	Publication	Headline	Audience Reach	AVE
07 Oct 2017	Brisbane Times	See the Brisbane factory where popular ice-cream cone was invented	706,000	
07 Oct 2017	Jimboomba Times	See the Brisbane factory where popular ice-cream cone was invented	21,100	
07 Oct 2017	Beauresert Times	See the Brisbane factory where popular ice-cream cone was invented	2,776	
07 Oct 2017	Redland City Bulletin	See the Brisbane factory where popular ice-cream cone was invented		
07 Oct 2017	North West Star	See the Brisbane factory where popular ice-cream cone was invented	1,260	
07 Oct 2017	Sydney Morning Herald	See the Brisbane factory where popular ice-cream cone was invented	271,125	
07 Oct 2017	The Age	See the Brisbane factory where popular ice-cream cone was invented	240,314	
07 Oct 2017	2GB Sydney	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer	69,000	56,154
07 Oct 2017	2BS Bathurst	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	2CC Canberra	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	2GN Goulburn	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	2XL Cooma	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	4BC Brisbane	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	4VL Charleville	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	Triple M Central West Coast (Orange)	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	Triple M Coffs Coast	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	Triple M Darling Downs	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	Triple M Mid North Coast (Port Macquarie)	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	Triple M Riverina (Wagga Wagga)	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	Triple M Sunraysia (Mildura)	Interview with Des Houghton: Brisbane Open House and ambassador Darren Lockyer		
07 Oct 2017	Sydney Morning Herald	Brisbane train lines closed, allow an extra hour for your trip	147,188	5,592
07 Oct 2017	WA Today	Brisbane train lines closed, allow an extra hour for your trip	7,247	24



Date	Publication	Headline	Audience Reach	AVE
07 Oct 2017	Brisbane Times	Brisbane train lines closed, allow an extra hour for your trip	706,000	
07 Oct 2017	Beauresert Times	Brisbane train lines closed, allow an extra hour for your trip	2,776	
07 Oct 2017	Redland City Bulletin	Brisbane train lines closed, allow an extra hour for your trip		
07 Oct 2017	The Age	Brisbane train lines closed, allow an extra hour for your trip	100,276	9,666
07 Oct 2017	North West Star	Brisbane train lines closed, allow an extra hour for your trip	1,260	1,206
07 Oct 2017	Jimboomba Times	Brisbane train lines closed, allow an extra hour for your trip	21,100	
07 Oct 2017	North Lakes Messenger	What's On	4,300	1,972
07 Oct 2017	Sky Business News Sydney	Interview hosted by Bridie Barry with Richard Kirk, Principal Director, Kirk and architect, about Kirk Studios	1,392	
07 Oct 2017	Sky Business News Adelaide	Interview hosted by Bridie Barry with Richard Kirk, Principal Director, Kirk and architect, about Kirk Studios		
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07 Oct 2017	Sky Business News Tasmania	Interview hosted by Bridie Barry with Richard Kirk, Principal Director, Kirk and architect, about Kirk Studios		
08 Oct 2017	Sunday Mail Brisbane	What's On	308,339	51,860
08 Oct 2017	Places to go in Brisbane	Brisbane Open House		
08 Oct 2017	Queensland Government	Media Statement: Celebrating the work of iconic architect Robin Gibson		
15 Oct 2017	Kids in the City	What's On		
Total			7,159,875	1,146,586

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