

# BRISBANE OPEN HOUSE

13 & 14 OCTOBER 2018

FINAL REPORT

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



# CONTENTS

Chairman's message	Page 2
Event overview	Page 3
Objectives	Page 4
Program of events	Page 5
Marketing and promotional campaign	Page 12
Buildings	Page 16
Visitors	Page 18
Volunteers	Page 19
Sponsors and partners	Page 20
Board and supporters	Page 21
Contact Us	Page 21
Attachments	
A. Collateral and signage	Page 22
B. Media coverage	Page 26

# CHAIRMAN'S MESSAGE

Each year Brisbane Open House strives 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.

Since its beginnings 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. Now in our ninth year with sights firmly set on our tenth birthday in 2019 – this year we were proud to deliver an enhanced program of events.

2018 saw our largest program yet with 114 buildings opening, 7 Speakers Series events 19 walking tours plus Made in Brisbane workshops and demonstrations, free concerts, children's activities, live storytelling sessions and several special events involving collaborations with external organisations and community groups, including the Design Market Place in Burnett Lane, presented by Brisbane City Council.

2018 also saw the introduction of the very successful BOH After Dark series. After Dark enabled our partners and collaborators to host events within studios, buildings or at key projects. 18 events were programmed from talks given by partners BVN, HASSELL and Conrad Gargett to a movie night at Spring Hill Baths and a private studio experience at Queensland Ballet – all events were well attended and provided an opportunity for participants to reach a broad, new audience.

BOH After Dark also created a festival atmosphere through the two weeks leading in to the Brisbane Open House weekend, and demonstrated our community is growing and 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.

Certainly, our visitor numbers were affected by the heavy rain which fell over the Brisbane Open House weekend, however we were delighted to record participation numbers at over 70,000 this year – an increase on last year, and a continuation of the growth we have seen each year since the events inauguration.

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

Our sincere thanks to all who made it possible - our sponsors and partners, the individuals and organisations who opened their doors, the hundreds of loyal 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 2019!

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



Image credit: Jiayuan Liang / Breakfast creek Hotel



# OVERVIEW

Over the weekend of Saturday 13 and Sunday 14 October 2018, the ninth annual Brisbane Open House (BOH) invited visitors to explore the city and celebrate Brisbane's built environment, heritage and design community.

The free community event continued to grow, welcoming 70,614 visits – to 114 buildings, plus BOH events and activities.

The architectural and design community continued to support the event with 14 design studios opening their doors.

The 2018 program included a diverse range of events and activities such as the Speakers Series, which included a new initiative The Design Market Place, 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.

This year the BOH After Dark series was introduced, partners and collaborators were encouraged to hosts events within studios, buildings or at key projects. 18 events were programmed, and all events were well attended – providing an opportunity for participants to reach a broad, new audience.

BOH was promoted through a comprehensive marketing and communication strategy which positioned BOH 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 advertising, plus printed collateral. Promotions were supported through comprehensive social media activity, public relations and partner support, including media partners Architecture Media and ABC Radio Brisbane.

The BOH team fostered partnerships with a diverse range of sponsors. Approximately \$244,000 in cash and \$120,000 in-kind was raised to deliver the event, grow brand awareness and increase audience engagement.

## 2018 BOH AT A GLANCE

- > 70,614 visits
- > 114 buildings
- > 68 workshops/talks/tours/experiences
- > 34% first-time visitors
- > 65% returning visitors from previous years
- > 40% visited 1-3 buildings
- > 99% will attend BOH again
- > 99% will recommend BOH to family/friends
- > 360 photography award entries
- > 85 171 website visits (18.9% increase)
- > 9114 e-news subscribers (20% increase)
- > 9474 Facebook followers (26% increase)
- > 8724 Instagram followers (17% increase)
- > 1502 Twitter followers (5.5% increase)
- > 300 volunteers.

BOH 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).

BOH was restructured in 2017 forming a new company limited by guarantee to take responsibility for the event.

# 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: Toni Moran / Fort Lytton

# PROGRAM OF EVENTS

In addition to the 114 buildings open to visitors, the BOH program offered a diverse range of events and activities targeted towards a wide range of audiences. Activities included:

## 2018 PROGRAM LAUNCH

BOH was officially launched at The Tivoli on Tuesday 11 September. The event was attended by 250 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:

- > Councillor Ryan Murphy, Councillor for Doboy Ward (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.

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

Events included:

### BDA Trivia Night

**Thurs 20 Sept / 6pm**  
**Newstead Brewing, Milton**

BDA – The Committee for Brisbane presented a Brisbane trivia night focused on our tropical city and categories will include built environment and heritage, music and pop culture, history, general knowledge and sport.

This was a ticketed event: BDAC4B Members – \$55pp, Non-members – \$60pp, Table/team of 6 to 8 – \$440 (member or non-member). Ticket price included dinner and 2 drinks each, approx. 120 tickets were sold.

## Designing now for the future: Our local design legacy

**Wed 3 Oct / 6.30pm**

**ThinkLab at River Studio, Powerhouse Brisbane**

This panel discussion of multidisciplinary creatives explored: What is the design legacy we leave behind for future generations? Which identifiable design elements from current-day projects will offer a time stamp for the here and now?

Panellists included:

- > Jason Bird – Luxxbox
- > Angela Spillane – GroupGSA
- > Damian Thompson – Lat27
- > Michael Zaicek – Aria Property Group
- > Shane Thompson – Shane Thompson Architects

This event was presented in partnership with Luxxbox.

## PechaKucha Vol 54 in collaboration with BOH

**Wed 3 Oct / 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:

- > Ellia Guy – FutureWild
- > Jenny Dickens – Heritage Department, Victoria
- > Jonathan Cowle – Rothelowman
- > Lawrence Toaldo – Conrad Gargett
- > Natalie Hoitz – Urbis

## New Build Brisbane

**Thu 4 Oct / 6.30pm**

**Wandering Cooks, South Brisbane**

New Build Brisbane is an informal talk series featuring seven early career practitioners from across the built environment industries including architecture, landscape, planning, construction, research and development. In 3mins each, speakers presented their passion, skillset and contribution to the built environment of Brisbane – and their interest in collaborating with others. Afterwards all the speakers returned to stage for a 20min Q&A.

### **Brisbane – Finding our voice**

**Tues 9 Oct / 7pm**  
**The Zoo, Fortitude Valley**

This panel discussion delved into the rich history of the place, the politics, the people and the music that has shaped Brisbane.

Speakers included:

- > John Willsteed – Musician and Academic
- > Anne Jones – Toadshow
- > Joc Curran – Founder, The Zoo
- > Mark Louttit – 4ZZZ Board Member
- > Sean O’Keeffe – Heritage/Dept Environment & Science

This event was presented in partnership with 4ZZZ and The Zoo.



Image credit: Jiayuan Liang / Parliament House

### **The Great Debate: Introverted? Extroverted? Brisbane is having an identity crisis**

**Wed 10 Oct / 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:

- > Alice Hampson, Alice Hampson Architect
- > Ben Lyons, Urbis
- > Cat Mason, Brisbane City Council
- > Claudia Bergs, CoDesign Studio & Stadt Parc
- > Georgia Parr, Cottee Parker
- > Tony Jemmott, Conrad Gargett
- > Jane Alexander, National Trust (MC)
- > Malcolm Middleton OAM LFRAIA, Queensland Government Architect (Adjudicator).

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

### **Speed date an Architect**

**Thurs 11 Oct / 6pm**  
**Museum of Brisbane, City Hall**

This unique event offered a series of free, 20-minute mini-consultations with Brisbane-based architects and was presented by MoB and the Australian Institute of Architects.

### **The Design Market Place**

**Sat 13 Oct / 10am - 9pm**  
**Sun 14 Oct / 10am - 4pm**  
**Burnett Lane, Brisbane City**

Visitors were invited to explore two days of design at Brisbane’s iconic Burnett Lane at the Brisbane City Council’s Design Market Place which offered stimulating designer talks, stalls, great food and guided tours and a bespoke art installation created by Cox Architecture, before leading into the Desire Line laneway party on Saturday night. Presented by Brisbane City Council.

### **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, and included.

### **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.

### **Ellaspede**

Ellaspede is a hub for motorcycle culture and creativity - creating custom motorcycles, hard parts and apparel. This tour of their base in West End in Brisbane explored what it takes to materialise a design.

### **Rippleiron**

Russell Hall creates both decorative and functional products from corrugated iron, this tour of his workshop explored his creative process and the practical progression of creating his work.

### **Surroundings**

Surroundings is a specialist consultancy who facilitate workshops between clients and architects to help people clarify, articulate and realise their ideal home environments. This Masterclass allowed participants to unearth and translate dreams for your home into the perfect brief.

## **VIP TOUR**

On Friday 12 October sponsors, special guests and media were treated to an exclusive tour of the Skytower in Brisbane City.

## **WALKING TOURS**

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

Tours included:

- > Fish lane tours (coordinated by Brisbane Greeters)
- > Walking Tour of Robin Gibson & Partners' CBD projects (coordinated by UQ)
- > Walking tour of the University of Queensland's post-war heritage (coordinated by UQ)
- > Aboriginal Cultural Landscape Walking Tours (coordinated by UQ)
- > Winchcombe Carson Woolstore and London Office Tour

- > King Street tours (coordinated by Lendlease)
- > Mater Heritage walk (coordinated by Brisbane's Living Heritage Network).

BCC coordinated the following walking tours for BOH:

- > City Centre Heritage walking tour
- > Brisbane Bridges by bike
- > Mount Gravatt Cemetery bus tour
- > Mount Gravatt Cemetery – Crematorium back of house walking tour
- > Our Streets, Our Collection – Permanent and Temporary Public Art
- > Our Streets, Our Place – Urban Design Tour
- > Our Streets, After Dark Secrets – Secrets Spots by Night Tour
- > World Expo '88 Public Art Trail – 30th Anniversary
- > Discover the Green Heart of Our Sustainable City Tour
- > Venture into Our City's Green Heart
- > Green Heart tree tour – a tree-mendous journey to the heart and lungs of our city
- > Green Heart walking and water tour.

## **BOH AFTER DARK**

BOH After Dark offered experience a different side of our city. The conversations and activities brought Brisbane alive after dark in the lead up to BOH! Most events were free and included:

### **Conversations - BVN**

Tues 2 Oct / 6pm

BVN Architecture Studio, Brisbane City

In one hour, ten of BVN's brightest flew through thought provoking ideas about space ranging from moving furniture to designing cities. Presented by BVN.

### **Reactivating Brisbane's Urban Spaces**

Thurs 4 Oct / 5pm

Conrad Gargett Studio, Brisbane City

Managing Director Lawrence Toaldo moderated a panel discussion on reactivating urban spaces and executing positive place making programs. Presented by Conrad Gargett.

### **Ellivo Architects – a day in the life of...**

Thurs 4 Oct / 5.30pm  
Ellivo Architects Studio, Brisbane City

This panel discussion explored techniques and processes around the Ellivo design philosophy, plus a Q&A session. Presented by Ellivo Architects.

### **Brisbane Architecture since WWII**

Fri 5 Oct / 6pm  
HASSELL Studio, Fortitude Valley

An informal discussion/presentation and critical analysis of key buildings that have influenced Brisbane Architecture from the 1960s to today. Presented by HASSELL.

### **The Old Windmill Tower: architectural history workshop**

Fri 5 Oct / 6pm  
The End Room, Brisbane Square Library

A behind-the-scenes look at how researchers from UQ School of Architecture have created a BIM of the Old Windmill Tower using 3D laser scanning and historical research.

### **The Sacred and the Profane – Conserving Meaning and Finding New Purpose in our Places of Spiritual Significance**

Fri 5 Oct / 6.30pm  
Christ Church Milton, Milton

Is it appropriate to adaptively re-use sacred places as cafes and homes? This event discussed the future of our sacred places. Presented by Extent Heritage.

### **Movie at the Baths – JAWS 2**

Sat 6 Oct / 7pm  
Spring Hill Baths, Spring Hill

Spring Hill Baths hosted a movie night showing the 1978 cult classic American thriller JAWS 2. Guests were able to swim in the Baths or view the film from the mezzanine.

### **Urban Hubs: Places to work, rest and play**

Tues 9 Oct / 6pm  
Hames Sharley Studio, Brisbane City

The current model of Australian city planning is one that looks to provide 'Mars Bar living' – contained places where residents can work, rest and play. Presented by Hames Sharley.

### **VALUE Speaker Series by EmAGN**

Tues 9 Oct / 6pm  
Catchment Brewing Co, West End

VALUE Speaker Series by EmAGN gives early career architects a platform to present and discuss how values inform their work.

### **Within/Without These Walls – book launch**

Wed 10 Oct / 6.30pm  
Avid Reader, West End

Free public launch of the Within/Without These Walls book – an anthology of short stories and poems set in and around iconic Brisbane buildings.

### **Curating Brisbane's Laneways**

Thurs 11 Oct / 7pm  
Superfly Funk Eye, Woolloongabba

This discussion explored the significant value of laneways as place-making interventions in today's expanding urban environment. Presented by Rothelowman.

### **Our House in the Middle of our Street**

Thurs 11 Oct / 6pm  
Lendlease, Kingsgate, Bowen Hills

This event explored Lendlease's vision for King St, along with Aurecon's innovative timber engineering approach and IIG's development of ethical and sustainable buildings. Presented by Aurecon and Lendlease.

### **Vokes and Peters: The Brisbane House**

Thurs 11 Oct / 6.30pm  
Vokes and Peters Studio, West End

Vokes and Peters have spent a decade and a half building a body of work that is strikingly contemporary, and deeply rooted in the history and nostalgia of suburban Brisbane. Presented by Vokes and Peters.

### **Private Studio Experience hosted by Queensland Ballet's Artistic Director Li Cunxin**

Thurs 11 Oct / 6pm  
Queensland Ballet, West End

Queensland Ballet's Artistic Director Li Cunxin hosted a private studio experience. Presented by Conrad Gargett.



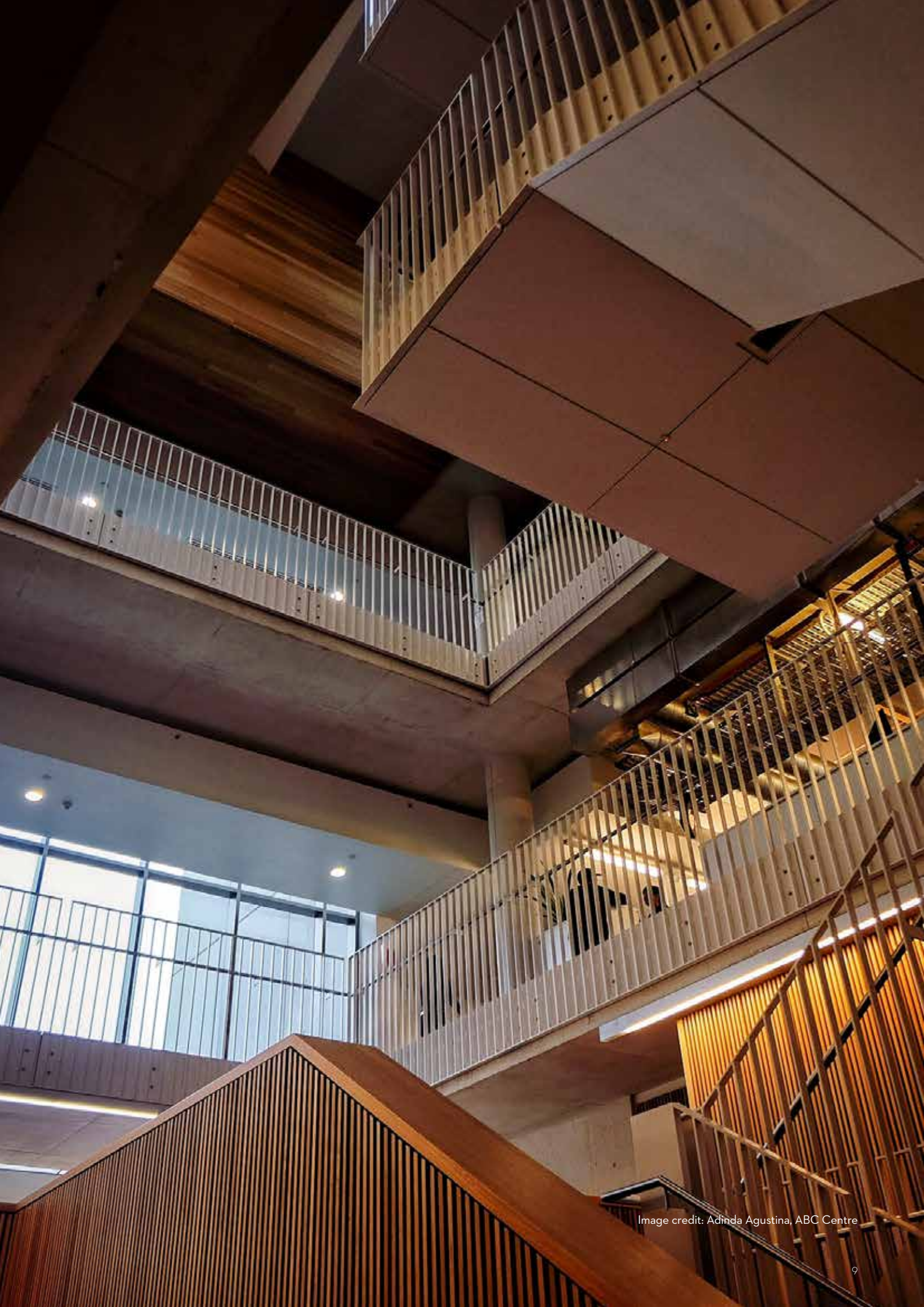


Image credit: Adinda Agustina, ABC Centre

### Eisenmenger House tours

Fri 12 Oct / 7pm and 8pm  
Carina

These tours offered a glimpse into 1960s life and design, with modernist Queensland architectural style and cool interior.

### Clock Tower Tours

Fri 12 Oct / until 6.45pm  
Museum of Brisbane, City Hall

Museum of Brisbane Clock Tower tours offer a unique experience – ride in the the original 1930s hand-operated lift, travel past the clock face to arrive at the 64m-high platform for a bird's-eye view of the city.

### The Pumping Station

Sat 13 Oct / 5.30pm  
Mt Crosby Pumping Station, Mt Crosby

An outdoor lantern show: The Pumping Station event was a chance for visitors to see, hear and feel this iconic building (this event was postponed due to wet weather and rescheduled for November).

## SPECIAL EVENTS

### BOH Information Booths

Sat 13 & Sun 14 Oct / 10am – 5pm  
King George Square and Burnett Lane, Brisbane

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

### Children's activities

BOH offered a range of free kid's activities this year, including:

#### > Kids Colour Hunt

BOH teamed up with designer, Sam Parsons to curate an engaging kid's colour adventure throughout the inner-city. Presented by Studio Sam and supported by Dulux.

#### > City Hall – Create & Construct

Museum of Brisbane invited kids to construct paper models of Brisbane City Hall.

#### > Little City Makers

Hosted by STEM Punks kids were encouraged to use design thinking, robotics, 3D modelling and app design to create visions for the future. Presented by Brisbane City Council, for The Design Market Place.

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

- > bureau^proberts Architects
- > Commissariat Store
- > Guardian Early Learning Centre
- > Hames Sharley Studio
- > Museum of Brisbane
- > Saint Andrew's Uniting Church
- > Shingle Inn
- > Gray Puksand Studio
- > Miegunyah House Museum
- > Newstead House and Newstead Substation #5
- > QIMR Berghofer Medical Research Institute
- > ABC Brisbane Centre
- > Peters Ice Cream Factory
- > Hummingbird House
- > Rosemount House
- > Two Pavilion House (The Skinny House)
- > Wolston Farmhouse.



### Thinking of Studying Architecture?

Sat 13 Oct / 9am and 12 pm  
Australian Institute of Architects, South Brisbane

Students considering studying architecture had the opportunity to learn about the profession at this special workshop presented by the AIA in collaboration with Queensland architecture schools (Bond Uni, Griffith Uni, QUT and UQ). Students were able to talk with current architecture students, graduates, academics and practitioners about the industry, and perform hands-on activities.

### Concerts

Over the BOH weekend visitors enjoyed free concerts including:

- > Bands in Parks: Bach and Forth at St John's Cathedral
- > Bands in Parks: Sunday Serenade at Old Government House
- > Bands in Parks: The Glory of Brass at The Tivoli
- > Urban Village People's Choir at St Paul's Presbyterian Church & Sabbath Hall
- > Ormiston Heritage Pipes and Drums at St Paul's Presbyterian Church & Sabbath Hall

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

Sat 13 & Sun 14 Oct

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

Other Special events included:

- > Hidden Lanes Festival in Fortitude Valley
- > Old Windmill Tower: virtual reality tours
- > Virtual Reality Meet up
- > Painting Vida - Brisbane's Art Tour
- > Colonial Chords Concert at The Commissariat Store
- > Simply Strings Concert at St Stephens Cathedral
- > Architect talk: Queensland Theatre with Conrad Gargett
- > Architect talk: St Pauls Presbyterian Church & Sabbath Hall with PDT Architects
- > Architect talk: Anglican Church Grammar School with BSPN Architecture
- > Architect talks: a series of talks with local architects presented by Marc & Co.

### 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. 2018 saw 360 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 and ABC Radio Brisbane.

Paid advertising included promotions via Must Do Brisbane, The Weekend Edition, Creative Brisbane and on 4ZZZ and 4MBS.

## 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.



Image credit: Jiayuan Liang / Queensland Maritime



Collateral included:

Printed collateral	Distribution
<b>A6 fold out map/pocket guide</b>	15,000 fold-out brochures distributed to high traffic locations (cafes/galleries/universities and bookshops), also available at participating buildings
<b>Guidebook</b>	8000 copies produced with 5000 distributed in the lead up to event (cafes/galleries/universities and bookshops). Guidebooks also distributed to volunteers, key buildings and sponsors and supporters
<b>Poster</b>	A2 poster distributed to cafes/galleries/universities, bookshops, participating buildings and sponsors.
Outdoor signage	Distribution
<b>Street light pole banners</b>	30 light pole banners at high traffic locations in and around the CBD
<b>Cross street and bridge banners</b>	5 large-scale banners across streets/overpasses/bridges including across Hale Street, Turbot Street, Wickham Street, Caxton Street and the Story Bridge
<b>Bollard covers</b>	30 5-sided promotional bollard covers, decked the concrete bollards at each end of Kind George Square
<b>Lightbox banners</b>	Large signs were installed in 2 light boxes located in King George Square
<b>City Hall pillar banners</b>	Two large-scale pillar banners were featured on Brisbane City Hall
<b>Large format flag banners</b>	Large freestanding signs designed to identify BOH events, buildings and hubs on the day
<b>Info booth signage</b>	Corflute signage was produced to dress and promote the BOH info booths, over the weekend located in King George Square and Burnett Lane
Advertisements	Distribution channel
<b>Print advertisements</b>	<ul style="list-style-type: none"> <li>&gt; Full-page advertisement featured HOUSES magazine</li> <li>&gt; Full-page feature in Creative Brisbane's monthly "What's On" magazine</li> </ul>
<b>Digital advertisements</b>	<ul style="list-style-type: none"> <li>&gt; Leaderboard ad on the ArchitectureAU website</li> <li>&gt; Mobile and desktop MREC featured on The Weekend Edition website</li> <li>&gt; Mobile and desktop MREC featured on Must Do Brisbane Website</li> </ul>
Misc	Distribution
<b>BOH badge and hat</b>	Worn to identify BOH volunteers and staff
<b>BOH lanyard</b>	Worn to identify BOH volunteers, staff and VIPs
<b>BOH bag</b>	Distributed to BOH volunteers, staff and VIPs. Featured artwork by Lucks
<b>Pull up banners</b>	Used at all BOH events w sponsor logo acknowledgment
<b>Invitations</b>	Distributed to guests for the official launch, networking events, VIP tour and thank you functions
<b>Building and sponsor toolkits</b>	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 2018 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 five-week promotional period. Highlights include:

- > Facebook followers increased (26% increase) from 7492 to 9474
- > Instagram followers increased (17% increase) from 7409 to 8724
- > Twitter followers increased (5.5% increase) from 1423 to 1502.

Breakdown of overall Facebook activity and reach:

Date	Reach (unique users)	Post engagement (likes/shares/comments)	Total impressions
11 Sept – 15 Oct	111 897	28,349	4,259,044

Breakdown of overall Twitter activity:

Date	Total no. impressions	Profile visits	Engagement rate
11 Sept – 15 Oct	49,100	1589	1.3%

BOH was advertised through social media and 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 110 204, and the number of engagements (clicks on links, likes of page etc) was 5460.

BOH was also advertised on popular lifestyle and events website The Weekend Edition and Must Do Brisbane and Creative Distribution. Advertising included sponsored posts on social media, inclusion in regular e-news, digital advertisements. This advertising resulted in a combined reach of over 450,000.

## Website

This year BOH launched a new website, designed by long term official BOH partners JSA Creative. The BOH website featured event news, building details, booking details, volunteer information, photographic competition details and sponsors' details.

From launch date to the weekend (Sept 11 – Oct 15) there were 387,090 pageviews across 85,171 sessions by 52,209 users.

On average, visitors spent 4.5 minutes on the site, looking at an average of 4.5 pages – showing a strong interest in the information available.

**Other website statistics include:**

- > 52.52% visited the website via a mobile device
- > 35.74% of visitors used their desktop computer and 11.73% visited from a tablet.

**How did traffic get to our website?**

- > 37.6% came to the website via an organic search (such as a google search)
- > 26.75% came directly to the website
- > 19.9% from social media (Facebook, Instagram, Twitter)
- > 13.6% via referral (from other websites), key referrers were Must Do Brisbane, Brisbane Kids and Brisbane City Council.
- > 7.76% via email and BOH e-news.

**The most popular pages on the website were:**

- > Buildings page with 85,478 pageviews
- > Homepage with 68,472 pageviews
- > What's on with 9678 pageviews
- > Favourites with 7314 pageviews
- > Walking tours page with 4482 page views.
- > The most popular buildings viewed on the website were the Tiny House (4482), Skytower (4136), Peters Ice Cream Factory (3399) and Howard Smith Wharves (3303).



Breakdown of overall website activity:

Date	Sessions	Users	Pageviews	Pages viewed per session	Av time spent on page	Bounce rate
11 Sept – 15 Oct	85,171	52,209	387,090	4.54	4.35 sec	43.12%

### E-newsletters

A series of e-newsletters were sent to the BOH subscriber list of 9114 - an increase of subscribers from 7591 in 2017.

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 20.22%.

### 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
73	Number of stories (10 Sept – 15 Oct)
11,365,049	The cumulative audience reached during this period
\$1,498,390	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.

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

### Media Partners

Architecture Media and ABC Radio Brisbane 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 2018 BOH program featured 114 buildings across eight precincts, with 40 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 high 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
- > 96% were happy with the outcome of their building tours on the weekend
- > 91% were happy with the number of visitors to their building
- > 100% said BOH was a positive experience for their building/organisation
- > 96% would consider participating BOH again.

## Pre-booked Building

20 of the 114 participating buildings required bookings. Pre-bookings were deemed necessary - 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.

2018 BOH welcomed 70,614 visitors to 114 buildings, 7 Speakers Series, 18 After Dark events and 19 walking tours, plus Made in Brisbane, storytelling sessions and associated events.

The most visited buildings were:

Property	SATURDAY	SUNDAY	TOTALS
Queensland Art Gallery	2657	3118	5775
Brisbane City Hall	1750	1887	3637
The Tiny House	1500	1762	3262
Museum of Brisbane	1550	1687	3237
Hanworth House		1831	1831
Cathedral of St Stephen	1000	442	1442
Roma Street Fire Station		1200	1200
Parliament House	361	640	1001
Peters Ice Cream Factory	494	495	989
St John's Cathedral	365	588	953
ABC Brisbane Centre	937		937
Old Government House, QUT		884	884
Fernberg, Government House	805		805
Breakfast Creek Hotel	367	368	735
Fort Lytton Historic Military Precinct	268	363	631
Lytton Quarantine Station	268	363	631
Cathedral of St Stephen's Chapel	300	276	576
Roma Street Station Heritage Building	265	270	535
Government Printery Office	530		530
Queensland Performing Arts Centre (QPAC)	505		505



# VISITORS

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
- > 77% of respondents attended BOH by themselves or in pairs 18% attended in groups of 3-5 and 3% attended in groups of 5 or more people.
- > Visitors ages ranged from:
  - 24% Under 25 years
  - 16% 26 – 35 years
  - 20% 36 – 45 years
  - 31% 46 – 55 years
  - 49% Over 55 years
- > 35% of respondents attended BOH for the first time in 2018.

## What did visitors do?

- > 40% of those surveyed had visited between 1 to 3 buildings
- > 36% visited between 4-5 buildings
- > 22% visited more than 5 buildings
- > 46% walked to and between buildings
- > 36% of respondents used public transport (bus, train, bike-share and ferry) to travel to and around buildings and 60% travelled by car.

## How did visitors hear about BOH?

- > 44% of survey respondents knew about BOH from previous years
- > 43% heard about the event via the BOH website or e-newsletter
- > 25% heard about it via social media
- > 19% heard about BOH via the media (television/print/radio)
- > 12% via Brisbane City Council's website or newsletter, 18% mentioned word-of-mouth and 7% saw the outdoor signage/billboards.

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

- > 49% used their smart phone/tablet
- > 29% used the BOH guide book
- > 18% used the BOH fold out map
- > 41% chatted with volunteers
- > 16% used social media and 11% used word of mouth.

## Visitor spending

### What did visitors spend their money on?

- > 32% purchased coffee, 33% bought meals, 13% spent money on travel, 4% went shopping on the event weekend, and 1% paid for accommodation
- > Over the weekend:
  - 24% spent \$10 or less
  - 21% spent between \$11 and \$20
  - 27% spent between \$21 and \$50
  - 11% spent between \$51 and \$100
  - 5% spent between \$101 and \$200 and 3% spent over \$200.

## Visitor influences

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

- > 78% Heritage buildings
- > 60% Modern design/architecture
- > 42% Residences/private homes
- > 22% Religious buildings
- > 29% Green buildings
- > 20% Vast views
- > 22% Education/Science buildings
- > Plus – 14% Architecture and design studios, 12% BOH suggested itineraries, 5% Children's activities and 6% Other.

### What influenced visitors to participate in BOH?

- > 81% access buildings not normally open to the public
- > 69% to learn about the history of Brisbane and its architecture
- > 37% guided tours
- > 23% participating in a community event
- > 19% photography opportunities
- > 13% studying design and architecture.

## Visitor feedback

### Would you attend BOH next year?

- > Yes 99%
- > No 1%

### 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 vollies help to welcome visitors, manage crowds and queues, provide advice and directions and count visitor numbers.

2018 saw 300 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 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 3 sessions. With most volunteers attending, and remaining volunteers accessing briefing documents online.

An online post-event survey revealed the following:

- > 51% of people were volunteering at BOH for the first time in 2018
- > 69% of volunteers were female, and 28% male and 3% identified as other
- > 33% knew about the volunteering opportunity because they had volunteered before. 31% via the website, 22% via our social media channels, and 10% heard through word of mouth and 13% via emails and e-newsletter.
- > 99% would recommend volunteering to family and friends
- > 98% would volunteer again.
































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



Image credit: Jiayuan Liang / Old Windmill Tower

# SPONSORS AND PARTNERS

Official partners of 2018 BOH were:

PRINCIPAL PARTNER	 Queensland Government	GOVERNMENT PARTNER	 BRISBANE CITY <i>Dedicated to a better Brisbane</i>	OFFICIAL PARTNERS		
PROGRAM PARTNERS	 BDA The Committee for Brisbane	Lawyers  McCullough Robertson	NATIONAL PARTNER	 BRICKWORKS BUILDING PRODUCTS	TRAINING PARTNER	 TECSKILL
ACCOMMODATION PARTNER	 TREASURY BRISBANE	HERITAGE PARTNER	 QUEENSLAND Heritage Council	PRACTICE/CONSULTING PARTNERS	 Australian Institute of Architects	 Billbergia creating communities®
PRACTICE/CONSULTING PARTNERS	 BMN	 Conrad Gargett	 COTTEEPARKER	 Dulux Worth doing, worth Dulux.	 HASSELL	
PRACTICE/CONSULTING PARTNERS	 lendlease	 NATIONAL TRUST	 nra-co-lab™	 rothelowman	 URBIS	
MEDIA PARTNERS	 ABC	 HOUSES®	SUPPORTERS	 BRISBANE GREETERS	 brisbane australia's new world city	 BRISBANE CITY
SUPPORTERS	 BACCHUS WINE MERCHANT	 TIVOLI	FRIENDS OF BOH	 luxe box	 Part of the Open House Family openhouseworldwide.org	

The Founding Partners of BOH are Queensland Government, BDA - The Committee for Brisbane and The National Trust (Queensland).

# 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, Director, NFP Accountants (Treasurer).

## BRISBANE OPEN HOUSE STAFF

Angie Scott, Event Manager

Simone Hubbard, Event Coordinator

Cathy James, Event Coordinator

Meredith Barker, Marketing Assistant

Lucy Igoe, 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)

## CONTACT US

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

### Angie Scott

Event Manager

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E: [angie@brisbaneopenhouse.com.au](mailto:angie@brisbaneopenhouse.com.au)

### Malcolm Middleton OAM

Queensland Government Architect  
Chair, Brisbane Open House

T: (07) 3452 7288

E: [Malcolm.middleton@dsdmip.qld.gov.au](mailto:Malcolm.middleton@dsdmip.qld.gov.au)

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

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



BrisbaneOpenHouse



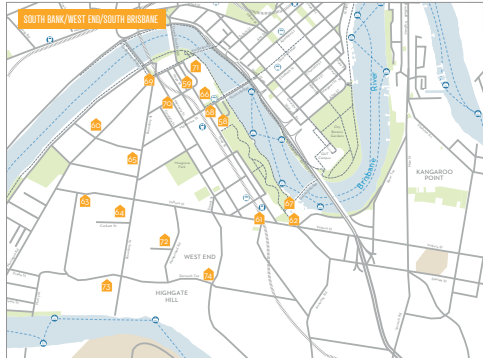
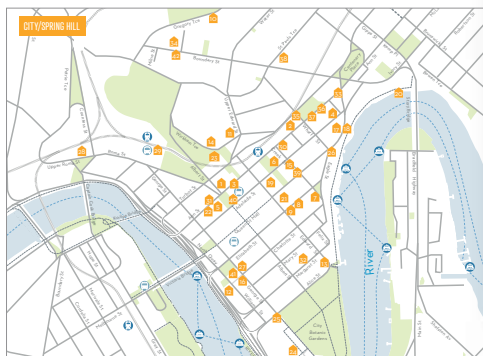
@BrisOpenHouse



@brisbaneopenhouse



# ATTACHMENT A - BOH COLLATERAL AND SIGNAGE



Program

## SPEAKER SERIES

**Speakers Series**, proudly supported by BDA - The Committee for Brisbane. You're invited 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. Most Speaker Series events are FREE. To book or view the full program visit [www.brisbanecopenhouse.com.au](http://www.brisbanecopenhouse.com.au)

- THEATRE**

  - Thursday 20 September  
*Confessions of a Shopaholic*  
 41 Cuckfield Lane, Milton  
 8.30pm  
 Book via [www.confessionsofashopholic.com](http://www.confessionsofashopholic.com)  
 Tickets from £5pppp

**BRITISH NEW THEATRE: THE BRITISH LIRAL**

  - Wednesday 5 October  
*Little Red Riding Hood*  
 Pinner Theatre, Pinner  
 1951 Leinster Road, New Farm  
 8.30pm-7.30pm  
 Book via  
[www.britishnewtheatre.com](http://www.britishnewtheatre.com) // Free

**POUNDAGE**

  - Wednesday 3 October  
*Tulane Festival*, Brisbane  
 Poundage House  
 191 Leinster Road, New Farm  
 8.30pm  
 No booking required // Free

**NEW IRISH THEATRE**

  - Thursday 3 October  
*Wandering Jew*  
 Cornfield Street & Fish Lane  
 8.30pm  
 No booking required // Free

**DRINK - NEW THEATRE**

  - Tuesday 5 October  
*Wandering Jew*  
 105 Leinster Road, New Farm  
 8.30pm  
 Book via  
[www.britishnewtheatre.com](http://www.britishnewtheatre.com) // Free

**THEATRE - NEW THEATRE: THE BRITISH LIRAL**

  - Wednesday 10 October  
*Little Red Riding Hood*  
 Pinner Theatre, Pinner  
 1951 Leinster Road, New Farm  
 8.30pm-7.30pm  
 Book via  
[www.britishnewtheatre.com](http://www.britishnewtheatre.com) // Free

**POUNDAGE**

  - Wednesday 10 October  
*Tulane Festival*, Brisbane  
 Poundage House  
 191 Leinster Road, New Farm  
 8.30pm  
 No booking required // Free

**THEATRE - NEW THEATRE: THE BRITISH LIRAL**

  - Saturday 12 and Sunday 13 October  
*Wandering Jew*  
 Pinner Theatre, Pinner  
 1951 Leinster Road, New Farm  
 8.30pm-7.30pm  
 Book via  
[www.britishnewtheatre.com](http://www.britishnewtheatre.com) // Free

## BOH AFTER DARK

Join in on the conversations and activities bringing Brisbane alive after dark in the lead up to the Brisbane Open House weekend! Most events are FREE and require no bookings, for more information visit [www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au).

CONVERSATIONS – DIN THE SACKED AND THE PROGRAM – CONSIDERING MEANINGS  
 HOW CAN WE RE-IMAGINE OUR CITY? HOW CAN WE RE-VISIT OUR HISTORY?

- [illegible]

- Thursday 11 October  
Superfly Funk Eye  
17 Gibbon Street, Woolloongabba  
7pm-8pm  
No bookings required // Free
- OUR HOUSE IN THE MIDDLE OF OUR STREET**
- Thursday 11 October  
Lendlease, 13 Kingsgate  
2 King St, Bowen Hills  
6pm-7:30pm  
Light refreshments served from 5-5:30pm  
Book via  
[www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au) // Free

- Thursday in October  
Voland Peters Studio  
Milani Gallery, 270 Montague Road,  
West End  
6.30pm  
Book via  
[www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au) // Free
- PRIVATE STUDIO EXPERIENCE HOSTED BY  
QUEENSLAND GALLERY'S ARTISTIC DIRECTOR LI DUNN
- Thursday in October  
Queensland Ballet  
Cnr Montague Rd and Drake Street,  
West End  
Book via  
[www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au) // \$15pp

- Friday 12 October  
 Eisenmenger House  
 19 Burchell Street Carina  
 Session 1: 7.00pm // Session 2: 8.00pm  
 Book via  
[www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au) // Free

- Friday 12 October**  
Museum of Brisbane  
L3, City Hall, King George Square,  
Brisbane City  
Every 15 mins until 6:45pm  
No bookings required. Limited capacity  
// Free
- MAKING ARTFUL PLACES**
- Saturday 13 October**  
HASSELL Studio  
36 Warry Street, Fortitude Valley  
4pm-6pm  
To book email

- THE PUMPING STATION**  
 Saturday 15 October  
 Mt Crosby Pumping Station  
 Stumers Road, Mt Crosby  
 5.30pm-7.30pm  
 Book via  
[www.brisbaneopenhouse.com.au](http://www.brisbaneopenhouse.com.au) // Free
- THE OLD WINDMILL TOWER: VIRTUAL REALITY TOUR**  
 Saturday 15 October  
 The End Room, L2 Brisbane Square  
 Library  
 Brisbane Square, 266 George St,  
 Brisbane City  
 12.30pm-4pm  
 No bookings required // Free

JOIN US ON 13 AND 14 OCTOBER TO EXPLORE BRISBANE'S BEST BUILDINGS, ALL FOR FREE.

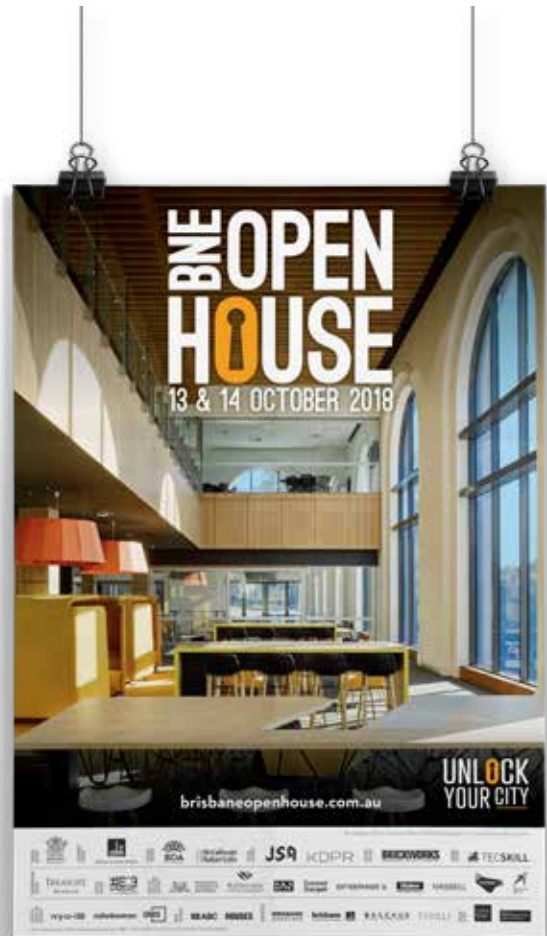


Fold out map





Giftbags



Poster



Bollard wraps



Houses full page ad

# BRISBANE OPEN HOUSE

## 13 & 14 OCTOBER

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



Pull up banner



Street pole banner



City Hall banner





Bollard Wraps



Brisbane Open House Ambassador Darren Lockyer on behalf of the BOH, invites you to an intimate gin tasting and night of industry networking.

**WHEN:** 6pm Thursday 27 September 2018

**WHERE:** Swill Gin Bar, Welcome to Bowen Hills, 631 Gregory Terrace, Bowen Hills, QLD 4006  
(in the alleyway parallel to King Street, inside the old Ekka Dairy pavilion)

**RSVP:** by Monday 24 September 2018  
[info@brisbaneopenhouse.com.au](mailto:info@brisbaneopenhouse.com.au)

This event is kindly hosted by Lendlease in conjunction with Swill, Welcome to Bowen Hills.



The Founding Partners of BOH are Queensland Government, BDA - The Committee for Brisbane and The National Trust (Queensland).

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



DL Invitation

## ATTACHMENT B - MEDIA COVERAGE

Date	Publication	Headline	Audience Reach	AVE
10/09/18	Nine News	Mt Crosby Pumping Station to throw open its doors	666,000	
10/09/18	Igers Brisbane Facebook	Brisbane Open House announce full program	311	
10/09/18	Igers Brisbane Instagram	Brisbane Open House announce full program	9,268	
10/09/18	Architecture UQ	Brisbane Open House set to unlock city once again		
11/09/18	Brisbane Times	Shark thriller will be 'Jaws' dropping opener to city's heritage festival	938,000	
11/09/18	4BC	Interview with Mark Braybrook and Angie Scott	105,000	56,154
11/09/18	Indulge Magazine	Brisbane Open House Socials	86,290	
12/09/18	Courier Mail	Brisbane Open House announces full program for 2018	348,000	82,904
12/09/18	Courier Mail	A Jaw-some night out	348,000	82,904
14/09/18	ArchitectureAU	Brisbane Open House grows to include more than 100 buildings in 2018 program	13,500	
19/09/18	Must Do Brisbane	Brisbane Open House 2018 Brisbane	268,165	
19/09/18	Open House Worldwide	Open House Brisbane 13-14 October 2018		
19/09/18	Visit Brisbane	Brisbane Open House 2018	159,232	
19/09/18	Weekend Notes	Brisbane Open House 2018	9,132	86,040
20/09/18	The Weekend Edition	Keys to the city	149,900	1,662
22/09/18	Weekend Notes	BNE Open House	9,132	86,040
23/09/18	Weekend Notes	Queensland Government House Open Day	9,132	86,040
24/09/18	Brisbane City Council	Our Streets, Our Place - Urban Design Tour		
24/09/18	Brisbane City Council	The Design Marketplace		
25/09/18	Architecture and Design	BVN Architecture event to explore ideas about space		
27/09/18	UQ Engineering, Architecture & Information Technology	Virtual Reality recreates architectural history		
28/09/18	Radio Info	Behind the Scenes at ABC Brisbane		



Date	Publication	Headline	Audience Reach	AVE
28/09/18	Courier mail	The Brisbane home where the garden grows inside	301,509	82,904
28/09/18	ABC Radio	Afternoons program about the Sacred and the Profane	130,000	12,420
28/09/18	Igers Brisbane Facebook	Brisbane Open House instameet	311	
28/09/18	Igers Brisbane Instagram	Brisbane Open House Instameet	9,268	
29/09/18	The Local Project	Vokes and Peters: Studio Talk		
1/10/18	Weekend Notes	Top 10 Historical Open House Venues	9,132	86,040
1/10/18	Brisbane Mums Group	Brisbane Open House 2018	22,517	
2/10/18	Concrete Playground	Movie at the Baths - Jaws 2	1,777	40,776
2/10/18	Must Do Brisbane	Government house open day	193,426	
2/10/18	Brisbane Times	The Dark history of Brisbane's oldest building	938,000	
2/10/18	Courier Mail	Experience Old Tower Mill treadmill punishment as the convicts would	30,1509	82,904
2/10/18	Concrete Playground	Five Brisbane date ideas for this week that aren't dinner and a movie	1,777	40,776
3/10/18	Creative Brisbane	Brisbane Open House	14,700	
3/10/18	Design online	Brisbane Open House 2018		
3/10/18	Indulge Magazine	Brisbane's After Dark Series	86,290	
3/10/18	Concrete Playground	Design market Place	1,777	40,776
4/10/18	The Prestige Property Magazine	Brisbane Open House After Dark	37,509	
5/10/18	Courier Mail	What's on in Brisbane this weekend: Movie night at the baths: Jaws 2	30,1509	82,904
5/10/18	Igers Brisbane Facebook	Pop Up Instameet	311	
5/10/18	Igers Brisbane Instagram	Pop Up Instameet	9,268	
6/10/18	ABC Radio	After Dark Series	20,000	12,420
7/10/18	Courier Mail	Drone keeps birds eye view on citys tallest building	30,1509	82,904

Date	Publication	Headline	Audience Reach	AVE
8/10/18	Courier Mail	What homes and buildings to see during Brisbane Open House	30,1509	82,904
9/10/18	Igers Brisbane Instagram	Brisbane Open House Instameet	9,268	
9/10/18	Igers Brisbane Facebook	Brisbane Open House Instameet	311	
10/10/18	Igers Brisbane Instagram	Whats on this week?	9,268	
10/10/18	Visit Brisbane	Brisbane Open House 2018	159,232	
10/10/18	Bris News	Brisbane Open House	99,699	
11/10/18	Must Do Brisbane	Brisbane Open House 2018	159,232	
12/10/18	The Courier Mail	Skyhigh dream dashed	301,509	82,904
12/10/18	Quest Newspaper	First look inside Skytower the tallest building in Brisbane	19,125	
12/10/18	The Courier Mail – Real Estate	Your chance to visit tallest residential tower	301,509	82,904
12/10/18	Domain	Brisbane's tallest building: see the view from Skytower at Brisbane Open House	2,947,000	
12/10/18	Sydney Morning Herald	The 30 year gap in the history of the powerhouse	271,104	5,592
12/10/18	Wynnum Herald	Bayside buildings take centre stage in open weekend	30,752	6,976
12/10/18	Igers Brisbane Instagram	Skytower Pop Up Instameet	9,268	
12/10/18	QUT News	Sky top views on offer for Open House Festival	3,340	
12/10/18	W3Live News	The 30-year gap in the history of the Powerhouse		
12/10/18	Ten Eyewitness News	Skytower launches BOH weekend	186,000	111,282
12/10/18	Channel 7	Skytower launches BOH weekend	1,012,000	66,840
12/10/18	Hello Brisbane	Brisbane Open House 2018		
12/10/18	Nine News	Skytower launches BOH weekend	666,000	
12/10/19	ABC Radio	Skytower	330,000	12,420

Date	Publication	Headline	Audience Reach	AVE
13/10/18	Igers Brisbane Facebook	Brisbane Open House Instameet	311	
13/10/18	Brisbane Kids	Brisbane Open House	163,000	
14/10/18	Igers Brisbane Facebook	Weekly Features	311	
14/10/18	Where to Media	Open House Brisbane 2018	4,505	
15/10/18	Brisbane Times	The 30 year gap in the history of the powerhouse	938,000	
10/18	Brisbanista	Brisbane Open House 2018	7	
10/18	Families Magazine	Brisbane Open House 2018	32,809	
10/18	96five FM	Brisbane Open House - St John's Cathedral	27,326	
		<b>Total</b>	<b>11,365,049</b>	<b>1,498,390</b>

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

