

# BRISBANE OPEN HOUSE

12 & 13 OCTOBER 2019

## FINAL REPORT

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







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# CHAIRMAN'S MESSAGE

Brisbane's generous embrace of Open House has occurred so seamlessly it feels the event has always been part of the fabric of our city. This is due to the broad community of individuals and organisations who have supported the growing range of programs that Brisbane Open House (BOH) presents. It is also because the delivery of the event builds on the considerable goodwill and curiosity of the people of Brisbane, particularly the city's design community.

The event was conceived as a partnership of the Queensland Government, through the Government Architect's Office, with the National Trust and the Brisbane Development Association (now the Committee for Brisbane). It has grown to integrate the Brisbane City Council and State Government departments, most notably the Department of Environment and Science, along with community and corporate partners. In recent years BOH formed a new company limited by guarantee to take responsibility for the event.

Since its inauguration in 2010, when 16 buildings opened and just over 12,000 visits were recorded, the number of buildings involved has expanded rapidly. Over the past ten years, more than 290 buildings across Brisbane have opened their doors, welcoming over half a million visitors - a remarkable level of interest which has grown with each passing year.

For our 10th year anniversary we were proud to present our biggest ever program. BOH has grown beyond the original one-day format into a series of events taking place over the two weeks leading up to the Open House weekend - the weekend has in reality become a festival.

This year Brisbane hosted the International Open House Lecture for the first time, as well as a growing program of events including debates, BOH After Dark talks and discussions, networking opportunities and educational programs, walking tours, concerts and children's activities. Plus, there was an exciting new addition of free shuttle buses to move our enthusiastic visitors throughout the city with ease.

As we celebrated 10 years of BOH in 2019, it is also rewarding to see the success of BOH expand to regional Queensland, with similar events taking place at the Gold Coast, Sunshine Coast, Maryborough and Cairns.

It is important to acknowledge this not-for-profit community event would not be possible without the considerable goodwill we have been fortunate to nurture and retain. We are grateful for the enthusiasm and support of our patron His Excellency The Governor of Queensland and our Event Ambassador Darren Lockyer.

Our sincere thanks to our generous 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 BOH a success, we look forward to working with you again in 2020!

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



Image credit: N Camphors / Oxley + Stirling Residences

# OVERVIEW

Over the weekend of Saturday 12 and Sunday 13 October 2019, the tenth 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 79 169 visits – to 119 buildings, plus BOH events and activities.

The 2019 program included a diverse range of events and activities including the Speaker Series, BOH After Dark events, Made in Brisbane, free concerts, children's activities, walking and bus tours. Plus, the Photography Competition and several special events involving collaborations with external organisations and community groups.

This year the BOH International Lecture and the Professional Seminar were introduced. The Lecture was delivered by Charu Kokate, Director and Principal of Safdie Architects, Singapore.

The professional seminar featured thought leader Ken McBryde, homelessness crusader Norm McGillivray and cross-disciplinary industry expert and researcher, Jenna Mikus.

The architectural and design community continued to support the event with 11 design studios opening their doors.

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.

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 HOUSES, ABC Radio Brisbane, The Weekend edition and The Urban Developer.

The BOH team fostered partnerships with a diverse range of sponsors. Approximately \$150 000 in State Government funding and \$111 500 in corporate partnerships, plus \$250 000 in-kind was raised to deliver the event, grow brand awareness and increase audience engagement.

## 2019 AT A GLANCE

- > 79 448 visits
- > 119 buildings
- > 64 workshops/talks/tours/experiences
- > 35% first-time visitors
- > 65% returning visitors from previous years
- > 56% visited 1-3 buildings
- > 99% will attend BOH again
- > 99% will recommend BOH to family/friends
- > 299 photography award entries
- > 86 131 website visits
- > 10 853 e-news subscribers (19% increase)
- > 10 939 Facebook followers (15.5% increase)
- > 10 100 Instagram followers (15.7% increase)
- > 1559 Twitter followers (3.7% increase)
- > 340 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 Committee for Brisbane (formerly 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.

# PRIMARY GOALS

- > 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.

## MARKETING OBJECTIVES

- > Increase the number of building visits by 10% (from 70,614 to 77,675).
- > Reach capacity at ticketed events including Speakers Series, day conference and International Lecture (creating event revenue).
- > Reach capacity at all BOH After Dark events, activities and walking tours.
- > Increase social media followers by 10%  
(FB from 9474 to 10,421 /Instagram from 8724 to 9596 /Twitter from 1502 to 1652).
- > Increase e-news subscribers by 10% (from 9114 to 10,025).
- > Generate positive media coverage for duration of the promotional campaign.
- > Generate positive awareness for Brisbane Open House as a leading event which celebrates architecture and design.



Image credit: Aimee Catt / Spring Hill Reservoirs

# PROGRAM OF EVENTS

In addition to the 119 buildings open to visitors, the BOH program offered a diverse range of events and activities targeted towards a wide range of audiences. Activities included:

## 2019 PROGRAM LAUNCH

BOH was officially launched at The Concert Hall, QPAC on Tuesday 10 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 Steven Toomey, Councillor for The Gap Ward (representing The Lord Mayor, Councillor Adrian Schrinner)
- > Darren Lockyer, Brisbane Open House Ambassador
- > Malcolm Middleton, Queensland Government Architect and Chair, Brisbane Open House Board (MC).

## BOH NETWORKING EVENT

Wed 25 Sept / 6pm  
Brickworks Studio, Fortitude Valley

BOH sponsors and stakeholders were invited to an evening of informal industry networking.

Presented by BOH and Brickworks

## 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.

Events included:

### BOH Professional Seminar – Thinking Outside the Box

Thurs 3 Oct / 1.30pm / \$75 AIA members and \$120 non-members  
La Boite, Kelvin Grove

This seminar challenged attendees to think outside the box – three big thinkers came together to share how they challenge tradition, break down stereotypes and turn established ideas upside down.

Speakers included:

- > Design for all by Jenna Mikus
- > Too Much Plastic x Not Enough Shelter by Ken McBryde
- > 15m<sup>2</sup> by Norm McGillivray

Presented by BOH in partnership with Australian Institute Architects (Qld).

### BOH International Lecture – Shaping Singapore

Thurs 3 Oct / 6.30pm / \$55pp, \$50 seniors and students  
La Boite, Kelvin Grove

To celebrate BOH tenth birthday BOH hosted the annual Open House Worldwide Lecture – the lecture showcased Brisbane as part of a unique and growing international network.

Charu Kokate, Principal and Director of Safdie Architects, Singapore delivered the inaugural Lecture.

Presented by BOH in partnership with La Boite.

### Trivia Night

Thurs 26 Sept / 6pm  
Newstead Brewing, Milton

A Brisbane trivia night focused on our tropical city and categories included built environment and heritage, music and pop culture, history, general knowledge and sport.

This was a ticketed event. Presented by The Committee for Brisbane.

### The Trust talk – The City: more than just an architectural backdrop

Wed 2 Oct / 6pm / \$15 NTAQ members and \$25 non-member  
West Village, West End

In the age of placemakers and city shapers, our speakers move to explore the city beyond its mere fabric – what forms the heart of a place? Speakers focussed on how people and their attachments to the past build connections to places and create a vibrancy that our cities are craving.

Presented by The National Trust (Queensland)

### Designing Spaces: A love story

Tues 8 Oct / 6.30pm / Free  
Luxxbox River Studio, Brisbane Powerhouse

What makes for successful design and how do we ensure spaces work for the purposes intended? The delicate love triangle of The Designer, The Specifier, The End User was unpacked at this event.

Panellists included:

- > Kara Chiconi – Luxxbox
- > The Designer: CJ Anderson
- > The Specifier: Brooke Lloyd, Director, COX Architecture
- > The End User: Suzie Wiley, Co-Founder, Surroundings

Presented by BOH in partnership with Luxxbox.



### Women in Architecture

Tues 8 Oct / 5.30pm / Free  
Museum of Brisbane

A conversation with prominent Australian female architects, this was the in the first of a series of MoB talks exploring the complex factors that influence women's participation in architecture.

Presented by Museum of Brisbane.

### PechaKucha Vol 59 Future Past Present

Wed 9 Oct / 6pm / Free  
WeWork, Brisbane City

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:

- > Scott Davies, Senior Associate, HASSELL
- > Marcus Foth, Professor of Urban Informatics, QUT Design Lab
- > Clare Kennedy, Director, Five Mile Radius
- > Zoe Ridgway, Associate, Arkhefield

Presented by BOH in partnership with PechaKucha Brisbane and WeWork.



Image credit: Magdelene Marx / Spring Hill Reservoirs

### The Great Debate: Good design can save the world

Thurs 10 Oct / 6.30pm / \$20pp  
La Boite, Kelvin Grove

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

Speakers included:

- > Jane Alexander, Manager – Heritage Advocacy, National Trust (Qld)
- > Riley Flanigan, Senior Urban Planner, HASSELL
- > Tristan Schultz, Founder and Co-Director, Relative Creative
- > Caroline Stalker, Design Director for Urban Design, Arup
- > Andrew Thompson, Project Director, West Village
- > James Tuma, Group Director, Urbis
- > MC: Cameron Bruhn, Head of the School of Architecture, University of Queensland
- > Adjudicator: Malcolm Middleton, Queensland Government Architect and Chair BOH.

Presented by BOH in partnership with La Boite.

### Brisbane Stories; From suburbia to the corridors of power

Fri 11 Oct / 5.30pm / \$45pp  
1 William Street, Brisbane City

Q&A with Trent Dalton, Matthew Condon, Sallyanne Atkinson and Rhianna Patrick discussing Brisbane Stories: from Suburbia to the corridors of power.

This event is presented by BOH Founding Partners – The Queensland Government, The Committee for Brisbane and National Trust (Qld).

### Showcasing subtropical design and lifestyle

Sun 13 Oct / 10am to 7pm / Free  
The Capital Rooftop, Brisbane City

A day of free activities and entertainment on the rooftop garden of The Capital. This event showcased elements of subtropical design. Guest speakers and designers hosted talks and discussions on a range of topics including design inspiration for your home and garden, renovation ideas to improve your home for our climate, and landscape design.

Presented by Brisbane City Council.



## BOH AFTER DARK

BOH After Dark events 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:

### Flying High: The remarkable life of aviatrix Lores Bonney

Mon 30 Sept / 6.30pm / Free  
The Gresham Bar, Brisbane City

Talk by Janet Marshall, with an introduction on the history of the venue and its connection to Lores by Marianne Taylor (The House Detective). Presented by National Trust (Queensland).

### EmAGN Value

Tues 1 Oct / 6pm / Free  
Ellivo Architect Studio, Brisbane City

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

### BOH Art Exhibition: Opening night

Tues 1 Oct / 6pm / \$10pp  
AIAQ, South Brisbane

Curated by Peter Roy, the ambitious exhibition included drawings of key buildings which have participated in BOH and works have been created by local artists including architects, designers and enthusiasts. Presented by BOH in partnership with Australian Institute Architects (Queensland).

### The Piano Mill

Wed 2 Oct / 5.30pm / Free  
Conrad Gargett Studio, Brisbane City

Bruce Wolfe discussed a one-of-a-kind architectural marvel – the Piano Mill. Presented by Conrad Gargett.

### Placemaking, Tourism and our City

Wed 2 Oct / 5.30pm / Free  
The Rivershed, Howard Smith Wharves

A conversation about the role of tourism in the city, the need to offer distinctly 'Brisbane' visitor experiences and the importance of place making. Presented by Urbis.

## Q-Shelter: Design and Affordability

Wed 2 Oct / 5.30pm / Free  
Lady Bowen Complex, Spring Hill

A discussion with representatives from the development industry, design sector, community housing sector, and tenants on how to address the complex and urgent issue of affordable housing. Presented by Q Shelter.

### Lat27 The Link

Fri 4 Oct / 5.30pm / Free  
The Link, Milton Green

The designers of the Link at AMPs Milton Green. John Ilett and Glenn Hay of Lat27 presented their thinking behind the design of this innovative multifunction public space. Presented by Lat27.

### Creating Community Space – an open discussion between architect, client and collaborators

Fri 4 Oct / 6pm / Free  
The Deck, Hamilton

A discussion around the challenges, opportunities and benefits of a collaborative approach between client, designers and skilled crafts people. Presented by Anna O'Gorman Architects.

### Transport and the city

Fri 4 Oct / 6pm / Free  
HASSELL Studio, Fortitude Valley

Transport Infrastructure has had a definitive role in developing cities throughout history. This talk and discussion visually explored this issue with presentations from a group of panelists and concluded with an audience lead discussion. Presented by HASSELL.

### Affordable Housing

Mon 7 Oct / 5pm / Free  
Vacant Assembly, West End

A panel discussion with local architects and experts around affordable housing in Queensland. Presented by Surroundings.

### Tall Timber Buildings & Taking on Climate Change

Tues 8 Oct / 6pm / Free  
25 King Street, Bowen Hills

Architects and leading timber building experts discussed 25 King, evolving tall timber design and construction, and how this type of architecture can change the world. Presented by Bates Smart and Aurecon.

### Future Brisbane: Living in our city is changing forever

Wed 8 Oct / 6.30pm / Free  
Archipelago former Naval Offices, Brisbane City

Brisbane is changing, and the way we live in our city is changing - we are all working to meet the challenges facing Brisbane as it transforms into a city of the future. Presented by Archipelago.

### Eisenmenger House tours

Fri 12 Oct / 7pm / Free  
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 / Free  
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.

### 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 no bookings required.

#### Vacant Assembly

Vacant Assembly warehouse, home to a collection of artists, makers and creative practitioners - including a furniture maker, two potters, a picture framer, a jeweller, two 2D artists.

#### Mast Furniture

Furniture is made with a priority to care about the environmental impact of the materials and products used in manufacturing. The furniture range is small, considered and continues to grow - with efforts focused on timeless design and craftsmanship.

#### Milani Gallery

Milani Gallery was established in 2008, the gallery specializes in contemporary Australian art.

### VIP TOUR

On Friday 11 October BOH sponsors, special guests and media were treated to an exclusive trip on a heritage bus thanks to the Queensland Omnibus and Coach Society (QOCS). QOCS delivered free shuttle busses across 3 precincts for the BOH weekend.

### 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:

- > Winchcombe Carson Woolstore and London Office Tour
- > Aboriginal Cultural Landscape Walking Tours (coordinated by UQ)
- > King Street tours (coordinated by Lendlease)
- > New Farm Art Deco tour (coordinated by Brisbane Greeters)





The State Library of Queensland coordinated the following tours:

- > Behind-the-scenes tour of the conservation lab
- > Explore State Library of Queensland
- > Behind-the-scenes of the repository
- > The Birrell papers: White glove experience

BCC coordinated the following walking tours for BOH:

- > City Centre Heritage walking tour
- > Brisbane Bridges by bike
- > Bold new buildings by bike
- > Mount Gravatt Cemetery bus tour
- > Back-of-house tour at Mount Gravatt Cemetery Crematorium
- > Toowong Cemetery bus tour
- > Walking tour Toowong Cemetery
- > Permanent and Temporary Public Art tour
- > Placemaking tour of Fish Lane
- > City of lights tour

## SPECIAL EVENTS

### BOH Information Booths

Sat 12 & Sun 13 Oct / 9am – 5pm  
Queen Street Mall, Brisbane City

The BOH Information booth at Queen Street Mall was manned by staff and volunteers across the weekend, to assist in planning itineraries and providing visitors with BOH information.

### Kids on King

Sat 12 & Sun 13 Oct / 10am – 2pm / Free  
Artisan, Bowen Hills

Little ones were invited to explore the imaginative and quirky King Street in the heart of the Brisbane Showgrounds over the BOH weekend. Free activities included a Scavenger Hunt, Colouring Station and Weaving Workshops all facilitated by Artisan. Presented by Lendlease.

### BOH Shuttle buses

Sat 12 & Sun 13 Oct / 9am – 5pm / Free

The QOCS provided BOH visitors with shuttle bus rides on heritage buses through popular precincts - there were three loops to choose from City Centre, Spring Hill or

South Brisbane, all routes started and ended in Adelaide Street (Stop 21).

The buses could be used as a jump on jump off experience, or to grab a lift one way – rides were a suggested gold coin donation, with all proceeds going to the QOCS to help them preserve our transport heritage.

### Children's activities

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

- > All Hallows' Convent: Adderton – House and heart of mercy
- > Archipelago – Formal naval offices
- > Commissariat Store
- > Museum of Brisbane
- > Saint Andrew's Uniting Church
- > Shingle Inn City hall
- > Artisan
- > Brickwork's Design Studio
- > Guardian Childcare & Education – King Street
- > Miegunyah House Museum
- > Newstead House and Newstead Substation #5
- > ABC Brisbane Centre
- > Queensland Art Gallery and Gallery of Modern Art (QAGOMA)
- > Hummingbird House
- > Wolston Farmhouse

### BOH Art Exhibition

AIAQ, South Brisbane

Curated by Peter Roy, the ambitious exhibition included drawings of key buildings which have participated in BOH and works have been created by local artists including architects, designers and enthusiasts. Presented by BOH in partnership with Australian Institute Architects (Queensland).

### Brisbane Sketchfest

Sat 12 & Sun 13 / Various locations

Brisbane Sketchfest was the first Australia wide urban sketching gathering to welcome sketchers from around Australia and overseas - enjoying a weekend of sketching workshops, walks and events. Presented by Urban Sketchers Brisbane.

### Thinking of Studying Architecture?

Sat 12 Oct / 9am / Free

Australian Institute of Architects (Qld), 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. Presented by Australian Institute of Architects (Qld).

### Architect Talks

Free talks with the architect were held over the BOH weekend including:

- > St Paul's Presbyterian Church with Tim O'Donnell from PDT Architects
- > Ryan Street Library with Jonathan Goh
- > 25 King Street with Bates Smart
- > Anzac Square with George Phillips from Tanner Kibble Denton Architects.

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

Sat 12 & Sun 13 Oct / Free

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

### Concerts

Over the BOH weekend visitors enjoyed free concerts including:

- > Bands in Parks: Too Hot to Handel at St John's Cathedral
- > Bands in Parks: Hooked on Classics at Old Government House
- > Bands in Parks: Big Bang at Fort Lytton
- > Yellow Bird Trio at City Hall
- > Organ Concert at St Barnabas Anglican Church

Other Special events included:

- > 2019 Qld Architecture Awards Exhibition
- > Fragments Ensemble Concert at Commissariat Store
- > Beautiful Minds Lecture Series at Newstead House
- > The Enoggera Ensemble concert at Newstead House.

### Photography Competition

Supported by McCullough Robertson Lawyers, the competition once again attracted a high calibre of work with entries showcasing Brisbane and capturing the essence of the event. 2019 saw 299 images submitted across all categories.

\$500 prizemoney was offered to the winner of the Open category - open to all keen photographers, and entries could be submitted in four sub-categories: Exterior, Interior, Detail, People. \$100 prize money was allocated for the winners of each sub-category.

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.

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.

Advertising included promotions via Must Do Brisbane, The Weekend Edition, Creative Brisbane and The Urban Developer.

## 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 guidebook, postcard, outdoor signage and poster.

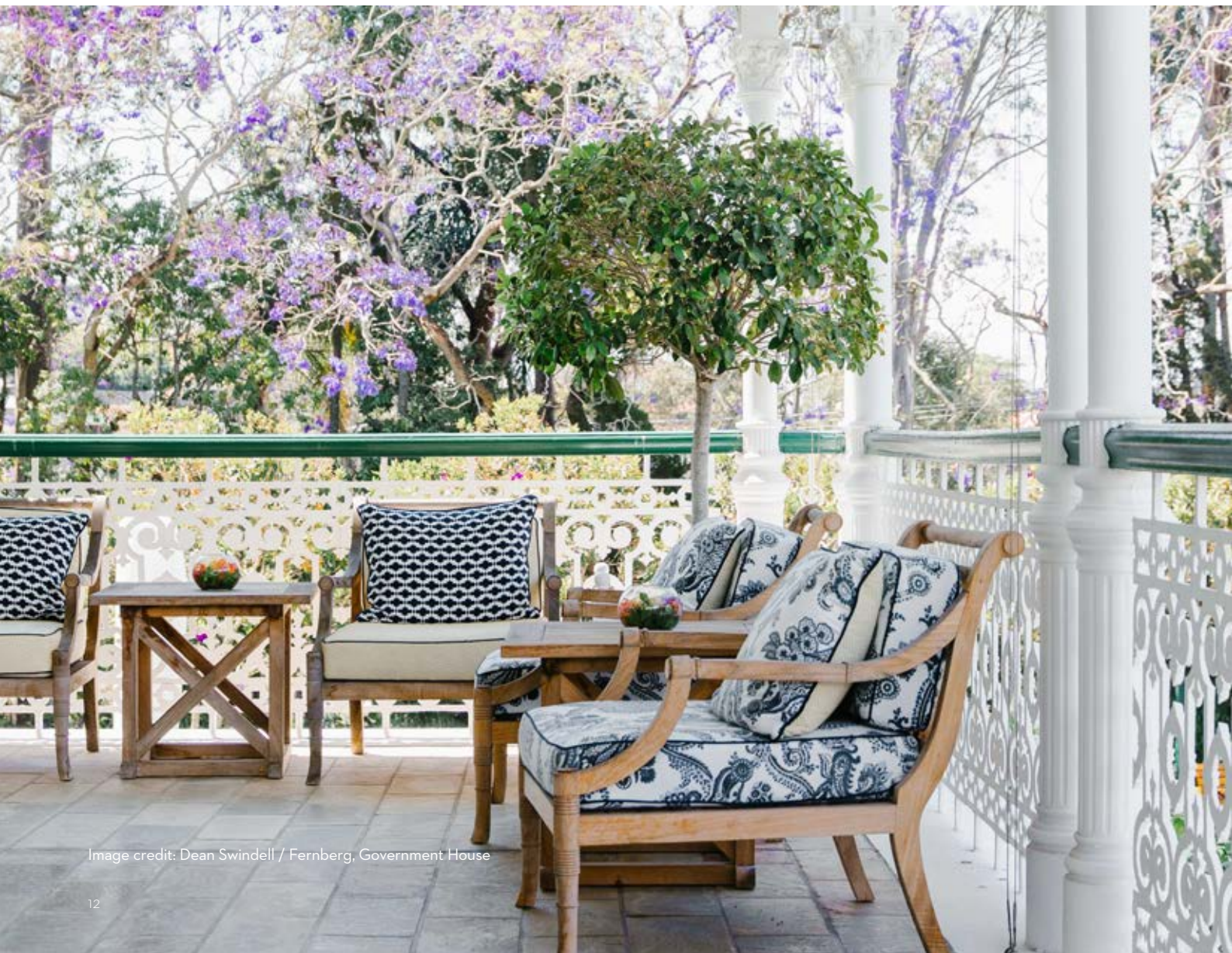


Image credit: Dean Swindell / Fernberg, Government House



Collateral included:

Printed collateral	Distribution
Guidebook	3000 copies produced distributed to cafes/galleries/universities and bookshops, and to volunteers, sponsors and supporters
Poster	A2 poster distributed to cafes/galleries/universities, bookshops via Posterbill
Postcard	5000 postcards distributed to cafes/galleries/universities, bookshops via Creative Distribution
Outdoor signage	Distribution
BAC billboard	1 large scale billboard positioned on Airport Drive
Cross street and bridge banners	5 large-scale banners across streets/overpasses/bridges at Hale Street, Turbot Street, Wickham Street, Caxton Street and the Story Bridge
Bus stops	20 wrap around bus stop signs were produced to identify pick up/drop off shuttle bus stops
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
Teardrop banners	100 large freestanding banners designed to identify BOH events, buildings and hubs on the day
Info booth signage	Signage including 6 large scale maps were produced for the BOH info booths
Advertisements	Distribution channel
Print advertisements	<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>
Digital advertisements	Displayed on: <ul style="list-style-type: none"> <li>&gt; The Weekend Edition website</li> <li>&gt; Must Do Brisbane website</li> <li>&gt; The Urban Developer website</li> <li>&gt; ArchitectureAU website</li> </ul>
Misc	Distribution
BOH hat and lanyard	Worn to identify BOH volunteers and staff and VIPs
BOH totes bag	Distributed to BOH volunteers, staff and VIPs, and were avail at Artisan. Featured artwork by Stephen Mok
Pull up banners	Used at all BOH events w sponsor logo acknowledgment
Invitations	Distributed to guests for the official launch, networking events, 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 2019 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 from 9474 to 10 939
- > Instagram followers increased from 8724 to 10 100
- > Twitter followers increased from 1502 to 1559

Breakdown of overall Facebook activity and reach:

Date	Reach	Post engagement (likes/shares/comments)	Total impressions
10 Sept – 20 Oct	1, 049, 459	33 149	4, 126, 823

Breakdown of overall Twitter activity:

Date	Total no. impressions	Profile visits	Engagement rate
10 Sept – 20 Oct	43 800	945	1.1%

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 the International Lecture, Kids on King and shuttle buses.

Social media advertising is a low cost but effective way to reach audiences. The combined reach (number of people who saw ads) was 63 008, and the number of engagements was 6752 and link clicks was 1982.

BOH was also advertised on popular lifestyle and events website The Weekend Edition and Must Do Brisbane, The Urban Developer 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

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 10 – Oct 15) there were 412 521 pageviews across 86 131 sessions by 53 123 users.

On average, visitors spent 4.5 minutes on the site, looking at an average of 4.8 pages – showing a strong interest in the information available.

Other website statistics include:

- > 55.1% visited the website via a mobile device
- > 35.2% of visitors used their desktop computer and 9.7% visited from a tablet.

How did traffic get to our website?

- > 36.8% came to the website via an organic search (such as a google search)
- > 27.8% came directly to the website
- > 13.9% from social media (Facebook, Instagram, Twitter)
- > 14.9% via referral (from other websites)
- > 6.6% via email and BOH e-news.

The most popular pages on the website were:

- > Buildings page with 99 496 pageviews
- > Homepage with 61 379 pageviews
- > How to Book with 8 774 pageviews
- > Favourites with 7 725 pageviews
- > Shuttle buses with 6 531 pageviews
- > What's on with 5 629 pageviews.

The most popular buildings viewed on the website were Brisbane Airport (14 498), Spring Hill Reservoirs (6 660), Peakaboo House (5 088) and Skytower (4 434).

Breakdown of overall website activity:

Date	Sessions	Users	Pageviews	Pages viewed per session	Av time spent on page	Bounce rate
10 Sept – 15 Oct	86 131	53 123	412, 521	4.79	4.57 sec	42.95%

### E-newsletters

A series of e-newsletters were sent to the BOH subscriber list of 10 853.

The e-news was used to encourage participation but also to keep people up to date with BOH news, announcements, articles and information. 11 e-news were sent and had an average open rate of 36.1%.

### 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
49	Number of stories (10 Sept – 15 Oct)
4, 589, 171	The cumulative audience reached during this period
\$736, 729.00	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

HOUSES, ABC Radio Brisbane, The Weekend Edition and The Urban Developer were the official BOH media partners providing significant support through CSAs, promotional pointers and live mentions, along with editorial/interviews of key participants, digital advertisements and support across social media.



# BUILDINGS

The 2019 BOH program featured 119 buildings across eight 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 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:

- > 98.5% 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
- > 87% were happy with the number of visitors to their building
- > 93% said BOH was a positive experience for their building/organisation
- > 93% would consider participating BOH again.



The most visited buildings were:

Property	SATURDAY	SUNDAY	TOTALS
Brisbane City Hall	3,000	3,000	6,000
Queensland Art Gallery and Gallery of Modern Art (QAGOMA)	3,000	3,000	6,000
Queensland Museum	2,200	2,200	4,400
Museum of Brisbane	1,412	1,361	2,773
Cathedral of St Stephen	500	2,000	2,500
Spring Hill Reservoirs	1,099	1,137	2,236
Old Windmill Tower	1,085	1,077	2,162
Brisbane Powerhouse	1,290	800	2,090
Peakaboo House	1,200	800	2,000
ABC Brisbane Centre	1,500		1,500
Fort Lytton Historic Military Precinct	318	920	1,238
Lytton Quarantine Station	318	920	1,238
Old Government House, QUT		1,173	1,173
City Tabernacle Baptist Church	635	526	1,161
Parliament House	371	780	1,151
Cathedral of St Stephen Chapel	300	600	900
Fernberg, Government House	883		883
Masonic Memorial Centre	800		800
Wickham Terrace carpark	435	326	761
L&T's Workers Cottage	750		750
1 William Street, Brisbane		717	717
Roma Street Fire Station	716		716
Queensland Maritime Museum	683		683
Newstead House (and Substation #5)		641	641
St John's Cathedral	244	386	630

### Pre-booked Building

19 of the 119 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.

# VISITORS

2019 BOH welcomed 79 448 visitors to 119 buildings, 10 Speakers Series, 16 After Dark events and 18 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?

- > 68% of visitors were female, 28% male and 4% identified as other
- > 73% of respondents attended BOH by themselves or in pairs 20% attended in groups of 3-5 and 7% attended in groups of 5 or more people.
- > Visitors ages ranged from:
  - 26% Under 25 years
  - 13% 26 – 35 years
  - 21% 36 – 45 years
  - 28% 46 – 55 years
  - 52% Over 55 years
- > 33% of respondents attended BOH for the first time in 2019.

## What did visitors do?

- > 56% of those surveyed had visited between 1 to 3 buildings
  - 21% visited between 4-5 buildings
  - 22% visited more than 5 buildings
- > 46% walked to and between buildings
  - 46% of respondents used public transport (bus, train, bike-share and ferry) to travel to and around buildings and 50% travelled by car.

## How did visitors hear about BOH?

- > 49% of survey respondents knew about BOH from previous years
- > 51% heard about the event via the BOH website or e-newsletter
- > 27% heard about it via social media
- > 13% heard about BOH via the media (television/print/radio)
- > 11% via Brisbane City Council's website or newsletter, 12% mentioned word-of-mouth and 4% saw the outdoor signage/billboards.

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

- > 58% used their smart phone/tablet
- > 19% used the BOH guide book
- > 46% chatted with volunteers
- > 21% used social media and 13% used word of mouth.

## Visitor spending

### What did visitors spend their money on?

- > 40% purchased coffee, 34% bought meals, 11% spent money on travel, 2% went shopping on the event weekend, and 1% paid for accommodation
- > Over the weekend:
  - 26% spent \$10 or less
  - 20% spent between \$11 and \$20
  - 25% spent between \$21 and \$50
  - 9% 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
- > 59% Modern design/architecture
- > 43% Residences/private homes
- > 19% Religious buildings
- > 29% Green buildings
- > 18% Vast views
- > 20% Education/Science buildings
- > Plus - 11% Architecture and design studios, 15% BOH suggested itineraries, 6% Children's activities and 7% Other.

### What influenced visitors to participate in BOH?

- > 81% access buildings not normally open to the public
- > 73% to learn about the history of Brisbane and its architecture
- > 38% guided tours
- > 31% participating in a community event
- > 20% photography opportunities
- > 10% 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%





Image credit: Adam Daley - Queensland Theatre

## 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.

2019 saw 340 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 which 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:

- > 61% of people were volunteering at BOH for the first time in 2019
- > 80% of volunteers were female and 20% male
- > 25% knew about the volunteering opportunity because they had volunteered before. 22% via the website, 20% via our social media channels, and 11% heard through word of mouth and 21% via emails and e-newsletter.
- > 98% would recommend volunteering to family and friends
- > 100% 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.

# SPONSORS AND PARTNERS

Official partners of 2019 BOH were:

PRINCIPAL PARTNER	 Queensland Government	GOVERNMENT PARTNER	 BRISBANE CITY <i>Dedicated to a better Brisbane</i>	OFFICIAL PARTNERS		
PROGRAM PARTNERS	 BRICKWORKS BUILDING PRODUCTS	 COMMITTEE FOR BRISBANE - SINCE 1958 -	Lawyers	 McCullough Robertson	ACCOMMODATION PARTNER	 TREASURY BRISBANE
HERITAGE PARTNER	 QUEENSLAND Heritage Council	PRACTICE/CONSULTING PARTNERS	 Archipelago	 Australian Institute of Architects	 BATESSMART™	
PRACTICE/CONSULTING PARTNERS	 Billbergia creating communities®	 BVN	 Conrad Gargett	 COTTEEPARKER	 HASSELL	
PRACTICE/CONSULTING PARTNERS	 lendlease	 NATIONAL TRUST	 rothelowman	 URBIS	 WEST VILLAGE BRISBANE	
PRACTICE/CONSULTING PARTNERS	 WOODS BAGOT™	MEDIA PARTNERS	 ABC	 HOUSES	 The Urban Developer	 WE
VENUE PARTNER	 LA BOITE THEATRE COMPANY	SUPPORTERS	 BNE	 BRISBANE GREETERS	 brisbane australia's new world city	 BRISBANE CITY
FRIENDS OF BOH	 BACCHUS WINE MERCHANT	 luxx box	 QUEENSLAND OMNIBUS & COACH SOCIETY INC	 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)
- > Arthur Frame AM, Director, The National Trust of Australia (Queensland) Board
- > Fiona Gardiner PSM, Director - Heritage, Department of Environment and Science
- > David Hertweck, Manager, Planning, Port of Brisbane
- > Stuart Macnaughton, Partner, McCullough Robertson Lawyers
- > Chris Skelton, Director, NFP Accountants (Treasurer)

## BRISBANE OPEN HOUSE STAFF

- > Angie Scott, Executive Director
- > Cathy James, Event Manager
- > Georgia Smith, Event Manager
- > Kate Parry, Sponsorship and Partnerships Manager
- > Chris Salter, Consultant

## 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)
- > 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

Executive Director

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

### Malcolm Middleton OAM

Queensland Government Architect  
Chair, Brisbane Open House

E: [malcolm.middleton@hpw.qld.gov.au](mailto:malcolm.middleton@hpw.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)



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# ATTACHMENT A - BOH COLLATERAL AND SIGNAGE



Program



Shuttle bus



Poster



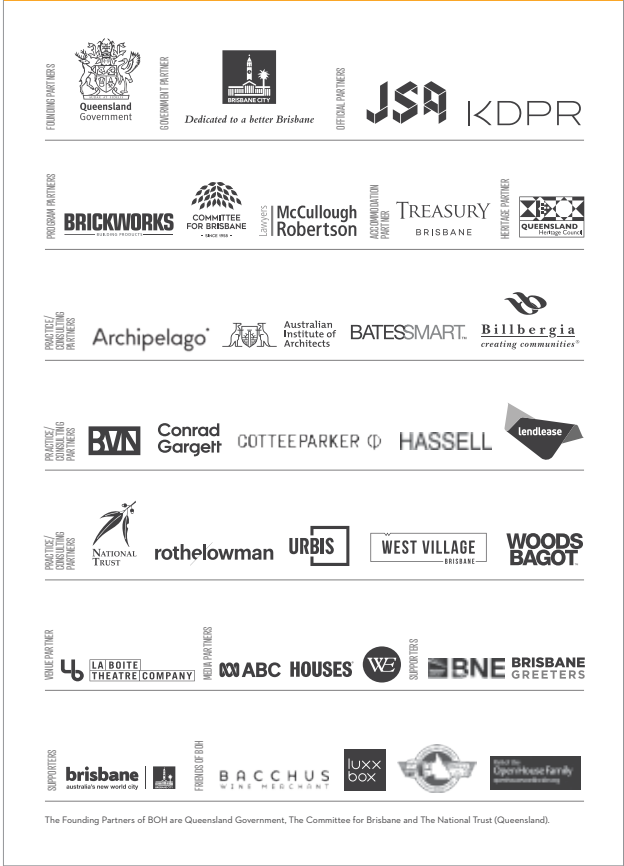
Bags



Houses full page ad



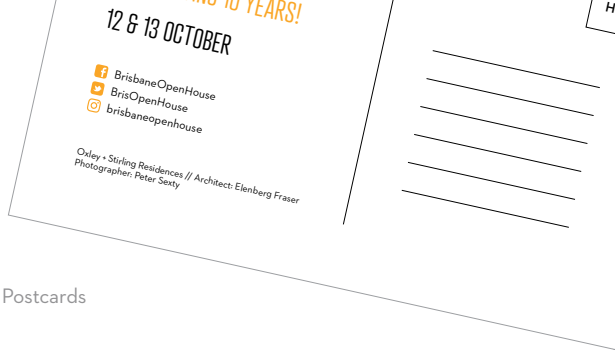




Pull up banner



Bus stop signs



Postcards

## ATTACHMENT B - MEDIA COVERAGE

DATE	PUBLICATION	HEADLINE	AUDIENCE REACH	AVE
27/08/2019	Lady Brisbane Facebook page	I'm super excited for Brisbane Open House 2019....	24900	
8/09/2019	Creative Brisbane Instagram post	NEWS: Go behind the scenes of Brisbane's most impressive buildings when @brisbaneopenhouse returns next month!	15500	
10/09/2019	Concrete Playground	Open House Brisbane 2019 Will Let You Explore 119 Buildings Over One Huge Weekend	1,777	11,118
10/09/2019	The Courier Mail	What's new this year at Brisbane Open House	139,791	18,264
10/9/2019	Brisbane Greeters Facebook page	Brisbane Open House 2019 launched today at the beautiful QPAC Concert Hall		
10/09/2019	Curious in Brisbane Instagram post	Which Brisbane doors will you get to go behind at this year's Brisbane Open Home?		
11/09/2019	Architecture and Design	Australia's tallest timber tower on show at Brisbane Open House	14000	6,490
11/09/2019	ABC Brisbane Radio – Afternoons with Kath Feeney	Interview with Malcolm Middleton	24000	12,420
11/09/2019	Igers Brisbane Facebook	Brisbane Open House!		
11/09/2019	Old Brisbane Album Facebook page	As a public service announcement, the roster of buildings for Brisbane Open House 2019 has been released, with 119 buildings/places opening their doors throughout Brisbane.		
11/09/2019	Partners Hill Instagram post	D House is again participating in this year's Brisbane Open House Program, which was launched today. Link in bio for more info and to explore the wider program. @brisbaneopenhouse		
11/09/2019	Anna O'Gorman Architect Instagram post	Pleased to announce North shore Pavilion is part of Brisbane Open House this year.		
11/09/2019	Nielsen Jenkins Instagram post	We're really excited that L&T's Workers Cottage is in this year's 10th Brisbane Open House Program (@brisbaneopenhouse ) which was officially opened today by the governor at QPAC.		
11/09/2019	Bates Smart – Instagram	We are excited to announce our participation in Brisbane Open House this year to showcase our tall timber project, 25 King.		
12/09/2019	The Weekend	Take a peek inside some of Brisbane's	5,728	1,662



	Edition	iconic spaces during Brisbane Open House		
<b>12/09/19</b>	The Urban List	Brisbane's Infamous Open House is back and wants you to get snooping	5,359	204,228
<b>12/09/2019</b>	Must Do Brisbane Facebook page	Take a peek inside 119 of Brisbane's most iconic buildings at this year's Brisbane Open House	268,165	
<b>12/09/2019</b>	Igers Brisbane Instagram post	BRISBANE OPEN HOUSE! Yesterday we attended the 2019 @brisbaneopenhouse program launch, and this year is going to be HUGE!		
<b>14/09/2019</b>	Conrad Gargett Instagram post	We're excited to be sponsoring Brisbane Open House again this year!		
<b>14/09/2019</b>	The Weekend Edition Facebook Page	Take a peek behind closed doors.	5,728	1,662
<b>15/09/2019</b>	Brisbane Times	Doors thrown open for Brisbane residents to explore city's hidden gems	938,000	
<b>19/09/2019</b>	Queensland's Courts News page	Explore the law—Brisbane Open House 2019		
<b>19/09/2019</b>	Must Do Brisbane	International Lecture: Shaping Singapore Brisbane Open House	268,165	
<b>19/09/2019</b>	Must Do Brisbane Facebook page	Join Charu Kokate, Principal and Director of Safdie Architects, as she discusses some of Singapore's most inspiring and iconic architectural wonders at this fascinating Brisbane Open House event:	268,165	
<b>19/09/2019</b>	Governor of Queensland Facebook page	Ever wanted to go inside Government House? The gates of Fernberg, the official residence of Queensland Governors since 1910, will once again open as part of Brisbane Open House on 12 October 2019		
	Prestige Property Magazine	International Architecture Lecture event listing		
<b>24/09/2019</b>	Brisbane City Council Facebook	Have you ever wanted to see the inside of The Old Windmill Tower, Walter Taylor Bridge, City Hall or the Spring Hill Baths? We're proud to be the official government partner of Brisbane Open House, which returns on 12-13 October		
<b>27/09/2019</b>	State Library of Queensland -	Brisbane Open House - Anzac Square Memorial Galleries		
<b>2/10/2019</b>	Hush Hush Baby Arts and Entertainment News	OPEN HOUSE AT QLD THEATRE 2019		
<b>3/10/2019</b>	Australasian Lesuire Management	Brisbane's newest theatre draws back the curtains for Open House 2019		

<b>6/10/2019</b>	Great Day Out	A sneak peek of the buildings of Brisbane Open House 2019	140126	66,840
<b>7/10/2019</b>	ABC Radio	Uncovers Craigston building	24000	12,420
<b>7/10/2019</b>	Business Acumen Magazine	Brisbane Open House weekend	2960	
<b>8/10/2019</b>	Mod Move	Brisbane's newest theatre draws back the curtains for Open House 2019!		
<b>8/10/2019</b>	Queensland Government	What's On		
<b>9/10/2019</b>	ABC Brisbane – Facebook post	Guess who's making a surprise appearance at ABC Brisbane Open House on Saturday	24000	12,420
<b>9/10/2019</b>	ABC News Brisbane (2:03 – 2:11)	Talking about Brisbane Architecture with Caroline Stalker and upcoming event: The Great Debate.	24000	12,420
<b>10/10/2019</b>	The Urban List	11 Awesome Things To Do In Brisbane This Weekend	5,359	204,228
<b>10/10/2019</b>	The Australian	Amenity key to airport's design	94448	56,848.00
<b>11/10/2019</b>	Architecture AU	Modernist pools and a micro library: 2019 Brisbane Open House editor's picks	240,000	
<b>11/10/2019</b>	7News Brisbane	Heritage buses will be running through the streets of Brisbane this weekend, taking locals on a unique tour of the city and its buildings. The vintage vehicles are the latest draw card for the annual Open House event.	131,000	66,840
<b>11/10/2019</b>	ABC news (35:35 – 42:00)	Interview with Malcolm Middleton	24000	12,420
<b>12/10/2019</b>	ABC news	Live-cross Breakfast Creek Hotel	24000	12,420
<b>12/10/2019</b>	Brisbane Times	Qld studio-turned-theatre welcomes Brisbane Open House guests	938,000	
<b>12/10/2019</b>	Queensland Government Media	Minister for Environment and the Great Barrier Reef, Minister for Science and Minister for the Arts		
<b>12/10/2019</b>	Lady Brisbane	Brisbane Open House 2019		
<b>13/10/2019</b>	Brisbane Times	Historic Brisbane house to be conserved with \$5.8 million funding	938,000	
<b>9 – 15/10/19</b>	Brisbane News	A double page feature on one of the architectural homes featured in the program		24,029.28
<b>15/10/2019</b>	The Fifth Estate	Timber, a material with a bundle of challenges, all worth it		
<b>Total</b>			<b>4,589,171</b>	<b>736,729</b>

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

