



OPEN HOUSE MELBOURNE 2012 REPORT


OPEN HOUSE
MELBOURNE
I'M OPEN





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FROM THE PRESIDENT

Celebrating an Extraordinary Five Years

In 1967, Melbourne and prominent architect Robin Boyd stated on his ABC Radio broadcast lecture series 'Artificial Australia' that 'Solemn Australians think that an interest in design is a superficial and trivial interest. This is actually an improvement, they used to think it effeminate and vaguely immoral.'

But it took 31 years for a small, community focused group (as part of the Committee for Melbourne's Future Focus leadership program) to further improve upon and harness this 'trivial interest' in architecture into a broader and poignant public discussion about Melbourne's built environment. The inaugural one day event in 2008 had a simple goal: open the doors of buildings normally not accessed by the public to absolutely anybody who was remotely interested in learning about good design. Throw in the designers, architects, planners and users of those buildings to provide face to face, design and curatorial information and tours, plus make the whole experience free, and we made a heady recipe for what is now the largest, public architectural and design educational event in the nation.

A retrospective view of the past five years, clearly shows how the organisation not only established the beachhead for free built environment education, but advanced these open dialogues from our initial, eight buildings to the 100 showcased in this year's Open House Melbourne weekend on 28 and 29 July. Our organisation's success of whetting the public's appetite to learn more about the places and spaces where people live, and work is so influential that similar Open House events now exist in Adelaide, Brisbane, and Perth.

For this year's milestone, fifth anniversary, we honoured those who have volunteered with us from the start, which significantly includes the majority of the original, founding board members.

Further cementing its growing importance as a major event, Open House Melbourne also received prestigious recognition in the architectural/ design and cultural sectors by winning a Special Award from the Australian Institute of Architecture for Architecture in the Media and the City of Melbourne's Contribution to Profile by a Community Organisation Award.

Furthermore, we changed our nomenclature and placed the word 'Open' first, emphasising our desire to focus on the broadest sense of the word as we strive to provide a comprehensive look at the past, present and future continuum of the built environment of our city.

From our initial 30,000 to the extraordinary 135,000 visits (our most ever) this year, public engagement for our event has most definitely moved from the solemn and superficial to, dare we say, sensational. We truly offer something for everyone – from our kids program, multimedia and printed information, speaker series, bike tours, and much more over a full, free of charge weekend, including the unfettered access to 100 sites knitted into the fabric of Melbourne.

With your help, we eagerly anticipate what we will create in the next five years, but, for now, Open House Melbourne is grateful for the organisations and individuals who have been a part of our five year journey, and, from day one, took a leap of faith with us and joined in our aspirational vision. It is with the assistance and support of these individual and organisational visionaries that Open House Melbourne is now a major event which makes a difference through public education about our great city's architecture and design

Moreover, Open House Melbourne is truly humbled and honoured by the hundreds of volunteers who help us and the individuals, from near and far, who come in the tens of thousands to our event each and every year. We are truly the House that people built.

P. Joy Villalino is the Board President of Open House Melbourne and a fourth year volunteer.



EXECUTIVE SUMMARY

MISSION

Open House Melbourne is a not-for-profit association that runs annual events providing the public a free and rare opportunity to discover a hidden wealth of architectural, engineering and historic buildings nestled around the city.

The inaugural OHM 2008 event saw eight buildings open and more than 30,000 visits across the day. Since then, the event has grown and by 2010 it featured 59 buildings, incorporating Docklands in addition to the CBD. In 2011, 75 buildings opened their doors to the public with 106,000 visits.

Now in its fifth year, on 28 and 29 July, 2012, Open House Melbourne opened 100 spaces including commercial, residential and green buildings, as well as places of worship and sporting grounds to visitors from all around Victoria and interstate. Across the 100 open buildings there were 134,900 visits.

GOALS AND OBJECTIVES

The city is a continually evolving entity and we all have the ability to enhance the quality of our built environment through making informed decisions. Open House Melbourne assists by providing an avenue for the public to become informed and to engage with Melbourne.

We believe the city and its architecture is a museum of our culture, explaining our past, celebrating our present and offering insights into our future. OHM fosters civic pride, cooperation and social cohesion.

Open House Melbourne is committed to:

- Providing free, guided, public access to a range of significant Melbourne buildings and infrastructure
- Providing examples and promoting public awareness of good design and environmentally sustainable design through site visits and public forums
- Increasing engagement between Melburnians (and visitors) and their city by providing an event that educates and attracts national and international attention.

Open House Melbourne provides an opportunity for direct engagement with key elements of this great city – from globally significant buildings to roof top gardens and subterranean infrastructure – that reflect Melbourne's fascinating past and its rapid civic, commercial and industrial development.

Our well-informed volunteers discuss the significance of these buildings within a Melbourne context and contribute to visitors' experience of both the buildings and the city.

Open House Melbourne also provides free public talks on seminal buildings by their designers. The architects discuss the design process that has led to the built forms and environments we experience today. The popular Speaker Series gives the public a valuable insight into the design process and a greater ability to critique both buildings and the city within an architectural context.

The architecture of our city is a reflection of our culture. The buildings that we build today, and those that we protect, will form our future heritage and will define the Melbourne of tomorrow.

2012 OBJECTIVE

Open House Melbourne is now an integral part of Melbourne's renowned, annual event calendar, through the plans to grow the international reputation matching that of the 20 year old London Open House.

In 2012, Open House Melbourne's fifth anniversary, the board focused on business planning and fund-raising to ensure the organisation's long-term sustainability.

Key goals included permanent staffing arrangements, achieving deductible gift recipient (DGR) status, and increasing family oriented events.

Planning for permanent staffing is underway, DGR status applications have been submitted and six family events were held over the weekend of Open House to strong attendances.

Open House Melbourne also leveraged marketing opportunities with Open House events in other Australian capital cities. We grew the OHM brand and shared our intellectual property, further cementing OHM's reputation as Australia's leader in built environment education for the public.

Award recognition:

- Open House Melbourne received recognition in the architectural/design industry by being presented with a Special Award from the Australian Institute of Architecture for Architecture in the Media.
- After being a finalist in 2010 and 2011, OHM won the Melbourne Award for Contribution to Profile by a Community Organisation.
- OHM is also a finalist in the Melbourne Design Awards for the category Design Events, (to be awarded 19 September 2012)



HIGHLIGHTS

SPEAKER SERIES

The Open House Melbourne Speaker Series is an opportunity to hear prominent Melbourne architects, landscape architects, urban planners and interior designers present their projects, explaining the concepts and processes behind the built environment and their work. The Speaker Series sessions are free events and are uploaded to the Open House website for all to access.

Speaker Series 1- Gold Medal Winners brought together 3 Victorian AIA Gold Medal winners in one place and was attended by 430 people at BMW Edge on the 26th of June.

Speakers were:

- / **Peter McIntyre** - McIntyre Partnership, AIA Gold Medal, 1990
- / **Jim Sinatra** - Sinatra Murphy, Fellow of AILA, Emeritus Professor RMIT
- / **Gregory Burgess** - Gregory Burgess Architects AIA Gold Medal, 2004
- / **Sue Carr** - Carr Design, IDEA Gold Medal, 2010
- / **Scott Adams** - Taylor Cullity Lethlean, AILA (Nat.) Overall Award of Excellence, 2006
- / **John Denton** - Denton Corker Marshall, AIA Gold Medal, 1996

Speaker Series 2- Design City! Built Melbourne held at the Capitol Theatre on the 10th of July was attended by 450 people.

Speakers were:

- / **Peter Maddison** - Maddison Architects + Grand Designs Australia (OHM Ambassador)
- / **Dr Andrew Dodd** - Senior Lecturer, Journalism, Swinburne University
- / **Roger Wood** - Director, Wood Marsh
- / **Fiona Dunin** - Director, FMD Architects
- / **Claire Johnston** - Project Director Victoria Harbour, Lend Lease
- / **Mark Jacques** - Studio Director, Oculus / Aspectoculus
- / **Mark Kelly** - Director, Woods Bagot

OHM WEEKEND EVENTS

Melbourne Bike Share Tours

RACV supported use of the Melbourne Bike Share cycles, and Volunteer Council and Building Council members provided their expertise to give tours of select buildings across the city and Docklands.

Soundwalking Tours

Australian Forum for Acoustic Ecology facilitated listening tours called 'Soundwalks'. A soundwalk is any excursion where the main purpose is listening to the environment. The tours took in some of the exciting OHM buildings and urban spaces in between.

Night Lighting Tours

The City of Melbourne presented Night Lighting tours, led by City Design leader, Ian Dryden. Highlights included street lighting controlled by an iPhone app. Tours were doubled from 2011 levels.

Architecture Tour

Mark Healy of Six Degrees Architecture, lead journey through some of Melbourne's hottest hospitality spots. The limited numbers tour explored the architectural design of bars by Six Degrees, 4 different bars with very different approaches.

OTHER EVENTS

Fundraising

In conjunction with Speakeasy Cinema and Design 100, Open House Melbourne screened Gary Hustwit's documentary feature film about design, *Urbanized* on the 19th of July. The film was followed by a conversation on urban futures by a group of esteemed architects, thinkers, and planners who discussed their ideas for the future of urban design in Melbourne, Australasia and beyond.

Flagstaff Gardens Family Bowls Day held on the 5th of February, was a wonderful day that gave people a chance to explore a sporting venue in the heart of one of the city's great parks with a BBQ and a game of bowls.

Volunteers and Building owners only event

Places Victoria opened it's doors on the 17th of April to the Volunteers and 2012 Building owners/managers for a tour of Goods Shed North. The evening was designed to give those working on the event weekend an opportunity to get to one of the key Docklands properties before the event. Other events are planned for later in the year.

“Fantastic weekend OHM. Yet again the OHM weekend comes to a close with us wishing we could be in more than one place at a time; so much to do and see!! All the more reason to be back next year! :)”

LAURELIN BIRD,
FACEBOOK FAN



HIGHLIGHTS

Childrens Activities and Book

2012 Building owners/ managers assisted the objective of creating a family friendly event by providing key activities over the weekend at their venues.

They included:

ArtPlay and Michaels Cameras encouraged kids to take photos of creatures and build a photo wall of Melbourne's cityscape.

Brain Centre had scientists demonstrating strawberry DNA extraction in a lab.

Australian Tapestry Workshop – kids were able to try their hand at weaving.

Old Treasury – Had a Kids Fun Trail in the original gold vaults under the building.

NGV, St Kilda Road and Fed Square - Art Cart and in the Kids Corner exploration of the time capsule

Victoria Mounted Police Branch – Riding and training demonstrations with the horses of Victorian Police.

Wesley Church Schoolhouse – Writing in ink and learning copperplate in a 1859 school room.

The Activity Book was designed by Studio Pounce after a call for submissions to win the right to design the book. The Studio Pounce team delivered on time with an outstanding piece of work.



Photography Competition

The free OHM Focus photographic competition continues to grow from strength to strength with over 300 amateur and professional photographers registering to participate and 3,200 images uploaded. These images capture the excitement of the event weekend and the judges, Dianna Snape and Mark Monroe, two of Australia's top architectural photographers, were again impressed with the quality of the submissions. The winners' works are published on the OHM website and will feature in the 2013 event collateral.

The competition winners and those who were highly commended will be showcased at an exhibition of the images at Michaels Camera Store during October. The exhibition will also be promoted as an event of Architecture week.

The winners for 2012 were:

Detail: Nicholas Chan

Exterior: Annie Yu

Interior: Jonathan White

People/Crowds: Claire Grigaut

Series: Peter Novacco



“A huge thanks to all the staff and volunteers! What a great way to spend my first weekend back in Melbourne. Nearly brought a tear to my eye. Feeling all warm and fuzzy. I love this city!”

TWITTER FOLLOWER



SPONSORS

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Supporters



Big Words



MAJOR PROJECTS VICTORIA



Practice partner



Special thanks to the fabulous OHM volunteers, tour guides, building owners/managers and the following:

Architects Registration Board of Victoria (ARVB) / Australian Institute of Architects / David Cook / Design100 / Destination Melbourne / Dianna Snape / Federation Square / Griffith Hack / Imageination / Industrial Stationers / Jan Michael / Lachlan Doig / Mark Munro / National Trust of Australia (Vic) / Phillip Goad / Professional Risk Solutions / Power to Make / RACV / RMIT, Capitol Theatre / Stuart Murchison / Stu Morley / The Australian Forum for Acoustic Ecology / The Australian Institute of Landscape Architects / The Raw Image / Tourism Victoria / Traci Stubbs / Victoria University / White Hat Melbourne / Studio Pounce

THE VOLUNTEER COUNCIL MEMBERS:

Christine Armit, Damian Butler, Dana Landis, Helen Kleores, Jeremy Stevenson, Jerome Miller, Kim Bristowe, Liz Cyarto, Traci Stubbs, Vanessa Chow, Von Slater

THE BUILDING COUNCIL MEMBERS:

Cameron Bruhn, John Henry, Lynne Pepper, Adam Pustola, Pauline Hitchins, Kieran Leong

OPEN HOUSE PHOTOGRAPHERS:

Pietro Giordano, Ken Ng, Stuart Murchison and Craig George. We also thank all of the wonderful competition entries as a wonderful source for our library of images.



VOLUNTEERS

More than 800 volunteers drawn from the community and 1,100 volunteers from the buildings helped deliver Open House Melbourne in 2012. They were deployed in a range of roles including precinct managers, building shift managers, general volunteers, bicycle couriers social media reporters and OHM info hub assistants.

The second year of the Volunteer Council provided the event with a greater level of expertise and offered all volunteers a chance to learn from this experience at three information evenings.

Each volunteer was provided with a 'uniform' consisting of a tote bag, scarf, program and badge. The badge is one of the rewards for volunteering as it provides priority access to OHM buildings on the weekend.

HOW DID YOU HEAR ABOUT OHM?	
Previous visit	23.4%
Email	18.9%
OHM website	15.2%
Word of mouth	14.5%
Tram advertising	8.0%
Social media	6.1%
Other (please specify)	3.7%
Newspaper/Magazine (please specify)	2.9%
Other websites (please specify)	2.7%
Radio (please specify)	1.4%
Architecture Media subscription offer	0.8%
Television (please specify)	0.6%
Melbourne Review advertising	0.6%
Outdoor walking boards	0.6%
Walk up	0.6%

The office was also manned in the lead up to the event by a small team of volunteers who helped to deliver the day to day requirements of the event.

Volunteers are the lifeblood of the organisation and we are continuing to offer them an experience that motivates them to continue with the organisation beyond a one off experience.

10 Volunteers received their 5 year pin to recognise their contribution to the event.

DID YOU HAVE A GOOD EXPERIENCE OVERALL?	
Yes	91.4%
It was ok	8.0%
No	0.6%
Overall the volunteers had a better experience than in 2011.	

WHY DID YOU VOLUNTEER?	
To be involved with a community / design event	81.6%
Get front of queue access	30.5%
Interest / passion for architecture & design	60.6%
Meet new people	31.1%
Recommendation from a friend	9.8%
Other (please specify)	7.3%
Other: Most were past volunteers who do it to give back to community, and others found it a good way to discover their new home city.	

“Spent the day volunteering and had an awesome day, thoroughly enjoyed where I worked and met some great people. Looking forward to next year.”

ANDREA GRIMSHAW
OHM VOLUNTEER



BUILDINGS

BUILDINGS AND PRECINCTS

The 2012 program showcased 100 buildings across nine precincts: Central, Docklands, North, South, East, West, and the new areas of Fitzroy, Essendon, and Beachside in St Kilda /Port Melbourne. Represented council areas included the Cities of Melbourne, Port Phillip, Yarra and Moonee Ponds. Buildings were categorised by the world architecture list*.

Buildings with high visitation numbers do not necessarily represent the most popular on the program. For instance, the Manchester Unity Building offers limited tours and is accessible via a ballot only. Ten of the buildings were only accessible by ballot, and the numbers of applications to visit is a true indication of their popularity.

BALLOTTED BUILDINGS

BUILDING	NO OF REQUESTS	NO OF PLACES AVAILABLE	CHANCE OF ENTRY
32 Kerr Street Apartments	864	120	13.9%
Edgewater Towers	400	120	30.0%
Federation Square	2,793	72	2.6%
Manchester Unity Building	6,755	180	2.7%
National Gallery of Victoria	913	30	3.3%
Newman College	1,345	200	14.9%
Supreme Court of Victoria	3,912	200	5.1%
Tattoo House	1,084	240	22.1%
The Johnston Collection	1,822	66	3.6%
Triptych	1,402	100	7.1%
Grand Total	21,290	1,328	6.2%

* World architecture lists can be found at the website worldarchitecture.org/world-buildings

BUILDING TYPE	SUB BUILDING TYPE	TOTAL
Consuming Places	Other	2
	Restaurant/Bar	2
	Retail Store	1
	Shopping Mall	1
Cultural Buildings	Art Gallery	1
	Community Centre	1
	Concert Hall	3
	Conference Centre	1
	Cultural Centre	2
	Library	2
	Memorial / Monument	1
	Museum	3
	Other	2
	Theatre	4
Educational Buildings	College	3
	Other	1
	School	3
	University	4
Government Buildings	Law Court	2
	Other	1
	Parliament Building	1
Town Hall	Town Hall	2
	Mixed Use	1
Public Buildings	Community Centre	2
	Hospital/ Medical Centre	3
Public Infrastructure	Other	1
	Power Station	2
Recreation Buildings	Other	1
Religious Buildings	Cemetery	1
	Church / Chapel	5
	Synagogue	1
Residential Buildings	Apartment Building	5
	Multiple Housing	1
	Single Housing	7
Sports Buildings	Sports Facility	3
	Stadium	1
Tourism Buildings	Hotel	3
Transport Terminals	Port Facility	1
Work Places	Artists' Workshop	1
	Factory	1
	Office	9
	Research Facility	3
	Studio	5

TOP BUILDINGS



MARKETING



MARKETING OVERVIEW

The Marketing Communications Consultant and Coordinator and PR Consultant continued to build on the marketing results from 2011 and increased visitation and engagement with the event.

The marketing communications strategy included further focus on social media, encouraging Building managers and stakeholder communications, and strategic alliances with media, industry organisations and other communications partners.

Key performance indicators included:

- Increase public program engagement and event visitation by 25%;
- Increase media placement by 15%;
- Increase the Open House Melbourne database by 25%; and
- Increase Facebook and Twitter followers by 50%.

All key performance indicators were exceeded:

- Engagement with the program and event visitation increased by 26% (134,900);
- Media placement increased by 61.3%
- The Open House Melbourne database increased by 47.36%; and
- Social media databases increased by 63.18% for Twitter and 68.33% for Facebook.

IDENTITY

Melbourne Open House was rebranded to Open House Melbourne to reflect the association with the Open House Worldwide network. Design sponsor, Cornwell created a refreshed brand mark that included the universal location drop pin symbol. This symbol was then integrated into the creative campaign to reinforce the new identity.

CAMPAIGN

The Successful 'Declare Your Love For The City' campaign developed by Cornwell Design in 2011 evolved, enhanced and implemented in 2012. The campaign was visually realised through a green colour palette, with the identity icon and building icons integrated across all digital and print collateral.

Copy writing agency, Big Words, once again consulted on the language style guide and the printed program.

WEBSITE

The website, designed and managed by Efront continues to be a key tool for Open House Melbourne 2012 and all marketing communications activity promoted a call to action to visit the site. Key enhancements to the site included:

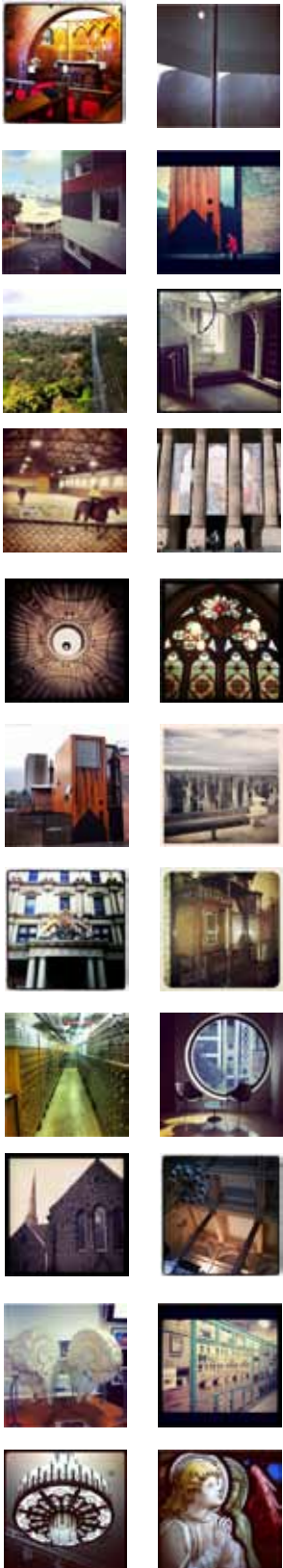
- Continued integration of social networks into the site including an Instagram plugin, Twitter feed and Vimeo plugin on the home page
- All information was able to be accessed via multiple navigations
- An event planner was included

From Jan 1st 2012 to 17 August 2012, the following analytics were recorded:

- Visits 147,266 (+12.04%)
- Unique visits 89,943 (+6.57%)
- Page views 1,065, 588 (+13.81%)
- Search engine 43.09%
- Direct traffic 28.89%
- Referring sites 27.97%

The top 8 traffic sources were:

- Google
- Direct
- Facebook
- Only Melbourne
- OHM mobile site
- Bing
- Weekend Notes
- That's Melbourne



MARKETING

ELECTRONIC DIRECT MAIL (EDM)

8 public event EDMs were sent to a subscriber database of 18,200 an increase in subscriber numbers by 47.36% from 2011. Key inclusions included:

- Call for volunteers
- Buildings
- Tours
- Activities
- Competitions
- Connect including social networking
- Sponsor messaging
- Fundraising
- Speaker Series

SOCIAL MEDIA

Social media platforms were further activated, creating a dynamic community for users to share information, ask questions, gain event information and win prizes.

The Communications Coordinator managed a team of social media volunteers to provide up to the minute event information over the weekend. The social media team also maximised sponsor / partner activities via social media, including promotion of the Dulux Dogs, the Melbourne Bike Share Ambassador and Jake the TramTRACKER dog.

OHM social media platforms were promoted on all marketing collateral to further drive visitation.

Enhanced social media platforms included:

- Facebook 5050 fans (68.33%)
- Twitter 3590 followers (63.18%)

Pinterest was successfully launched as a new platform for OHM to provide visual content.

MEDIA

State and national public/consumer media was approached in collaboration with the PR Consultant to gain maximum traction using existing relationships and best contacts.

Community media was also engaged, including student networks, senior publications and ethnic newspapers.

OHM 2012 competed with the London Olympics for media placement over the event weekend and some planned mainstream media features were bumped for Olympic coverage.

Over 32 million in total circulation has been recorded, an increase of 61.3% from 2011.

See Appendix 4 for Media Monitoring results.

OHM 2012 AMBASSADOR

Peter Maddison, Melbourne architect and television presenter of Grand Designs Australia, continued his role as OHM Ambassador. He fulfilled the role with great enthusiasm and provided tremendous assistance in communicating the OHM story across radio, television and print.

ADVERTISING

OHM undertook paid advertising to promote the event. This included:

- 7,500 printed programs sold online and during the event weekend
- 2,000 Children's Programs, designed by Studio Pounce
- A OHM branded Information Hub outside Town Hall
- Print and online advertising with Melbourne Review
- 30,000 postcards distributed through out Melbourne venues
- 300 building posters
- 100 flags
- 500 Speaker Series flyers

OHM also received valuable in-kind advertising and promotional opportunities. These included:

- 90 Yarra Tram faces, internal signage and event weekend wayfinding signage
- Advertising on the screens at Eithad and MCG Stadiums during high profile football matches
- Running Boards walking billboards at Federation Square
- Branded Christiania Bikes from Peter Santos
- Fed Square big screen advertising
- Promotion of the event through the RACV member communications
- Promotion of the event via various staff intranets, including Places Victoria, City of Melbourne and majority of the participating buildings/companies
- Promotion of the event via AIA member communications
- In-kind radio advertising on the Community Radio Network
- Inclusion in Tourism Victoria 'Winter in Melbourne' national feature advertising campaign
- Promotion of the event via a subscription offer in Artichoke Magazine, on ArchitectureAU.com and via the ArchitectureAU.com EDM
- Promoted via partnership with Yelp
- Promotion of Open House Melbourne as a partner at the launch of Sound of Buildings and Urbanized



VISITORS

The Open House Melbourne audience has grown significantly and has become more diverse. The over arching appreciation of the diversity of the buildings opened in 2012 was highlighted by the importance visitors place on what influences what they see. In 2012, the social media campaign helped create direct engagement of families, photography groups and other audience segments by sending targeted key messages. As a free event, OHM does not differentiate on age, gender, employment, marital, or socioeconomic status.

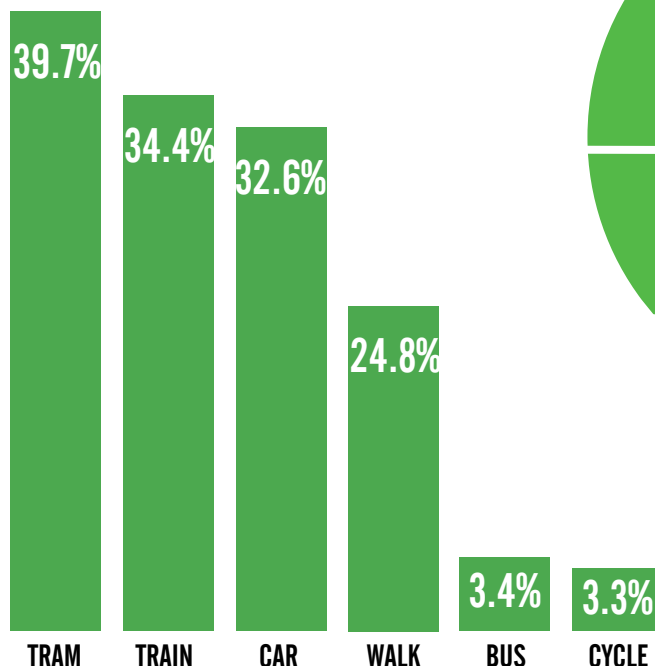
VISITORS FEEL EVENTS LIKE OHM ARE WORTHWHILE BECAUSE:

	%
Makes me proud of the city I live in	74.4%
Elevates the importance of preservation	71.9%
Exposes Melbourne rich history of design and architecture	62.7%
Showcases Melbourne	57.8%
Affordable for everyone	55.6%
Provides a strong platform to reflect and educate about progress	39.0%

The visitors and volunteers were from:

4.6% CBD
 95.4% Outside the CBD, including:
 3% Outside Victoria, interstate and international
 8.7% Regional Victoria

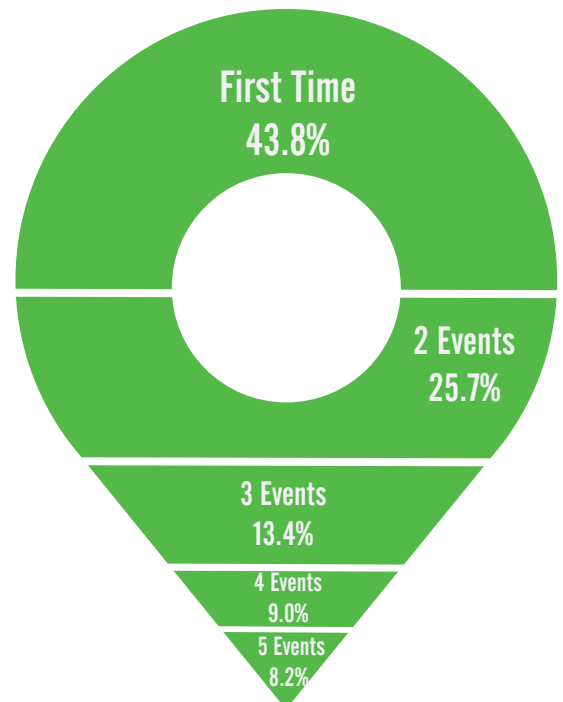
FORM OF TRANSPORT USED TO GET TO OPEN HOUSE MELBOURNE



HOW DID YOU HEAR ABOUT THIS YEAR'S OHM?

WAYS OF HEARING ABOUT OHM	%
Email	37.4%
Previous visit	35.8%
Word of mouth	23.2%
Website (OHM)	19.4%
Tram advertising, inc announcements	11.4%
Newspaper/Magazine inc The Age, Herald Sun, RACV Mag,	7.9%
Radio	4.0%
Other (as below)	3.3%
Television	1.8%
Outdoor walking boards	1.3%
Melbourne Review advertising	1.3%
Architecture Media subscription offer	0.6%
Other Top 5	
• The Age	
• ABC 774	
• What's On Melbourne	
• Building participant	
• The Architects - RRR	

HOW MANY TIMES HAVE YOU PARTICIPATED IN OHM?



VISITORS

2012 VISITOR DEMOGRAPHICS

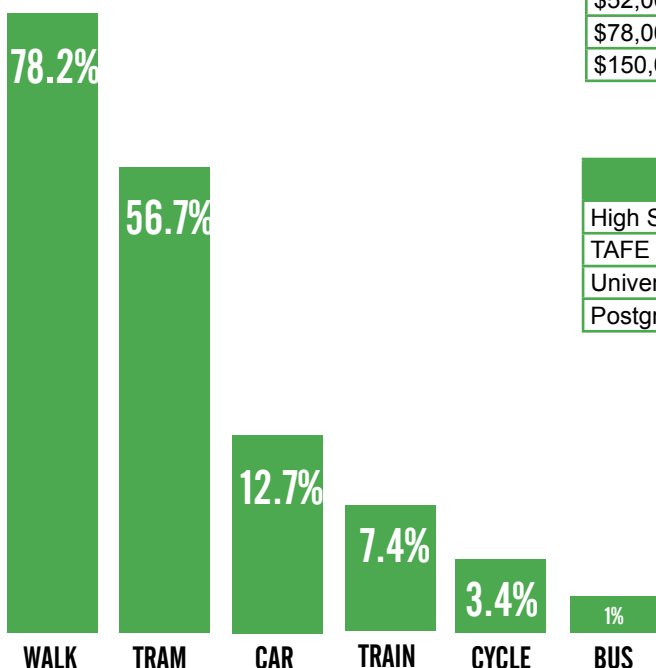
The OHM 2012 post event surveys were completed by 1,320 people of which 71.4% were female and 28.6% male.

It indicated that OHM has a broad appeal to all ages, with increasing family attendance numbers. Most visitors are in the AB socioeconomic group, with the most visitors holding a university degree and 46.3% earning a household income above \$78,000 per annum.

SURVEY RECIPIENTS AGE RANGE	RESPONSE %
16-25 years	11.5%
26-35 years	23.4%
36-45 years	16.5%
45-55 years	20.7%
56-65 years	17.3%
66+ years	10.6%

AGE OF GROUP MEMBERS	RESPONSE %
1-10 years	3.5%
11-15 years	2.1%
16-25 years	9.1%
26-35 years	15.6%
36-45 years	14.9%
45-55 years	16.8%
56-65 years	26.1%
66+ years	11.9%

FORM OF TRANSPORT USED TO GET AROUND OHM



WHAT INFLUENCES THE BUILDINGS YOU SEE?

	MOST IMPOR- TANT %	MID IMPOR- TANCE %	LEAST IMPOR- TANT %
It is a high profile landmark in Melbourne	51%	31%	17%
They are in close proximity to each other	60%	27%	13%
They are heritage listed	36%	38%	26%
An interest in an architect or period	58%	29%	13%
It has received an architectural award	19%	35%	46%
Guided tours are available	40%	39%	21%
Environmentally sustainable design	31%	41%	28%
Ability to get city views	25%	40%	35%
They display modern architecture or design	25%	38%	37%
The history of the building presents an interesting / engaging story	76%	18%	6%
Kid friendly	11%	11%	78%
Easy access	25%	27%	49%

WHAT IS YOUR ANNUAL HOUSEHOLD INCOME?	RESPONSE %
Under \$9,999	4.2%
\$10,000 - \$25,999	8.4%
\$26,000 - \$51,999	18.1%
\$52,000 - \$77,999	23.0%
\$78,000 - \$149,999	31.0%
\$150,000+	15.3%

EDUCATION	RESPONSE %
High School	11.3%
TAFE	13.2%
University	42.2%
Postgraduate	33.3%







APPENDIX

1. BUILDING VISITS
2. COLLATERAL
3. MEDIA CLIPPINGS
4. MEDIA LISTINGS



APPENDIX 1. BUILDING VISITS

NO.	PRECINCT	BUILDING	TOUR TYPE	SATURDAY	SUNDAY	TOTAL
01	CENTRAL	Block Arcade	Tour Tickets	272	350	622
02		Council House 2 - CH2	Tours	1,155	1,356	2,511
03		DesignInc	Tours	245	649	894
04		Federation Square	Ballot & tours	156	156	312
05		Lyons Office	Tours	635	-	635
06		Manchester Unity Building	Ballot	120	300	420
07		Melbourne Town Hall and Offices	Self Guided	3,031	3,764	6,795
08		Myer Mural Hall	Self Guided	1,798	2,441	4,239
09		Queen Victoria Women's Centre	Self Guided	869	813	1,682
10		RMIT Building 113 - Capitol Theatre	Self Guided	1,256	-	1,256
11		Russell Place Substation	Tours	412	440	852
12		Scots Church and Assembly Hall	Self Guided	2,225	912	3,137
13		St Michael's Church	Self Guided	1,057	815	1,872
14		St Paul's Cathedral	Tours	2,048	-	2,048
15		State Library of Victoria	Tours	620	647	1,267
16		The Melbourne Athenaeum	Tours	1,530	1,430	2,960
17		Wesley Uniting Church	Self Guided	465	454	919
18	NORTH	32 Kerr Street Apartments	Ballot	255	-	255
19		60L Green Building	Tours	343	410	753
20		Bastow Institute of Educational Leadership	Tours	215	262	477
21		FMSA Architecture	Tours	110	117	227
22		Grainger Museum	Self Guided	395	470	865
23		Hive Graffiti Apartments	Self Guided	503	533	1,036
24		Little Black Number	Tours	186	144	330
25		Melbourne City Baths	Tours	454	294	748
26		Melbourne General Cemetery	Self Guided	172	285	457
27		Newman College	RSVP	-	200	200
28		Royal Children's Hospital	Tours	540	568	1,108
29		Royal Melbourne Hospital Tunnels and Towers	Tours	1,261	1,651	2,912
30		University of Melbourne - Harry Brookes Allen Museum of Anatomy and Pathology	Tours	412	685	1,097
31		University of Melbourne - Melbourne Brain Centre	Tours	347	358	705
32		University of Melbourne - University House	Self Guided	269	332	601
33		University of Melbourne - Wilson Hall	Self Guided	109	937	1,046
34		Victorian Trades Hall	Self guided	154	111	265



APPENDIX 1. BUILDING VISITS



NO.	PRECINCT	BUILDING	TOUR TYPE	SATURDAY	SUNDAY	TOTAL
35	FITZROY	Fitzroy High School	Tours	107	126	233
36		John Wardle Architects & Spacecraft Studio	Tours	-	521	512
37		Tattoo House	Ballot	240	-	240
38	EAST	HOUSE House	Tours	445	-	445
39		Melbourne City Synagogue	Self Guided	-	1,231	1,231
40		No 1 Spring Street	Tours	513	549	1,062
41		Old Treasury Building	Self Guided	2,129	2,558	4,687
42		Orica House	Tours	255	402	657
43		Parliament House	Tours	-	1,350	1,350
44		Radiation Therapy Bunkers	Tours	-	333	333
45		Research Laboratories	Tours	-	148	148
46		Royal Australasian College of Surgeons	Tours	424	415	839
47		St Peter's Eastern Hill	Self Guided	223	442	665
48		Tasma Terrace	Self Guided	1,829	1,243	3,072
49		The Hotel Windsor	Tours	2,015	2,883	4,898
50		The Johnston Collection	RSVP	63	-	63
51		The Royal Australian & New Zealand College of Obstetricians & Gynaecologists	Tours	84	125	209
52		Treasury Reserve Walking Tour	Tours	165	213	378
53		Urban Workshop	Tours	385	-	385
54	SOUTH	Artplay	Self Guided	213	276	489
55		Arts Centre Melbourne - Hamer Hall	Self Guided	11,707	14,132	25,839
56		Arts Centre Melbourne- Theatres Building	Self Guided	1,320	5,422	6,742
57		Arts Centre Melbourne-Sidney Myer Music Bowl	Tours	221	344	565
58		Australian Tapestry Workshop	Tours	394	387	781
59		Gardens House	Tours	-	175	175
60		La Trobe's Cottage	Tours	113	254	367
61		Malthouse Theatre	Tours	-	266	266
62		Melbourne Recital Centre	Self Guided	614	-	614
63		National Gallery of Victoria	Self Guided	3,500	4,295	7,795
64		Rod Laver Arena	Tours	-	546	546
65		Royal Botanic Gardens - Melbourne Observatory	Tours	-	246	246
66		Royal Botanic Gardens - Plant Craft Cottage	Self Guided	117	213	330
67		Shrine of Remembrance	Self guided	242	663	905
68		Triptych	RSVP	52	52	104
69		Victoria Police Mounted Branch	Tours	915	1,331	2,246



APPENDIX 1. BUILDING VISITS

NO.	PRECINCT	BUILDING	TOUR TYPE	SATURDAY	SUNDAY	TOTAL
70	SOUTH	Melbourne Convention & Exhibition Centre	3 tours	-	174	174
71		Portable Iron Houses	Self Guided	239	349	588
72		South Melbourne Town Hall	Self Guided	276	570	846
73	WEST	131 - 141 Queen Street	Tours	586	599	1,185
74		City of Melbourne - Art & Heritage Collection	Tours	235	286	521
75		City of Melbourne Bowls Club - Flagstaff Gardens	Self guided	38	33	71
76		Commonwealth Law Courts	Tours	91	61	152
77		Denmark House	Self Guided	555	627	1,182
78		Hellenic Museum	Self Guided	394	542	936
79		InterContinental Melbourne The Rialto	Tours	452	420	872
80		JA Substation	Tours	350	378	728
81		Royal Historical Society of Victoria	Self Guided	-	179	179
82		Supreme Court of Victoria	Tours	-	2,182	2,182
83		Victoria Law School - Former Land Titles Office	Tours	233	258	491
84		Victoria Law School - Former Public Records Office	Tours	269	359	628
85	Essendon	Penleigh and Essendon Grammar School	Tours	-	146	146
86	Docklands	Central Pier Docklands	Tours	94	95	189
87		Convesso Concavo	Tours	-	285	285
88		Digital Harbour - NBN Co Discovery Centre & Innovation Building	Tours	254	261	615
89		Forte	Tours	-	170	170
90		Goods Shed North	Tours	159	170	329
91		Mission to Seafarers	Tours	682	747	1,429
92		Port of Melbourne - Boat Tours	Tours	634	686	1,320
93		The Kangan Institute Automotive Centre of Excellence	Tours	-	195	195
94	Beach Front	Edgewater Towers	Ballot	77	-	77
95		Esplanade Vaults, St Kilda	Self Guided	507	552	1,059
96		Palais Theatre	Self Guided	426	-	426
97		Princes Pier	Self Guided	99	128	227
98	WEST	Phillips Shirts Manufacturing	Tours	531	739	1,270
99	WEST	Rendezvous Grand Hotel Melbourne- Commercial Travellers Hotel	Tours	534	464	998
100	SOUTH	University of Melbourne - Boat House	Tours	-	507	507



APPENDIX 2. COLLATERAL





APPENDIX 3. MEDIA CLIPPINGS



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Peek inside our buildings

Property editor

MELBURNIANS who want to get an inside look at some of the city's more prominent buildings will be able to do so on July 28 and 29 at Open House Melbourne. With a record 100 locations, it will offer an unparalleled opportunity to see the best of the city's architectural development for free and on one special weekend. "In five short years Open House

Melbourne has become a major winter event in the city," said spokesman Robert Larooca. "Last year there were 106,000 visits to 75 buildings and, with 100 buildings, this year is expected to be even more popular. "Visitors will get the opportunity to see inside their most loved Melbourne buildings and see how innovative design is shaping the way we work, live and learn. "The most popular buildings from last year are back and they are joined by many exciting

additions, including the new Royal Children's Hospital, the just-completed Hamer Hall redevelopment and a host of residential buildings. The list of participating buildings can be found at openhousemelbourne.org. The program includes the free Speakers Series on July 10. There is also a special kids program, City of Melbourne Lighting tours and Melbourne Bike Share tours.

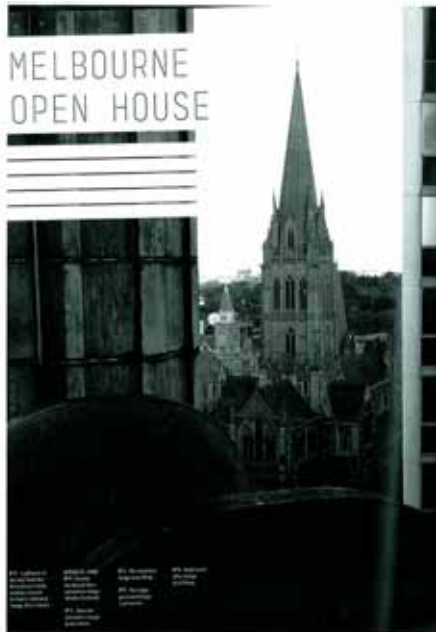


The new Royal Children's Hospital. Picture: MARTIN SAUNDERS

Leader 3 July 2012

Architecture Australia
November 2011

The Age 25 May 2012



A PUBLIC AFFAIR / TOWNHOMES, OFFICES, HISTORICAL BUILDINGS, MODERN HOMES

Open House Melbourne is a free weekend event for the public. It is a chance to get an inside look at some of the city's most prominent buildings. The event is held on July 28 and 29. The program includes the free Speakers Series on July 10. There is also a special kids program, City of Melbourne Lighting tours and Melbourne Bike Share tours.

Old Melbourne's open for inspection

By CAROLYN WEBB

THE shocking concrete 1955 high-rise that is 602 Little Bourke Street doesn't scream stunning architectural appeal. It is for its contents — Melbourne City Council's eclectic Art and Heritage collection — that it is included in this year's Open House Melbourne. One aim of Open House — which this year showcases a record 100 sites, free — is to shed light on aspects of the city. City of Melbourne collections manager Eddie Butler-Bowdon says many items at 602 Little Bourke do this well. In 1923, Victoria's police went on strike: on display at the Open House will be some white armbands for special constables sworn in at Melbourne Town Hall to maintain law and order. The collection has a clay brick with a note attached, signed by a J. W. Meaden, which



claims it was rescued from the 1883 demolition of the city's first brick house, built in 1837, near the corner of Queen and Bourke streets. There are glass lantern slides from council-endorsed talks on venereal disease (men only) given by doctors at Melbourne Town Hall in the early 1930s. One slide boasts an "organ recital by Dr W. G. Price". Among other unusual

This brick, circa 1837, is believed to have propped up Melbourne's first brick house. PICTURE: CRAIG ABRAHAM

exhibits will be several metal hydraulic-power pit covers. Surviving ones can still be seen embedded in CBD streets. They were access points to 11 kilometres of underground pipes laid in 1888-89 supplying high-pressure water to power 250 hydraulic lifts around town. The robes of early 1900s Melbourne City Councillor Harold Seymour Kellam (HSK) Ward can also be viewed.

Cr Ward so loved the official cape, coat, waistcoat, and silk stockings and bow tie he wore to the opening of the council chamber in 1910 that he kept them in immaculate condition. As did his family: last year, 61 years after he died, they donated the uniform to the council. Cr Ward was independently wealthy: his family business, founded as a grainstore in 1852, continues today as Ward McKenzie, which sells legumes, herbs, spices and baking products. Melbourne Open House spokesman Robert Larooca said this year's event, on July 28 and 29, would span hospitals, docks, churches, vaults, a cemetery and public gardens. "Each building has its own history and reveals some of the fascinating story of Melbourne," he said. The program will be released on June 13 at: melbourneopenhouse.org

APPENDIX 4. MEDIA LISTINGS



PRINT

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRCULATION
Border Mail, Albury - Wodonga	PRINT	30-Jul		21,347
Herald Sun	PRINT		Winter feature	463,543
Herald Sun	PRINT	22-July	Play - What's on	545,577
Maribryong Leader	PRINT	3-Jul		30,429
The Age	www.theage.com.au/national/melbourne-life/mystery-tour-of-shirt-factory-unbuttoning-of-citys-past-20120717-228bo.html			169,582
The Age	www.theage.com.au/victoria/old-melbournes-open-for-inspection-20120527-1zd2a.html			169,582
The Age	www.theage.com.au/victoria/dome-is-where-the-heart-is-for-globetrotting-seafarers-20120726-22vg0.html			169,582
The Age	www.theage.com.au/entertainment/art-and-design/shape-the-latest-new-from-the-design-world-20120614-20d60.html			169,582
The Age	www.theage.com.au/lifestyle/grand-designer-20120719-22cpe.html			169,582
The Age	Open House wrap-up	30-Jul		169,582
The Australian	www.theaustralian.com.au/archive/travel-old/exploring-melbourne-in-winter/story-fn3025r5-1226418878951	8-Jul	The Best Events in Melbourne This winter	294,000
Hume Leader	hume-leader.whereilive.com.au/property/story/home-truths-weekly-property-wrap-02july12/	03-Jul-12		42,899
Melbourne Leader	melbourne-leader.whereilive.com.au/lifestyle/story/a-look-inside-lodge/	23-Jul-12		56,479
Green Magazine	www.greenmagazine.com.au/events/page/Open_House_Melbourne/aid/996			25,000
Herald Sun	www.heraldsun.com.au/ipad/city-opens-its-doors-to-curious/story-fn6bfkm6-1226395895758	15-Jun-12		495,000
Moreland Leader	moreland-leader.whereilive.com.au/property/story/home-truths-weekly-property-wrap-02july12/	03-Jul-12		68,129
MX Melbourne	PRINT	14-Jun-12	General News,	90,179

TELEVISION

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRCULATION
Channel 9 News		01-Jul-29	Mainstream	1,200,000
Channel 9 Postcards	www.visitvictoria.com/Postcards/Episode-20-24-June.aspx	July	Mainstream	366,000
ABC News	www.abc.net.au/news/2012-07-28/inside-story-of-melbourne-land-marks/4161346	28-Jul-12	Mainstream	1,014,000
NTV 7	www.ntv7.com.my/7edition/international-en/Melbourne_Open_House_Welcomes_Visitors_Into_Historical_Buildings.html	11-Aug-12	Community	n/a





APPENDIX 4. MEDIA LISTINGS

RADIO

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRCULATION
ABC 774	www.abc.net.au/local/audio/2012/07/10/3543026.htm	10-Jul-12	Jon Faine	76,000
ABC 774		11-Jul-12	Red Symons	35,000
Magic 1278	www.magic1278.com.au/open-house-melbourne/20120716-224vl.html	16-Jul-12		n/a
SBS	www.sbs.com.au/yourlanguage/serbian/highlight/page/id/225680/t/2012-Open-House-Melbourne	27-Jul-12		16,179
SYN FM	Radio	28-Jul-12		80,000
RRR	feed://rrrfm.libsyn.com/rss/The%20Architects	02-Aug-12	The Architects	329,000
Triple R	rrrfm.libsyn.com/the-architects-show-336-london-olympics-special	02-Aug-12	The Architects	n/a
Triple R	rrrfm.libsyn.com/the-architects-show-333-lyons	01-Jul-17	The Architects	n/a
Joy FM	RADIO			216,000
ABC Radio Australia	soundcloud.com/davidmcgsquire/tim-leslie-talks-about		with Tim leslie	n/a
ABC 774	www.abc.net.au/local/audio/2012/06/13/3524438.htm	13-Jun-12		35,000
Light Fm	www.lightfm.com.au/melbourne-open-house-weekend	14-Jun-12		n/a

ONLINE - FORUMS AND NEWSLETTERS

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRCULATION
Melbourne Bike Share / RACV	ebm.e.melbournebikeshare.com.au/c/tag/hBPqw5IB-8cViUB8i6CqAAAYvVNI/doc.html?t_params=EMAIL%3Dsue.dight%2540moh.org.au	10-May-12	Community	n/a
Scots Church	www.scotschurch.com/home/3-newsletters/201-melbourne-open-house	25-Jul-12	Partner	n/a
Sky Scaper City	www.skyscrapercity.com/showthread.php?p=92358342	14-Jun-12	Architecture & Design	n/a
Meetup	www.meetup.com/The-Melbourne-Fun-Group/events/73283202/	19-Jul-12	Community	900,000
Walking Melbourne	www.walkingmelbourne.com/forum/viewtopic.php?f=5&t=7152	15-Jun-12	Community	n/a
Whirlpool	forums.whirlpool.net.au/archive/1956511	July	Community	n/a
365 Project	365project.org/discuss/general/13401/melbourne-open-house	09-Jul-12	Cultural	4,000
D Preview	forums.dpreview.com/forums/read.p?forum=1020&message=42136947	28-Jul-12	Cultural	n/a
Trip Advisor	www.tripadvisor.com/ShowTopic-g255100-i278-k5523037-Open_House_weekend_28_29_July_Melbourne_2012_program_is_out-Melbourne_Victoria.html	20-Jun-12	Travel	5,750,000
Trip Advisor	www.tripadvisor.com/ShowTopic-g255100-i278-k5457063-Save_the_date_Open_House_Melbourne_28_29_July-Melbourne_Victoria.html	29-May-12	Travel	5,750,000



APPENDIX 4. MEDIA LISTINGS



ONLINE - BUILDING AND SPONSOR PARTNERS

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRC
Federation Square	www.fedsquare.com/events/open-house-melbourne/			
Cornwell	www.cornwell.com.au/cms-arts-and-culture/melbourne-open-house-2011.php			
DesignInc	www.designinc.com.au/news/designinc-partners-open-house-melbourne-2012	20-Jun-12		
DPCD	www.dpcd.vic.gov.au/heritage/news-and-events/news/open-house-melbourne-fast-approaches	02-Aug-12		
Efront	www.efront.com.au/projects/web-development/open-house-melbourne			
Federation Square	www.fedsquare.com/events/open-house-melbourne-speaker-series-1/	15-Jun-12		
National Trust	www.natrust.com.au/events/open_house_melbourne_at_tasma_terrace/			
Palais Theatre	www.palais theatre.net.au/whats-on.htm&event_id=312	15-Jun-12		
Parliament of Victoria	www.parliament.vic.gov.au/visit/events/melbourne-open-house			
Port Network Centre	www.portcenternetwork.org/blog/2012/08/06/port-of-melbourne-boat-tours-during-the-world-known-open-house-initiative/	06-Aug-12		
Port Phillip	heritage.portphillip.vic.gov.au/Whats_on/News/Open_House_Melbourne	15-Jun-12		
Queen Victoria Women's Centre	www.qvwc.org.au/news-events/news-detail?id=1723	08-Jun-12		
Royal Botanic Gardens	www.rbg.vic.gov.au/rbg-melbourne/whats-on/whats-on/set-dates/special-events/melbourne-open-house			
Royal Children's Hospital Foundation	www.foundation.rch.org.au/?page=Detail&detail=Open-House-Melbourne	03-Jul-12		
Shrine	www.shrine.org.au/Visit-the-Shrine/Talks-and-Events/Open-House-Melbourne-28---29-July	18-May-12		
Southern Metropolitan Cemeteries Trust	smct.org.au/melbourne-open-house/			
Spacecraft Australia	spacecraftaustralia.com/2012/07/open-house-melbourne-new-spacecraft-studio/	26-Jul-12		
State Library of Victoria	www.slv.vic.gov.au/event/elephant-pendulum-melbourne-open-house	18-May-12		
Yarra Trams	www.yarratrams.com.au/media-centre/news/articles/2012/love-your-city-at-melbourne-open-house-july-2829/	11-Jul-12		
University of Melbourne Medicine, Dentistry and Health	www.mdhs.unimelb.edu.au/open-house-melbourne			
University of Melbourne Neuroscience	www.neuroscience.unimelb.edu.au/content/rare-chance-come-and-explore-melbourne-brain-centre	28-Jul-12		
Victoria University	www.vu.edu.au/events/discover-the-back-story-victoria-law-school-at-open-house-melbourne			
Victoria University	www.vu.edu.au/events/discover-the-back-story-victoria-law-school-at-open-house-melbourne	19-Jun-12		
History Victoria	www.historyvictoria.org.au/events/melbourne-open-house			
Victoria Harbour	victoriaharbourtalks.com.au/article/victoria-harbour-takes-part-in-open-house-melbourne			





APPENDIX 4. MEDIA LISTINGS

ONLINE - BLOGS

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRC
The Red and Black Architect	theredandblackarchitect.wordpress.com/2012/07/30/melbourne-open-house-2012/	30-Jul-12	Architecture & Design	
Harcourts	blogs.harcourts.com.au/harcourtscity-residential/2012/07/18/open-house-melbourne-july-2012/	18-Jul-12	Community	
Mortgage Fair	www.mortgagefair.com.au/index.php?option=com_content&view=article&id=236:mortgage-fairs-guide-to-open-house-melbourne-2012&catid=48:blog&Itemid=200		Community	
Must Be Thrifty	mustbethrifty.com/2012/06/25/frugal-thrills-winter-in-melbourne/	25-Jun-12	Community	
Ray White	raywhitemelbournecbd.com.au/news/open-house-melbourne-2012-free-event/		Community	
Royal Historical Society of Victoria	rhsvnews.blogspot.com.au/2012/07/melbourne-open-house-visit-us-on-sunday.html	07-Jul-12	Community	
What Katie Blogs	www.whatkatieblogs.com/?p=2010	01-Aug-12	Community	
Artology	artkidizzy.wordpress.com/2012/08/12/open-house-melbourne/	12-Aug-12	Cultural	
Black Mark	https://melbournearctic.wordpress.com/tag/open-house-melbourne/	29-Jul-12	Cultural	
Brass Of The Bear	brassofthebear.wordpress.com/2012/08/05/event-open-house-melbourne-2012/	05-Aug-12	Cultural	
Bucket of Sloths	bucketofsloths.com/archives/59	25-Jul-12	Cultural	
Business chic	businesschic.com.au/2012/07/melbourne-open-house-phillips-shirts/emma-clark-lady-phillips/	28-Jul-12	Cultural	
Collins Simms	www.collinssimmsblog.com.au/2012/07/02/melbourne-open-house/	05-Jul-12	Cultural	
Dear Melbourne	dearmelbourne.blogspot.com.au/2012/07/open-house-melbourne-2012.html?spref=tw	29-Jul-12	Cultural	
Girl in Melbourne	girlinmelbourne.blogspot.com.au/2012/07/open-house.html	28-Jul-12	Cultural	
Green Gourmet Giraffe	gggiraffe.blogspot.com.au/2012/07/celery-and-blue-cheese-soup-and-open.html	28-Jul-12	Cultural	
Hey Natasha	heynatasha.com/open-house-melbourne-phillips-shirts-factory/	30-Jul-12	Cultural	
Joes Bar	joesbar.com.au/open-house-at-the-palais-visit-joes-bar-too/	20-Jul-12	Cultural	
Little Expeditions	littleexpeditions.wordpress.com/2012/07/29/open-house-melbourne-the-block-arcade/	29-Jul-12	Cultural	
Margaret Rowe	margaretarowe.blogspot.com.au/2012/08/open-house-melbourne.html	02-Aug-12	Cultural	
Mebology	www.mebology.com.au/top-5-unusual-buildings-to-visit-at-melbourne-open-house-2012/	01-Jun-14	Cultural	
Melbourne Art Critic	melbournearctic.wordpress.com/tag/open-house-melbourne/		Cultural	
My Town, Melbourne	melbtown.wordpress.com/2012/07/31/open-house-melbourne-2012-victoria-police-mounted-branch/	31-Jul-12	Cultural	



APPENDIX 4. MEDIA LISTINGS



ONLINE - SPONSOR AND SUPPORTING PARTNERS

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRC
My Town, Melbourne	melbtown.wordpress.com/2012/08/01/open-house-melbourne-2012-council-house-2/	01-Aug-12	Cultural	
My Town, Melbourne	melbtown.wordpress.com/2012/07/31/open-house-melbourne-2012-victoria-police-mounted-branch/	31-Jul-12	Cultural	
My Town, Melbourne	melbtown.wordpress.com/2012/08/03/open-house-melbourne-2012-malthouse-theatre-and-volunteering-for-ohm2012/	03-Aug-12	Cultural	
My Town, Melbourne	melbtown.wordpress.com/2012/06/14/open-house-melbourne-2012-building-list-now-available/	14-Jun-12	Cultural	
My Town, Melbourne	melbtown.wordpress.com/2012/05/25/open-house-melbourne-2829-july-2012/	25-May-12	Cultural	
Pieces of Eight	piecesofeightgallery.blogspot.com.au/2012/07/sunstation-aventure-open-house.html	25-Jul-12	Cultural	
Plume of Words	plumeofwords.wordpress.com/2012/07/30/state-library-of-victoria-at-open-house-melbourne-2012/	30-Jul-12	Cultural	
Style Wilderness	stylewilderness.blogspot.com.au/2012/08/melbourne-open-house-3.html	05-Aug-12	Cultural	
Style Wilderness	stylewilderness.blogspot.com.au/2012/08/melbourne-open-house-3.html	05-Aug-12	Cultural	
Tiny Savages	www.tinysavages.com/2012/07/29/open-house-melbourne/	29-Jul-12	Cultural	
Rydges	https://www.rydges.com/accommodation/melbourne-vic/north-melbourne/local-area/whats-on/open-house,-melbourne/		Hotel	
Royal Children's Hospital	blogs.rch.org.au/inthenews/2012/07/30/the-rch-impresses-for-open-house-melbourne/	30-Jul-12	Partner	
Escape Travel	www.escapetravel.com.au/world-travel/australia/melbourne/melbourne-open-house-9135164		Travel	
Green House Backpacker	www.greenhousebackpacker.com.au/calendar/2012/07/28/melbourne-open-house/		Travel	





APPENDIX 4. MEDIA LISTINGS

ONLINE - MEDIA

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRCULATION
ABC	open.abc.net.au/projects/snapped-faceless-portrait-03cn5xu/contributions/0814-child-looks-to-gladies-at-open-house-melbourne-hamer-hall-83ht0fe		Cultural	n/a
About Australia	www.about-australia.com/events/melbourne-open-house/		Travel	n/a
Architecture and Design	www.architectureanddesign.com.au/article/Open-House-Melbourne-2012-set-to-be-the-biggest-yet/534627.aspx	15-Jun-12	Architecture & Design	76,400
Architecture and Design	www.architectureanddesign.com.au/article/Melbourne-launches-Sound-of-Buildings-Vol-2-iPhone-app/534779.aspx	06-Aug-12	Architecture & Design	76,400
Architecture and Design	www.architectureanddesign.com.au/article/Royal-Childrens-Hospital-takes-top-prizes-in-Victorian-Architecture-Awards-in-2012/534702.aspx	02-Jul-12	Architecture & Design	76,400
Architecture AU	architectureau.com/articles/focus-on-open-house-melbourne-photography-competition/		Architecture & Design	71,000
Architecture AU	architectureau.com/calendar/public-event/open-house-melbourne/		Architecture & Design	71,000
Architecture AU	architectureau.com/articles/open-house-melbourne-launches-program/	14-Jun-12	Architecture & Design	71,000
Architecture AU	architectureau.com/calendar/talk/open-house-melbourne-speaker-series-1/	26-Jun-12	Architecture & Design	71,000
Architecture AU	architectureau.com/articles/focus-on-open-house-melbourne-photography-competition/	02-Aug-12	Architecture & Design	71,000
Australian Conservation Foundation	www.acfonline.org.au/get-involved/events/melbourne-open-house-2012	18-Apr-12	Community	n/a
Australian Design Review	www.australiandesignreview.com/event/open-house-melbourne		Architecture & Design	n/a
Australian Design Review	www.australiandesignreview.com/news/20866-open-house-melbourne-100-locations	13-Jun-12	Architecture & Design	n/a
Broadsheet	www.broadsheet.com.au/melbourne/arts-and-entertainment/article/open-house-melbourne-weekend		Cultural	134,670
Broadsheet	www.broadsheet.com.au/melbourne/events/event/melbournes-open-house-2012		Cultural	134,670
Curvey	curvy-world.com/2012/06/open-house-melbourne/	18-Jun-12	Architecture & Design	n/a
Desktop	desktopmag.com.au/news/urbanized-film-screening/	18-Jul-12	Cultural	n/a
Desktop Mag	desktopmag.com.au/event/vic-open-house-melbourne/		Cultural	n/a
Docklands News	www.docklandsnews.com.au/editions/article/docklands-opens-to-the-public_7701/	03-Jul-12	Community	14,000
ETBMICE.com	www.etbmice.com/article.asp?articleid=8031	02-Aug-12	Travel	n/a
Everguide	everguide.com.au/arts-and-culture/visual-arts/news/melbourne-open-house-buildings-announced.aspx	15-Jun-12	Cultural	50,000



APPENDIX 4. MEDIA LISTINGS



PUBLICATION	LOCATION / URL	DATE	TYPE	CIRCULATION
Everguide	everguide.com.au/arts-and-culture/visual-arts/news/melbourne-open-house-picks.aspx		Cultural	50,000
Free Things to do in Melbourne	www.free-things-to-do-melbourne.com/melbourne-open-house.html		Cultural	n/a
Green Building Association	www.gbca.org.au/events.asp?eventid=31845&source=course-event-calendar		Architecture & Design	n/a
Indesign Live	www.indesignlive.com/articles/Open-House-Melbourne-2012#axzz23lmZU6qs	02-Aug-12	Architecture & Design	43,153
Indesign Live	www.indesignlive.com/articles/Open-House-Melbourne-2012		Architecture & Design	43,153
Indesign Live	www.indesignlive.asia/parties/Open-House-Melbourne-Launch-1341361267	04-Jul-12	Architecture & Design	43,153
Melbourne Architects	www.architours.com.au/modernism-to-contemporary/the-devil-is-in-the-detail-open-house-melbourne/	29-Jul-12	Travel	n/a
Melbourne Art Network	melbourneartnetwork.com.au/2012/06/15/event-melbourne-open-house-2012/	15-Jun-12	Cultural	n/a
Melbourne Review	www.melbournereview.com.au/read/541/		Mainstream	200,000
Melbourne Times Weekly	www.melbournetimesweekly.com.au/news/local/news/general/first-chance-for-a-sticky-beak/2633178.aspx	24-Jul-12	Community	85,234
MELD Magazine	www.meldmagazine.com.au/2012/07/melbourne-open-house-2012/	16-Jul-12	Community	n/a
Milkbar Mag	www.milkbarmag.com/2012/07/22/open-house-melbourne-2012/		Cultural	n/a
Only Melbourne	www.onlymelbourne.com.au/melbourne_details.php?id=11390		Cultural	100,000
Paper Sparrow	papersparrowau.wordpress.com/2012/07/02/open-house-melbourne/	02-Jul-12	Cultural	n/a
Pedestrian.tv	www.pedestrian.tv/entertainment/news/featured-jobs-bossy-music-american-apparel-network/75061.htm	09-May-12	Cultural	624,003
Peter Marin Photography	www.petermarinphotography.com.au/p781565998	30-Jul-12	Cultural	n/a
Pillar and Post	pillarandpost.com.au/wp-content/plugins/post2pdf-converter/post2pdf-converter-pdf-maker.php?id=5525	14-Aug-12	Community	n/a
Property Observer	www.propertyobserver.com.au/news/lofty-views-vantage-points-for-melbourne-open-house-weekend/2012072555719		Community	121,044
Property Observer	www.propertyobserver.com.au/trends/open-house-melbourne-will-see-buildings-citywide-fling-open-their-doors/2012072355695	23-Jul-12	Community	121,044
Readings	www.readings.com.au/news/visit-readings-the-brain-centre-during-open-house-melbourne	29-Jul-12	Cultural	n/a
Real Commercial	news.realcommercial.com.au/general/open-house-melbourne-20120619/	19-Jun-12	Community	180,000





APPENDIX 4. MEDIA LISTINGS

PUBLICATION	LOCATION / URL	DATE	TYPE	CIRCULATION
Residents 3000	residents3000.wordpress.com/2012/07/26/open-house-melbourne-this-weekend/	26-Jul-12	Community	n/a
Senior AU	www.seniorau.com.au/index.php/more-seniorau-news/2706-open-house-melbourne-is-on-this-weekend	26-Jul-12	Community	n/a
Senior AU	www.seniorau.com.au/index.php/more-seniorau-news/2706-open-house-melbourne-is-on-this-weekend		Community	n/a
Social Media for Real Estate Agents	socialmediaforrealestateagents.com.au/lofty-view-vantage-points-for-melbourne-open-house-weekend/	26-Jul-12	Community	n/a
The Age	www.theage.com.au/national/melbourne-life/mystery-tour-of-shirt-factory-unbuttoning-of-citys-past-20120717-228bo.html		Mainstream	997,681
The Age	www.theage.com.au/victoria/old-melbournes-open-for-inspection-20120527-1zd2a.html		Mainstream	997,681
The Age	www.theage.com.au/victoria/dome-is-where-the-heart-is-for-globetrotting-seafarers-20120726-22vg0.html	27-Jul-12	Mainstream	997,681
The Age	www.theage.com.au/entertainment/art-and-design/shape-the-latest-new-from-the-design-world-20120614-20d60.html	15-Jun-12	Mainstream	997,681
The Age	www.theage.com.au/lifestyle/grand-designer-20120719-22cpe.html		Mainstream	997,681
The Australian	www.theaustralian.com.au/archive/travel-old/exploring-melbourne-in-winter/story-fn3025r5-1226418878951	08-Jul-12	Mainstream	5,043,722
The City Weekly	www.thecityweekly.com.au/news/local/news/general/behind-closed-doors/2635749.aspx	26-Jul-12	Mainstream	23,383
The Florey Institute	www.florey.edu.au/news-events/events-seminars/2012-07-28/open-house-melbourne	28-Jul-12	Community	n/a
The Sheld Online	www.theshedonline.org.au/events/post/493/melbourne-open-house		Community	n/a
The Thousands	thethousands.com.au/melbourne/out/open-house-melbourne/		Cultural	9,368
The Vine	www.thevine.com.au/gig-guide/fashion-gigs/melbourne-open-house-phillips-shirts/	27-Jul-12	Cultural	350,000
Timeout Melbourne	www.au.timeout.com/melbourne/museums/events/3583/open-house-melbourne	22-May-12	Cultural	358,373
ultrakml flickr	www.flickr.com/photos/ultrakml/sets/72157630948564686/	Aug	Cultural	n/a
Weekend Notes	www.weekendnotes.com/melbourne-open-house/		Cultural	n/a
Wikipedia	en.wikipedia.org/wiki/Melbourne_Open_House		Community	n/a

