

BNE OPEN HOUSE 2013

2013 EVENT REPORT
UNLOCK YOUR CITY
brisbaneopenhouse.com.au



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MESSAGE FROM BRISBANE OPEN HOUSE'S FOUNDING PARTNERS

FROM BESPOKE 1950'S POST WAR HOUSES TO THE SEVEN HIGH PROFILE RESEARCH AND HIGH TECHNOLOGY BUILDINGS, THIS YEAR BRISBANE OPEN HOUSE CONTINUED TO EVOLVE AND REALISE ITS POTENTIAL.

The fourth annual Brisbane Open House was a resounding success – achieving many significant milestones and clearly demonstrating the value and values it represents to our emerging city benchmarked against an international setting. Open House is now actively promoted in more than 20 cities around the world with the aim of focusing attention on and celebrating the unique attributes of a place – its buildings, places and treasures.

Brisbane Open House 2013 expanded to take place over a full weekend with resounding support as demonstrated by the 52,500 visits, 500+ volunteers and 71 buildings that comprised the diverse range of participants this year. From bespoke 1950s post war houses, loved and lived in, to the seven high profile research and high technology buildings that formed a unique science cluster, this year Brisbane Open House continued to evolve and realise its potential.

We are sincerely grateful to our building owners and managers who grow in number and enthusiasm each year. The camaraderie between owners and their staff and our generous group of sponsors have combined to deliver an event of substance. Thank you also to the hundreds of people who volunteered at the 71 buildings – you have helped to create a truly friendly, inclusive and welcoming event.

Media coverage via traditional and social media platforms expanded significantly with the result that almost half the participants this year were first time attendees.

The event reinforces and unlocks a growing pride in the rich diversity, heritage and

contemporary design now on offer in Brisbane as a new world city. The event has also succeeded in encouraging two regional centres to stage their own events with Maryborough successfully delivering its second event and Toowoomba its first. There is clearly room for further growth throughout the state with many regional centres offering high quality built environments.

It is a challenging task to deliver a free event with so many participants to coordinate. We are very grateful for the generosity of our sponsors ranging from our public and private sector founding partners to committed individuals, professional offices and commercial suppliers. Without this support the event would simply not occur.

We also extend our sincere appreciation and heartfelt gratitude to Ann Rainbow, the Event Manager. The outstanding achievements and outcomes of this year's event can in large part be put down to Ann's professionalism, dedication and enthusiasm.

Thank you for supporting Brisbane Open House and for helping to make it such a success! We look forward to working with you again in 2014 as we seek to share the things that make Brisbane a great place with as many people as possible.

Malcolm Middleton OAM LFRAIA
Queensland Government Architect

Michelle Lee
President, Brisbane Development Association

Stephen Sheaffe
President, National Trust of Queensland



The official party celebrating Brisbane Open House's 2013 Launch at QUT's Science and Engineering Centre.

EXECUTIVE SUMMARY

Over the weekend of Saturday 12 and Sunday 13 October, the fourth annual Brisbane Open House invited residents and visitors to 'unlock their city' by attending the free-of-charge event.

The event continued to gain momentum and grow in popularity, welcoming 52,414 visits to 71 buildings and key Brisbane Open House initiatives.

Visitors enjoyed exploring a record number of sites that showcase the city's heritage, public spaces, new green star projects, and places seldom seen within the rich city tapestry. There was the chance to see backstage and behind the scenes of familiar places, the opportunity to see grand and small, views and basements, and many beautiful spaces not often shared with the wider populace.

The event grew geographically to include buildings in the CBD, Fortitude Valley, Bowen Hills, Spring Hill, South Bank and several suburbs further afield including St Lucia, Indooroopilly, Carina, New Farm, Dutton Park, Woolloongabba and Kangaroo Point.

Other Brisbane Open House event highlights included the Speaker Series, children's program and activities, the Focus on Architecture Photography Competition and Instagram Competition, the launch of the inaugural Art in Design Exhibition, and several balloted buildings.

The comprehensive marketing communications strategy successfully improved brand awareness and increased visitation. An ongoing media partnership with Architecture Media and new partnerships with ABC Brisbane Television and Radio 4BC broadened the event's reach and attracted significant interest.

The Brisbane Open House team grew the event budget by almost 80 per cent, securing and growing partnerships with a diverse cross-section of sponsors including the Queensland Government, the Brisbane City Council and national Open House sponsor Dulux. More than \$150,000 in cash and \$130,000 in-kind was raised to help execute the event and grow brand presence. Guide book sales raised \$10,000.

2013 saw the evolution of the Brisbane Open House brand. The brand and all associated materials including the guide book and website were re-designed to enhance the user experience.

The Brisbane Open House online experience continued to develop.

- > The database grew by 60 per cent, jumping to 6,229 subscribers.
- > Facebook likes increased by more than 100 per cent.
- > An Instagram profile was established and attracted 430 followers.
- > Brisbane Open House trended on Twitter on Saturday 12 October and followers jumped to 435.
- > In one month (from 29 September to 29 October 2013), the revamped website attracted 35,258 visits and 309,012 page visits. New visits jumped by 63 per cent. On Friday 11, Saturday 12 and Sunday 13 October alone, the website attracted 17,470 unique visits.

A record number of people volunteered at Brisbane Open House this year. 500 volunteers from the community assisted more than 500 staff and volunteers from the buildings to welcome and guide visitors.

Online research demonstrates the continuing growth potential of the event.

- > 50 per cent of respondents attended Brisbane Open House for the first time in 2013.
- > 32.5 per cent attended both days.
- > 96 per cent said they would recommend the event to family and friends.
- > 96 per cent said they were likely to attend the event again (in the future).

A RECORD NUMBER OF PEOPLE VOLUNTEERED AT BRISBANE OPEN HOUSE THIS YEAR.

Brisbane Open House is the result of a unique partnership between government, the corporate and community sectors. It was founded by the Office of the Queensland Government Architect in the Department of Housing and Public Works, the Brisbane Development Association and the National Trust of Queensland.

Brisbane Open House was organised by a volunteer Management Committee including:

- > Robert Allan, Director, Three Plus
- > Stewart Armstrong, Executive Officer, National Trust of Queensland
- > Mary Burns, Manager Research and Strategic Projects, Department of Environment and Heritage Protection
- > Cathryn Chatburn, Practice Director, AECOM
- > Mark Doonar, Executive Director, Brisbane Development Association
- > Fiona Gardiner, Director, Heritage, Department of Environment and Heritage Protection
- > Ben Lyons, Principal, Cardno HRP
- > Stuart Macnaughton, Partner, McCullough Robertson

- > Linda Martin, Manager, Business Communication, Department of Housing and Public Works
- > Kim Mayberry, Urban Planner, Brisbane City Council (Urban Renewal Brisbane)
- > Malcolm Middleton OAM LFRAIA, Queensland Government Architect
- > Susan Playford, Managing Director, pdt architects

The committee contracted Ann Rainbow to manage the event. Ann Rainbow was assisted by Belinda Gregory (part-time event assistant and volunteer).

In 2013, Brisbane Open House continued to engage and connect the public with their city, its architecture and the people and organisations whose passions and work the city supports. The event provided the public with the opportunity to discover the workings behind a diverse range of places within the city through free access and guided tours. By doing so it fostered an appreciation of good design and its contribution to the cultural and economic future of Brisbane.

The committee has commenced planning for Brisbane Open House 2014 and is working on a strategy to further grow and diversify the event.



1. INTRODUCTION 2. OBJECTIVES

Brisbane Open House aims to foster an appreciation for the built environment and an understanding of architecture and design and their role in both protecting our heritage and creating new places, which are vibrant and sustainable. It is the team's view that a well-informed and engaged public will better guide and protect the city's future.

To achieve this end, Brisbane Open House provided a free-of-charge event, which was accessible to all. The event enriched Brisbane residents and visitors' affinity with the city by encouraging them to explore and examine Brisbane's buildings and public spaces and engage with the diversity of organisations and functions which they support.

Brisbane Open House is inspired by the growing success of similar international events, which form Open House Worldwide. Open House Worldwide includes cities such as London, New York, Dublin and Melbourne. The cultural importance of these events continues to grow with an increasing amount of buildings and visitors coming on board each year thanks to strong business, government and community support. In its sixth year of operation, Open House Melbourne attracted more than 126,000 visits across 109 sites. Open House London this year celebrated its 21st anniversary and featured over 700 participating buildings and sites.

The Brisbane Open House event is run by a committee of professionals who have come together through the Brisbane Development Association, the Office of the Queensland Government Architect and the National Trust of Queensland.

Following the runaway success of this year's event, planning is underway for Brisbane Open House 2014, including an assessment of the event's organisational and committee structures.

Event objective for 2013	Outcome
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 urban spaces that occur between our buildings and the role played by design in their creation.	✓
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.	✓
Expand upon the 2012 event and achieve a participation target of over 50,000 visits.	✓
Expand upon the 2012 event by including new buildings and widening the geographical area of the event.	✓
Expand the event program to appeal to wide-ranging audiences.	
Continue to refine and develop Brisbane Open House as a sustainable annual event similar to that of London, New York and Melbourne Open Houses.	✓
Encourage the public to consider the built environment and explore its character through a photography competition.	✓
Meet Queensland Government priorities.	✓

BRISBANE OPEN HOUSE
AIMS TO FOSTER
AN APPRECIATION
FOR THE BUILT
ENVIRONMENT AND
AN UNDERSTANDING
OF ARCHITECTURE
AND DESIGN

3. HIGHLIGHTS

IN ADDITION TO THE 71 BUILDINGS OPEN OVER THE WEEKEND, BRISBANE OPEN HOUSE COORDINATED THE INFORMATION HUB AT KING GEORGE SQUARE.

BRISBANE OPEN HOUSE 2013 LAUNCH

Brisbane Open House was officially launched at QUT's spectacular new Science and Engineering Centre on Thursday 5 September.

Almost 300 media and special guests were invited to attend and enjoy a guided tour of the QUT Science and Engineering Centre, a new addition to the program, immediately following the launch. Spaces explored included the cube, one of the world's largest digital interactive learning and display spaces soaring across two storeys of the Science and Engineering Centre.

Queensland Governor Ms Penelope Wensley AC officially launched the event and the Honourable Tim Mander MP, Minister for Housing and Public Works, the Honourable Andrew Powell MP, Minister for Environment and Heritage Protection, Deputy Mayor, Cr Adrian Schinner, and Brisbane Open House Ambassador Darren Lockyer also attended and participated in the official proceedings.

BRISBANE OPEN HOUSE VIP TOUR

On Saturday 12 October, Brisbane's oldest Catholic Church, the tiny St Stephen's Chapel in Brisbane's CBD, hosted the Brisbane Open House VIP Tour, officially kick-starting the fourth annual event.

The Dean of the Cathedral, The Very Reverend David Pascoe, welcome Brisbane Open House VIPs and ambassador Darren Lockyer to the chapel.

Guests enjoyed learning more about the Chapel's development. Design and history from Dr Barbara Reynolds-Hutchinson, the Guide Educator for the Cathedral of St Stephen Welcomers.

BRISBANE OPEN HOUSE INFORMATION HUB

In addition to the 71 buildings open over the weekend, Brisbane Open House coordinated the Information Hub at King George Square. The Hub featured a range of special displays and activities including:

SATURDAY 12 OCTOBER

- > Department of Environment and Heritage Protection Newstead House "Dig"
Budding archaeologists were invited to visit the Newstead House display and try their luck

at digging for artefacts from the past. The dig was open from 9am to 2pm.

- > Yelp Lounge - The local Yelp Team were on hand to offer light relief and a place to sit, information and give-aways.
- > Dulux Dog Visit - The ever-popular Dulux Dog returned to meet and greet visitors.
- > Brisbane City Council City Centre Master Plan Display
- > Speaker Series (more below)

SUNDAY 13 OCTOBER

- > Radio 4BC Live Outside Broadcast - Presenter Chris Adams and the Big Backyard Team enjoyed chatting with several people during the morning and discussing Brisbane Open House event/building highlights.

SPEAKER SERIES PRESENTED BY THE BRISBANE DEVELOPMENT ASSOCIATION

Residents and visitors enjoyed hearing from some of the city's most passionate Brisbanites and design professionals at the free Brisbane Open House Speaker Series presented by the Brisbane Development Association (BDA) at King George Square, from 3.30pm on Saturday 12 October 2013. Speakers included:

- 3.35pm** Cr Amanda Cooper, Councillor for Bracken Ridge and Chair Neighbourhood Planning and Development Assessment
The City Centre Master Plan
- 3.55pm** BDA Young Patrons
Three City Changing Initiatives: Activate. Grow. Connect.
- 4.15pm** Brooke Williams (President at U.R{BNE} and urban designer) and Amy Grey (Communications Manager at U.R{BNE} and urban designer)
U.R{BNE} Festival: You are your city, create your city!
- 4.35pm** Luke Pendergast, Architect at Conrad Gargett Riddel and Dulux Study Tour Award Winner (Qld)
A global perspective of trends and challenges in creating Architecture in Brisbane



- 4.55pm** Dr Ben Guy
Seeing your city change before your eyes – the new 3d urbanism
- 5.15pm** James Russell, James Russell Architect
Architecture and the elements – earth, water, air and fire
- 5.35pm** Malcolm Middleton OAM, Queensland Government Architect
What makes your city great?

ART IN DESIGN EXHIBITION

The inaugural Art in Design Exhibition provided a rare insight into the personal observations and artistic skills behind the day-to-day practice of 11 leading local design professionals. All exhibiting artists were practitioners of architecture, landscape architecture or urban design.

The exhibition showcased a variety of media to capture and interpret the urban settings and meaning of the city through images that have significance for each artist.

The exhibition was housed at the Australian Institute of Architects Queensland Chapter office at South Brisbane over several days.

CHILDREN'S PROGRAM AND ACTIVITIES

Brisbane Open House 2013 featured the second annual free Children's Program supported by Shingle Inn.

Full of fun and engaging activities for kids of all ages, the program included a free activity book featuring contributions by some of Brisbane's leading architects, landscape architects and urban designers. Contributors to the children's booklet included: AECOM Design & Planning, Arkhefield, Cox Rayner Architects, HASSELL, Landscapology, Lat 27 and pdt architects.

A range of free activities were also offered at various buildings over the weekend.

AUSTRALIAN INSTITUTE OF ARCHITECTS

While mum and dad were busy chatting to an architect from Archicentre, kids were invited to build their own Lego architectural masterpiece.

GRIFFITH FILM SCHOOL

Kids enjoyed participating in a workshop and learning how to make their very own flip book.

QUEENSLAND MUSEUM & SCIENCENTRE

Families were encouraged to explore the whole Queensland Museum & Sciencentre at South Bank.

QUEENSLAND MARITIME MUSEUM

Children were invited to check out amazing spaces, vessels, and exhibitions at the Maritime Museum including the Royal Australian Navy frigate, the Diamantina, and the South Brisbane Dry Dock.

HASSELL STUDIO

At HASSELL studio young people participated in a giant game of 3D snakes and ladders in the internal courtyard. They could plant a seedling in the greenwall, play musical 'designer' chairs, build a structure out of lego, and create a neighbourhood string art installation.

ROMA STREET FIRE STATION

Kids loved jumping onboard a fire truck and meeting the crew at Queensland's busiest station.

SHINGLE INN CITY HALL RESTAURANT

The first 250 children to visit Shingle Inn City Hall Restaurant on Saturday 12 and Sunday 13 October each received a special edition Brisbane Open House cupcake for free.

STATE LIBRARY OF QUEENSLAND

Families were encouraged to drop in and enjoy 'The Corner' – a special space for children 8 years and under which features a range of activities and exhibitions.

DEPARTMENT OF ENVIRONMENT AND HERITAGE PROTECTION

Budding archaeologists were invited to visit the Newstead House display at the Brisbane Open House Information Hub at King George Square and try their luck digging for artefacts from the past.

FOCUS ON ARCHITECTURE PHOTOGRAPHY COMPETITION AND INSTAGRAM COMPETITION

More than 350 people submitted 2,000+ images across the four categories in the 2013 Focus on Architecture Photography Competition. Supported by McCullough Robertson Lawyers, the competition attracted a high calibre of work with many of the entries superbly showcasing Brisbane and capturing the essence of the event.

MARYBOROUGH OPEN HOUSE

The second Open house event in Maryborough took place on Saturday 26 October. Achieving more than 10,000 visits across 26 buildings, the event offered a range of additional activities including guided tours and an archaeological dig at Old Maryborough Town.



TOOWOOMBA OPEN HOUSE

The inaugural Toowoomba Open House was staged on Sunday 6 October (the weekend before Brisbane Open House). Coordinated by a local committee with support from Brisbane Open House, the event achieved almost 3,000 visits across 17 buildings. Planning has commenced for the 2014 event.

4. MARKETING COMMUNICATION ACTIVITIES

2013 SAW THE EVOLUTION OF THE BRISBANE OPEN HOUSE BRAND.

The 2013 Marketing Communication program successfully grew brand awareness and ensured all event objectives were achieved and/or exceeded. Key objectives included:

- > redeveloping the Brisbane Open House brand and all associated collateral
- > growing Brisbane Open House's presence online
- > encouraging all stakeholders, particularly building owners and managers, to communicate their involvement in the event to their existing target audiences/networks
- > fostering partnerships with media.

BRISBANE OPEN HOUSE BRAND AND COLLATERAL

2013 saw the evolution of the Brisbane Open House brand. The brand and all associated materials including the guide book and website were re-designed to enhance the user experience. The new, simplified brandmark retained a strong visual presence, vivid orange colour and clean graphics to reflect Brisbane as a tropical city. JSA Creative consistently applied the new Brisbane Open House brand across all collateral and documentation creating a strong presence and identity.

Collateral images are included in the appendices and include:

Collateral	Distribution
Billboard	Three billboards at high traffic locations in Brisbane
Large format flag banners	Large freestanding signs branded in BOH colours to clearly identify BOH events, buildings and hubs on the day
Poster / DL brochure	Poster 1-side and brochure other side. Folded to DL brochure. Distributed around cafes, libraries and businesses in the CBD, Fortitude Valley and South Bank
Postcard x 2	BOH postcard distributed at Queensland Day celebrations at Government House in June 2013, participating buildings and at high traffic locations
Poster	A2 poster distributed to participating buildings and at high traffic locations
BOH advertisement	Full-page advertisement featured in Australia's premier architectural magazine, Architecture Australia
BOH 2013 book/program with map	4,500 copies produced. For sale for \$5 each in the month leading up to the event and on the weekend. 2000+ sold and approximately 1500 given away to volunteers, buildings and sponsors and supporters.
BOH 2013 Children's Program (book) and stickers	2,000 copies produced. Free interactive, educational and fun activity book. Given away to children at each building and the Information Hub and over the weekend
Badges	Worn to identify BOH volunteers
Lanyards	Worn to identify BOH volunteers
BOH calico bag	Worn to identify BOH volunteers
BOH hat	Worn to identify BOH volunteers

WEBSITE

The website was re-designed by JSA Creative to be a highly engaging, visual and informative tool. It featured event news, building details, ballot and booking details, volunteer information, photographic competition details and sponsors' details.

New visits jumped by 63 per cent. In one month (from 29 September to 29 October 2013), the revamped website attracted 35,258 visits and 309,012 page visits. On Friday 11, Saturday 12 and Sunday 13 October alone, the website attracted 17,470 unique visits.

On average, visitors spent almost 6 minutes on the site showing a strong interest in the information available.

E-NEWSLETTERS

The Brisbane Open House database grew by 60 per cent, jumping to 6,229 subscribers. 10 e-newsletters were distributed. Topics included:

- > website re-launch
- > buildings announced
- > ballot Opens

- > what's on - including the Art in Design Exhibition, Photography Competitions, Children's Program and Speaker series
- > sponsor messaging
- > suggested itineraries.

ADVERTISING

Brisbane Open House received a small, yet significant number of advertising/promotional opportunities to raise awareness of the event/weekend. Highlights included:

- > full-page advertisement in Australia's premier architectural magazine, Architecture Australia
- > leader-board banner advertisement on ArchitectureAU.com.au
- > full-page advertisement in the Queensland History Association's magazine
- > article and image featured in the Brisbane City Council resident newsletter - Living in Brisbane.



5. MEDIA

THE ONLINE POST EVENT SURVEY IDENTIFIED THAT ALMOST 30 PER CENT OF RESPONDENTS HEARD ABOUT THE EVENT THROUGH TRADITIONAL OR SOCIAL MEDIA

Three Plus continued to support Brisbane Open House through planning and delivering a media relations campaign to build community awareness for the weekend and the many buildings and activities featured in the program. Brisbane's major media outlets across all platforms were provided media releases and interesting facts and stories behind the showcased buildings. Specific stories were pitched to media that related to their circulation and demographic, which resulted in strong coverage reaching a broad audience.

The following goals underpinned the implementation of the media relations strategy:

- > Promote the 'Open House' concept and how it relates to Brisbane.
- > Build on existing community awareness of the event from previous three years.
- > Promote an extensive program with diverse buildings and encourage participation/appreciation.
- > Achieve significantly higher visitor numbers from previous years.
- > Cement a place in Brisbane's annual events calendar and build anticipation for 2014.

Brisbane Open House maximised the effectiveness of its media relations campaign by providing relevant spokespeople to the media as required. The key spokespeople for the BOH program were:

- > Malcolm Middleton, Queensland Government Architect
- > Michelle Lee, President, Brisbane Development Association

Patron of the event, Her Excellency Ms Penelope Wensley AC, Governor of Queensland provided an extraordinary and motivational keynote speech at the event's launch. Ambassador, Darren Lockyer also continued to support the event by attending key activities and providing interviews to media (as appropriate).

Given the nature of the event, the media targets were wide and varied. Choices were made based on the ability of the outlet, program or medium to reach a wide audience and effectively communicate key facts and information.

The online post event survey identified that almost 30 per cent of respondents heard about the event through traditional or social media.

MEDIA PARTNERS

Brisbane Open House continued its successful partnership with Architecture Media. It also established media partnerships with ABC Brisbane Television and Radio 4BC. Both ABC and 4BC provided live outside broadcasts and community service announcements and/or advertising. ABC also opened its South Bank-based building on Saturday 12 October.

MEDIA RESULTS

In its fourth year, Brisbane Open House continued to secure strong interest from mainstream, specialised and industry media.

A total of 112 mentions were recorded in the lead up to the event and over the weekend in print, television, radio and online. (NOTE: BOH did not engage a paid media monitoring service so some media coverage may have been missed).

Media highlights included:

- > ABC Outside Broadcast of full news program on Friday 11 October from the Queensland Performing Arts Centre
- > ABC weather broadcast back-stage at the Queensland Performing Arts Centre on Friday 11 October
- > ABC news feature on Saturday 12 October
- > 7.30pm Stateline feature on the three modernist homes on Friday 11 October
- > The Project State "Whip-around" live from Boggo Road Gaol
- > Channel 9 news feature including interview and walk-around with the Honourable Tim Mander MP and featuring several buildings
- > Channel 9 news feature on Saturday 12 October
- > Channel 7 Great South-East feature
- > Channel 7 news feature on Saturday 12 October
- > ABC 612AM Breakfast Interview with Spencer Howson
- > ABC 612AM Drive daily live interviews and stories from different buildings (one each day in the week before the Brisbane Open House weekend)
- > ABC 612AM Mornings interview
- > Radio 4BC interviews across several programs and days
- > 4KQ radio interview

- > The Courier-Mail featured Brisbane Open House stories across several editions including Friday 11, Saturday 12 and Sunday 13 October.
- > Sunday-Mail U on Sunday feature on the Art in Design Exhibition
- > QWeekend features on two modernist homes over two editions of the magazine
- > Weekend Edition social coverage and image gallery for the Art in Design Exhibition Opening
- > Brisbane News magazine feature, editor's letter and "House" profile
- > Bmag Top 5 Buildings feature
- > Quest Newspapers - stories across several suburban newspapers
- > Brisbanetimes.com.au Brisbane Open House feature and image gallery
- > News.com.au national property feature
- > MX feature and image focusing on the Old Museum
- > Brisbane's Child story
- > Style magazine story
- > Map magazine "What's On"

Please see appendices for the detailed list of media coverage.

SOCIAL MEDIA

Brisbane Open House's online presence was expanded across several platforms including Facebook, Instagram, Twitter and Pinterest. A small team of volunteers worked closely with the Brisbane Open House organiser to grow awareness about the event online and actively engage and communicate with bloggers and target audiences.

Social media highlights included:

- > Facebook likes increased by more than 100 per cent.
- > A Facebook "referral" competition (via offerpop) was created, with five lucky entrants receiving a double VIP Pass and one lucky entrant also receiving a Brisbane Open House supporter pack.
- > An Instagram profile was established and attracted 430 followers.
- > An Instagram competition was staged (#unlockbrisbane). This competition asked entrants to upload a photo of a building they would like to "unlock". Many great images were uploaded with the winning entrant receiving a night for two at the Treasury Hotel & Casino (including breakfast).
- > Brisbane Open House trended on Twitter on

Saturday 12 October and followers jumped to 435.

- > A Brisbane Open House Pinterest profile was established this year.

WEBSITES / BLOGS

Following is a list of websites/blogs which also profiled BOH:

www.architectureau.com/articles/brisbane-open-house/

www.conradgargett.com.au/brisbane-open-house/

www.skyscrapercity.com

www.visitsouthbank.com.au/events/brisbane-open-house

my247.com.au/brisbane/...on/Brisbane-Open-House.247822

britishexpats.com/forum/showthread.php?t=768619

www.au.timeout.com/brisbane/aroundtown/events/1875/brisbane-open-house

brisbanecityrealestate.com.au/2012/09/brisbane-open-house-saturday-6-october-2012/

www.weekendnotes.com/brisbane-open-house/32362/

www.mmb.org.au/event/brisbane-open-house

www.mustdobrisbane.com/box_entry/open_house_day.asp

www.wgarden.com.au/105/whats-on

www.flightcentre.com.au/world-travel/australia/brisbane-region/brisbane-open-house-9167666

www.propertyoz.com.au/Article/NewsDetail.aspx?p=16&id=6511

www.everysecondday.blogspot.com.au/2012/10/brisbane-open-house-this-weekend.html#1/2012/10/brisbane-open-house-this-weekend.html

www.queenslandfreemasons.com/brisbane-open-house-positive-success/

www.brisbanekids.com.au/event/brisbane-open-house/

www.qpac.com.au/event/Brisbane_Open_House_2013.aspxwww.abc.net.au/local/stories/2013/09/20/3853442.htm

www.uq.edu.au/news/?article=26772

www.walkamongthehomes.com.au/brisbane-open-house-weekend

www.archicentre.com.au

www.4bc.com.au/openhouse2013

www.hpw.qld.gov.au/construction/ArchitecturalAdvice/Pages/BNEOpenHouse.aspx

www.yelp.com.au/events/brisbane-brisbane-open-house-saturday-12-and-sunday-13-october-2013

6. BUILDINGS

THE PARTICIPATING BUILDINGS WERE SELECTED FOR THEIR CAPACITY TO ENGAGE THE PUBLIC AND PRESENT A STORY OF RESPONSIVE DESIGN, INNOVATION AND INGENUITY.

The 2013 Brisbane Open House program featured 71 buildings across six precincts. The 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, describing the growth and history of Brisbane, or contemporary, telling of the story of the city's current qualities and aspirations for the future.

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 or working and living in the city)

Many buildings offered ongoing rolling tours throughout the day/s with informed volunteers/ staff and/or architects acting as tour guides.

Popular buildings included Brisbane City Hall, ABC Brisbane Centre, St Stephen's Cathedral and Chapel, Queensland Performing Arts Centre, Roma Street Fire Station, Parliament House and Old Government House.

It is noteworthy that many of the buildings are open to the public for other events or tours throughout the year but significantly exceeded their anticipated visitor numbers over the Brisbane Open House weekend. In fact some exceeded the number of visitors that they would receive in a year! One of the clear benefits of BOH is therefore the attraction of the event to provide a significant choice and range of places on the day and entice visitors with a range of attractions which one site alone cannot provide.

Almost 1,500 visitors poured through the doors of architecture and design studios and workplaces highlighting the strong interest Brisbane residents and visitors have in the profession and process of design.



BUILDING VISITS

Building	Visits
CITY CENTRAL	
Albert Street Uniting Church	825
All Saints' Church, Wickham Terrace	343
Brisbane Arcade	415
Brisbane City Hall	5049
Brisbane Polo Club - Naldham House	620
Brisbane Square	597
City Tabernacle Baptist Church	657
Customs House	928
Craigston	72
Lutheran Church of St Andrew the Apostle	200
MacArthur Museum	862
Masonic Memorial Temple	1387
Mercy Heritage Centre	623
National Australia Bank	837
One One One Eagle Street	150
Riverside Centre	150
Shingle Inn City Hall	665
St Andrew's Uniting Church	1334
St John's Cathedral	430
St Stephen's Cathedral	3270
St Stephen's Chapel	996
Tara House - Irish Club	97
Tattersall's Club	240
Wesley House IV	279
Windmill Tower	1671

CITY EAST	
Commissariat Store Museum	940
Old Government House	947
Parliament House	1368
QUT Science and Engineering Centre	910
Treasury Casino & Hotel	548
CITY WEST	
Conrad Gargett Riddel Architecture	200
Kurilpa Bridge	42
m3architecture	134
Roma Street Fire Station	1285
Santos Place	1285
Queen Elizabeth II Courts of Law	642
SOUTH BANK	
ABC Brisbane Centre	2,800
Australian Institute of Architects	203
Griffith Film School	155
Queensland Maritime Museum	793
Queensland Museum and Sciencecentre	60
Queensland Performing Arts Centre	2434
St Andrew's Anglican Church	260
State Library of Queensland	126
NORTH	
AECOM - North Tower HQ	122
Alan Bartels Solicitors (Former West's Showroom)	88
Brookes Street Home and Office	196
BVN Donovan Hill Studio	282
HASSELL Studio	238
Holy Trinity Church	125
Old Museum Brisbane	250
QIMR Berghofer Medical Research Institute	219
St Paul's Presbyterian Church	123
Spring Hill Baths	116
Tonic Architecture + Espresso + Bar	180

ALMOST 1,500 VISITORS POURED THROUGH THE DOORS OF ARCHITECTURE AND DESIGN STUDIOS AND WORKPLACES HIGHLIGHTING THE STRONG INTEREST BRISBANE RESIDENTS AND VISITORS HAVE IN THE PROFESSION AND PROCESS OF DESIGN.

SUBURBS	
Boggo Road Gaol	1295
Chater Street Residence	234
Diamantina Health Care Museum	77
Ecosciences Precinct	875
Eisenmenger House	224
Howard Smith Wharves	330
Jacobi House	136
Newstead House	628
Oxlade Drive House	157
St Mary's Anglican Church	103
Translational Research Institute	666
UQ - Advanced Engineering Building	427
UQ - Global Change Institute	379
UQ - The Great Court	126
UQ - James and Mary Emelia Mayne Centre - Art Museum	111
UQ - Michie Building - Anthropology and RD Milns Antiquities Museums	88
TOURS AND OTHER ACTIVITIES	
BOH Hub at King George Square	6190
Speaker Series	90
VIP Tour	65
BOH Volunteers	500
Art in Design	280
Speakers Parliament Function	60
Launch	180
Other Building Volunteers	500
GRAND TOTAL	
	52414

BUILDING BALLOT AND BOOKINGS

In 2013, 14 of the 71 participating buildings required bookings.

Pre-bookings for these buildings were necessary as the sites are either small and have restrictions on the amount of people that can fit in the space at one time or have limited tour capacity.

Nine buildings participated in the Brisbane Open House ballot. All buildings were over subscribed with almost 4,000 people wishing to secure a spot on a tour.

Five buildings took their own phone or online bookings for tours or special activities.

Building	Number of requests	Number of places available*
Chater Street Residence and Eisenmenger House	457	240 each
Craigston	405	48
Jacobi House	222	140
One One One Eagle Street	624	175
Oxlade Drive House	467	105
Riverside Centre	319	150
Translational Research Institute (Wet and Dry Laboratory Experiences)	324	192
Windmill Tower (upstairs only)	780	276

(*Note: Most buildings accepted additional numbers)

SUGGESTED ITINERARIES

A number of suggested itineraries were developed and promoted to showcase the diversity of participating buildings and help guide visitors who may be interested in particular themes.

Almost 23 per cent of attendees said the suggested itineraries helped influence the buildings they visited over the weekend.



St Andrews Uniting Church © State of Queensland // Caitlin Nayanar

PLACES OF WORSHIP

Marvel at the architectural variation between these religious buildings.

- Albert Street Uniting Church
- All Saints' Church
- City Tabernacle Baptist Church
- Holy Trinity Church, Hall and Rectory
- Lutheran Church of St Andrew the Apostle
- Mercy Heritage Centre - All Hallows' Chapel
- St Andrew's Anglican Church
- St Andrew's Uniting Church
- St John's Cathedral
- St Mary's Anglican Church
- St Paul's Presbyterian Church and Sabbath Hall
- St Stephen's Cathedral
- St Stephen's Chapel



Santos Place // © Oliver Kuo

GREEN BUILDINGS

Tour some of the most efficient and environmentally friendly buildings in Brisbane.

- ABC Brisbane Centre
- AECOM - North Tower HQ
- Conrad Gargett Riddel Architecture
- Ecosciences Precinct
- HASSELL Studio
- Kurilpa Bridge
- One One One Eagle Street
- Queen Elizabeth II Courts of Law
- QUT Science and w Engineering Centre
- Riverside Centre
- Santos Place
- UQ - Advanced Engineering Building
- UQ - Global Change Institute
- Wesley House IV



Old Government House // © Sonja de Sterke

HERITAGE JEWELS

Soak up Brisbane's past by visiting wonderful historic buildings that have been instrumental in shaping the city we see today.

- Boggo Road Gaol
- Brisbane Arcade
- Brisbane City Hall
- Brisbane Polo Club - Naldham House
- Commissariat Store Museum
- Customs House
- Diamantina Health Care Museum
- Howard Smith Wharves
- MacArthur Museum
- Masonic Memorial Temple
- National Australia Bank
- Newstead House
- Old Government House
- Old Museum Brisbane
- Parliament House
- Queensland Maritime Museum
- Shingle Inn City Hall
- Spring Hill Baths
- Tara House - Irish Club
- Tattersall's Club
- Treasury Casino & Hotel
- UQ - Michie Building - Anthropology and RD Milns Antiquities Museums
- UQ - The Great Court
- Windmill Tower



Conrad Gargett Architecture Studio // © Christopher Frederick Jones

ABOVE IT ALL

Enjoy expansive views across Brisbane and beyond.

- 45. AECOM - North Tower HQ
- 6. Brisbane Square - Level 16
- 31. Conrad Gargett Riddel Architecture
- 15. One One One Eagle Street
- 36. Queen Elizabeth II Courts of Law
- 16. Riverside Centre
- 35. Santos Place
- 24. Wesley House IV



© HASSELL Warry Street Studio // Dianna Snape

CREATIVE WORKPLACES

Tour some of the most creative workspaces in Brisbane.

- 45. AECOM - North Tower HQ
- 46. Alan Bartels Solicitors (Former West's Showroom)
- 38. Australian Institute of Architects
- 48. BVN Donovan Hill Studio
- 31. Conrad Gargett Riddel Architecture
- 49. HASSELL Studio
- 33. m3architecture
- 55. Tonic Architecture + Espresso + Bar



Queensland Performing Arts Centre © State of Queensland // Matt Palmer

SPECIAL SPACES

Enjoy guided tours at some of Brisbane's most iconic buildings.

- 6. Brisbane Square - Brisbane Traffic Management Centre, Level 16 and Brisbane Square Library
- 39. Griffith Film School
- 41. Queensland Museum and Science Centre
- 42. Queensland Performing Arts Centre
- 34. Roma Street Fire Station
- 44. State Library of Queensland
- 70. UQ - James and Mary Emelia Mayne Centre, Art Museum



Ecosciences Precinct // © DMW Creative

TRANSPARENT LABS

Explore the wonderful world of science at these state-of-the-art centres.

- 59. Ecosciences Precinct
- 52. QIMR Berghofer Medical Research Institute
- 41. Queensland Museum and Science Centre
- 29. QUT Science and Engineering Centre
- 66. Translational Research Institute
- 67. UQ - Advanced Engineering Building
- 68. UQ - Global Change Institute



Eisenmenger House // © Chris Osborne

HOME SWEET HOME

Discover a beautiful and diverse range of living spaces.

- 47. Brookes Street Home and Office
- 57. Chater Street Residence
- 9. Craigston
- 60. Eisenmenger House
- 62. Jacobi House
- 64. Oxlade Drive House

7. VOLUNTEERS

Brisbane Open House relies on the involvement and enthusiasm of many volunteers - it's what makes the event so special!

A record number of people volunteered at Brisbane Open House this year. 500 volunteers from the community helped over the weekend, staffing buildings, managing queues, providing advice and directions, running tours, providing insights into the featured architecture and design, and selling the BOH program/book.

All volunteers were registered with the National Trust of Queensland and through this mechanism were provided the protection of the National Trust's volunteer cover. Brisbane Open House's volunteers were also supplemented by an estimated 500+ staff/volunteers of individual buildings, which had access to their own resources either through salaried workforce or through established volunteer networks.

The success of the event would certainly not have been possible without the expertise of many passionate building owners and members of the Architectural Institute of Australia. These individuals provided expert tour guides and illuminated the stories of the buildings and their design.

A RECORD NUMBER OF PEOPLE VOLUNTEERED AT BRISBANE OPEN HOUSE THIS YEAR.



8. VISITORS

More than 52,000 visits took place across the Brisbane Open House weekend and associated activities, exceeding the team's expectations. An on-line survey provided insights into the visitors and their participation over the weekend. Highlights include:

VISITOR PROFILE

- > The survey of attendees of Brisbane Open House found the majority were women (70.7 per cent) aged between 26 and 65 years old (84.7 per cent) with a reasonably consistent spread of age across this bracket.
- > Attendees tended to be highly educated, with 72.8 per cent holding a bachelor's degree or post graduate qualification.
- > Almost 50 per cent of respondents had not attended a previous Brisbane Open House event, demonstrating the potential for event growth.
- > 35 per cent of those surveyed had visited between 1 to 3 buildings. And 29.1 per cent had visited between 4-5 buildings.
- > 53.4 per cent visited Brisbane Open House on Saturday 12 October, 14.1 per cent visited on Sunday 13 October and 32.5 per cent visited over both days.
- > 24.9 per cent of respondents used public transport (bus or train) to travel to and around Brisbane Open House.
- > It seems visitors were highly active with almost 26 per cent attending the Speaker Series, 19.4 per cent visiting the Art in Design Exhibition, almost 50 per cent entering the Focus on Architecture Photography Competition and more than 8 per cent participating in all three activities.
- > Almost 40 per cent of survey respondents learnt about the event via the Brisbane Open House website or another website.
- > 50 per cent used the Brisbane Open House guide book to gain information over the weekend.

VISITOR SPENDING

- > 60.6 per cent of people purchased coffee, 23.2 per cent paid for transport, 63.3 per cent bought meals and 11.8 per cent went shopping on the event day, demonstrating the impact that BOH has on the local weekend economy.

VISITOR INFLUENCES

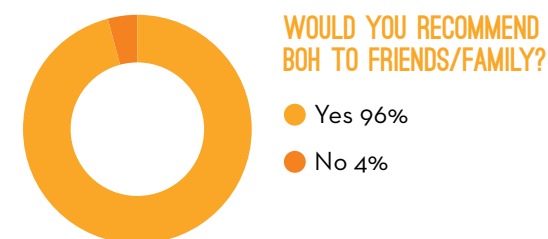
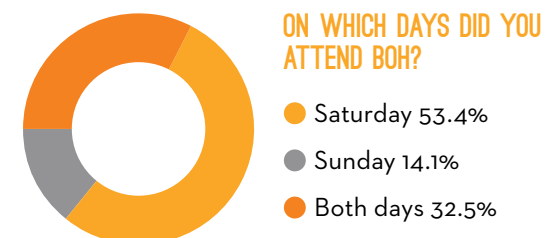
Visitors indicated the following factors influenced which buildings they decided to visit over the weekend:

- > Heritage - 82.1 per cent
- > Green buildings - 27.2 per cent
- > Modern design/architecture - 47.2 per cent
- > City views - 19 per cent
- > Brisbane Open House suggested itineraries - 22.6 per cent

VISITOR FEEDBACK

Feedback from BOH participants was extremely positive.

- > 95.5 per cent they would attend Brisbane Open House again.
- > 96 per cent of respondents said they would recommend Brisbane Open House event to family / friends.



VISITOR QUOTES

Following is a selection of feedback from visitors:

"Have had a lovely day today visiting a number of places and am in the midst of planning tomorrow. Congratulations on your 2013 guide... a more convenient size than last year and filled with very helpful information!"

"My family loved Brisbane Open House! This was our second one, and the only real problem is that we wanted to see ALL the buildings, and just didn't have the time. This year we spent an hour at the Griffith Film School - I very much enjoyed the film detailing the history of the building and the area. My children loved being able to have a little green-screen film made of them. We also enjoyed St Mary's on Kangaroo Point cliffs. We never imagined there was a church up there, and had fun eating sandwiches and devonshire teas there. It all added to the experience. Thankyou for all the work you all did, and a special thanks to all the enthusiastic volunteers that met us at each place. We hope the open house goes forever, so we get the chance to view every building!"

"Thanks for having open house... I hope to attend again next year."

"Thank-you. FANTASTIC event. Volunteers were terrific too. This year I managed to cross a few more buildings off my list. I'm not sure how many years it's going to take to get through all the fabulous buildings in Brisbane... And you keep adding more to BOH each year. It is not just the buildings, it's the little things you discover inside. This year it was the communion items used at Gallipoli, in an apse at St Andrews church. Looking forward to 2014."

"Our sincere thanks to the Brisbane Open House team for such a great concept and weekend. We ended up visiting three homes over the weekend and could not have been more impressed with the great architecture, generous owners and management of the open houses."

"Could we have more than one BOH weekend... maybe another early next year?"

"This was my first time to check out some buildings and I must say it was engaging and enthralling. All I ask is that you continue it every year as I would like to see more buildings (that I missed) next year. Who's ever idea it was for the "open house", well done, it is a great concept."

"Had an awesome day out in some of the open buildings today with the kids."

"Thank you BOH, building owners and volunteers. We've had an amazing weekend. This is our 4th year we look forward to next year's."

"So many buildings so little time. I look forward to next year."

"What an awesome two days. Thanks BOH and everyone involved, particularly the great volunteers who were helpful, friendly and knowledgeable, as always."

"Thanks BOH - a wonderful event. Such a treat to look around the Old Museum last night, remember going there when it was the Museum. The Lung Fish tanks are still there!"

"Can you please pass on my gratitude to the owners of Eisenmenger House, Chater Street Residence, and Jacobi House for opening their wonderful homes to the general public, and allowing us to photograph and learn about their unique and gorgeous houses. I've had such a great weekend, and the owners all had such interesting stories to tell, so a very big thank you to all of them for taking the time and effort to welcome us."

9. SPONSORS AND SUPPORTERS

In 2013, Brisbane Open House received generous cash sponsorship and/or in-kind support from the following organisations.



10. BRISBANE OPEN HOUSE MANAGEMENT COMMITTEE

Brisbane Open House was formed through a unique partnership between the Office of the Queensland Government Architect in the Department of Housing and Public Works, the Brisbane Development Association and the National Trust of Queensland.

Much of event's success is due to its capacity to leverage off the resources, skills and knowledge base of government, the corporate sector and a community organisation.

The management committee is made up of representatives of these three partners. The committee is chaired by the Office of the Queensland Government Architect and the Queensland Government is also represented by the Department of Housing and Public Works and the Department of Environment and Resource Management.

The committee contracted Ann Rainbow to manage the event. Ann Rainbow was assisted by Belinda Gregory (part-time event assistant and volunteer).

Brisbane Open House Management Committee includes:

- > Robert Allan, Director, Three Plus
- > Stewart Armstrong, Executive Officer, National Trust of Queensland
- > Mary Burns, Manager Research and Strategic Projects, Department of Environment and Heritage Protection
- > Cathryn Chatburn, Practice Director, AECOM
- > Mark Doonar, Executive Director, Brisbane Development Association
- > Fiona Gardiner, Director, Heritage, Department of Environment and Heritage Protection
- > Ben Lyons, Principal, Cardno HRP
- > Stuart Macnaughton, Partner, McCullough Robertson
- > Linda Martin, Manager, Business Communication, Department of Housing and Public Works
- > Kim Mayberry, Urban Planner, Brisbane City Council (Urban Renewal Brisbane)
- > Malcolm Middleton OAM LFRAIA, Queensland Government Architect
- > Susan Playford, Managing Director, pdt architects

MUCH OF EVENT'S SUCCESS IS DUE TO ITS CAPACITY TO LEVERAGE OFF THE RESOURCES, SKILLS AND KNOWLEDGE BASE OF GOVERNMENT, THE CORPORATE SECTOR AND A COMMUNITY ORGANISATION.



Several members of the Brisbane Open House Management Committee sporting the new cap for volunteers.

11. OPEN HOUSE WORLDWIDE

BRISBANE OPEN HOUSE IS PLEASED TO BE PART OF THE OPEN HOUSE WORLDWIDE FAMILY.

Open House was pioneered by Victoria Thornton OBE in London. It has become a high profile annual cultural event that raises awareness of the value of good design in cities across the world. Brisbane Open House is pleased to be part of the Open House Worldwide Family. This includes:

- > Adelaide, Australia, Open House Adelaide
- > Barcelona, Spain, 48H Open House BCN
- > Chicago, USA, Open House Chicago
- > Dublin, Ireland, Open House Dublin
- > Gdansk-Sopot-Gdynia, Poland, Open House Gdansk-Sopot-Gdynia
- > Galway, Ireland, Open House Galway
- > Helsinki, Finland, Open House Helsinki
- > Jerusalem, Open House Jerusalem
- > Limerick, Ireland, Open House Limerick
- > Lisbon, Portugal, Casa Alberta/ Open House Lisbon
- > London, England, Open House London
- > Melbourne, Australia, Open House Melbourne

- > New York, USA, Open House New York
- > Perth, Australia, Open House Perth
- > Rome, Italy, Open House Roma
- > Slovenia, Open House Slovenia
- > Tel Aviv, Houses From Within
- > Thessaloniki, Greece, Open House Thessaloniki



Guests enjoying the inaugural Brisbane Open House Art in Design Exhibition opening night party.

12. CONCLUSION

Attendance figures, visitor feedback and media coverage demonstrate that this year's Brisbane Open House was a success. Over the past four years there has been strong public interest in what is offered and significant growth year on year.

Brisbane Open House has quickly emerged as a major Brisbane event. It successfully connects the community with Brisbane's built environment and provides cross promotional opportunities for the participating organisations, building owners and design practices. It helps to increase revenue for Brisbane organisations and businesses and inspires industry professionals and the broader public to engage in discussion about Brisbane's built environment, including its past, current and future development.

BOH contributed to the strength, diversity, cultural development and competitive economy of Queensland by:

- > Fostering partnerships within government, community and private organisations to promote Brisbane.
- > Invigorating weekend business in the city and promoting Brisbane as an exciting weekend destination.
- > Showcasing our built environment and sharing with residents and visitors the value of heritage buildings as well as cutting edge design, architecture and engineering.
- > Placing Brisbane on the world stage by creating a major event that will grow to the scale of other Open House Worldwide events in, London, New York and Dublin.

This year, the Open House concept has continued to grow beyond Brisbane to Toowoomba (in addition to Maryborough), with other regional centres keen to stage local events in 2014 and beyond, sharing the benefits of this initiative across the state.

In 2014 and beyond, the Brisbane Open House team looks forward to growing and diversifying this great event and continuing to foster relationships with the ever-increasing group of supportive building owners and managers, sponsors and supporters, volunteers and friends.

IN 2014 AND BEYOND, THE BRISBANE OPEN HOUSE TEAM LOOKS FORWARD TO GROWING AND DIVERSIFYING THIS GREAT EVENT

APPENDIX 1

MEDIA CLIPPINGS



MEDIA CLIPPINGS

B MAG - OCTOBER 2013

5 OF THE BEST

Brisbane Open Houses

Compiled by Candice Jackson

BRISBANE OPEN HOUSES FROM 12 TO 13 OCTOBER (BROCKWOOD CITY MUSEUM) AND 14 OCTOBER (MUSEUM OF BRISBANE) AND PLACES TO VISIT IN THE CITY AND SUBURBS

WOPEN HOUSE
12 & 13 OCTOBER 2013

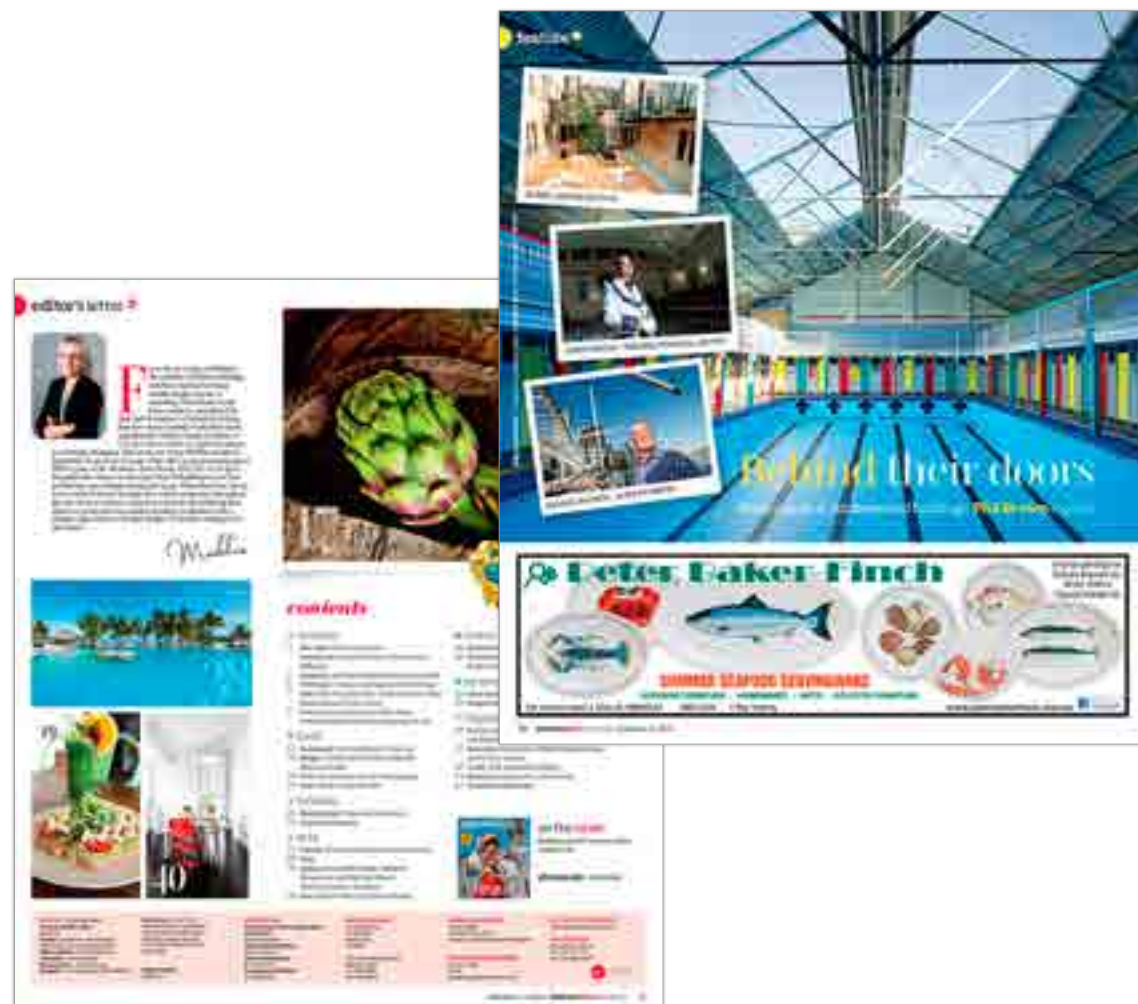
1 Windmill Tower
Step back in time to Brisbane's iconic past and take a tour through the Queensland's oldest building. Guided tours go all the way up the windy staircase to the observation deck where you can see Brisbane like you've never seen it before.
Where: 236 Wickham Terrace, Brisbane
When: Saturday 10am to 4pm
Self-guided access to the Ground Floor (no booking required)
Pre- booked guided tours of the upper levels every 20 minutes

2 Roma Street Fire Station
Don't you dare to get an insight into the life of a firefighter and the workings of an operational fire station. Tour the engine bay, dormitory, mess room and gymnasium of this modern turn-of-the-century fire station.
Where: 219 Upper Roma Street
When: Saturday 10am to 4pm
Guided tours every half hour

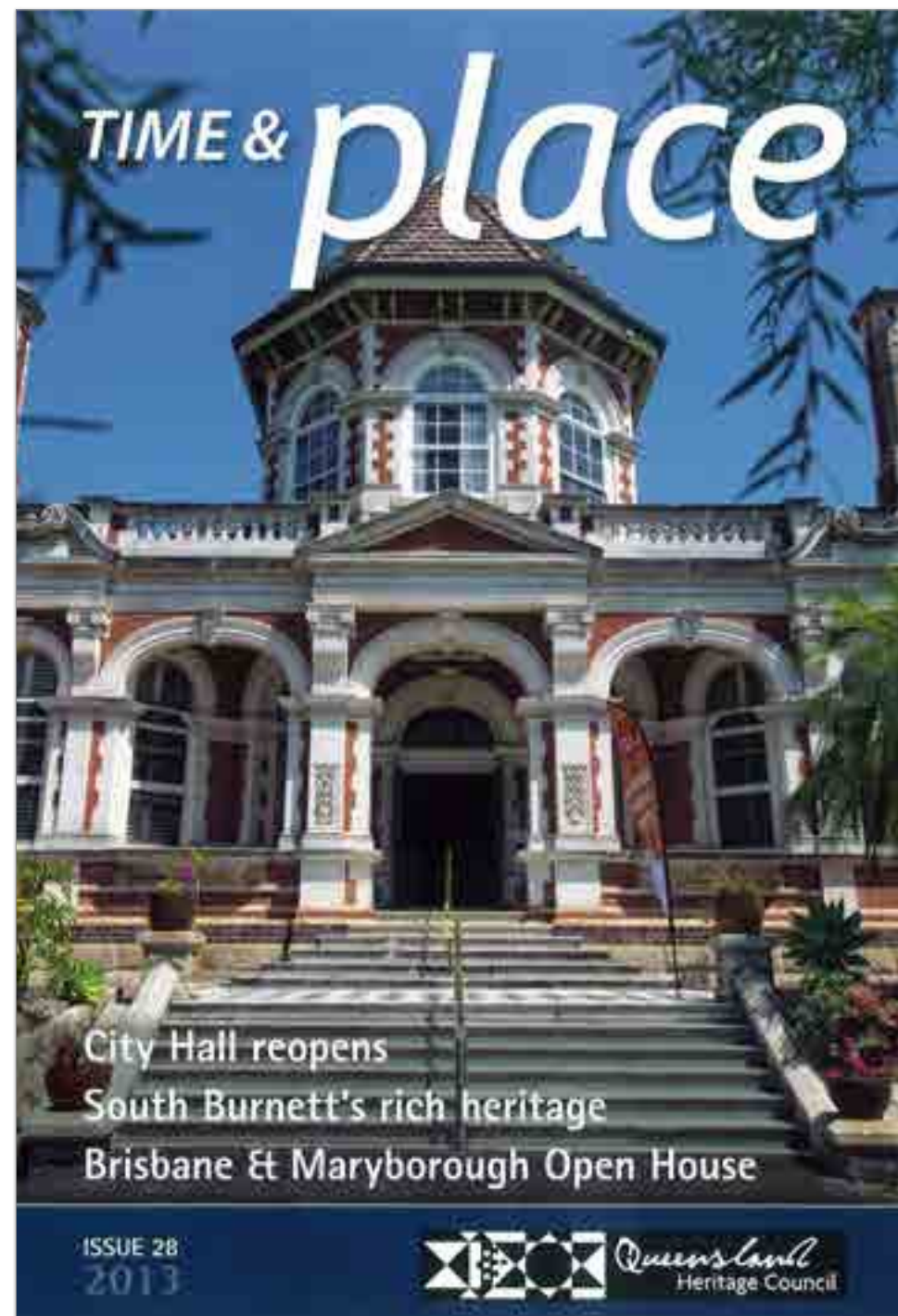
3 QIMR Berghofer Medical Research Institute
Enjoy guided tours of the state-of-the-art laboratories in this stunning architectural building. Engaging and informative talks will be held throughout the day about the institute's research into cancer, infectious diseases and mental health disorders. Children activities are also provided within their specially designed Education Laboratory.
Where: 300 Herston Road, Herston
When: Sunday 10am to 2pm, guided tours at quarter past each quarter in the hour

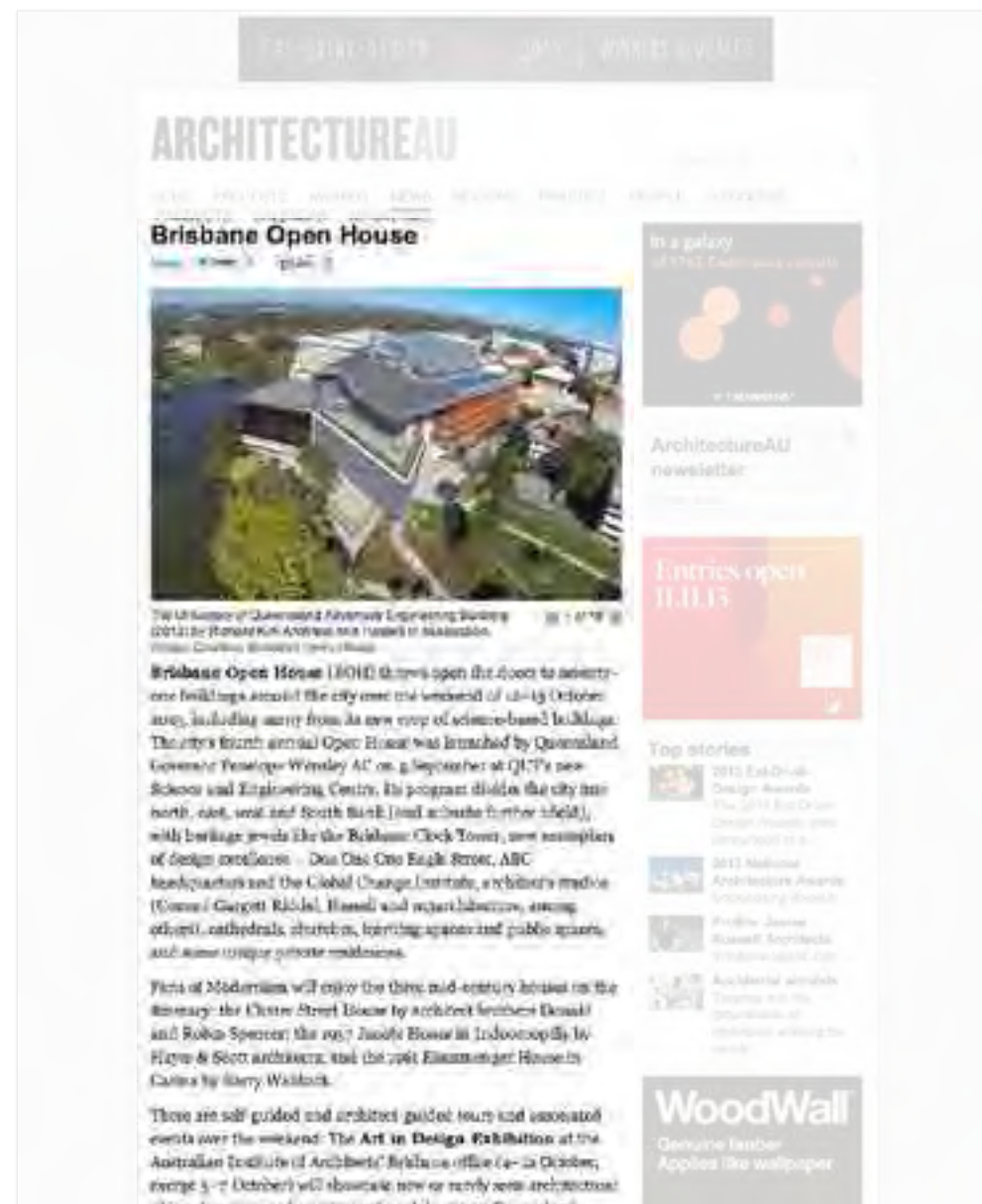
4 Bogga Road Gaol
With its imposing gothic tower and stark red brick walls, Bogga Road Gaol became a notorious for housing some of the state's most notorious inmates. Having opened in 1863, this is now Brisbane's oldest remaining gaol.
Where: 158 Annerley Road, Dalmeida Park
When: Sunday 10am to 4pm, guided tours every half hour

5 Hassell Studio
Constructed in the late 1880s, discover how this old brick factory has been transformed into a contemporary and energy-efficient design studio, while also incorporating the original brickwork and bakery oven into its modern design.
Where: 31 Werry Street, Fortitude Valley
When: Saturday 10am to 4pm, self-guided tours











CONRAD
GARGETT
RIDDEL

中文 News About Projects People Contact



Saturday 12 October Conrad Gargett Riddel will open its doors to the public as a part of Brisbane Open House; a free event that provides a rare opportunity to discover the hidden wealth of architecture and history in buildings and places around Brisbane. This year, Conrad Gargett Riddel is proud to see that 16 buildings we have designed, refurbished or provided conservation management for, are also part of the event. That is over one in five of all Brisbane Open House venues! A true reflection of the heritage of our practice and the significant buildings of Brisbane that we have helped to shape.

With an impressive list of 71 buildings, this year's Open House features the following projects we are proud to have been involved with both recently and historically during our 120 years of practice:

- 2. All Saints Church (Conservation Management Plan)
- 4. Brisbane City Hall (Conservation)
- 8. Customs House (Restoration and Adaptive Reuse)
- 9. Craigston Apartments (Original Architect)
- 12. Masonic Memorial Temple (Designed by L. L. Powell as a partner in the practice of Atkinson Powell and Conrad)
- 14. National Australia Bank (Restoration and Adaptive Reuse)
- 19. St John's Cathedral (Restoration and repair)
- 20. St Stephen's Cathedral (Architect of Francis Rush Centre)
- 22. Tara House – Irish Club (Alterations and refurbishment)
- 27. Old Government House (Restoration and Adaptive Reuse)
- 28. Parliament House (Restoration)
- 31. Conrad Gargett Riddel studio (Interior Architect)
- 46. Alan Bartels Solicitors (Former West's Showroom) (Restoration and Adaptive Reuse)
- 54. Spring Hill Baths (Conservation)
- 65. St Mary's Anglican Church (Conservation Management Plan)
- 69. UQ – The Great Court (Masterplan of rooftop expansion encircling Great Court – including Goddard rooftop currently under construction)

Conrad Gargett Riddel will host an interactive tour of our own design studio on Saturday 12 October from 9am – 4pm.

Check out our video of Conrad Gargett Riddel Open House 2012

For more information, visit <http://brisbaneopenhouse.com.au/>

[illegible]



'CROWDS QUEUE FOR BRISBANE'S OPEN HOUSE'
ABC 7PM TV NEWS QLD - 14.10.13



'HIP BRISBANE HOMES ARE OPEN HOUSE SUCCESS'
ABC 7.30 REPORT - 14.10.13



'STRING QUARTET SHARES ABC OPEN HOUSE EXPERIENCE'
ABC 7.30 REPORT - 11.10.13



'WINDMILL TOWER OPEN TO THE PUBLIC'
YAHOO! 7 NEWS - 12.10.13



'METRO WHIP-AROUND'
THE PROJECT - 11.10.13



APPENDIX 2

MEDIA COVERAGE



© David Warren, Brisbane Open House
Focus on Architecture Photography Competition,
Commendation - People Category

Media	Story/Outcome	Date
PRINT		
QWeekend (Saturday Courier Mail)	Feature - Chater Street, Carina - Spencer designed Mid-century home - Pages 30-31	28/09/2013
QWeekend (Saturday Courier Mail)	Feature - Jacobi House, Indooroopilly - Walduck designed Mid-century home - Pages 30-31	5/10/2013
Courier Mail	Story - Houses Open to Showcase Design - Page 40	06/10/2013
U on Sunday (Sunday Mail)	Story - All Angles Covered (Lanscapology Open House) - Page 30	06/10/2013
Brisbane News	Feature - Grand Designs: Behind Closed Doors - Page/s: Cover, 3, 10	2-8/10/2013
bMag	Story - 5 of the Best - Page 9	08/10/2013
South-West News	Fast Lane - Get Stars' Memorabilia (Fundraising stall at QPAC Open House) - Page 21	09/10/2013
Springfield News	Fast Lane - Get Stars' Memorabilia (Fundraising stall at QPAC Open House) - Page 21	09/10/2013
Westside News	Story - Historic Sites Open to Public: Take a Sticky Beak at Heritage Buildings (Indooroopilly, UQ) -Page 14	09/10/2013
City North News	Story - Open Wide, Come Inside: Explore a Slice of History (Newstead House) - Page 4	10/10/2013
MX	Ballet opens up to architectural wizardry (at Old Museum) and Brisbane's open invite - Pages 4-5	10/10/2013
CM2 (Courier Mail)	Cover - Hot House - Take a Tour Inside the Roma Street fire Station - Page 53 Story - Opening the Doors to Secret Worlds (Roma St Fire Station) - Page 55	11/10/2013
The Courier-Mail	Get unique view of our city's icons	12/10/2013
Sunday Mail	Story - City's heritage halls open doors to all (St Stephen's Chapel) - Page 34	13/10/2013
BROADCAST (TV)		
Great South-East - Channel 7	"What's On" mentions	29/9/2013 & 6/10/2013
News - Channel 9	News - Visiting Brisbane Open House buildings with Minister Mander MP	1/10/2013
The Project - Channel 10	Metro Whip-Around (Brisbane) at Boggo Road Gaol	11/10/2013
7:00 QLD News - ABC	News - Live broadcast from Queensland Performing Arts Centre	11/10/2013
Stateline - ABC	Feature - Hip Brisbane Homes are Open House Success Jason Rawlins takes tour of Brisbane's 20 th century modernist homes	11/10/2013
Stateline - ABC	News - String Quartet shares ABC Open House experience	11/10/2013
News - Channel 7	News - Windmill Tower Open to Public	12/10/2013
News - Channel 9	News - Brisbane Open House kicks off	12/10/2013
7pm News - ABC	News - Crowds queue for Brisbane Open House: Thousands have taken the chance to explore more than 70 buildings in Brisbane usually off-limits to the public	12/10/2013

Media	Story/Outcome	Date
BROADCAST (Radio)		
4BC	Breakfast Show - Interview with Malcolm Middleton	04/09/2013
4BC	Nights with Walter Williams - Interview with Malcolm Middleton	16/09/2013
4KQ	Breakfast Show - Interview with Amanda Baxter (Jacobi House)	19/09/2013
612ABC	Mornings - Interview with Malcolm Middleton	27/09/2013
96.5FM	Midday show - Interview with Ben Lyons (BDA)	03/10/2013
4BC	Kevin Adams - Interview with Malcolm Middleton	05/10/2013
612ABC	Drive Show - Daily Live Onsite Interviews at BOH Buildings	08/10/2013 09/10/2013 10/10/2013 11/10/2013
97.3FM	Mornings - Interview with Malcolm Middleton	11/10/2013
612ABC	Mornings - Interview with Ann Rainbow	11/10/2013
612ABC	Breakfast - Interviews with visitors at the ABC building	13/10/2013
4BC	Kevin Adams interview with Amalie Wright	12/10/13
4BC	Big Backyard Live Outside Broadcast at BOH Hub. Interview with Ann Rainbow	13/10/2013
ONLINE		
The Midtown	News - Brisbane Open House 2013 http://www.midtownapartmentsbrisbane.com.au/_blog/News/post/brisbane-open-house-2013/	07/08/2013
Walk Among the Homes	Blog - Brisbane Open House - coming soon! http://www.walkamongthehomes.com.au/brisbane-open-house-coming-soon	22/08/2013
Inspiring Australian	Blog - Volunteers Wanted for the 2013 Brisbane Open House event http://inspiringaustralia.wordpress.com/2013/09/02/volunteers-wanted-for-the-2013-brisbane-open-house-event/	02/09/2013
ArchitectureAU	News - Brisbane Open House http://architectureau.com/articles/brisbane-open-house-1/	05/09/2013
Get Regional	Queensland News - Open house to unlock Brisbane http://www.getregional.com.au/index.php/qld/item/3706-open-house-to-unlock-brisbane	05/09/2013
Queensland Government	Media Statement - Open House to unlock Brisbane http://statements.qld.gov.au/Statement/2013/9/5/open-house-to-unlock-brisbane	05/09/2013
Lanscapology	Blog - Visit Lanscapology at Brisbane Open House! http://www.lanscapology.com.au/visit-lanscapology-at-brisbane-open-house/	06/09/2013
The Manor	News - Brisbane Open House 2013 http://www.manorapartments.com.au/news/brisbane-open-house-2013	06/09/2013

Media	Story/Outcome	Date
ONLINE		
Inspiring Australian	News - Brisbane Open House Transparent Labs Program http://inspiringaustralia.wordpress.com/2013/09/09/brisbane-open-house-transparent-labs-program/	09/09/2013
Seniors Enquiry Line	Brisbane & West Moreton Events - Brisbane Open House. http://www.seniorsenquiryline.com.au/Events/BrisbaneWestMoreton/tabid/73/ModuleID/1137/ItemID/331/mctl/EventDetails/Default.aspx	11/09/2013
RACQ Road Ahead	Events - Brisbane Open House http://roadahead.com.au/news/events/brisbane-open-house/	13/09/2013
Weekend Notes	Event - Brisbane Open House 2013 http://www.weekendnotes.com/brisbane-open-house/	17/09/2013
Architect's Corner	Blog - Brisbane Open House http://architectscorner.info/2013/09/24/brisbane-open-house-2013/	24/09/2013
Desire to Inspire	Blog - Brisbane Open House 2013 http://www.desiretoinspire.net/blog/2013/9/24/brisbane-open-house-2013.html	24/09/2013
Style Tribe	News - What the Mad Men came home to: Enter the Draw for Brisbane's Open House (mid-century modernist homes) http://www.styletribeonline.com/2013/09/mad-men-came-home-enter-draw-brisbanes-open-house/	24/09/2013
Fulton Architects	News - Brisbane Open House 2013 (Wesley House and Albert Street Uniting Church) http://fultontrotter.com.au/news/brisbane-open-house-2013	26/09/2013
Fun and VJs	Blog - Brisbane Open House http://funandvjs.blogspot.com.au/2013/09/brisbane-open-house-2013.html	26/09/2013
John Ellway	Blog - Brisbane Open House 2013 Picks http://www.jellway.com/blog/architecture/boh-2013/	26/09/2013
Courier Mail Online	Real Estate News- Retro homes on show for Brisbane Open House property event http://www.news.com.au/realestate/news/retro-homes-on-show-for-brisbane-open-house-property-event/story-fndbalka-1226730161423	30/09/2013
Architectural Product News	News - Brisbane Open House http://productnews.com.au/issue/october2013/product/083	October 2013
Around You	What's On - Brisbane Open House http://www.aroundyou.com.au/whats-on/events/brisbane-open-house	October 2013
Brisbane- Australia	Events - Brisbane Open House http://www.brisbane-australia.com/events/view/brisbane-open-house#.UoQNnr5_oo	1/10/2013
Concrete Playground	Event - Brisbane Open House http://brisbane.concreteplayground.com.au/event/155039/brisbane-open-house.htm	October 2013
Conrad Gargett Riddell	Conrad Gargett Riddell will open its doors to the public as a part of Brisbane Open House http://www.conradgargett.com.au/brisbane-open-house-saturday-12-october/	October 2013

Media	Story/Outcome	Date
ONLINE		
Events United	Events - Brisbane Open House http://www.eventsunited.com.au/all-events/brisbane-open-house.aspx	October 2013
Freemasons Queensland	General News - Brisbane Open House Update http://www.queenslandfreemasons.com/brisbane-open-house-update/	October 2013
McNab Builders	McNab Life - McNab project featured in Brisbane Open House http://www.mcnab.net.au/mcnablifemcnab-project-featured-in-brisbane-open-house/	October 2013
Must Do Brisbane	What's On - Brisbane Open House http://www.mustdobrisbane.com/whats-on/brisbane-open-house-brisbane	October 2013
My247	What's On - Brisbane Open House http://my247.com.au/brisbane/Brisbane/whats-on/Brisbane-Open-House.283407	October 2013
Prime 7	Events - Brisbane Open House http://prime7.eventfinder.com.au/2013/brisbane-open-house2/brisbane	October 2013
QPAC	Events - Brisbane Open House (Tour of QPAC) http://www.qpac.com.au/event/Brisbane_Open_House_2013.aspx	October 2013
Queensland Maritime Museum	Brisbane Open House http://www.maritimemuseum.com.au/BOH.php	October 2013
Sam Petherbridge Photography	Blog - Roma Street Fire Station (Photos from BOH) http://spetherbridge.com/2013/10/12/roma-street-fire-station/#.UoQZ7L5_oo	October 2013
Sam Petherbridge Photography	Blog - City Hall and Lord Mayor's Office (Photos from BOH) http://spetherbridge.com/2013/10/15/city-hall-lord-mayors-office/#.UoQZ-r5_oo	October 2013
Sam Petherbridge Photography	Blog - Brisbane City Hall & Father Henry Wills Organ (Photos from BOH) http://spetherbridge.com/2013/10/13/brisbane-city-hall/#.UoQZ_L5_oo	October 2013
St John's Cathedral	Events - Brisbane Open House http://www.stjohnscathedral.com.au/calendar/103/527-Brisbane-Open-House.html	October 2013
The Mercy Heritage Apartments	Events - Brisbane Open House 2013 http://www.mercyheritage.com/events/christmas/	October 2013
The Thousands	Calender - Brisbane Open House http://thethousands.com.au/brisbane/calendar/brisbane-open-house-art-in-design-exhibition	October 2013
The Weekend Edition	Captured: Brisbane Open House Australian Institute of Architects Headquarters http://theweekendedition.com.au/captured/brisbane-open-house-art-in-design-exhibition/	October 2013
West End Magazine	Events - Brisbane Open House http://www.westendmagazine.com/ai1ec_event/brisbane-open-house/?instance_id	October 2013
The Loop	Photography Portfolio - Wendy Chung - Brisbane Open House http://www.theloop.com.au/wendychungphotographer/portfolio/brisbane-open-house/74722	October 2013

Media	Story/Outcome	Date
ONLINE		
EverGuide	News - Feed Your Curiosity at Brisbane Open House http://everguide.com.au/entertainment/expos/news/feed-your-curiosity-at-brisbane-open-house.aspx	07/10/2013
Learn Earn and Return	Blog - Open House Day http://learnearnandreturn.wordpress.com/2013/10/07/open-house-day/	07/10/2013
UQ News Online	News - UQ opens doors for Brisbane open house http://www.uq.edu.au/news/article/2013/10/uq-opens-doors-brisbane-open-house	08/10/2013
Map Magazine (Street Editors)	Design News - Brisbane Open House http://www.streeteditors.com/2013/10/09/brisbane-open-house/	09/10/2013
The Retiree	Editorial Features - Discover Hidden Secrets At Brisbane Open House http://www.the-retiree.com.au/uncategorized/discover-hidden-secrets-at-brisbanes-open-house/	10/10/2013
Brisbane Times	News - Brisbane Open House program invites public into city's landmarks http://www.brisbanetimes.com.au/queensland/brisbane-open-house-program-invites-public-into-citys-landmarks-20131011-2vdnt.html	11/10/2013
MySushineCoast	News - Open House to Unlock Brisbane http://www.mysunshinecoast.com.au/articles/article-display/open-house-to-unlock-brisbane,31817#.UoQXOb5_o	11/10/2013
Pamela Gough	Blog - Brisbane Open House http://www.pamelagough.com/artist_s_blog/view/1123/brisbane_open_house	11/10/2013
SeniorAU	News - Brisbane's iconic buildings open doors http://www.seniorau.com.au/index.php/more-seniorau-news/4277-brisbanes-iconic-buildings-open-doors	11/10/2013
Bub Hub	News - Brisbane Open House - join the fun! http://www.bubhub.com.au/hubbub-blog/brisbane-open-house-join-the-fun/	11/10/2013
Archicentre	Brisbane Open House - Ask an Architect http://www.archicentre.com.au/seminars-and-events/brisbane-open-house-2013	12/10/2013
Bill's Ponderings	Blog - Brisbane Open House - visit to Ecosciences building http://billsponderings-wilbo43.blogspot.com.au/2013/10/brisbane-open-house.html	12/10/2013
BMag	Event Guide - Brisbane Open House http://bmag.com.au/whats-on/events/2013/10/12/brisbane-open-house/	12/10/2013
Brisbane Kids	Events - Brisbane Open House http://www.brisbanekids.com.au/event/brisbane-open-house-all-around-brisbane/2013-10-13/	13/10/2013
Fun and VJs	Blog - Brisbane Open House 2013: Windmill Tower and Craigston http://funandvjs.blogspot.com.au/2013/10/brisbane-open-house-2013-windmill-tower.html	13/10/2013

Media	Story/Outcome	Date
ONLINE		
Landscapology	Blog - Welcome Brisbane! - A fun day at Craigston for Brisbane Open House 2013. http://www.landscapology.com.au/tag/brisbane-open-house	13/10/2013
Me and My 2 Guys	Blog - Brisbane Open House 2013 (UQ) http://meandmy2guys.blogspot.com.au/2013/10/brisbane-open-house-2013.html	14/10/2013
Nicole AP	Blog - Brisbane Openhouse http://www.nicoleap.com.au/brisbane-openhouse/	14/10/2013
The Source	News - Thousands visit Brisbane Open House (ABC) http://thesourcenews.com/2013/10/14/thousands-visit-brisbane-open-house/	14/10/2013
West End Magazine	News - Backstage Tour at QPAC! (Part of Brisbane Open House) http://www.westendmagazine.com/backstage-tour-at-qpac-part-of-brisbane-open-house/	14/10/2013
Visit Southbank	Events - Brisbane Open House http://www.visitsouthbank.com.au/events/brisbane-open-house	14/10/2013
DC8 Studio	Blog - DC8 Studio Attends the 4th Annual Brisbane Open House (post war modernist residences) http://www.dc8studio.com/our-blog/2013/10/15/dc8-studio-attends-the-4th-annual-brisbane-open-house.html	15/10/2013
Walk Among the Homes	Blog - Brisbane Open House Weekend 2013 http://www.walkamongthehomes.com.au/brisbane-open-house-weekend-2013	17/10/2013
District Grand Lodge of Carpentaria	News - Brisbane Open House 2013(Bribane Masonic Centre) http://www.dgclcarpentaria.org.au/news/brisbane-open-house/	21/10/2013
Sherry's Pickings	Blog - Brisbane Open House 2013 (Old Widmill and Old Muesem) http://sherrypickings.blogspot.com.au/2013/10/brisbane-open-house-2013.html	26/10/2013
Learn Earn and Return	Blog - Secret Men's Business (Visit to Masonic Memorial Temple) http://learnearnandreturn.wordpress.com/2013/10/28/secret-mens-business/	28/10/2013
Statigram	Instagram Photos - #boh2013 http://statigr.am/tag/boh2013	November 2013
Statigram	Instagram Photos - # bneopenhouse http://statigr.am/tag/bneopenhouse	November 2013
Statigram	Instagram Photos - # bneopenhouse http://statigr.am/tag/bneopenhouse	November 2013
Inspiring Australia	Event - Brisbane Transparent Lab: Brisbane Open House Science building tours http://inspiringaustralia.net.au/aitec_event/brisbane-transparent-lab-brisbane-open-house-science-building-tours/?instance_id	13/11/2013
ABC Online	ABC Local (Brisbane) - Unlocking Brisbane city's historic buildings - profiling Diamantina Health Care Museum, Old Muesem Bowen Hills, Spring Hill Bathes http://www.abc.net.au/local/stories/2013/10/11/3867213.htm	11/12/2013

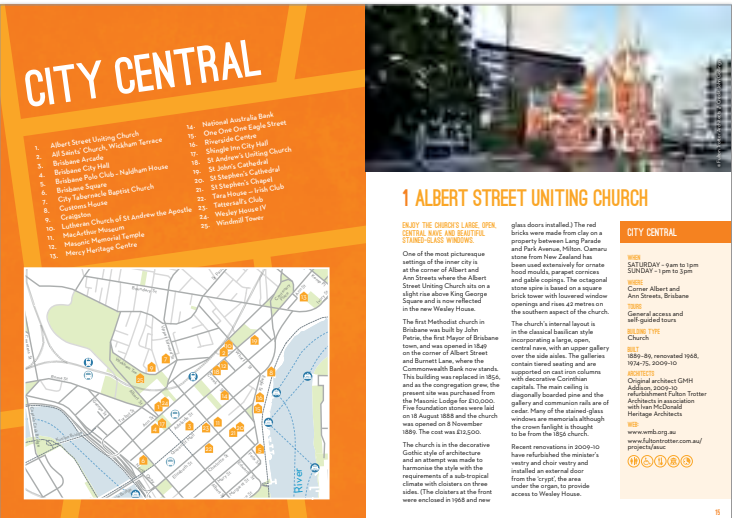
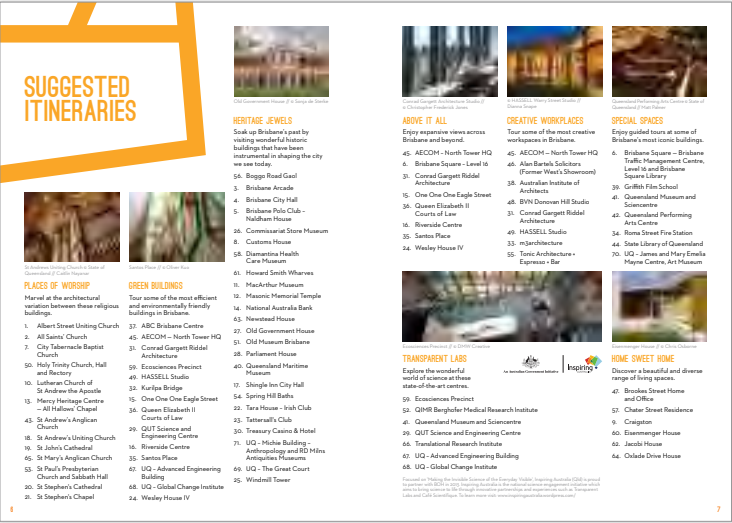
APPENDIX 3

COLLATERAL



© Ben Blanche, Brisbane Open
House Focus on Architecture
Photography Competition, Winner





SIGNAGE

Books for sale sign



Editable building's sign



Directional signage



ADVERTISEMENTS AND PROMOTION

Architecture Media advertisement



Billboard (4 locations)



Postcard



Lectern Sign



Speaker Series program A-frame



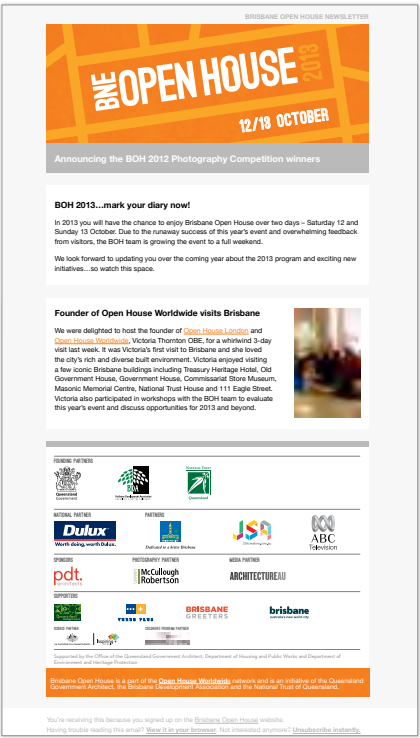
Double-sided flag



Poster (folds to DL brochure)



E-newsletter



EVENT COLLATERAL

Launch invitation



Presentations (thank you event and photography competition awards)



VIP invitation



Name tags (lanyards inserts for VIP tour and volunteers)



Thank you event invitation



Volunteer identification (badges, calico bag and lanyard inserts)



Art in Design invitation



'O' Cutout



Art in Design program



Shingle Inn Cupcakes



A2 Sponsors poster

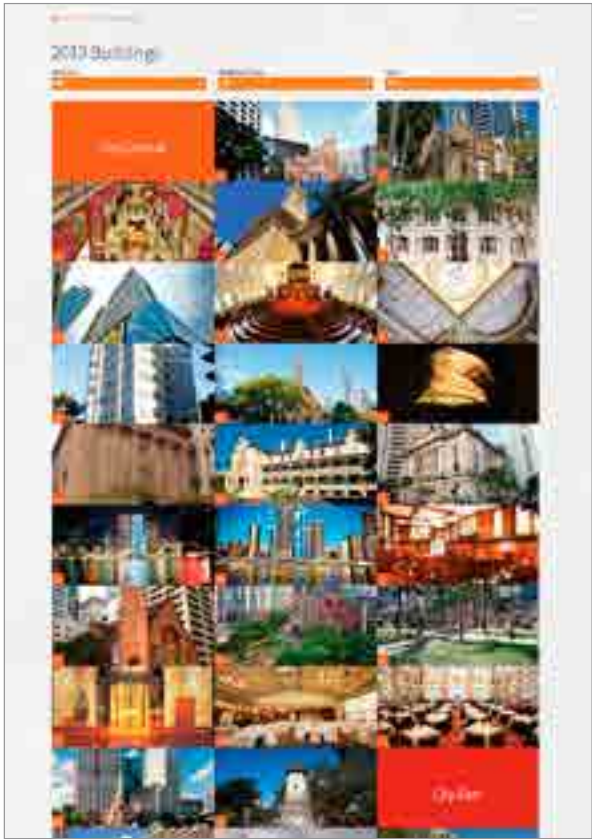


WEBSITE

Home page



Building list page



Mobile responsive design



SOCIAL MEDIA

www.facebook.com/BrisbaneOpenHouse



instagram.com/brisbaneopenhouse



twitter.com/brisopenhouse



pinterest.com/brisopenhouse



CONTACT US

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