

A low-angle, upward-looking photograph of the interior of a Gothic cathedral. The image captures the intricate stonework of the vaulted ceiling, with ribs radiating from central points. Several large, cylindrical columns support the structure. Stained glass windows are visible, allowing light to filter into the space. The overall atmosphere is one of grandeur and architectural detail.

**BNE OPEN HOUSE**

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Introducing  
**BRISBANE OPEN**

**BNE OPEN HOUSE**

An Initiative of Brisbane Open House

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# Message from Brisbane Open House

It is a great delight to introduce you to the latest business arm of **Brisbane Open House; Brisbane Open**. In response to audience demand, Brisbane Open will offer year-round experiences and tours. We will capitalise on our cultural connections and City's history, creating deeper engagement and stronger relationships with locals and visitors alike.

Brisbane Open will provide our not-for-profit organisation a year-round revenue stream, contributing to the prosperity and viability of the free offering, Brisbane Open House. The Brisbane Open experiences will be expert-led and provide participants a deeper understanding of Brisbane's heritage, architecture, and culture.

This new business model opens up many more opportunities for community engagement. Brisbane Open cultural tours allows us and our sponsors to strengthen our connections with our audience all year round.

Brisbane Open is set to reignite Brisbane's cultural experiences and reposition Brisbane as a cultural hub amongst our local, national, and international stakeholders. This presents a unique opportunity to our sponsors and partners and we will see more relationships and opportunities come to fruition.

We can't wait to embark on this new journey that will reshape Brisbane's architecture, design, arts, and tourism industries. We hope you can join us for 2020 and 2021.

Kind regards,

**Ann McLean**  
Executive Director  
Brisbane Open House



**Malcolm Middleton OAM LFRAIA**  
Chair of the Board  
Brisbane Open House





# At a glance

## Brisbane Open House

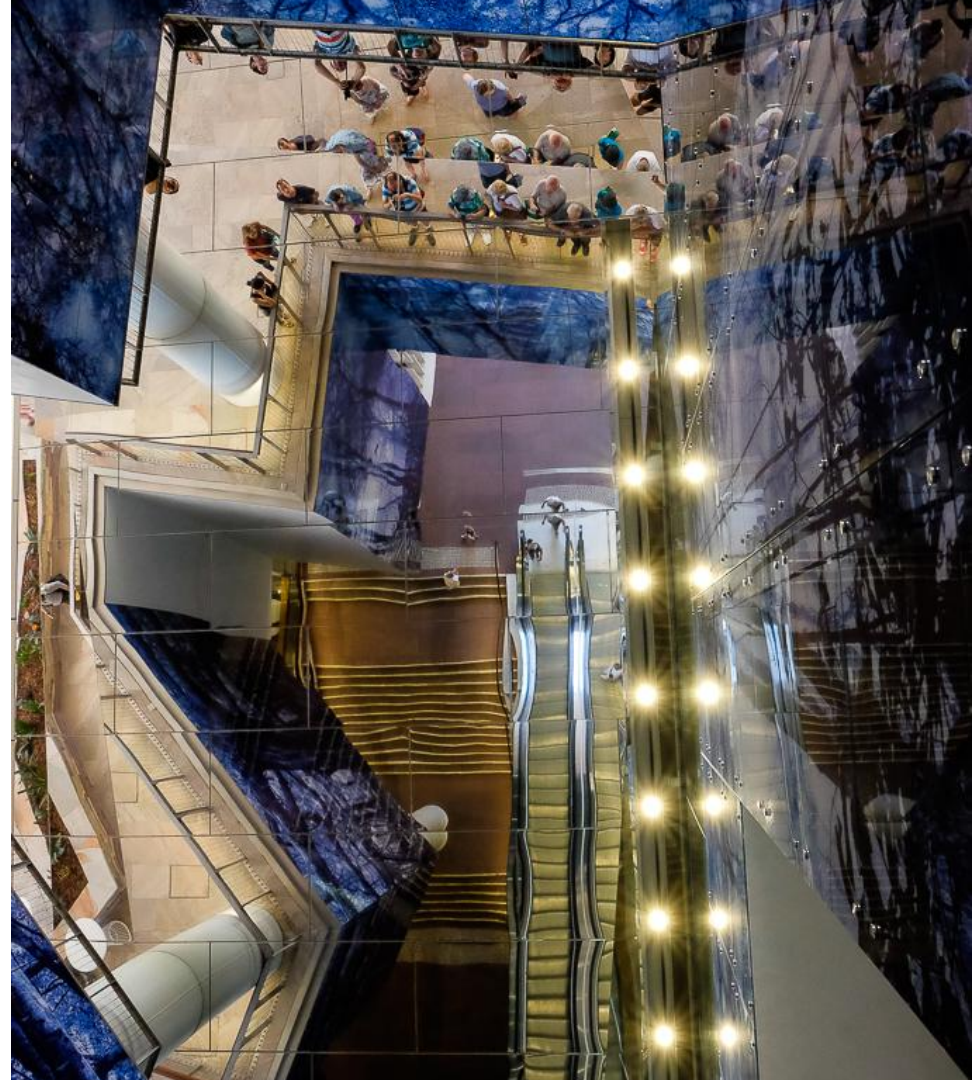
*Free annual two-day festival*

- Moving to July
- 11 years-old (new)
- Global network: Open House World Wide
- Lots of volunteers
- 30,000+ participants
- 200+ buildings to choose from & new ones every year

## Brisbane Open

*Paid ticket events*

- Year-round experiences and tours
- Customised group tours available
- Range of offerings that appeal to public and special interest groups





# OBJECTIVES

## Transformative interactions and raised awareness

- Positively transform interactions of residents and visitors with the city of Brisbane
- Uncover stories, experiences, and places within the city to foster civic pride and engagement
- Provide access to significant public and privately-owned buildings
- Engage with the urban spaces that occur between our buildings



## OBJECTIVES #2

### Explore and promote:

- Contemporary and historic architectural and urban/suburban attractions
- Well-designed built environment settings, including environmentally, economically, and culturally sustainable design in our subtropical city
- The diverse professionals who contribute to, create and protect Brisbane's architectural and design attractions
- Brisbane on a national and international stage as a design capital and a creative hub



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From 2021, Brisbane Open House will now operate in **July**, providing new experiences in line with the winter school holidays.

In the face of COVID-19, Brisbane Open House will operate a little differently this year, offering online experiences including design talks, digital stories, and video tours.

The image shows a close-up of a stone archway. The arch is made of light-colored stone blocks. Inside the arch is a dark brown wooden door with vertical planks. The door has a black metal handle with ornate scrollwork. To the right of the door, there are several stone columns. A black metal handrail is visible on the right side of the door. The overall scene is a classic architectural detail.

# BOH OPEN HOUSE

## Digital Offerings 2020...

### **Favourite buildings in profile**

These stories released in October proved a short but beautifully styled look inside our audience's favourite buildings

- Queensland State Archives
- St John's Cathedral
- Masonic United Grand Lodge

### **Brisbane Open House tradition going online**

The Great Debate is an annual experience for BOH supporters. We will bring this to our audiences online this year, so that numbers can be expanded rather than contracted.





# BNE OPEN HOUSE

## Digital Design Talks...

### **Design Talks online for 2020**

Late October sees 6 sessions broadcast online. This is a COVID innovation that will give greater numbers of participants opportunity to participate.

Topics include:

- Brisbane's global impact in subtropical design
- Larger projects in sport, transport and the arts
- Book talk with local authors
- The flourishing of Indigenous design
- Landscape design trends and priorities
- Loving our local heritage

# Hitting the mark

## → **Special stories**

BOH's Brisbane Open offers the opportunity to hear new stories about the people who had the idea and those who made it.

## → **Unique places**

BOH's Brisbane Open provides a view into special places that are hidden in plain sight; places that participants have always wondered about.

## → **Deeper connections**

Our expert-led tour guides will provide deeper insights into Brisbane's unique stories, culture and heritage.



**Brisbane Open appeals via  
special access in small groups**

# Who is our current audience?

Growing brand awareness in history, design, architecture, and tourism communities

11,000+ Facebook &  
12,000+ Instagram  
followers  
And growing!

12,000+ news  
subscribers  
(45+% open rate)



# Reinvigorating Brisbane

From

*“Nothing ever happens in Brisbane”*

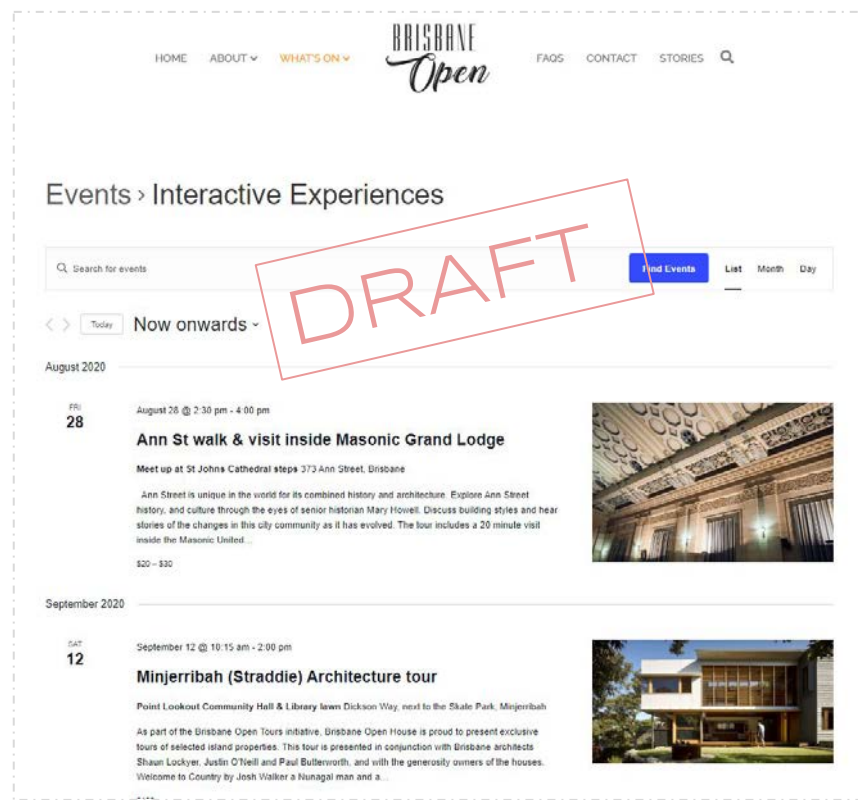
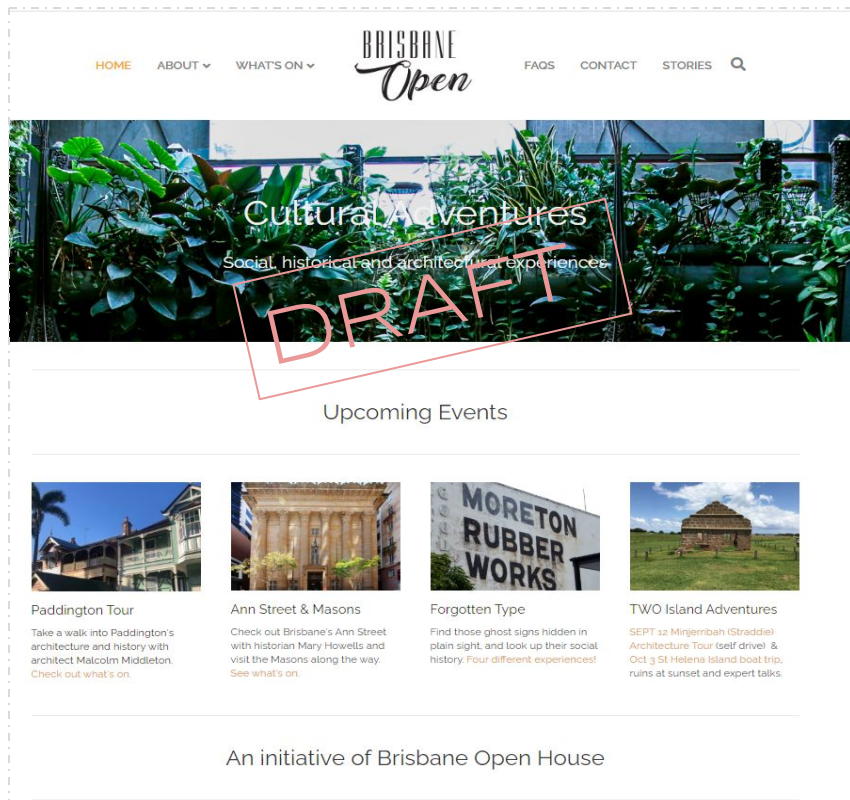
to

*“There’s so much on, we are spoilt for choice.”*

Brisbane Open House is ready to shift attitudes and engage Brisbanites and visitors in our city through the year-round Brisbane Open program.



# BRISBANE OPEN website pages: Home & Tours



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The introduction of  
Brisbane Open will  
ensure **we remain**  
**relevant, grow, and**  
**evolve with our people.**

The logo for Brisbane Open is contained within a large, light gray circle. It features the word "BRISBANE" in a white, uppercase, sans-serif font, positioned above the word "Open" which is written in a white, cursive script font.

BRISBANE  
*Open*



HOME ABOUT WHAT'S ON PARTNERS & SPONSORS FAQS CONTACT STORIES

# Brisbane Open

Partners & Sponsors

Queensland Government  
JSA KDPR  
BRICKWORKS  
COMMITTEE FOR BRISBANE  
McCullough Robertson  
TREASURY BRISBANE  
Archipelago  
BATESSMART  
Billbergia  
BVA  
Conrad Gargett  
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Indeaze  
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rotheflowman  
URBIS  
WEST VILLAGE  
WOODS BAGOT  
ABC  
HOUSES  
The Urban Developer  
VE2  
LA HOTEL  
BNE  
BRISBANE GREETERS  
brisbane  
BACCHUS  
luxx box  
Coral & Open House Family

2019 Brisbane Open House Sponsors and Associates

# Join us on our cultural tourism venture.

Brisbane Open will strengthen Brisbane's cultural connections, spark curiosity, and provide deeper education and insights into the City's history and story.

We'd love you to be a part of it.

Your  
logo  
here

Ann McLean

Brisbane Open House

[ann.mclean@brisbaneopenhouse.com.au](mailto:ann.mclean@brisbaneopenhouse.com.au)

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



## Founding Partners

The inaugural Brisbane Open House was launched in 2010 with significant support from our Founding Partners the **Queensland Government**, **The Committee for Brisbane** and **The National Trust of Australia (Queensland)**.

## Acknowledgement

*Brisbane Open acknowledges the traditional owners of the land where we work and host events, the Turrible and Jaggara lands of Brisbane, and Quandamooka country. BOH is committed to our shared equitable, respectful future with Indigenous Australians.*