

#OPEN HOUSE

2020 PROGRAM REPORT

brisbaneopenhouse.com.au

REFLECTIONS

Essential to the fabric of the city, Brisbane Open House inspires optimism with quality, unique experiences. In doing so, we look to garner appreciation of the stories that our city has to offer. In 2020, we approached our program to deliver our goals and objectives in a different way, providing for immersive experiences that leave a lasting legacy.

CHAIR'S MESSAGE

Following a decade of consistent State and local government support, and growing corporate support, 2020 brought Brisbane Open House considerable challenges. As a result of Covid-19 economic impacts and social distancing rules, our organisation, like many others experienced a reduction in funding and in public participation opportunities.

Open House experienced the direct impact of a state-wide lock down and continued limitations on public events due to Covid-19. Continued uncertainty about the longer-term capacity of Brisbane Open House's many key venue buildings to open made programming in the usual manner for 2020 all but impossible. This, combined with vulnerability to viral infection of the aged portion of the volunteer and participant cohorts, meant postponing the larger public event for everyone's well-being.

The Board and our new Executive Director reviewed a number of options and we concluded that despite the severely limited budget that remained following the withdrawal of Brisbane City Council, Department of Heritage, and all regular corporate contributors, that a program would proceed that reflected the unique circumstances of the year and the limited budget which was supplemented by the Federal Government's Jobkeeper program.

We delivered successfully an engaging speaker program with a number of highly qualified panellists, maintained the Great Debate in a digital format and commissioned three short films that showcased three of our major buildings. We pioneered a very successful site visit and presentation on St Helena Island and launched a new web site with a suite of guided walks around the city.

Our reduced resources resulted in our staff base necessarily being reduced from a team of four plus office volunteers, to two at an equivalent of 1.2 full time staff. This was certainly a challenge for our new Executive Director who led these changes to our business model with great energy.

We have responded to the challenges in the short term and we achieved great things, our challenge going forward is it remain nimble in our program delivery and creative in our fund fundraising endeavours.

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



OPEN HOUSE PROGRAM CHANGES

PUBLIC PROGRAM OFFERING CHANGES

In response to public safety restrictions to participation, we:

- › shifted our next free weekend festival to the winter school holidays of 2021, to ensure our visitors have developed appropriate event attendance behaviours and social distance awareness, and to give our venues the opportunity to reopen.
- › identified two key streams: cultural tours and digital program content, which became our core program for 2020.

CULTURAL TOURS CREATED

- › Open House positioned itself at the centre of the city's growing year-round cultural visitor offerings. We employed expert guides and gained access to unique sites for this pilot program. Sharing the social history and cultural stories with dedicated groups, we have experienced remarkably high demand for well-crafted stories that are not otherwise accessible – something beyond the Wikipedia entry.
- › In response to Covid restrictions and broad public uncertainty about participation in large events, BOH created year-round offerings for smaller groups of participants. As these tours were packaged differently from the free weekend offering, they were marketed under the business name Brisbane Open.

This innovation generated a modest revenue stream to support project staffing. BOH managed risks and ensured the safety of our staff, visitors, and volunteers. We produced a new website for the tours: <https://brisbaneopen.com.au/>.

NEW/EXPANDED DIGITAL PROGRAM

- › We produced a Digital Program which extended access to people for whom our program, ideas, direction and speakers, hold a special fascination. These events were live streamed and recorded, and are now publicly available on demand. Teachers of design have emerged as a new client base for this program.
- › BOH collaborated to produce a collection of short films on three buildings. The three buildings were chosen because they that are consistently popular with our audiences.



BRISBANE OPEN CULTURAL TOURS



As a pilot program, Brisbane Open provided a platform to test a selection of ideas.

The table below sets out details of our spring 2020 cultural tours. In order to be able to grow this new arm of our business operations, our team analysed the most popular offerings of past years, segmented the audience, designed the program, recruited guides, set up ticketing and built an additional [website](#).

By far the most popular tour was a suburban walk with commentary about architecture in Paddington's back streets. This tour was presented five times, in kind by the State Architect, Malcolm Middleton.

Forgotten Type tours, identifying ghost signs and hearing about the social history behind the signs were also popular, with several people attending multiple versions.

Popular precincts included Fortitude Valley and Burnett Lane, with a good number of people attending Woolloongabba and a special tour from the top of the Regent Theatre building in Queen Street.

Island adventures– to St Helena Island at sunset to hear from artists Judy Watson; and to Minjerribah (North Stradbroke Island) to see inside four architecturally designed houses and hear from the architects– sold out within days of becoming available and were very well received.

Heritage tours such as our tour of Ann Street require more development, but overwhelmingly, people desired the view of the inside of the United Grand Lodge and this created considerable excitement in all tour participants.

Brisbane Open House is proud of the outcomes of this program and will offer new, re-designed autumn and spring seasons of tours again in 2021.



BRISBANE OPEN CULTURAL TOURS

Tour	Guides	Dates	Capacity reached %	Attendees
Paddington Architectural Tour	Malcolm Middleton	23 August, 13, 27 September, 11, 18 October	100	140
Ann St Tour	Mary Howells	28 August 22 September	85	51
Forgotten Type – Burnett Lane	Elliott Bledsoe	19 September (2 tours)	60	15
Forgotten Type – City Rooftops	Elliott Bledsoe	26 September (2 tours)	75	19
Forgotten Type – Fortitude Valley	Elliott Bledsoe	10 October (2 tours)	90	22
Forgotten Type - Woolloongabba	Elliott Bledsoe	17 October	100	17
St Helena Island Tour	Judy Watson, Catherine Keys; Avril Quail: Welcome to Country	3 October	100	73
Minjerribah Stradbroke Island Tour	Shaun Lockyer, Justin O'Neill, Paul Butterworth & Traditional Owner, Josh Watson: Welcome to Country	12 September	100	25



Essential natural spaces, Design Talks panel © J Bawtree

DIGITAL PROGRAM

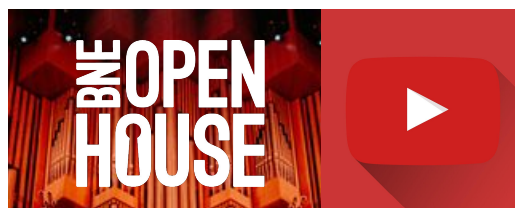
The digital program included live broadcasts of The Great Debate Fundraiser, six Design Talks including 23 speakers, and the Open House Worldwide online festival release of three short films commissioned and produced by Brisbane Open House. This is the first time we have recorded our program.

The recordings of our live events and the three film projects are available free on demand on the newly launched Brisbane Open House [YouTube channel](#).

PARTICIPATION DATA

Our new YouTube channel attracted 75 subscribers in its first month.

See [Attachment A](#) (page 15) for more channel data on our Digital Program.



Visit our YouTube channel



Flourishing Indigenous Design, Design Talks panel
© J Bawtree

DESIGN TALKS

The program of six talks was curated to respond to current topics emerging in the design media and was extremely well received >>





Design Talk	Industry representatives	Viewers
Essential natural spaces; landscape design trends	Simon White, Head of Design, Aria Property Group Cathryn Chatburn, Director, Urban Enquiry Damian Thompson, Director, Lat27 Chair: Natalie Hoitz, Director, Design, Urbis	150
Brisbane Bricks Book Talk	Joanne Heath, Photographer Virginia Russell, Architect & Photographer Chair: Tim Bennetton, Director, Tim Bennetton Architects	60
Larger projects, sports, transport and cultural	Keith Allen, Principal, Hassell Studio Paul Henry, Managing Director APAC, Populous Dan Tobin, Founder and Creative Director, UAP Chair: Malcolm Middleton, State Architect, Queensland Government	170
Flourishing Indigenous design	Carroll Go-Sam, Senior Lecturer, School of Architecture, University of Qld Susan Beetson, Research Academic, University of Queensland Georgia Birks, Associate, Myers Ellyett Chair: Kelly Greenop, Senior Lecturer, School of Architecture, University of Qld	150
Sympathetic neglect, Minjerribah's built culture	Shaun Lockyer, Director, Shaun Lockyer Architects Paul Butterworth, Director, Paul Butterworth Architect Justin O'Neill, Principal, O'Neill Architecture Chair: Sarah Briant, Director, Quirk Architecture	120 +20,000 OHWW program
Loving our local heritage (pictured)	Cameron Harvey, Qld Regional Manager, Niche Environment & Heritage Mundanara Bayles, Founder, The Black Card Thom Blake, Historian Margaret Cook, Lecturer in History, Sunshine Coast University Chair: Loretta Ryan, ABC Brisbane radio presenter	250

GREAT DEBATE ONLINE



Brisbane Live image by
Woods Bagot + Archipelago + Populous

GREAT DEBATE FUNDRAISER

Our annual Great Debate Fundraiser drew together respected leaders judging the debate with the topic *“Is individualism the antithesis of good design?”*

Hosted by Craig Zonca, Breakfast Radio Presenter, ABC Brisbane, the debate included a strongly design-focused discussion. Competitors questioned whether good design naturally addresses its place in the landscape, and its community. They also questioned how individualism impacts a person’s worldview and how they are impacted by streetscapes, or city plans. Since the debate was streamed and has been put online, it has attracted 123 viewers (to January 2021).

Industry leaders participated in the debate:

Cameron Bruhn, Dean and Head of School of
Architecture, University of Queensland

Lindy Johnson, Director, Lindy Johnson Creative

Catherin Bull, Professor of Landscape Architecture,
University of Melbourne & Adjunct Professor, QUT

Alice Hampson, Director, Alice Hampson Architects

Peter Edwards, Director, Archipelago and

Kate Meyrick, Director, Urbis

Melody Chen, Director, Atelier Chen Hung

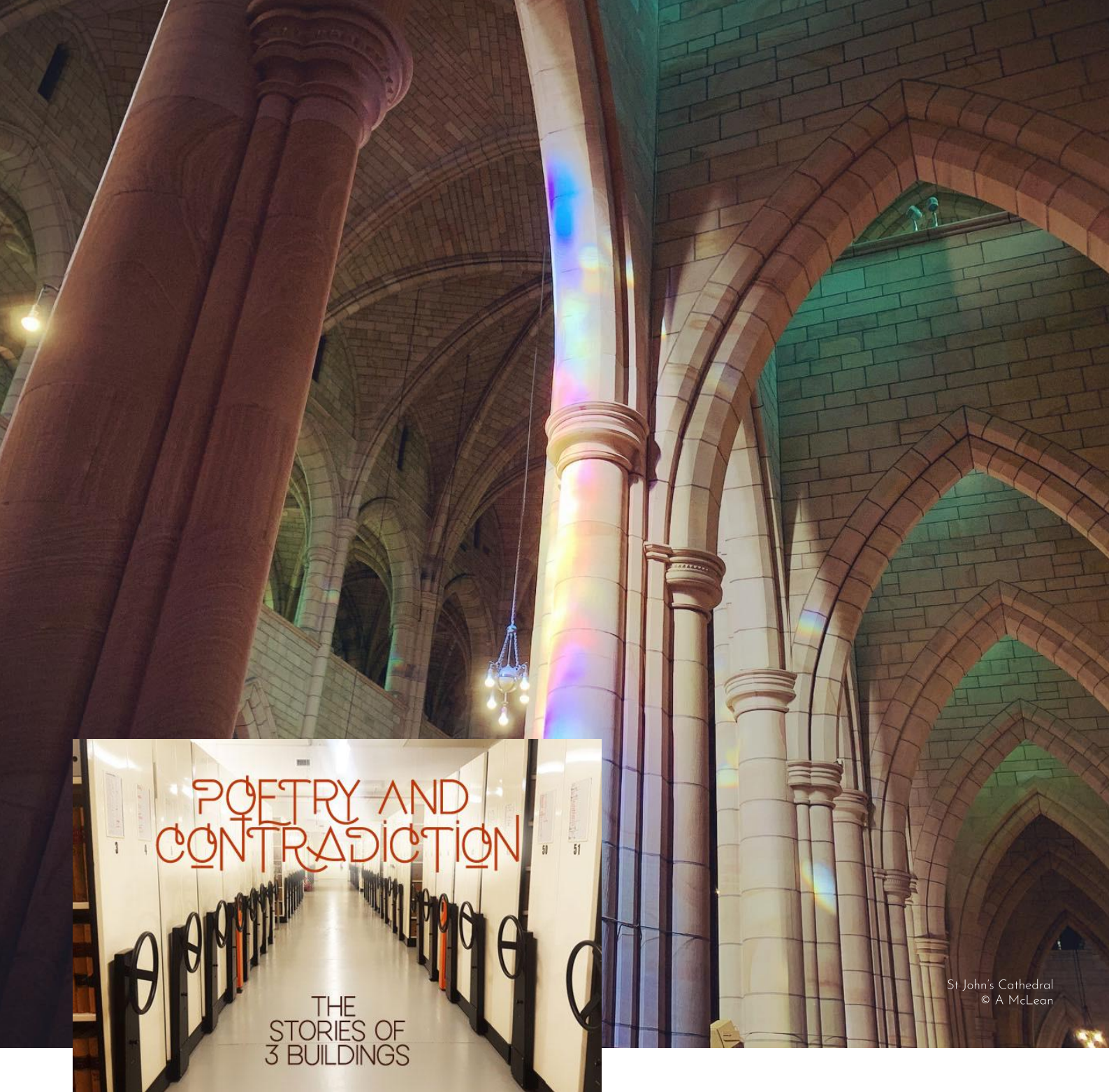
Rebecca McIntosh, Media Identity & Arts

Advocate, BecMac TV, PopsArt

Tim Bennetton, Director, Tim Bennetton Architects



Craig Zonca, Breakfast Presenter, ABC Brisbane



FILM PROJECT

Our film series titled “Poetry and Contradiction” profiled three of the most visited buildings on the Open House program over our 10-year history. The buildings were St John’s Cathedral, United Grand Lodge of Queensland, and the State Archives of Queensland. The three films drew upon the unique features of the buildings and their contributions to our history and community.

During the Open House Worldwide festival, thousands of viewers witnessed these three short films which are now available to view on our YouTube channel. See Attachment A for stream views data, page 15. Overwhelmingly, the response to the quality and content of the films has been extremely positive.



OPEN HOUSE WORLDWIDE FESTIVAL

The Open House Worldwide Festival, the first of its kind, featured presentations from 43 cities. It ran for 48 hours across 14 and 15 November. The festival captured the essence of Open House all around the world, despite the challenges we have all faced this year.

Brisbane Open House was well-represented on the program and provided essential digital support for the streaming of 16 hours of content in partnership with Brisbane city venue, Super Ordinary. BOH also leveraged this global opportunity to profile the manufacturing capacity of independent design company, Urban Art Projects. UAP in turn, sponsored the program.

Brisbane Open House presented the pre-recorded Design Talk *Sympathetic neglect, Minjerribah's built culture*, renamed for a global audience, *Australian Island Architecture, subtropical design*.

In addition, BOH launched three short films (see page 10) during the festival. The festival had 40,000 viewers.

OPEN HOUSE WORLDWIDE



SPONSORS

Brisbane Open House operations were funded by the Queensland Government through the Department of Housing and Public Works, our principal partner.



PROGRAM CONTRIBUTORS

Our film project was made possible by the building hosts giving their time; a financial contribution from the United Grand Lodge of Queensland; and with a grant from the Queensland Government. Digital production for the Open House Worldwide Festival was generously sponsored by Urban Art Projects.

VENUE PARTNERS

Super Ordinary supported our digital program by providing the venue for the Great Debate and Design Talks.

PROGRAM SUPPORTERS

We wish to thank members of the industry who generously gave their time to support our program as tour guides, speakers, technicians, and advisors.

In particular, we wish to thank Paul Butterworth, Shaun Lockyer, Justin O'Neill, Josh Watson, Judy Watson, Catherine Keys, Avril Quail, Stuart and Aaron Volkes, Josh Milani, Elliott Bledsoe, Mary Howells, Malcolm Middleton, Lincoln Savage, the Super Ordinary team, Ian Tomlinson, the team at the United Grand Lodge, Rebecca McIntosh, Craig Zonca, Cameron Bruhn, Lindy Johnson, Catherin Bull, Melody Chen, Tim Bennetton, Alice Hampson, Peter Edwards, Kate Meyrick, Simon White, Cathryn Chatburn, Damian Thompson, Natalie Hoitz, Joanne Heath, Virginia Russell, Keith Allen, Paul Henry, Dan Tobin, Carroll Go-Sam, Susan Beetson, Georgia Birks, Kelly Greenop, Sarah Briant, Cameron Harvey, Mundanara Bayles, Thom Blake, Margaret Cook, Loretta Ryan, Jacqueline Bawtree, Guilbert Guaring, Jessica Garlick, the team at Committee for Brisbane, Kim Senior at KindleVision, the team at KDPR, the team at Architecture Media, the Open House Worldwide team and our participants and BOH Volunteers.

SUPPORTERS

BRISBANE OPEN HOUSE PATRON

His Excellency the Honourable Paul de Jersey AC

Governor of Queensland

BRISBANE OPEN HOUSE AMBASSADOR

Darren Lockyer

BRISBANE OPEN HOUSE BOARD

Chair: Malcolm Middleton OAM LFRAIA

Queensland Government Architect

Arthur Frame AM

Director,

The National Trust of Australia (Qld) Board

Fiona Gardiner PSM

Director, Heritage

Department of Environment and Science

David Hertweck

Senior Manager, Environment & Planning

Port of Brisbane

Stuart Macnaughton

Partner

McCullough Robertson Lawyers

Treasurer: Chris Skelton

Director

NFP Accountants

BRISBANE OPEN HOUSE STAFF

Ann McLean

Executive Director

Kate Bennett

Producer

BRISBANE OPEN HOUSE WORLDWIDE

Open House has become an annual cultural event which raises awareness of the value of good design in cities across the world. Founded in 1992 in London, UK, OHWW aims to showcase outstanding architecture in cities across the world for free. BOH is pleased to be part of the Open House Worldwide family which includes over 50 cities.

THANK YOU

The Board and staff of Brisbane Open House extend our gratitude to our friends and colleagues who made 2020 a success. The loyalty and generous support of so many is what makes it possible to present our diverse, engaging and much-loved program. We anticipate many new adventures in architecture, design, landscape, heritage and community, and welcome you to join us in 2021.

CONTACT US

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

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

brisbaneopenhouse.com.au



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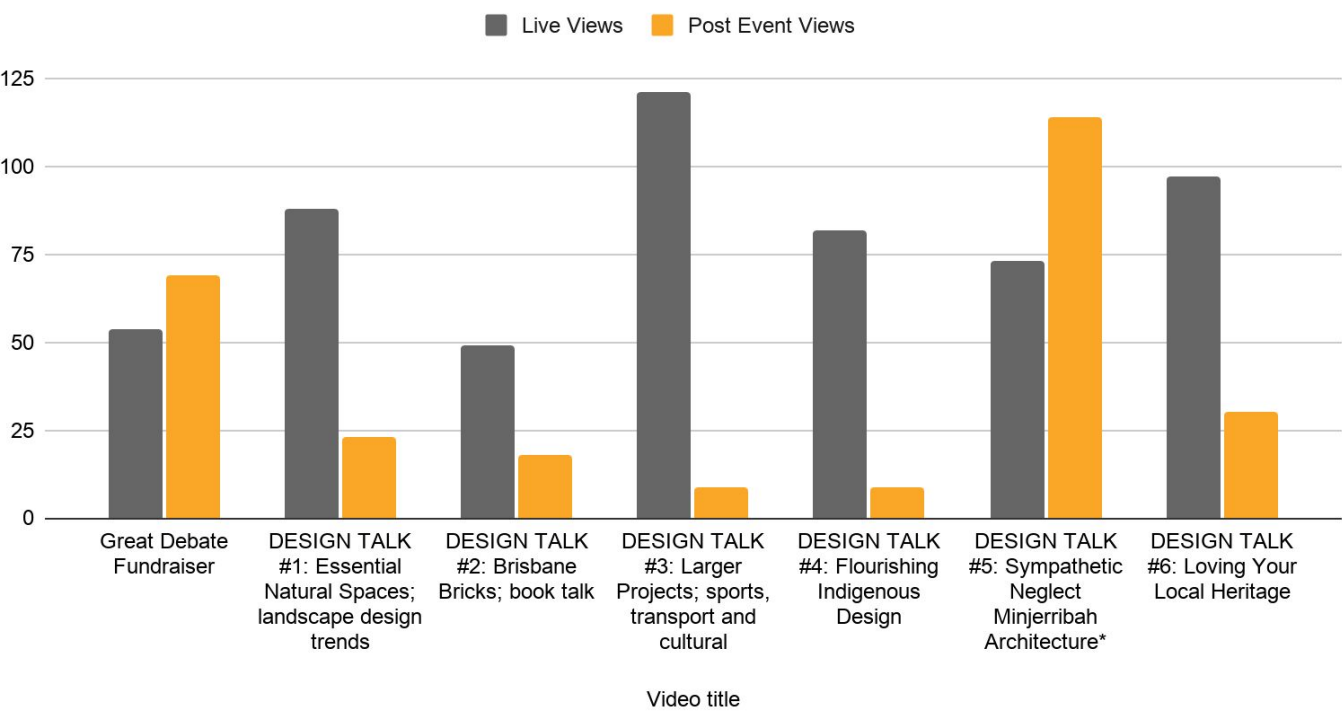
[brisbaneopenhouse](https://www.instagram.com/brisbaneopenhouse)



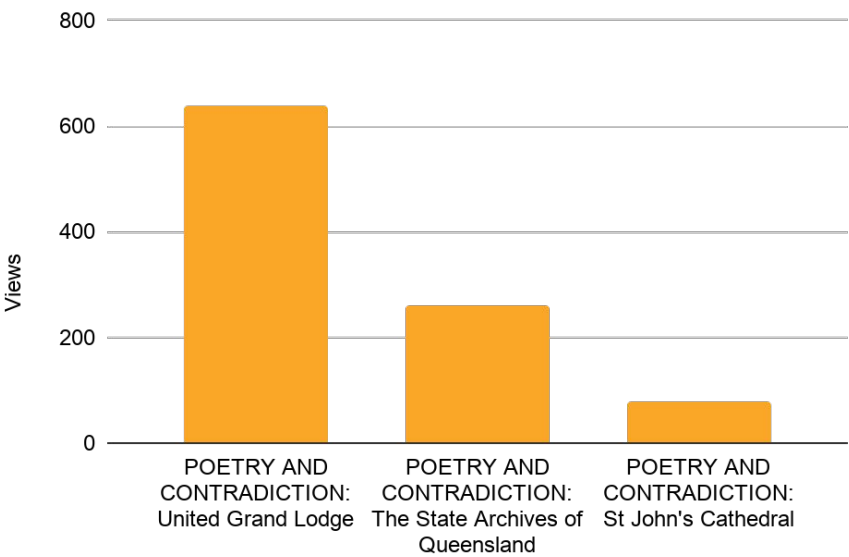
Attachment A - Brisbane Open House YouTube Channel Data

The Great Debate Fundraiser and Design Talks were live streamed and then recordings were added to the YouTube channel after the event. *Design Talk #5 Sympathetic Neglect Minjerribah Architecture also streamed to approximately 20,000 viewers as part of the Open House Worldwide festival.

Live & Post Event Views



Film Project Views





St Helena Island
© A McLean

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).



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

BOH OPEN HOUSE

www.brisbaneopenhouse.com.au