

**OPEN HOUSE
BENDIGO**



Above: Bendigo Hospital Landscape Tour. **Covers:** Kooroork House II. Open House Bendigo 2019. Photos: Chippy Rivera



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ACKNOWLEDGMENT OF COUNTRY

Our programming exists on what always was and always will be the land of the people of the Dja Dja Wurrung. We pay our respects to Elders past, present and emerging, as well as to all Aboriginal and Torres Strait Islander people in the wider Bendigo community and beyond. Indigenous sovereignty has never been ceded in Australia and we try to be mindful of this in everything we do, given our focus on the modern built environment.

PROGRAM SUMMARY

We're a small organisation trying to do big things. We believe that the more people are informed about the value of good design in the built environment, the better our cities and urban environments will be for everyone, now and in the future.

We do our work through the much-loved Open House Weekend in Melbourne and Bendigo, where people come out to celebrate architecture and the city. Open House is a worldwide phenomenon with common values, but each city operates at a local level – a feature that is critical to its success in a particular city. It reaches nearly one million people worldwide – the largest audience of any international public architecture program. Initiated in London 25 years ago, Open House Worldwide includes 40 cities and continues to grow. Bendigo is now part of a powerful movement that advocates for better designed cities by encouraging civic participation.

Due to an extremely positive response to the inaugural Open House Bendigo in October 2018, we were excited to announce our return in 2019 and in 2020. Building on the success of the 2018 Weekend we were buoyed by how the city and its visitors embraced the event, as not only a celebration of architecture and the city, but also as a vehicle for people to think and speak about the future of their city and its built environment. The 2019 program was an opportunity to continue a meaningful partnership with the City of Greater Bendigo, one that we hope will have a lasting impact on the city. Importantly, 89% of our survey respondents associate the City of Greater Bendigo with Open House Bendigo.

With nearly 30% more buildings than 2018 and an increase of 50% attending special events, many more of the local community and visitors to Bendigo embraced the Weekend program.

Feedback has been overwhelmingly positive, with 94% of visitors enjoyed their Open House Bendigo experience.

An 8-page advertising feature in The Bendigo Advertiser once again successfully augmented the media campaign and digital communications, with 89% of visitors hearing about the event via these channels.

An annual event cycle has allowed Open House the opportunity to put down roots in Bendigo and significantly grow the size and geographical footprint of the event. Along with an increased number of buildings in Bendigo, neighbouring areas including Eaglehawk and Castlemaine opened their doors for the first time in 2019.

Presented with the support of the La Trobe Art Institute, Saturday special programming included Modern Melbourne, Australia Modern and Future Bendigo. All events were booked-out prior to the day and most enjoyed full capacity.

More than just buildings, we invited people to take the streets and discover Bendigo first-hand. Visitors delved deep into the heart of Bendigo's built environment through the many walking and bike tours on offer.

Open House Kids programming was run at the Bendigo and Eaglehawk library, where building and architecture related activities were offered, making them a convenient rest-stop for families out and about for Open House.

This year, 27 buildings participated, with 12 new to program and a record of five special residential architecture tours. 9,556 visitors were recorded across the building program, including over 110 special guided tours.

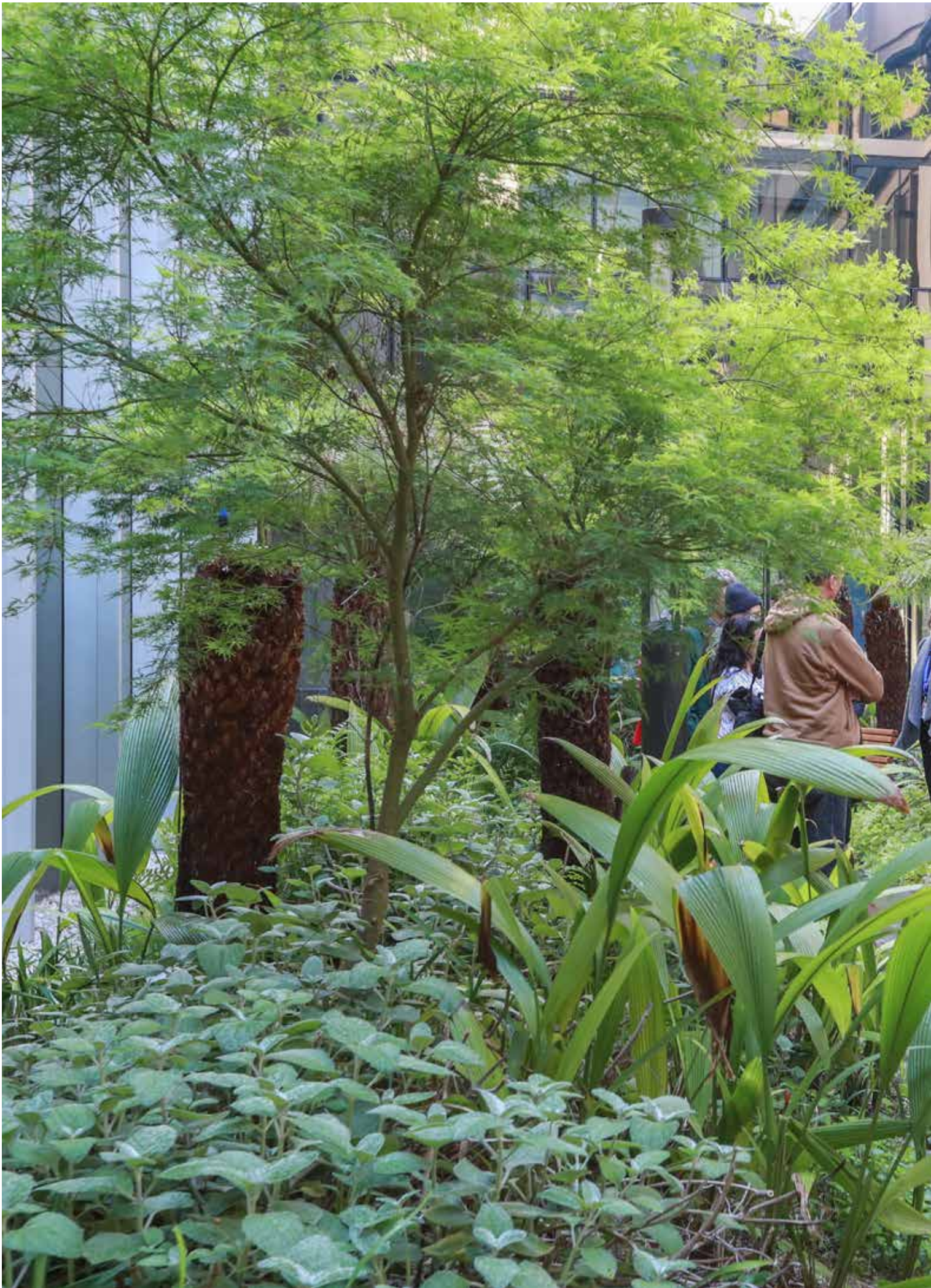
42 volunteers, 116 building managers, staff and volunteers supported us in making the 2019 Program possible.

89%
**OF VISITORS ASSOCIATE THE
CITY OF GREATER BENDIGO
WITH OPEN HOUSE BENDIGO***

*Data derives from the online post-event survey



Eaglehawk Town Hall / Star Cinema, Open House Bendigo 2019. Photo: Tyr Liang





Bendigo Hospital Landscape Tour, Open House Bendigo 2019. Photo: Chippy Rivera

2019 HIGHLIGHTS

The Open House Bendigo Weekend provides a public platform for celebrating quality and purposeful design in the City of Greater Bendigo, shining a light on spaces of architectural excellence, be it significant heritage sites or contemporary design.

Our open-access model allows people to experience Bendigo through a design lens, from the outstanding private homes including Kooroork House II by e+ Architecture, significant heritage redevelopments like the Beehive Mining Exchange, and some returning favourites including architecture tours by Y2 Architecture of Ulumbarra Theatre.

The program featured a diverse range of design activations, including tours by Oculus of the Bendigo Hospital development, the Joss House Temple Archaeologist Tour, and the Celebrating Vahland Walking Tour – discussing Bendigo's greatest architect and his work, from hotels to churches and mansions.

We increased the number of public program and special events on offer including a day of talks and screenings at the La Trobe Art Institute:

- Modern Melbourne interview with Dione McIntyre (in partnership with Heritage Council of Victoria)
- Australia Modern book discussion with Hannah Lewis (also in partnership with Heritage Council of Victoria)
- Future Bendigo presentations of major future developments (in partnership with OVGA)

And a range of walks, screenings, and workshops:

- Big Time: Architecture film at Star Cinema, Eaglehawk
- Kids design and build activities at the Bendigo Library
- Joss House Temple Archaeologist Tour
- ACMI Creative Industries Hub talk
- Bendigo Walking Tours





Kooroork House II, Open House Bendigo 2019. Photo: Chippy Rivera





Short Street House, Open House Bendigo 2019. Photo: Chippy Rivera

VISITATION + IMPACT

ATTENDANCE

Attendance across the building program was similar to 2018, with a 50% increase recorded across the special events program. Audience reach continues to grow, with 62% of surveyed attendees taking part in Open House Bendigo for the first time.

Aware of the interest and media attention, we worked closely with the Beehive Building managers to increase upon the 2018 capacity by opening the site over both days and managing concurrent and continuous tours. Resulting in over 2,130 visitors across the Weekend, an Open House Bendigo record.

In 2018 the Tiny Home provided an additional high-capacity venue with its installation at Queen Victoria Gardens & Piazza. While the piazza was not available to Open House for the 2019 event, a highly visible and central location to leverage engagement is important.

The future year on year growth of Open House Bendigo is associated with an increase of new visitors, returning attendees seeing new buildings, and expansion of special programming including talks, screenings, walks and workshops.

Report data derives from both in-person and post-event surveys.

9,556

WEEKEND BUILDING VISITS

9,413

BUILDING VISITS IN THE CITY OF GREATER BENDIGO

143

BUILDING VISITS IN CASTLEMAINE

379

ATTENDEES PARTICIPATED IN THE TALKS PROGRAM

ECONOMIC IMPACT

71% of visitors traveled from out-of-town to participate. 87% spent money on dining out, 35% spent money on accommodation, and 15% spent money on other tourist attractions.

54%

STAYED ONE OR MORE NIGHTS

25%

SPENT BETWEEN \$100-\$300 PER DAY

WHO?

52%

OF ATTENDEES WERE FROM METROPOLITAN MELBOURNE

18%

OF ATTENDEES WERE FROM VICTORIA (ELSEWHERE)

30%

OF ATTENDEES WERE FROM BENDIGO

62%

ATTENDING FOR THE FIRST TIME

ATTENDANCE ACROSS THE OPEN HOUSE BENDIGO WEEKEND

9,935

URBAN DESIGN RESPONSE



“

LOVED LEARNING ABOUT BENDIGO! WHAT A GREAT CITY – BUILDINGS WERE BEAUTIFUL, FOOD WAS EXCELLENT (THE DISPENSARY, PERCY & PERCY) AND ALSO MANAGED TO SEE THE BALENCIAGA EXHIBITION AT THE GALLERY. SUCH A GREAT WEEKEND!”

VISITOR SATISFACTION

OUR VISITORS FIND OPEN HOUSE WEEKEND HIGHLY MEANINGFUL AND ENGAGING – ENJOYING EXPERIENCES THAT LEAVE A LASTING IMPRESSION.

To evaluate visitor satisfaction, we not only measured overall ratings of Open House and the Bendigo Weekend event, but also our visitors' motivations for attending and specific experiences. Data derives from 89 responses to the online post-event survey and 104 responses to the in-person surveys.

More than half of our post-event survey respondents rated their overall experience, building visits, volunteers, and building staff as excellent (and over 85% rated these either good or excellent).

Over 90% of respondents also rated their overall experience as good or excellent.

When we asked about their motivation for attending the Weekend, over 79% agreed it was for the pure pleasure of the experience (rather than for more practical reasons including for the personal benefit or because they felt they should).

In terms of how the event impacted the local Bendigo audience, 83% agreed that they learned something new about Bendigo, and around 79% agreed they liked their city more after attending Open House Bendigo. Two-thirds our respondents even agreed that the experience made them more proud of their city. These ratings point to a deep level of engagement and enjoyment.

SURVEY RESULTS

[Click to view the full post-event survey results.](#)

PARTICIPATED TO LEARN ABOUT THE CITIES ARCHITECTURE

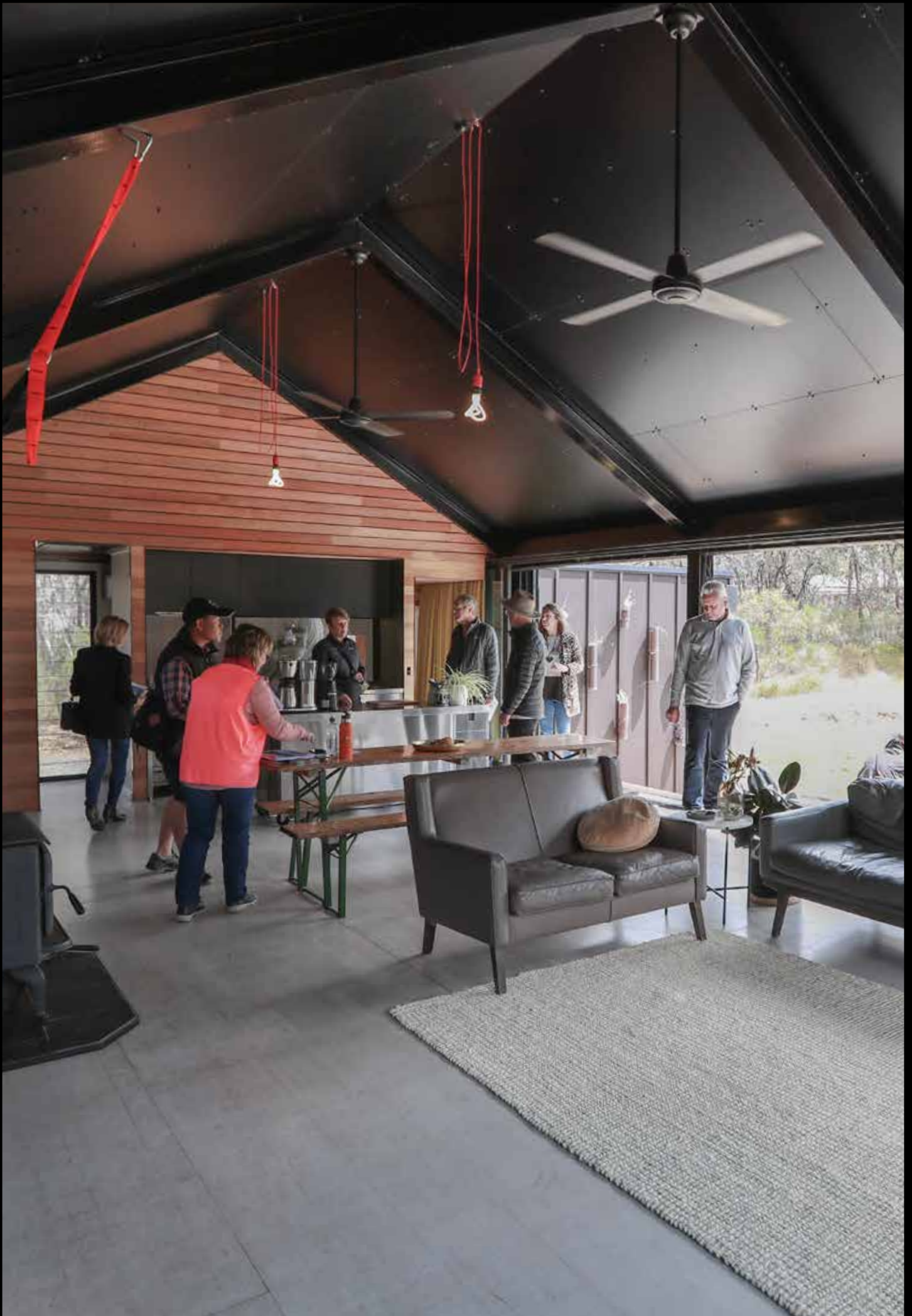
86%

OVERALL OPEN HOUSE BENDIGO EXPERIENCE WAS GOOD OR EXCELLENT

94%

AFTER PARTICIPATING IN OPEN HOUSE BENDIGO ARE MORE LIKELY TO VISIT BENDIGO AGAIN

93%



Kooroork House II, Open House Bendigo 2019. Photo: Chippy Rivera

Bendigo TAFE City Campus Re

For Open House Bendigo
October 2019



evitalisation



BUILDING HIGHLIGHTS

In 2019 the building program increased by nearly 30% including 12 new and participating for the first time. With a program growing to include Castlemaine and Eaglehawk visitors relished the opportunity to explore more of the City of Greater Bendigo and its surrounds – new to program Star Cinema, Former Eaglehawk Town Hall recorded 418 visitors in one day.

Throughout the Bendigo Weekend, over 110 guided tours were conducted, providing a direct and personal experience of the impact of good design and architecture for a total capacity of over 4,000 people.

REMARKABLE OPPORTUNITIES

Visitors gained insight into Bendigo's newest award-winning garden through the Bendigo Hospital Landscape Tour. Landscape architects, Oculus, led groups throughout the landscaped courtyards, green roofs, and Dja Dja Wurrung and Chinese gardens reflecting the cultural diversity of the regions history.

HERO BUILDINGS

As expected, the Beehive Building, Bendigo Mining Exchange saw a steady crowd and queue of visitors keen to get a look inside. Open House visitors were some of the first to see the beautifully restored 1872 Beehive Building, which has been returned to its former glory after extensive works by Williams Boag Architects. Feedback was incredibly positive, with visitors bringing their families, photos from their childhood and many memories to share.

The contemporary residential program continues to delight and inspire our visitors. e+ Architecture led visitors through the previous home of the architect, Kooroork. The direct experience allowed the Open House attendees to learn first hand about the design process and thinking behind this exceptional 'small home on a budget'.

TOP TEN BUILDING HIGHLIGHTS*

Our visitors were asked to select one favourite Open House Bendigo experience:

1. Beehive Building, Bendigo Mining Exchange
2. Ulumbarra Theatre
3. Bendigo Tramways Depot and Workshop
4. Sacred Heart Cathedral
5. Bendigo Hospital Landscape Tour
6. Bendigo TAFE: Octagonal Reading Room
7. Short Street House
8. Star Cinema, Former Eaglehawk Town Hall
9. Miners' Cottage
10. Bendigo Chapel

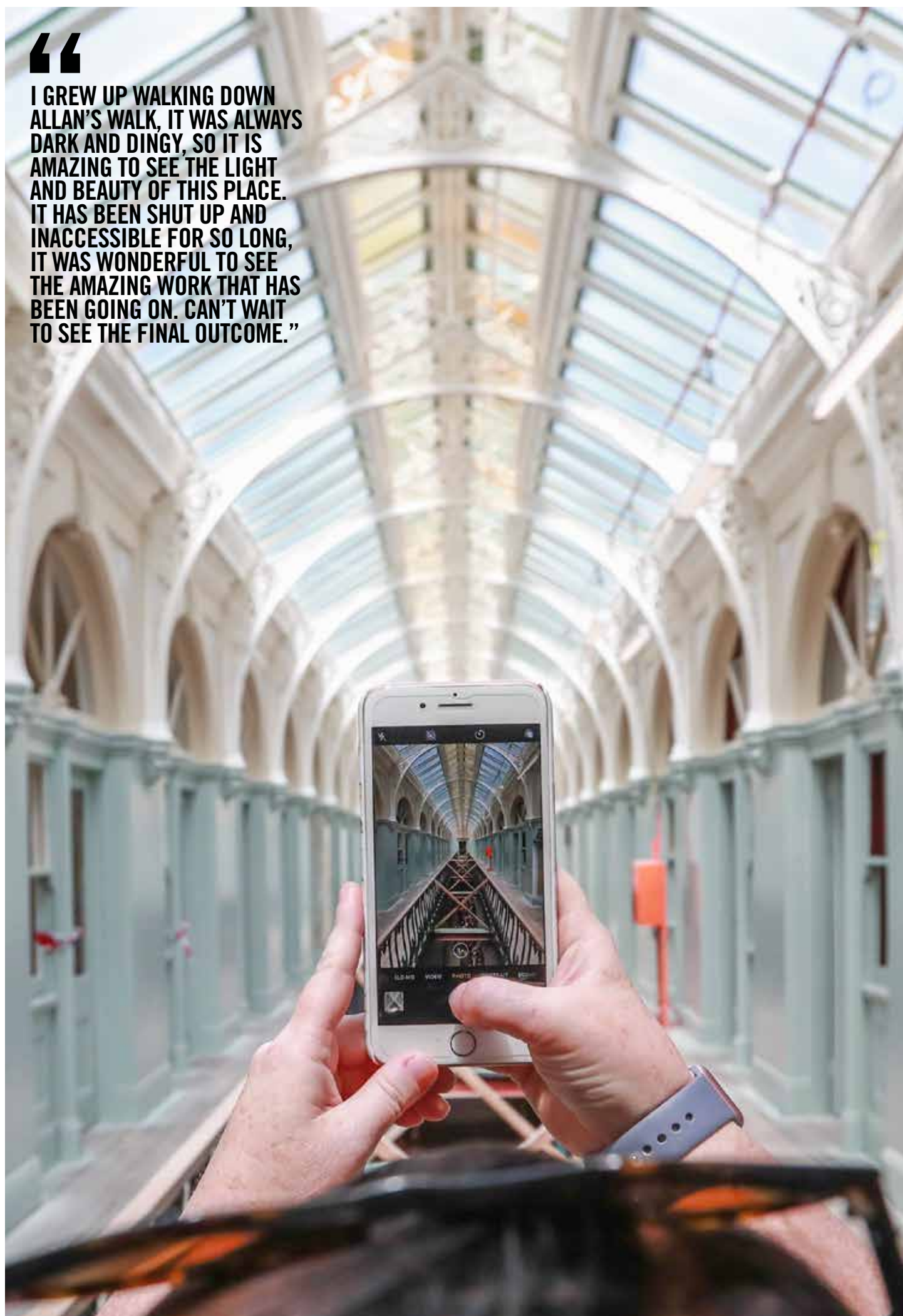
*Top ten results skew towards high-capacity venues.

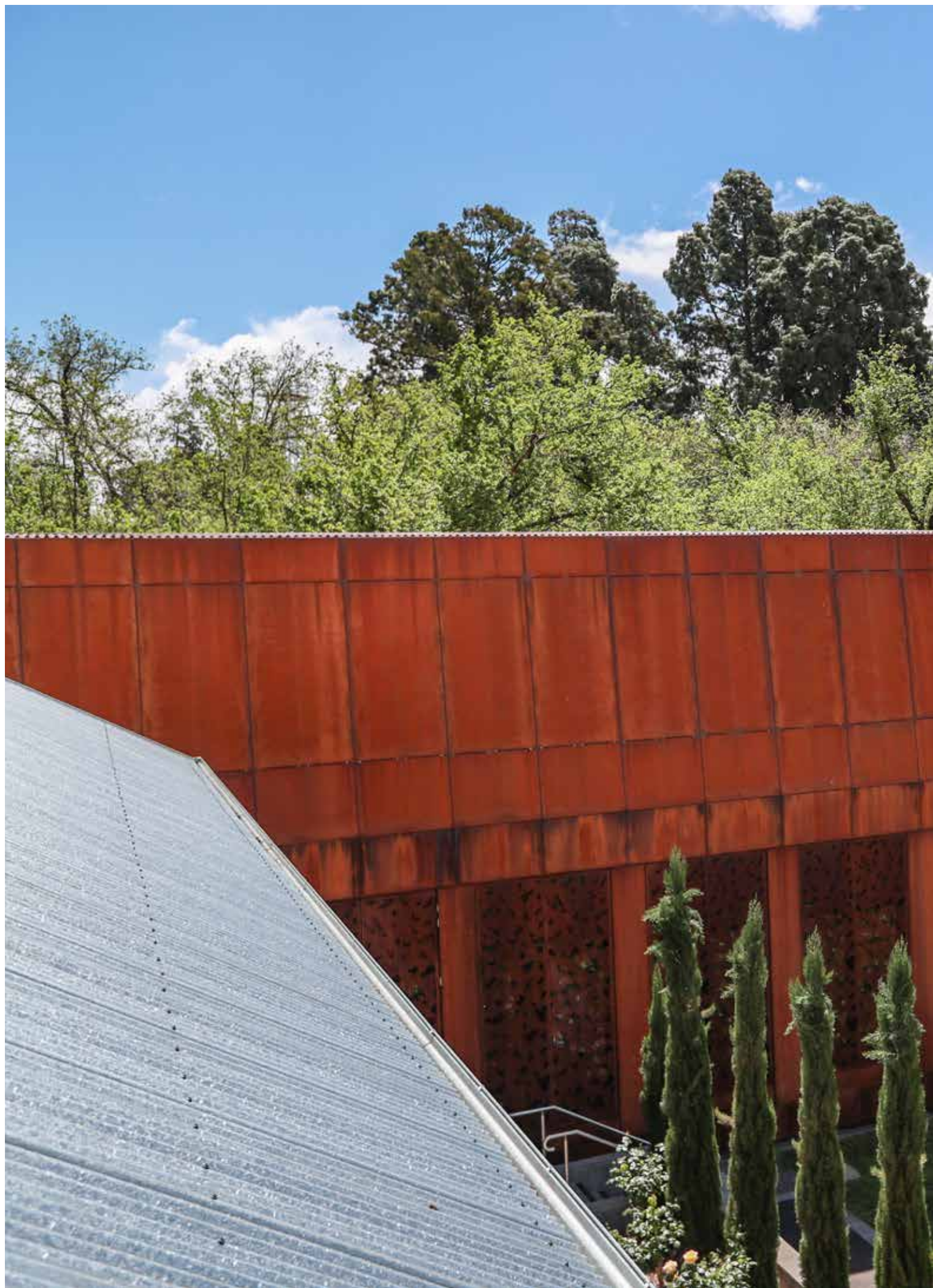
“

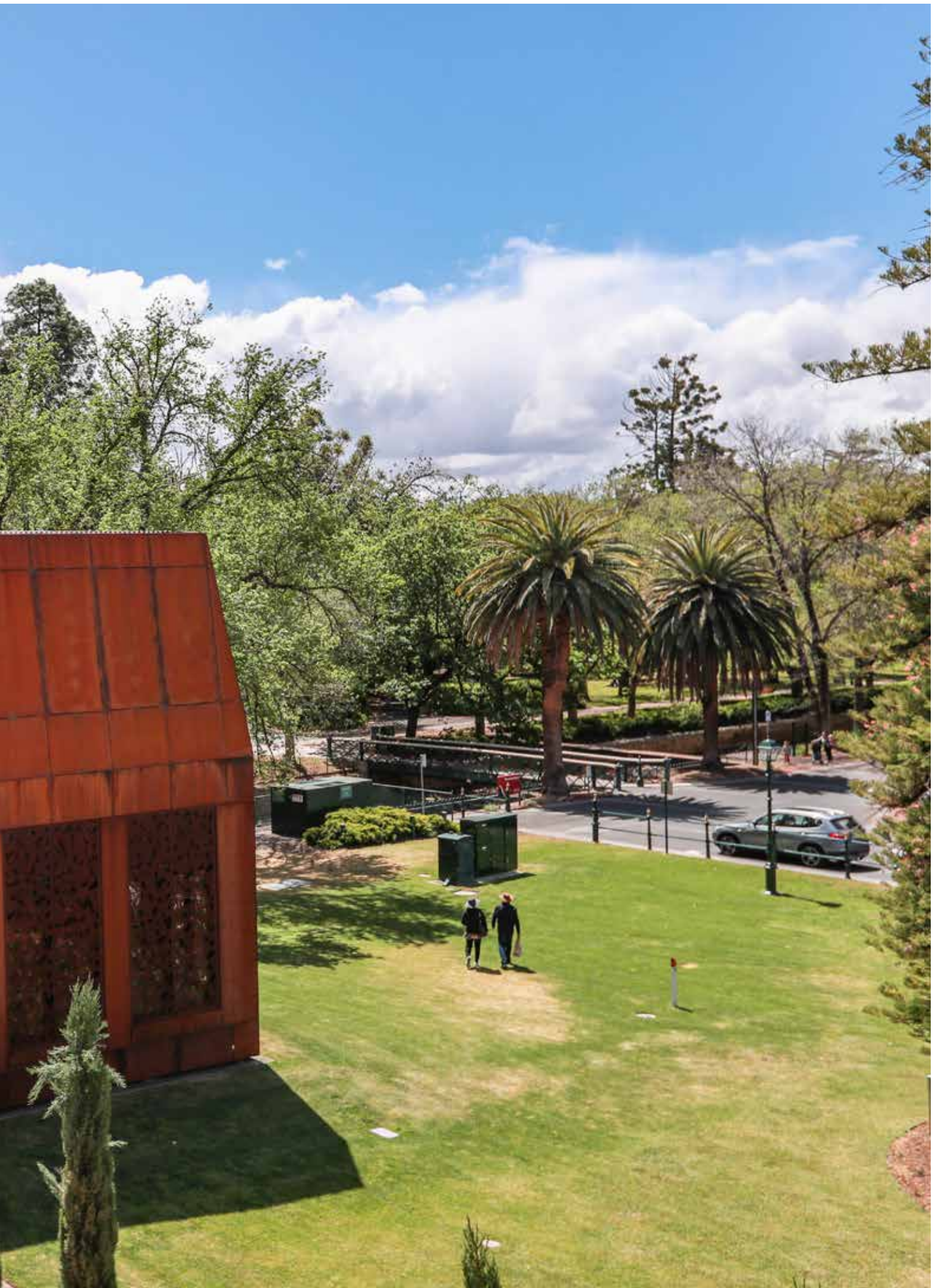
WE VISITED CAPITAL THEATRE, ULUMBARRA AND STAR CINEMA. LOVED THEM ALL. TOUR LEADERS AT CAPITAL AND ULUMBARRA WERE FABULOUS. SO FULL OF INFORMATION, EASY TO TALK TO AND HAD CARE AND A PASSION FOR THEIR BUILDINGS.”

“

I GREW UP WALKING DOWN ALLAN'S WALK, IT WAS ALWAYS DARK AND DINGY, SO IT IS AMAZING TO SEE THE LIGHT AND BEAUTY OF THIS PLACE. IT HAS BEEN SHUT UP AND INACCESSIBLE FOR SO LONG, IT WAS WONDERFUL TO SEE THE AMAZING WORK THAT HAS BEEN GOING ON. CAN'T WAIT TO SEE THE FINAL OUTCOME.”







Soldiers Memorial Institute, Open House Bendigo 2019. Photo: Chippy Rivera

ADDITIONAL PROGRAMMING

A PROGRAM OF WALKS, TALKS, SCREENINGS AND WORKSHOPS AIMED TO ENCOURAGE LOCALS AND OUT-OF-TOWNER'S TO IMMERSE THEMSELVES IN AND AROUND THE CITY'S BUILT ENVIRONMENT.

OPEN TALKS

FUTURE BENDIGO!

Bendigo's cityscape is changing; we explored what's to come from leading designers and architects at this free inaugural talk. Offering a rare chance to hear from industry experts about the process and behind-the-scenes work in producing the beautiful built outcome. Moderated by Jill Garner, John Wardle Architects discussed plans for Bendigo Law Courts Redevelopment, Architects spoke on the Bendigo TAFE Masterplan and GKA Architects talked about the Bendigo Mosque & Community Centre.

Presented by: OVGA and Open House Melbourne

Supported by: La Trobe Art Institute

AUSTRALIA MODERN

Professor Hannah Lewi held an intimate discussion of the book *Australia Modern: Architecture, Landscape & Design*. Hannah presented the genesis of the book and exhibition, exploring the histories and anecdotes associated with some of Australia's most iconic modernist buildings, interiors and landscapes.

Presented by: Heritage Council of Victoria and Open House Melbourne

Supported by: La Trobe Art Institute

CREATIVE INDUSTRY HUB

The Bendigo Creative Industries Hub (BCIH), an initiative of Creative Victoria and managed by ACMI, will transform the 1910 Morley Johnson & Co warehouse into a bespoke co-working and event space for local creative practitioners and entrepreneurs. Bendigo practice e+ architecture were in conversation with the Manager of BCIH discussing the concept and function of the proposed Hub.

Presented by: ACMI and Open House Melbourne

Supported by: Creative Victoria

OPEN TOURS

JOSS HOUSE TEMPLE ARCHAEOLOGIST TOUR

Local archaeologist and heritage consultant, Dr Gary Hillmore discussed the temple's archaeological significance and inspiring story of Chinese immigrants who came to Bendigo in search of gold.

Presented by: Bendigo Heritage Attractions

BENDIGO WALKING TOURS

Bendigo Walking Tours offered two unique Open House themed tours, Celebrating Vahland and Open Bendigo. Visitors explored the life of Bendigo's greatest architect, Vahland, and his designs from hotels, to churches and mansions. While gaining a deeper understanding of the city's architecture, unique pattern of settlement, housing and social history.

Presented by: Bendigo Walking Tours

BACK CREEK TRAIL: BIKE TOUR

Attendees explored Bendigo on bike for this in-depth tour of recent and future urban planning initiatives. Visitors heard from artist Reece Hendy, Jo Mason on the Ewing Park redevelopment concept, Jane Marriott on Wolstercroft Reserve draft masterplan and Rimmon Martin on his Spring Gully Trail Head infrastructure.

Presented by: Bike Bendigo

OPEN FILMS

BIG TIME AT STAR CINEMA

The boutique Star Cinema in Eaglehawk opens its doors for a special Open House film screening of *Big Time* in the historic heart of Bendigo. The film documents the story of the puckish Danish architect Bjarke Ingels, who built his career at 39 on defying convention.

Presented by: Star Cinema

MODERN MELBOURNE

A screening of the 2019 *Modern Melbourne* extended interview with Dione McIntyre, a University of Melbourne architecture graduate in the early 1950s, accomplished Melbourne architect, and Peter McIntyre's business and life partner.

Presented by: Heritage Council of Victoria and Open House Melbourne

Supported by: La Trobe Art Institute



Sacred Heart Cathedral, Open House Bendigo 2019. Photo: Tyr Liang





Future Bendigo: Panel Discussion, Open House Bendigo 2019. Photo: Chippy Rivera

MARKETING CAMPAIGN

14,000 copies of the program were circulated in the Bendigo Advertiser in the lead up to the Weekend. An additional 5,000 copies were made available at the Bendigo Visitor Centre, and distributed through the council service to local cafes and attractions throughout Bendigo and Castlemaine.

Along with large scale distribution of a free print program, the most powerful Open House Bendigo marketing tools proved to be our media campaign, our email database, and Facebook.

The 2019 marketing campaign was also buoyed by the digital marketing package from Bendigo Tourism. The package included social media strategy, newsletter editorial, Google page activation and website features. The Bendigo Tourism package included a modest amount of social media advertising – a small cost yet effective inclusion to the overall campaign.

WEBSITE

In comparison to 2018, website users increased by 4.5% during the campaign period (Sept–October) with a total of 16,244. The number of new users also increased 8.7% during this period. Users also viewed more pages per session and remained on the website for longer sessions.

58,354

WEBSITE PAGEVIEWS, SEPT – OCT 2019

23%

INCREASE IN PAGEVIEWS COMPARED TO 2018

17%

INCREASE IN AVERAGE SESSION DURATION

The following websites were crucial in directing traffic to the Open House Bendigo website:

1. Facebook
2. Bendigo Region Website
3. Bendigo Advertiser
4. The Age

During the campaign period, the most visited pages on the website were (click to view):

1. Open House Bendigo Building List
2. Open House Bendigo Highlights Revealed news item
3. What's On / Open House Bendigo Events Page

The most visited building pages in order of views, are:

1. Beehive Building
2. Kooroork House II
3. Garden Retreat
4. Miners Cottage
5. Short St House
6. Bendigo Hospital Landscape Tour
7. Thompsons Foundry
8. Bendigo Chapel
9. Ulumbarra Theatre
10. Freemasons Hall Residence and Studio

The interest in the Beehive Building was a strong driver for the marketing campaign as a whole, generating interest from locals and visitors alike. The other building pages to feature in the top five illustrate our audience have a keen interest in residential architecture.

E-NEWSLETTER

Open House Bendigo benefited from a strong campaign of six e-newsletters to a database of over 41K subscribers, click to see the items below:

1. Save the Date (feature)
2. Bendigo 2019 + 2020 Announcement (feature)
3. Highlights Revealed (dedicated)
4. Program Launch (dedicated)
5. Highlights (dedicated)
6. Wrap Up (dedicated)

Along with an increased email database for the 2019 campaign, the average click through rate increased from 8.6% to 9.2%.

41,508

SUBSCRIBERS TO EMAIL DATABASE

30%

AVERAGE CAMPAIGN OPEN RATE

9%

AVERAGE CAMPAIGN CLICK RATE

SOCIAL MEDIA

FACEBOOK

The period of highest audience engagement and reach on Facebook began in mid-September, and continued to be strong through to the beginning of November.

25,479

TOTAL FACEBOOK FOLLOWERS

The most popular post on Facebook for our organic campaign, was the Program Launch announcement (pictured right), which experienced 6.4K reach. Followed by a number of other posts all sitting around 2.8K to 3.6K for total reach. The success of Facebook as a marketing tool can be seen in the high engagement rate of these organic posts, averaging at around 5% to 7%.

INSTAGRAM

The most popular posts during the Open House Bendigo campaign included (click to view):

1. Program Launch

182 likes, 59 profile visits, 7553 impressions, 5556 accounts reached (3% of which weren't following Open House).

2. Australia Modern Talk/Event

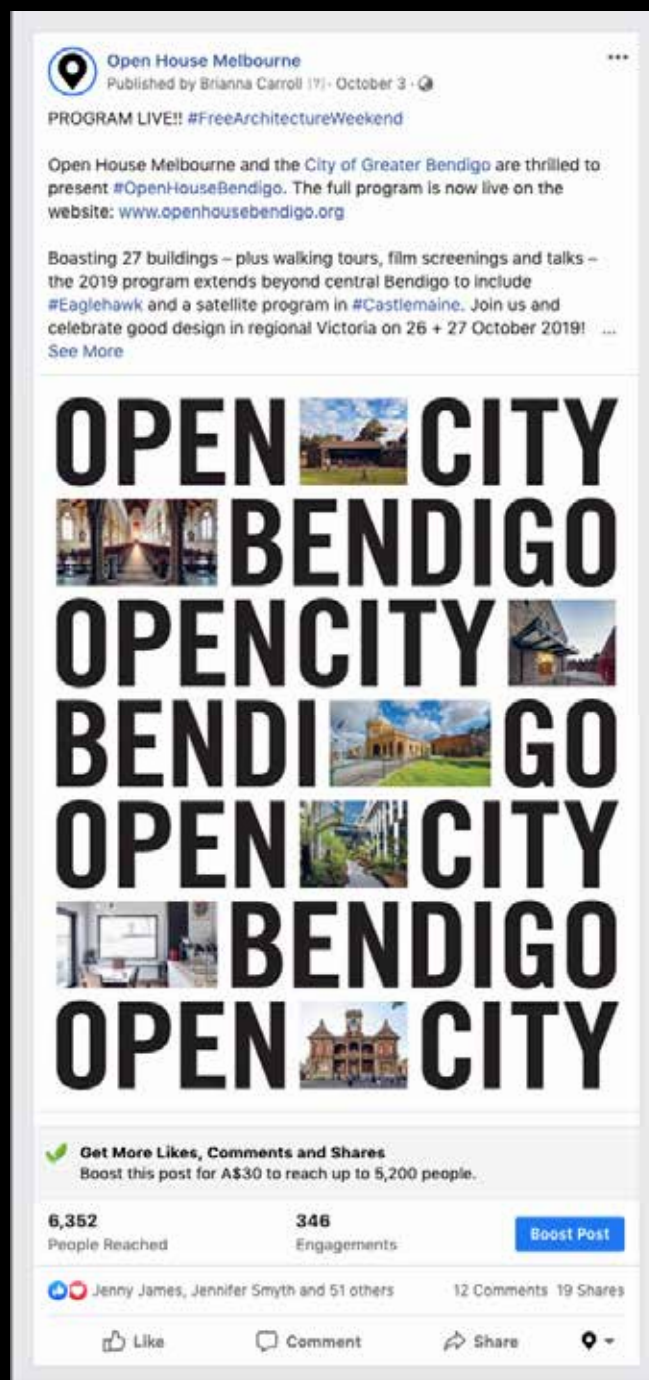
231 likes, 32 profile visits, 7100 impressions, 3982 accounts reached (3% of which weren't following Open House).

3. Day Two event post

158 likes, 20 profile visits, 5924 impressions and 3450 accounts reached (5% of which weren't following Open House).

TOTAL SUBSCRIBERS ACROSS EMAIL AND SOCIAL MEDIA DATABASE

92,888



MEDIA EVALUATION

MEDIA REACH

The successful 2019 Open House Bendigo media campaign, managed by partners Zilla & Brook, generated a total PR value of \$560,092.

Zilla & Brook continue to increase the reach of our events by applying creative and low-cost strategies. The 2019 campaign secured 80 more media hits compared to the previous year, with a total of 193 hits.

We saw big growth in radio and TV coverage this year due to regional syndications (41 more hits in radio / 47 more hits in TV).

Along with the event campaign, a considerable media benefit was generated for the Beehive Building itself, with significant TV, print and radio hits about the social history, local knowledge and plans for the future.

VIEW THE FULL REPORT

Click to view media clippings from the campaign as well as a breakdown of the circulation and PR Value.

TOTAL REACH ACROSS PRINT, ONLINE, TV AND RADIO

632,948

MEDIA HITS GENERATED FROM AUGUST TO OCTOBER

193





Beehive Building, Open House Bendigo 2019. Photo: Chippy Rivera

MEDIA HIGHLIGHTS

THE AGE

The buzz of rebirth

Carolyn Webb

The Bendigo Mining Exchange has had elegant highs and derelict lows in its 147-year history, but just four years ago it was a dingy, closed-off haven for pigeons and squatters.

Developer Craig Lightfoot, who is restoring the two-storey landmark that's also known as the Beehive, in Bendigo's main street, Pall Mall, found a 40-gallon drum in a room upstairs.

In the early 1900s, the room had been a fabulous Egyptian-themed lounge but in 2015 it had water-damaged and flaking walls, and vagrants had lit fires in the drum and scorched the floor.

"It was lucky the whole place didn't catch fire," Mr Lightfoot says.

It was a far cry from 1872, during the gold rush when the Exchange opened as part of the Beehive building complex designed by Charles Webb, architect of Melbourne's Royal Arcade and Windsor Hotel.

By 2015, windows in the Exchange's once elegant ground-

floor shops and first-floor offices were smashed, and period cornices, leadlight windows and even a staircase were boarded up.

In two eras - the 1870s to 1890s and the 1920s to 1960s - the Exchange thrived, first as the goldfields city's buzzing stockmarket (it also housed newspaper offices including a bureau of *The Age*) and later as a stylish shopping mall.

In the latter phase, you could buy a frock, get a haircut and have your photo taken in the one building.

For 50 years the building was called Allans Walk because Allans music store sprawled across the ground floor.

Mr Lightfoot hopes the Exchange is entering a prosperous phase. He is developing a restaurant and cafe on the ground floor and a function centre on the first.

Tradespeople have removed a 1960s low ceiling on the ground floor to expose a beautiful central void: you look up to the cast iron first-

floor balcony and skylight roof running almost the length of the building.

Although the transformation isn't finished, more than 2000 people are expected to take a sneak peek as part of Open House Bendigo, a showcase of buildings across Bendigo this weekend.

Meredith Robinson, whose grandfather and then father ran Hartley's gun shop and boot repairs at the Exchange from the 1940s to 1990s - there are bullet marks in the walls where guns were tested - says the Exchange is very loved.

Ms Robinson remembers that in the 1970s and 1980s, tenants included Ramage's menswear, Leech's music store, a curtain store, a wool shop and a barber.

She says the redevelopment is "fabulous. It's about time".

"I wanted to win Tutti'slotto so that I could buy it and do it up. It was a lost part of Bendigo."

It was Mr Lightfoot's cousin,

The Sunday Age feature on Beehive Building, 27.10.19

ABC

Evenings with David Astle

Overview Episodes

Radio ABC Radio MELBOURNE

Listen 3PM-12A

The architectural delights of Bendigo

100 episodes with David Astle

ABC Radio Melbourne, evenings with David Astle (+ syndications) 03.10.2019

Bendigo Advertiser

SNEAK PEEK

ACMI has released the designs for Bendigo's new Creative Industries Hub. The space at the old Morley Johnson building will nurture talented creatives from across central Victoria. For more, see page 7

Hub for creatives revealed

BY TARA COOGLITO

THE Australian Centre for the Moving Image has released the design images of Bendigo's new Creative Industries Hub.

The hub, which will reside at the old Morley Johnson building on Mitchell Street, will include up to 32 desks and will host events and programs. David Hughes, who has been announced as the hub's new program director, said the designs were still preliminary.

"The images are very early

Bendigo Advertiser cover article, 24.10.19

Weekend NOTES

Get an event 1 million Australian readers every month Facebook

Open House Bendigo 2019

Home » Melbourne » Architecture » Community Events » Exhibitions » Fun Things To Do » Open Days

by Jen (JENKINS)

1000 I've a really lot of fun things to do or watch. SAVE the article to your TO DO LIST. Please 'GIVE LIKE' if you enjoyed what you read. The more 'likes' it has, the more enjoyable the event becomes.

Event: 26/10/2019 - 27/10/2019

Do note that some buildings require pre-booking

OPEN CITY BENDIGO

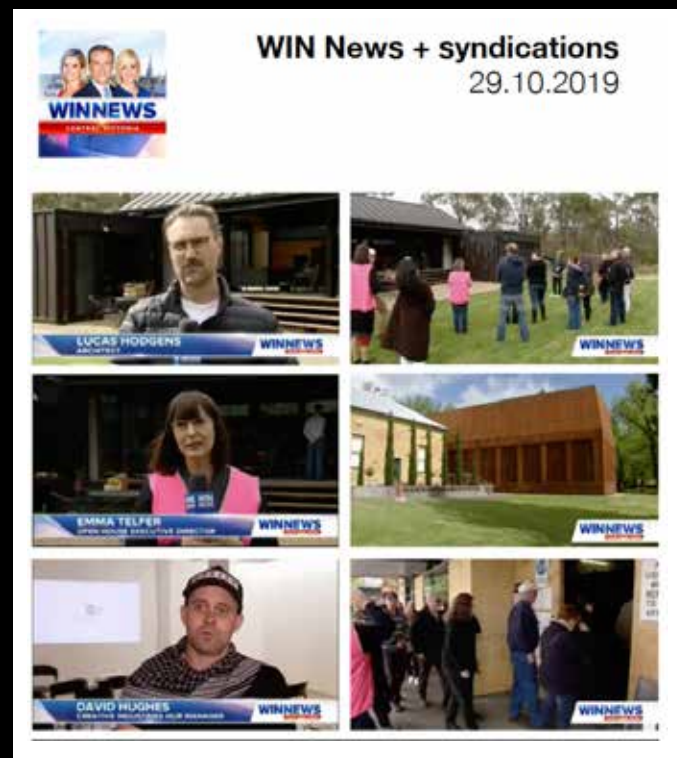
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Images - Open House Bendigo 2019
[Image 1](#)

Weekend Notes feature article, 30.09.19



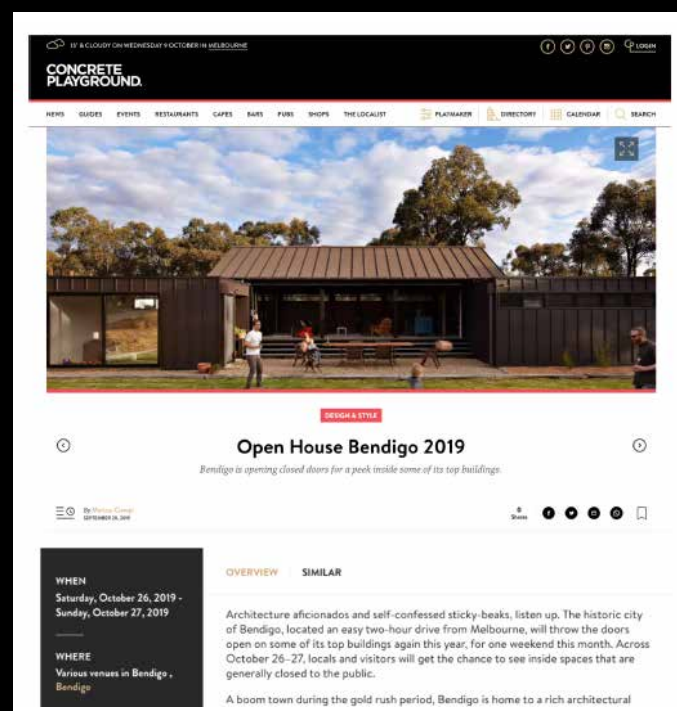
Segment on Open House Bendigo launch at the Mining Exchange
On 9 News Central Evening News, duration: 1:40 minutes, 01.10.19



Segment on Open House Bendigo Weekend ft. Koorook House II, the Soldiers Memorial, the Mining Exchange and Morley's Emporium. On WIN News Bendigo Evening News, duration: 1:27 minutes, 29.10.19



Open House Bendigo announcement, Green Magazine 29.08.19



Concrete Playground website, 29.09.19





Volunteer at Beehive Building, Open House Bendigo 2019. Photo: Chippy Rivera

VOLUNTEER ENGAGEMENT

OPEN HOUSE PROGRAMS WOULD NOT BE POSSIBLE WITHOUT THE EXTRAORDINARY COMMITMENT OF OUR VOLUNTEERS.

57

VOLUNTEER SHIFTS COMPLETED

256+

VOLUNTEER HOURS CONTRIBUTED

9

NEW BENDIGO VOLUNTEERS RECRUITED

30

VOLUNTEER TRAVELED FROM MELBOURNE TO PARTICIPATE

81%

VOLUNTEER TO GIVE BACK TO AN EVENT THEY ENJOY AS A PATRON

42%

VOLUNTEER TO STAY INFORMED AND LEARN MORE ABOUT THE CITY'S ARCHITECTURE

“

I REALLY ENJOYED THE WHOLE EXPERIENCE OF BEING A VOLUNTEER AT THE BENDIGO CHAPEL AND VERY MUCH ENJOYED THE FREE EVENT AT LA TROBE ART INSTITUTE 'FUTURE BENDIGO' WITH MY PARTNER.”





Volunteer event, Open House Bendigo 2019. Photo: Chippy Rivera

BUILDING ENGAGEMENT

88%

RATED THEIR STAFF AND VOLUNTEERS AS BEING VERY SATISFIED WITH THEIR EXPERIENCE AND WOULD PARTICIPATE AGAIN

87%

PARTICIPATE TO PROMOTE THEIR ACTIVITIES TO A NEW AND DIFFERENT AUDIENCE, AND ENGAGE WITH THE LOCAL COMMUNITY

100%

PARTICIPATE TO ENCOURAGE THE GENERAL PUBLIC TO VALUE AND BECOME ADVOCATES FOR THEIR BUILDING

27

BUILDINGS PARTICIPATED

12

NEW TO PROGRAM

90+

BUILDING VOLUNTEERS SUPPORTED THEIR SITE

25+

PAID STAFF SUPPORTED THEIR SITE

“

WITH FOUR VENUES OPEN THE EAGLEHAWK HERITAGE SOCIETY HAD THE OPPORTUNITY TO MEET SOME WONDERFUL VISITORS, THE MAJORITY OF WHOM WE DO NOT BELIEVE WOULD HAVE VISITED OUR TOWN EXCEPT FOR OPEN HOUSE.”

“

ITS GREAT TO TALK TO PEOPLE ABOUT OUR HOME – PEOPLE SEEM TO REALLY LIKE THE STAGE BY STAGE APPROACH WE HAVE TAKEN.”

“

VERY POSITIVE EXPERIENCE FOR ALL INVOLVED. GREAT OPPORTUNITY TO SHOWCASE THE RELEVANCE OF TAFE TO THE LOCAL COMMUNITY, WHILE ALSO HEARING STORIES FROM PEOPLE WHO STUDIED AT TAFE AT DIFFERENT TIMES.”



Building host at Beehive Building, Open House Bendigo 2019. Photo: Chippy Rivera



CITY OF GREATER
BENDIGO



**OPEN HOUSE
MELBOURNE**