



GOLD
COAST **OPEN**
HOUSE

2025
EVENT REPORT

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation Gold Coast Open House Architecture Festival Inc acknowledges the traditional custodians of Country throughout Australia, and especially the people of the Yugambah language groups, upon whose lands our activities take place. We acknowledge their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

We acknowledge and pay respects to the traditional Aboriginal people of these lands and waters and we acknowledge all their descendants. We also acknowledge the many Aboriginal people from other regions as well as Torres Strait and South Sea Islander people who now live in the local area and have made an important contribution to the community.

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ABOUT GOLD COAST OPEN HOUSE

Gold Coast Open House Architecture Festival Inc is a not-for-profit independent volunteer-run organisation which stages the annual Gold Coast Open House event. Gold Coast Open House helps to promote public awareness of architecture and urban design throughout the City of Gold Coast.

The event was founded in 2015 by three founding partners, the City of Gold Coast, the Australian Institute of Architects and the National Trust, and has become a much-anticipated cultural event with the support of the City of Gold Coast. City of Gold Coast remains the major sponsor of the event.

OUR PURPOSE

The aim of the Gold Coast Open House program is to engage the general public in conversations about the role of quality design in a liveable built environment by physically ‘opening’ the extraordinary local buildings, places and spaces that shape our city, for a real ‘behind the scenes’ experience.

OUR WORK

We do this by curating a program of architect-led tours of buildings and precincts, self-guided tours of special interest, topical panel discussions, documentary films and interactive engagement events such as Urban Sketchers.

All public tours and the majority of other events are available to the general public for free. This is made possible by the generosity of sponsors and building participants, owners and architects, and custodians of homes and workplaces across the Gold Coast.

This year, our on-demand archive has increased with content such as recorded panel discussions and self guided walking tours, via our website.

OPEN HOUSE WORLDWIDE

The Open House movement is a worldwide phenomenon which originated in London in 1992 when Victoria Thornton convinced building owners to throw open their doors to the general public. The purpose of Open House is education, advocacy, and empowerment of the wider community through the experience of urban design and architecture. Gold Coast Open House shares these core values, alongside Brisbane Open House and Sunshine Coast Open House.



IMG: Melissa Hoedel

MESSAGE FROM THE CHAIR

The Gold Coast is an extraordinary city in an extraordinary setting on the coastal plain between the Pacific Ocean and the green and mountainous hinterland. Amongst its labyrinth of waterways are places, buildings and neighbourhoods we might take for granted or drive past every day without a second glance. Gold Coast Open House opens these places for behind the scenes visits.

The festival is an opportunity that enables people of all walks of life, whether local residents or visitors, to connect with this place through the lens of good design in one of Australia's largest and most dynamic cities.

GCOH opens doors. Our committee set out to create a community event centred on free guided tours of local architecture. Through it, locals and visitors alike can better understand the everyday places where we live, work and play, and the not-so-everyday, experiencing architecture up close and hearing directly from the people behind the designs.

As a not-for-profit association Gold Coast Open House relies on the financial and in-kind support of our major funding partner, City of Gold Coast to deliver the event. We are grateful for the support of Her Excellency The Honourable Dr Jeannette Young AC PSM, Governor of Queensland and Mayor Tom Tate, who both spoke passionately about Gold Coast architecture and ingenuity at the official Launch held at the Abedian School of Architecture, Bond University.

We have also established strong collaborative partnerships with Griffith University and Bond University, who generously opened their doors to host many GCOH fringe events and speaker sessions.

We extend our sincere thanks to our fantastic partners and sponsors, including the City of Gold Coast, Queensland Government, BDA Architecture, Stone Style, Griffith University, Bond University and SEQ Water.

We also acknowledge our Friends of Gold Coast Open House: the Australian Institute of Architects and EmAGN, the Planning Institute of Australia, the Australian Institute of Landscape Architects, SWELL Sculpture Festival, HOTA, ArchitectureAU and Urban Sketchers, whose collaboration and advocacy strengthen the program each year.

Finally, I would like to thank all of our supporters, collaborators and dedicated event weekend volunteers whose contribution makes the delivery of Gold Coast Open House possible. In particular, I extend my sincere gratitude to each and every member of our Management Committee, who generously carved out time from demanding professional and personal commitments to bring together and deliver an exceptional 2025 program.

I am proud of what we have achieved this year and of the growing role Gold Coast Open House plays in shaping meaningful conversations about design, resilience and the future of our city. Through this year's program, attendees were able to touch and feel both the past and the future, gaining insight into affordable housing solutions, sustainable practice and the built environment that shapes our unique coastal city. In a year where resilience was our guiding theme, Gold Coast Open House has once again demonstrated the power of architecture and design to respond to challenge, foster connection and inspire confidence in the future of the Gold Coast.

Christopher Cumming
Chair, GCOH Committee

EXECUTIVE OUTCOMES SUMMARY

GOLD COAST OPEN HOUSE 2025

Gold Coast Open House 2025 delivered a strategically curated program that strengthened civic identity, expanded public engagement with architecture and design, and reinforced the festival's position as a leading cultural platform for the City of Gold Coast.

CIVIC LEADERSHIP & INSTITUTIONAL RECOGNITION

The 2025 program was formally launched at the Abedian School of Architecture, Bond University, in the presence of Her Excellency the Honourable Dr Jeannette Young AC PSM, Governor of Queensland. Strong participation from the City of Gold Coast and the Queensland Government Architect further elevated the festival's civic standing and reaffirmed its significance within the city's cultural and design calendar.

The official launch was further enhanced by a live duet performance by the Gold Coast Chamber Orchestra, reinforcing the event's interdisciplinary celebration of architecture and the arts.

Partnerships with Griffith University, Bond University, SWELL Sculpture Festival, EmAGN (Australian Institute of Architects) and key precinct stakeholders strengthened cross-sector collaboration. These relationships positioned Gold Coast Open House as a connector between government, academia, industry and community.

Formal recognition moments, including the Photography Competition awards presentation, reinforced the festival's role as both a public-facing event and a platform for sector acknowledgement and professional celebration.



IMG: Lynn Stephens-Tait

PUBLIC ENGAGEMENT & PARTICIPATION

Gold Coast Open House 2025 recorded 1,595 pre-booked registrations, with total attendance reaching 1,455 participants across the official program weekend and associated events. This represents an approximate 8.8% variance between registrations and attendance, consistent with typical no-show rates for free public events.

Twenty-five buildings and sites opened to the public across heritage, residential, educational, civic and infrastructure typologies, offering rare access to significant spaces across the city.

Strong attendance was recorded across guided walks, precinct tours, panel discussions and fringe events. Audience participation reflected a broad demographic spread, with multi-generational attendance and a high proportion of visitors attending in pairs or family groups.

Survey feedback indicated strong satisfaction across program quality, access, organisation and volunteer engagement, with a high intent to attend again in future years.

The Photography Competition and subsequent exhibition extended engagement beyond the event weekend, creating an ongoing participation pathway and celebrating community perspectives on the built environment.



IMG: Lynn Stephens-Tait

EDUCATION, SUSTAINABILITY & DESIGN LITERACY

The 2025 theme of Resilience was explored through a curated program of expert-led panel discussions, positioning Gold Coast Open House as a forum for informed civic dialogue on the future of housing, sustainability and place-making.

Key discussions addressed:

- Renewable energy retrofits for strata living
- Circular economy approaches and construction waste reduction (including ARRC insights)
- Multi-generational and adaptable housing models
- Indigenous knowledge systems and cultural place-making

Urban Sketchers activations and university-led precinct programming further strengthened practical design literacy, offering accessible pathways for community learning and engagement while reinforcing links between academia and the broader public.



IMGS: Lynn Stephens-Tait

MEDIA & DIGITAL REACH

The 2025 campaign achieved significant amplification:

- 21 media stories (including syndications)
- Combined national reach of 11.29 million
- Strong metropolitan and national masthead coverage
- Social media engagement exceeding 127,000 interactions across platforms
- EDM open rate of 43.9%, significantly above industry benchmarks

Digital channels continued to serve as the central engagement platform, with expanded archive content supporting long-term access, legacy value and ongoing public interaction beyond the event weekend.



IMG: Lynn Stephens-Tait

ECONOMIC & PRECINCT ACTIVATION

Visitor data indicates attendees contributed to hospitality, retail and transport spending across the event weekend, supporting local businesses and precinct economies. The program encouraged movement across key cultural and educational nodes of the city, reinforcing place-based activation and cross-precinct engagement.

VOLUNTEER & SECTOR CONTRIBUTION

Gold Coast Open House 2025 was delivered with the support of a dedicated volunteer cohort who assisted across the official launch, weekend program, guided walks and speaker events.

- 11 core event volunteers actively supported program delivery
- 11 additional registered volunteers were unable to participate due to unforeseen circumstances
- Participating buildings and venues contributed their own staff and representatives
- More than 30 architects, designers and industry professionals donated their time as speakers, tour leaders and panel contributors

As a volunteer-led not-for-profit initiative, Gold Coast Open House continues to rely on significant in-kind professional and community contribution. The 2025 program demonstrates strong sector goodwill and collaborative spirit across the region.

VOLUNTEER RECRUITMENT & GEOGRAPHIC REACH

Despite multiple public calls for volunteers across digital channels and partner networks, recruitment in 2025 remained a key operational challenge. Securing sufficient coverage required targeted follow-up and direct outreach in the lead-up to the event.

Nevertheless, participating volunteers demonstrated strong commitment and geographic diversity. The majority were based across the Gold Coast region, including Southport, Labrador, Broadbeach and surrounding suburbs. At least one volunteer travelled from Bundaberg to support the event, with others travelling from northern Gold Coast and adjacent regions — reflecting the broader regional draw of the festival and its reputation within Queensland's design and architecture networks.



IMG: Melissa Hoedel

STRATEGIC CONSIDERATIONS

In 2025, the event dates were strategically moved into the Queensland school holiday period to broaden family participation and expand audience reach. While this shift aimed to strengthen multi-generational engagement, the revised timing resulted in direct competition with several major events, including the AFL Grand Final weekend. This concentration of high-profile sporting events likely impacted discretionary attendance and presents an important consideration for future scheduling strategy.

The ongoing challenge of volunteer recruitment represents a resourcing pressure for a volunteer-led organisation delivering a city-wide cultural event. As the program continues to grow in scale and complexity, a structured volunteer development and partnership pipeline will be essential to ensure sustainable delivery.

Opportunities exist to formalise recruitment partnerships with universities, professional institutes and community organisations to strengthen capacity, expand diversity of participation and build long-term volunteer retention. Earlier engagement cycles and targeted strategies will further support future growth.



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OUR PARTNERS

MAJOR PARTNER

City of Gold Coast



City of Gold Coast has been a founding partner of Gold Coast Open House since our first event in 2015. In 2025, the City continued its support of Gold Coast Open House as our Major Partner.

Mayor Tom Tate's welcome message can be viewed at <https://goldcoastopenhouse.com.au/sponsors-partners/>



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FESTIVAL PARTNER

Queensland Government

SUPPORT PARTNERS

BDA
Stone Style
Griffith University
Bond University
SEQ Water

FRIENDS OF GOLD COAST OPEN HOUSE

Australian Institute of Architects
Planning Institute of Australia
Aust Institute of Landscape Architects
SWELL Sculpture Festival
HOTA
ArchitectureAU
Urban Sketchers

PROGRAM COLLABORATORS

Australian Institute of Architects, EmAGN
Peter Richards
Dr Rosemary Kennedy

OUR PEOPLE



GOLD COAST OPEN HOUSE PATRON

**Her Excellency The Honourable Dr Jeannette Young
AC PSM, Governor of Queensland.**

Her Excellency officially opened our program at our launch on Wednesday 9th October 2024, at HOTA Outdoor Stage.

GOLD COAST OPEN HOUSE ARCHITECTURE FESTIVAL INC MANAGEMENT COMMITTEE

A small group of dedicated volunteers form the Management Committee and made up the core Gold Coast Open House event organising team.

COMMITTEE MEMBERS

Christopher Cumming, Chair
Associate, BDA Architecture

Francis Greenman, Treasurer
Project Lead, HHH Architects

Brian Toyata, Secretary
Senior Teaching Fellow,
Abedian School of Architecture, Bond University

Paul Burton
Professor of Urban Management and Planning, Cities
Research Institute, Griffith University

Amy Degenhart
Principal, DegenhartSHEDD, Urban Pure and Bubbl(up)

Allen Lucini
Director, Lucini Architects

Mark Bagguley
Assistant Professor, Abedian School of Architecture,
Bond University

Teresa Wuerschling
Program Advisor, Master of Architecture,
Griffith University

Jemima Rosevear
Manager City Design & City Architect, City of Gold Coast

Joe Snell
Director, Snell Architects

Anna Svensdotter
Executive Director, Australian Institute of Architects

AFFILIATE MEMBERS

Lily Chan
Coordinator Architecture, City of Gold Coast



PROGRAM OVERVIEW

GOLD COAST OPEN HOUSE 2025

THEME: RESILIENCE

Gold Coast Open House 2025 delivered an expanded multi-day program that extended beyond the core weekend to include a fundraising event, civic launch activities, academic partnerships, panel discussions, walking tours, exhibitions and community activations.

The 2025 theme, Resilience, framed conversations around climate adaptation, housing innovation, circular design and the evolving identity of the Gold Coast.



PROGRAM OVERVIEW

WEDNESDAY 17 SEPTEMBER SWELL FUNDRAISING EVENT

The Power of Place: Where Art, Architecture & Design Meet

Fringe Pavilion, Wallace Nicoll Park, Currumbin Beach

The 2025 program commenced with a fundraising event held in partnership with SWELL Sculpture Festival.

Guests participated in a guided twilight walk through the SWELL exhibition, followed by a beachside dinner and panel discussion moderated by **Joe Snell** (Studio Snell). Panellists **Shannon Best** (Yugambeh Museum), **Gerard McCormick** (8LA Landscape Architects) and **Natasha Edwards** (SWELL Sculpture Festival) explored Indigenous knowledge systems, public art, sustainability and architectural storytelling.

The event strengthened cross-sector collaboration between art, architecture and cultural institutions while raising funds to support the delivery of the free public program.



IMG: Melissa Hoedel

WEDNESDAY 24 SEPTEMBER OFFICIAL CIVIC LAUNCH

Abedian School of Architecture, Bond University

The 2025 program was formally launched in the presence of Her Excellency the Honourable Dr Jeannette Young AC PSM, Governor of Queensland and Patron of Gold Coast Open House.

The launch included a Welcome to Country by **Uncle John Graham** and MC'd by **Malcolm Middleton OAM LFAIA** followed by addresses from the Governor, **Mayor Tom Tate**, **Queensland Government Architect Leah Lang**, **Professor Tim Brailsford**, Vice-Chancellor and President, Bond University and GCOH Chair **Chris Cumming**.

Her Excellency was hosted on a private tour of the Abedian School of Architecture, including student exhibitions, reinforcing the event's focus on education, design leadership and future city-making.



IMG: Lynn Stephens-Tait

PROGRAM OVERVIEW

SATURDAY 27 - SUNDAY 28 SEPTEMBER GCOH WEEKEND PROGRAM

The core weekend program opened 25 buildings and sites to the public, supported by a curated series of guided walks, panel discussions and interactive activations delivered across the city.

The program showcased the breadth and character of the Gold Coast's built environment, from major civic and infrastructure facilities to landmark heritage buildings and contemporary private homes rarely open to the public.

In total, the 2025 program delivered:

- 25 buildings & sites opened
- 9 guided walks
- 6 panel discussions and structured talks
- 5 interactive activations and exhibitions
- 1 official civic launch

Highlights included:

- Abedian School of Architecture, Bond University
- Captain Cook Memorial Lighthouse
- Gold Coast Disaster & Emergency Management Centre
- Gold Coast Desalination Plant
- Southport Former Town Hall
- The Pink Hotel
- UTE House
- Griffith University Precinct
- Nerang Tidal Gates (Flood Mitigation Infrastructure)
- HOTA (Home of the Arts)
- Live duet performances by the Gold Coast Chamber Orchestra at the official launch and during the Open House weekend

A number of private residences were also opened as part of the program, offering visitors rare insight into innovative local residential architecture. Gold Coast Open House extends sincere thanks to the local architects and homeowners who generously opened their doors, enabling the public to experience contemporary design, adaptive reuse and climate-responsive living firsthand.

The geographic spread encouraged movement across the city, from Coolangatta to Southport and inland to Nerang and Robina, reinforcing the festival's city-wide footprint and activating multiple cultural, civic and educational precincts.



IMG: Melissa Hoedel

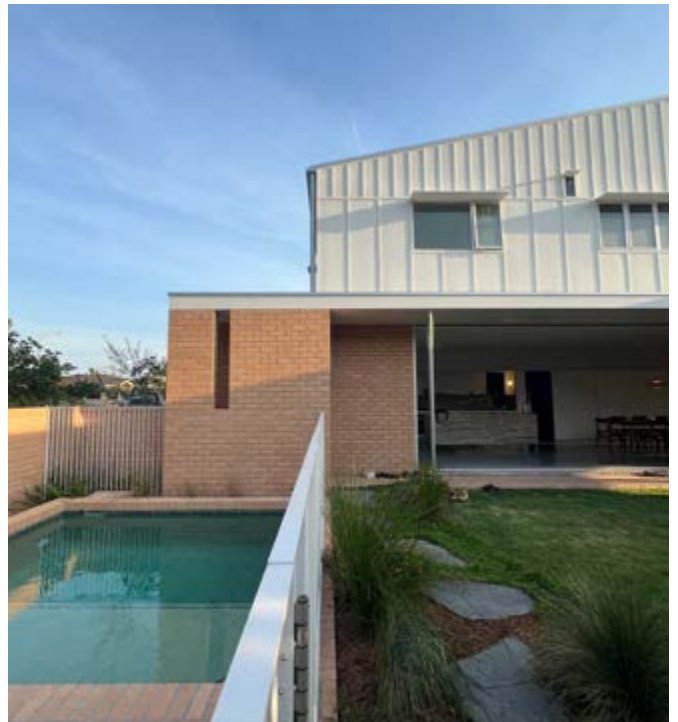


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2025 BUILDING LIST

The 2025 Gold Coast Open House program opened 25 buildings and sites to the public, showcasing the breadth of architecture that shapes our city. From coastal heritage cottages and mid-century landmarks to contemporary homes, educational precincts and essential infrastructure, each site contributed to this year's theme of **Resilience**, demonstrating adaptation, innovation and enduring community value.

- Abedian School of Architecture
- Captain Cook Memorial Lighthouse
- Ceramic House
- Cheshire Cat Motel
- Flor Wine & Grocer
- Gold Coast Airport (International Terminal)
- Gold Coast Desalination Plant
- Gold Coast Disaster & Emergency Management Centre
- Gold Coast Historical Museum
- Gold Coast Lighthouse Museum (Schmidt Farm House)
- Griffith University
- Health and Knowledge Precinct
- Helensvale State School - Place of Wonder
- Home of the Arts (HOTA)
- Kanooka House
- Old Dog New Tricks House
- Preece House
- Rotary Broadwater Chapel
- Sata Nita
- Southport Former Town Hall
- Southport Military Museum
- The Oxley
- The Pink Hotel
- UTE House
- Woodside Cottage



IMGS: Melissa Hoedel

GUIDED WALKS PROGRAM

Saturday 27 – Sunday 28 September

A curated series of architect and expert-led walking tours explored urban development, heritage and infrastructure, including:

- Arcades and Apartments of Central Surfers Paradise
- Greenheart Robina Parklands
- Nerang Tidal Gates (Flood Mitigation Infrastructure)
- Coolangatta Heritage Walk + Lighthouse
- Envi Micro Urban Village
- Health & Knowledge Precinct Walk
- Guided Biodiversity Tour, Griffith University
- The Spit Redevelopment
- Varsity Lakes Gallery Collections

These tours brought the theme of resilience into direct conversation with flood mitigation, density, biodiversity and coastal adaptation.



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GRIFFITH UNIVERSITY PRECINCT

SUNDAY 28 SEPTEMBER | GRIFFITH UNIVERSITY, GOLD COAST CAMPUS

Delivered in partnership with Griffith University, the Sunday program brought together architects, academics, industry representatives and government leaders for a series of panel discussions exploring sustainable urban futures aligned with the 2025 theme of Resilience. The program combined expert dialogue with interactive community activations, creating a full-day public forum focused on housing innovation, circular design and environmental stewardship.

URBAN SKETCHERS TALKS & ACTIVATION

Architects and urban sketchers **Peter Richards** (Urban Sketchers Brisbane), **Mark Elms** (Urban Sketchers Gold Coast) and **Natalia Norton** explored observational drawing as a tool for deepening engagement with place. A live sketching activation followed, inviting public participation and reinforcing architecture as something to be experienced, interpreted and shared.



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SUSTAINABILITY & COMMUNITY ACTIVATIONS

ARRC (Advanced Resource Recovery Centre) - City of Gold Coast

Provided insight into circular economy initiatives and advanced waste transformation technologies.

dirtgirlworld

Engaged families through interactive environmental education focused on sustainability, regeneration and everyday climate action.



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PANEL DISCUSSIONS

RENEWABLE ENERGY RETROFITS - SAVVY SOLUTIONS FOR STRATA LIVING

Conceptualised and led by **Dr Rosemary Kennedy**, Architect and Director of **Subtropical Cities**, this panel discussion explored how strata communities can access rooftop solar, EV charging infrastructure, backup power and cost-saving electrification pathways.

Moderated by **Judy McLennan**, the session featured:

Brent Clark, CEO & Founder, **Wattblock**

Ben Humphreys, Managing Director & Founder, **HumEnergy**

Andrew Latimer, Business Development Manager, Commercial, **NECTr Solar & Battery**

The panel examined both current and emerging retrofit solutions, sharing practical insights into how clean energy initiatives can be implemented within existing apartment buildings to improve affordability, resilience and long-term sustainability outcomes.

REIMAGINING WASTE - CIRCULAR DESIGN FOR A SUSTAINABLE SOCIETY

Moderated by **Jim Gall** (Director, **Gall Architects**), the panel featured:

Grant Gabriel - Program Director, ARRC, **City of Gold Coast**

Dr Ruby Michaels - Founding Director, Green Infrastructure Research Labs (GIRLS), **Griffith University**

Pawan Govind - National Resource Recovery Manager, **Endeavour Foundation**

Andrew Noonan - Architect; Co-Chair **AIA Queensland Chapter Climate Action & Sustainability Committee**

The discussion explored how circular economy principles can transform construction waste into environmental, economic and social value, positioning resilience as both a design and infrastructure priority.



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DESIGNING FOR MULTI-GENERATIONAL LIVING

Moderated by **Emeritus Professor Paul Burton**, Urban Management & Planning, **Griffith University**, the panel brought together leading voices in architecture, housing design and research:

Amy Degenhart, Director, **DegenhartSHEDD**

Kerry Clare, Principal, **Clare Design**

Lindsay Clare, Principal, **Clare Design**

Heather Shearer, Housing Researcher, Cities Research Institute, **Griffith University**

The discussion explored adaptable housing models that respond to demographic change and evolving lifestyle expectations on the Gold Coast. Panellists examined how thoughtful design can support intergenerational living, balance privacy with connection, and create flexible spaces capable of adapting over time.

Drawing on both professional practice and academic research, the session addressed the role of medium-density typologies, planning frameworks and climate-responsive design in shaping housing that is socially sustainable, resilient and responsive to future growth.

GCOH PHOTOGRAPHY COMPETITION

2024 PHOTOGRAPHY COMPETITION & EXHIBITION

The 2024 winning and commended entries were exhibited at Griffith University throughout September 2025, extending engagement well beyond the Open House weekend and providing a professional platform for creative interpretation of architecture and place.

2024 WINNERS

Open Winner - Carla Magnussen, Line, Shape, Colour (Kodak Ultramax 400, 35mm)

Open Runner-Up - Frances Wu, Tugun Hill House

Highly Commended - Jesse McKee, The Skyline of Surfers

Student Winner - Claire Orr, A Window in the Breezeway

Gold Coast Open House extends sincere thanks to the 2024 judging panel, **Tim Cornish**, **James Tolich** and **Ari Messina**, for their expertise and thoughtful deliberation.



2024 Open Winner – Carla Magnussen



We also acknowledge and thank our valued sponsor of the GCOH Photography Competition, **Griffith University**.



2025 PHOTOGRAPHY COMPETITION

The 2025 Photography Competition invited entries across five categories, including a dedicated Resilience category aligned with the annual theme. The competition expanded participation beyond physical attendance, encouraging the community to interpret architecture, place and lived experience through visual storytelling. Presented with thanks to Griffith University, the competition continued to build responsive and inclusive creative engagement with the Gold Coast's architectural landscape.

2025 WINNERS

Overall Winner - Jill Chilton, Pink Hotel

Exterior Category Winner - Frances Wu, Solid Rock, Gold Coast Disaster & Emergency Management Centre

Interior Category Winner - Rachel Cooper, Looking Up at HOTA

Detail Category Winner - Natasha Watson, Look Up, HOTA

People Category Winner - Selma Barbosa, Passage, DEMC

Resilience Category Winner - Bowen Yang, Spring, Griffith University

The winners were formally announced and presented with certificates and prizes at a special ceremony held at the **Rotary Broadwater Chapel**, Southport. The event also served as a thank you gathering for Gold Coast Open House partners, sponsors and volunteers, acknowledging their contribution to the success of the 2025 program.



2025 Detail Winner - Selma Barbosa

These winning images illustrate a breadth of architectural interpretation, from bold exterior compositions and innovative interior perspectives, to nuanced detail studies and human-centric moments of engagement with place.

Winning and commended entries are featured across GCOH digital platforms, amplifying the reach of the competition and reinforcing the important role of photographic practice in interpreting and celebrating the region's architectural identity.



MARKETING AND COMMUNICATIONS CAMPAIGN

The marketing and promotion of GCOH were strategically focused, leveraging key communication channels and engaging directly with our established audience. With a limited budget, all efforts prioritised impact and efficiency.

Key collateral produced:

- GCOH Printed Program: A professionally designed printed guide distributed to key Gold Coast locations and participating buildings.
- GCOH Digital Program: Published across our website and promoted through social media channels to maximise reach and accessibility.
- GCOH PR Outreach: Targeted public relations efforts to generate media interest and secure media coverage across relevant outlets.
- GCOH Brand Toolkit: Digital collateral provided to participating buildings, enabling them to effectively promote their involvement and ensure consistent brand messaging.

Collateral	Distribution
GCOH Program	2,000 copies produced. Given away to visitors, volunteers, buildings, sponsors and supporters.
GCOH advertisements	Online banner advertisement on the ArchitectureAU home page and EDM
GCOH Safety Vest	For BOH crew and volunteers

SOCIAL MEDIA

We focused on three social channels for our consumer integrated campaign - across Facebook and Instagram, with supplementary posts on LinkedIn. The channels saw an increase in followers across the two month period August - September 2025:

- +45 Facebook follower to 1.6K (2.8% increase)
- +150 Instagram followers to 3186 (4.7% increase)
- +53 LinkedIn Follows to > 562 (9.43% increase)

Facebook: 19,300 interactions August - September
 Instagram: 108,600 interactions August - September

Top five posts across Facebook (August September 2025)

Date	Post	Reach
14 Aug	The Power of Place at SWELL (Promoted Post)	17,081
26 Sept	Join DirtGirlWorld at Griffith University this weekend	1,568
4 Sept	Launch of the GCOH 2025 Program	786
13 Sept	Rotary Broadwater Chapel by the Sea at GCOH	618
4 Sept	Cheshire Cat Motel at GCOH	510

Top posts across Instagram (August September 2025)

Date	Post	Reach
26 Sept	And we're off! Kanooka House	12,684
8 Sept	Welcoming Old Dog New Tricks to the program	5,837
22 Sept	Welcoming Woodside Cottage to the program	5,837
21 Sept	EMaGN and GCOH Talk	5,341
4 Sept	Cheshire Cat Motel at GCOH	4,358

EDMS

A total of **23 targeted newsletters** were distributed between March and November 2025, **delivering 44,173 emails** across general subscribers, launch invitees and volunteers. The **subscriber database grew by 10.3%**, increasing to 4,234 contacts. Across general communications, the campaign achieved an average **open rate of 43.9%** and **click-through rate of 3.8%**, significantly exceeding industry benchmarks of 23% and 2.9% respectively. Volunteer communications demonstrated particularly strong engagement, with open rates exceeding 50% and click-through rates above 20%.

Date	Post	URL Link	Open	CTR
28 March	2025 welcome, EOI's & Partnerships	https://mailchi.	21.20%	4.10%
22 April	2025 program. EOI's & partnerships	https://mailchi.mp/6022e07bfa83/	18.50%	1.70%
9 May	EOI reminder	https://mailchi.mp/22bfbf88bc09/	26.90%	1.10%
9 May	National Volunteer	https://mailchi.mp/02d6c48a7d5f/	50.70%	9.90%
16 May	EOI final call	https://mailchi.mp/990f8883f767/	24.30%	1.30%
16 June	Donations campaign	https://mailchi.mp/0c3f9d6e2f0d/	21%	0.90%
18 July	SWELL fundraising event	https://mailchi.mp/18312b4d37bd/	26.30%	8.40%
15 August	SWELL, 2025 program, volunteer call out	https://mailchi.mp/4c5952cecd51/	21.80%	3.10%
22 August	Launch invitation	https://mailchi.mp/a6628ad1ae06/	35.10%	9.90%
25 August	SWELL early-bird tix	https://mailchi.mp/60bf18d75613/	19.80%	0.90%
4 September	2025 Program Launch	https://mailchi.mp/5792e37cde70/	24.20%	11.50%
9 September	SWELL call out	https://mailchi.mp/2b843f4fde04/	19.90%	0.80%
10 September	Launch invitation	https://mailchi.mp/c101ca807bab/	35.60%	5.90%
12 September	Volunteer comms	https://mailchi.mp/bbb8c038f8ad/	36.40%	22.70%
17 September	Launch invitation	https://mailchi.mp/49088e9f281f/	32.60%	3.60%
17 September	Volunteer comms	https://mailchi.mp/296c8e71e1b3/	55.20%	23.90%
17 September	Volunteer comms	https://mailchi.mp/91f4c011c864/	47.80%	22.40%
19 September	One week out	https://mailchi.mp/dab00d7cf6f5/	27.10%	6.80%
22 September	Launch reminder	https://mailchi.mp/7229f2718c68/	30.70%	1.20%
25 September	Weekend is here	https://mailchi.mp/991f500108bb/	24.40%	4.90%
2 October	Thank you & survey	https://mailchi.mp/2b8cd0162a59/	19.90%	1.80%
24 October	Thank you event	https://mailchi.mp/f26cefde995e/	57%	18%
4 November	Thank you event follow up	https://mailchi.mp/4ecf9bcebd0e/	40.90%	7.60%
7 November	Photography Competition	https://mailchi.mp/5173b8e73765/	25.80%	4.70%



Gold Coast Open House 2025 – PR Report

AS OF 13.10.25

Overview:

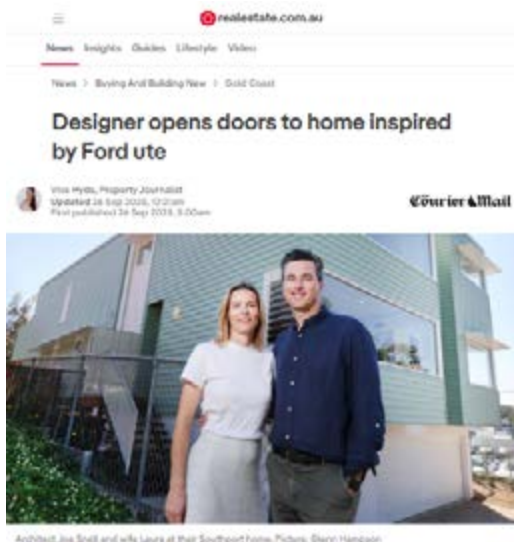
Gold Coast Open House returned in 2025 with a program that celebrated resilience, creativity and community through the lens of architecture and design. Held on Saturday 27 and Sunday 28 September, the city opened its doors to curious locals and visitors, offering rare access to iconic landmarks, contemporary homes, cultural touchstones and critical infrastructure.

Through media stories, we explored how the Coast is adapting to climate, culture and growth, positioning architecture as a living expression of identity and innovation.

By the numbers:

- **Media Stories:** 21 (including syndications)
- **Reach:** 11.29M (AU Only)

Coverage Highlights:



Dr Elizabeth Musgrave: The buildings that changed everything on the Gold Coast

As the Gold Coast approaches one million residents, its buildings tell the story of a dramatic shift from exclusive resorts to vibrant public spaces. See the buildings that shaped our city.

Dr Elizabeth Musgrave
3 min read | 26 Sep 2025 | 10:04pm
Gold Coast Bulletin



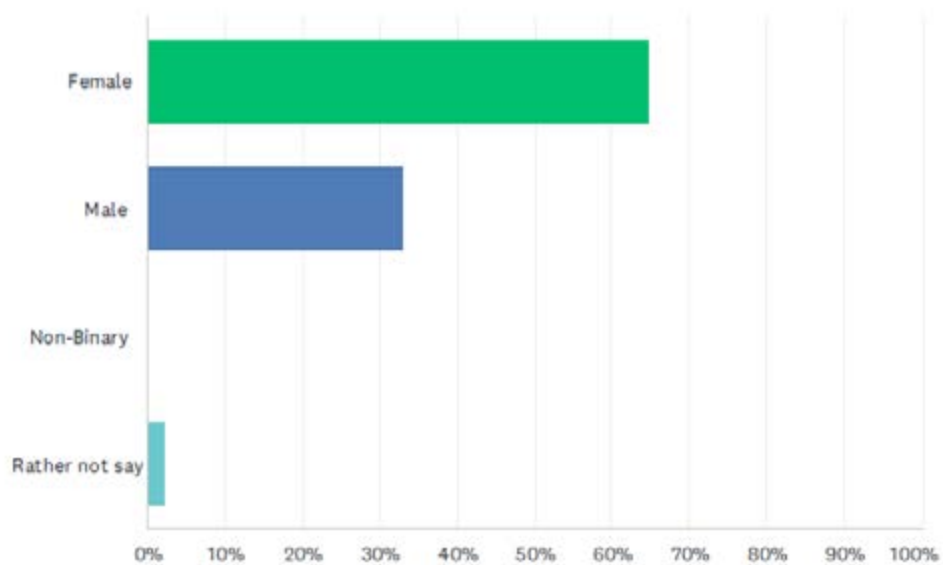
Coverage Summary:

Outlet	Medium	Details	Reach	Link
The Sunday Mail	Print	Feature with UTE House	203,000	https://drive.google.com/file/
ABC Gold Coast	Radio	Interview with Dr Ruby Michael	7,850	https://drive.google.com/file/
ABC Gold Coast	Radio	Interview with Chris Cummings	6,790	https://drive.google.com/file/
ABC Sunshine Coast	Radio	Interview with Chris Cummings	3,400	https://drive.google.com/file/
Real Estate	Online	Feature on UTE House	11,400,000	https://www.realestate.com.au/news/
News.com.au	Online	Feature on UTE House	11,800,000	https://www.news.com.au/finance/
Gold Coast Bulletin	Online	Interview with Dr Elizabeth Musgrave	414,000	https://www.goldcoastbulletin.com.au/
The Courier Mail	Online	Interview with Dr Elizabeth Musgrave	1,760,000	https://www.couriermail.com.au/news/
NT News	Online	Interview with Dr Elizabeth Musgrave	434,000	https://www.ntnews.com.au/news/
The Herald Sun	Online	Interview with Dr Elizabeth Musgrave	1,960,000	https://www.heraldsun.com.au/news/
The Mercury	Online	Interview with Dr Elizabeth Musgrave	347,000	https://www.themercury.com.au/news/
Toowoomba Chronicle	Online	Interview with Dr Elizabeth Musgrave	229,000	https://www.thechronicle.com.au/news/
The Daily Telegraph	Online	Interview with Dr Elizabeth Musgrave	1,910,000	https://www.dailytelegraph.com.au/news/
Geelong Advertiser	Online	Interview with Dr Elizabeth Musgrave	235,000	https://www.geelongadvertiser.com.au/news/
Cairns Post	Online	Interview with Dr Elizabeth Musgrave	223,000	https://www.cairnspost.com.au/news/
The Advertiser	Online	Interview with Dr Elizabeth Musgrave	1,090,000	https://www.adelaidenow.com.au/
Townsville Bulletin	Online	Interview with Dr Elizabeth Musgrave	177,000	https://www.townsvillebulletin.com.au/
InDaily Queensland	Online	What's On	56,800	https://www.indailyqld.com.au/
ABC Gold Coast	Radio	Interview with Joe Snell	6,790	https://drive.google.com/
ABC Gold Coast	Radio	Interview with Chris	3,400	https://drive.google.com/
Architecture AU	Online	What's On	105,000	https://architectureau.com/articles/

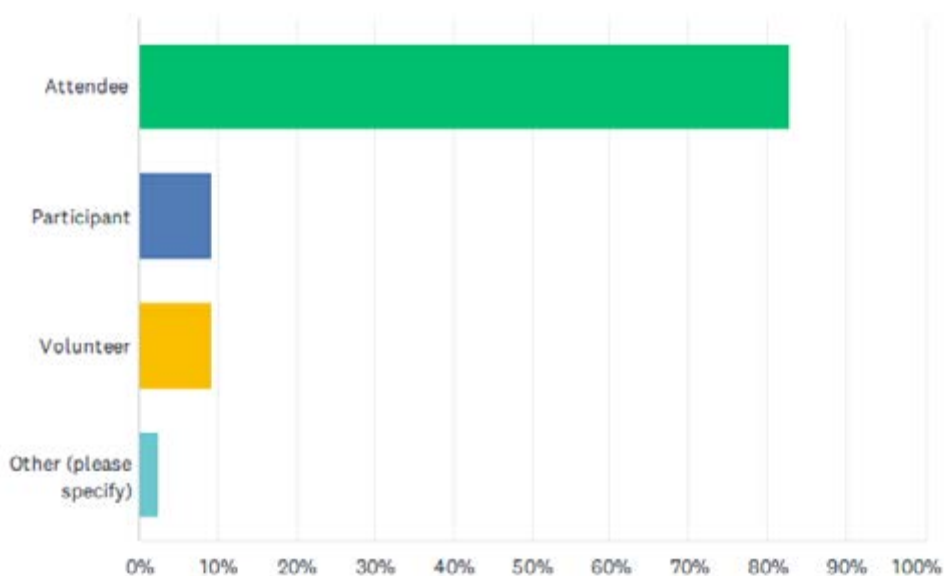
VISITORS

This section provides an overview of visitor data for GCOH, offering insights into audience behaviour, engagement patterns, and overall reach. By analysing key metrics, we can better understand how visitors are interacting with GCOH's events and identify opportunities to enhance user experience and outreach, and financial gain.

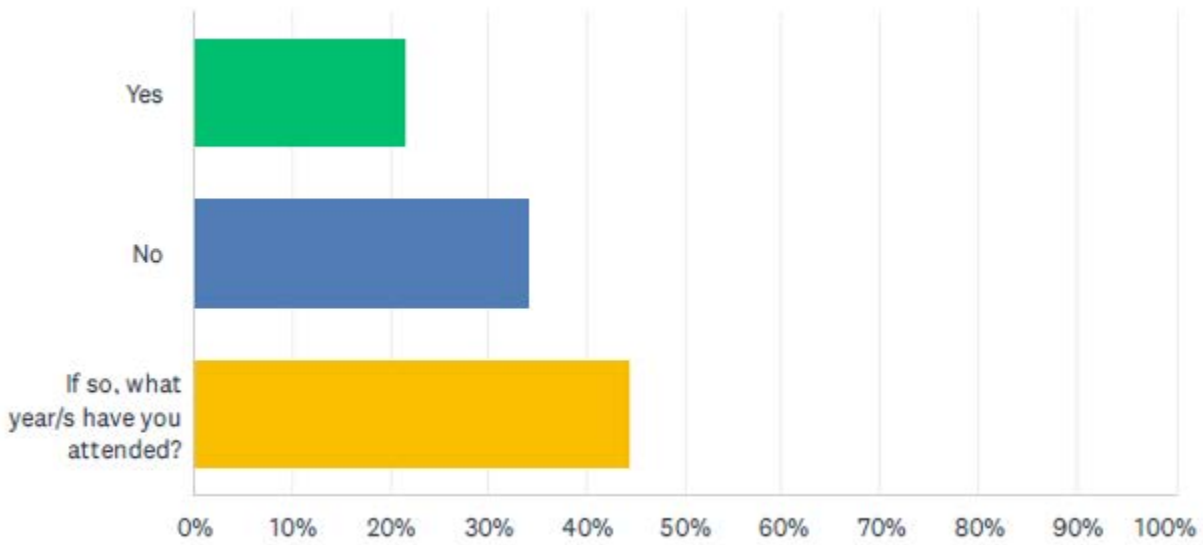
What is your gender?



Did you attend GCOH as a:



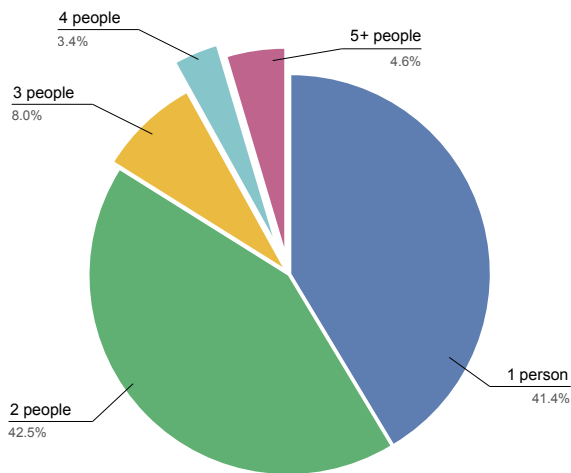
Have you attended GCOH before?



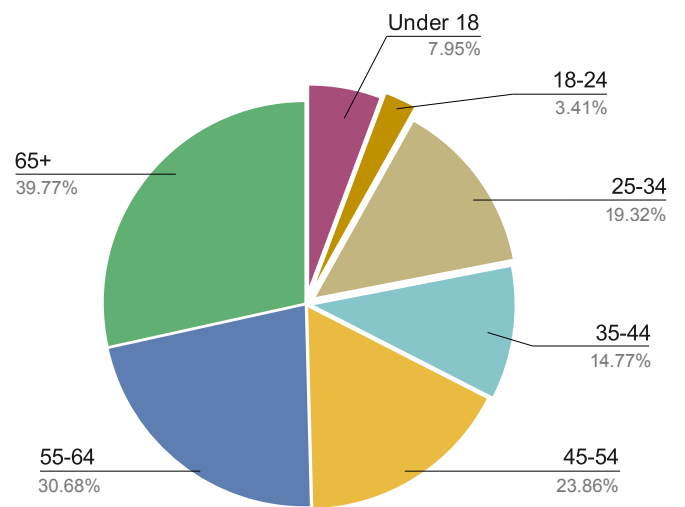
Findings

Survey responses indicate a strong proportion of returning attendees, demonstrating sustained interest and repeat engagement with the program. A significant number of respondents attended with one or two companions, reinforcing the event’s appeal as a shared cultural experience. Group age distribution shows meaningful multi-generational participation, with strong representation across mid-life and older demographics, alongside emerging engagement from younger cohorts. These findings align with the 2025 objective of broadening audience reach while maintaining loyalty among established supporters.

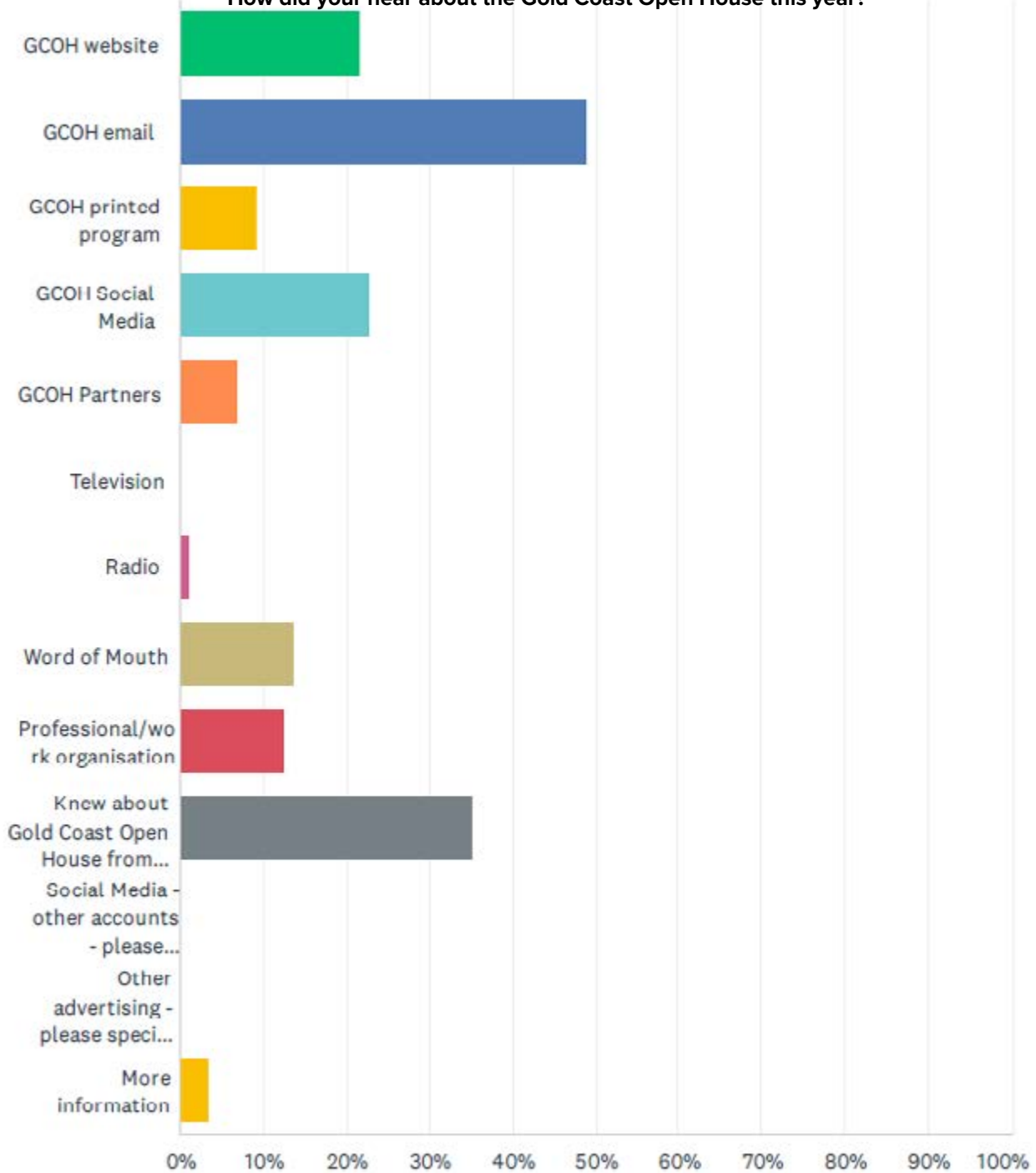
How many friends/family attended GCOH with you?



What is the age range of your group?



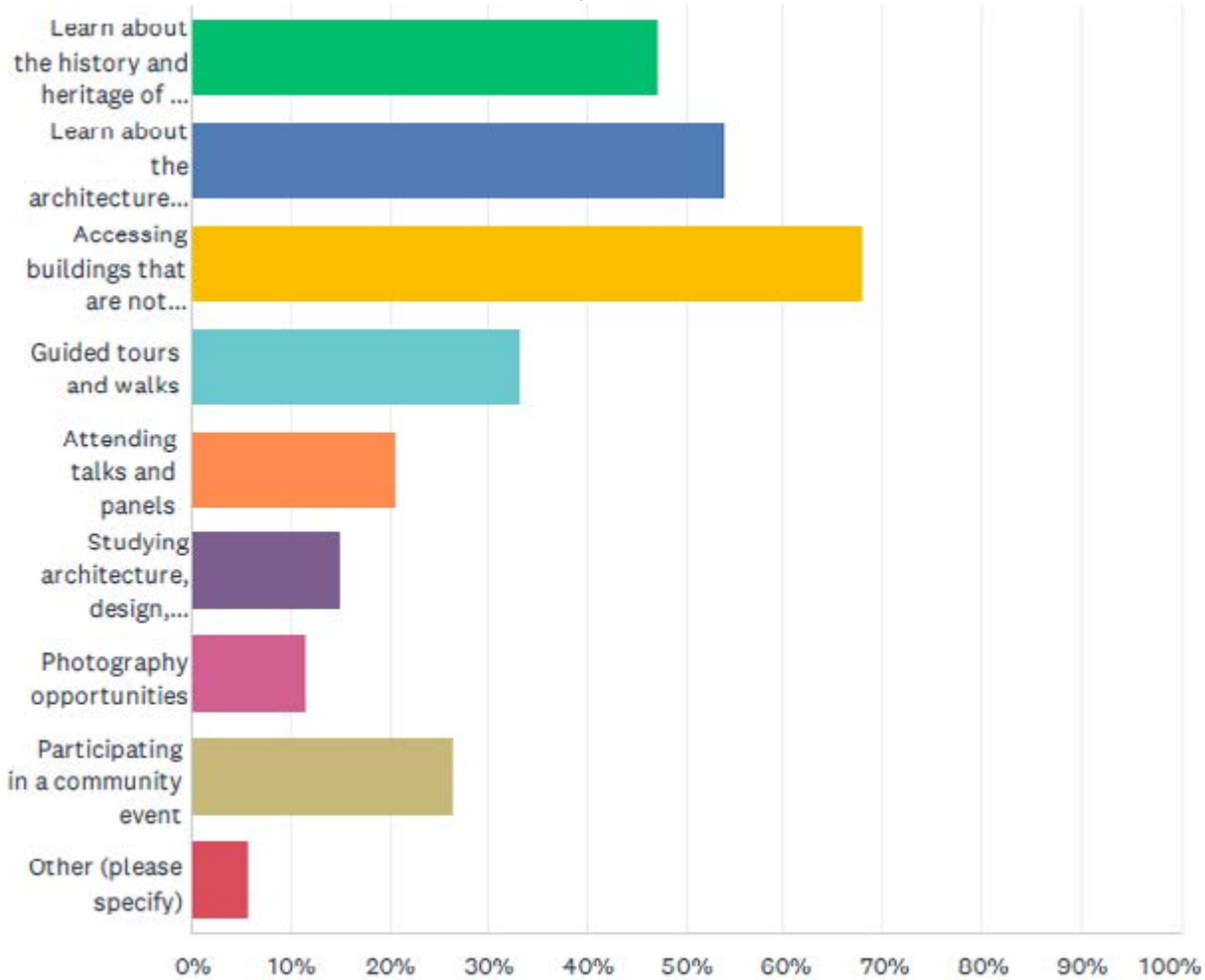
How did you hear about the Gold Coast Open House this year?



Findings

Digital channels remain the primary source of awareness, with social media and email communications generating the strongest visibility. Word-of-mouth referrals also played a notable role, reflecting the festival’s embedded presence within local networks. Media coverage and partner amplification further supported reach beyond core audiences. These results reinforce the effectiveness of targeted digital marketing combined with strong institutional and community partnerships.

What influenced your decision to attend GCOH 2025?

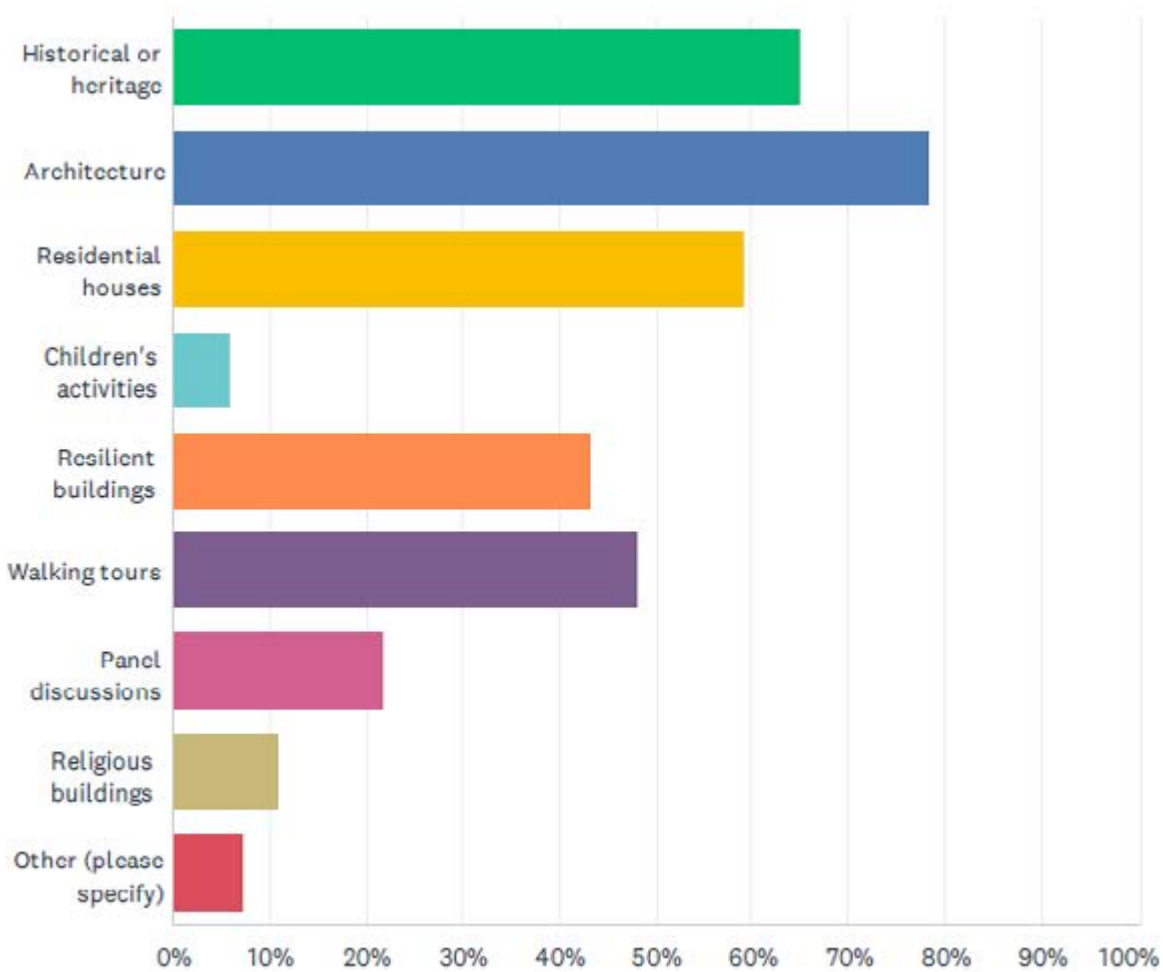


ANSWER CHOICES	RESPONSES	
Learn about the history and heritage of the Gold Coast	47.13%	41
Learn about the architecture of the Gold Coast	54.02%	47
Accessing buildings that are not normally open to the public	67.82%	59
Guided tours and walks	33.33%	29
Attending talks and panels	20.69%	18
Studying architecture, design, planning or relevant discipline	14.94%	13
Photography opportunities	11.49%	10
Participating in a community event	26.44%	23
Other (please specify)	5.75%	5
Total Respondents: 87		

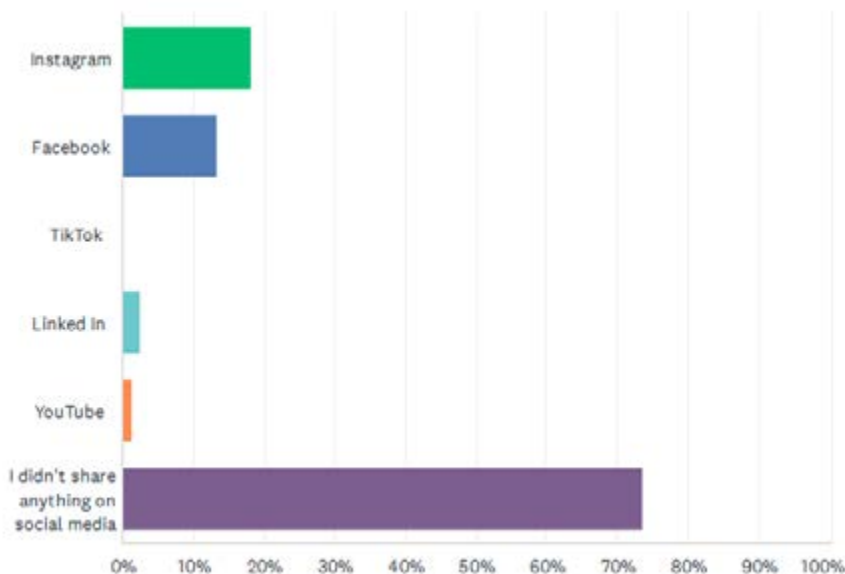
Findings

The quality and uniqueness of buildings and sites were the strongest drivers of attendance, alongside interest in the 2025 theme of Resilience and associated panel discussions. Accessibility, free entry and curated guided walks were also influential factors. The data confirms that program content remains the primary motivator, with attendees seeking both educational insight and behind-the-scenes access to spaces not ordinarily open to the public.

How did you receive information about GCOH during the event?



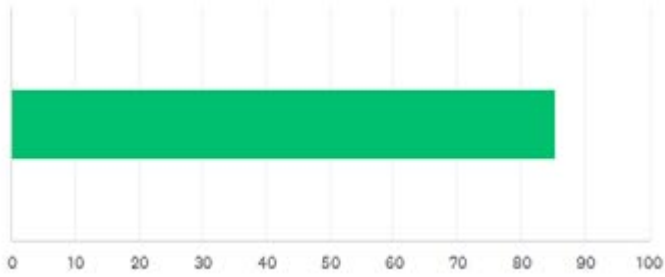
Did you share visit on social media?



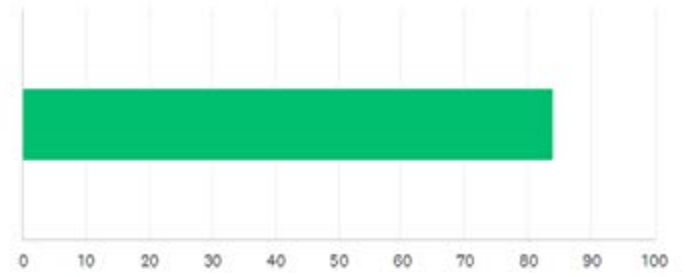
Findings

Visitors primarily relied on digital channels and the printed program to navigate the event. Website access remained central for real-time updates and program information. While organic social sharing occurred, the data suggests opportunity to further encourage user-generated content and peer amplification in future years through clearer prompts and hashtag activation strategies.

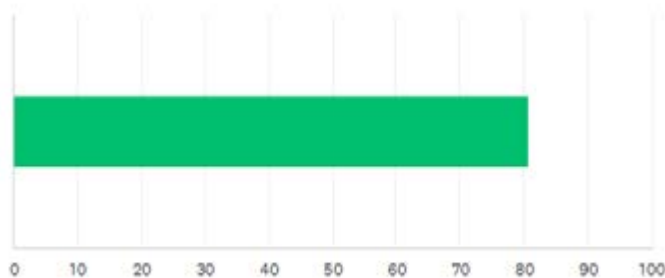
**Quality of properties/buildings in the GCOH
2025 program:**



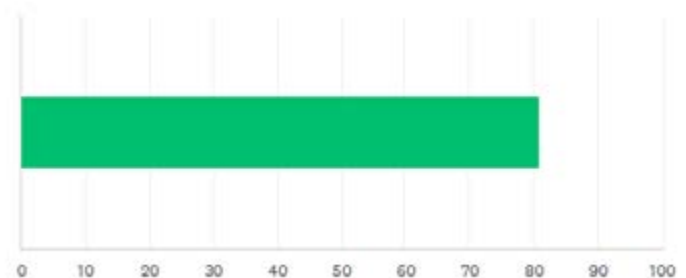
Ease of access to properties in the program:



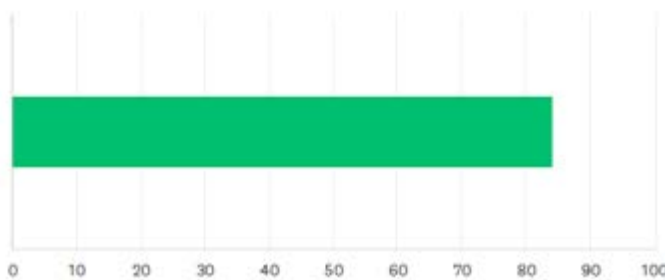
Organisation of GCOH:



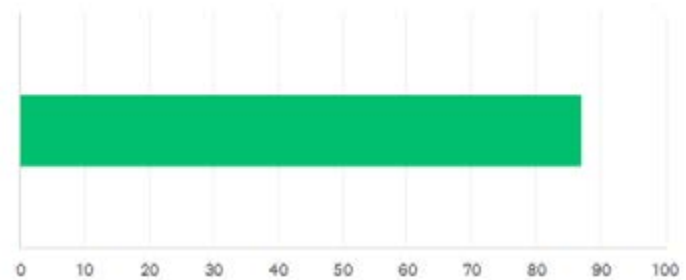
Ease of access to information about GCOH:



Interest and entertainment value:



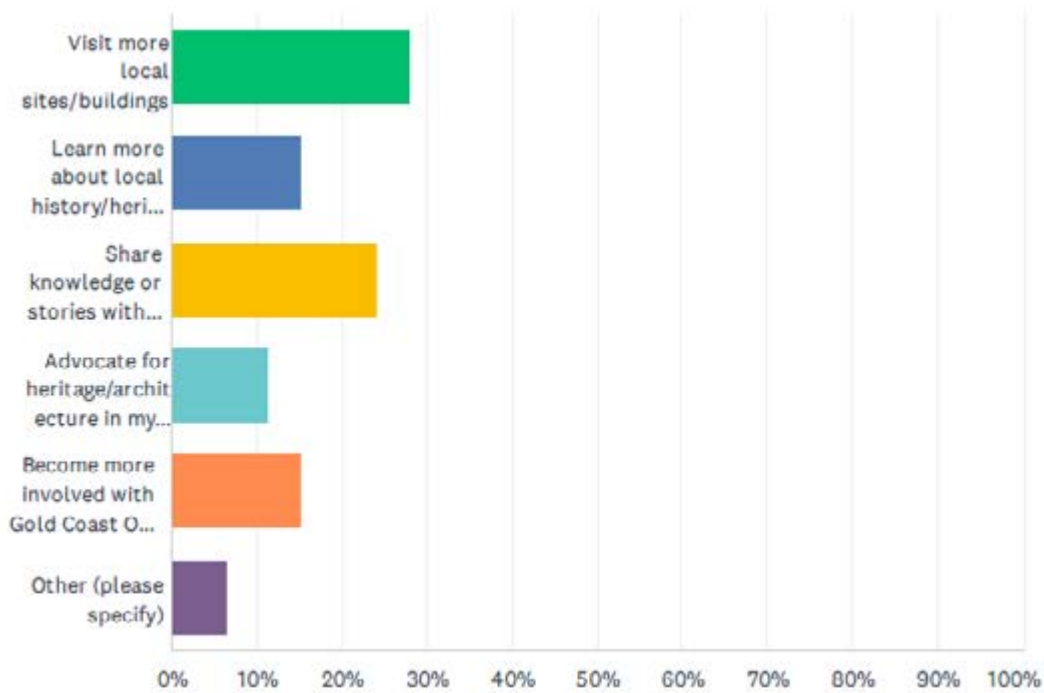
**Volunteer and building representative/s affable
and informative:**



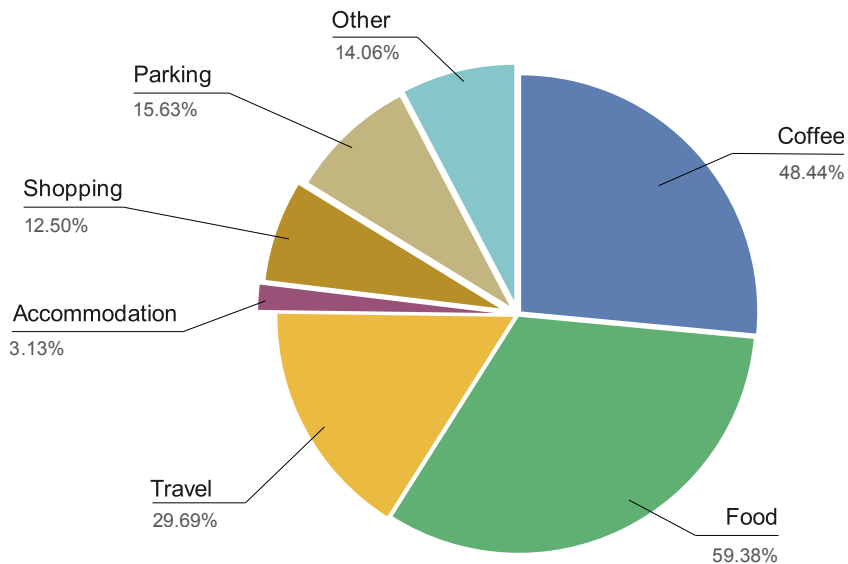
Findings

Survey responses reflect strong satisfaction across program quality, organisation, access and volunteer engagement. In particular, volunteer and building representative interactions received consistently positive feedback, reinforcing the importance of sector goodwill and professional contribution to the visitor experience. The quality of properties and ease of access were rated highly, indicating strong operational delivery across a geographically dispersed program.

Ease of access to properties in the program:



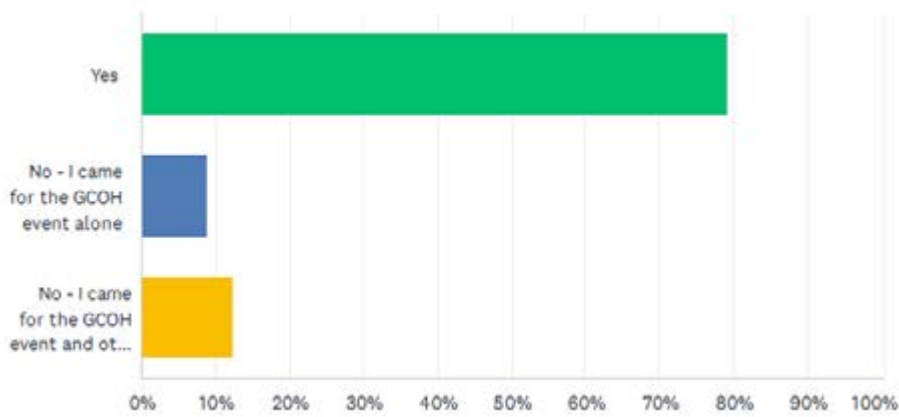
What did you spend money on while at GCOH?



Findings

Visitor spending patterns indicate engagement across hospitality and local retail during the event weekend. While many attendees participated in free programming, discretionary spending contributed to precinct activation and local economic activity. These findings support the role of Gold Coast Open House as a catalyst for broader cultural and commercial engagement beyond the buildings themselves.

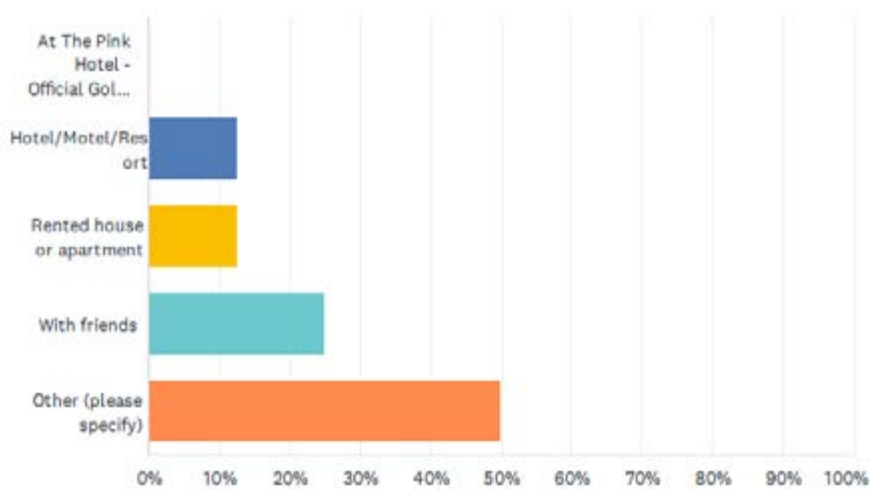
Do you live on the Gold Coast?



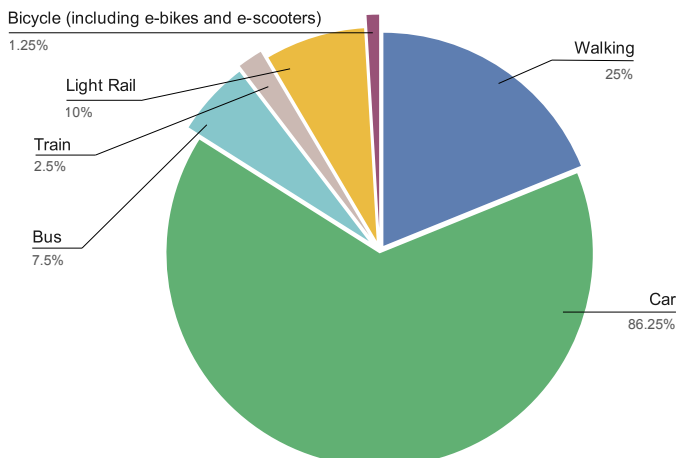
Findings

The majority of attendees travelled locally within the Gold Coast region, primarily via private vehicle. A smaller but meaningful proportion travelled from outside the immediate area, including regional Queensland. This demonstrates strong local loyalty while indicating potential growth opportunities in destination marketing and regional visitor engagement.

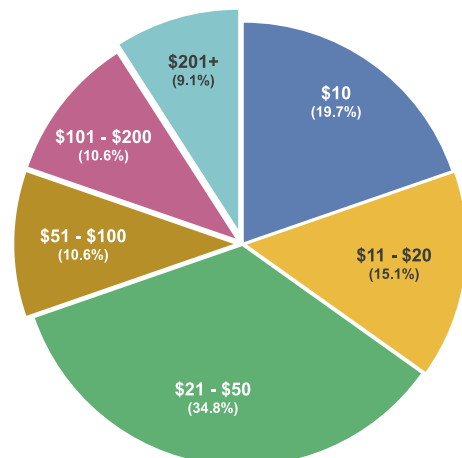
If you were visiting for GCOH, where did you stay?



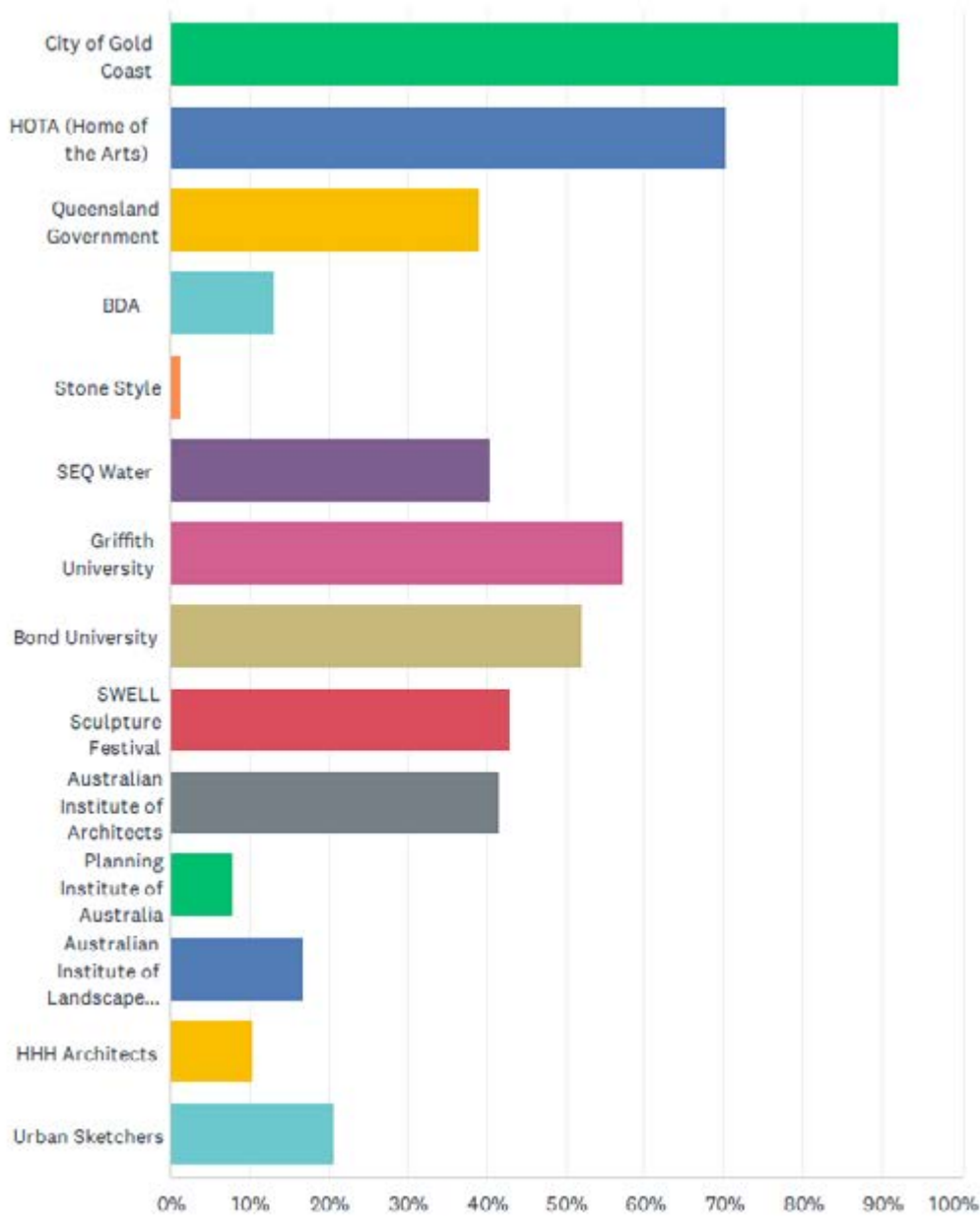
What transport did you use to get around the GCOH event?



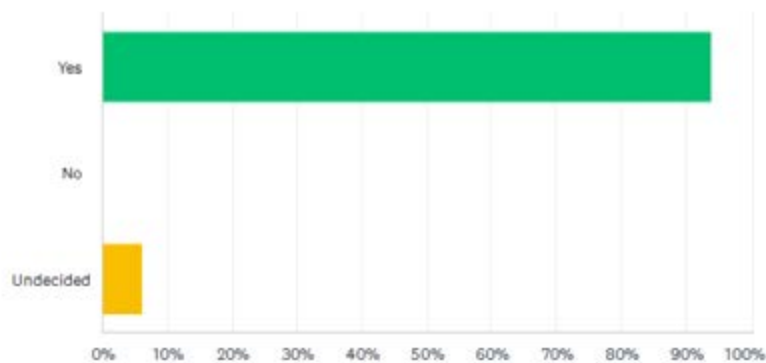
What was your average spend during the event weekend?



Do you recall any of the GCOH partners?



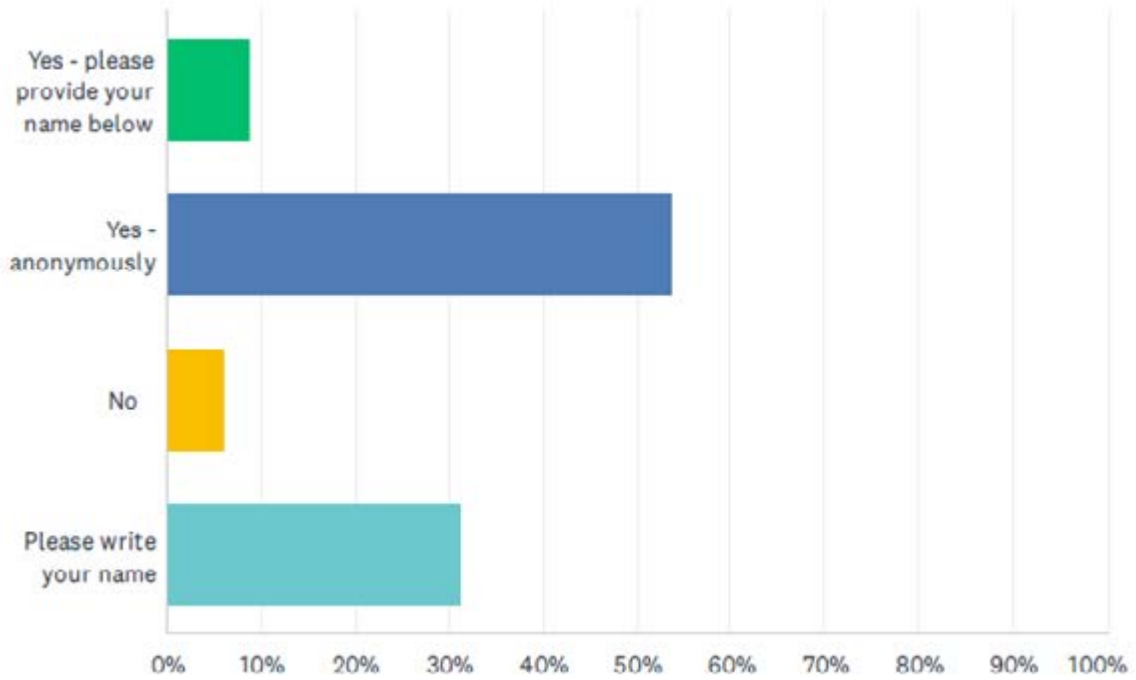
Are you likely to attend GCOH again?



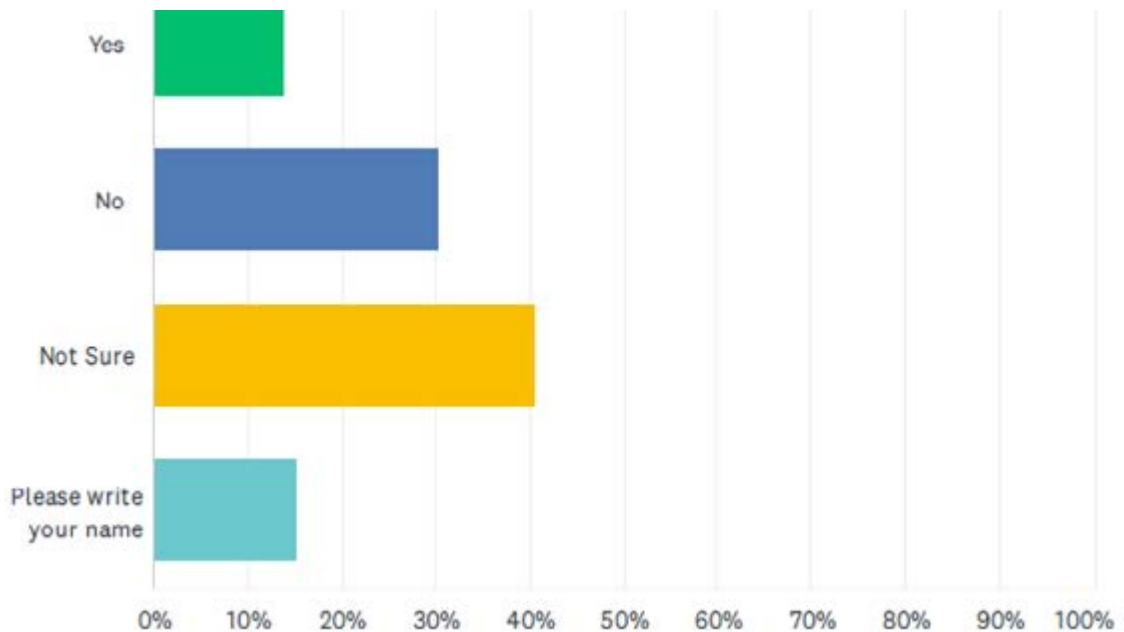
Findings

Brand recall for key partners indicates moderate awareness among attendees, suggesting continued opportunity to strengthen sponsor visibility through enhanced on-site and digital integration. Importantly, intent to attend future events remains high, reflecting sustained audience satisfaction and confidence in the ongoing relevance of the program.

Are you happy for us to share your comments?



Would you be interested in becoming more involved with GCOH?



Findings

A notable proportion of respondents expressed interest in deeper involvement with Gold Coast Open House, including volunteering, program participation and ongoing communication. This signals strong community goodwill and presents an opportunity to formalise pathways for increased engagement, particularly in light of ongoing volunteer recruitment challenges.

GOLD COAST OPEN HOUSE 2025 FINANCIAL SYNOPSIS

The event funding mix included continued funding by local government, some corporate sponsorship and donations. Our major funding partner, City of Gold Coast, contributed \$40,000 to the event, as in the previous year.

Revenue in 2025 was \$63,148 and expenditure was \$97,962 with net loss of \$34,814. Closing cash at bank as of end April 2026 is \$8,900.

The professionally presented program of the 2025 Gold Coast Open House was only achievable due to following major factors:

- The invaluable support of the **City of Gold Coast**
- Support from **Department of the Environment, Tourism, Science and Innovation (DETSI)** shared between Brisbane Open House (BOH), Sunshine Coast Open House (SCOH) and Gold Coast Open House (GCOH)
- Industry support from **BDA Architecture** and **Stone Style**
- The support of the Gold Coast's two universities: **Abedian School of Architecture, Bond University** and **Griffith University**; represented by the Faculty of Architecture's leaders
- Ongoing and invaluable support of **SEQ Water**, both financial and as a participant in the programme
- Ongoing support of the committee of volunteers made up of representatives of the Gold Coast architectural community in both private practice and educational roles. Committee members volunteer their time and expertise to coordinate and assist in the delivery of the programme.

The committee again engaged an event management consultant to handle the most of the administrative tasks including the programming and liaison with building representative and volunteers. This again lightened the load on the volunteer committee members, who each take on tasks of their own, coordinated by the event management team.

The GCOH budget was smaller this year with ongoing contributions by loyal suppliers to the city and the industry as well as continued support of a local architectural practice. The remaining balance is significantly less this year compared to 2024 with current cash as reflected in the financials. Alternative sources of income must be pursued to ensure the viability of GCOH in 2026.

INCOME		
Revenue	\$	%
City of Gold Coast Funding	40,000	63
Department of the Environment, Tourism, Science and Innovation (DETSI)	7,500	12
BDA Architecture	5,000	8
Stonestyle	5,000	8
Griffith University	2,000	3.2
Bond University	1,500	2.4
SEQ Water	1,500	2.4
Miscellaneous	648	1
Total Income	63,148	100

EXPENDITURE		
Expense	\$	%
Professional Fees	73,986	76
Insurance	5,954	6.1
Storage	580	0.6
Website	1,210	1.2
Subscriptions (Google, Mailchimp, Canva)	2,626	2.7
Publicity	2,200	2.2
Printing and Merchandise	4,916	5
Events (Launch, Thank you Party)	2,290	2.3
Photography & Photography Competition	3,500	3.6
Thank you Gifts & Prizes	700	0.7
Total Expenses	97,962	100



THANK YOU TO OUR SUPPORTING PATRON & PARTNERS

PATRON

Her Excellency the Honourable Dr Jeannette Young AC PSM,
Governor of Queensland

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