



OPEN HOUSE

SUNSHINE COAST

Partner with an exciting, high-profile, community & industry focused event.

2025 SPONSORSHIP PROSPECTUS

SUNSHINE COAST OPEN HOUSE



Sunshine Coast Open House celebrates design, architecture, heritage, landscapes, and art on the Sunshine Coast. The Open House program is a vehicle for community education on a range of topics such as designing for climate, urban design, sustainable living, the impacts of climate change, community connection and living harmoniously in the environment.

The event is run by a committee of passionate locals with significant support from Sunshine Coast Council and Noosa Council. The Governor of Queensland, Her Excellency the Honourable Dr Jeannette Young AC PSM, is the Patron of Sunshine Coast Open House and attends the program launch event every year. The program aims to attract 5000+ participants in 2025.

This year's Sunshine Coast Open House will showcase 30+ buildings from Caloundra to Cooran, spanning both the Sunshine Coast and Noosa Council regions. Entry to all buildings is free, with most offering guided tours led by owners, architects, or building managers.

Mission Statement

The Sunshine Coast Open House celebrates the built environment of the Sunshine Coast and Noosa regions by showcasing local design, architecture, heritage, gardens, sustainable development, and art projects. It provides a platform for education and meaningful discussions among the community, industry, and government about the future of the region—including urban landscape, housing, growth, heritage, regional character, culture, transport, and sustainable living in harmony with the natural environment.

Acknowledgement to Country

Sunshine Coast Open House acknowledges the Traditional Custodians of Country throughout Australia and 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.

WHY GET INVOLVED?



WINNER, PEOPLE 2024 - Katie Saxby

Sunshine Coast Open House is a high-profile, community and industry-focused event that showcases design, architecture, building design, interiors, heritage and gardens. With significant community interest, building tours book out quickly each year. Everybody loves Sunshine Coast Open House!

People have an innate curiosity about the lives and homes of others—just look at the growing popularity of TV shows like *Grand Designs* and *The Block*, or the high demand for *House & Garden* and *Home Beautiful* magazines at local libraries.

Sunshine Coast Open House is a major

event, offering unparalleled access to the region's most intriguing architecture and design. As a 2025 Sponsor, you'll have the opportunity to connect with the community and the design industry through exclusive events, open houses, building and walking tours, and extensive media coverage.

IN 2024, SUNSHINE COAST OPEN HOUSE ACHIEVED THE FOLLOWING:

Sunshine Coast Open House's comprehensive marketing campaign engaged audiences across multiple channels including online content, social and traditional media, as well as advertising, stakeholder communications and strategic networking.

Website

www.sunshinecoastopenhouse.com.au

The primary marketing and information tool for the Open House weekend, the SCOH website, features events, building details, bookings, volunteer information, photographic competition details and sponsor details. Website statistics from August to October 2024 include:

- SCOH website received 49,000 page views, a growth rate of 96% on last year.
- 8,100 new website users
- Average time per session was 2.34 mins per user indicating a high level of engagement with the available content
- Average page views per user: 6
- Audience Demographics: 62% female / 38% male
- Access Demographics: 58% Mobile, 42% Desktop
- The 2024 Buildings page was the most visited section of the website, attracting over 15,500 views with an average engagement time of 1 minute.
- The most visited building pages were Mapleton House, Wallumburn House and Garden, Tristania House and the Cooroy House

E-Newsletter

Website visitors were encouraged to subscribe to the Sunshine Coast Open House e-newsletter, resulting in an 18% increase in subscriptions in 2024. The newsletter was a key communication tool, highlighting major topics such as the launch event, upcoming activities, building booking times, the photography competition, walking tours, special events, and volunteer opportunities.

Media Partners

Sunshine Coast Open House continued its successful partnerships with In Publishing and its flagship publications, *Hello Sunshine* and *In Noosa* magazines, as well as its long-term partnership with *ArchitectureAU* (Architecture Media). *Noosa Today* and *My Weekly Preview*, *The Cooroy Rag* and *Eumundi Voice* also featured coverage of the event. These partnerships resulted in multiple stories, features, advertisements, and promotions across print and online mediums.

Media

The SCOH launch was featured on several local TV channels; including: *WIN, 7, nine*. Featured stories were included in print media, magazines, radio, podcasts and online platforms. AIA and Sunshine Coast Council heavily promoted the event through their social networks.



WINNER, UNIVERSITY 2024 - Este Heyns

Social Media

Sunshine Coast Open House's social media platforms fostered an **engaged community**, allowing users to share information, ask questions, and stay updated on event details.

- **Facebook** grew to **2,000+** followers.
 - 106 posts were shared.
 - Total reach over 90 days: 90,000 people.
 - Engagement surged, with a 1,022% increase in interactions, a 567% rise in published content, and a 404% boost in impressions.
- **Instagram** saw a **13% increase** in followers.
 - **59 posts** and **193 stories** were shared.
 - **Total reach: 9,000.**
 - Engagement soared, with a **965% increase** in interactions, a **467% rise** in **published content**, and a **246% expansion in reach.**

These results highlight the growing digital footprint of Sunshine Coast Open House and its ability to connect with a broad audience through targeted content and active engagement.

Advertising & Collateral

Promotion of the event was undertaken through advertising and printed collateral including:

- 3,000 printed programs - free to collect and also available as a download from the SCOH website.

- Distribution: VIC's (Visit SC, Tourism Noosa), libraries, cafe, airport, bookshops, all project, museums, art galleries



- 5000 printed Heritage Hotel Maps
- 2,000 postcards with QR code links - distributed to high-traffic locations around the coast.
- 350 Launch tote bags and Volunteer tote bags - provided by ACE Stone and Tile
- *Hello Sunshine* and *In Noosa* advertisements and articles.

In-kind advertising and promotional opportunities included:

- Sunshine Coast Council Media promotion
- Sunshine Coast Libraries, Galleries & Heritage website promotion
- Tourism Noosa promotion
- Noosa Libraries and Regional Galleries website promotion
- Event promotion via partner websites, social media channels and e-newsletters
- Event promotion via relevant industry member associations' communications

WHO IS THE AUDIENCE?

Sunshine Coast Open House attracts a **diverse audience** from across the community, including:

- Design & Built Environment Professionals – architects, landscape architects, planners, builders, and building designers
- Heritage & Sustainability Enthusiasts – heritage advocates, clean tech supporters, and those interested in sustainable living and tiny homes
- Industry & Government – developers, educators, and local government representatives
- General Public – curious locals and visitors eager to explore architecture, history, and design firsthand
- Demographics: 80% female and 20% male, our audiences are predominantly based on the Sunshine Coast, followed by Brisbane, Melbourne, Gold Coast, Sydney and Canberra.

Visitors

In 2024, Sunshine Coast Open House welcomed 4,200+ visitors across 30 open buildings and 28 special events.

Key insights from our visitor survey:

- 70% of visitors were aged 55+, highlighting strong engagement from an older demographic
- 45% of attendees travelled to the Sunshine Coast specifically for the event, contributing to tourism and local businesses
- 83% attended with a partner or friend, emphasizing Open House as a shared experience
- 70% were drawn to spaces not normally open to the public
- 56% expressed a keen interest in modern design and architecture
- 91% of attendees thoroughly enjoyed the program



With a growing audience and increasing interest in both heritage and contemporary architecture, Sunshine Coast Open House continues to connect people with the stories and spaces that shape our region.

In 2025, there will be a focus on continuing to engage these audiences, with additional focus on emerging audiences, such as families.

WHO IS THE AUDIENCE?

Comments from our audience:

- *"I get SO inspired after visiting the open houses each year - it is very rewarding to see what a huge difference a carefully designed house can make to a person's life. People understand the difference between a Mercedes and a cheaper car, but they don't understand how that applies to housing (thinking only - bigger is better), which is such a shame. Thank you, and please keep doing what you're doing."*
- *"I just love architecture and design as well as interested in sustainability and environmental issues (also love art and innovation)."*
- *"It was an opportunity to organise a trail tour for my Noosa Solo Travellers Club."*
- *"Wanting to do a renovation with subtropical elements"*
- *"My favourites were behind the scenes at places like ABC Radio Station & Unity Water Operations Centre."*
- *"I am interested in good design and love visiting and learning about the principles of good architecture and building."*
- *"My interest is in historical buildings and local history, so I enjoyed seeing inside a building that was not normally open and having the owner share the history and background of the property."*
- *"I love learning more about the local history, as well as learning more about new technology used in the city centre."*
- *"I thoroughly enjoyed the variety of interesting & sustainable houses in the Noosa region, and the walking tour of the Cooroy Lower Mill Site development."*
- *"I loved exploring private homes. Learning more about my own neighbourhood. Being "let in on a secret". Bringing family and friends along to let them in on the secret too."*
- *"Seeing inspiring places and meeting the inspiring and creative owners who so generously open their houses. Meeting and hearing from the architects about how they worked with the client and site to achieve the outcome."*



PARTNERSHIP OPPORTUNITIES

Sunshine Coast Open House welcomes brand-aligned partnerships from businesses and community organizations that wish to support our event and engage with our audience.

We offer tiered partnership options with various benefits, including a Friends partnership tier valued at \$1,000 + GST. However, if you have something specific in mind, we can also create a bespoke partnership tailored to your needs.



WINNER, TIMBER 2024 SCOH Photo Competition - Bella Rogers

COMMENDATION, TIMBER 2024 SCOH Photo Competition - Mattie Howel

2025 SUNSHINE COAST OPEN HOUSE PROGRAM PARTNERS MATRIX

All prices are exclusive of GST	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
	\$10,000	\$7,000	\$5,000	\$3,000
Logo & Brand Recognition	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> Full page advertisement in SCOH program In partner lock up in SCOH program 	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> Full page advertisement in SCOH program In partner lock up in SCOH program 	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> Advertisement in SCOH program In partner lock up in SCOH program 	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> In partner lock up in SCOH program
SCOH Events	<ul style="list-style-type: none"> Opportunity for naming rights to an aspect of the programming (brand specific). Lead or host an event of your choice. Nominate a panelist for SCOH Forum and brand representation at the event. 	<ul style="list-style-type: none"> Lead or host an event of your choice. Nominate a panelist for SCOH Forum and brand representation at the event. 	<ul style="list-style-type: none"> Opportunity to co-host, participate in or complement a lead-up event. 	<ul style="list-style-type: none"> Opportunity to co-host, participate in or complement a lead-up event.
SCOH official launch	<ul style="list-style-type: none"> 10 Tickets Speaking opportunity / verbal acknowledgement of partnership in SCOH speeches Display table and company flags at City Hall for the Launch event. 	<ul style="list-style-type: none"> 6 Tickets Speaking opportunity / verbal acknowledgement of partnership in SCOH speeches Display table and company flags at City Hall for the Launch event. 	<ul style="list-style-type: none"> 4 Tickets Verbal acknowledgement of partnership in SCOH speeches 	<ul style="list-style-type: none"> 2 Tickets Verbal acknowledgement of partnership in SCOH speeches
Panel discussions & limited-access buildings	<ul style="list-style-type: none"> 8 Reserved tickets 	<ul style="list-style-type: none"> 4 Reserved tickets 	<ul style="list-style-type: none"> 2 Reserved tickets 	<ul style="list-style-type: none"> 2 Reserved tickets
Content piece & advertisement placements	<ul style="list-style-type: none"> Highlight and additional content on the Partners page (opportunity for content and images) 1 x dedicated blog piece 2 x Ad placements in SCOH EDM 	<ul style="list-style-type: none"> 1 x dedicated blog piece 2 x Ad placements in SCOH EDM 	<ul style="list-style-type: none"> Opportunity for a mention in a relevant blog 	
SCOH social media channels	<ul style="list-style-type: none"> 3 dedicated posts plus additional acknowledgement commensurate with investment 	<ul style="list-style-type: none"> 2 dedicated posts plus additional acknowledgement commensurate with investment 	<ul style="list-style-type: none"> 1 dedicated post plus additional acknowledgement commensurate with investment 	<ul style="list-style-type: none"> 1 group post with other Bronze Partners
Name mentioned across all SCOH media releases	<ul style="list-style-type: none"> Yes 	<ul style="list-style-type: none"> Yes 		

OPEN HOUSE LEAD-UP EVENTS

The Sunshine Coast Open House weekend is complemented by a series of lead up events offering a range of sponsor opportunities and appearances. It is anticipated that there will be a number of lead up events which are designed to engage the community, industry, designers and decision makers as well as give sponsors brand exposure and the opportunity to host events that align with their brand and interests.

Examples of lead up events include:

- Sunshine Coast Open House Forum - main public forum event with high attendance
- Panel presentations or debates about topical issues facing the Sunshine Coast (multiple venues)
- Walking Tours of recent placemaking projects, heritage precincts, project areas
- Design Tours
- Talks in showcase venues - houses or public places of interest
- Heritage talks
- Architect for a Day - aimed at future architecture and landscape architecture students
- Ask an Architect
- Library Talks
- Urban Sketching classes
- Paint and Sip - educational opportunity
- Heritage Pub tours and self guided driving map
- Map of design and architecture on the Sunshine Coast



Heritage Talks



Showcase Venue Talks



Architect for a Day



Urban Sketching Classes

OPEN HOUSE WORLDWIDE

Part of the
Open House Family
openhouseworldwide.org



Sunshine Coast Open House is part of the Open House Worldwide program which was founded in London more than 25 years ago and is now run in more than 60 cities around the world. In Queensland, Open House events are held in Brisbane, Gold Coast and the Sunshine Coast.



Speaker Series, Brisbane Powerhouse



Hinze Dam, SEQ Water



ABC Brisbane



Southport Military Museum



Thomas Dixon Centre, Queensland Ballet



Undercover screening & panel discussion, HOTA

SPONSORS AND SUPPORTERS

SPONSORS & SUPPORTERS IN 2024 INCLUDED

PRINCIPAL PARTNER



OFFICIAL PARTNER



PARTNERS



PHOTOGRAPHY PARTNER



SUPPORTERS



MEDIA PARTNERS



TOURISM PARTNERS



GET IN TOUCH

If you are interested in sponsoring or getting involved in the Sunshine Coast Open House program or discussing opportunities to suit your needs and budget, please contact the Committee via:

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