



 **OPEN  
WATERFRONT**

MELBOURNE  
DESIGN  
WEEK

26 MAR 5 APR 2021

**2021 WATERFRONT EVENT REPORT**

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Regenerating the Kooyongkoot, Waterfront program, Melbourne Design Week 2021. Photo: courtesy City of Stonnington





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## ACKNOWLEDGEMENT OF COUNTRY

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Our Waterfront 2021 programming took place on what always was and always will be Aboriginal lands. We respectfully acknowledge the Traditional Owners of these lands; the Wurundjeri and the Boon Wurrung clans of the Kulin Nation and the Brataualung, Brayakaulung, Brabralung, Krauatungalung and Tatungalung clans of the Gunaikurnai Nation, and recognise their continuing connection to land, waters and culture.

We pay our respects to Elders past, present and emerging, as well as to all Aboriginal and Torres Strait Islander people in the wider Melbourne 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.

# EXECUTIVE SUMMARY

For Melbourne Design Week 2021, the Centre for Architecture Victoria | Open House Melbourne (CAV | OHM) presented its third iteration of Waterfront – a large-scale public program curated to explore, inspire, challenge and reveal new ways of considering our collective relationship with Victorian waterways.

As citizens – and as architects and designers – our collective understanding of what constitutes good design in the built environment is rapidly expanding beyond a focus on the built form. Increasingly, water-responsive design sits at the centre of this movement as we recognise that the health and sustainability of our waterways is crucial to a thriving future for everyone.

Responding to the impending impact of climate crisis and the rapid increase in density of our cities, suburbs and regional centres we are learning to listen to the deep knowledge of Indigenous culture and explore new ways of approaching design practice from a more inclusive and non-human-centred perspective. In response we are learning that we must ask ourselves the following question: how can we design with water rather than against it? This fundamental question drove our thinking and guided us in curating this year's program.

Working closely with a vast and highly valued range of partners and producers, the 2021 Waterfront program was the largest to date, with over 30 events being hosted and offered across the city and in regional locations. Over ten interactive days, participants were invited to kayak, boat, float, tour, walk, talk and share experiences of living and working with waterways across Victoria.

Working with key partners such as the Birrarung Council, Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Fed Square, we hosted a multi-part series including a workshop, film screening, panel discussion and boat tour exploring bi-cultural design approaches for the Great Birrarung Parkland – a vision for the river as one great living entity. We also invited our audience to board a boat and take part in an interactive workshop about the invasive impact of sea urchins on our bays presented by food researchers Long Prawn with designer, researcher and scuba-diving instructor Pirjo Haikola.

On a cold yet clear Monday morning, we invited people to take part in a wading tour to think about 'soft' infrastructure design approaches to coastal defense. We hosted a tour on Country of the 'Bolin Bolin' billabong site in Bulleen led by Wurundjeri Elder Uncle Dave Wandin with Commissioner Rueben Berg from the Victorian Environmental Water Holder and representatives from Melbourne Water. And, on a busy Saturday morning at Fed Square, we offered the opportunity to tour Joost Bakker's inspirational sustainable pop-up home for the future aptly titled 'futurefoodsystem'.

Additionally, for the first time, Waterfront offered over 50% of the program in regional Victoria with a focus on East Gippsland, particularly the Gippsland Lakes. Here, we worked closely with the East Gippsland Shire Council, GLaWAC (Gunaikurnai Land and Waters Aboriginal Corporation) and regional arts collective the School for unTourists to develop a diverse range of programs ranging from experiences such as kayak tours with a floating orchestra, to a sustainable seaweed dinner, a boat tour of the original Lakes Entrance, a design-focused radio show hosted by ABC Gippsland and a series of talks on design and creative entrepreneurship.

Many of these tours, workshops and events had an educative, hands-on or participatory focus designed to embrace and respond to the opportunities and challenges that lie before us and advocate for good design's role in working with water to support a healthy, sustainable and inclusive future for our waterways. Because, as they say, the power of learning is in the doing!

Special thanks must go to our curatorial collaborators for the program in East Gippsland – the School for unTourists (Andrea Lane and Lichen Kelp) – along with all of our highly valued event collaborators and co-presenters across the greater Waterfront program. We particularly acknowledge the support of GLaWAC, Birrarung Council, Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and all Indigenous and Torres Strait Peoples across the state for generously sharing their knowledge of Country.

Waterfront would not have been possible without the generous support of the National Gallery of Victoria (NGV), Creative Victoria, the Department of Environment, Land, Water and Planning (DELWP) and the East Gippsland Shire Council.

## FLEUR WATSON

Executive Director | Chief Curator  
Centre for Architecture | Open House Melbourne

*Waterfront was presented by Centre for Architecture | Open House Melbourne as part of Melbourne Design Week—an initiative of the Victorian Government in collaboration with the NGV.*





The Great Birrarung Parkland by boat, Waterfront program, Melbourne Design Week 2021. Photo: Tobias Titz









Envisioning the Great Birrarung Parkland panel discussion, Waterfront program, Melbourne Design Week 2021. Photo: Tobias Titz





Breaking Down the Urchin, Waterfront program, Melbourne Design Week 2021. Photo: Tobias Titz



# PROGRAM HIGHLIGHTS

## BREAKING DOWN THE URCHIN

50 ATTENDEES – BOOKED OUT

CAV | OHM invited guests to a participatory, informative and ‘hands-on’ boat charter along the Yarra and into Port Phillip Bay. Over a two-hour workshop, designer Pirjo Haikola spoke about her research on invasive sea urchins. Guests then learned how to process and preserve sea urchin as garum (fish sauce) under the creative guidance of food researchers Long Prawn and fermentation experts Furrmien.

The atmosphere on the boat was energetic, and the information shared by Pirjo was listened to intently. A truly unique experience well received by all.

Select survey responses from attendees:

**“I loved that it combined knowledge, issues of sustainability, a hands-on workshop, and delicious drinks and snacks all aboard a river cruise!”**

**“More events like this. There was such a mix of people who attended and merging of education and fun from a left-field point of view is great.”**

## THE GREAT BIRRARUNG PARKLAND SERIES

150+ ATTENDEES – BOOKED OUT (BOAT TOUR)

A three-part public program – including film screenings, panel discussion and a boat tour – co-presented by Birrarung Council, Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Fed Square. All events were focused on the Yarra River as one integrated living entity, to advocate for Indigenous rights and values and for a more ecologically balanced future Melbourne. The series aimed to highlight the design driven regeneration of the River corridor between Punt Road, Cremorne and Wallen Road, Burnley.

Out of all the events in the Waterfront program, survey respondents said ‘they most enjoyed attending’ the boat tour followed by the panel discussion. Survey responses indicate a general appreciation for knowledge shared about past and future work on the Birrarung and – of course – accessing the Birrarung by boat. Many named Uncle Dave Wandin as a highlight speaker, and named him as the reason to attend the event.

**“Great panelists, with varied perspectives... I had never seen the river from its own perspective – it was quite special.”**

**“Learnt a lot about Indigenous perspectives as well as more recent impacts on the river and surrounds.”**

## LIVING SHORELINES

23 ATTENDEES – BOOKED OUT

With a design-led intention of exploring the use of natural habitats to reduce wave height and accumulate sand, custom-designed mangrove planters have been integrated with direct planting of mangrove seeds. The planters aim to reduce wave energy to help the small mangroves grow. CAV | OHM invited guests to hear from the project team, and embark on a ‘wading tour’ to view the planters in-situ.

Considering the limited capacity of this event in comparison to other scale events, Living Shorelines rated very highly when survey respondents were asked which event they most enjoyed attending.

**“Had never been privy to information/talks regarding revegetating shorelines before. A wonderful opportunity to learn what steps are being taken to try to restore this environment from the horse’s mouth!”**

**“Superb knowledge of guides and experts. Educational and very entertaining... Loved the walking chats with the experts.”**

## WATER REGIMES OF BOLIN BOLIN

20 ATTENDEES – BOOKED OUT

On this two-hour walking tour, co-presented by Melbourne Water, attendees learnt about the significance of the Bolin Bolin site, the challenges it’s facing and the collaborative approach taken to restore and safeguard the billabong’s ecological integrity whilst protecting and maintaining vital cultural values.

Traditional Owners, Uncle Dave Wandin from Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Reuben Berg, Commissioner at Victorian Environmental Water Holder, provided valuable insight.

As above, this smaller capacity event rated very well in the survey compared to events with more attendees.

**“Learning about the billabong and the collaboration between Indigenous people and Melbourne water was inspiring. Walking this part of the Yarra was new to me and I would not have discovered it without this event. The smoking ceremony by Uncle Dave was instructive and quite moving.”**



# PROGRAM HIGHLIGHTS —CONTINUED

## SEAWEED APPRECIATION DINNER

68 ATTENDEES – BOOKED OUT

This ticketed dinner prepared by expert chef Nick Mahlook and curated by Lichen Kelp was hosted at Sodafish Restaurant – a much-loved floating venue at Lakes Entrance. The event booked out quickly and the keen participants dined on a special menu sustainably sourced from local seaweeds and seafood.

The dinner included a presentation by researcher Zoe Brittain on how Indigenous Australians have used seaweed over a 65,000-year period, as well as a discussion about sustainable marine permaculture and regeneration of marine habitat. Dishes were matched with drinks including a kelp cocktail and locally brewed seaweed beer!

Attendees remained engaged throughout the evening as the speakers informally moved around the room, table to table, providing personal connection and inviting discussion about our relationship with seaweed.

## FLOATING WITH SCHOOL FOR UNTOURSITS

15 ATTENDEES: THURSDAY

30 ATTENDEES: SATURDAY – BOOKED OUT

A guided kayak tour of Lake Tyers where participants were invited to dock at FLOAT – a floating studio and artist residency – to hear from Josephine Jakobi, local artist and curator. They learned about the process of designing and building the structure; its systems to minimise waste and impact on the lake; and plans for its future.

The tour concluded with a meditative and interactive ‘Kayak Orchestra’, created by equipping the kayaks with low-fi percussion instruments and speakers. The improvised composition was made up of gentle drifting layers of these instrumental tones combined with sounds of other paddlers, bird calls, the splashes of jumping fish and the wind in the reeds.

**“It was a really unique experience to be on the lake and being part of a soundscape.”**

**“Well organised. Lovely tour guide for the kayaking. Amazing scenery. Such a unique experience.”**

## ABC GIPPSLAND – OUTSIDE BROADCAST WITH MIM COOK

STATE-WIDE BROADCAST (EXCLUDING MELB METRO)

A special way to experience the program and hear from a variety of Waterfront speakers and collaborators. Listeners were able to tune-in on Saturday morning from 6am–9am, to hear local radio personality Mim Cook discussing the importance of ‘design’ in our lives and the various ways it can be used to create the world we want.

Guests included Fleur Watson, Timothy Moore, Lichen Kelp, Jess Reeves and others.

## EAST GIPPSLAND TOURS

GUIDED AND SELF-GUIDED

We invited both locals and visitors to the region to experience the spectacular and historically significant landscapes these tours highlight, aiming to foster a renewed interest in the region’s natural environments and their narratives, knowledge and histories.

The Bataluk Cultural Trail/Tour introduced many aspects of Gunaikurnai life and culture. It was part of a series of events co-presented with GLaWAC. The program integrated a tour of its cultural facilities, a panel discussion about Water Rights and a guided Walk on Country with Traditional Owners. This particular series of events is to be rescheduled, as it was unfortunately postponed due to Sorry Business. Working closely with GLaWAC, we intend to co-present these events in the near future.

Other tours included Lakes Entrance + New Works Cottages, a scenic walk along the shores of Lake Cunningham, to the artificially constructed Entrance of the Gippsland Lakes. Seals and dolphins are often spotted frolicking in the tidal pulls at the Entrance.

The tours listed above were both ranked as the most popular self-guided tours in the program, with each receiving 100+ views via the Open House website.





FLOATing with School for unTourists, Waterfront program, Melbourne Design Week 2021. Photo: Keelan O'Hehir









Living Shorelines, Waterfront program, Melbourne Design Week 2021. Photo: Tobias Titz



# COMMUNITY IMPACT

2,502 people engaged with the Waterfront 2021 program either online or in person, a 13% increase on 2019's participation.

## VISITOR SURVEY RESULTS

- Of people who booked tours, talks and events, 72 completed a survey.
- All events were received extremely well, with an average of 6.2 recorded as the average satisfaction rating on a scale of 1-7 (with 7 being extremely satisfied).
- Audiences found out about the Waterfront program through the Open House e-newsletter (42%) followed by the NGV and Open House websites (both 29%).
- 91.3% of attendees recognised that Waterfront was part of Melbourne Design Week.
- 44% of attendees were participating in Melbourne Design Week for the first time.
- 19% of attendees were NGV Members.

91%

ATTENDED WATERFRONT TO ENGAGE WITH TOPICAL ISSUES AND IMPROVE THEIR CULTURAL AWARENESS OF THEIR CITY/TOWN.\*

77%

ATTENDED TWO OR MORE EVENTS IN THE WATERFRONT 2021 PROGRAM.

(IN EAST GIPPSLAND 94% OF RESPONDENTS ATTENDED TWO OR MORE EVENTS).

91%

SAID THEY WERE SATISFIED WITH THEIR OVERALL EXPERIENCE AT WATERFRONT.\*

88%

SAID THEY ARE NOW MORE SUPPORTIVE OF THE ENVIRONMENTAL GOALS AND SUSTAINABLE USE OF THEIR WATERWAYS.

87%

SAID THEY HAVE LEARNT SOMETHING NEW ABOUT THE WATERWAYS IN THEIR CITY/TOWN.\*

88%

SAID THEY ARE NOW MORE LIKELY TO PAY ATTENTION TO LOCAL PLANNING, ARCHITECTURE AND/OR URBAN DESIGN ISSUES AFFECTING THE WATERWAYS.\*

86%

SAID THEY FEEL MORE CONNECTED WITH PEOPLE THAT USE AND WORK WITH/FOR THE WATERWAYS.\*

74%

SAID THEY LIKE THE WATERWAYS IN THEIR CITY/TOWN MORE SINCE ATTENDING THE PROGRAM.\*

\* Agree – Strongly Agree





Breaking Down the Urchin, Waterfront program, Melbourne Design Week 2021. Photo: Ben Clement





Pictured, L-R: Wurundjeri Woi wurrung Elder Margaret Gardiner, Reuben Berg, Erin O'Donnell, Neil McCarthy, Wendy Steel.





Envisioning the Great Birrarung Parkland panel discussion, Waterfront program, Melbourne Design Week 2021. Photo: Tobias Titz



# MARKETING CAMPAIGN

Our most powerful marketing communications activities continue to be our email database, our website and our social media channels. Additionally, this year's program was supported by a PR campaign led by Zilla & Brook.

Along with increased attendance at Waterfront events, CAV | OHM also gained new audiences and attracted new users to our online methods of communication.

## ONLINE TICKET SALES

When analysing statistics from Eventbrite and Google Analytics, we found peak ticket sale days fell on two specific dates and were connected to two different marketing activities.

The highest ticket sale day occurred on Wednesday 10th March following the dispatch of the Waterfront program launch e-newsletter and accompanying social media posts.

On the 23rd March the ABC Radio Gippsland feature with CAV | OHM Executive Director Fleur Watson was followed by a substantial spike in direct/organic traffic to our website, our second highest day for ticket sales.

## WEBSITE STATS

Campaign period: 24 January – 18 April 2021.

In comparison with Waterfront 2019, there was a 43% increase in website page views and a 57% increase in the average number of pages viewed during a session. We also experienced an average session duration of 2.09 minutes, which is above the industry benchmark standard. We can conclude that during the Waterfront 2021 campaign period our users were visiting more pages for longer periods of time. This is a positive indication of the interest in more than one aspect of the program as well as an indication of the user-friendliness of the Open House website.

Users are accessing the website at an almost 50-50 split between desktop (50%) and mobile devices (46%). This is a positive indication the responsive design of the Open House website is functioning well across all platforms.

The most visited pages on the website were the Waterfront program page, the Metung Hot Springs event page, and the news item announcing the Waterfront program as live.

# 69,930

TOTAL WEBSITE PAGEVIEWS

# 43%

INCREASE IN PAGEVIEWS COMPARED WITH 2019 CAMPAIGN

# 2.09

MINUTES AVERAGE SESSION DURATION



## SOCIAL PLATFORMS

Open House Melbourne has fostered a loyal community who continue to connect with our programming. Our database of subscribers are incredibly active and engaged, as is evidenced by our significant email open and click-through rate.

This year's program was supported by two e-newsletters distributed over the campaign period and over 200 social media posts and stories across Facebook, Instagram, Twitter and LinkedIn. The period of highest audience engagement and reach began at the program announcement in early March, and continued to be strong through to the end of the program in April.

**98,607**

PEOPLE ACROSS EMAIL AND SOCIAL MEDIA DATABASE

**33%**

EMAIL OPEN RATE

**11%**

EMAIL CLICK-THROUGH RATE

### FACEBOOK

The most popular Waterfront post on Facebook – a guide to East Gippsland highlights – reached over 4000 people, resulting in over 120 post clicks and 39 reactions, comments and shares.

The social media campaign saw consistent engagement and reach across Facebook posts. The campaign resulted in a 7% increase in followers compared with our previous major event, the Open House Weekend in July 2020.

**107%**

INCREASE IN FACEBOOK REACH COMPARED WITH 2019

### INSTAGRAM

Instagram was a hive of activity during Waterfront with over 155 posts and stories published during the campaign period. There was an outstanding increase in audience content interactions, that is, there was a 93% increase in likes, comments, saves, shares and replies.

**93%**

INCREASE IN INSTAGRAM INTERACTIONS COMPARED WITH 2019

### TWITTER

Also during the Waterfront campaign period, CAV | OHM tweets earned 23.2k impressions. This is a considerable level of activity on the channel. Engagement experienced notable growth, averaging 1.3% per tweet, up from the 0.8% per tweet from the 2019 Waterfront program.



# MEDIA EVALUATION

## MEDIA REACH

The CAV | OHM Waterfront media campaign, managed by public relations firm Zilla & Brook, generated 32 media hits across print, radio and online coverage – a total PR value of \$315,012 and a reach of 772,880 people.

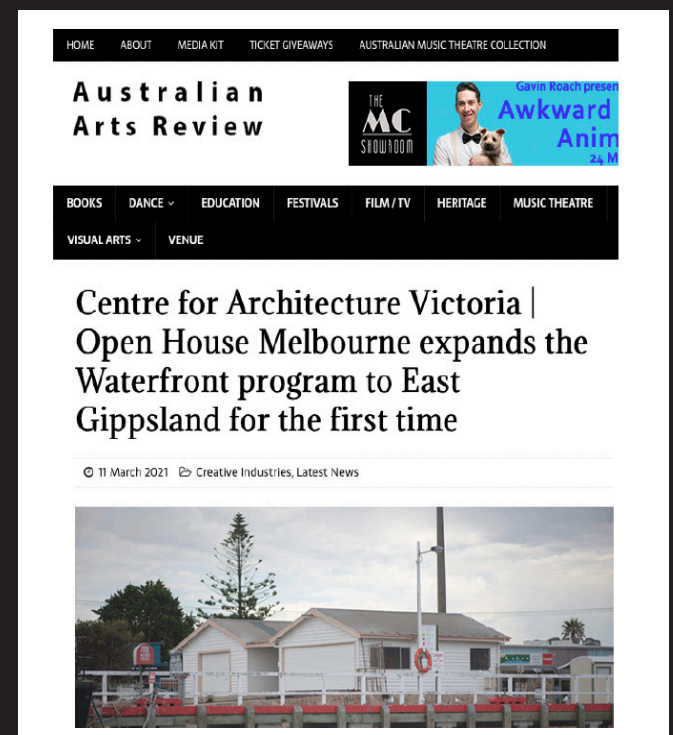
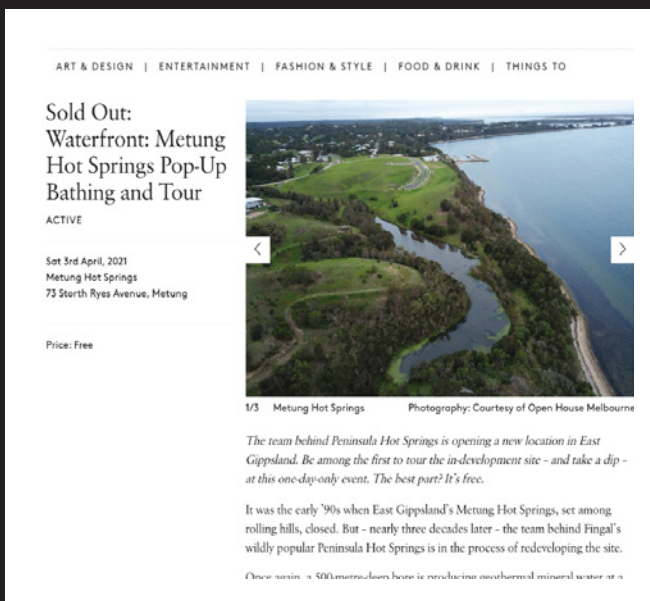
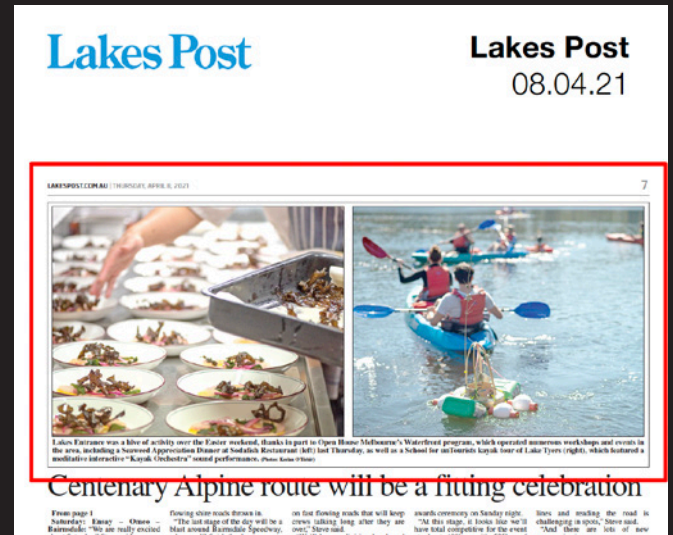
Zilla & Brook implemented a two-month media campaign that focused on short-lead media opportunities across metro Melbourne and the Gippsland region including preview listings and announcement news, interviews with program spokespeople, and post-event editorial using supplied imagery.

Overall, media attention towards the Waterfront program was embraced by key targets across Melbourne and regionally. Highlights included coverage in The Age, Broadsheet, ABC Radio Melbourne, Triple R, and multiple stories in The Lakes Post.

The distribution of media coverage for the Waterfront 2021 campaign consisted of:

- Radio: 37%
- Online: 41%
- Print: 22%

## MEDIA HIGHLIGHTS







Gippsland Lakes with Skipper Pete, Waterfront program, Melbourne Design Week 2021. Photo: Keelan O'Hehir









Seaweed Appreciation Dinner, Waterfront program, Melbourne Design Week 2021. Photo: Keelan O'Hehir



# WATERFRONT PROGRAM —MELBOURNE

## BREAKING DOWN THE URCHIN

Friday 26 March

CAV | OHM invited guests to a participatory, informative and 'hands-on' river trip along the Yarra and into Port Phillip Bay.

In the bay and across the East Coast of Australia, the invasive sea urchin species *Centrostephanus rodgersii* and *Heliocidaris erythrogramma* have been exploding in numbers. These native and beautiful yet voracious little creatures have the capacity to impact seaweed habitats and alter biodiversity.

In those places where numbers are too high, hand-harvesting sea urchins for human consumption is a particularly suitable food choice. Further, while our seas are being drastically over-fished of species that cannot sustain themselves, eating sea urchin is a delicious and helpful choice that protects our oceans.

Over a two-hour sailing period, artist Pirjo Haikola spoke about her work and research on sea urchins. Guests then learned how to process and preserve sea urchin as garum (fish sauce) under the creative guidance of food researchers Long Prawn and fermentation experts Furrmien.

## FINDING THE RIVER — BETWEEN THE BRIDGES

Friday 26 March

On this Jane's Walk led by Janet Bolitho, participants wandered alongside the Yarra (Birrarung) between Webb Bridge and Bolte Bridge, making and sharing observations along the way. The Docklands stretch of urban waterfront renewal was explored with close attention to its recent history and unfolding future, including river health and governance.

## SEA URCHIN SNORKEL TOUR

Postponed due to adverse weather; will be rescheduled

Led by RMIT's Dr. Pirjo Haikola, this guided snorkel tour of the Ricketts Point Marine Sanctuary aims to inform participants about the incredible marine environment in Port Phillip Bay, focusing on its ecological issues and opportunities.

## COLLECTIVITY TALKS — ARCHITECTURE BY BOAT

Saturday 27 March

This architecture tour led by Chris Johnson from Fender Katsalidis journeyed along the Yarra River to explore the history, present use and emerging revitalisation of key riverside locations including Southgate, Seafarers and 7 Spencer Street.

## COPY CACTUS — NATURE-INSPIRED WATER-EFFICIENT DESIGN

Saturday 27 March

This guided walk and workshop at Melbourne's Royal Botanic Gardens was suitable for family audiences (children aged 6+). Participants joined learning facilitators for a stroll through the Arid Garden and Guilfoyle's Volcano, learning about the practice of copying nature in design (bio-mimicry) and then brainstorming their own cacti-inspired water conservation designs.

Spines, kooky shapes, night flowers – cacti have come up with all sorts of solutions for conserving water and thriving in arid environments. Imagine if we could turn some of these solutions into sustainable designs!

## FUTUREFOODSYSTEM WITH JOOST BAKKER, MATT STONE AND JO BARRETT

Saturday 27 March – Monday 5 April

Waterfront participants visited futurefoodsystem – Joost Bakker's inspiring vision and urgent call to action for the future of living and food production. This self-sustaining, zero-waste and productive house temporarily 'in residence' at Fed Square demonstrates the potential of our homes to provide shelter, produce food and generate energy. Matt Stone and Jo Barrett – residents of futurefoodsystem – joined Joost on a tour of this inspiring home, which illustrates a compelling 'blueprint' for new ways in which we can live and produce food in balance with the natural world.

## JUST ADD PUBLIC LIFE — REPAIRING SOUTHBANK

Sunday 28 March

From a swamp on the ever-changing seasonal path of the Birrarung to wharf-side industrial hub and now hyper-dense neighbourhood, Southbank has experienced a number of waves of dramatic change. However, only in recent years has one of Australia's densest suburbs begun to experience the public amenity that marks Liveable Melbourne. As the development tap slows to a trickle due to the lack of remaining sites available, emphasis has shifted to what Melbourne does best – repair. This ArchiTours-led walking tour took two groups of participants through the many open spaces of the precinct, revealing a cross-section of approaches to landscape architecture and urban design.



## REGENERATING THE KOOYONGKOOT SERIES

Saturday 27 March

### PART ONE

#### REGENERATING THE KOOYONGKOOT: WELCOME TO COUNTRY

Senior Cultural Officer David Tournier offered a special Bunurong Welcome to Country and smoking ceremony to open the day's program. In this, he honoured the traditional people and custodians of the past, present and future on the lands around Gardiner's Creek (Kooyongkoot).

Speakers then explored the Kooyongkoot Master-plan, the City of Stonnington's 20-year vision to restore and create a 10km biodiversity corridor along Gardiners Creek. The audience learned about opportunities for marking Indigenous heritage and also about custodian leadership and how to support this with meaningful community partnerships.

### PART TWO

#### REGENERATING THE KOOYONGKOOT: INDIGENOUS ECOLOGY WALK

Participants walked through the Glen Iris Wetlands along Gardiners Creek with First Nations guide Dean Stewart – Wemba Wemba-Wergaia man of Aboriginal Tours and Education Melbourne. They observed the sounds, smells, sites and tastes of the Kooyongkoot, home to the Pobblebonk frog and teeming with herons, cormorants and swamp hens. And they learned about the medicinal, edible and ecosystem value of Indigenous plants during eel season in March.

### PART THREE

#### REGENERATING THE KOOYONGKOOT: THE FUTURE IS FUNGI

This workshop led by Amanda Morglund, Director of Fungi Solutions, explored the diverse applications of cultivating fungi to make packaging material, leather, furniture and architecture. As a natural recycler, fungi also cleanses toxins in soil and waterways. Participants learned how to train fungi to grow and compost waste resources such as cardboard, food scraps, textiles and even cigarette butts. Participants created a starter kit comprising an agar petri dish inoculated with fungi culture.

## THE GREAT BIRRARUNG PARKLAND SERIES

Sunday 28 March

### PART ONE

#### THE GREAT BIRRARUNG PARKLAND: FILM SCREENING

An offering of different viewpoints on the Yarra River (Birrarung) through film, providing alternative perspectives on our river and connection to water. Films included **Outfall**, James Wright's beautifully composed film about the rich biodiversity of the Western Treatment Plant as a thriving ecosystem; and **Birrarung**, Maudie Palmer's visual poem of the Yarra River from source to sea.

### PART TWO

#### ENVISIONING THE GREAT BIRRARUNG PARKLAND: PANEL DISCUSSION

A public event and panel discussion led by members of the Birrarung Council as the voice of the river. Council members and invited guests shared views about how our understanding of bi-cultural approaches, sustainable design and the history of the Yarra River (Birrarung) can inform our ideas for regenerating the Punt Road to Wallen Road river corridor.

### PART THREE

#### THE GREAT BIRRARUNG PARKLAND: BY BOAT

Following film screenings and panel discussion at Fed Square, we organised two boat tours of the proposed site of the Great Birrarung Parkland. The tours aimed to increase public awareness of the river's issues, advocate for the river, and bring our community together around a proposed vision for the parkland.



# WATERFRONT PROGRAM —MELBOURNE CONTINUED

## LIVING SHORELINES

Monday 29 March

This guided wading tour of the mangrove project at Altona Coastal Park was led by Alex Goad of Reef Design Lab and Rebecca Morris of Melbourne University's National Centre for Coast and Climate, who explained how 'hybrid coastal defence' can be achieved by mass-planting Victoria's native southern mangrove species inside specially designed planters.

Exploring the use of natural habitats to reduce wave height and accumulate sand, these custom-designed mangrove planters have been integrated with direct planting of mangrove seeds. The planters aim to reduce wave energy to help the small mangroves grow. As the mangroves get bigger, they can reduce wave height and accumulate sediment themselves, protecting the foreshore from erosion.

## KERSTIN THOMPSON ARCHITECTS: ENCOMPASSING PEOPLE AND PLACE

Tuesday 30 March

Held at the Capitol Theatre, this event included a presentation by this Melbourne-based architect on her public and community-focused projects exploring the theme of 'cultural memory' and including the award-winning Broadmeadows Town Hall and the upcoming Jewish Holocaust Centre.

Kerstin's lecture was followed by a panel discussion moderated by journalist Virginia Trioli that drew out differing perspectives across the procurement, community consultation and design process, touching on the role history and community memories play.

Panelists included RMIT Emeritus Professor Leon van Schaik AO; artist Robbie Rowlands; Jayne Josem, CEO of the Jewish Holocaust Centre; and Matt Wilson, Senior Urban Designer, Hume City Council.

## BOLIN BOLIN WALKING TOUR

Wednesday 31 March

Participants enjoyed a two-hour walking tour of the Bolin Bolin Billabong organised by the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Melbourne Water.

After a welcome by Wurundjeri Elder Uncle Dave Wandin and an introduction by Rueben Berg (Commissioner, Victorian Environmental Water Holder), Melbourne Water's Nathan Mattinson explained the significance of this site, the challenges facing Bolin Bolin and the collaborative approach taken to restore and safeguard the billabong's ecological integrity whilst protecting and maintaining vital cultural values and providing both improved habitat for wildlife and enhanced community amenity.

## COLLECTIVITY TALKS – NORTHBANK AND THE SHAPE OF THINGS TO COME

Wednesday 31 March

Northbank is transforming into a vibrant riverfront precinct and a key destination on the Yarra River. In this talk, the audience learned about the history of Melbourne's Northbank precinct and the bold vision for its future – innovative mixed-use developments focused on sustainability and amenity, with new public spaces, green retreats, employment and entertainment options for future workers, residents and the public to enjoy.

# WATERFRONT PROGRAM —GIPPSLAND

## DESIGNING FOR WILDLIFE

Saturday 27 March

This event explored the passive-design principles of Phillip Island Nature Parks, including 'animal architecture' for Little Penguins.

Starting with a tour of the new Terroir-designed building that was led by Education and Interpretation Ranger Sue Graham, the group then moved to a boardwalk tour led by research director, Peter Dann. The focus of both tours was on how sustainable design principles can have a positive impact for humans and wildlife.

## WATERSCAPES OF SOUTH WESTERNPORT

Saturday 27 March

Panel discussion + self-guided tour

Participants were able to explore deep-time ecology and delve into issues facing southern Westernport on a self-guided bicycle (or car) tour of the old swamplands of Koo Wee Rup and the coastal reserves of Tooradin.

Monash Urban Lab is undertaking a multi-disciplinary design investigation in association with Healesville to Phillip Island Nature Link (HPNL) that focuses on water quality, habitat and ecology, as well as opportunities for restoration and recreation projects in this highly modified wetland complex.

Participants were also welcomed by members from Monash Urban Lab and HPNL to a panel discussion in Tooradin about the ongoing design investigation.





Living Shorelines, Waterfront Program, Melbourne Design Week 2021. Photo: Tobias Titz









Gippsland Lakes with Skipper Pete, Waterfront Program, Melbourne Design Week 2021. Photo: Keelan O'Hehir



# WATERFRONT PROGRAM —EAST GIPPSLAND

## TAVERN TUESDAY – CONNECTING PEOPLE WITH PLACE

Tuesday 30 March

A weekly gathering and a fixture on the Lake Tyers calendar, Tavern Tuesday brings the local community together to discuss and share experiences that are shaping conversation about living sustainability and responsibly with the lake. For this special Waterfront Tavern Tuesday, Dr Jessica Reeves and Dr Pat Bonney presented the Living Bung Yarnda project, an environmental monitoring program led by the Lake Tyers community. After their presentation, participants were invited to view photographs and artworks that were inspired by their creators' experience of and reflections on the lake.

## GLAWAC PROGRAM

Postponed due to Sorry Business; to be rescheduled.

Planned as the official opening of our East Gippsland program, this series of connected events was curated and organised in association with the Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC), which represents Traditional Owners from the Brataualung, Brayakaulung, Brabralung, Krauatungalung and Tatungalung family clans and has a cultural centre in Kalimna West. The day's official program included a Welcome to Country and smoking ceremony; a guided tour of the cultural centre, gallery space and library; a panel discussion on water rights followed by a lunch in the centre's Bush Cafe; and a guided Walk on Country to Legend Rock – an important part of Gunaikurnai mythology that lies in shallow water by the shore of Bancroft Bay, Metung.

## FLOATING WITH SCHOOL FOR UNTOURISTS

Thursday 1 & Saturday 3 April

On these kayak tours of Lake Tyers participants learnt about this extraordinary body of water, the movement for 'personhood' to protect its future and the impact that the devastating 2019-20 bushfires had on its health.

The Thursday tour included a visit to FLOAT, a floating studio and artist residency, to hear from Josephine Jakobi, local artist and curator. Participants learnt about the process of designing and building the structure; its systems to minimise waste and impact on the lake; and plans for its future.

Both tours concluded with a meditative interactive 'Kayak Orchestra' sound performance in which kayakers created gentle drifting layers of tones in a minimal, improvised composition made up of the sounds of other paddlers, bird calls, the splashes of jumping fish and the wind in the reeds.

## SEAWEED APPRECIATION DINNER

Thursday 1 April

There is growing recognition of the importance of seaweeds in our marine ecosystems and their potential role in addressing climate and food-shortage issues. This five-course dinner prepared by chef Nick Mahlook and curated by Lichen Kelp, founder of the Seaweed Appreciation Society International (SASi), deliciously demonstrated the exciting versatility of this under-utilised ingredient. The evening took place at Sodafish Restaurant – a landmark floating restaurant right on the Esplanade at Lakes Entrance – and included a presentation by researcher Zoe Brittain, PhD Student in the School of Life and Environmental Science, Deakin University, on how Indigenous Australians have used seaweed over a 65,000-year period.

## RETHINKING REGIONAL RECOVERY

Thursday 1 – Saturday 3 April

Lessons learnt from past bushfires in Victoria have not necessarily been understood, and more lessons have been accumulating as towns in East Gippsland / Gunaikurnai-Bidwell Country continue an arduous recovery after the 2019-20 fires. Such disasters raise questions around the moral role of architects and built environment experts amidst efforts to recover quickly, especially through the tangibility of buildings.

This exhibition presented in the former Iceworks building in Lakes Entrance – now a creative space – presented the works of Monash University Master of Architecture students. The projects speculated on how we might deepen our understanding of the implications of what we design and build through respect for vernacular peculiarities, local knowledge and the deconstruction of sectoral silos. The small to mid-scale architectural interventions aim to re-think, challenge and re-imagine traditional design processes by leveraging interdisciplinary approaches towards long-term socio-spatial recovery.

## END OF AN ERA: THE LAST GIPPSLAND LAKES FISHERMEN

Thursday 1 – Monday 5 April

This exhibition at the historic Slipway Sheds in Lakes Entrance captured images from the final weeks of small-scale commercial fishing in the Gippsland Lakes in the lead-up to the fishery's closure in April 2020. Featuring photographs by Leigh Henningham, Donna Squire and Geoff Stanton, it tells the stories of the last ten license holders and their families, offering rare insight into the day-to-day life and history of the Gippsland Lakes commercial fishing industry.



## **ABC GIPPSLAND – OUTSIDE BROADCAST WITH MIM COOK**

Saturday 3 April

An OB ('Outside Broadcast') by ABC Radio Gippsland presenter Mim Cook at the former Iceworks building in Lakes Entrance – now a creative space – with invited Melbourne Design Week in Gippsland guests.

## **SLIPWAY SALON TALKS PROGRAM**

Saturday 3 April

A series of design and creative-entrepreneurship discussions and workshops at the historic Slipway Sheds introduced by Cr Mendy Urie, Mayor of East Gippsland Shire Council, and moderated by Timothy Moore, co-curator of Melbourne Design Week, with Bec Cole, Director, Creative Arts, Latrobe City Council and Director of Latrobe Regional Gallery and Latrobe Performing Arts. Speakers included Charles Davidson, Matt Sykes and Chris Stanley discussing hot springs bathing and the Metung Hot Springs project; Nikhila Madabhushi focusing on rethinking 'community-led' recovery of built environments in the regional Victorian context following the bushfires in East Gippsland; Mathew Bate, author of the children's book *With a Little Kelp from Our Friends*; Andrea Lane and Lichen Kelp speaking about their collaborative project *The School for unTourists*; John Calabro, founder of *Gippslandia Quarterly* newspaper; and Uncle Noel Butler, Budawang Elder from the Yuin Nation, and his wife Trish Butler with Chris and Gabrielle Moore from Sailors Grave Brewery discussing the design process of their collaborative brews.

## **METUNG HOT SPRINGS POP-UP BATHING AND SITE TOUR**

Saturday 3 April

The original Metung Hot Springs closed in the early 1990s, but recently a 500-metre-deep bore at a new site in Kings Cove was redeveloped and is producing 45-degree geothermal mineral water. Participants toured the Hot Springs site, learning about the redevelopment of the bore, the benefits of the 45-degree geothermal mineral water and the phasing and staging of the development. The tour concluded with an opportunity to bathe in the 'pop up hot springs' while taking in breathtaking views of the Gippsland Lakes.

## **GIPPSLAND LAKES WITH SKIPPER PETE**

Saturday 3 April

After our full day of 'creative entrepreneurship' talks at the Slipway Sheds, we headed off for a guided boat tour of Lakes Entrance with local identity Skipper Pete, former national park ranger and professional Eco-Tourism Australia guide, who discussed the significance of Lakes Entrance's historic New Work Cottages and the engineering and water-management challenges in creating the 'entrance' to the Gippsland Lakes.

## **ICEWORKS CELEBRATION**

Saturday 3 April

Taking place in a former iceworks factory replete with old cool rooms and industrial details, our closing event in Lakes Entrance featured the launch of the latest print issue of *Gippslandia* and included food by local producers, drink by local and sustainable brewers, Sailors Grave, and live music by performer Biscotti.









Slipway Salon talks program, Waterfront Program, Melbourne Design Week 2021. Photo: Keelan O'Hehir



# WATERFRONT PROGRAM —SELF GUIDED

## BATALUK CULTURAL TRAIL

Bataluk is a Gunaikurnai language word for lizard and is the name given to this trail, which winds through East Gippsland like the tail of a lizard. These are landscapes where you will be introduced to aspects of Gunaikurnai history and culture including Dreamtime stories, traditional lifestyles, European invasion and settlement, and present-day life.

The trail, which broadens appreciation and understanding of Gunaikurnai culture and heritage in East Gippsland, can be experienced in a variety of ways; you can travel from one end to the other, or you can select from the range of sites and activities to design a route, which suits your own particular interests.



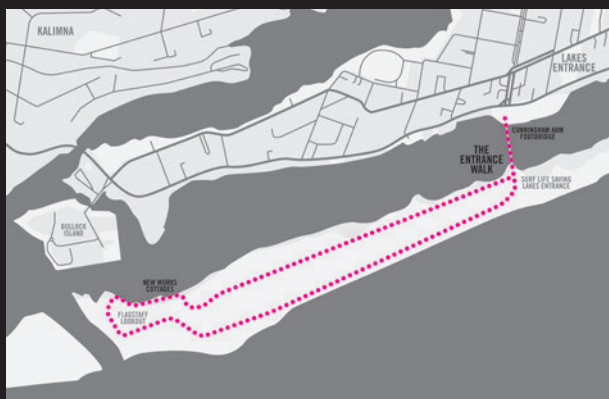
## NOWA NOWA (SILENT WALK)

This walk follows the shores of Lake Tyers, meandering through paperbark, warrigal greens and reeds. The shoreline has traditionally been rich in resources for the Krauatungaloong people – blown grass with seeds for making flour; manna gums for sugar, sea celery for greens, reeds for making knives; ribbon weed and paperbark for wrapping foods and other things. It is also a popular fishing spot where the poddy mullet can be seen jumping high above the water.



## THE ENTRANCE WALK & NEW WORKS COTTAGES

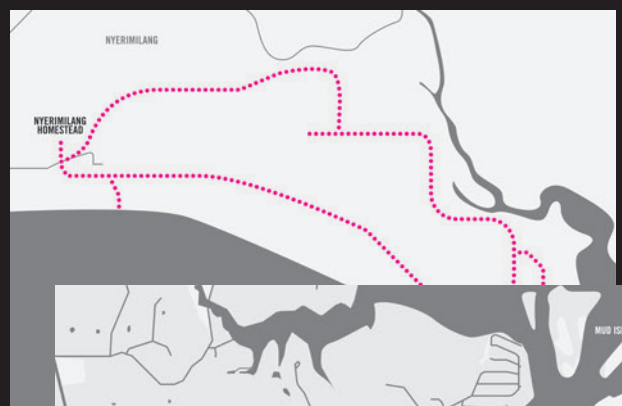
The route of this scenic walk along the shores of Lake Cunningham heads to the artificially constructed Entrance of the Gippsland Lakes, known locally as 'New Works', taking in scattered artefacts that speak to the original infrastructure required for the project and providing an insight into the scale of this century-old design and engineering achievement.



## SKIPPER PETE SELECTS

Two self-guided tours

Trails through Nyerimilang Heritage Park in the Gippsland Lakes Reserve and from Red Bluff Beach to Lake Tyers Tavern at Lake Tyers Beach.





We're taking to the water as we explore the role design plays in shaping a positive and more sustainable future for our lakes, rivers and oceans. Part of Melbourne Design Week, Waterfront 2021 will feature a dedicated satellite program in East Gippsland from 30 March to 3 April.

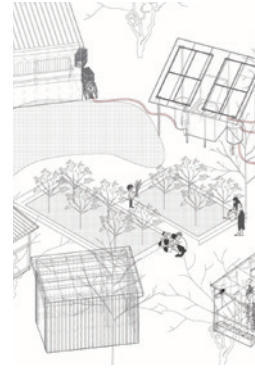
The festival's overall theme, 'Design the World You Want', perfectly frames the issues and challenges surrounding Victoria's waterways, and the Waterfront program asks us — as citizens, workers, commuters and residents — to pause, explore, reflect on and celebrate our relationships with the rivers, bays and oceans we live with.

For more information visit:  
[openhousemelbourne.org/waterfront2021](https://openhousemelbourne.org/waterfront2021)

Book now, register online.  
 Registrations also available at some events, subject to numbers.



**GLAWAC — WELCOME TO COUNTRY**  
 Official launch of the Waterfront program in East Gippsland.



**RETHINKING REGIONAL RECOVERY**  
 An exhibition of architectural interventions that challenge traditional design processes by leveraging interdisciplinary approaches.  
 Thursday 1 April – Saturday 3 April 2021,  
 10am – 5pm daily  
 Iceworks Shed, 5 Carpenter Street, Lakes Entrance



MELBOURNE DESIGN WEEK

**OPEN WATERFRONT**

MELBOURNE DESIGN WEEK

28 MAR 5 APR 2021

Presented by

**CENTRE FOR ARCHITECTURE VICTORIA** | **OPEN HOUSE MELBOURNE**

Program Partners

**VICTORIA** Government | Environment, Land, Water and Planning |

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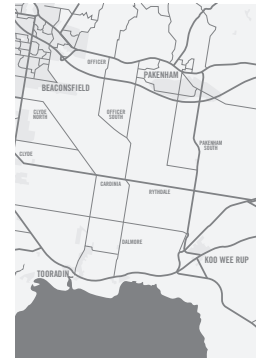
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Book now, register online.  
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**GIPPSLAND LAKES WITH SKIPPER PETE**  
 A guided boat tour of Lakes Entrance with local identity, Skipper Pete.  
 Saturday 3 April 2021, 4pm – 6pm  
 Post Office Jetty, The Esplanade, Lakes Entrance  
 \$35, bookings required



**SELF-GUIDED TOURS**  
 Explore significant landscapes and cultural sites in Gippsland by foot, bicycle or vehicle.  
 These tours will guide you to ancient swamplands, coastal reserves, Gunaijimal cultural sites, the scenic shoreline around Lakes Entrance and more.  
[openhousemelbourne.org/waterfront2021](https://openhousemelbourne.org/waterfront2021)

We're taking to the water as we explore the role design plays in shaping a positive and more sustainable future for our lakes, rivers and oceans. Part of Melbourne Design Week, Waterfront 2021 will feature a dedicated satellite program in East Gippsland from 30 March to 3 April.

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**SLIPWAY SALON — TALKS PROGRAM**  
 A series of design and creative-entrepreneurship discussions at the historic Slipway Sheds.  
 Saturday 3 April 2021, 10am – 4pm  
 Slipway Sheds  
 481 Princess Highway, Lakes Entrance  
 Free, bookings required



**METUNG HOT SPRINGS POP-UP BATHING AND SITE TOUR**  
 Bathe in 'pop-up' hot springs while taking in views of the Gippsland Lakes.  
 Saturday 3 April 2021, 2pm – 4pm  
 Metung Hot Springs  
 73 Storth Ryas Avenue, Metung

in partnership with the Department of Environment, Land, Water and Planning and the School for unTourists, in collaboration with the NGV.



MELBOURNE DESIGN WEEK

WATERFRONT is proudly presented by Centre for Architecture Victoria | Open House Melbourne in partnership with the Department of Environment, Land, Water and Planning and the East Gippsland Shire Council. East Gippsland events are co-ordinated with the School for unTourists. Waterfront is part of Melbourne Design Week 2021, an initiative of the Victorian Government in collaboration with the NGV.



MELBOURNE DESIGN WEEK









Slipway Salon talks program, Waterfront Program, Melbourne Design Week 2021. Photo: Keelan O'Hehir





'Mushi' – Concept to Prototype, Waterfront program, Melbourne Design Week 2021. Photo: Lachlan Outhred, courtesy of ARUP



# WATERFRONT PROGRAM —ONLINE

## **'MUSHI' — CONCEPT TO PROTOTYPE**

Friday 26 March – June 2021

Physical installation + online presentation

An exciting new collaboration between Arup, Swinburne University and Studio Edwards, the floating wetland prototype affectionately known as 'Mushi' (pronounced 'moo-she') is being trialled in the Royal Botanic Gardens Victoria, Melbourne and was launched during Waterfront. Mushi will test how mycelium (the roots of fungi) can harbour plant growth to clean our chemically sensitive rivers, making future-proof bio-ecologies.

Created from a series of interlocking triangular-shaped modules about 800mm in diameter, the floating wetland has modules composed of a mixture of mycelium and local organic waste. The mycelium material is set within specially designed moulds and expands to form the structure of the floating wetland. Above the surface, native wetland plants are growing within the compound, which creates habitat for insects and birds.

## **VICTORIA'S RIVERS AND THE GOLD RUSH**

Monday 29 March – Monday 5 April

The 19th-century Gold Rush was one of the defining episodes in Australian history and has left a rich legacy in terms of culture, architecture and archaeology. Many Gold Rush stories are well-known, but the profound environmental disruption associated with this period is all but forgotten. For decades, a deluge of sand, silt and gravel poured from the mines. New research is showing how, 100 years later, the effects of this sludge continue to shape Victoria's rivers and floodplains. This legacy has implications for the management of cultural heritage, river remediation programs, catchment management, public health and debates about how people and environments interact.

The presenter, Prof. Susan Lawrence, is an archaeologist at La Trobe University, Melbourne and a Fellow of the Australian Academy of the Humanities and the Society of Antiquaries of London. Her most recent book is *Sludge: Disaster on Victoria's Goldfields* (Black Inc/La Trobe University Press 2019), co-authored with Peter Davies.

## **WATERCOURSE AT GIPPSLAND ART GALLERY**

Friday 26 March – Monday 5 April

Viewers of this online exhibition can spot locations that they may have visited while in the Gippsland region, including Wilson's Promontory, Bairnsdale, Sale, Phillip Island, Tooradin, Mallacoota, Lakes Entrance and the Gippsland Lakes. The 33 works that feature in the exhibition are part of the collection of the Gippsland Art Gallery in Sale, which occupies a building renovated by architecture firm FJMT in 2018. Artists highlight the moody and often dramatic landscape of the Gippsland region, highlighting the relationships and juxtapositions between people and place; natural and human-made interventions in the landscape; land, river, lake and sea.





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