

# Ian Hyland

**A**fter obtaining his Commerce Degree, Ian took on a role in supermarket management. After a few years, he was lured into the bookmaking industry. It was a natural choice for a man of Ian's affable nature and intellect. After living the high life for several years, Ian could see that he needed to get into an industry where he could build asset value.

Ian leased a large, old warehouse in North Melbourne in the mid-1990s with the plan to lease the space for the storage of bonded containers. However, not long after committing to a long-term lease, Australian Customs changed their handling of bonded containers and demand for space vanished.

Now stuck with a large, empty warehouse, Ian started installing small storage areas. He can recall fitting out as little as six units at a time in those exploratory days. He saw demand continue to grow. Ian understood that a fundamental change was occurring in inner Melbourne with the first wave of residential conversion of much of inner Melbourne's industrial property. This increased demand for self storage.

In a short time, Ian had 300 customers in the North Melbourne facility and took the next step and purchased a warehouse in Wellington Street, Collingwood. He did a significant conversion constructing a 3 level storage facility with over 750 units.

The late 1990s was a busy time for Ian as he built occupancy and purchased the original North Melbourne building and expanded it to over 900 units.

First-class presentation was the hallmark of his business, along with a commitment to client communication and service. His management style combined a strong commitment to service levels and cleanliness. While credit is given to Ian for his level of energy, he is keen to recognise the strong level of support he received from colleagues in the



**“Natural business acumen and one of the most likeable personalities in the self storage industry.”**

industry. He particularly acknowledges the great assistance he received from Bob Marsh.

Ian saw the advantage of providing supplementary services with the standard storage unit product. He was a leader in promoting additional services such as delivery acceptance, shelving in units and document

storage. All of these services contributed significantly to his revenue level and business success.

Ian has been an active member of the SSAA and a regular conference attendee. He has a bag of stories to tell and is proud of the strong friendship he made and retains in the industry.

In 2005 Ian sold both of his facilities to National Storage. He recalls that it was one of the most pleasant real estate transactions he has done. With a strong friendships with Peter Greer, Alan Contini and Andrew Catsoulis he says it was an open business transaction between good friends. ●