



Self Storage Association
of Australasia



2023 – 2025 Strategic Direction

Supporting the self storage industry
across Australia and New Zealand

The SSAA has proudly supported the self storage industry of Australia and New Zealand for more than 30 years.

Created by the industry for the industry, the SSAA exists to help our members' businesses thrive by providing advocacy, education and support.

As the peak body for the self storage sector, we seek to inspire excellence and engagement across the industry.

We are guided by our strong commitment to serving our members and our dedication to upholding the highest professional standards for the benefit of industry.



What we set out to **achieve by 2025**

ADVOCACY

We advocate for the industry at large and on behalf of our members

KEY PRIORITIES

Deliver accurate and timely industry research and insights

Inform industry stakeholders about the profile and potential of self storage

Track sector performance and key industry metrics

Focus our advocacy agenda on high impact issues

MEASURE OF SUCCESS

A thriving, well-informed and standalone asset class.

SUPPORT

We support our members by sharing knowledge, resources and insights

KEY PRIORITIES

Enhance industry understanding of self storage operations

Offer timely and accurate legal and operational support

Embed good governance practices across the industry

Help our members adapt to industry innovation

MEASURE OF SUCCESS

The industry holds itself to high standards and delivers professional self storage experiences.

ENGAGEMENT

We work to connect, nurture and develop the self storage industry

KEY PRIORITIES

Create value for our members through regular engagement

Connect our members and stakeholders to build and maintain industry relationships

Communicate effectively to ensure members are well-informed

Consult with our members to provide relevant services, resources and advice

MEASURE OF SUCCESS

An engaged industry that celebrates collegiality and independent spirit equally.

FOUNDATIONS

A fit-for-purpose and sustainable association for members

Financial

Prudential financial management ensures long term viability

Governance

Good governance is evident within our culture and operations

Resourcing

An optimised staffing structure is balanced with external expertise

Technology

Investments in technology enable staff to focus on value creation

Advocacy

We advocate for the industry at large and on behalf of our members



Deliver accurate and timely industry research and insights

Our commitment to research is reaffirmed by our ongoing investment in the biennial State of the Industry and Industry snapshot reports.

Where required, we will invest in industry white papers to address key topics.



Inform industry stakeholders about the profile and potential of self storage

Self storage plays a critical role in sustainable communities.

An industry positioning strategy will inform a range of sector-specific guidelines to inform councils and consultants about the unique aspects of self storage.



Track sector performance and key industry metrics

In support of the growing sophistication of the sector, the evolution of the Storage Interactive Platform (SIP) will deliver a comprehensive, industry-owned interactive data set that enables members to benchmark a range of operating metrics and track demand, supply and other performance indicators.



Focus our advocacy agenda on high impact issues

The continued exploration of alternatives to customer goods insurance, solutions for broader insurance challenges and accompanying resources will be a mainstay of our advocacy work.

We maintain a level of capacity that enables focus on other high impact challenges should they arise.

Support

We support our members by sharing knowledge, resources and insights



Enhance industry understanding of self storage operations

The development of an industry-recognised education offering will support members in training and retaining valued staff.

Further investment in online training and resources will deliver comprehensive, industry-specific information that creates value for our members at every stage of their self storage journey.



Offer timely and accurate legal and operational support

Annual updates of the self storage agreement suite will continue, keeping pace with the changing legal and operating landscape.

Building internal capacity to provide legal and operational help desk services for members will enable more timely assistance and bolster the support of external expert counsel.



Embed good governance practices across the industry

A collection of governance materials and director education offerings will aid risk management across the sector.

Resources that enable members to plan for and manage critical business events (eg cyber security, disaster management) will support the sustainability of the industry.



Help our members adapt to industry innovation

Providing considered information and implementation guidelines for self storage innovations will help members understand the benefits, risks and opportunities that these innovations present.

The initial focus will be on guidance for facility automation.

Engagement

We work to connect, nurture and develop the self storage industry



Create value for our members through regular engagement

Developing a member engagement strategy that speaks to our members' wide-ranging interests with tailored, needs-based communications will be the foundation for our refreshed suite of member communications.



Connect our members and stakeholders to build and maintain industry relationships

Industry events will be further tailored based on member interests.

Convention will continue to be an industry-wide event each summer. Every other winter will see owners and executives gather at a summit. Local networking will continue where it's well supported, bolstered by the introduction of networks for specific interests.



Communicate effectively to ensure our members are well-informed

Embracing the changing nature of media and communications will see association offerings expand into new digital and podcast mediums.

The highly valued print magazine will continue to arrive in letterboxes across Australasia.



Consult with our members to provide relevant services, resources and advice

Regularly surveying our members to understand their needs, priorities and challenges will inform the development of member services and resources.

The opinions of "quiet" members will also be sought to ensure their needs are met.

Against the backdrop of a changing **industry landscape**

The 2023 – 2025 SSAA Strategic Direction is set in a time of increasing economic pressures and post-pandemic cultural shifts.

The SSAA will continue to monitor external forces to address the opportunities and challenges they may present to industry.

POLITICAL & ECONOMIC

- Increasing regulation
- Inflationary pressures
- Rising cost of living
- Employment challenges
- Immigration
- Employment challenges
- Hard insurance market
- Planning changes
- Uninformed new entrants and developments

SOCIOCULTURAL

- Changing consumer trust culture
- Increasing impacts of cybercrime
- Contactless customer interactions
- Impacts of AI
- Intelligent CCTV
- Changing consumption habits based on cost of living pressures
- eCommerce growth

LEGAL & COMPLIANCE

- Increasing potential for liability
- Changes to fire safety and compliance
- Increasing rates of organised crime and cyber crime
- Anti-Money Laundering obligations
- Insurance challenges and risk profiling
- Risks of storing lithium batteries

ENVIRONMENTAL & ESG

- Sustainable energy opportunities
- Electric vehicles and charging opportunities
- Increasing natural disasters and impacts
- Increasing requirements for company directors
- Social challenges – increase in domestic and family violence, homelessness



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selfstorage.org.au

