

# M23 Fundamentals in Focus

Grand Hyatt  
123 Collins Street  
Melbourne

## PROGRAM HIGHLIGHTS

### Monday 13 November

#### 12 NOON

##### **GOLF TOURNAMENT presented by VISY Boxes and More**

Join the VISY Boxes and More team and take to the greens at the renowned Sandy Links Golf Course.

### Tuesday 14 November

#### 10 AM

##### **MANAGER WORKSHOP**

Self storage managers will learn the latest in sales, marketing and self storage operations.

#### 12 NOON

##### **SELF STORAGE FACILITY TOURS**

Explore some of Melbourne's showstopping self storage facilities. Choose from self storage or self storage and container storage.

#### 5.30 PM

##### **WELCOME EVENT: CELEBRATE AT BALLER'S CLUBHOUSE**

Stroll down a Melbourne laneway and get ready to have a ball at the Clubhouse. Get the party started early and play on into the night.

### Wednesday 15 November

#### 7.45 AM

##### **BREAKFAST**

Hosted by SSAA in The Residence

#### 8.45 AM – 12.30 PM

##### **CONFERENCE SESSIONS**

A range of informative sessions – for more details see overleaf.

#### 12.30 PM

##### **LUNCH**

#### 1.45 PM – 3 PM

##### **CONFERENCE SESSIONS**

#### 3.15 PM

##### **WOMEN IN STORAGE**

Share the afternoon with women in self storage – details overleaf.

#### 5 PM

##### **TRADE SHOW IN THE SPOTLIGHT**

Engage with industry suppliers over drinks at Trade Show in the Spotlight.

#### 7 PM

##### **DINE WITH A LEADER**

A range of local dining options hosted by leaders in self storage.

### Thursday 16 November

#### 7.45 AM

##### **BREAKFAST**

Hosted in the Trade Show

#### 8.45 AM – 12.30 PM

##### **CONFERENCE SESSIONS**

A range of informative sessions – for more details see overleaf.

#### 12.30 PM

##### **LUNCH**

#### 1.45 PM – 3.30 PM

##### **CONFERENCE SESSIONS**

#### 6 PM

##### **COCKTAIL HOUR**

Kick off the night in style with cocktails and canapes in The Residence.

#### 7 PM – LATE

##### **SSAA AWARDS FOR EXCELLENCE presented by VISY Boxes and More**

Celebrate industry excellence at the self storage gala event of the year!



## PROGRAM OVERVIEW: WEDNESDAY 15 NOVEMBER

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<b>7.45 AM</b>	<b>BREAKFAST</b> Start the morning with an industry networking breakfast in The Residence, learn about SSAA's projects, priorities and help shape plans for the year ahead.
<b>8.45 AM</b>	<b>OPENING REMARKS: MC ANDREW KLEIN</b> <b>KEYNOTE: FUNDAMENTALS IN FOCUS</b> Leading demographer <b>Bernard Salt</b> explores the macroeconomic outlook and what's driving self storage fundamentals.
<b>9.45 AM</b>	<b>2023 INDUSTRY SNAPSHOT</b> Join <b>Linda Sharkey</b> of Cushman and Wakefield as she shares the highlights from the SSAA Industry Snapshot 2023.
<b>10.30 AM</b>	<b>MORNING TEA</b>
<b>11 AM</b>	<b>THE NEW SELF STORAGE AGREEMENT</b> Join <b>Makala Ffrench Castelli</b> for a comprehensive update on the revised self storage agreement and changes in the legal landscape with <b>Hunt &amp; Hunt</b> and <b>Jackson Russell</b> .
<b>11.45 AM</b>	<b>KEYNOTE: PREPARING NOW FOR WHAT'S NEXT</b> Hear from trend forecaster and futurist <b>Michael McQueen</b> on shifts in consumer habits, the acceleration of AI and other key trends set to shape the next decade.
<b>12.30 PM</b>	<b>LUNCH</b>
<b>1.45 PM</b>	<b>CHOOSE YOUR AFTERNOON WORKSHOP:</b>  <b>DEVELOPMENT FUNDAMENTALS</b> Hear from a range of industry experts across design, development and investment on getting the fundamentals right as they step through a self storage project from start to finish. <i>Speakers include experts from: Janus Australia, Regis Built, Southwell Lifts &amp; Hoists, Storco, Storcad, Storage Security, Total Constructions and more.</i>  <b>OPERATING FUNDAMENTALS</b> Enjoy 20-minute power sessions on hot topics including marketing, revenue management, talent management and compliance. <i>Speakers: Stephen Hughes (R6 Digital), Aaron Alswailer (Safe Store), Damien Gooden (HR Central), Stuart West (Action OHS).</i>

**3.15 PM**

**AFTERNOON TEA or**

**3.15 PM**

**WOMEN IN STORAGE:**

Share in a special afternoon with the women in self storage at The Residence and help co-create the 2024 Women in Storage leadership program.

**5pm**

**Trade Show in the Spotlight**

Explore all the innovations and engage with leading industry suppliers over drinks at Trade Show in the Spotlight.

**7pm**

**Dine with an Industry Leader** (OPTIONAL ADD-ON)

Meet in the Networking Lounge at 6.45pm if you've selected to dine with industry leaders at some of Melbourne's great venues around Collins Street/Flinders Lane:

**Cumulus Inc with Sam Kennard – CEO, Kennards Self Storage:**

Share an intimate dinner with an industry pioneer at this renowned Flinders Lane establishment. Enjoy a shared menu in a private dining room as you garner insights from Sam's industry experience and self storage journey.

**San Telmo with Linda Sharkey – Divisional Director, Cushman & Wakefield:**

Feast on Argentinian fare in the wine room at San Telmo as you unpack industry metrics and insights with leading self storage valuer, Linda Sharkey.

**Farmer's Daughters with Aaron Alswailer – General Manager, Safe Store NZ:**

Enjoy informal rooftop dining at this popular Melbourne venue known for highlighting the best in local produce. Those from either side of the Tasman are welcome though expect Aaron to lead the discussion towards all things Kiwi!

**Lucy Liu hosted by independent owner/operators and SSAA Directors**

**Ned Coten, David Daddow & Adrian Wylde:**

Meet like-minded operators and feast on shared South East Asian delights in a private dining room down Oliver Lane.

Places are limited for these dining experiences.  
Book online during registration. Subject to availability.



## PROGRAM OVERVIEW: THURSDAY 16 NOVEMBER

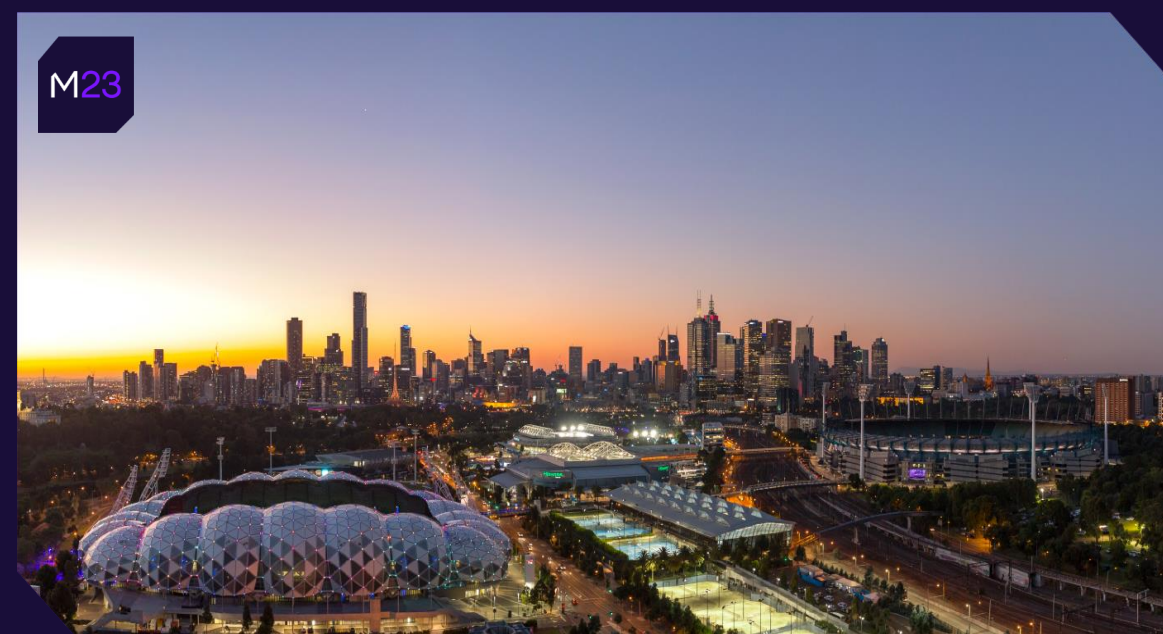
- 7.45 AM BREAKFAST**  
Start the morning with breakfast in the Trade Show.
- 8.45 AM SELF STORAGE FUNDAMENTALS**  
**Industry leaders** share their thoughts in this panel discussion on sector fundamentals, opportunities and challenges in the current climate.
- 9.45 AM IN FOCUS: TECHNOLOGY AND AUTOMATION**  
Join **Michael Dogger** of R6 Digital, **Haydn Salvat** of Storman and **Leigh Ridgway** of TAXIBOX to discuss the now and the next for technology and AI in self storage.
- 10.30 AM MORNING TEA**
- 11 AM CUSTOMER EXPERIENCE FUNDAMENTALS**  
Join international self storage sales and marketing expert **Christel Land** as she explores the fundamentals of exceptional customer experience in self storage.
- 11.45 AM IN FOCUS: SECURITY AND PROTECTION**  
Hear from experts in security and law enforcement as they share practical advice on crime prevention and strategies to help keep your assets secure.
- 12.30 PM LUNCH**
- 1.45 PM GLOBAL PERSPECTIVES**  
Join global panellists **Terry Bagley** of Janus International and **John McGlynn** of Scottish Capital as they explore self storage trends and insights from across the USA and UK.
- 2.30 PM KEYNOTE: HIGH PERFORMANCE FUNDAMENTALS**  
**Emma Murray** has guided AFL teams to premierships, motorsport drivers to championships and Olympic athletes to the podium – now she's here to help guide you to greater productivity and performance.
- 3.15 PM COMPETITION WINNERS AND CLOSING REMARKS**

**6pm Cocktail Hour**  
Kick off the night in style with cocktails and canapes in The Residence.

**7pm SSAA Awards for Excellence  
presented by VISY Boxes and More**  
Celebrate industry excellence at the self storage gala event of the year. Enjoy fine dining, cheer on our winners and then dance the night away!

### AWARD ENTRIES

Get a head start on your entries for the SSAA Awards for Excellence – applications now open!



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Self Storage Association  
of Australasia