

**The SSAA Awards for Excellence program is designed to recognise those leading the way in the self storage industry.**

An independent judging panel will critically assess all entries in their respective categories and the finalists will be celebrated across industry, with winners to be announced at the SSAA Awards for Excellence Gala Dinner.

## Key dates

**Nominations open:** 1 July 2025

**Nominations close:** 12 September 2025

**Finalists announced:** 3 November 2025

**Awards Gala Dinner:** Thursday 13 November 2025 at the Hyatt Regency Sydney

## Award Categories

**Facility of the Year: Regional Location**

**Facility of the Year: Conversion**

**Facility of the Year: Independent Operator**

**Facility of the Year: Multi-Site Operator**

**Manager of the Year**

**Service Member of the Year**

**Excellence in Innovation**

**Excellence in Sustainability**

**Excellence in Community Engagement**

**Excellence in Industry**

## How to Enter

The SSAA Awards for Excellence nominations portal is online.

Prepare your responses to the award questions and then [complete your submission](#).

In addition to the category-specific questions, each nomination should include a **summary of the nomination** (150 words), including achievements and what makes this nomination worthy of winning the award which will be used in publications. Nominations should also include a **logo** plus **four high quality images** and/or a video.

**Read on to learn more about each award and the questions you'll need to consider.**

**Consider drafting your responses in a document so you can refine your answers, before copying them across to the online nomination form. Keep your responses brief – 150 words or under where possible. If you're not comfortable providing a specific numerical answer to a question, a range or estimate is suitable.**

## A note on industry definitions

When answering questions on industry metrics, please use the following methodologies:

### Occupancy

Occupancy by Net Lettable Area (NLA) measures the percentage of the total rentable space (in square metres) that is currently rented.

It is calculated as:  $(\text{Total rented NLA} \div \text{Total available NLA}) \times 100$

For award nominations, use the occupancy percentage based on the area currently rented, not just the number of units.

Example:

- Total available NLA = 5,000 sqm
- Rented NLA = 4,250 sqm
- Occupancy =  $(4,250 \div 5,000) \times 100 = 85\%$

### Rate per square metre

Average Rate per Square Metre per Annum shows the average rental income earned per square metre of rented space over a year.

It is calculated as:  $(\text{Total annual rental income} \div \text{Rented NLA})$

If you are using monthly figures, you can also calculate:

$(\text{Total monthly rental income} \div \text{Rented NLA}) \times 12$

Example:

- Total monthly rental income = \$85,000
- Rented NLA = 4,080 sqm
- Average rate =  $(\$85,000 \div 4,080) \times 12$
- Average rate =  $(\$20.83 \text{ per sqm per month}) \times 12 = \$250 \text{ per sqm per annum}$

## Award Categories, Eligibility and Entry Questions

### Facility of the Year: Regional Location

Open to SSAA members who own and/or operate a facility in a Regional Location.

A Regional Location is defined as being OUTSIDE the following geographical regions listed on the following websites:

AUS: Australian Bureau of Statistics maps.abs.gov.au

Greater Hobart, Melbourne, Sydney, Brisbane, Darwin, Perth & Adelaide

NZ: Geographic Boundary Viewer statsnz.maps.arcgis.com

Dunedin City, Christchurch City, Wellington City, Upper Hutt City, Palmerston North City, Taruanga City & Auckland

### Facility of the Year: Independent Operator

Open to SSAA members who own and/or operate a portfolio with LESS THAN 5 facilities.

### Facility of the Year: Multi-Site Operator

Open to SSAA members who own and/or operate a portfolio with MORE THAN 5 facilities.

#### About the Facility

Facility Name, Address, Owner and Manager details

Provide a brief description of the facility (150 words)

Number of units as at 30/06/2025; Net lettable space in square metres; Number of outdoor spaces as at 30/06/2025; Land area of site in square metres; Number of staff.

#### About the Build

When was the facility built? When did the facility open?

What aspects of the build are you most proud of?

#### Business Operations

1. What is the current occupancy of the facility?
2. What is your average rate per square metre?
3. Describe your approach to pricing and attitude to discounting
4. How is the facility managed? Owner/Operator/Third Party/Real Estate
5. What is your current operational focus? (For example: building occupancy, refining marketing offers, driving rental rates)

#### Safety & Security

Provide a brief overview of the safety and security features for this facility (150 words)

#### Staff

Share any highlights, incentive programs, tenure or other achievements that contribute to the success of the facility (150 words)

#### Marketing

1. Describe your approach to marketing and include the marketing tactics you employ - eg. online advertising, signage, direct mail, radio etc
2. Describe your approach to sales and customer service
3. How do you encourage more people in your community to use self storage?

### Facility of the Year: Conversion

Open to SSAA members who own and/or operate a facility that has completed the transformation of an existing asset into self storage.

#### About the Facility

Facility Name, Address, Owner and Manager details

Provide a brief description of the facility (150 words)

Number of units as at 30/06/2025; Net lettable space in square metres; Number of outdoor spaces as at 30/06/2025; Land area of site in square metres; Number of staff.

#### The Conversion

1. What type of building/structure was the asset prior to converting to storage?
2. Describe the style and approach to design and construction of the conversion? What important aspects did you consider, were there any site challenges that needed to be addressed?
3. Describe the project timeline and budget. Were key milestones met? If not, why not?
4. Describe your approach to technology and automation as part of the conversion

#### Business Operations

1. What is the current occupancy of the facility?
2. What is your average rate per square metre?
3. Describe your approach to pricing and attitude to discounting
4. How is the facility managed? Owner/Operator/Third Party/Real Estate
5. What is your current operational focus? (For example: building occupancy, refining marketing offers, driving rental rates)

### **Manager of the Year**

Open to all managers of an SSAA Member Facility. The Manager must not have a significant financial interest in the ownership of the property or the business (less than 10%) and the owner must endorse the nomination. The Manager must have managed the facility throughout the entire previous financial year.

#### About the Facility

1. Facility Name, Address, Owner and Manager details
2. Number of units as at 30/06/25
3. Number of outdoor spaces as at 30/06/25
4. Number of staff at this facility

#### About the Manager

1. How long has the manager been in the self storage industry?
2. What was the Manager's previous experience before coming to self storage?
3. How long has the manager worked at the facility?
4. Describe the training the Manager has undertaken in the past two years?

#### Business Operations

1. Demonstrate improvements in operational performance (including occupancy and/or revenue, ancillary sales and other activities) during the last year as a direct result of the Manager's actions.
2. Provide an example of a successful marketing campaign or local engagement activity that was designed or implemented by the Manager and describe the impact on the business.
3. Describe the Manager's approach to sales and customer service, citing examples of customer interaction and satisfaction

4. Describe the Manager's approach to building and sustaining team culture and morale (if applicable).
5. Describe how the Manager dealt with a challenging or difficult situation?

### **Service Member of the Year**

This Award recognises **businesses** who have delivered exemplary service throughout the course of a client engagement or project. Nominations will not be accepted from a third party. Open to all SSAA Service Members (supplier and industry categories).

#### About the Service Member

Business Name, Main Contact and Website

#### About the Project/Service

1. Describe how you have demonstrated a sustained, proactive, ongoing and positive service approach to the self storage industry?
2. Share examples of client feedback that support this nomination?
3. Share examples of assisting in the scope or design of a physical project and/or support service, including the nominee using personal input, timely advice, expertise and/or "after sales service" for the project/instruction?
4. How do you demonstrate good personal relationship skills, professional standards, dependable service and industry leadership? Please comment.
5. How do you contribute to the association and its members or the industry more broadly in a positive way? Please comment.
6. Describe your approach to assisting new entrants or people that are not your customers or clients?

### **Excellence in Innovation**

Recognising excellence in innovation and improvement to a business process, product or service that benefits the self storage facility, industry or wider community.

Open to all member categories.

#### About the Member

Facility/Business Name, Main Contact and Website

#### About the Innovation

1. Provide an overview of the innovation including details of design, development and delivery.
2. What business challenge or opportunity inspired this innovation?
3. Explain how this initiative has improved your business. Consider how it may have simplified a task, increased productivity, improved marketing or other benefits?
4. How does the innovation contribute to raising the standards and/or promoting a positive image for industry?
5. What is the potential for applying the innovation across the wider self storage industry, other industries or community?
6. Please comment on return on investment or the cost of implementation vs benefits received.
7. Please outline the steps that have been taken to ensure sustainability of the innovation.

### **Excellence in Sustainability**

Recognising excellence in sustainability including environmental, social and governance initiatives that benefits the self storage facility, industry or wider community.

Open to all member categories.

#### About the Member

Facility/Business Name, Main Contact and Website

#### About the Project

1. Provide an overview of the sustainability initiative including project details and outcomes.
2. What business challenge or opportunity inspired this project or initiative?
3. How did you design, develop and deliver this initiative?
4. Explain how this initiative has improved your business and/or your environmental footprint. Please comment on any impact measurements or other ESG highlights.
5. How does this initiative or project contribute to raising the standards and/or promoting a positive image for industry?
6. Is there potential to apply this initiative across the wider self storage industry, other industries or communities?
7. Please comment on return on investment or the cost of implementation vs benefits received.

### **Excellence in Community Engagement**

Recognising excellence in engaging with the local or broader community for societal benefit and/or outstanding contributions to community.

Open to all member categories.

#### About the Member

Facility/Business Name, Main Contact and Website

#### About the Engagement

1. Provide an overview of the community engagement initiative or program, including program details and outcomes.
2. What challenge or opportunity inspired this program or initiative?
3. How was the initiative or program designed and delivered?
4. Describe the impact the initiative or program had on the community, group or broader public.
5. Describe the impact the initiative or program had on your business. Could the concept be applied more broadly across the industry?
6. Describe any additional benefits generated by the program or initiative. Did the program or initiative generate any additional community, online or media interest?

### **Excellence in Industry**

Recognising excellence in industry leadership, education, transformation or other business projects or initiatives that positively impact the self storage sector.

Open to all member categories.

#### About the Member

Facility/Business Name, Main Contact and Website

#### About the Project

1. Provide an overview of the initiative or project, including details and outcomes.
2. What challenge or opportunity inspired this initiative or project?
3. How did you undertake, design, develop and/or deliver this initiative?
4. Describe the impact the initiative or program had on your business.
5. Describe the impact the initiative or program had on the industry, community or interest group? How does this initiative contribute to raising the standards of and positively impacting industry?
6. Please comment on return on investment or the cost of implementation vs benefits received.
7. Describe any additional benefits generated by the project or initiative.

# Terms and Conditions

## Self Storage Association of Australasia Limited (ABN 23 050 341 725) ("SSAA")

### 1. Overview

- (a) These Awards for Excellence – Terms and Conditions (**Awards Terms**) set out SSAA's terms and conditions which apply for SSAA's annual "Awards for Excellence" (**Awards**).
- (b) All entries for any Awards must comply with these Awards Terms. Accordingly, it is the responsibility of every entrant for any Awards (**Entrant**) to read and understand these Awards Terms.
- (c) These Awards Terms are effective as at the date specified above and are available from SSAA's website [www.selfstorage.org.au](http://www.selfstorage.org.au) (**Website**). Subject to clause 1(d), SSAA reserves the right, from time to time and in its sole discretion, to amend these Awards Terms. Entrants are deemed to accept these Awards Terms, as amended, if they continue to submit entries for Awards after such amendments.
- (d) SSAA will give notice of any amendments to these Awards Terms via the Website and by including amended Awards Terms when seeking entries for Awards.

### 2. Awards categories and benefits

- (a) The Awards are the premier accolades of merit and quality in the Australasian self storage industry. The process of submitting an entry for the Awards benefits Entrants by encouraging Entrants to identify the areas of their business which make them great (as well the areas to improve) and demonstrating to Entrants' employees and clients that the Entrants are committed to excellence and continuous improvement.
- (b) The categories of Awards (**Categories**) are:
  - 1. Facility of the Year: Regional Location;
  - 2. Facility of the Year: Conversion;
  - 3. Facility of the Year: Independent Operator;
  - 4. Facility of the Year: Multi-Site Operator;
  - 5. Manager of the Year;
  - 6. Service Member of the Year;
  - 7. Excellence in Innovation;
  - 8. Excellence in Sustainability;
  - 9. Excellence in Community Engagement; and
  - 10. Excellence in Industry
- (c) Awards finalists in each Category:
  - 1. Receive a framed certificate for display from SSAA;
  - 2. Have the right to use the SSAA Awards logo in its marketing and advertising to promote its participation in the relevant Awards for a period of 4 years from the date of the relevant Awards;
  - 3. Receive free promotion by SSAA of their achievements in the Awards on the Website and SSAA's publications (the Insider Magazine and the STOReFLASH e-newsletter) following the date of the relevant Awards;
  - 4. Benefit from the prestigious business marketing opportunity which the Awards represent, gaining brand recognition within the self storage industry and generally improving business relationships; and
  - 5. Enjoy productivity gains through improved staff moral and receive greater brand recognition as an employer of choice (increasing the ability to attract talented employees).

- (d) Winners in each Category also receive (i.e. in addition to the benefits received as a finalist in their Category):
1. A prestigious SSAA Awards trophy;
  2. A framed certificate for display
  3. A copy of the professionally taken photographs from the presentation, ideal for using in your own promotional program;
  4. A press release for you to distribute to your local media;
  5. The ability to promote your business as the winner of this year's award;
  6. The Awards logo and guidelines kit to help you promote your win;
  7. Publicity in the post-Convention issue of INSIDER magazine and on the SSAA website; and
  8. A bottle of Champagne

### 3. **Eligibility and how to submit an entry**

- (a) Entries will only be accepted from current SSAA members. Organisations sponsoring Awards in a particular year, or employees of such an organisation, are ineligible to submit an entry for that year in the category that they are sponsoring for that year.
- (b) Entries will only be considered if they:
1. Are completed online;
  2. Addressing all of the specific criteria for that Category (as specified on the Website or notified to Entrants when seeking entries for Awards) (**Criteria**);
  3. Include (if applicable) at least 4 quality images of the Entrant's storage facility or the Entrant's achievements or innovations. All images must be provided in high resolution (at least 300dpi);
  4. Include, but not compulsory a 90 second video presentation of the Entrant's storage facility or achievements or innovations for the entry in that Award category for that year. The winning Entrant's video will be included as part of the Awards presentation ceremony.
  5. Are submitted by the relevant closing date for their chosen Category (as specified on the Website or notified to Entrants when seeking entries for Awards); and
  6. Are based on achievements which relate to the qualifying period for their chosen Category (as specified on the Website or notified to Entrants when seeking entries for Awards) (**Qualifying Period**). Achievements which occurred outside the relevant Qualifying Period will not be considered.
  7. Each Award category must meet the minimum entry requirements of two entries. If minimum entries are not met, the Award category will be withdrawn and notified by closing date.
- (c) By submitting an entry for any particular Awards, Entrants confirm:
1. they agree to be bound by these Award Terms;
  2. they commit to attending the presentation ceremony for those Awards, usually part of the proceedings at SSAA's annual convention but to be confirmed by SSAA when seeking entries for the Awards (**Presentation Ceremony**); and
  3. they agree that SSAA's conduct of the Awards and the conduct of the Judging Panel (defined in clause 4(a)) do not give rise to any legal obligations or duties which are enforceable by Entrants in any way.
- (d) For the avoidance of doubt, SSAA is not required to return any documents or materials provided by an Entrant as part of their entry for any particular Awards.
- (e) Entrants can request further information in respect of any Awards by contacting SSAA by email: [membership@selfstorage.com.au](mailto:membership@selfstorage.com.au).

### 4. **Judging process**

- (a) After the closing date for a Category has passed, all correctly submitted entries will be assessed by an independent judging panel selected by SSAA (**Judging Panel**) and given a preliminary score. Entries

which address the relevant Criteria in as much detail as possible will assist the Judging Panel to form a clear picture of the Entrant's achievements.

- (b) Following the initial assessment described in clause 4(a) for a particular Category, the Judging Panel will prepare a short list of nominees for that Category (**Shortlist**).
- (c) Entrants on a Shortlist, where required may be asked to take part in the following steps:
  - 1. assessment by a "**mystery shopper**", either by telephone or in-person. If, following such an assessment of an Entrant, further information is required by the Judging Panel, the Judging Panel will contact that Entrant directly to seek clarification. If SSAA determines, in its sole discretion, that there is a significant discrepancy between the assessment of the Entrant by the mystery shopper and the Entrant's written submissions as part of their entry, SSAA may disqualify the Entrant and bar the Entrant from submitting entries for future Awards (in any Category) for up to 3 years; and
- (d) Following the steps described in clause 4(c) and subject to clause 4(e), the Judging Panel will select the finalists in each Category (**Finalists**) and inform SSAA. SSAA will then inform all Entrants of whether or not they were selected as a Finalist and invite all Finalists to the Presentation Ceremony.
- (e) The Judging Panel is not required to select a Finalist and/or a winner in any Category if it forms the view, in its sole discretion, that none of the Entrants are suitable for selection as a Finalist and/or a winner in any Category or if there are fewer than two (2) entries in a category. For the avoidance of doubt, the decisions of the Judging Panel are at all times final and no correspondence will be entered into with Entrants regarding any decision of the Judging Panel.
- (f) All Finalists will be honoured at the Presentation Ceremony, prior to the winners in each Category, as selected by the Judging Panel, being announced. All Entrants are encouraged to attend the Presentation Ceremony, whether or not they were selected as a Finalist.

## **5. Recordings and publicity**

SSAA may take photos, and make audio and video recordings, of any Awards events, activities or proceedings and may include part or all of such photography and recordings in its media publications (including social media) and for distribution to SSAA members as well as promotional, educational and other purposes.

## **6. Indemnity**

Each Entrant indemnifies, and shall keep indemnified, SSAA against any loss, damage or expense whatsoever suffered or incurred by SSAA and howsoever arising out of or in connection with any breach of these Awards Terms by that Entrant, except to the extent that any such loss, damage or expense is caused by the negligent act or omission of SSAA, with the intent that as between any Entrant and SSAA, each will be responsible for their own acts and omissions and not for each other's acts or omissions.

## **7. Limitation of SSAA's liability**

To the extent permitted by law, all liability of SSAA to any Entrant in respect of any loss, damage or expense whatsoever or howsoever arising out of or in connection with any Awards or these Awards Terms is excluded (including, but not limited to, any indirect, special or consequential loss, damage or expense of any kind).

## **8. Intellectual Property**

- (a) Each Entrant grants a limited, non-exclusive licence to SSAA to reproduce images, logos and information that is not of a commercially sensitive or confidential nature from its written submissions to the Judging Panel for the purposes of evaluating those written submissions as well as for promotional, educational and other purposes.

- (b) Without limiting clause 6 above, each Entrant warrants that the contents of its written submissions to the Judging Panel do not infringe any intellectual property rights of a third party and indemnifies SSAA against any claim by a third party in respect of any such infringement.

## **9. Privacy**

- (a) Entrants acknowledge and agree that the provisions of SSAA's privacy policy (as posted by SSAA on the Website and amended from time to time) (**Privacy Policy**) apply to all submissions and other materials provided by Entrants. The Privacy Policy contains further information about how SSAA uses, discloses and stores personal information.
- (b) Entrants further acknowledge that their contact information may be passed to members of the media pursuing legitimate stories in connection with the Awards.

## **10. General provisions**

- (a) Any failure by SSAA to insist on strict compliance with these Awards Terms or any delay by SSAA in exercising its rights under these Awards Terms will not constitute a variation or waiver of any provisions of these Awards Terms or any right available to SSAA.
- (b) If any part of these Awards Terms, or the application of these Awards Terms to any person or circumstance, becomes invalid or unenforceable, the remaining provisions of these Awards Terms are not affected and are valid and enforceable to the fullest extent permitted by law.
- (c) These Awards Terms are governed by and will be construed in accordance with the applicable law in the State of Victoria, Australia, irrespective of where the Presentation Ceremony takes place. In any action or other legal process with respect to any matter or thing in connection with these Awards Terms, Entrants irrevocably submit to the authority of the Courts having jurisdiction in the State of Victoria, Australia.

## Judging Process:

### Entry Assessment

After the nomination period has closed the submission is read by the independent Judging Panel and each answer is given a score. Therefore, it is important that each criterion is answered in as much detail as possible.

Providing a positive description of the business gives the Judging Panel a clear picture of the nomination and what steps have been taken to achieve success.

### Shortlist of Entries

Following the initial assessment, the Judging Panel make a shortlist of nominations.

When a nomination is shortlisted, arrangements will be made for a mystery shop by phone and/or in person, where applicable. If more information is required at this stage further clarification will be sought from the applicant.

### Finalists Announced

Following the judging phase, the Judging Panel will make further assessment of each entry and choose the finalists.

All finalists are notified individually, and their success will be announced via the STOReFLASH. Nominations not shortlisted will also be advised at this time.

### Announcement of the Winners

All finalists are celebrated, and the winner announced at the Awards Gala Dinner during the SSAA Annual Convention.

All finalists are acknowledged with certificates of achievement. The winning entry is announced, and the opportunity is given to the winner to make a short acceptance speech.

### All nominees are strongly encouraged to attend this event.

*Note: If the Judging Panel do not deem any of the nominations suitable in a category, then it is possible that no winner will be awarded.*

## For additional information

### Something we haven't answered for you? Contact us.

Email: [membership@selfstorage.com.au](mailto:membership@selfstorage.com.au)

Phone: AUS 1800 067 313 or NZ 0800 444 356

**SSAA**  
Awards for  
Excellence

Presented by  
**VISION** BOXES &  
**MORE**