

SYD25 SELF STORAGE WEEK

MONDAY 10 NOVEMBER | SELF STORAGE OPERATIONS

7.30am SSAA GOLF TOURNAMENT – Proudly Presented by VISY Boxes and More			
Take to the greens at the scenic Moore Park golf course for the annual self storage golf tournament.			
1.00pm Afternoon Masterclasses			
	SOFTWARE MASTERCLASS: STORMAN	Haydn Salvas and the Storman team	The Storman team will explore their product roadmap and dive into your questions during an interactive Q&A session
	SOFTWARE MASTERCLASS: SITELINK	Michael Dogger and the Sitelink team	Learn how to use Sitelink to its full potential - explore all the automations and bring your Sitelink questions for the team.
	STAYING ON THE RIGHT SIDE Legal, governance and compliance in self storage	Makala Ffrench Castelli	Learn more about the 2025 self storage agreement changes plus key legal and compliance updates to help protect your self storage business. *session also runs Tuesday*
2:30pm Afternoon Tea			
3.00pm Afternoon Sessions: Single Site or Multi-Site			
Single Site Operators			
3.00pm	OPERATOR'S TOOLBOX Practical systems for everyday efficiency	Priscilla Lee	Discover simple, hands-on tools and processes to streamline daily operations and free up time for what matters most.
3.45pm	AI ESSENTIALS First steps to AI success	Pathfindr.ai	Learn how to take the first practical steps with AI and unlock quick wins for your business.
Multi-Site Operators			
3.00pm	NEXT LEVEL AI Tools for operators at scale	Pathfindr.ai	Unpack the opportunities and challenges of applying AI at scale, with practical insights for growing businesses.
3.45pm	FROM MANAGERS TO LEADERS The human side of growth	Michael Tate	Gain an industry leader's perspective on empowering teams and leading effectively at scale.

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TUESDAY 11 NOVEMBER | DESIGN & DEVELOPMENT

7.30am WOMEN IN STORAGE - Proudly presented by Storage King Join the women in storage for a sparkling start to the day and connect over a champagne breakfast.			
9.00am Facility Tours			
Meet in the Lobby for a 9am sharp bus departure.		See some of Sydney's newest self storage facilities. Head west to where the action is to visit Rent A Space Casula and Storage King Leppington.	
12.30pm Lunch @ Sailmakers			
1.30pm Afternoon Sessions			
1:30pm	GETTING STARTED IN SELF STORAGE	Michael Alafaci & industry experts	Design, Fund & Build: Hear from a range of industry experts as they traverse the roadmap for turning your self storage vision into reality. <i>*Afternoon tea 2:30*</i>
1:30pm	Development Stream DESIGN MATTERS Emerging facility design trends	Expert Panel	Industry design leaders unpack how design choices influence customer experience, operational efficiency, and long-term asset value.
2:15pm	THE CONVERSION PLAYBOOK Challenges, costs and rewards	Expert Panel	Explore the realities of conversion projects, from hidden costs and compliance challenges to the rewards of creative redevelopment.
1:30pm	Operations Stream FINANCE FUNDAMENTALS Building blocks for storage success	Caroline Plowman	Learn the essential finance concepts that underpin successful self storage businesses, with tips on navigating costs, revenue and value creation.
2:00pm	FROM SEARCH TO SIGN UP The latest in digital marketing trends	Stephen Hughes	Discover the digital tools and tactics driving customer acquisition in today's self storage market, from SEO and paid search to social media and online reviews.
2:30pm	HR IN FOCUS Managing people, driving performance	Damien Gooden	Explore practical people-management strategies to help operators build strong teams, foster culture and navigate HR challenges with confidence.
3:00pm Afternoon Tea			
3:00pm	GETTING STARTED IN SELF STORAGE	Michael Alafaci	Operations & Marketing 101: Expert insights plus strategies for getting your self storage facility up and running successfully.
3:30pm	Development Stream BUILDING RESILIENCE Lessons from fire, risk and recovery	Thomas Whalan	When the unthinkable happens, the true test of a facility is in its resilience. Hear a first-hand account of navigating fire, risk and recovery followed by a panel discussion on safeguarding your assets.
3:30pm	Operations Stream STAYING ON THE RIGHT SIDE Legal, governance and compliance in self storage	Makala Ffrench Castelli	Learn more about the 2025 self storage agreement changes plus key legal and compliance updates to help protect your self storage business. <i>*Session also runs Monday*</i>
6:00pm ALL ABOARD THE JACKSON - Proudly presented by Regis Built Kick off SYD25 in style aboard luxury yacht The Jackson with plenty of time to network and enjoy the stunning views of Sydney Harbour.			

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WEDNESDAY 12 NOVEMBER | GROWTH & INVESTMENT + TRADE SHOW

7.30am	WELCOME BREAKFAST - Proudly presented by URL Networks Start the day with a relaxed and energising breakfast, offering an opportunity to connect with fellow attendees before the day's sessions begin.		
8.30am	Morning Sessions		
8.45am	DRIVING DIGILOGUE	Anders Sorman-Nilsson	Join futurist Anders Sorman-Nilsson as he explores the intersection of digital and analogue worlds, decoding trends and deciphering what will drive growth next.
9.45am	INDUSTRY SNAPSHOT 2025	Makala Ffrench Castelli Linda Sharkey	Explore the latest industry research, performance metrics and insights into market activity that will shape the self storage sector in the year ahead.
10.15am Morning Tea			
10.45am	BIG INSIGHTS FROM BIG YELLOW	Adrian Lee	Adrian Lee, former Director of Operations of leading UK self storage operator Big Yellow Group, shares his invaluable global perspective along with strategic and operational insights from his extensive self storage career.
11.30am	TRANSACTION TALKS Shaping the sector	Expert Panel	Listen in as leaders from Kennards Self Storage, National Mini Storage, Swift Storage and Barings unpack the year's biggest transactions, exploring the drivers behind the deals and what it signals for the future of self storage.
12.15pm Lunch in the Trade Show			
12.30pm	CAPITAL FLOWS: THE SELF STORAGE OPPORTUNITY Join us for a special Investor Lunch during Self Storage Week. This industry forum brings together leading voices in capital markets, demographics and self storage, to examine the fundamentals driving growth across Australasia. Lunch will open with a keynote from renowned demographer Simon Kuestenmacher, who will explore the demographic and economic trends underpinning long-term demand for self storage, followed by an industry panel. This is a rare opportunity to gain insider insights into the capital flows, fundamentals and outlook of a sector now securing its place in global investment portfolios. *Tickets must be purchased in advance through the booking portal*		
1.45pm	INDEPENDENT OPERATOR FORUM	Expert Panel	Join experienced single-site operators as they consider the unique opportunities and challenges faced by independent operators.
2.30pm	A GLOBAL PERSPECTIVE Self storage around the world	Expert Panel	A panel of international experts share global trends, challenges and opportunities within the self storage industry, offering unique industry insights.
3.15pm	TRADE SHOW IN THE SPOTLIGHT Take dedicated time to explore the tradeshow and discover new products and services.		
5.00pm	NEXTGEN NETWORK DRINKS proudly presented by Storco Connect with under-40s shaping the future of self storage.		
6.00pm	INDUSTRY GROUP DINNERS Depart from the Hyatt Regency Lobby at 6pm Independent Operators and New Zealand Operators GINA at Barangaroo Industry Leaders Dinner Amare at The Star		

7.30am			
CONTAINER CONNECTIONS			
Start your day with a relaxed networking breakfast hosted by Ned Coten, bringing together container and mobile storage operators to share insights, ideas and connections.			
BREAKFAST IN THE TRADE SHOW			
Start the day with a relaxed breakfast amongst the Trade Show.			
8.30am Morning Sessions			
8.35am	CREATING WONDERFUL CX and EX	Peter Merrett	Hear from award-winning luxury hotelier Peter Merrett as he unpacks what it takes to inspire extraordinary customer and employee experiences.
9.45am	AUTOMATE BEFORE IT'S TOO LATE	Expert Panel	Explore practical strategies for adopting automation technologies before falling behind. Hear firsthand how operators are using technology for competitive advantage.
10.15am Morning Tea			
10.45am	WHAT'S NEXT IN AI	Dawid Nuade	Dawid Nuade from Pathfindr returns to bring AI down to earth with practical insights, showing how emerging AI technologies are reshaping business and how you can leverage them in your business.
11.30am	SAFEGUARDING SELF STORAGE Crime prevention and protection	Expert Panel	Criminal activity poses real risks for storage operators. This session examines current crime trends and prevention strategies to strengthen security and protect your facility and your customers.
12noon	FUTURE CRUNCH	Dr Tané Hunter and Dara Simkin	Join Future Crunch as they explore their vision of the future where technology, creativity and human potential converge to unlock new possibilities.
12.45pm Lunch in the Trade Show			
1.30pm	ROUND TABLES Engage with the experts		Choose 3x interactive roundtables across the session and dive deep into key industry topics, share insights and collaborate with peers. These sessions offer a valuable chance to network and discuss real-world challenges and solutions.
2.45pm Light Afternoon Tea			
3.00pm	FUTURE FOCUS The great self storage debate	Michael Tate Thomas Whalan Rennie Schafer Ben Cohn	Join us for a lively and thought-provoking debate on the future of our industry!
6.00pm	SSAA AWARDS FOR EXCELLENCE - Proudly presented by VISY Boxes and More		
	Join us for drinks and canapes in Grand Ballroom 1 from 6pm		
	SSAA Awards for Excellence in the Grand Ballroom 2 from 7pm		
	Dinner, dancing and merriment until late!		