

Tuesday(10.11)

7.30am	Women in Storage presented by Storman Join the women in self storage at The Darling for a sparkling start to the day and connect over a champagne breakfast.		
9.00am	Facility Showcase Step inside some of South East Queensland's leading self storage facilities and see design and innovation up close, with insights from the operators behind them. Visit Swift Storage Hope Island, Loxon Storage Southport and Sinclair Storage Arundel, returning in time for lunch.		
12 noon	Networking Lunch Join attendees for an informal networking lunch ahead of afternoon sessions.		
1.00pm	Afternoon Deep Dive Sessions		
	DESIGN & CONSTRUCTION Making Every Metre Work Explore case studies and design solutions from unique builds. Evolving Development Landscape Unpack the trends, trade-offs and emerging formats influencing what's next.	DIGITAL & CUSTOMER EXPERIENCE The Future of CX: Unpack consumer insights from State of the Industry From Search to Storage Winning the digital customer through generative search (GEO).	GETTING STARTED IN SELF STORAGE Hear from industry experts on important topics to get right early in the process: • Testing the opportunity • Assessing the site • Plan & Design • Build & Fit Out Presented by Storco.
2.30pm	Afternoon Tea		
3.00pm	Security by design Explore the latest trends in security and what operators should be asking of their tech. Built to comply: fire risk & regulation Understand what good risk management looks like across design, construction and operations.	The Digital Operator Hear what tech has delivered and what operators are looking at next. The Psychology of Remarkable CX The psychology behind experiences people rave about and practical ideas for better self storage interactions.	Set Up & Launch Build the operating model before the doors open. Explore the systems, tech and processes needed to build the right model from day one. Expert Q&A Ask practical questions across management, technology, launch and optimisation.
6.00pm	Welcome Party presented by GoingUp Elevators An elevated start to Self Storage Week with drinks, great food and networking at this spectacular rooftop venue overlooking the glittering Gold Coast.		

Wednesday(11.11)

7.30am	Welcome Breakfast Join the self storage community at Isoletto Privé for breakfast ahead of the day's sessions.
8.45am	Welcome & Opening Keynote Add Value: How does value shape our decisions, experiences and business success? Join Mark Carter to explore the five elements of value and discover practical ways to engage your people, enrich customer experiences and drive business growth.
9.45am	State of the Industry 2026 Makala Ffrench Castelli and Linda Sharkey present the SSAA's annual industry research.
10.30am	Morning Tea & Trade Show
11.00am	Insights from Extra Space Zach Dickens, Chief Investment Officer of Extra Space Self Storage shares his insights into growth and innovation from one of the world's leading storage operators.
11.45am	Industry Leaders: The Year Ahead Leading Australasian operators including Sam Kennard, Nikki Lawson and Hans Pearson discuss the strategic decisions shaping the future of self storage. Expertly facilitated by Thomas Whalan.
12.30pm	Lunch & Trade Show
2.00pm	Future Forces: Economic and Consumer Trends Economic futurist Evan Lucas shares the trends shaping attitudes towards property, investment and the self storage sector.
2.45pm	Protecting the Industry Members from the SSAA Industry Protection Taskforce discuss emerging risks and steps to safeguard the sector.
3.30pm	Afternoon Tea & Trade Show
4.00pm	Leadership in the Age of AI Stephen Scheeler explores how leaders can navigate disruption and harness artificial intelligence, sharing lessons learnt during his time as CEO of Meta in Australasia.
4.45pm	Trade Show in the Spotlight Explore all the innovations in the Trade Show with a drink in hand
6.00pm	Sunset Social presented by Tenant Inc A relaxed, outdoor festival-style evening with drinks, food and entertainment, continuing the conversations from the day.

Thursday(12.11)

7.30am	Breakfast in the Trade Show Explore the latest in self storage innovations over a fresh summer breakfast.		
8.30am	Choose your morning stream: <table><tr><td>OWNER-OPERATORS AI in Self Storage Forget the hype – learn how AI is being applied in a real self storage business, including what it saves and what others can learn. Getting More From Your Facility Growth doesn't always mean another site. Explore the levers independent operators are using to grow.</td><td>GROWTH & PORTFOLIOS Buy, Build or Optimise? Compare the case for acquiring, developing or investing in existing assets and how experienced operators decide where the next dollar can create the most value. The Modern Operating Model How automation, remote management and AI are reshaping multi-site self storage businesses.</td></tr></table>	OWNER-OPERATORS AI in Self Storage Forget the hype – learn how AI is being applied in a real self storage business, including what it saves and what others can learn. Getting More From Your Facility Growth doesn't always mean another site. Explore the levers independent operators are using to grow.	GROWTH & PORTFOLIOS Buy, Build or Optimise? Compare the case for acquiring, developing or investing in existing assets and how experienced operators decide where the next dollar can create the most value. The Modern Operating Model How automation, remote management and AI are reshaping multi-site self storage businesses.
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10.30am	Morning Tea & Trade Show		
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12noon	Lunch & Trade Show		
1.30pm	Choose a special interest session: - Family Business & Succession Planning - Container Connections presented by Stellar Containers - Self Storage Investment: The Art of the Deal		
2.30pm	Grazing Break		
2.45pm	Industry Round Tables Small-group discussions exploring the practical challenges and opportunities facing operators.		
6.00pm	Cocktail Hour		
7.00pm	SSAA Awards for Excellence Celebrate excellence across the self storage industry at our night of nights! Presented by VISY Specialties.		

10—12November

The Star Gold Coast QLD



Welcome Party (10.11)



Trade Show (11.11 & 12.11)



Sunset Social (11.11)

GC26

Draft program as at October 2026. Subject to change.