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.

Security by design
Explore the latest trends in security and what operators should be asking of their tech.

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 **Evolving Development Landscape**
Unpack the trends, trade-offs and emerging formats influencing what's next.

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, dinner 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:**

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.

Emerging Technology, Evolving Operations
How automation, remote management and AI are reshaping multi-site self storage businesses.

10.30am **Morning Tea & Trade Show**

The Human Side of Self Storage
Learn from operators on the front line dealing with some of life's hardest moments.

Global Investment Perspectives
Hear global perspectives on market maturity, investor appetite and what international trends could mean for the sector closer to home.

Fast Takes: Legal, Risk & Compliance
Rapid insights into key legal, risk and compliance resources from SSAA.

High Performance Teams
Learn how leading operators are aligning people, culture and performance across portfolios.

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**

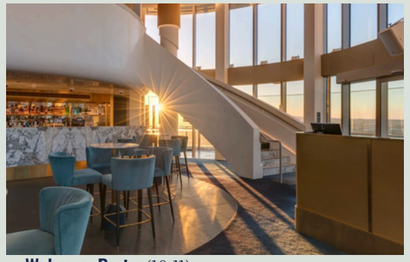
2.45pm **Industry Round Tables**
Small-group discussions exploring the practical challenges and opportunities facing operators.

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—12 November

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.

Self Storage Week — Self Storage Week — Self Storage Week — Self Storage Week — Self Storage Week