

Environmental consultancy case study

Easterly Point Environmental is a specialist consultancy firm providing a [range of environmental services](#) to private and public sector clients including assessment and management of contaminated land, contaminated land auditing and radiation surveys and assessments.

Based in the Northern Rivers, business owner and principal Marc Salmon is a contaminated land auditor in NSW and Queensland, a CENVP site contamination specialist and a member of the Australasian Radiation Protection Society. He was also EIANZ's 2017 [Environmental Practitioner of the Year](#).

Marc has worked with [Peter Fowler](#) for over a decade. "Since becoming self-employed in 1998, I have worked with a number of accountants, but Peter is the first who has taken the role from 'tax advisor' to 'business advisor and strategist'. I consistently recommend people in small business/start-ups to call Peter".

Knowing the business is in solid hands allows Marc and his team to focus on what they're good at. "We don't try to do everything and we're specialised for good reason," says Senior Environmental Scientist, Hailey Spry. "We're highly technical and do well for a small company – [our clients](#) speak for themselves."

"Our clients say 'simplify it for us and tell us what type of remediation or management is required without the lengthy technical jargon' and that's exactly what we do."

Marc and his team were some of the first to attend Collins Hume's Surf the Wave to Success business conference in Sumatra in 2013. Since then Collins Hume has been on hand to help Marc set up his businesses using appropriate structures and following through with tax planning, tax-effective investing strategies, super fund compliance and business advice.

As licensed advisers, Collins Hume was accredited to help Marc set up self-managed super and purchase commercial premises within that, which the fund rents back to Easterly Point. More recently Marc suggested that Hailey attend our [REINVENT](#) business event last year.

"It was amazing," says Hailey. "I took part in both sessions and it kick-started how we now market Easterly Point. It really did make us reinvent our business systems and marketing."

"Having been somewhat hesitant about marketing our business prior to the event, I took all the ideas that were to be had and launched [our new website](#) that same year. It was great!"



Easterly Point's profile is only getting stronger. Marc was instrumental in organising a one-day professional development forum held in Ballina last year. The forum, presented by EIANZ in partnership with NSW EPA, focussed on presenting the latest developments in the contaminated land and waste management industries in the NSW Northern Rivers region.

"Right now we're building our expertise and projects around radiation contamination," added Hailey. "In QLD if you have radiation on a site you need a support expert and that's Marc as he is not only accredited with the Australian Radiation Protection Society but is also a contaminated land auditor in NSW, QLD, ACT and also federal land like airports."

The Easterly Point team endeavours to form good working relationships and is active in the local community by sponsoring Junior Soccer and the Malibu Classic, as well as in the environmental space organising the 2017 Northern Rivers Contaminated Land and Waste Forum and contributing to the Northern Region Environmental Health Group's contaminated land policy, plus regional presentations to consultants and local government.

Find out more at www.easterlypoint.com or [follow Easterly Point on LinkedIn](#) and be sure to contact them for your specialised environmental assessments.