



Paul McKiernan and Jason Nuttman have been friends for 25 years, sharing a strong set of business skills and an entrepreneurial spirit, so in 2013 when Paul identified a gap in the security market it made good sense they join forces to establish their own innovative security firm in Site Sentry.

Seven years on, so great has been its success, recent police data shows crime at locations protected by the imposing Site Sentry dropped more than 80 percent.

Paul explains that before starting the new business, he worked in construction and experienced firsthand how rampant theft was and remains across the building industry in Perth. People, he says, will steal anything not tied down from bobcats and tools. He describes how recently Site Sentry was called in after a vacant Perth hardware store was raided for its copper cabling, thieves lassoing all of it in the ceiling and dragging it out behind their car. That theft cost the building owner more than \$1.2m.

"I thought with technology getting better and better there must be a better way to secure places like building sites than just CCTV," he explains.



## THE ENTREPRENEURIAL SPIRITS BEHIND SITE SENTRY

"The main problem with existing systems in the market is their reliability. Construction sites are very rugged environments and we wanted something that didn't just capture images but was a really strong visual deterrent.

"From there our mantra became that we wanted to stop crime before it happened but to do that, we needed more than just CCTV; we needed more of a guard dog for the building site.

"I started talking about it to Jason about eight years ago to see if we could come up with something like that and we probably kicked it about for a year or two, seeing what could work to produce the right solution and that was a really stable platform with 100 percent uptime.

"We built the first two systems in my mum's backyard as prototypes, got a few clients and it rolled on from there.

Jason explains the visually imposing nature of Site Sentry is a critical factor.

"This was really important, so that for anyone even thinking of committing a crime, they'd immediately have second thoughts," he explains.

"It's also backed by the most advanced technology from around the

world; the best components from Europe, Israel and the USA and bringing them all together so we have an imposing system that works autonomously; you don't need anyone to switch it off and on.

"Basically, the system will pick up activity, a siren will go off, lights go on and recording starts so even before they do anything, it scares people off and the project manager has been immediately notified via our app."

Jason says his business expertise comes from work earlier in his career with an early stage start up from the USA working in renewable energy. It sparked his interest in the type of solar power and renewable energy that drives Site Sentry.

"This type of power is what makes it autonomous. We can drop it anywhere and it's completely self-sufficient – no one has to touch it and we can log in remotely to make any adjustments we need to.

Most of their work in the early days was with construction companies and that sector remains a strong focus with many 'tier one' builders like Multiplex still among their clientele. However, with the company's growth, services

have expanded to organisations like government departments including The Department of Communities and Development WA eager to secure empty buildings like derelict heritage sites often targeted with vandalism and graffiti.

From just the two partners, the company has grown to a staff of six and expanded its services to include time lapse video of construction for clients to use as a marketing tool. They are eyeing further expansion with more service and possible outlets on the east coast of Australia.

Paul says despite it being a tough year, Site Sentry employed two new staff in 2020.

"Despite COVID-19 we enjoyed double digit growth this year because there's been a lot of focus on securing premises and using local people and components to do the work," he explains.

"We're proud to use as many local products as we can, like our solar panels and we are really encouraged to see more and more people actively supporting local business like us.

"We appreciate just how important that is."