



ENGAGING
IN HYDROGEN





HYDROGEN
QUEENSLAND

HYDROGEN
QUEENSLAND

H2Q Board of Directors and CEO (L to R) Renata Berglas, Heidi Breen, Mike Straughton, Qld Government Deputy Director General Hydrogen Chris Shaw, Behnoud Tahmesby, Chris Mills and Andrew Scott at the 2022 End of Year Celebrations



2022 saw H2Q stake its place as a leader, advancing the hydrogen industry and decarbonised energy solutions. H2Q is working with multinational companies, laying the foundation to transition existing and establish new hydrogen business throughout Australia at a rapid pace. Everyone is looking for knowledge, understanding, skills, connection and support in the hydrogen evolution.

The Hydrogen Connect Summit became the industry's pinnacle event delivering connection, collaboration, and meaningful consultation with industry to inform the agenda for the remainder of 2022 into 2023. H2Q is uniquely positioned to work with industry and government to address the challenges faced in supply chain, finance and investment, workforce skills, training and certification and technology and innovation.

Our live events have become the trusted source of information for the sector and we pride ourselves on tailoring introductions that will see meaningful partnerships that produce meaningful outcomes.

In 2023, H2Q intends to build on the engagement and success of the last 12 months, investing in partnerships with industry that delivers direct access to members and stakeholders through our proven engagement structure.

These options include, but are not limited to:

- Live events and webinars
- Monthly e-news communication
- Sector research
- Social media

H2Q would like to invite you to work with H2Q to co-create a partnership that delivers measurable outcomes over a 1-3 year period.

This invitation to align with H2Q will only be extended to our identified key market leaders. We would urge you to contact us at your earliest opportunity with an expression of interest as all our partnerships will be on an industry exclusive basis.

Once again, thank you for taking the time to read our proposal and I will be in contact in the coming weeks to answer any questions you may have.

Kindest regards,

Heidi Breen
Chief Executive Officer
0432 042 545 | heidib@h2q.com.au





Refuelling Toyota Mirai at the BOC Hydrogen refuelling station in Welshpool WA



Market Intelligence Research

H2Q provides services and solutions to the hydrogen sector. This invaluable route to market will provide your organisation with the opportunity to gain significant market intelligence to grow the business. The unique partnership will enable you to ask H2Q members and supporters key questions, developing an essential platform from which to promote your products and services.

Questions

Via strategic market research, leveraging the H2Q Economx platform and through connection with our industry working groups, H2Q offers you the opportunity to discover answers to relevant industry development questions, such as:

- How many employees are employed by organisations with a focus on supplying goods and services to the hydrogen industry? (directly or indirectly)
- What major purchases are being considered?
- How does the surveyed industry plan to address the infrastructure challenge for transportation of hydrogen?
- What skills and training needs are being identified to meet growing industry needs?

Outcomes

H2Q experts will analyse the outcomes and report back to you, allowing you to:

- Gain a comprehensive understanding of your market opportunity, which will ultimately increase your profit
- Allow you to focus your ongoing marketing spend
- Provide you with a higher return on your investment, whilst saving on your future marketing spend







By the industry, for the industry

The Hydrogen Connect Summit held at the Brisbane Convention and Exhibition Centre on the 8 & 9 September 2022 brought together over 370 delegates, with a broad cross-section of the industry from around Australia including private industry, government and academic representation and international honoured guests from Japan.

We will be hosting the second Hydrogen Summit at the Brisbane Convention and Exhibition Centre on 4 & 5 September 2023, and we intend that this event will launch Queensland's Hydrogen Month.

Our industry Partners are positioned with preference for participation in pre-conference workshops, panels, case study presentations and choice of sponsorship options.

In many cases, our Partners incorporate the role they wish to play at the Summit in their partnership agreements. This leverages the exposure you receive at the 3-day Summit, and combines it with a 365-day engagement program with H2Q Partners and members which will supercharge your brand and business profile with the Australian hydrogen Industry and key international industry players.

Incorporating the Hydrogen Connect Summit role into the partnering agreement can deliver the following benefits:

- Your branding, in the H2Q lounge area of the exhibition space
- H2Q will provide judicious seating arrangements for all partner company personnel
- Direct access to delegates across a wide range of sectors
- A mechanism to drive sales and reinforce a positive public image
- Official acknowledgement by MC as a key facilitator at sponsored events
- Event tickets incorporated with options to 'host' your relationships with preferential event activities







Bringing together the hydrogen industry

H2Q offers a comprehensive and diverse program of events focused on bringing together the hydrogen industry from across Queensland and Australia. Live events provide a platform from which to develop, build and strengthen key business-to-business and business-to-consumer relationships, source new ideas and gather relevant up-to-date business data.

Influential attendees

High profile speakers

A relaxed networking environment

Held at a variety of locations across the state, H2Q events will allow you to directly engage with a captive and relevant audience. Our ability to consistently attract influential attendees, providing access to high-profile speakers in a relaxed networking environment, is key to our success.


Exclusive benefits for Partners

H2Q events provide you with the following benefits:

- Your brand will appear on thousands of invitations every year
- The opportunity to promote your marketing agenda
- The option to address the audience at a sponsored event
- H2Q will provide judicious seating arrangements for all industry partner personnel
- Direct access to delegates across a wide range of sectors
- A mechanism to drive sales and reinforce a positive public image
- Official acknowledgement by MC as a key facilitator at sponsored events
- Continued profiling throughout the entire database for the marketing lifespan of these events
- Your brand will be displayed through a variety of high-visibility mediums
- The option to provide a corporate gift for attendees at each event
- Your organisation to be profiled via the H2Q event website.
- The unique ability to position yourself above your direct competitors

H2Q

Exploring
HYDROGEN
WITH ANDY MARSLAND

Sponsored by Stellar Recruitment 

The cover features a blue, abstract, particle-like background with a central dark blue circle containing the title. The H2Q logo is in the top left, and the Stellar Recruitment logo is in the bottom right.

H2Q's Global Industry leading podcast hosted by H2Q Director Andy Marsland



H2Q e-news: a trusted source of information and influence

H2Q conducts extensive monthly and ad-hoc newsletter mailings throughout the course of the year to keep all H2Q members, community and industry stakeholders up to date with the latest news, covering metropolitan and regional issues, events, training and briefings.

Our newsletter communication has become a trusted source of information for members. An alliance with H2Q will enable you to target specific marketing messages that will reach an unprecedented number of qualified recipients, keeping you ahead of your competitors.

Your company will be provided with an exclusive content position, reaching H2Q members and supporters.

Reach untapped market segments

- Ability to convey a specific message to an untapped audience
- Access to a previously unrealised market segment across a range of sectors
- Capability to adapt each message to suit changes within the economic climate and relative business needs
- Leverage off the trusted H2Q brand name to further enhance your message
- Your brand to be kept at the forefront of the H2Q members' minds

LinkedIn



2800+ LinkedIn followers and growing!

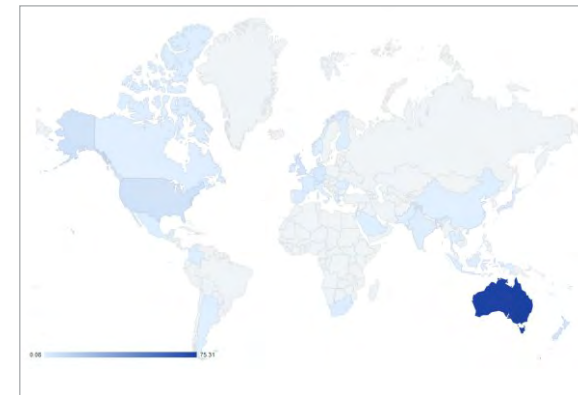
linkedin.com/company/h2q/

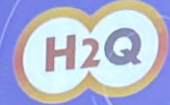
Exploring Hydrogen Podcast



The H2Q podcast, Exploring Hydrogen with Andy Marsland, has between 100 and 150 downloads per week.

Map of podcast listeners





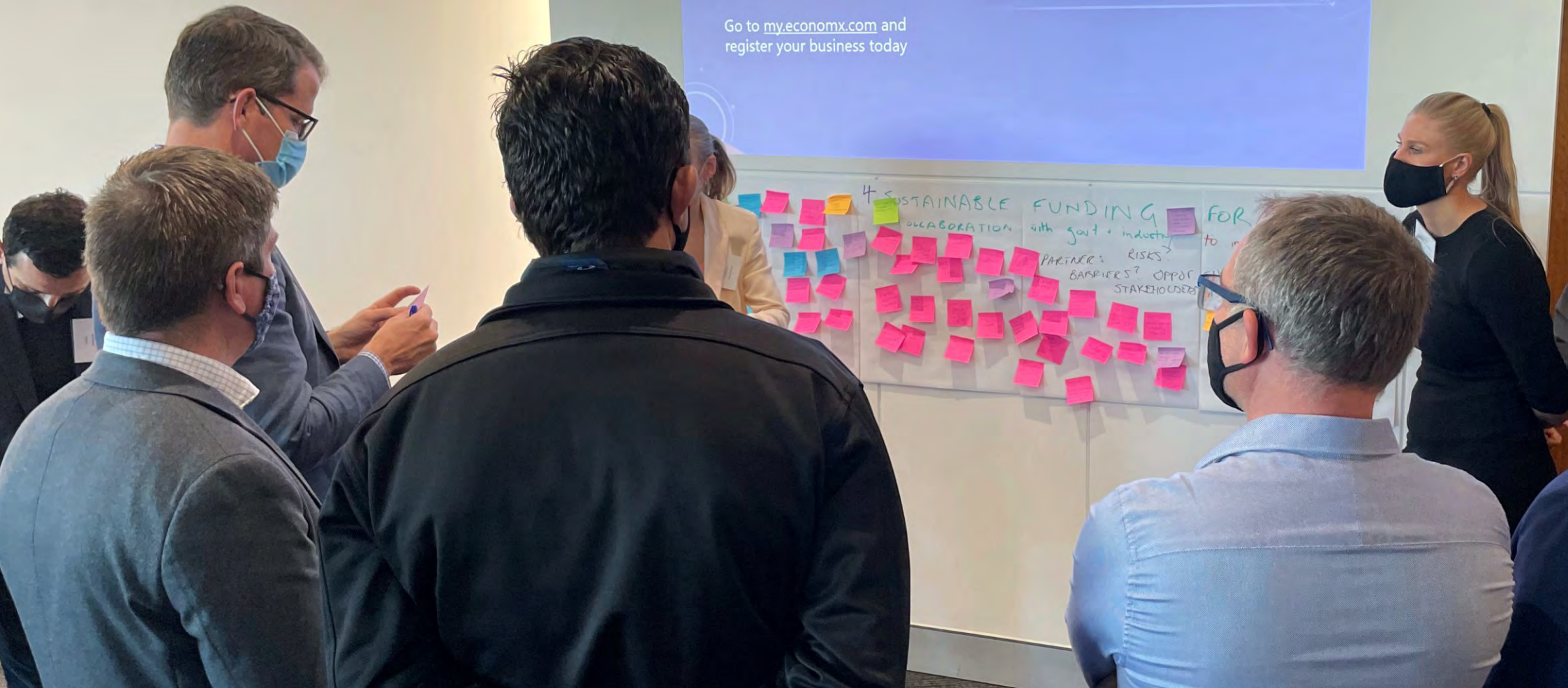
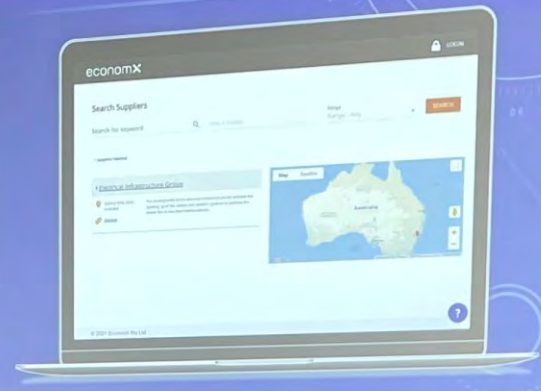
ECONOMX

Developing a nationwide supplier directory

Searchable online directory of Australia's hydrogen-related businesses and capability

Promote Australian hydrogen businesses to the international market

Go to my.economx.com and register your business today





H2Q Working Groups

H2Q's Working Groups are the foundations on which our organisation achieves impact. They are made up of passionate participants working on initiatives supported by H2Q.

By collaborating and working together, we can achieve increased innovation and technology capacity, networking and trust-building, human resources upgrading, expand the scope and scale of H2Q, while enhancing the business environments we each operate in.

Our working groups respond to the Industry focus areas for each year. When you partner with H2Q, you have the opportunity to participate and influence the focus areas of the hydrogen industry working groups

In an agile way, H2Q respond to hydrogen industry needs by standing up working groups supported by partners to solve industry challenges, provide a platform for sharing capability, promoting your business and collaborating to advance the industry.

In 2023, our core working groups are based around the following focus areas:

- Building Industry Supply Chain Capability
- Education, Skills and Training
- Safety Regulations and Compliance
- Policy & Advocacy
- Startup / Innovation Committee

Satellite H2Q members convene in:

- Cairns
- Mackay
- Bundaberg
- Sunshine Coast
- Gold Coast

H2Q is uniquely placed to work with industry across the entire state of Queensland and has active and engaged members in Cairns, Mackay, Bundaberg, Sunshine Coast and Gold Coast.

These regional centres are developing their local hydrogen economies, and present the opportunity for H2Q partners to expand their business development reach into regional areas where projects are being developed.

Opportunities exist for partners to present at regional roadshow business seminars and have meetings curated when travelling into these regions, leveraging H2Q networks. In addition to the regional membership groups, H2Q collaborates regularly with other Australian hydrogen clusters and can provide introductions and opportunities for partners to grow their networks and expand reach beyond Queensland state borders.



© 2014 Intel Corporation. All rights reserved.



Single point of contact: Heidi Breen

Return on Investment (ROI) reports will be delivered via regular communication with H2Q CEO Heidi Breen, who will act as your single point of contact. Heidi will become one of your most valuable resources for reaching the hydrogen industry of Queensland and Australia.

Heidi Breen
Chief Executive Officer
 0432 042 545 | heidib@h2q.com.au

Return on investment reports

At the end of each strategic phase, H2Q will provide you with an ROI report, which will clearly identify each outcome and its level of statistical success within that stream.

This will allow you to identify the ongoing success of your alliance with H2Q and market benefits, whilst also allowing you to identify future market trends and focus on marketing spend accordingly.






**BRISBANE CONVENTION
& EXHIBITION CENTRE**


**HYDROGEN
CONNECT
SUMMIT**

About Heidi

Heidi Breen has forged a successful career in energy characterised by leadership roles that challenge conventional thinking. The CEO role for H2Q brings together Heidi's energy industry experience and passion for innovation in a start-up with enormous potential to support the hydrogen industry to accelerate and succeed in Queensland.

Heidi has a passion for making a difference in the transition to a renewables future. At H2Q Heidi enjoys working with the ecosystem to shape the hydrogen industry, growing opportunities to showcase Queensland to the rest of Australia and the world.

Q1 - What is the biggest challenge facing the hydrogen industry in Australia?

Knowing who is working on what with whom (which is something H2Q enjoys helping our members with all the time) and working with industry to break the paradox and overcome challenges with supply chain, workforce readiness and supporting startups and innovation to thrive.

Q2 - Favourite holiday destination & why?

I have two absolute favourites – as a keen snowboarder, Nagano Japan is my favourite winter destination and I love tropical destinations like Tahiti (where I was lucky enough to get married and honeymoon) and our very own North Queensland and Great Barrier Reef where I lived for three years, enjoying all the Whitsundays has to offer.

Q3 - What is the best advice you have ever received?

“Change your thinking, change your life.” And along the same lines – “where focus goes, energy flows”. The mind is a powerful tool in this lifetime and living an intelligent life can have its challenges. This advice has always held me in good stead for manifesting what I want in my life and in finding like-minded people along the way.

Heidi Breen

Chief Executive Officer

0432 042 545 | heidib@h2q.com.au



Mike Straughton, Chair

Mike is a system thinker who has developed a business acting as translator between technical and commercial dialogues, working with project developers and investors to align techno-economic factors that turn good ideas into successful projects. He held a project steering committee role on a proposed hydrogen export project with an oil and gas major, and Southeast Asian investors and customers. This experience gave Mike key insights into the technical and economic considerations that impact the feasibility of projects of this nature.

Mike has also contributed to hydrogen policy engagements in Australia and New Zealand. Bringing ideas that cross typical techno-economic silos, Mike challenges the status quo and delivers project outcomes that align the physical form of the infrastructure to the financial model that underpins the investment.



Andrew Scott, Secretary

Andrew is the Principal Innovator at Symbiotic Innovations. He studied biotechnology and computer science at the University of Queensland, and has had a long history in technology innovation, with over 30 years of experience in the resource industry with Placer Dome and Barrick Gold.

Andrew is part of the founding team for the Global Mining Guidelines collaboration group. He is also Executive Chair for Queensland Robotics, a cluster where industry, researchers, government, startups, entrepreneurs and venture capitalists are working together to grow the Australian robotics industry through collaboration, trust and innovation. The cluster is also a member of Robotics Australia, which is growing the robotics industry globally. Andrew is interested in deep symbiotic collaboration to stimulate, promote and realise positive outcomes for humanity and the planet Earth.



Andy Marsland

Andy Marsland is one of the leading recruitment managers in Australia for energy, and has a wealth of experience spanning over 20 years in Australia and the UK. He has been head of Stellar's energy business since 2010 and has been working within the emerging hydrogen energy sector for the past three years.

Andy has partnered with start-ups, SMEs and global energy companies to assist them reach their team expansion and diversity goals. His personal mission is to champion positive engagement and advancement of the energy sector. Andy has created and hosts a dedicated hydrogen podcast, Exploring Hydrogen, and has a BA in Management from Nottingham University.



Renata Berglas

Renata is a senior executive and policy professional with extensive transport, freight, logistics, and hydrogen experience. Renata leads the Mobility Futures business group at the National Transport Research Organisation working on future fuels, transport technology, network optimisation and autonomy.

Renata has extensive experience working with industry and government to achieve policy outcomes that improve the business environment, level the playing field and enable business to flourish. She is currently a Director of H2Q and an Independent Member of Minister De Brenni's Hydrogen Taskforce.



Chris Mills

Chris is the Managing Director of Strategenics, a leading digital strategy and product development company that applies data science, software, and artificial intelligence to achieve business outcomes. Whilst living in regional Queensland but working in the high tech sector, Chris has a passion for creating new high productivity industries and jobs particularly in regional areas.

Chris joined H2Q in early 2020 as he firmly believes a sustainable renewable energy supply chain and manufacturing export industry is a pathway to economic growth for Queensland and Australia. Chris enjoys helping organisations adopt new innovative technologies to improve customer success, enterprise agility, team wellbeing, sustainable growth, and productivity. Chris also volunteers as a Chapter Director for the Queensland AI Hub and on his local Queensland Community Policing Board.



Behnoud Tahmesby

Behnoud has over a decade of experience in senior positions in the energy industry. He is a mechanical engineer and holds engineering and corporate governance certificates from MIT and Harvard Universities. He also has an Executive Diploma in Company Directorship from Singapore Management University and an EMBA from RMIT University.

Behnoud is a Fellow and EngExec member of Engineers Australia and served on several technical and management bodies, including the treasurer of the management committee of the Singapore Chapter of Engineers



Matt Baumgertel

Matt leads Hamilton Locke's Energy, Infrastructure and Resources Practice Group and the firm's New Energy Sector Group, bringing over 17 years' experience in project development, construction, financing, joint ventures, and mergers and acquisitions transactions. He specialises in legal advice throughout the energy and infrastructure lifecycle, and acts for investors, developers and constructors of solar, thermal, wind, hydrogen, electricity transmission, waste to energy and energy storage projects in Australia and the APAC region.

Matt's expertise also includes drafting and negotiating project and finance agreements, EPC and O&M agreements, connection and access agreements, and power purchase agreements. Matt also has extensive experience managing non-recourse project financing, including parallel bank negotiations, due diligence and transaction documentation.



H2Q Industry Partners



ENDUA

One should never underestimate the power of partnerships. Endua partnered with H2Q in 2022, with a view to engage with the hydrogen industry. By sharing challenges and creating partnerships, Endua are working to help move the needle in the right direction. There are many obstacles when it comes to accepting hydrogen as a renewable energy source, and H2Q are the right partners to keep challenging the obstacles and finding solutions through collaboration. We are looking forward to a second year of partnering activities and growth.

Julia Chun
Endua

STELLAR

RECRUITMENT YOU CAN TRUST

Aside from celebrating the internal achievements of our Stellar employees, we also love supporting their passions. This is why Stellar are proud to be a partner of H2Q Hydrogen Queensland. Through the sponsorship of the Exploring Hydrogen Podcast and support of H2Q Board Director Andy Marsland, the partnership has enjoyed over 2 years of mutual success.

Andy Marsland
Stellar Recruitment



Inglis Consultants Pty Ltd has partnered with H2Q since its inception and keen to play a key role to connect, promote and support the burgeoning hydrogen industry in Queensland and Australia. These are formative early days, with some flux and uncertainty, yet it is exciting and fulfilling to be at the ground floor of this critical energy transition moment in time.

I'm committed and look forward to working with H2Q, sharing my knowledge, experience and ideas to make a real difference for the future of the hydrogen industry. I encourage other organisations, individuals and those wishing to see change in the energy sector to get involved, contribute and start the H2 journey.

Brian Inglis
Inglis Consultants



We have partnered with H2Q since its inception and seen its rapid growth. We look forward to working with H2Q in the future to achieve our common goals and would encourage any other organisation seeking to reach the hydrogen community to get involved.

Tom Soulsby
Lion Energy

GPA

GPA is a founding member of H2Q, joining the cluster to take advantage of knowledge sharing opportunities and building networks with value-aligned individuals.

GPA has contributed to working groups and attended networking events, which have been highly valuable in extending our knowledge and connections within industry.

On an individual level, H2Q provides a platform for those with an interest in hydrogen to meet and learn with their peers which is important in an emerging industry.

We look forward to continue working within Australia's growing hydrogen industry at H2Q through 2022 and beyond.

Daniel Krosch
GPA Engineering



GPA



ENDUA



STRATEGENICS





\$50,000 plus GST investment

The package as outlined will only be made available to our identified market leaders seeking to engage with the H2Q stakeholders.

The investment to undertake the project as outlined in this proposal is:

\$50,000 plus GST

Please be assured that H2Q will do everything within its power to accommodate your budgetary requirements, and payment plans for multi-year partnerships are available.

Many thanks for taking the time to read this proposal. I will be in contact shortly to answer any questions you may have.

Kindest regards,

Heidi Breen
0432 042 545
heidib@h2q.com.au



h2q.com.au 

Heidi Breen, Chief Executive Officer
0432 042 545 | heidib@h2q.com.au