

Hydrogen communications strategic framework: laying the foundation

Dr Fiona Simon

CEO, Australian Hydrogen Council

NHS actions 5.1 and 5.2

Whose risks and benefits? How does our audience see risk and benefit?

What kind of use?
What level of safety does our audience seek?
What level of information?

What is clear and accessible?
What does our audience need?

5.1: Develop a community education program to provide **clear and accessible** information about **risks, benefits and safe use**. The program will communicate the **particular benefits** hydrogen development can bring to regions as well as **more general benefits** such as economic growth, lower carbon emissions and reduced air pollution.

5.2: Support **best practice for community engagement** and its use to build community awareness and ensure community **engagement for large or significant projects**.

What's the risk to government and the industry of getting this wrong?

What is best practice, and for which communities?

How do we value the projects?

Delivering messages: formats and channels

Public messages: now and later, proactive and reactive, high level and detailed

Strategic foundation for communications

Interaction with existing social/community concerns

Local communities vs general public

Very different markets/consumers over >10 years

Key facts about the industry

Accounting for lack of hydrogen precedent

Politics of climate change

Existing social licence issues that can impact hydrogen

Issue	Existing/past social licence issues
Making hydrogen	<i>Electricity transmission infrastructure:</i> visual impacts, land access and use, health, biodiversity, bushfire risk and community compensation.
	<i>Solar farms:</i> land, past developer behaviours, decommissioning and waste management.
	<i>Wind farms:</i> onshore (land, noise, birdlife, visual impacts, past developer behaviours) and offshore (animals, birdlife, fishing, visual amenity); also decommissioning and waste management.
	<i>CSG production:</i> land, 'fracking' and effects on water, including waste management, procedural fairness.
	<i>Raw water use:</i> stakeholder concern about water allocation and the effectiveness of water markets.
	<i>Seawater use:</i> brine waste from desalination and effect on sea life, economic cost of desalination plants for communities.
	<i>CCS/CCUS:</i> existing scepticism about fossil fuel interests and success rates, international concerns about land value (e.g. Barendrecht) and safety.
	<i>Mining:</i> coal and iron ore for jobs, and hydrogen production.
Export	<i>LNG export:</i> local economy boom and bust, lack of coordination for proponents, and domestic reserve policy.
	<i>Ports:</i> workforce concerns and consultation.
Storage	<i>Hazardous goods:</i> e.g. 2020 Beirut port explosion from ammonium nitrate; CCS – see safety above.
End user experience	<i>Natural gas:</i> access to supply/contracts.
	<i>Energy retail prices:</i> concerns about affordability and energy company price gouging for smaller consumers.

The approach proposed

The stages of work to the end of June 2022 are as follows:

- 1. Lay the foundation:** draw on national expertise to develop a common view of communications topics, key stakeholders and timing, with risk management as the primary focus. This basis for the public communications approach as a whole.
- 2. Fill remaining knowledge gaps:** progress specific research components to establish a base knowledge base on key matters as identified from stage 1.
- 3. Develop messages:** create above the line and below the line base messaging and associated suggested timeframes/triggers for message delivery.
- 4. Start the delivery phase:** find a home for general messages and test the need and scope for a communications toolkit.

The package of work is overseen by the Communications and Engagement Sub-Working Group.

1) Safety:

- a) Community safety
- b) Consumer safety
- c) Employee safety
- d) Emergency services requirements

2) Environment:

- a) Land access, coexistence with other uses and values (e.g. visual/auditory amenity, cultural/heritage, biodiversity)
- b) Water access, quality, coexistence with other uses and values
- c) Air quality and dust (e.g. from construction)

3) Community:

- a) Workforce opportunities and training; associated skills, contracts and services required
- b) Project consultation and community engagement through project lifecycle (including decommissioning)

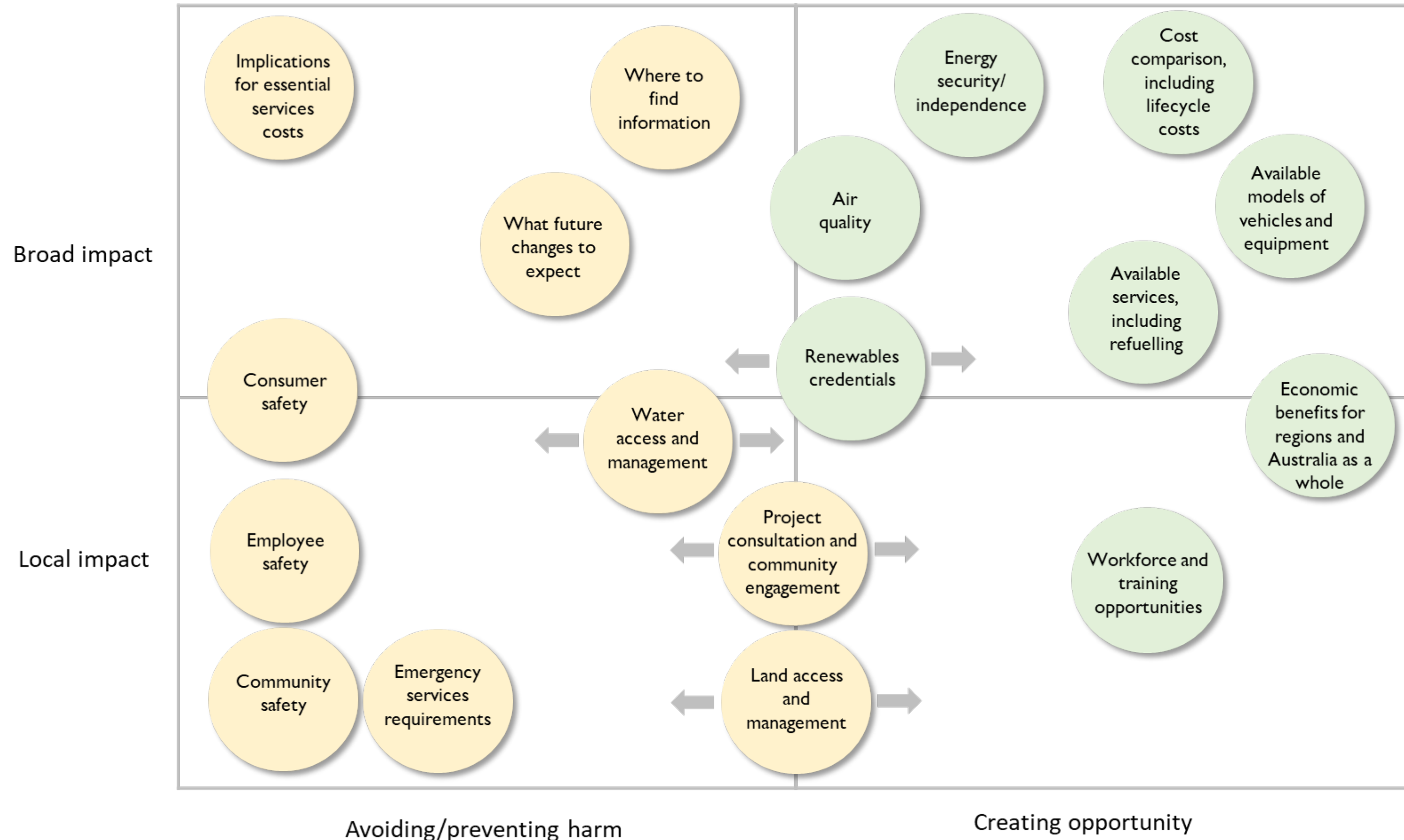
4) New markets:

- a) Choices available to purchase
- b) Infrastructure to support choices, including refuelling
- c) Hydrogen fuel/equipment comparison on key factors, including lifecycle costs

5) General:

- a) Hydrogen basics
- b) Economic benefits for regions and Australia as a whole
- c) Renewables credentials
- d) What future changes to expect
- e) Where to find information
- f) Energy security/independence (local and regional/national)
- g) Implications for essential services costs

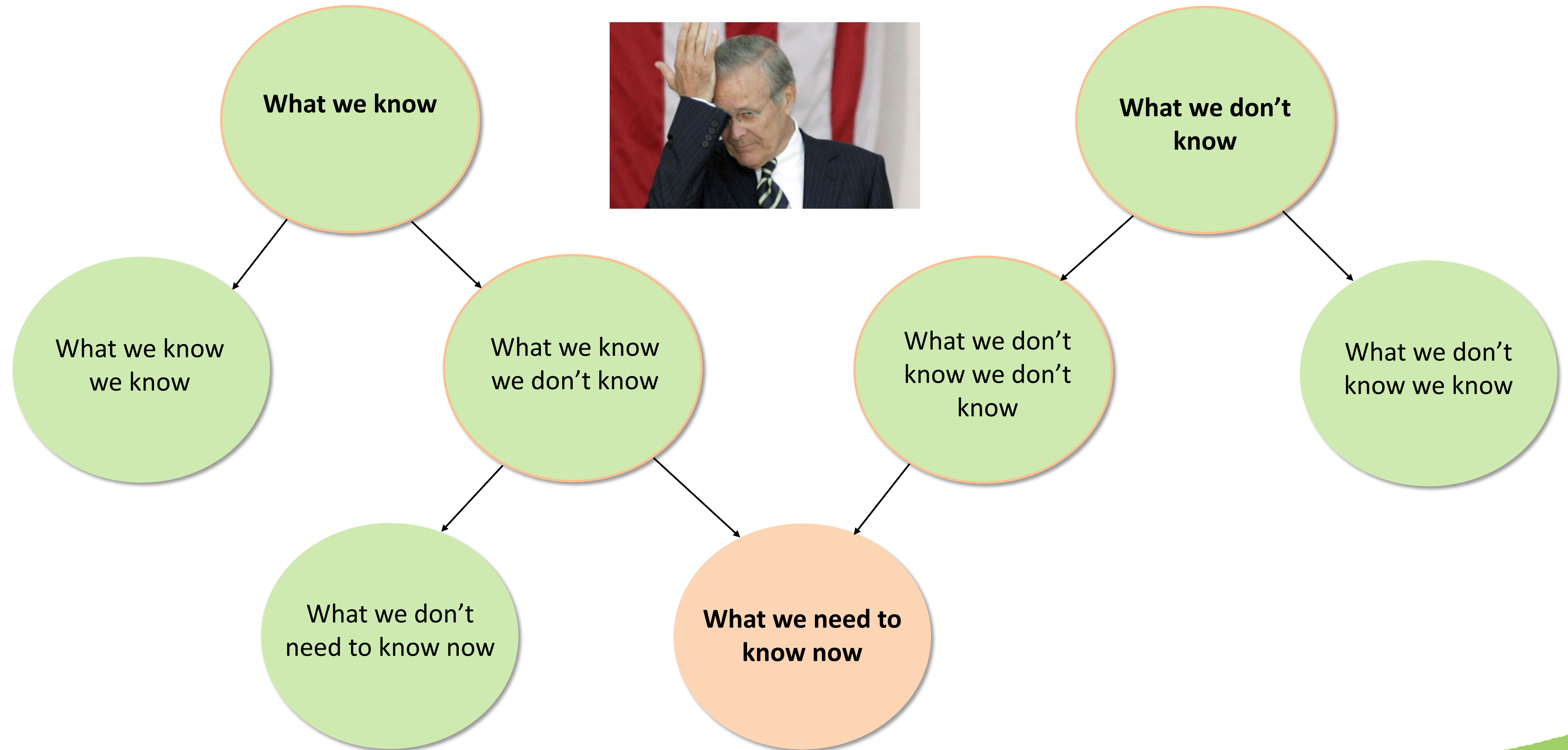
Topics on harm/opportunity and impact dimensions



Audience groups

Stakeholder group	People
Group 1: Users of land and natural resources	People who highly value their use of the environment (land, water and air) for business or lifestyle, e.g., communities (including Indigenous), neighbours, councils, local businesses, landowners, residents, farmers, tourism operators, tourists.
Group 2: Hydrogen workforce and required holders of skills	<ul style="list-style-type: none"> a. Future direct and indirect employers and employees of the industry, e.g., engineers, technicians, mechanics, gas fitters. b. People supporting social services, e.g., emergency services.
Group 3: Active hydrogen consumers	People and businesses choosing to buy hydrogen or related products via: <ul style="list-style-type: none"> - fuel markets - vehicle and equipment markets, e.g., car, bus, truck, fleet, tractor, stationary fuel cell and appliances - service markets, e.g., FCEV maintenance via mechanic.
Group 4: Passive hydrogen consumers	<ul style="list-style-type: none"> a. People who don't choose to buy hydrogen but still use it, e.g., natural gas users receiving blended gas, users of FCEV public transport. b. People who may choose in the future (become Group 3) when the market evolves, e.g., future FCEV purchasers.
Group 5: Societal influencers	People engaging on hydrogen issues and/or industry reputation by: <ul style="list-style-type: none"> - observing and commenting, e.g., environmental activists, media - making connections, e.g., industry associations - advocating and sharing information, e.g., various comms people, local leaders.
Group 6: Owners of outcomes	People creating the markets/seen to own the outcomes, e.g., governments, councils, regulators.

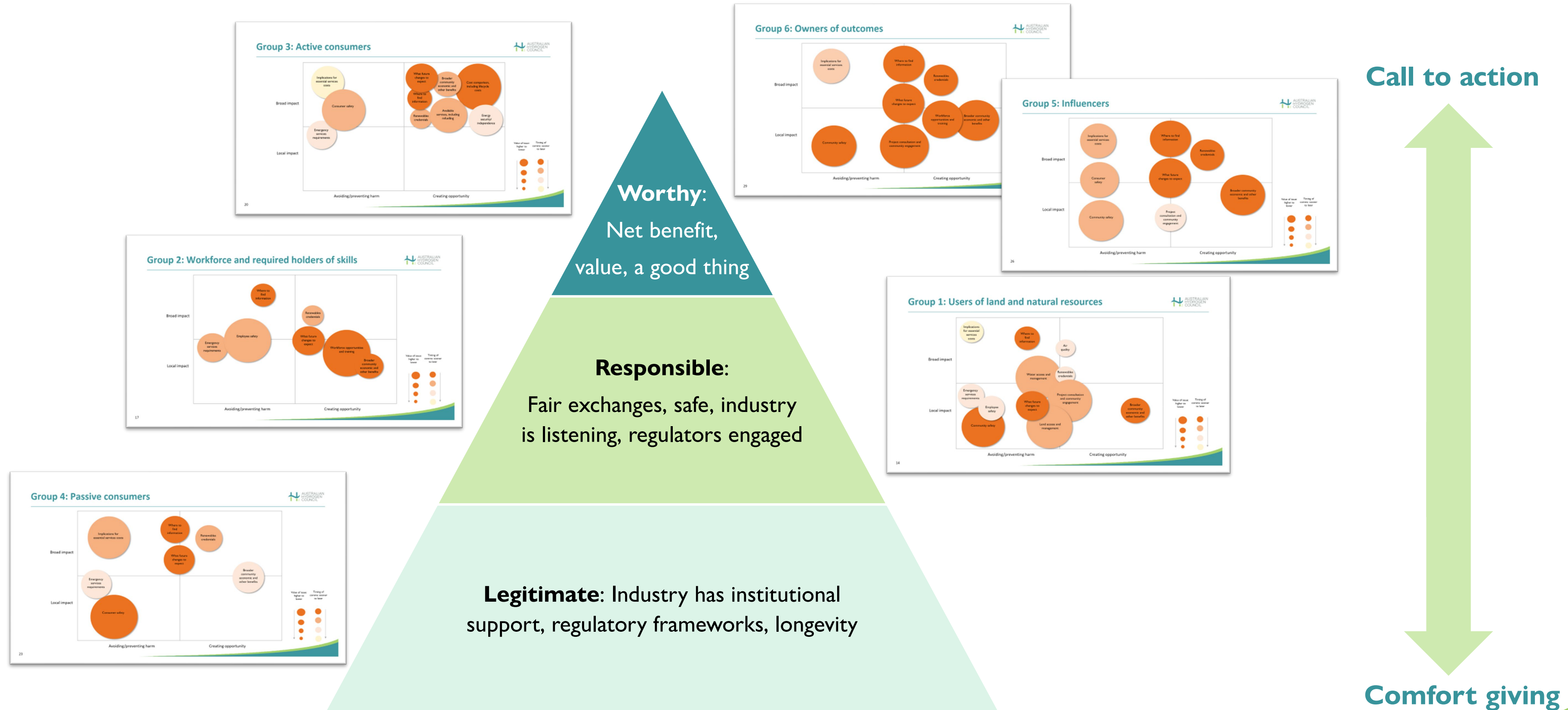
Filling knowledge gaps



Connecting the dots



Orienting groups to hierarchy of messaging



Group 1: Users of land and natural resources

- Group 1 stakeholders highly value their use of the environment (land, water and air) for business or lifestyle, e.g., communities (including Indigenous), neighbours, councils, local businesses, landowners, residents, farmers, tourism operators, tourists.
- We would expect these stakeholders to use a lens of **physical effects on the landscape and the impact on their lifestyles/businesses and local community**.
- Of the groups, this is a more localised activist (NIMBY) audience.

1) Safety:

- a) Community safety
- b) Consumer safety
- c) Employee safety
- d) Emergency services requirements

2) Environment:

- a) Land access, coexistence with other uses and values (e.g. visual/auditory amenity, cultural/heritage, biodiversity)
- b) Water access, quality, coexistence with other uses and values
- c) Air quality and dust (e.g. from construction)

3) Community:

- a) Workforce opportunities and training; associated skills, contracts and services required
- b) Project consultation and community engagement through project lifecycle (including decommissioning)

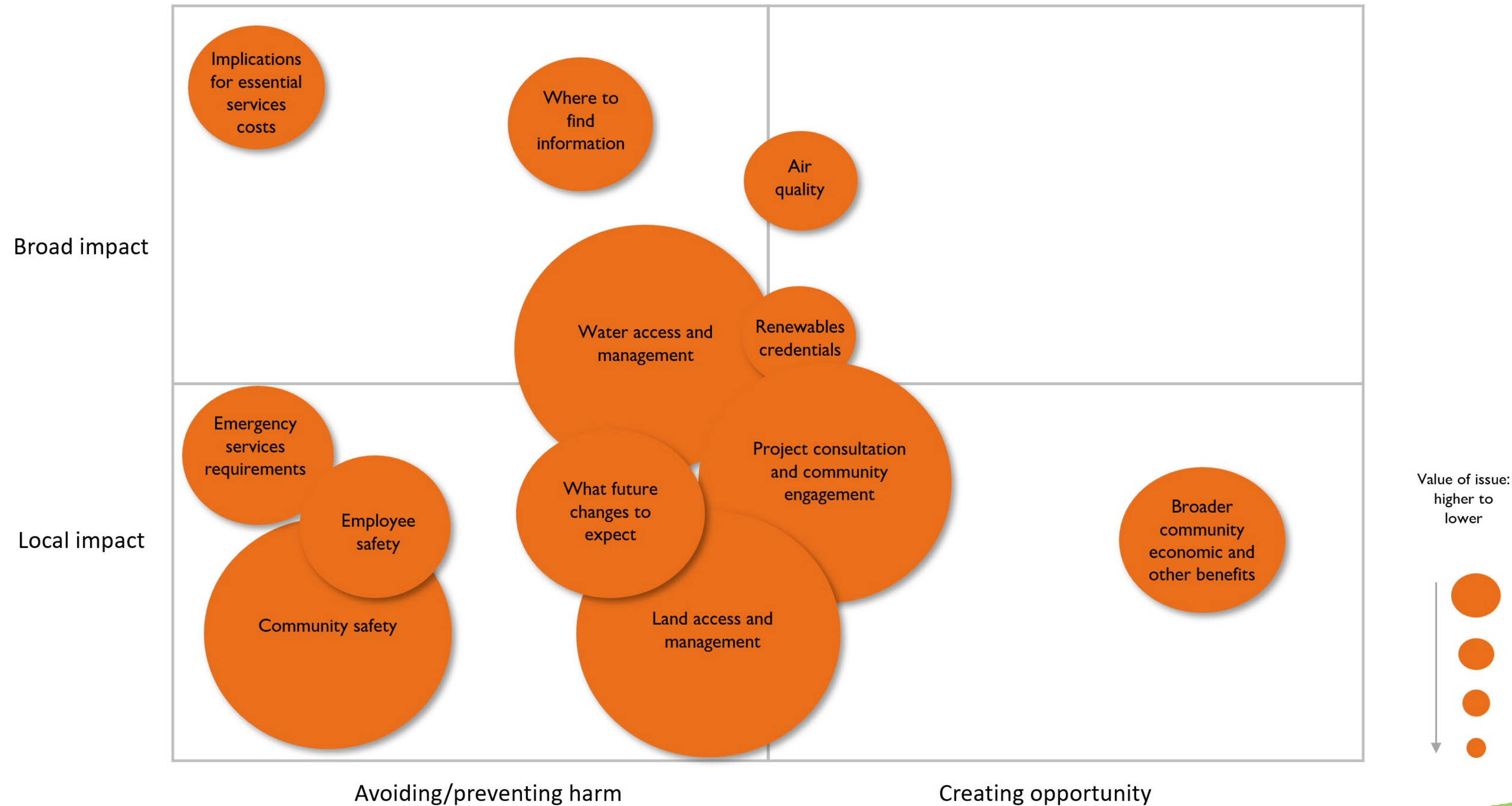
4) New markets:

- a) Choices available to purchase
- b) Infrastructure to support choices, including refuelling
- c) Hydrogen fuel/equipment comparison on key factors, including lifecycle costs

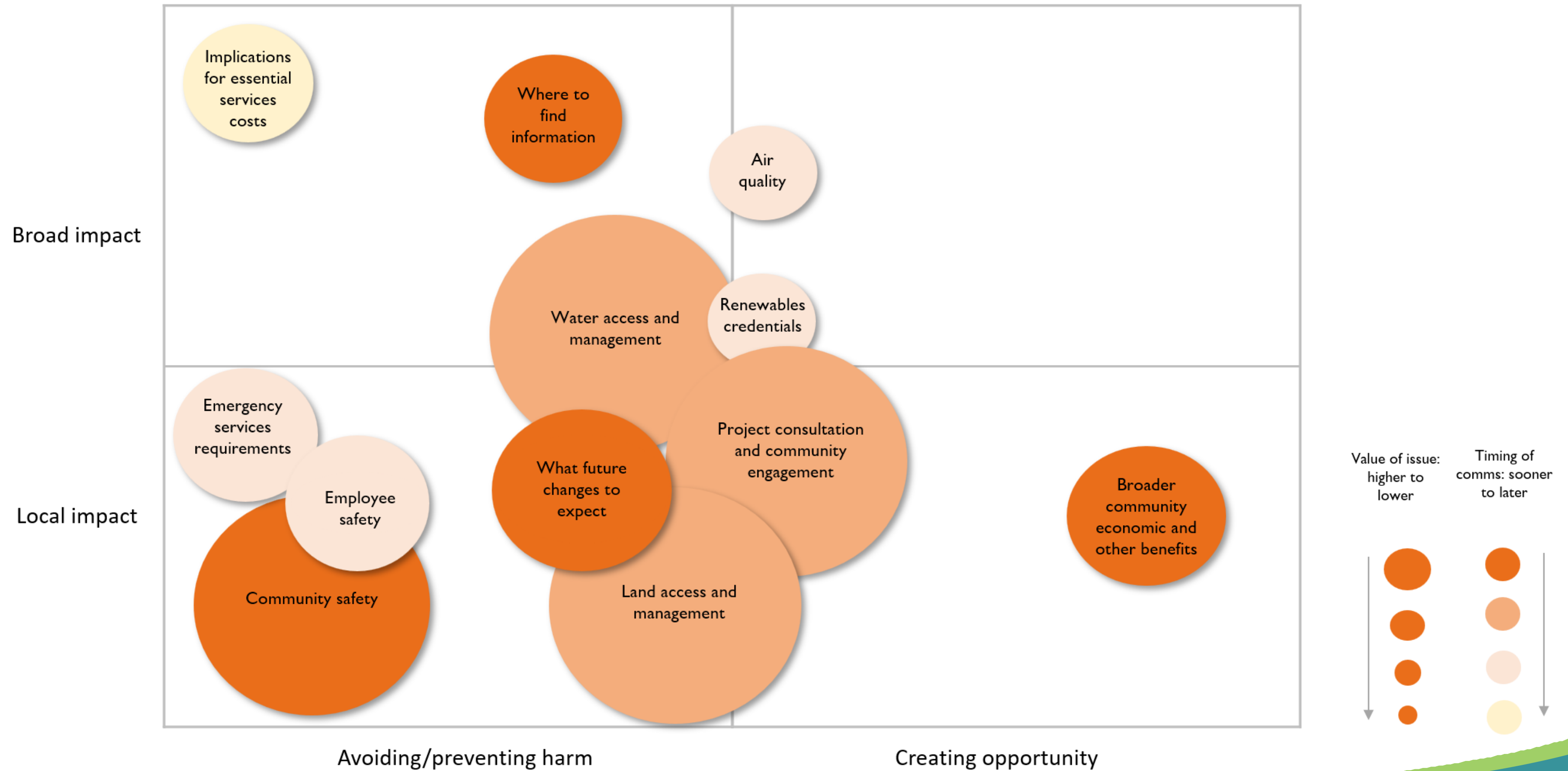
5) General:

- a) Hydrogen basics
- b) Economic benefits for regions and Australia as a whole
- c) Renewables credentials
- d) What future changes to expect
- e) Where to find information
- f) Energy security/independence (local and regional/national)
- g) Implications for essential services costs

Group 1: Users of land and natural resources



Group 1: Users of land and natural resources



Group 2: Workforce and required holders of skills

- Members of Group 2 are the future direct and indirect employers and employees of the industry, e.g., engineers, technicians, mechanics, gas fitters. They are also the people supporting social services, such as emergency services.
- We would expect these stakeholders to use a lens of **potential job opportunities, safety and training**. Employees may also value **renewables credentials**.
- Of the groups, this is a more localised and technical audience, but with activist qualities via unions.

1) Safety:

- a) Community safety
- b) Consumer safety
- c) Employee safety
- d) Emergency services requirements

2) Environment:

- a) Land access, coexistence with other uses and values (e.g. visual/auditory amenity, cultural/heritage, biodiversity)
- b) Water access, quality, coexistence with other uses and values
- c) Air quality and dust (e.g. from construction)

3) Community:

- a) Workforce opportunities and training; associated skills, contracts and services required
- b) Project consultation and community engagement through project lifecycle (including decommissioning)

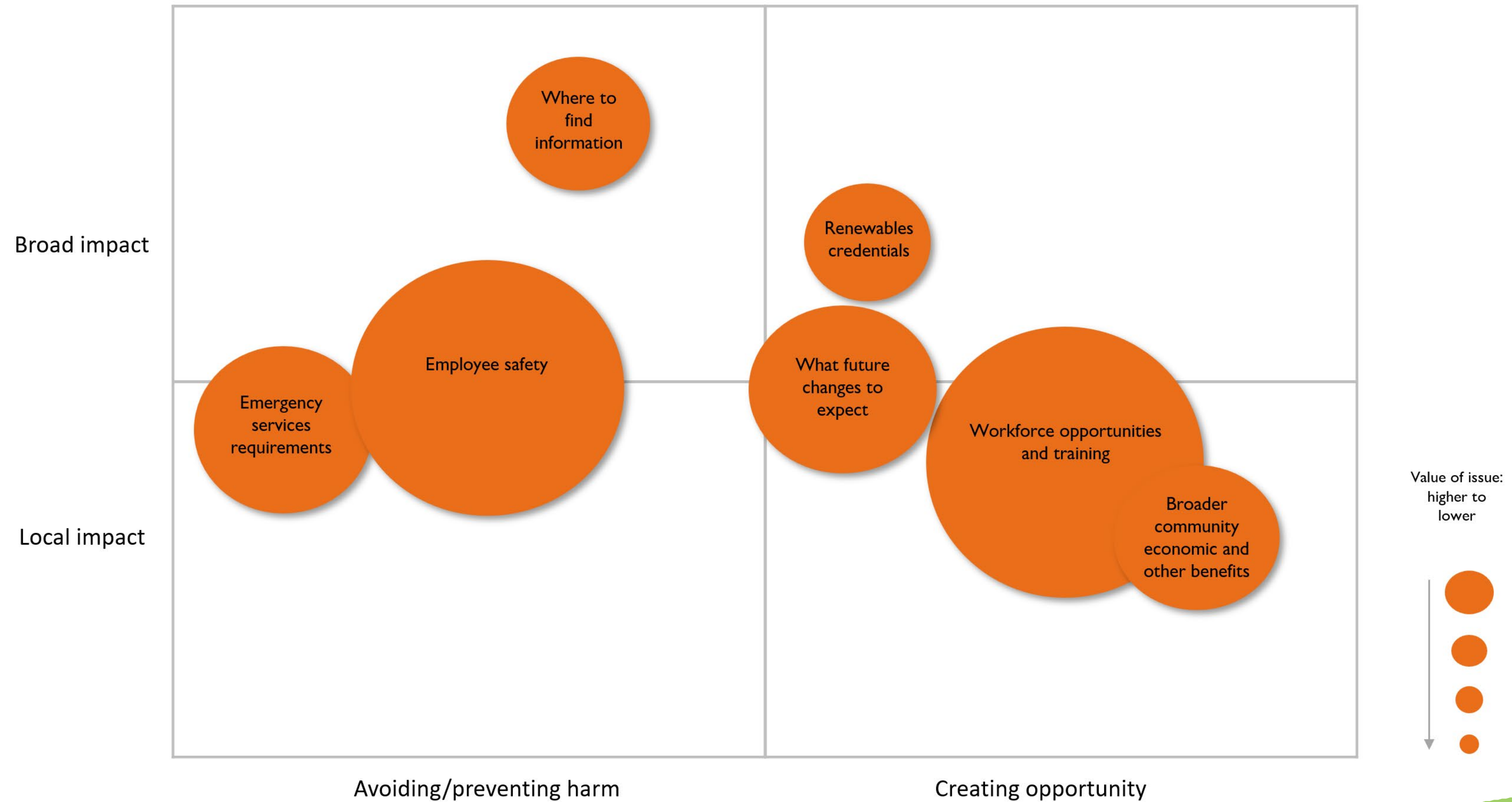
4) New markets:

- a) Choices available to purchase
- b) Infrastructure to support choices, including refuelling
- c) Hydrogen fuel/equipment comparison on key factors, including lifecycle costs

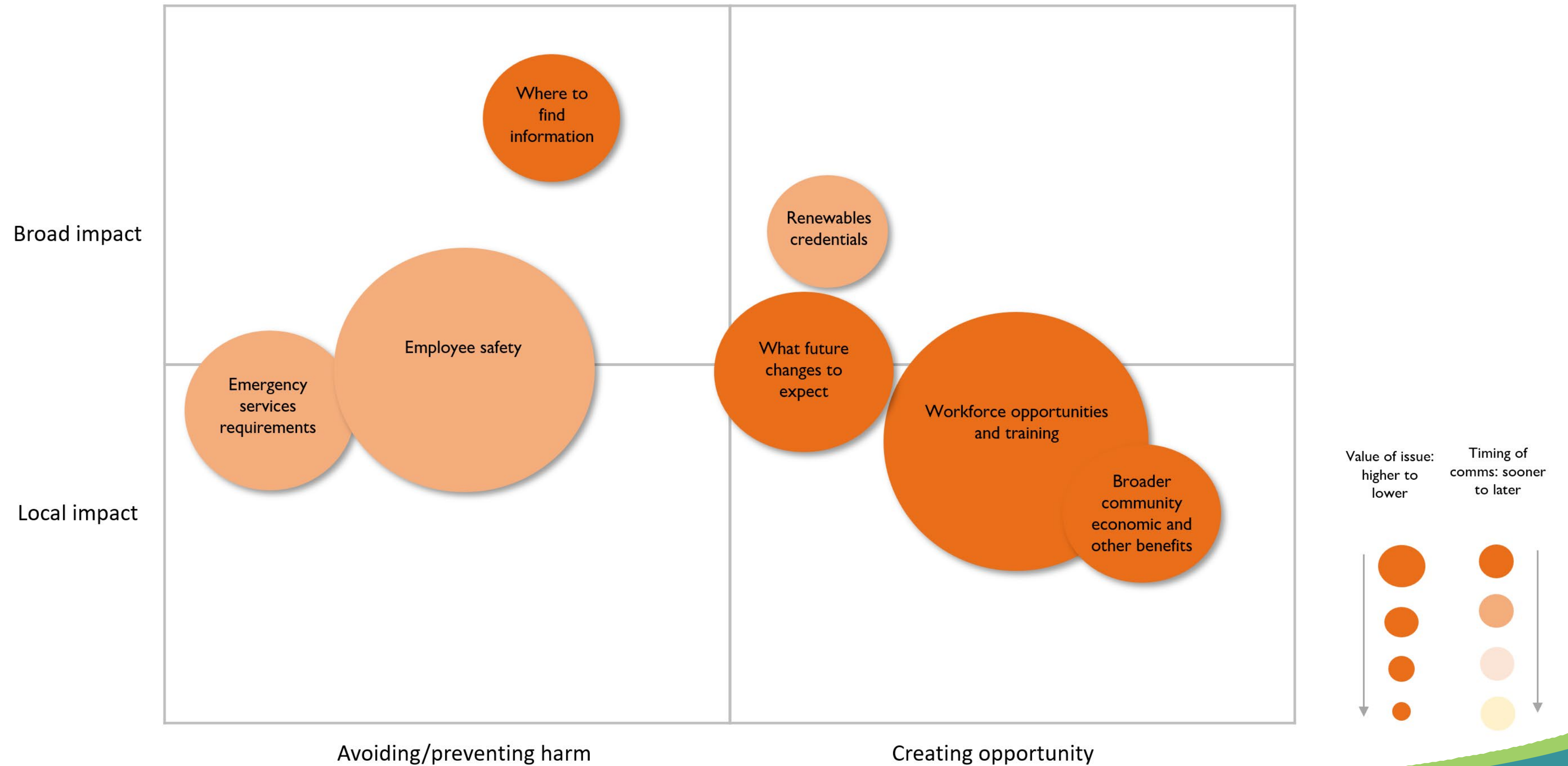
5) General:

- a) Hydrogen basics
- b) Economic benefits for regions and Australia as a whole
- c) Renewables credentials
- d) What future changes to expect
- e) Where to find information
- f) Energy security/independence (local and regional/national)
- g) Implications for essential services costs

Group 2: Workforce and required holders of skills



Group 2: Workforce and required holders of skills



Group 3: Active consumers

- Members of Group 2 are people choosing to buy hydrogen or related products via:
 - fuel markets
 - vehicle and equipment markets, e.g., car, bus, truck, fleet, tractor, stationary fuel cell and appliances
 - service markets, e.g., FCEV maintenance via mechanic.
- We would expect these stakeholders to use a lens of **opportunity for future purchases, and the value of these purchases.**
- For now, these are the early adopters (who can accept a green premium), but they are also looking for value for money, and infrastructure/services to support their purchases.
- Costs will become more important over time, and safety will always be important.

1) Safety:

- a) Community safety
- b) Consumer safety
- c) Employee safety
- d) Emergency services requirements

2) Environment:

- a) Land access, coexistence with other uses and values (e.g. visual/auditory amenity, cultural/heritage, biodiversity)
- b) Water access, quality, coexistence with other uses and values
- c) Air quality and dust (e.g. from construction)

3) Community:

- a) Workforce opportunities and training; associated skills, contracts and services required
- b) Project consultation and community engagement through project lifecycle (including decommissioning)

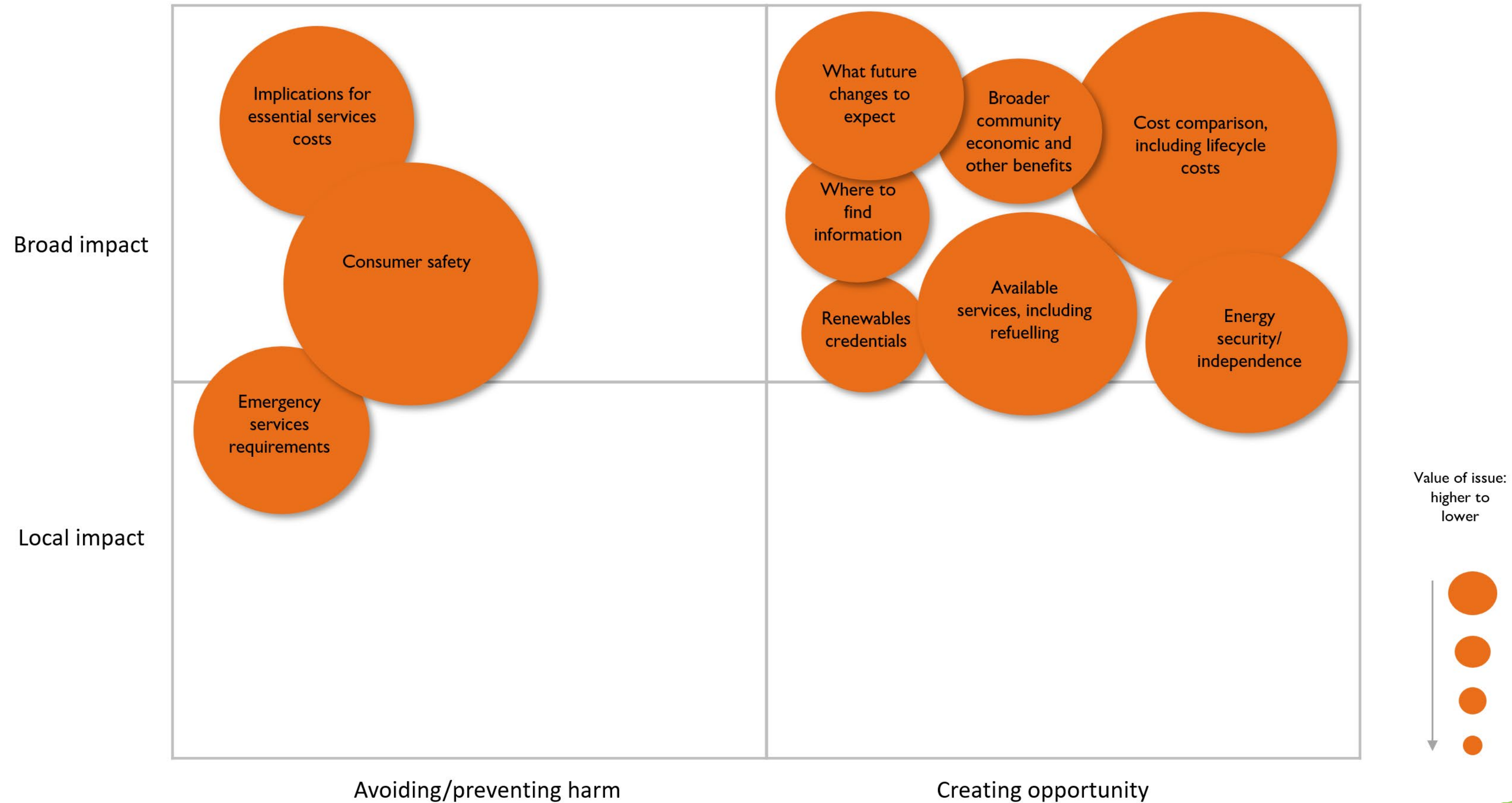
4) New markets:

- a) Choices available to purchase
- b) Infrastructure to support choices, including refuelling
- c) Hydrogen fuel/equipment comparison on key factors, including lifecycle costs

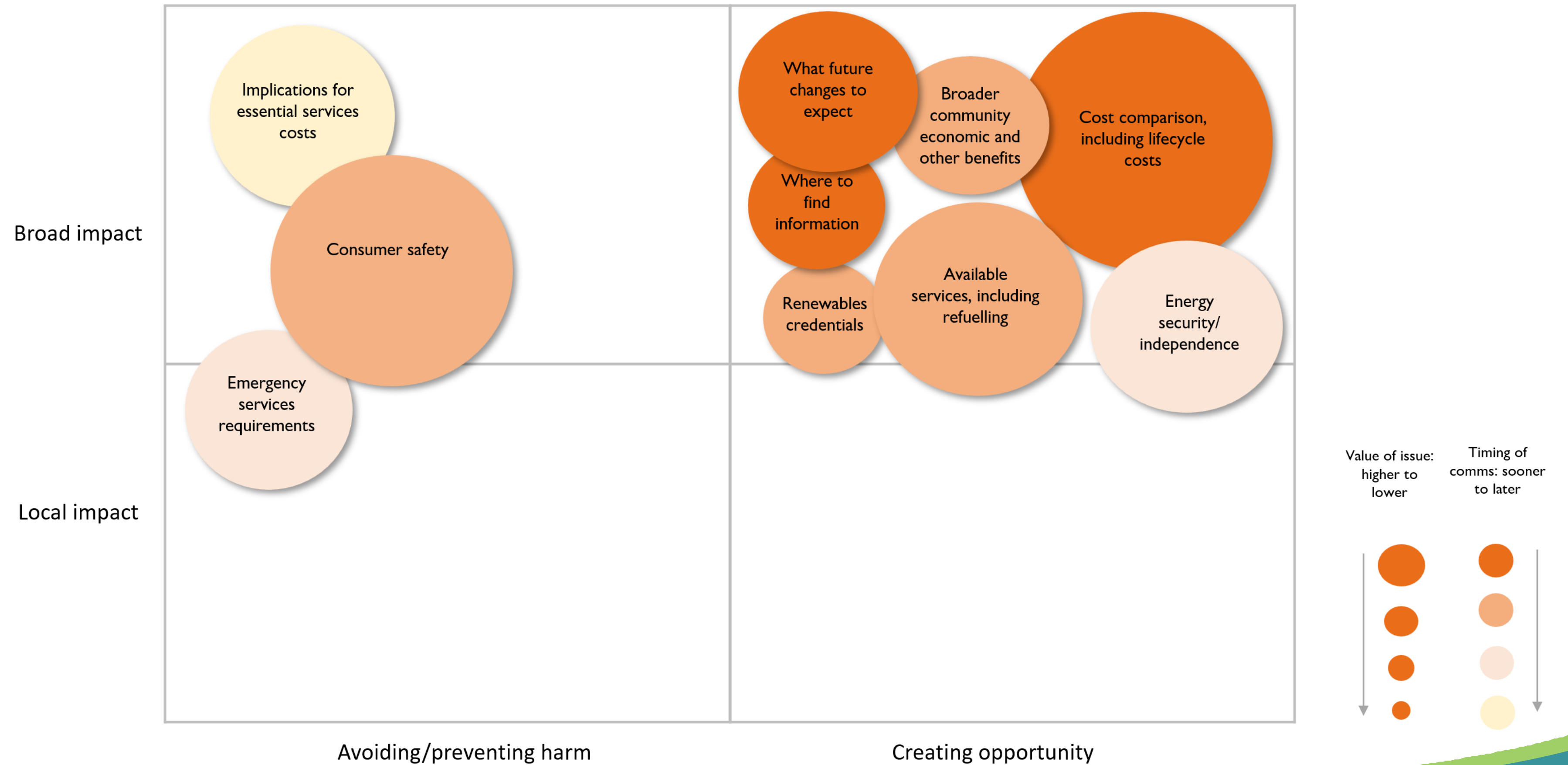
5) General:

- a) Hydrogen basics
- b) Economic benefits for regions and Australia as a whole
- c) Renewables credentials
- d) What future changes to expect
- e) Where to find information
- f) Energy security/independence (local and regional/national)
- g) Implications for essential services costs

Group 3: Active consumers



Group 3: Active consumers



Group 4: Passive consumers

- Members of Group 4 are people who don't choose to buy hydrogen but still use it, e.g., natural gas users receiving blended gas and users of FCEV public transport.
- These people may choose hydrogen in the future (become Group 3) when the market evolves, e.g., future FCEV purchasers.
- We would expect these stakeholders to **not seek information** unless they become concerned about safety or cost. Of course some may become interested and want to understand context.

1) Safety:

- a) Community safety
- b) Consumer safety
- c) Employee safety
- d) Emergency services requirements

2) Environment:

- a) Land access, coexistence with other uses and values (e.g. visual/auditory amenity, cultural/heritage, biodiversity)
- b) Water access, quality, coexistence with other uses and values
- c) Air quality and dust (e.g. from construction)

3) Community:

- a) Workforce opportunities and training; associated skills, contracts and services required
- b) Project consultation and community engagement through project lifecycle (including decommissioning)

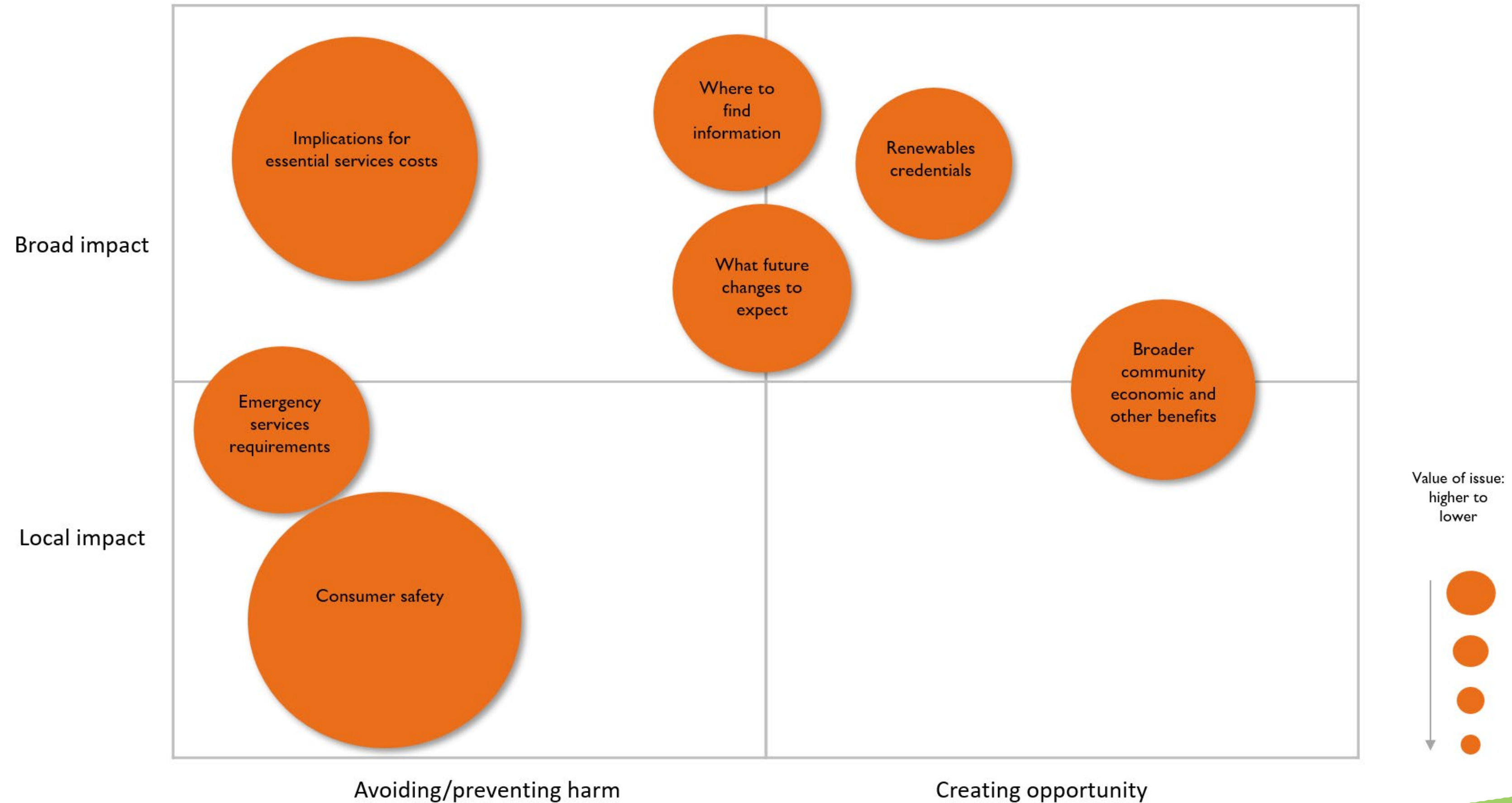
4) New markets:

- a) Choices available to purchase
- b) Infrastructure to support choices, including refuelling
- c) Hydrogen fuel/equipment comparison on key factors, including lifecycle costs

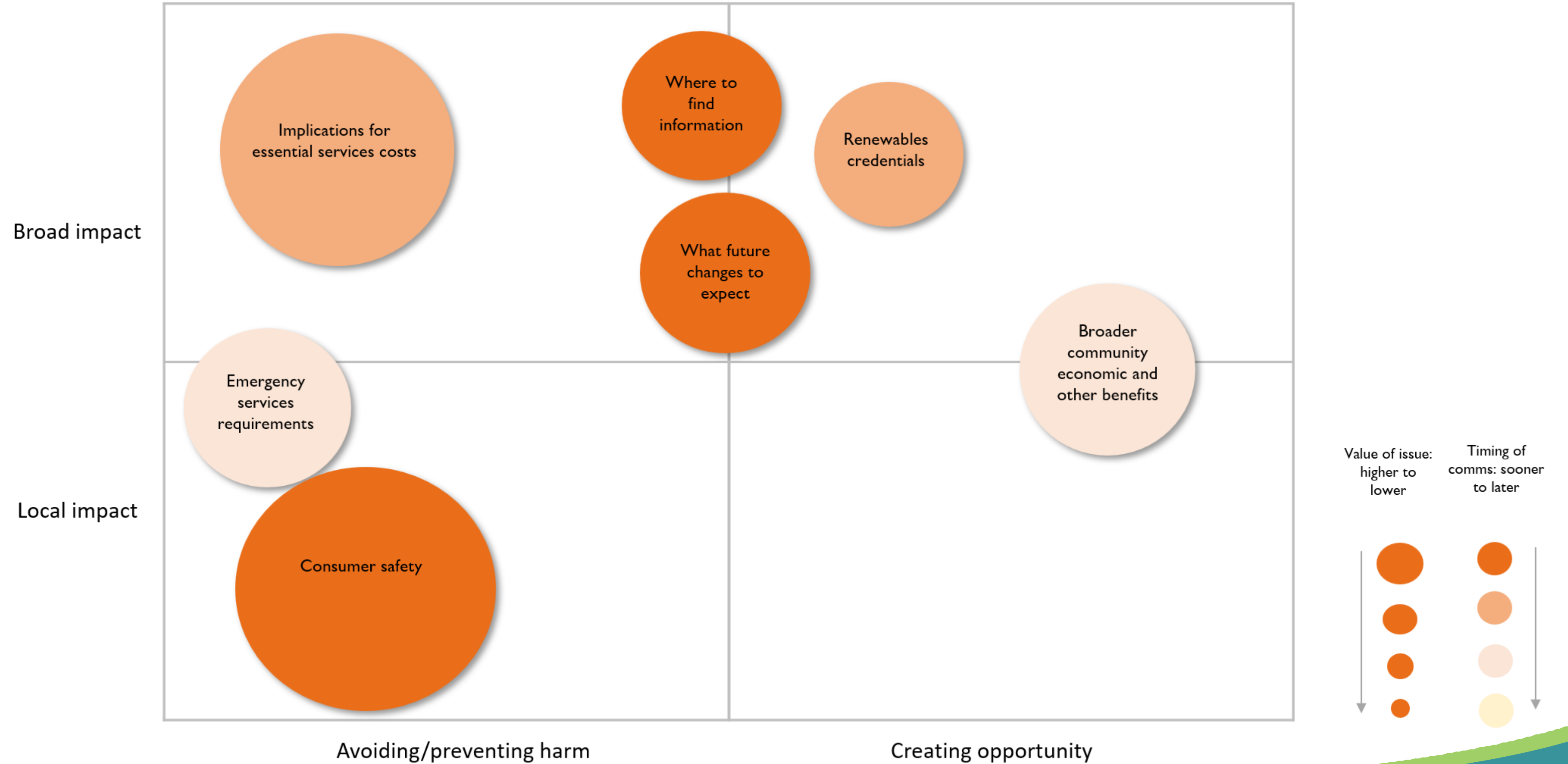
5) General:

- a) Hydrogen basics
- b) Economic benefits for regions and Australia as a whole
- c) Renewables credentials
- d) What future changes to expect
- e) Where to find information
- f) Energy security/independence (local and regional/national)
- g) Implications for essential services costs

Group 4: Passive consumers



Group 4: Passive consumers



Group 5: Influencers

- Members of Group 5 are people engaging on reputation by:
 - observing and commenting, e.g., environmental activists, media
 - making connections, e.g., industry associations
 - advocating and sharing information, e.g., various comms people, local leaders.
- These people may have special interests in any of the topics, but the **general interest will relate to ‘why hydrogen’, and safety**. Local interests can be merged into community engagement.
- This group is the independent catalyser group that can connect other groups and activate concerns or support confidence.

1) Safety:

- a) Community safety
- b) Consumer safety
- c) Employee safety
- d) Emergency services requirements

2) Environment:

- a) Land access, coexistence with other uses and values (e.g. visual/auditory amenity, cultural/heritage, biodiversity)
- b) Water access, quality, coexistence with other uses and values
- c) Air quality and dust (e.g. from construction)

3) Community:

- a) Workforce opportunities and training; associated skills, contracts and services required
- b) Project consultation and community engagement through project lifecycle (including decommissioning)

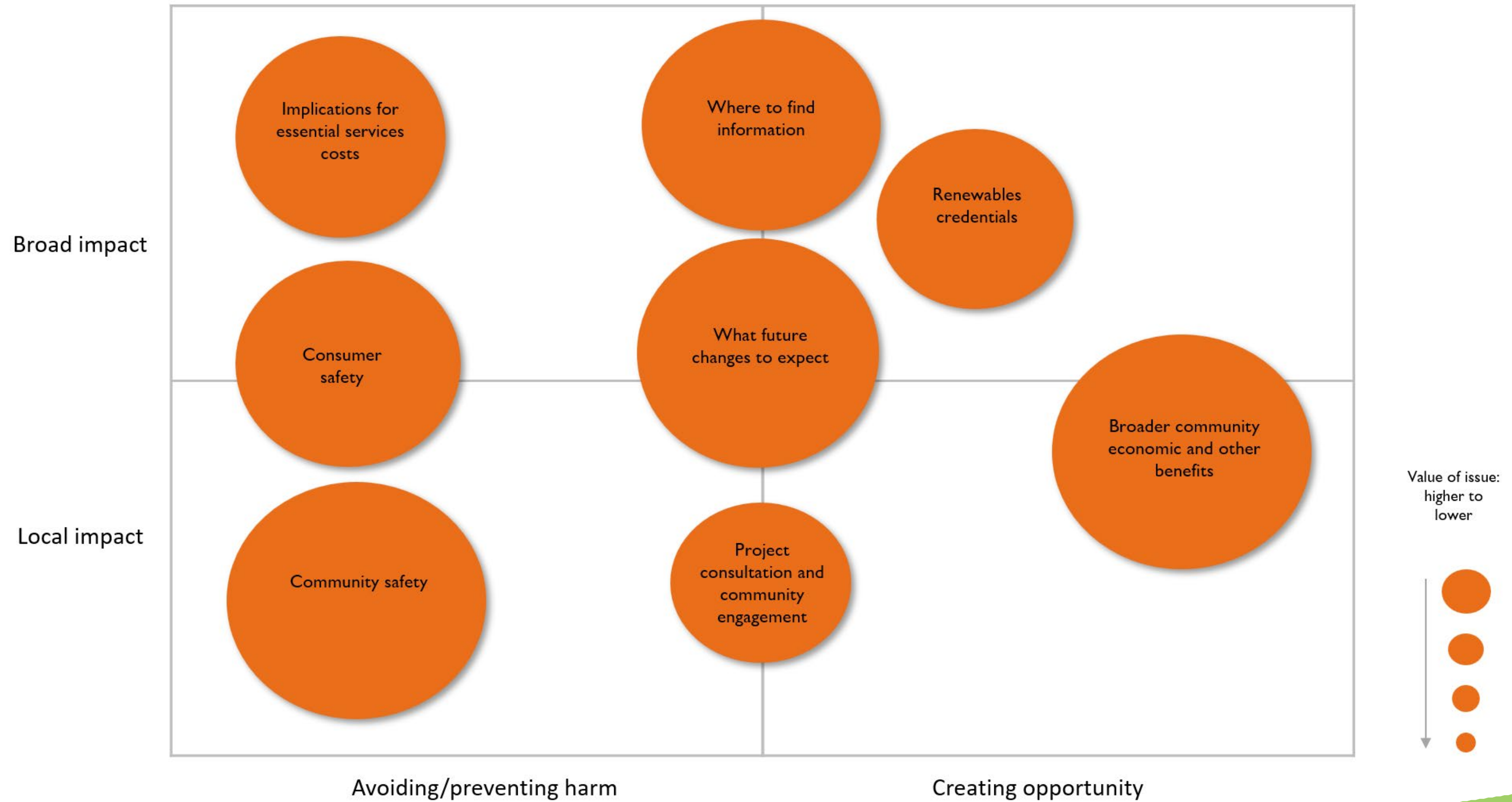
4) New markets:

- a) Choices available to purchase
- b) Infrastructure to support choices, including refuelling
- c) Hydrogen fuel/equipment comparison on key factors, including lifecycle costs

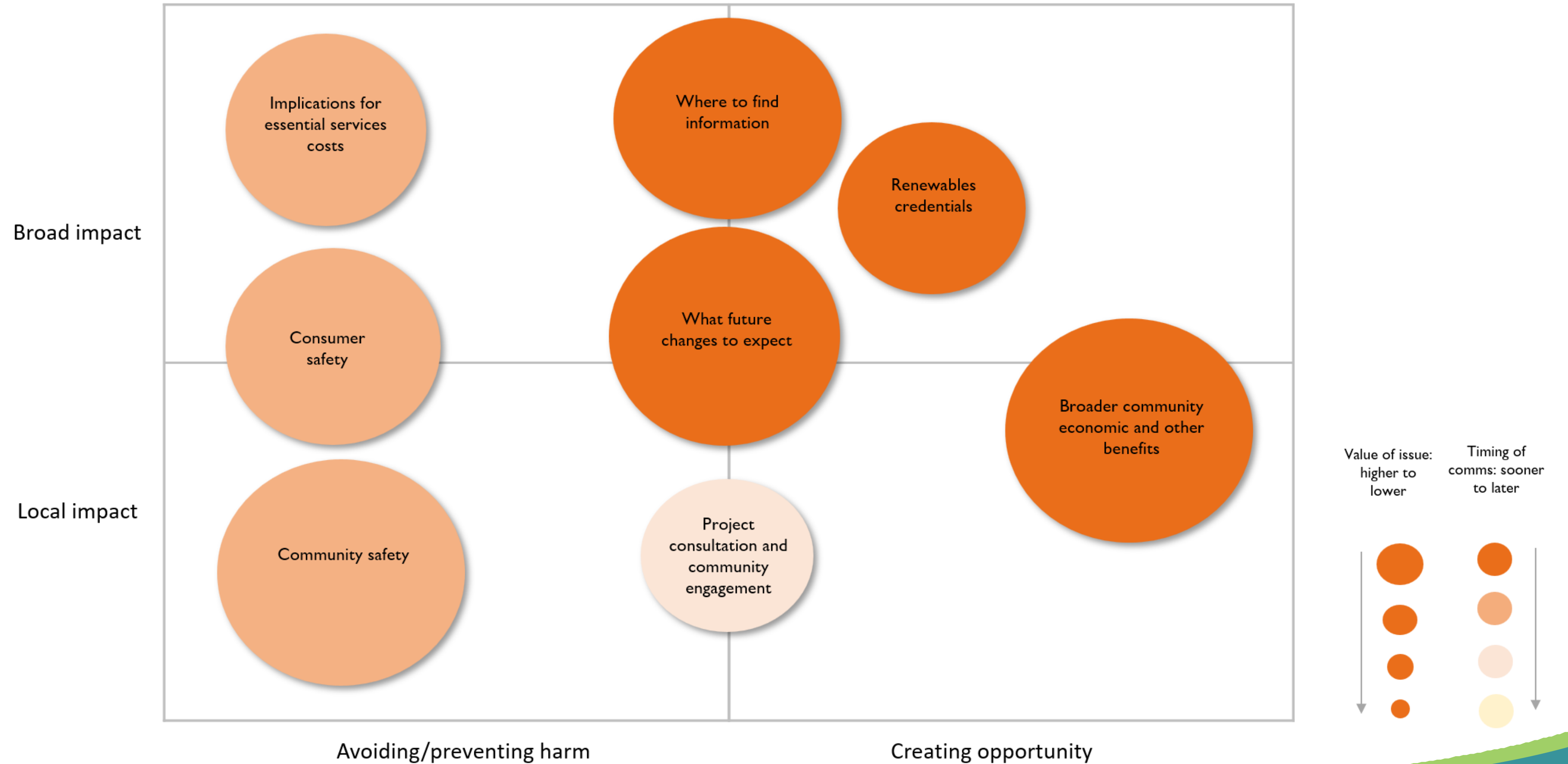
5) General:

- a) Hydrogen basics
- b) Economic benefits for regions and Australia as a whole
- c) Renewables credentials
- d) What future changes to expect
- e) Where to find information
- f) Energy security/independence (local and regional/national)
- g) Implications for essential services costs

Group 5: Influencers



Group 5: Influencers



Group 6: Owners of outcomes

- Members of this group are the people creating the markets and/or seen to own the outcomes, e.g., governments, councils, regulators.
- These people will focus on how they **can and will be held accountable** by their own stakeholders.
- They see their fortune as tied up with the industry's fortune and they need for the industry to perform well (no harm, generating benefit).

1) Safety:

- a) Community safety
- b) Consumer safety
- c) Employee safety
- d) Emergency services requirements

2) Environment:

- a) Land access, coexistence with other uses and values (e.g. visual/auditory amenity, cultural/heritage, biodiversity)
- b) Water access, quality, coexistence with other uses and values
- c) Air quality and dust (e.g. from construction)

3) Community:

- a) Workforce opportunities and training; associated skills, contracts and services required
- b) Project consultation and community engagement through project lifecycle (including decommissioning)

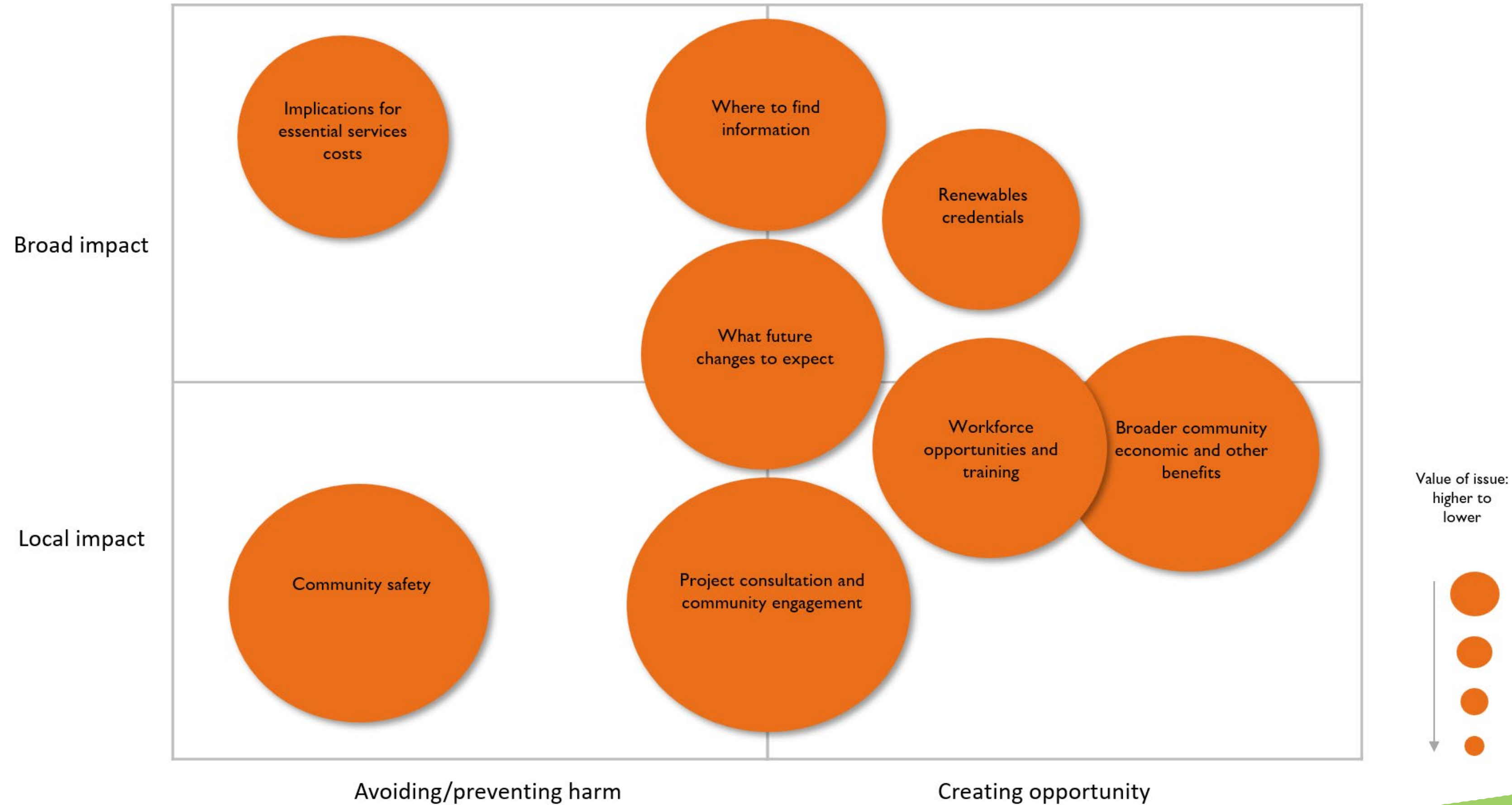
4) New markets:

- a) Choices available to purchase
- b) Infrastructure to support choices, including refuelling
- c) Hydrogen fuel/equipment comparison on key factors, including lifecycle costs

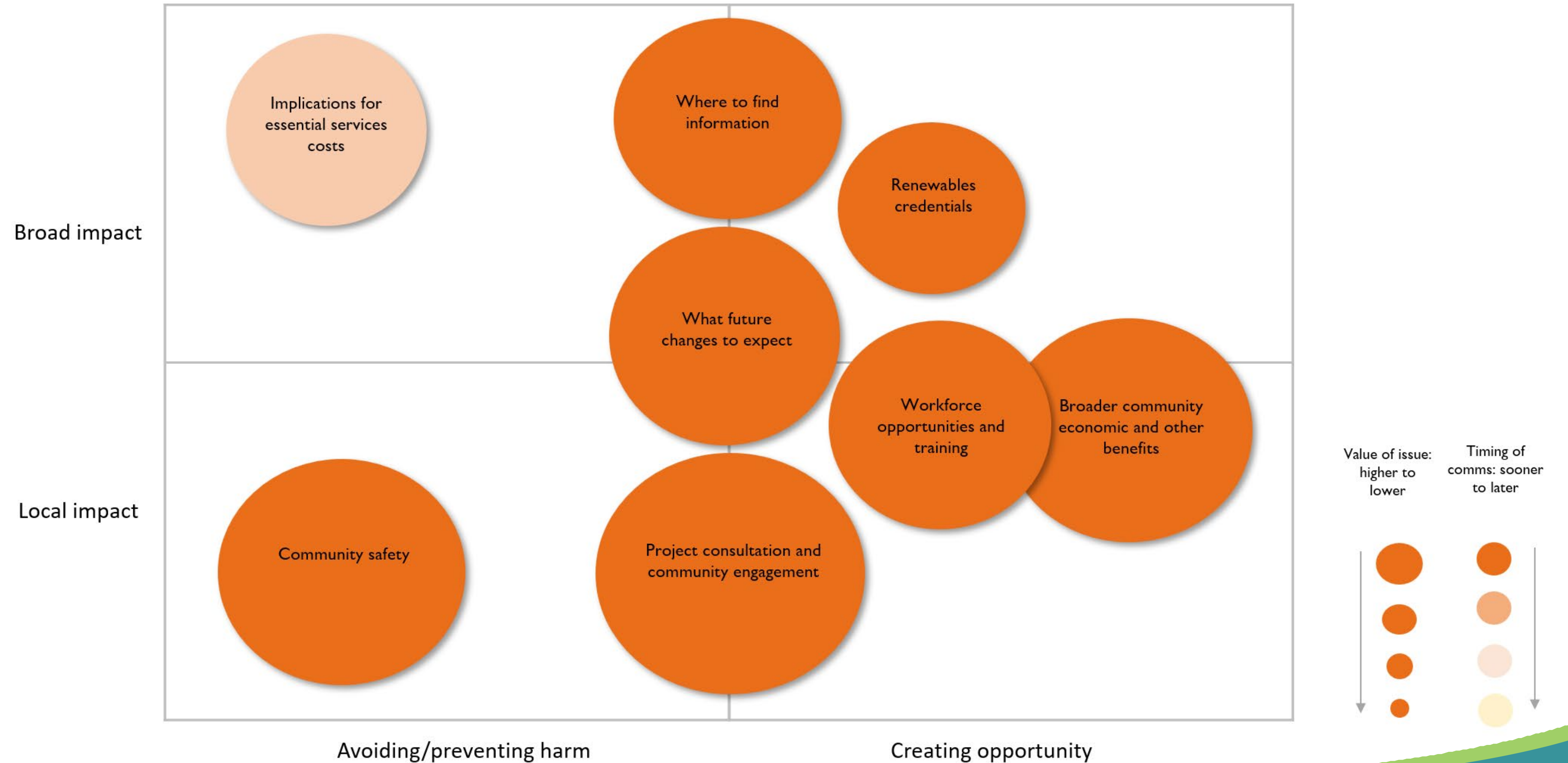
5) General:

- a) Hydrogen basics
- b) Economic benefits for regions and Australia as a whole
- c) Renewables credentials
- d) What future changes to expect
- e) Where to find information
- f) Energy security/independence (local and regional/national)
- g) Implications for essential services costs

Group 6: Owners of outcomes

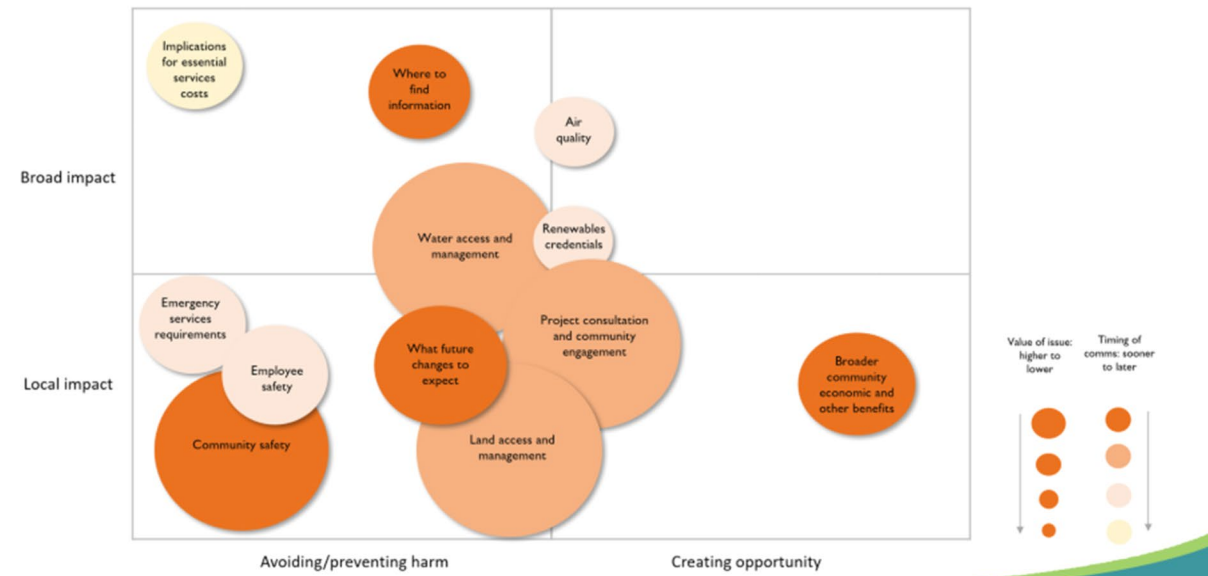


Group 6: Owners of outcomes



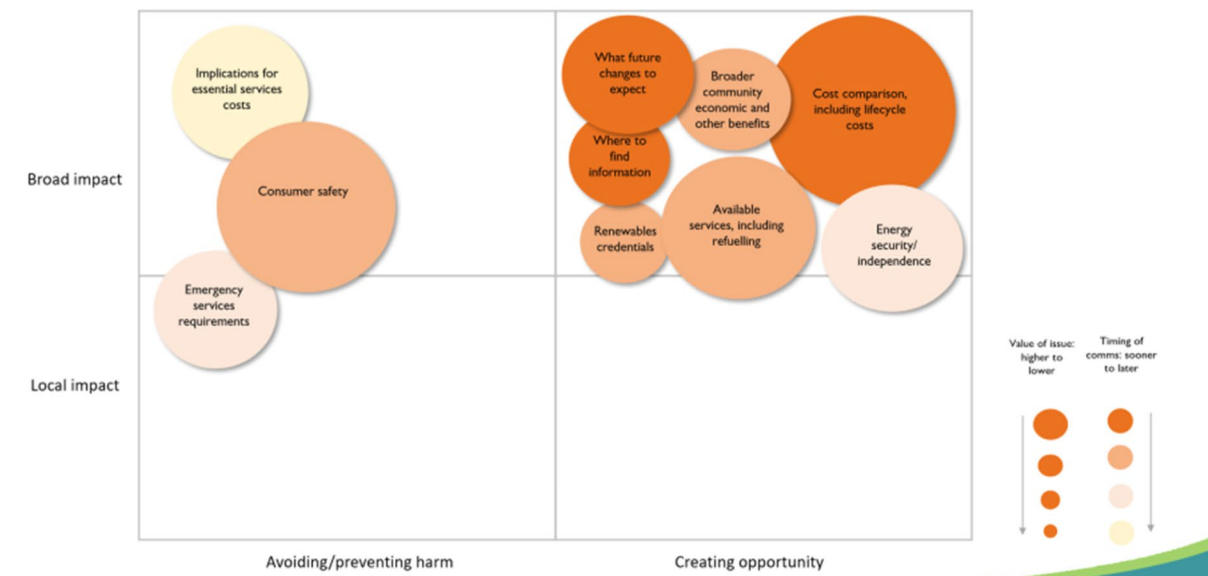
Overview

Group 1: Users of land and natural resources



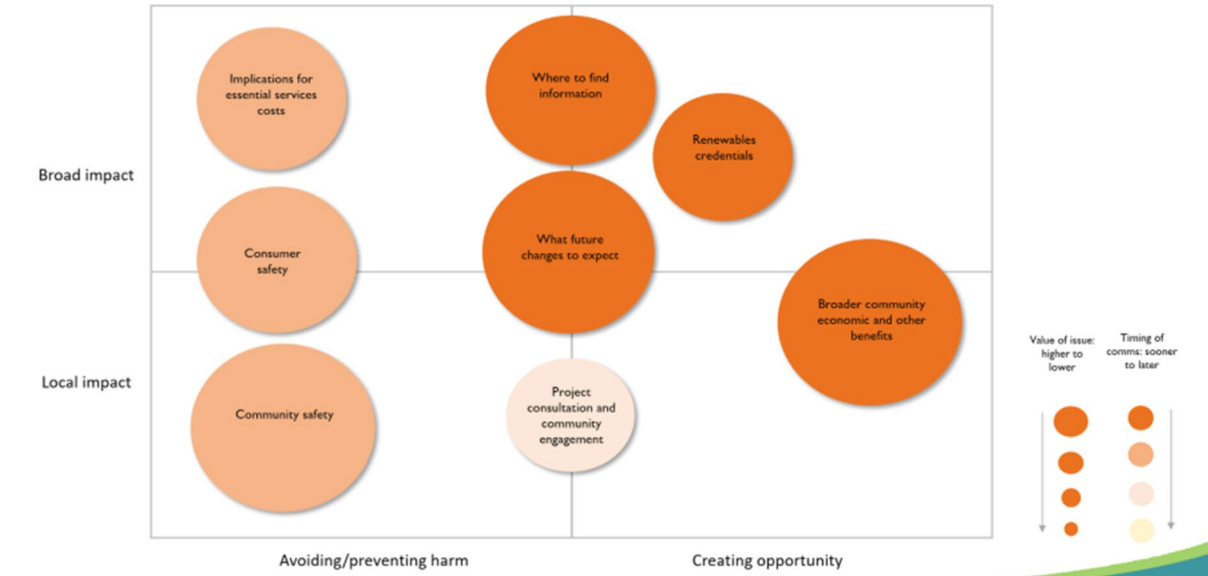
14

Group 3: Active consumers



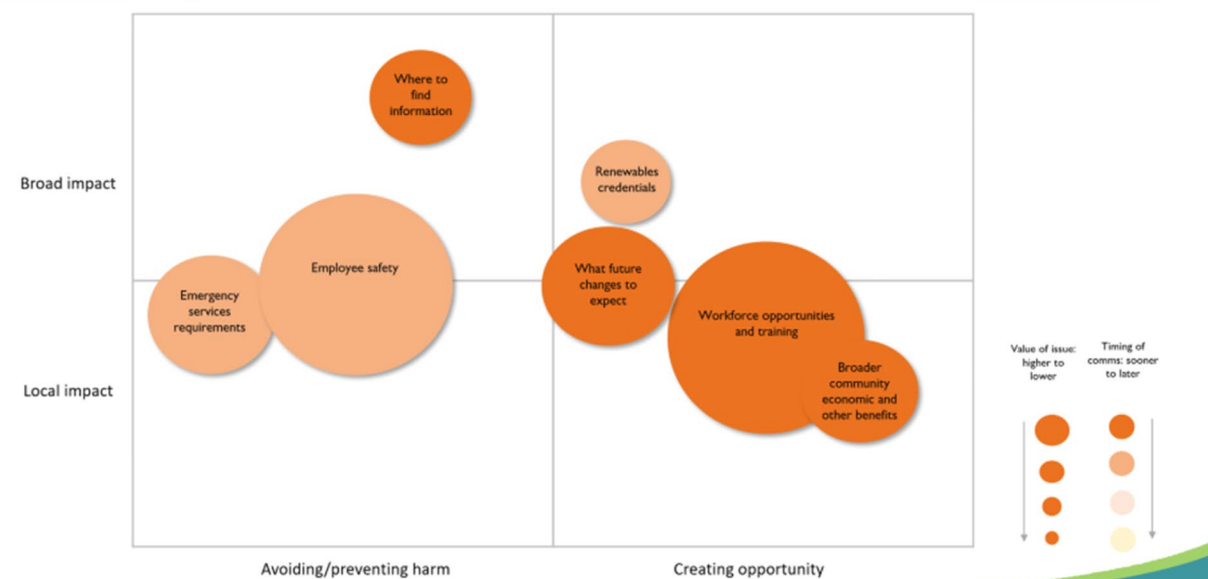
20

Group 5: Influencers



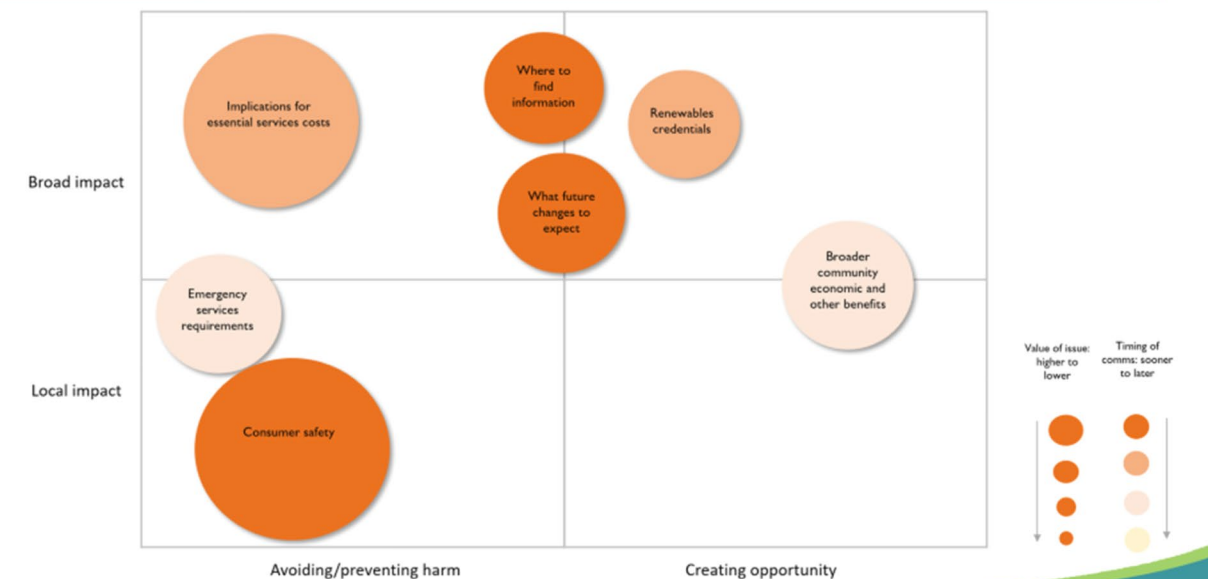
26

Group 2: Workforce and required holders of skills



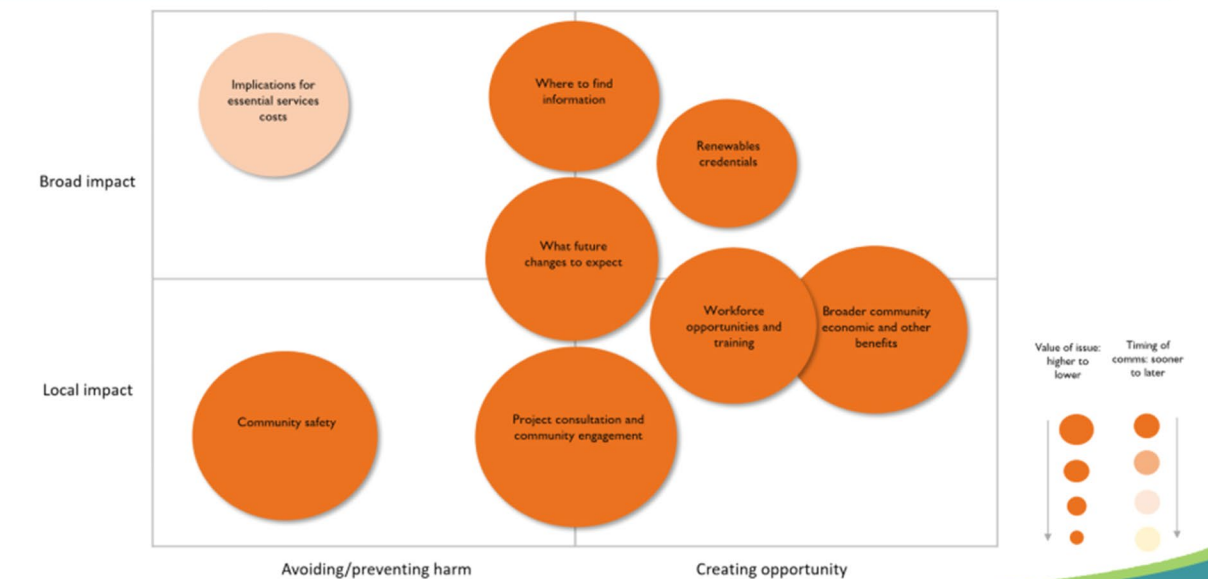
17

Group 4: Passive consumers



23

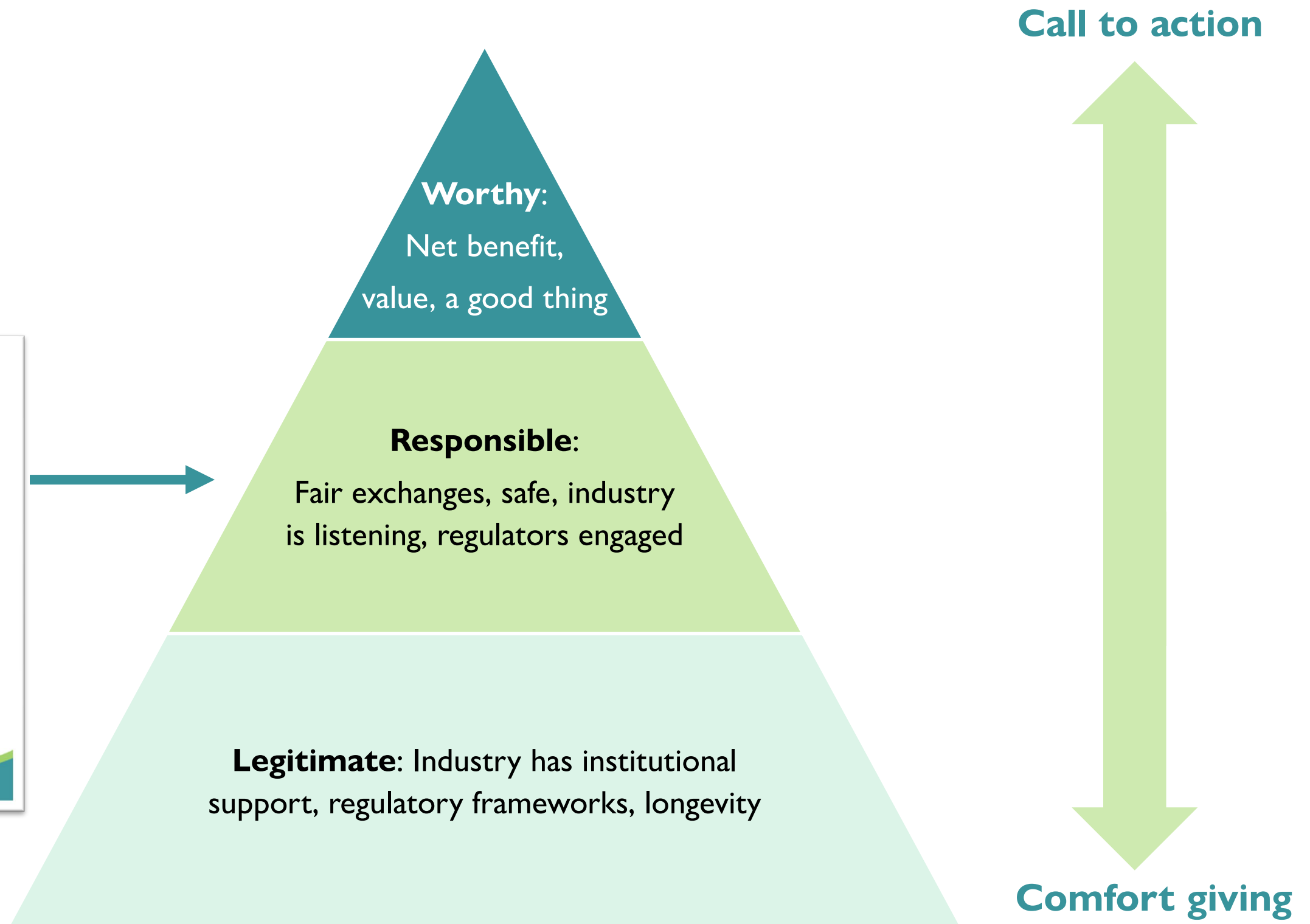
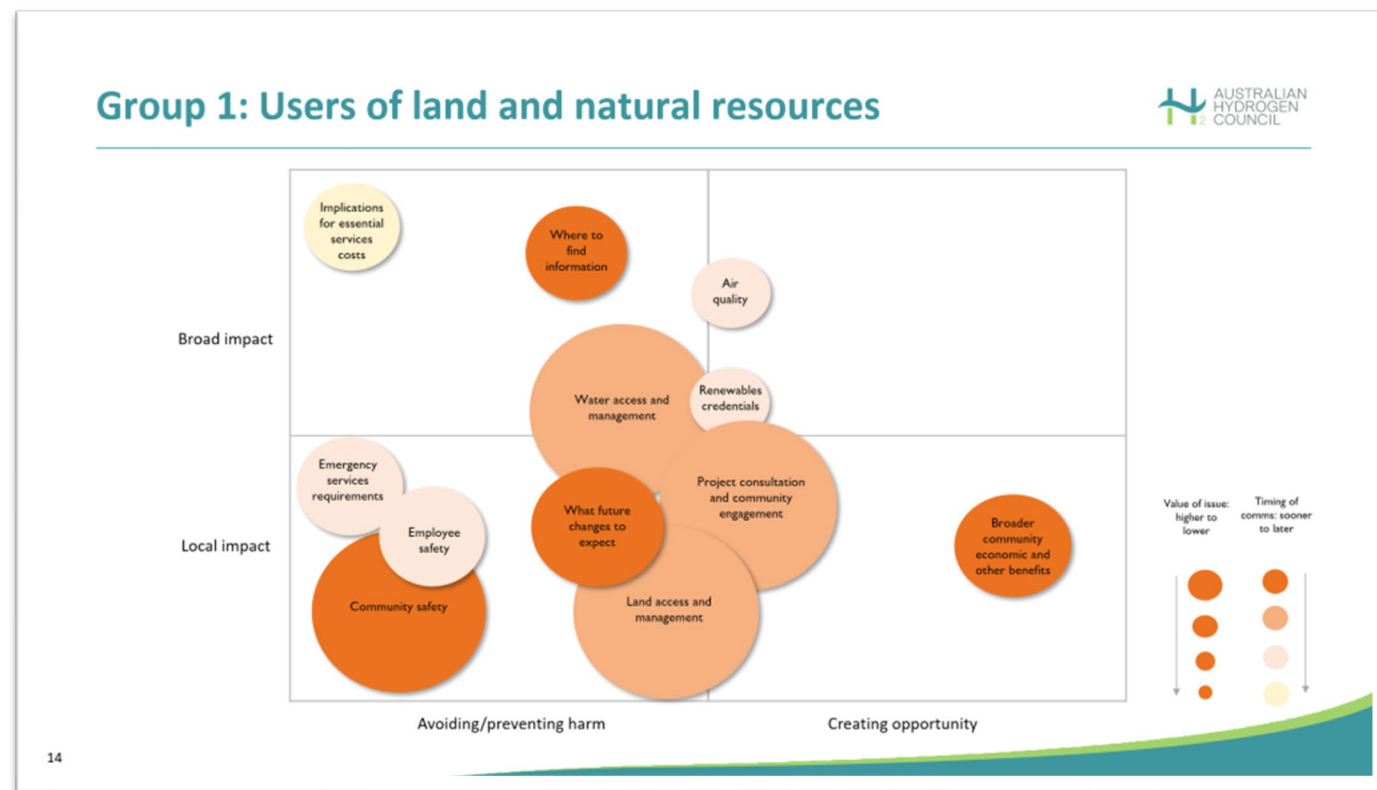
Group 6: Owners of outcomes



29

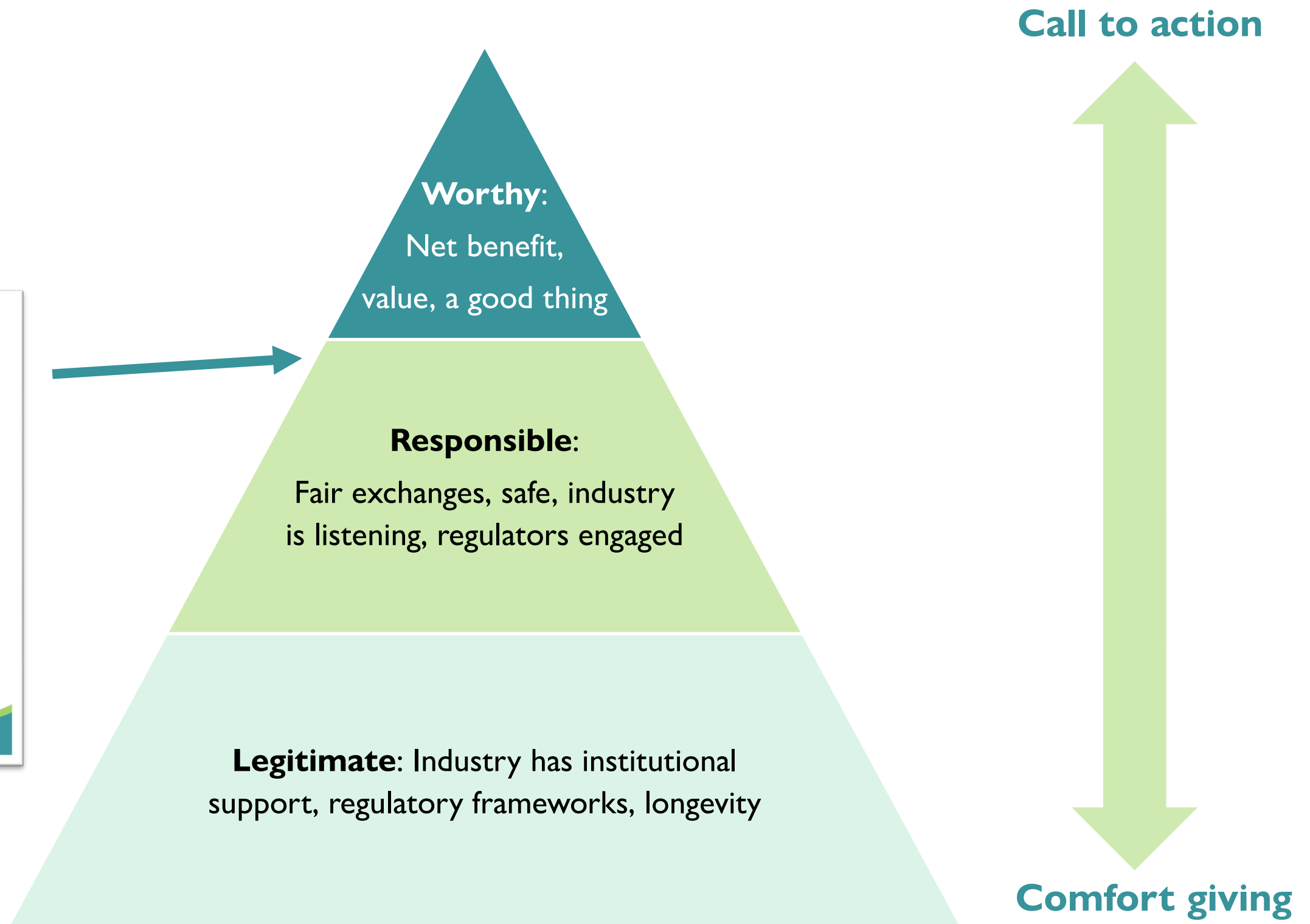
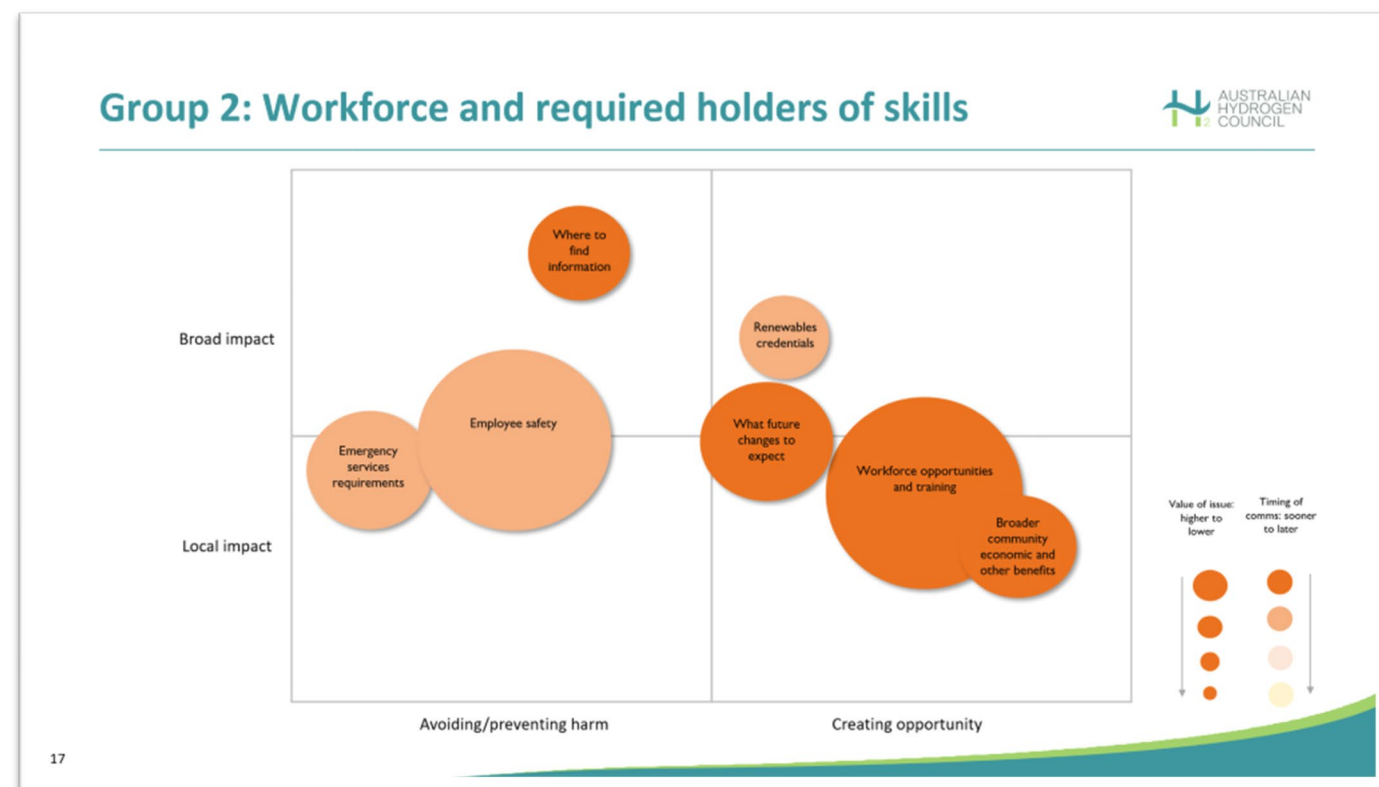
Orienting groups to hierarchy of messaging

For Group 1, this is largely about a **fair exchange**, and how we can communicate (truthfully) that hydrogen will **enhance/support regions** and communities, and **industry will learn from the past** (no harm). There is likely to be a need for significant awareness of perceived local impacts in actual communications – important to work closely with Groups 5 and 6 as relevant.

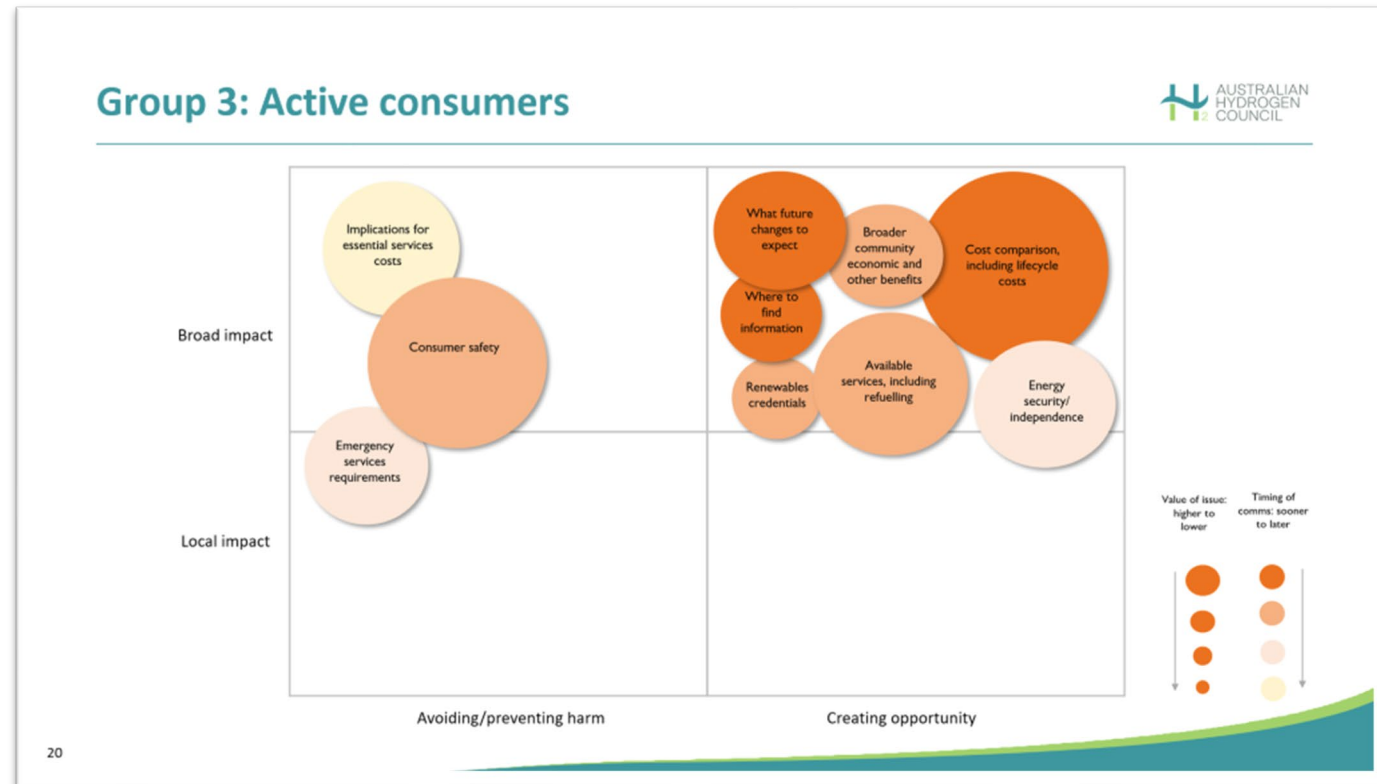


Orienting groups to hierarchy of messaging

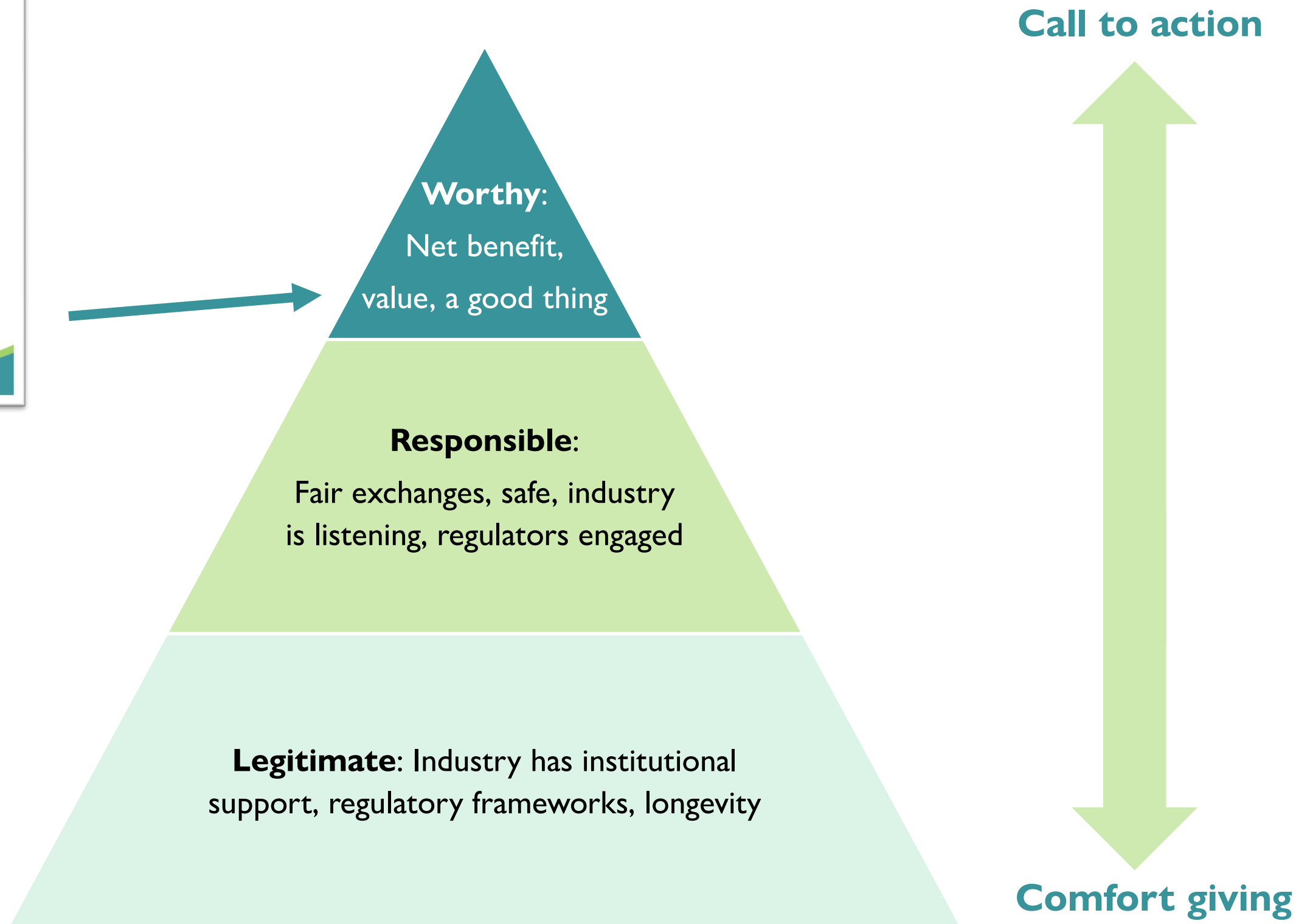
Similarly, for Group 2, this is largely about communicating **responsible growth**, where new (good) jobs are coming and people who handle hydrogen will receive training to stay safe. Communications will likely need regional/community details.



Orienting groups to hierarchy of messaging

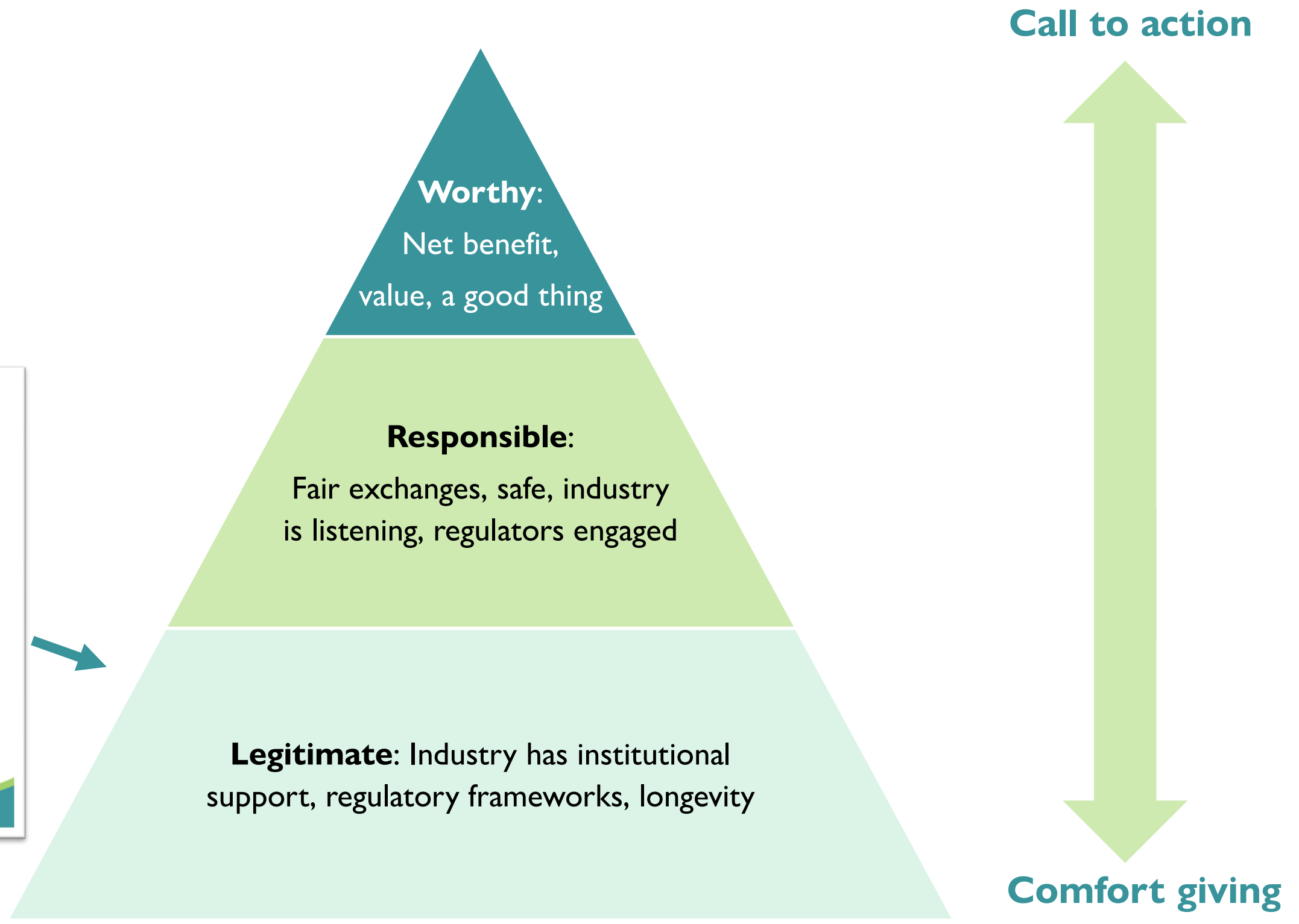
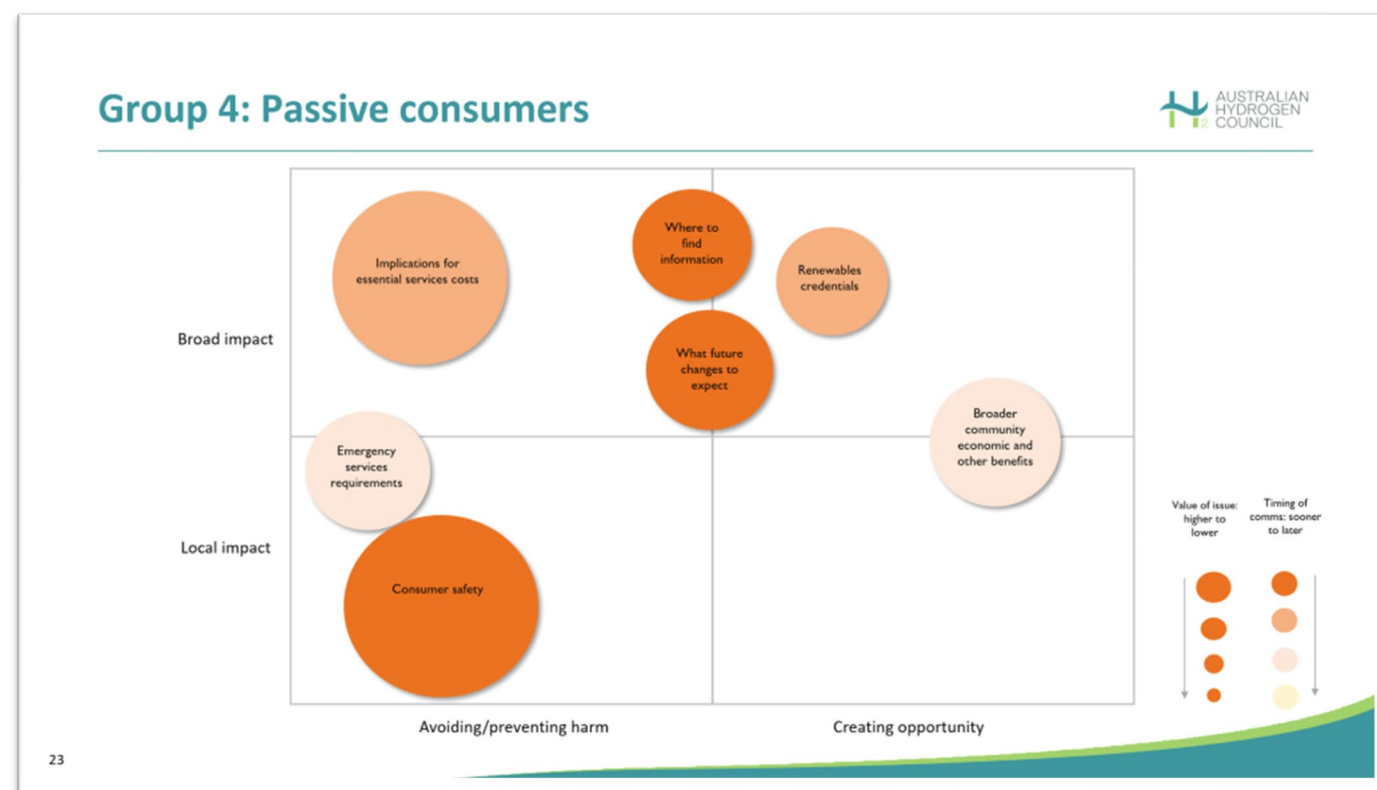


For Group 3, communications are about **value for money**, where hydrogen is a clean, safe and cheap alternative to traditional fuels; in the short term it might be more about the value of new clean technology. Most communications can be provided across communities, but will need to be specialised for jurisdictions as appropriate. Importantly, communications will need to be specialised for different market products and for industrial/business/domestic consumers.

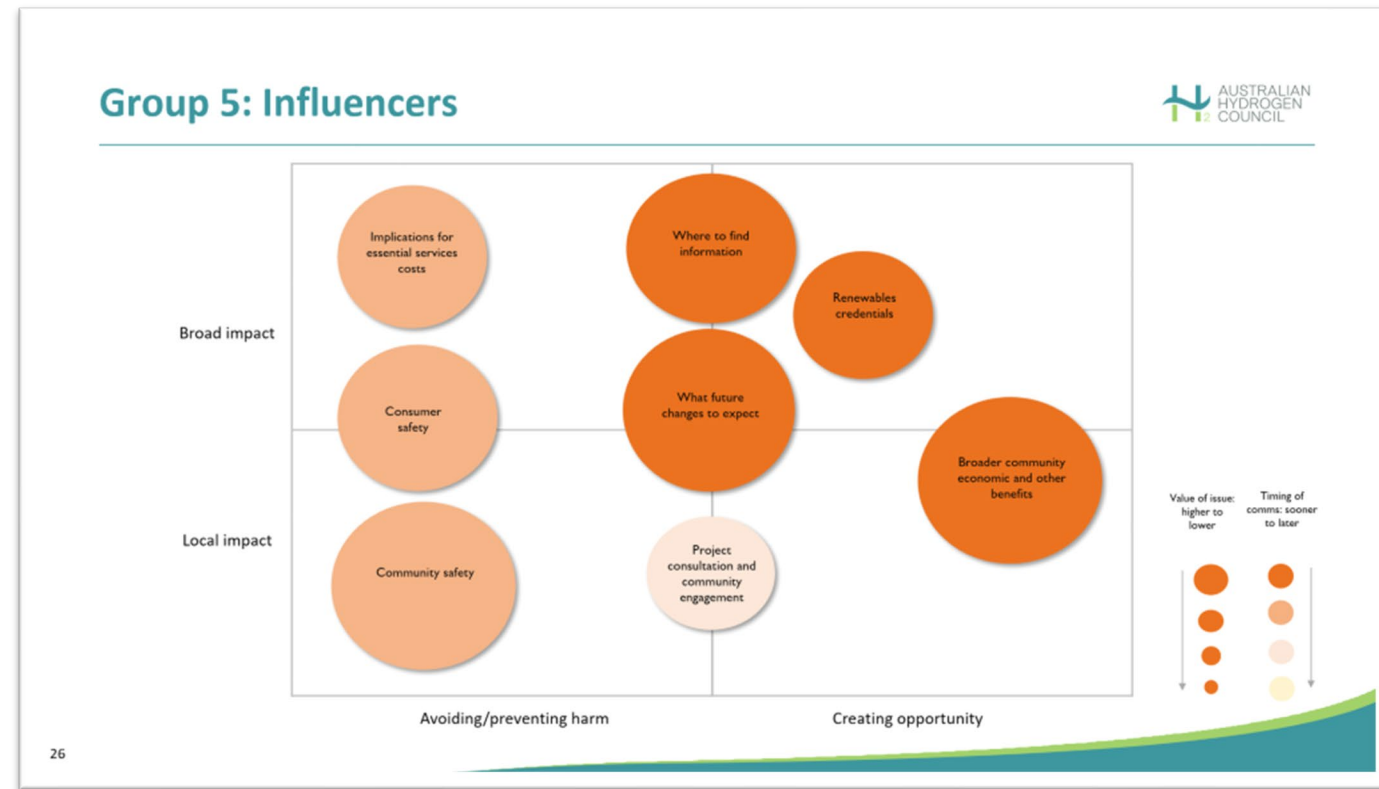


Orienting groups to hierarchy of messaging

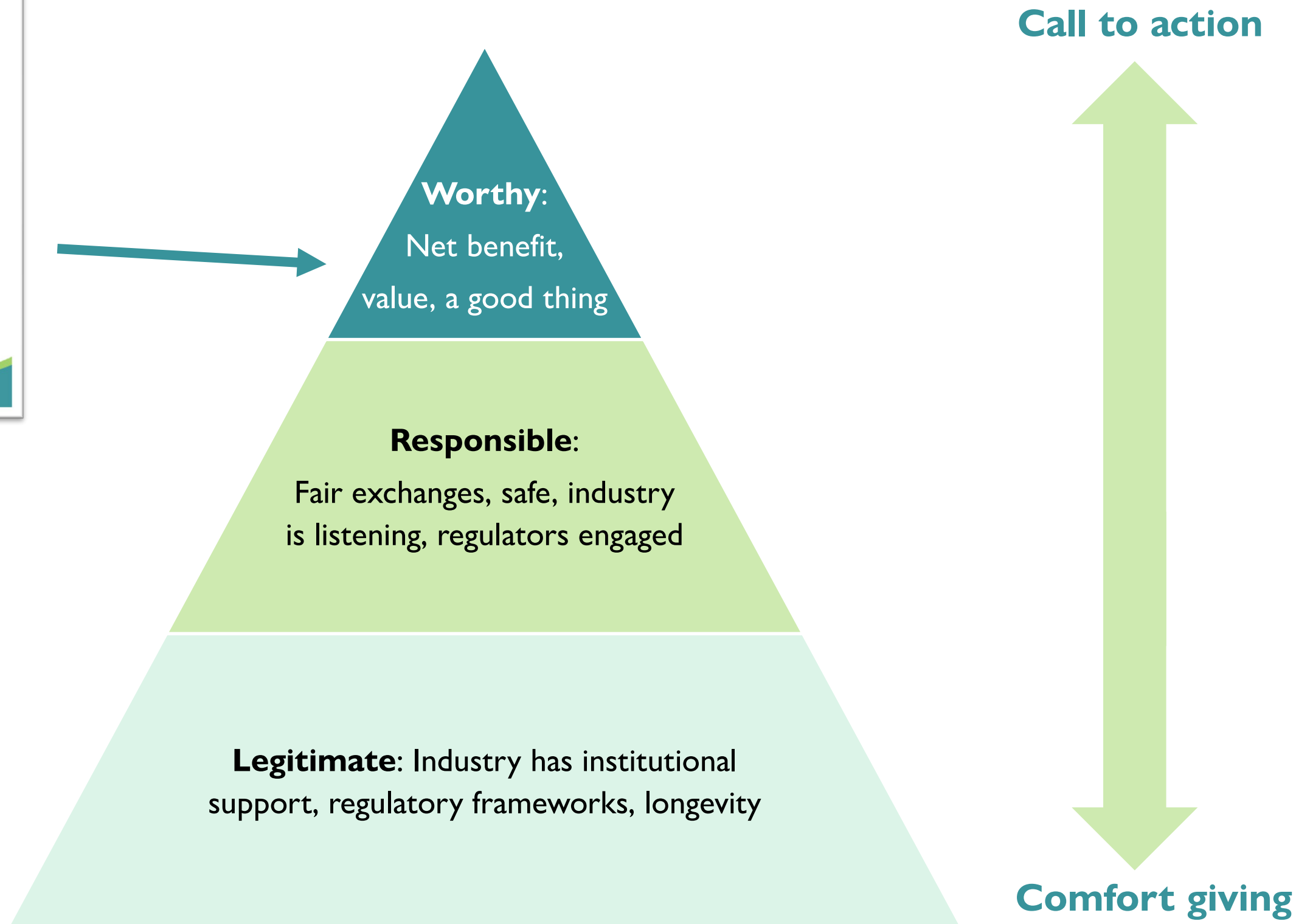
For Group 4, communications are about **reassurance**, where they advise that hydrogen won't cost more or negatively affect lifestyle. Most communications can be provided across communities, but will need to be specialised for jurisdictions as appropriate. Importantly, communications will need to be specialised for different services.



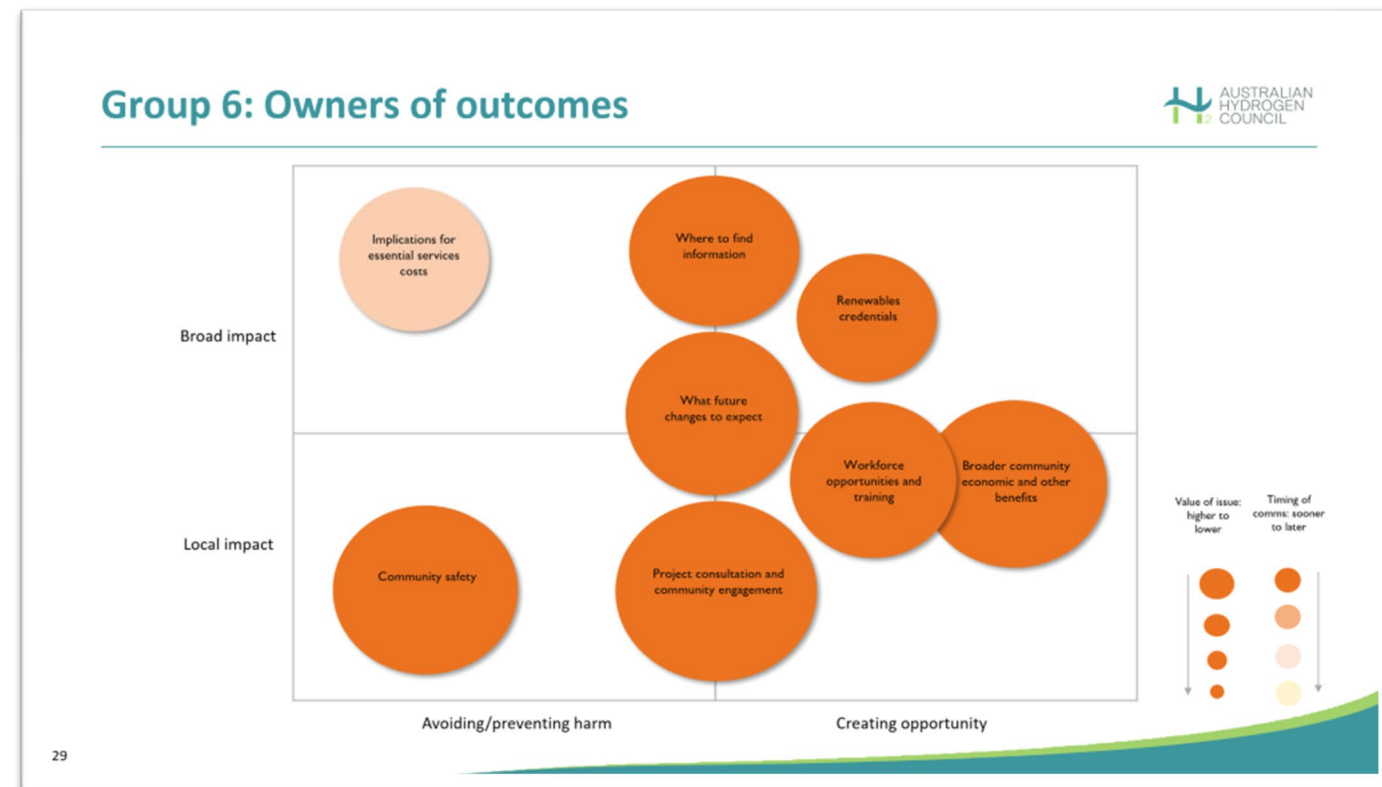
Orienting groups to hierarchy of messaging



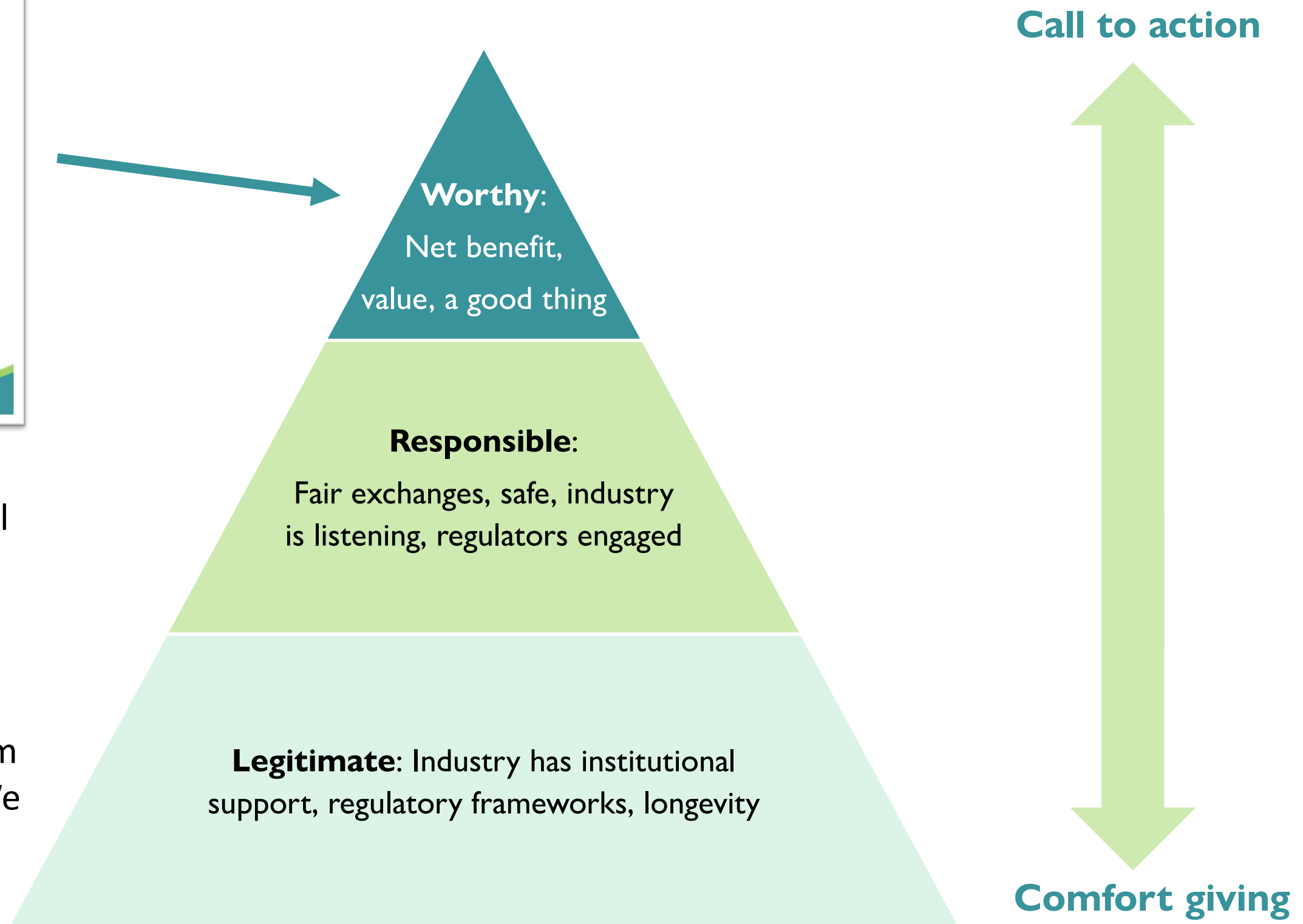
Given the diversity of Group 5, will have spread of issues, and a spread of local vs broad. Overall, communications should support knowledge sharing by Group 5; this is about communications to support alliances, where we communicate that **hydrogen is worth using/supporting**, and there is at least an implicit call to action to support the industry.



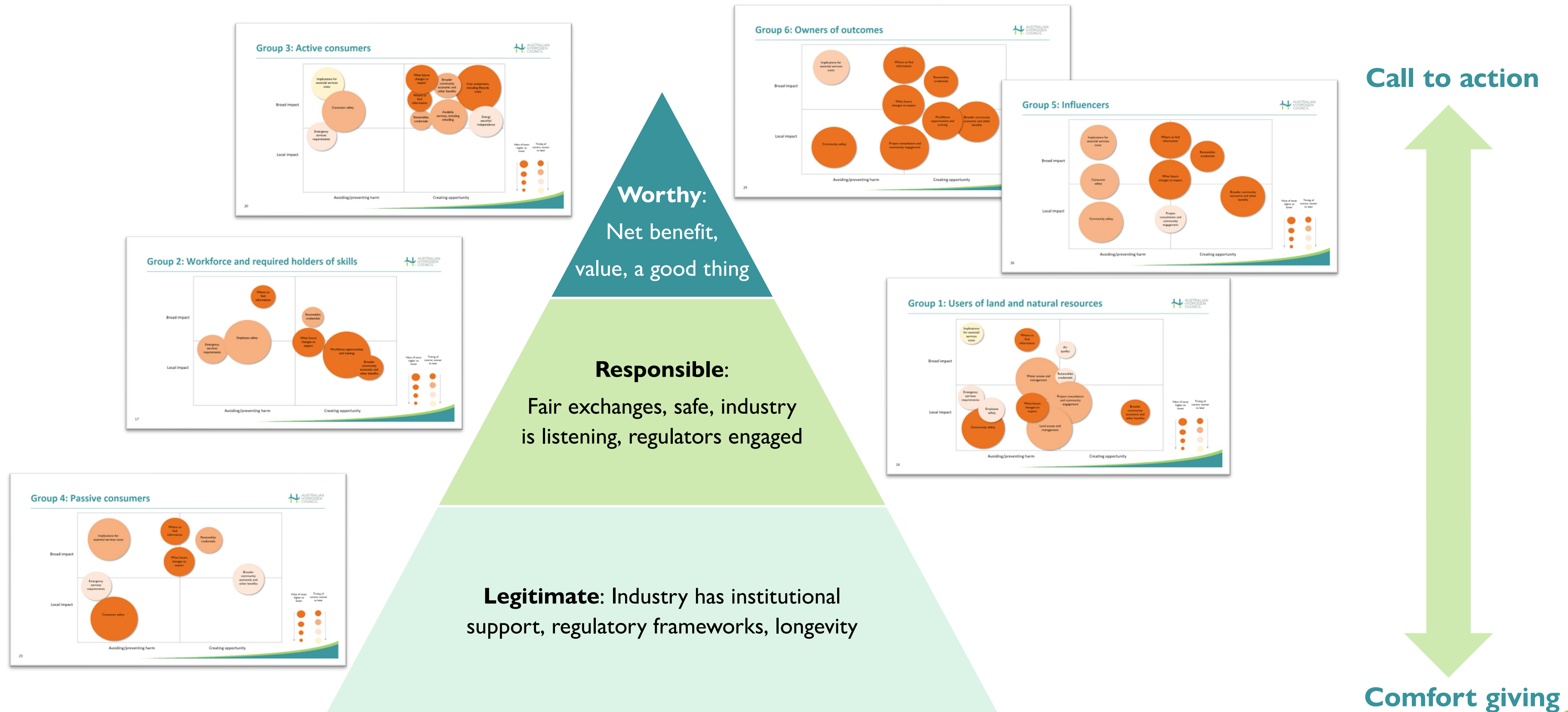
Orienting groups to hierarchy of messaging



For Group 6, communications cover the whole pyramid, all issues, and local and broad, but overall this is about communicating that the hydrogen industry **will provide benefit and fair outcomes**. Group 6 is composed of people and organisations who hold the power to grow the industry and to revoke actual (legal) licences. We need to help them feel informed and have no unwelcome surprises. We also want messaging to support Group 6 communications to their own stakeholders.



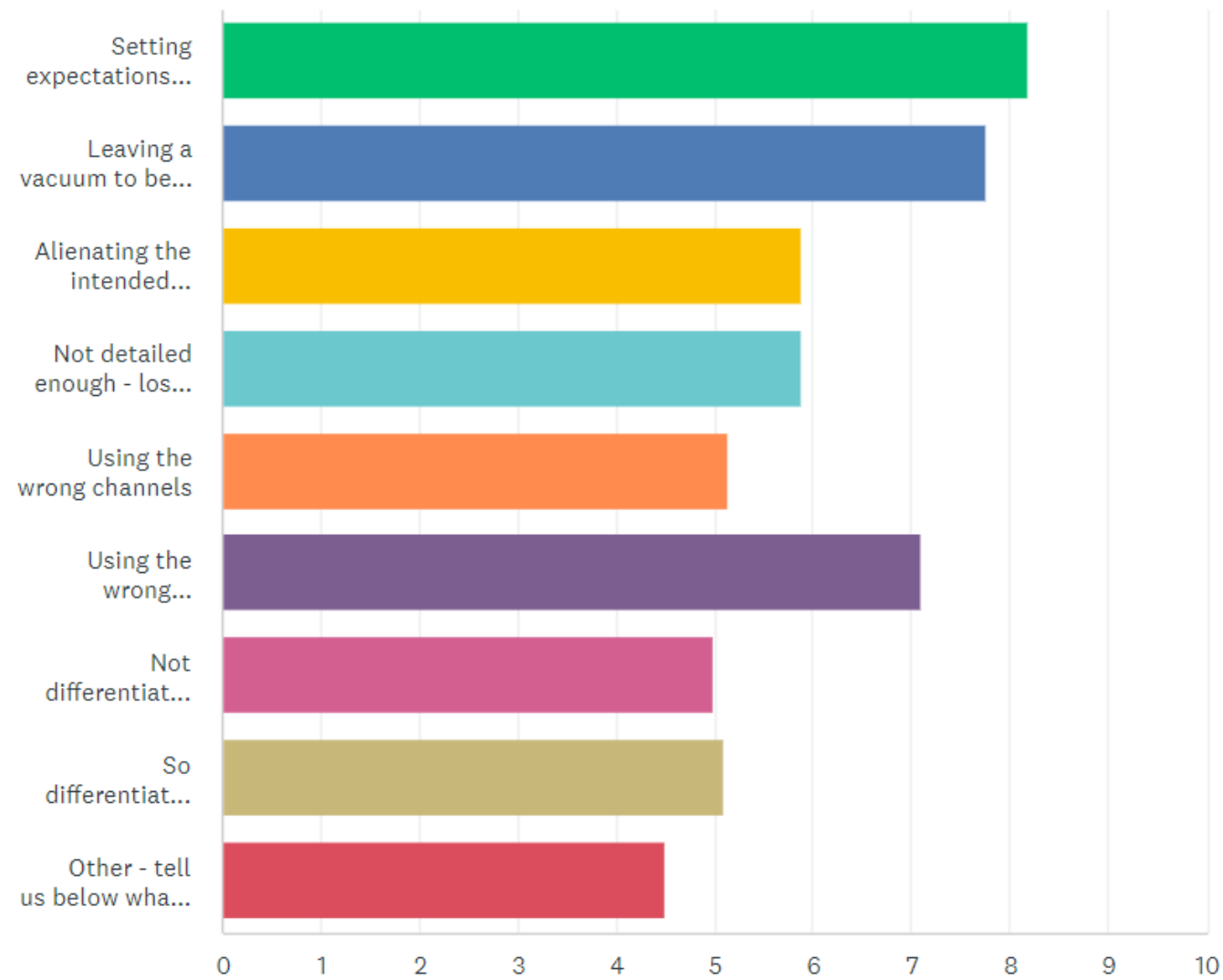
Orienting groups to hierarchy of messaging



Risk context

Thinking about broad public communications about hydrogen (likely government-led but not necessarily), what do you think are the greatest communication risks to manage in the next few years? Please choose your top three, where 1 is the greatest risk.

Answered: 21 Skipped: 0



Looking at risks affecting the development of the Australian hydrogen industry itself - particularly in getting to scale - how do you view the likelihood of the risks below occurring within the next few years?

	HIGHLY UNLIKELY	SOMEWHAT UNLIKELY	NEITHER LIKELY NOR UNLIKELY	SOMEWHAT LIKELY	HIGHLY LIKELY	TOTAL
▼ Host communities delay or stop hydrogen projects (or the main renewables feeding hydrogen projects) because of concerns about land or water use.	4.76% 1	9.52% 2	9.52% 2	71.43% 15	4.76% 1	21
▼ Insufficient small user domestic demand because consumers do not feel confident about using hydrogen equipment/fuel for household or commercial use (gas substitute or FCEVs).	4.76% 1	28.57% 6	9.52% 2	47.62% 10	9.52% 2	21
▼ Public funding is curtailed because governments lose confidence in the capacity of the industry to deliver.	14.29% 3	66.67% 14	19.05% 4	0.00% 0	0.00% 0	21
▼ Insufficient large user domestic demand because consumers do not feel confident about using hydrogen equipment/fuel for industrial use.	9.52% 2	52.38% 11	4.76% 1	28.57% 6	4.76% 1	21
▼ Insufficient international demand because potential export consumers do not feel confident about buying Australian hydrogen.	42.86% 9	23.81% 5	19.05% 4	14.29% 3	0.00% 0	21

Safety: Messaging vital for all but not always proactive

Topic	Foundation	Groups 1 and 2 (Makers/Doers)	Groups 3 and 4 (Users/Buyers)	Groups 5 and 6 (Observers/Brokers)
Safety	<ul style="list-style-type: none"> General safety message <div data-bbox="453 915 1079 1465" style="background-color: #e1f5fe; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Facts required</p> <hr/> <ul style="list-style-type: none"> Existence of appropriate government regulations and industry training. Emergency services are trained already/in training. How much detail? </div>	<ul style="list-style-type: none"> Community and employee safety are key, with local project focus for now. Show it's a priority to ensure no harm – local knowledge on safety and possible issues to be addressed. Communicate job and training planning for the future for Group 2– safety training may itself be an opportunity. <div data-bbox="1146 915 1772 1628" style="background-color: #e1f5fe; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <ul style="list-style-type: none"> How will workers be consulted about facility conversions to hydrogen? <p>“Who ...?”</p> <ul style="list-style-type: none"> Who regulates safety? Who do I go to with a complaint? <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>	<ul style="list-style-type: none"> Consumer safety is not a leading proactive message but very important – need information at hand. Potentially the more time spent on this, more likely to drive more concern. <div data-bbox="1842 915 2469 1465" style="background-color: #e1f5fe; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <ul style="list-style-type: none"> Who regulates safety? Who do I go to with a complaint? <i>(see New markets slide)</i> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>	<ul style="list-style-type: none"> Broad safety coverage, mostly community. Provide comfort that everything is/will be in place to ensure safety appropriately covered, and that Group 2 in particular is being engaged. <div data-bbox="2538 915 3165 1465" style="background-color: #e1f5fe; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>

Environment: Need to consider pre-existing concerns

Topic	Foundation	Groups 1 and 2 (Makers/Doers)	Groups 3 and 4 (Users/Buyers)	Groups 5 and 6 (Observers/Brokers)
Environment	<ul style="list-style-type: none"> Messaging on each land, water and air from a national perspective: cover land and water questions even if only to use as briefing/back pocket needs Note that water may be a larger issue than just regions. <div data-bbox="469 896 1082 1397" style="border: 1px solid #ccc; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Facts required</p> <hr/> <ul style="list-style-type: none"> Existence of reasonable processes to ensure fair access to all, and regulations to ensure no harm. Address hubs as announcements made. </div>	<ul style="list-style-type: none"> Group 1 is the main group of them all for these messages, with Group 2 possibly interested for future clean jobs. Collect local project information for now to grow evidence base. Show engagement and using local knowledge on environmental and jobs protection and possible issues to be addressed. <div data-bbox="1149 896 1785 1714" style="border: 1px solid #ccc; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <ul style="list-style-type: none"> How much land might be required? How much water might be required? How many (quality) jobs? <p>“Who ...?”</p> <p>“What ...?”</p> <ul style="list-style-type: none"> What will you do differently? <p>“Where ...?”</p> <p>“When...?”</p> <ul style="list-style-type: none"> When will industry start talking with us? </div>	<ul style="list-style-type: none"> General messaging is adequate. <div data-bbox="1845 896 2475 1442" style="border: 1px solid #ccc; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>	<ul style="list-style-type: none"> Additional information on processes to identify and resolve issues with Groups 1 and 2. <div data-bbox="2542 896 3172 1442" style="border: 1px solid #ccc; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>

Community messaging: rules of engagement with locals

Topic	Foundation	Groups 1 and 2 (Makers/Doers)	Groups 3 and 4 (Users/Buyers)	Groups 5 and 6 (Observers/Brokers)
Community	<ul style="list-style-type: none"> AHC to complete industry undertaking on working with communities, and related material. Messaging on workforce that identifies current NHS project and review as that project progresses. <div data-bbox="469 883 1082 1452" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Facts required</p> <hr/> <ul style="list-style-type: none"> Existence of appropriate government regulations and industry training. Industry undertakings. Quantification of benefits. </div>	<ul style="list-style-type: none"> Show engagement and using local knowledge on environmental and jobs protection and possible issues to be addressed. Collect local project information for now to grow evidence base. Engage locals on training – schools and local programmes. <div data-bbox="1149 883 1785 1746" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <ul style="list-style-type: none"> How will industry communicate with us? How do we know this will be different from last time? (region-specific) How will the different projects in our community be coordinated? How many jobs will be created in our region? <p>“Who ...?”</p> <ul style="list-style-type: none"> Who do we go to with a complaint? <p>“What ...?”</p> <ul style="list-style-type: none"> What’s in it for us/me? What courses should I do? <p>“Where ...?”</p> <ul style="list-style-type: none"> Where will the jobs be? <p>“When...?”</p> <ul style="list-style-type: none"> When will industry start talking with us? </div>	<ul style="list-style-type: none"> General messaging is adequate. <div data-bbox="1842 883 2479 1433" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>	<ul style="list-style-type: none"> Additional information on processes to identify and resolve issues with Groups 1 and 2. <div data-bbox="2535 883 3172 1433" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <ul style="list-style-type: none"> How do we attract the hydrogen industry to our region? <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>

Markets messaging

Topic	Foundation	Groups 1 and 2 (Makers/Doers)	Groups 3 and 4 (Users/Buyers)	Groups 5 and 6 (Observers/Brokers)
New markets	<ul style="list-style-type: none"> Messaging on likely key markets and timeframes – set expectations. Include key policy announcements and project examples. <div data-bbox="459 1108 1076 1639" style="background-color: #e1f5fe; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Facts required</p> <hr/> <ul style="list-style-type: none"> What does using hydrogen feel/look like? Timing for availability for models of vehicles and equipment, and for services, including refuelling. Upfront and ongoing costs. </div>	<ul style="list-style-type: none"> Not a priority for pure Group 1 (if they purchase they are also Group 3). Group 2 likely to be interested because markets drive employment. Consider what to say about market growth. Address export market vs domestic markets as well. <div data-bbox="1136 846 1785 1765" style="background-color: #e1f5fe; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <ul style="list-style-type: none"> How many jobs are likely to be created for Market X? How does location affect consumption in Market X? How long does it take to be trained for Market X? <p>“Who ...?”</p> <ul style="list-style-type: none"> What kind of people does Market X attract? <p>“What ...?”</p> <ul style="list-style-type: none"> What kind of jobs are likely to be created for Market X? What do we need to do to be ready? <p>“Where ...?”</p> <ul style="list-style-type: none"> Where will the jobs be located for Market X? <p>“When...?”</p> <ul style="list-style-type: none"> When will Market X take off? </div>	<ul style="list-style-type: none"> Group 3 likely covered at this stage but we need to understand service providers’ next steps for rolling out gas blending, hubs/clusters and public transport. Group 4 priority is to lay foundation for market communications to come later (and maybe one stop shop?). Consider different messages also for different consumer types. <div data-bbox="1835 968 2485 1765" style="background-color: #e1f5fe; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <ul style="list-style-type: none"> How does [X] work? Is it safe? How do I know [X] is clean/green? How much will [X] cost me? How do I service/refuel [X]? <p>“Who ...?”</p> <ul style="list-style-type: none"> Who sells [X]? Who regulates [X]? Who do I go to with a complaint? <p>“What ...?”</p> <ul style="list-style-type: none"> What is [X]? <p>“Where ...?”</p> <ul style="list-style-type: none"> Where do I go to get a deal/ current market information? <p>“When...?”</p> <ul style="list-style-type: none"> When will [X] be available for me? </div>	<ul style="list-style-type: none"> Additional information on processes to identify and resolve issues with all other groups. <div data-bbox="2535 968 3185 1515" style="background-color: #e1f5fe; padding: 10px; margin-top: 20px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>

General messaging: anything missing?

Topic	Foundation	Groups 1 and 2 (Makers/Doers)	Groups 3 and 4 (Users/Buyers)	Groups 5 and 6 (Observers/Brokers)
General	<ul style="list-style-type: none"> Hydrogen basics. Create one stop shop for information (ideally HyResource) that can be referred to. Map out potential showcasing opportunities for schools and events. <div data-bbox="459 984 1082 1650" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Facts required</p> <hr/> <ul style="list-style-type: none"> Location of credible source of the truth. Answers to: <ul style="list-style-type: none"> Why hydrogen for Australia? Why hydrogen for regions and cities? What is green/blue/clean hydrogen? </div>	<div data-bbox="1142 797 1779 1378" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>	<div data-bbox="1835 797 2472 1378" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>	<div data-bbox="2528 797 3165 1378" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">Questions</p> <hr/> <p>“How?”</p> <p>“Who ...?”</p> <p>“What ...?”</p> <p>“Where ...?”</p> <p>“When...?”</p> </div>

Thank you

For more information:
h2council.com.au