

Martin Burns, Director, Sustainable Energy Fuel Cells Australia (SEFCA)

Martin Burns began working in the IT industry in 1995 and has had extensive experience working in the Government sector and in sales management. A frustration Martin experienced during this time was the inability for power systems to keep up with the advancement in Technology. While IT doubled in power every year power remained a constant. It was Martin's belief that Hydrogen was one of the solutions that would solve the issue. Martin established Sefca with Robert Ibrahim in 2007 with the belief that the world hydrogen industries had moved from research and development to commercialisation.

Prior to Sefca there hydrogen fuel cell projects did not exist in Australia because there was no guarantee of hydrogen. Under Martin's direction, Sefca has broken this issue through a strategic partnership with BOC, Australia's largest gas supplier.

Sefca is now Australia's first successful hydrogen fuel cell integration company providing design, sales, installation and support for multiple fuel cell solutions. Sefca has successfully implemented hydrogen fuel cell projects for Telstra, Ergon Energy, Victorian Departments of Sustainability and Environment and Queensland Rail.

Martin has shown that leadership in a new field of power requires significant investment but if thought through well and combined with strong sales and technical skills, it can be successful. As the Fuel cell industry develops in Australia there will be no questioning that it was partly on the back of Sefca's early successes and willingness to take a risk in green power solutions. Martin has been proud to be at the forefront of this company and continues to act as Director of Sefca.