



H2Q STRATEGY 2022

MISSION

Queensland's Hydrogen Industry Group H2Q is an industry-led not-for-profit organisation committed to securing the economic, environmental and social opportunities hydrogen offers Queensland and Australia.

VISION

H2Q is championing the acceleration of hydrogen adoption and the development of clean energy solutions to deliver new jobs, regional prosperity and the decarbonisation of our industries and communities.

PURPOSE

Working together with the hydrogen community, industry and government, we will leverage Queensland capability to ignite a new industry, create jobs and a cleaner prosperous future.

PRIORITIES

- Create local and export industry skills, jobs and opportunity
- Maximise regional growth through hydrogen industry development
- Deliver business opportunities for local manufacturers and services
- Increase public and private awareness and confidence to invest in the hydrogen industry

OUR 2022 STRATEGIC GOALS: THREE PILLARS



SUSTAINABILITY



Decarbonisation: Supporting the Energy Transition

- Increased amount of skilled jobs in renewables and hydrogen industry
- Develop industry collaborations that contribute to the transition to a zero carbon future.

TARGET: 10% growth in jobs with a hydrogen focus



Sustainability of the H2Q Eco System

- Focus on community engagement, collaboration and involvement in hydrogen industry development
- Ensure the sustainability of H2Q by delivering on our co-created proposition to industry

TARGET: Increasing opportunities for engagement with industry and government



GROWTH



Growth Through Industry by Partnerships & Projects

- Develop opportunities for internal cluster transactions that grow the industry holistically

TARGET: Introduce, track and record introductions that evolve into projects to contribute \$1 million of projects to the Queensland industry ecosystem



H2Q Growth Through Partnering & Memberships

- As a sustainable voice for the hydrogen industry in Queensland, H2Q seeks to grow our membership base, and engage with other organisations to co-create partnerships to shape the future of hydrogen in Queensland.

TARGET: Grow the H2Q community and opportunities to contribute to valuable industry collaboration



ENGAGEMENT



Industry Engagement

- An engaging program of events both face-to-face and online to connect and grow understanding and opportunities
- Provide meaningful introductions that lead to measurable outcomes
- Continued support of Working Groups' goals and their areas of focus
 - Skills and training
 - Encouraging end user demand and increased industry supply capability
 - Safety and regulatory compliance
 - Policy and advocacy

TARGET: Facilitate connection of H2Q Working Groups with other Queensland clusters and the national agenda



Community Engagement

- Development of school engagement program for Qld / Australian schools
- Community to understand H2 importance

TARGET: Overall better community understanding of hydrogen and its role in our lives now and into the future