



H2Q STRATEGY 2023

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 2023 STRATEGIC GOALS: THREE PILLARS

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

ACTION 1 Increased engagement with H2Q Advisory Board

ACTION 2 Increased engagement with H2Q Working Groups to ensure alignment both ways and connection to other Queensland clusters and the national agenda

ACTION 3 Build on the success of the inaugural Hydrogen Connect Summit 2023 event, Brisbane

ACTION 4 Increase industry recognition and reputation of H2Q as a leading industry voice



Community Engagement

- Development of school engagement program for Qld / Australian schools
- Community to understand H2 importance
- Overall better community understanding of hydrogen and its role in our lives now and into the future

ACTION 1 Develop an industry-led online engagement campaign targeted to all communities in regional Queensland

ACTION 2 Partner with relevant government and privately-funded programs to provide industry linkage to school programs being delivered

GROWTH



Growth Through Industry by Partnerships & Projects

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

ACTION 1 Map global H2 market

ACTION 2 Develop and nurture relationships with all levels of government - Local, State and Federal

ACTION 3 Drive collaboration with external associations who have a relationship to H2

ACTION 4 Investigate methods to capture the H2Q introductions that evolve into projects and their economic contributions to the Queensland Hydrogen Ecosystem

ACTION 5 Evolve digital marketing offering to demonstrate value to members and added support for members digital profiles.



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.

ACTION 1 Set foundation with H2Q brand strategy by consultation with industry and endorsed by H2Q Board

ACTION 2 Grow the H2Q membership base and opportunities to contribute to valuable industry collaboration

ACTION 3 Engage members and partners in annual award recognition for projects, innovation and outstanding individual contribution

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.

ACTION 1 Create a central market information source for industry to access on projects / H2 usage / demand growth and supply development

ACTION 2 Support industry training and education via partners and other available channels



Sustainability of H2Q Ecosystem

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

ACTION 1 Create WIP Stakeholder map and RACI

ACTION 2 Develop H2Q operational handbook

ACTION 3 Sustainably grow the H2Q operational team reporting to CEO to support member and partner value creation