



For immediate release.

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## **Deputy Chief Economist Predicts Business, Population Growth for Sunshine Coast**

*Sunshine Coast Credit Union shares new economic report and hosts free October 3<sup>rd</sup> community event.*

In its continued work to support the economic and financial health of the region, Sunshine Coast Credit Union (SCCU) announced that its recently commissioned Sunshine Coast Regional Economic Outlook and Review is now available on the SCCU website [www.sunshineccu.com/FutureCoast](http://www.sunshineccu.com/FutureCoast). The review forecasts a stable economic climate to anchor both the Credit Union's financial strength and performance, as well as that of our local business and non-profit sectors.

Highlights of the review indicate an expanding population base that will continue to drive the Coast economy with a positive consumer demand profile. Employment is forecast to climb more than four per cent from 2016 through 2021. Housing markets will continue to operate at a high level with a strong increase in building permits, elevated home sales near 1,000 units per year on average, and median home values increasing 20 per cent by 2021. The share of non-local owner housing demand is likely to decline as retirees transition to the region full-time.

Bryan Yu, Deputy Chief Economist, Central 1 Credit Union Economics, emphasized that professionals who can work remotely and still be linked to their clients and employers, will find the Coast lifestyle highly attractive. "Small scale consultants searching for a more affordable and natural setting could find the Coast a good fit for their business, with small enterprises and other new businesses making up the fastest growing sector of the Coast economy," said Yu.

"We are highly encouraged by the research and analysis of Central 1's deputy chief economist, Bryan Yu, which reflects the realities we are seeing at Sunshine Coast Credit Union. Steady growth in our member base, coincident with increased financial expertise and services from our own expanded team, demonstrate our commitment to anticipating and delivering on the evolving expectations of our members", said Shelley McDade, CEO of SCCU.

Hosted by Sunshine Coast Credit Union, the Community Connection Event Series on October 3<sup>rd</sup> at Raven's Cry Theatre aims to deliver information that supports the health and strength of the local community. Yu will elaborate on the economic future of the Sunshine Coast after a short presentation from the Sunshine Coast Community Foundation on the latest Vital Signs data. SCCU will kick off the event with a special information session for non-profit representatives. Peter Brown, a partner at the law firm of Edwards, Kenny & Bray LLP, will speak to Legal Considerations for Non-Profit Organizations

including the nexus between charities and advocacy work, as well as contracts and director and officer liability

Learn more online at: [www.sunshineccu.com/FutureCoast](http://www.sunshineccu.com/FutureCoast) and save your seat today- RSVP to: [FutureCoast@sunshineccu.net](mailto:FutureCoast@sunshineccu.net).

**About Sunshine Coast Credit Union**

With more than \$675million in assets, Sunshine Coast Credit Union is a full-service co-operative financial institution serving 16,800 members through 3 locations and mobile service. Employing more than 80 people, SCCU is a recipient of CoachingWise, an International Coach Federation designation. Investing in one another to build a healthy community is how we began 75 years ago, a vision that remains true today. Together, we enrich lives & community on the Sunshine Coast. Learn more at [www.sunshineccu.com/OurStory](http://www.sunshineccu.com/OurStory)

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