

Business feels fall in Coast economy

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HOLDING on to your job, no matter how much you may hate it, has never been more important to Sunshine Coast residents than now.

A study by Queensland's leading business association, Chamber of Commerce and Industry Queensland, found the economic outlook for the region was the worst it had ever been and several more businesses looked set to shut their doors in the next few months.

The CCIQ's Pulse survey of the June quarter, the state's most widely recog-

nised analysis of the condition of business, showed the Sunshine Coast faired the poorest in Queensland.

"The Sunshine Coast in particular has seen the most dramatic decline in business conditions indicators, all down by an average of 12 to 16 index points," the report said.

"It is not surprising this region also has the lowest level of business confidence

CCIQ general manager policy Nick Behrens said the situation on the Coast and in Queensland generally was worse than at the height of the global financial crisis and there appeared to be no



GOING BACKWARD: Sunshine Coast Business Council chair Jason Law said Coast business conditions had plummeted.

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immediate light at the end of the tunnel.

"Indicators suggest it is going to get worse before it gets better," Mr Behrens said.

"There are a number of Sunshine Coast operators

that have said they have dug as far as they can in their own pockets and face the difficult decision to let staff go or close their own doors."

The gloomy scenario was supported by Coast business leaders this week.

Sunshine Coast Business Council head Jason Law said "anecdotal evidence" showed the Sunshine Coast was in its "worst state yet".

"From conversations with business we've had the worst type of feedback," he said.

Maroochydore Chamber of Commerce president Myles McNamara said the region's businesses "were suffering".

"We are suffering from long-term systemic failure of economic development on the Sunshine Coast," he said.