

FOR IMMEDIATE RELEASE

Media release

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Get the facts on the local economy from today

It has long been a source of frustration for local economic and social researchers – as well as media – to access up-to-date, reliable, local stats on a range of economic data.

But today, Sunshine Coast Council, in partnership with the University of the Sunshine Coast, is happy to announce these days are at an end.

“Researchers, media outlets and the public can now access economy.id, an online economic data source for the Sunshine Coast region,” Economic Development (emerging industries) portfolio councillor Stephen Robinson said.

“This online tool can monitor and track the local economy and benchmark our region against other regions, the state in general, and nationally.

“It will also assist in the compilation of a periodic economic review report, which will provide regular, reliable information to the community. Most importantly it will provide ongoing monitoring and evaluation of the delivery of the recently released Economic Development Strategy and help drive inward investment.

“Economy.id will also prove to be an invaluable asset for university research and economic monitoring at council – but it also means that, for example, when in future someone makes a claim about the Sunshine Coast’s economic position, it can be readily checked for accuracy and local relevancy by local media.”

Economy.id joins a suite of socio-economic demographic products council has already invested in, such as profile.id and atlas.id, Cr Robinson said.

Visit <http://economy.id.com.au/sunshine-coast/home>

Ends

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