



HOW ARE WE INVESTING IN A HEALTHY ECONOMY?

The Sustainable Economic Development Strategy was completed by the CVRD in 2011 with an overall goal of building a sustainable future for Cowichan. Additional objectives include becoming a community of choice for Green Business, achieving local economic stability, and building a diverse economic and employment base that will provide a strong and prosperous community as we move into the future. Furthermore, it includes an economic strategy focused on efforts that will support climate change adaptation and mitigation.

Working in partnership, the CVRD developed a 5-year plan with Tourism Cowichan to achieve a number of goals including positioning regional tourism as a key component for economic growth and developing Cowichan as a top tourist destination .

ECONOMIC HEALTH

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UNEMPLOYMENT

Total rate of unemployment **7.4%**
(2016)

Female
6.5%

Male
8.3%¹

First Nations
16.9%²

Youth
12.6%³

Comparison

Did you Know? Median earning gaps between men and women in Cowichan are one of the biggest in BC. Locally, women earn only 66% of what men earn.⁵

EMPLOYMENT INSURANCE BENEFITS

Cowichan Region: **1.9%** BC: **1.5%**⁶

PART-TIME

27%

FULL-TIME

73%

Employment

SELF-EMPLOYED
16%



TOP 5 OCCUPATIONS

by % of workforce employed

% of total

Total (%)

Male (%) Female

Sales & service

23

36

64

Trades, transport & equipment operators

18

95

5

Business, finance & administration

13

22

78

Management

11

59

41

Education, law & social, community & government services

11

31

69⁴

Comparison

SECTOR GROWTH & DECLINE

Service Sector (health care, social services, transportation, warehousing, finance & insurance)

Construction

Tourism

Agriculture

Manufacturing⁷

Retail Sales

10%⁸

higher in Cowichan than the national average

SOCIAL PLANNING COWICHAN



Cowichan Bay



South Cowichan



Duncan



VIU Duncan

"Pressures from the big cities are driving more people to move to Cowichan, which requires more jobs and more affordable housing."

Lynn Weaver, Executive Director, Global Vocational Services

ECONOMIC HEALTH

YOUTH
EMPLOYMENT
RETENTION RATE

-34.1%⁹

62% of the business community are optimistic about their growth

OPPORTUNITY
THROUGH
EDUCATION



VIU Enrollment
Cowichan Campus

SD 79 Dual
credit
program¹⁰

↑ 17%
since 2011

↑ 70%
since 2010

LOCAL BUSINESS

based on data collected from 2016 Business Leaders Survey

SUCCESSES ✓

- Local agriculture, food & culinary sector
- Wine industry & tours
- Cowichan Regional Visitor Centre
- Local parks & trail development
- Roads/infrastructure
- Sunfest Music Festival
- VIU campus

CHALLENGES ✗

- Skills shortage
- Transportation/shipping costs
- Managing business growth & expansion
- Local government red-tape

LOCAL NON-PROFIT SECTOR

350 non-profit organizations

\$119m economic impact of non-profits¹¹

TOP ECONOMIC DEVELOPMENT PRIORITIES

- 1 Market the region as a tourism destination
- 2 Improve local infrastructure and/or business services
- 3 Build/expand tourism infrastructure
- 4 Improve community services & livability