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## MEDIA RELEASE

### How Confident Are You?

The Regional Economic Development Corporation (REDC) is calling for residents to take part in first of the Resident Confidence Surveys for 2010.

In 2010 the surveys will be used to monitor the change in resident confidence in the Mackay Whitsunday region. With this information, REDC is able to gain a holistic view of how the economic downturn and consequent changes in the region affects residents.

REDC CEO Narelle Pearse considers the surveys as the most effective way of gauging the change in confidence that has occurred within the region.

It is important for residents in the region to be able to express their change in circumstance, which then allows REDC to observe the changes over the previous six months to get a good understanding of how people have been affected by the Global Financial Crisis (GFC). Now the focus is more on how residents are recovering from the GFC.

REDC will collate this information and provide statistics to key stakeholders so that decisions can be made to assist those struggling with the economic changes and provide information for funding and programs for the region.

This survey was initially undertaken early in 2009 and has been used to monitor the change in confidence of people within the region.

The survey, which is distributed six monthly, can be accessed directly by visiting the [www.mwredc.org.au](http://www.mwredc.org.au) and the survey is featured on the front page.

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