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The context of this economic profile and forecast for BC is not sunshine and lollipops—far from it. With the US as the epicenter, worsening economic conditions, uncertainty, and the instability in financial markets have swept across the globe. Forecasts of short-term economic growth have been consistently downgraded—often sharply—for major world economies. Canada is no exception. Some forecasts suggest that the Canadian economy will grow less than 1% in real terms, something that has not happened since 1992. Regional disparities in economic performance within Canada remain, with western provinces—including BC—faring somewhat better than central Canada so far this year.

Although employment growth in BC has slowed, growth through August of this year has been better than in most other parts of Canada. Moreover, BC’s employment growth is not down dramatically from the average growth for this period over the preceding five years. Nationally, on the other hand, the rate of employment growth so far in 2008 has been considerably weaker than in recent years.

Consumer spending has played an important role in BC’s economic expansion in recent years, increasing 5.5% annually on average for the past five years. However, recent data show that second quarter 2008 retail sales grew only 1.6% from the previous year, the lowest percentage increase in five years.

After growing for seven consecutive years, the total value of building permits in the first six months of this year is down 8.8% from the same period in 2007. Private and public sector investment—construction and investment in machinery and equipment—continue to grow, albeit at a slower pace than in recent years.

The state of BC’s forestry sector has gone from bad to worse. In 2007, the industry experienced one of its worst years in decades. Employment, exports, and production levels all dropped significantly. The bad news carried over into 2008, with numerous mill closures and large job losses. The industry has been facing a long list of issues including the collapse of the US housing market and the strong Canadian dollar.

BC’s export sector had the worst performance of all provinces last year, and exports from the province are on track to fall for the third straight year in 2008 due in large part to the sharp decline in forest products exports.

Like the rest of Canada and most of the world, BC is confronted with a great deal of uncertainty when it comes to short-term economic prospects, and any forecast at this stage must be read with even more caution than would normally be the case. It is, however, possible to say this with a high level of certainty: economic growth in BC has slowed. This year and next, BC’s economic growth will yet again exceed the national average but will come in well below the six year average of 3.4%. The Canada West Foundation expects real economic growth in BC of 1.5% in 2008 and 1.3% in 2009.
1. Economic Backdrop

The context of this economic profile and forecast for BC is not sunshine and lollipops—far from it. With the US as the epicenter, worsening economic conditions, uncertainty, and the instability in financial markets have swept across the globe. Alan Greenspan—former Chair of the US Federal Reserve—went so far as to call the events in the US a “once-in-a-century” financial crisis. Forecasts of short-term economic growth have been consistently downgraded—often sharply—for major world economies. At the same time that growth is slowing worldwide, inflation has emerged as a concern as energy and food prices have risen.

Forecasts of Canadian economic growth have been revised downwards as well. Some forecasts suggest that the Canadian economy will grow less than 1% in real terms in 2008, something that has not happened since 1992. Canada is forecasted to experience the second lowest growth of G7 countries in 2008 (OECD 2008). On an annualized basis, the Canadian economy contracted 0.8% in the first quarter and grew 0.3% in the second quarter. These growth rates are well below those of last year—the analogous figures for the first two quarters of 2007 were growth of 4.1% and 3.9% respectively. Regional disparities in Canada remain, with western provinces faring somewhat better than central Canada so far this year. BC has been a full participant in the shift of economic strength to western Canada, beating the national rate of economic growth for the past six years. In fact, it was nearly a generation ago that BC last witnessed a comparable period of economic expansion. BC will outperform the country as a whole again this year and next, but the rate of expansion of the BC economy will come in well below the six year average of 3.4%.

2. Labour Market

Employment growth in BC has outpaced the country as a whole since 2003 (see Figure 1). BC’s employment growth through August of this year has been better than every other province except for PEI. While employment growth in BC has slowed, it is not down dramatically from the average growth for this period over the preceding five years. Nationally, on the other hand, the rate of employment growth so far in 2008 has been considerably weaker than in recent years. Employment growth in BC thus far is entirely due to gains in full-time positions. Despite job losses in the beleaguered forestry industry, employment in the goods producing sector has increased overall due to gains in high-paying industries such as construction (13.3%) and mining and oil and gas extraction (13.9%). BC job creation was also solid in some high-paying service industries including public administration (9.4%) and education (5.2%). As a whole, more than 60% of the jobs created so far in 2008 were in industries where salaries are higher than the economy-wide average of $745 per week.

BC’s unemployment rate remains low, averaging 4.3% for the first eight months of the year. Relatively strong employment growth has helped bring the province’s unemployment rate down noticeably in recent years—only five years ago the jobless rate was above 8%.

3. Household Demand

Robust employment growth, gains in real personal incomes, and a healthy overall economy have all contributed to strong household demand in recent years. Retail sales have increased 5.5% annually on average for the past five years. However, recent data show that second quarter 2008 retail sales grew only 1.6% from the previous year, the lowest percentage increase in five years (see Figure 2). Slower retail sales growth is consistent with trends in consumer confidence in BC, which recently hit its lowest level since 2003 (Constantineau 2008).

As is the situation in most of Canada, activity in BC’s housing market has slowed. Total housing starts in BC increased in 2007, despite a drop in starts of single-detached homes. The Canada Mortgage and Housing Corporation (CMHC) forecasts that total housing starts—single-detached and multiple units—will fall 8.7% in 2008 and 12.0% in 2009 (see Figure 3), making BC’s decline the second most pronounced among all provinces. Slowing housing market activity is also evident in the resale market. The CMHC expects that
residential resales will be down 16.1% in 2008 and 1.5% in 2009 (Canada Mortgage and Housing Corporation 2008).

Compared to the rest of the country, consumer spending has played a relatively more important role in BC’s economic expansion in recent years. From 2000 to 2007, nearly 80% of BC’s growth was generated by personal consumption, in sharp contrast to 60% in the rest of the country. A pullback in household demand and consumer expenditure will certainly constrain BC’s economic growth in the near term. The second largest source of GDP growth in BC is residential construction, which is also starting to reflect consumer fatigue.

Growth in private and public sector investment—construction and investment in machinery and equipment—slowed somewhat to 5.4% last year, after averaging 14.0% from 2003 to 2006 (see Figure 6). Statistics Canada reported a 4.6% increase in investment intentions for non-residential construction and
machinery and equipment in 2008, which is slightly lower than the modest increase observed in 2007.

The British Columbia Major Projects Inventory provides a wider look at major development activities in the province. According to the June 2008 issue, 832 major capital projects with a total estimated value of $157.9 billion were planned or under construction in the province during the second quarter of 2008 (BC Ministry of Economic Development 2008). This is 33.0% higher than the value of projects from the second quarter of 2007. Overall, construction has started on just under 40% of major projects in BC in terms of value, with the remainder comprised of proposed projects. In northern BC (the Cariboo, North Coast, Nechako, and Northeast Development Regions), projects for which construction has commenced account for barely more than 10% of the total value. Many of the high value proposed projects are mines that are still in approval and permitting stages. It is important to note that it has been more than a decade since a major metal mine has opened in BC (Business Council of British Columbia 2008).

5. Natural Resources

Forestry

The state of BC’s forestry sector has gone from bad to worse and the outlook in the near term is not bright. In 2007, the industry experienced one of its worst years in decades. Employment, exports, and production levels all dropped significantly. The bad news carried over into 2008, with numerous mill closures and large job losses. The industry has been facing a number of issues including the collapse of the US housing market, the strong Canadian dollar, competition from low-cost foreign producers, high fuel prices, and the Mountain Pine Beetle infestation. Although the forestry sector’s relative importance to the overall BC economy has declined over time, it continues to be the main source of BC’s exports and a key employer in many parts of the province; deteriorating conditions in the forestry industry are felt across the province and spill over to other parts of the economy. Pulp mills have been the source of some good news, something that is in short supply in the forestry sector. As discussed later in this report, manufacturing sales of pulp mills and exports of wood pulp posted solid increases in 2007.

The plight of the industry is arguably being felt the most in communities where forestry and forest products are the major source of employment. Small communities in forestry dependent areas have been hit particularly hard by mill closures and job losses. For example, in Mackenzie, a town of 4,700 in BC’s northern interior, well over 1,000 forest workers have been laid off in the past year and every major forestry operation has shut down (Hamilton 2008).

Across the province, forest product industries—forestry and logging plus wood and paper manufacturing—have shed more than 27,000 jobs from 2000 to 2007, a drop of nearly 30%. Paper manufacturing employment has dropped by nearly half since the early 1990s and employment in sawmills and wood preservation—the largest in terms of total employment in forest products—has dropped by more than a third (see Figure 7).

Mining and Natural Gas

The performance of BC’s mining sector in 2007 was positive, although not as strong as in 2006, which was a tremendous year for the industry. Total mineral sales were down 5.3% from 2006 to 2007, due to lower shipments for coal and
BC's natural gas industry is largely concentrated in the northeastern part of the province, where it is an important economic driver and employer. BC is Canada's second largest producer of natural gas, accounting for 16.0% of Canada's total production (Canadian Association of Petroleum Producers 2008). The industry slowed down in 2007—drilling activity for the year was 34.5% below the average level of activity over the three preceding years (BC Oil and Gas Commission 2008). The slowdown was due in large part to lower natural gas prices. Although prices are up compared to last year, drilling activity for the first eight months of 2008 is a shade below the same period in 2007.

Capital spending within the sector remained strong at $5 billion in 2007, nearly 30% higher than the average level of spending over the past eight years. The industry also continues to be an important source of revenue to the BC government. Land title sales through September of this year have broken records, reaching $2.3 billion, well over twice the amount collected in all of 2007 and more than five times the average amount collected annually over the past 10 years (BC Ministry of Energy, Mines and Petroleum Resources 2008b). In addition to land sales, natural gas brings in substantial royalty sums. The BC government anticipates that natural gas royalties over the next three fiscal years will add up to $4.8 billion, exceeding total corporate income tax revenue over this period (BC Ministry of Finance 2008).

### 6. Exports

BC's total merchandise exports grew by roughly 10% in 2004 and again in 2005, but fell 1.9% in 2006 and 7.0% in 2007 (Industry Canada 2008). BC's lacklustre export performance—the worst of all provinces last year—came as a result of the strong Canadian dollar, the decrease in demand for building products in the US, and lower prices for coal and natural gas. The weakness of 2007 carried over into 2008. In the first seven months of 2008, exports are down 3.6% compared to the same period last year, with forest products exports down significantly. January to July exports of softwood lumber to the US are down 39.7% compared to the same period a year earlier. The US is by far the most important market, accounting for more than 70% of BC's total softwood lumber exports over the past 10 years. On the upside, the value of energy sector exports shot upwards, largely on the back of much higher coal prices (Industry Canada 2008; BC Stats 2008a). In fact, the value of coal exports recently exceeded softwood lumber, which has long been BC's top export product group (see Figure 10).
BC’s export sector has changed markedly since the early 1990s. The relative importance of some industries has waned while others have become more prominent. The contribution of wood and paper products industries to total exports has diminished significantly. In the mid 1990s, these industries accounted for nearly 60% of all merchandise exports. By 2007, wood and paper products industries were responsible for only 36% of BC’s total merchandise exports (Industry Canada 2008). One bright spot has been the emergence of new markets for wood pulp. BC pulp exports, which represent one-fifth of forestry exports, jumped 27.4% from 2005 to 2007, with China absorbing 60% of the growth. China’s imports of BC pulp have doubled in the last five years and in 2007 China replaced the US as BC’s top export market for this product. Other industries, such as the oil and gas sector, have seen their share of BC’s exports increase as well.

The final destinations for BC’s exports have also evolved over time. Last year, 12.8% of BC’s exports went to Japan, compared to 24.4% in 1996. On the other hand, the share of exports going to three other Asian economies—South Korea, China and India—has increased from less than 5% in 1999 to over 10% in 2007. The proportion going to the US—BC’s largest export market by far—has trended downward somewhat in recent years. A combination of factors such as globalization, liberalized international trade, the rapid growth in countries like China and India, and the high Canadian dollar are behind these developments.

7. Manufacturing

Total sales of the BC manufacturing sector dropped $2 billion (4.5%) in 2007. The worst results came from BC’s most important manufacturing sector—wood products manufacturing—which plunged $2.5 billion or 24.4% (see Figure 11). Excluding wood products, BC manufacturing sales increased marginally in 2007. On the positive side of the ledger were paper manufacturing and fabricated metal products. Pulp mill sales, which account for roughly half of paper manufacturing, were up 14.8% last year.

As mentioned earlier, conditions are tough for many forestry related firms and the decline in wood products manufacturing has continued into 2008. However, results for the first seven months of 2008 are positive in several sub-sectors and total manufacturing sales for January to July of 2008 are up 4.7% over the same period in 2007. Food manufacturing, an important sub-sector that was flat last year, is up 15.1%. After a large decline in 2007, the computer and electronic products sector is up significantly. Paper manufacturing and fabricated metal products have recorded further gains in the value of manufacturing sales.

8. Tourism

BC Stats reported that the province’s tourism sector experienced solid growth in 2007, despite the fact that the number of tourists from the US fell for the seventh straight year (BC Stats 2008c). The depreciation of the US dollar relative to the Loonie and higher costs of airfare and gasoline have contributed to the decline in the number of American visitors to BC. Visits made by American tourists are a very important component of the BC tourism industry; more than three-quarters of foreign visitors to BC are from the US. Offsetting this trend is an increasing number of overseas tourists from Europe and
Australia. Overseas tourists tend to stay for longer periods of time and have a relatively large economic impact.

Recently released results for the first quarter of 2008 indicated that tourism growth has slowed (BC Stats 2008c). Worsening economic conditions in the US and abroad, along with the strong Canadian dollar and increased travel costs, will have a negative impact on BC's tourism sector in the near term.

9. Conclusion and Forecast

Like the rest of Canada and most of the world, BC is confronted with a great deal of uncertainty when it comes to short-term economic prospects. Of course, this makes it all the more difficult to figure out exactly where the economy will go over the next year or so. Most economic forecasts include at least some mention of upside and downside risks, recognizing that economic conditions can—and usually do—change unexpectedly. Risks to this forecast are considerable, especially the downside risk of further deterioration of the US economy and slower growth globally.

It is, however, possible to say this with a high level of certainty: economic growth in BC has slowed. The rate of growth in retail sales has declined, as has activity in the housing market. BC consumers are noticeably less confident now than they have been in the past few years. Data for building permits, non-residential construction, and business investment also provide evidence that the pace of economic expansion has decelerated.

Although segments of the domestic economy in BC have slowed, they nonetheless remain in positive territory. Reasonably good labour market conditions and growth in BC’s population will help prop up consumer and household demand. The provincial rate of unemployment remains low and job growth through August of 2008—although down slightly compared to recent years—has been stronger in BC than in most of Canada. BC continues to be an attractive place for new residents, both in terms of interprovincial migration and immigration from abroad.

Elsewhere in the BC economy, the outlook is far from rosy. BC’s export sector continues to feel the impact of an array of challenges, including the strong Canadian dollar. The decline in exports over the past two years has continued into 2008. Weakness in exports is due in large part to the tough conditions plaguing forestry industries. As it stands, a reversal in fortunes for the forestry sector is highly unlikely in the near term.

This year and next, BC’s economic growth will be well below the six year average of 3.4% (see Figure 12). While it may not provide much consolation, BC can look forward to yet again outperforming the country as a whole. The Canada West Foundation expects real economic growth of 1.5% in 2008 and 1.3% in 2009.

References


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Our Vision
A dynamic and prosperous West in a strong Canada.

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A leading source of strategic insight, conducting and communicating non-partisan economic and public policy research of importance to the four western provinces and all Canadians.

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In 1970, the One Prairie Province Conference was held in Lethbridge, Alberta. Sponsored by the University of Lethbridge and the Lethbridge Herald, the conference received considerable attention from concerned citizens and community leaders. The consensus at the time was that research on the West (including BC and the Canadian North) should be expanded by a new organization. To fill this need, the Canada West Foundation was created under letters patent on December 31, 1970. Since that time, the Canada West Foundation has established itself as one of Canada’s premier research institutes. Non-partisan, accessible research and active citizen engagement are hallmarks of the Foundation’s past, present and future endeavours. These efforts are rooted in the belief that a strong West makes for a strong Canada.

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