

## Strategic Objectives

JPC aligns its strategic objectives to support the vision and mission of the City's GDS 2040. This highlights the Company's role as an economic and social property agency to achieve positive developmental outcomes. JPC's strategy reflects those of the Economic Growth, Human and Social Development, Sustainable Services and Governance Clusters, as well as various Integrated Development Plan (IDP) programmes. In synchronising the various strategic aims, JPC identified the following as strategic objectives:

- Supporting economic development;
- Supporting community development and social initiatives;
- Utilising the property portfolio to address social imperatives and priorities;
- Utilising the portfolio as a vehicle for transformation;
- Ensuring efficient, economic and effective service delivery to clients, customers and stakeholders; and
- Ensuring a professionally managed, sustainable and profitable Company.

### Strategy in action

During the year under review, JPC underwent a corporate restructuring process to better align its strategy to the GDS 2040, positioning the Company for growth and enhancing its ability to exercise its mandate effectively.



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