

## Section 6: Strategic Objectives

JPC's corporate strategy is fully aligned with the vision and mission of the integrated development plan, the Growth and Development Strategy 2040 and the mayoral priorities. JPC recognises and emphasises its role as an economic and social property company to achieve positive developmental outcomes. JPC's strategic objectives are long-term plans that contribute annually to the vision of the organisation through the annual target, which is linked to the mayoral priorities.

The GDS 2040 has the following outcomes:

- **Outcome 1:** A glowing, diverse and competitive economy that creates jobs.
- **Outcome 2:** Enhanced, quality services and sustainable environment.
- **Outcome 3:** An inclusive society with enhanced quality of life that provides meaningful redress through pro-poor development.
- **Outcome 4:** Caring, safe and secure communities.
- **Outcome 5:** An honest, transparent and responsive local government that prides itself on service excellence.

The City's IDP identified the following nine mayoral priorities to be implemented to achieve the above five outcomes:

- **Priority 1:** Promote economic development and attract investments towards achieving 5% economic growth that reduces unemployment by 2021.
- **Priority 2:** Ensure pro-development that addresses inequality and poverty and provides meaningful redress.
- **Priority 3:** Create a culture of enhanced service delivery with pride.
- **Priority 4:** Create a sense of security through improved public safety.
- **Priority 5:** Create an honest and transparent City that fights corruption.
- **Priority 6:** Create a City that responds to the needs of citizens, customers, stakeholders and businesses.
- **Priority 7:** Enhance our financial sustainability.

- **Priority 8:** Encourage innovation and efficiency through the Smart City Programme.
- **Priority 9:** Preserve our resources for future generations.

To better coordinate priority programme implementation and manage interdependencies, the City implements a cluster system with four clusters, namely Human and Social Development, Economic Growth, Sustainable Services, and Governance. JPC is part of the Economic Growth Cluster and responsible mainly for the following priorities:

- **Priority 1:** Promote economic development and attract investment towards achieving 5% economic growth that reduces unemployment by 2021.
- **Priority 2:** Ensure pro-development that addresses inequality and poverty and provides meaningful redress.
- **Priority 7:** Enhance our financial sustainability.

JPC's corporate strategy details how it responds to the GDS 2040 and IDP, based on the mandate given to the organisation. JPC's strategy to deliver on the mandate indicated in the corporate strategy has the following long-term 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.
- Ensuring a professionally managed and sustainable company.

In order to deliver on the strategic objectives, the business plan of JPC has the following annual targets that also contribute to the mayoral priorities falling within economic cluster for the year under review.