

Section 1: Foreword by the Member of the Mayoral Committee



I have recently stepped into my new role as MMC of Economic Development. I have a background in the property business and have experience in an oversight role with Development Planning. I look forward to working with JPC Management and the Board, to play my part in ensuring that the City's key asset base is well managed and maintained.

The department, together with Development Planning, plays a pivotal role in achieving the Mayor's Inner City turn-around objectives. Within this plan, JPC, in particular, is under pressure to hit a number of tight delivery timelines. I am confident however, that with an increased focus and sense of urgency, we can exceed the Mayor's expectations.

JPC is also required to contribute towards the GDS 2040 vision. In this regard, JPC needs to focus on creating *liveable communities* as well as assisting Development Planning to best develop targeted economic nodes by intelligently using Joburg city assets. Added to this, JPC's key role in the rejuvenation of the inner city will assist in combating urban sprawl and addressing apartheid era planning, both key issues in our IDP and GDS 2040 objectives. Having touched on the interconnected roles of Economic Development and Development Planning, I feel that I must emphasise this as an area where improvement is necessary. Both departments are needed to work hand in glove, if the level of required co-ordination is to be achieved.

In terms of public reputation and participation, JPC's open days are a positive step towards better interaction with Joburg's residents. Ultimately, it is our residents, who are the true judges of our performance. Without wanting to water down this gain, it must also be put on record that timeous handling of ward councillor queries can be improved a good deal. Steps are also being taken to test out a pilot initiative, whereby regional JPC representatives will make themselves available at the City's walk-in centres on set days during the month. This will make it more convenient for residents to interact with the entity and resolve outstanding issues.

The entities KPIs were not all achieved by year-end. To be precise, 75% against a standard of 85% was earned. The contributing factors to this underachievement will need to be addressed as quickly as possible to guarantee that JPC can head into a new financial year knowing that it has a clear path ahead of it.

I will be urging JPC Management, as part of my corrective action to conduct sessions with the City Manager in order to address stoppages and delays in the lease renewal process. Particularly community and social leases, as this once again impacts on our 2040 goal to create liveable communities that offer the full array of community facilities and activities.

Moving back to positives, the year resulted in the opening of the new Alexandra Mall, an initiative which will drive job creation and commerce in a historically disadvantaged area. We will also shortly see the passing of the new Outdoor Advertising By-Laws which should enable us to tighten up on the clutter but also improve revenue for the City.

In closing, I would like to thank the Board for their welcoming and helpful stance, and all JPC staff in performing their mandate. It is the staff that will carry the burden of driving day-to-day standards and objectives. We certainly have some challenges ahead of us, but I know that we can overcome.

A handwritten signature in black ink, appearing to read 'Leah Knott', written over a light blue background.

LEAH KNOTT | MMC Economic Development