



## Foreword by Member of the Mayoral Committee

“JPC plays an important role in the Integrated Development Plan (IDP) and the Growth and Development Strategy 2040 (GDS 2040) of the City to unlock land and drive development, especially in underdeveloped and previously marginalised areas. Shopping malls and all associated goods and services must be within easy reach of consumers.”

COUNCILLOR SHARON PEETZ | MMC | Economic Development

JPC is a critical economic development and transformation tool for CoJ, and the importance and impact of all decisions taken cannot be emphasised enough. During this financial year, JPC undertook an institutional review to ensure that there are improved efficiencies in the whole organisation, with the key focus on improving on the land release processes. Property is a catalytic tool to enhance social cohesion and the proactive absorption of the poor, and is the main driver of transformation. Property is about unbundling land in a strategic manner to enable the development of the economy.

The current spatial development of Joburg benefits only a small portion of the community, mainly the transporters. It is imperative that land is availed timeously to individuals, entrepreneurs, and organised business to drive transformation. Each step, however miniscule, has an impact on the lives of the underprivileged.

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If this can be accomplished, it will lead to less pressure on inflation and a better quality of life for all. JPC has embraced this challenge and is taking steady steps to ensure that it becomes an efficient manager of the property assets of the CoJ. This approach ensures a focused organisation that will deal holistically with all properties owned by the City and managed by JPC.

While we are mindful of the complex challenges, it is our total commitment to service delivery, combined with a spirit of determination, that has resulted in the improved provision of service. This is confirmed by the performance of JPC against the scorecard as well as delivering on key projects like Newtown Junction. In conclusion, I wish to recognise the efforts and commitment of JPC’s Board and Employees. Your efforts have brought us closer to the delivery of a good, reliable, and quality service to the communities, ratepayers, residents, and businesses of the CoJ.

**Sharon Peetz**  
Councillor