

Section 1.2: Highlights/Achievements - Support Departments

Section 1.2.1 Marketing and Communication

The marketing and communication team focused on maintaining the media presence which has experienced continuous growth, with the social media pages conveying the message that JPC is the leading property company within the public sector. In this fiscal year, JPC received a huge amount of acknowledgement from the industry. The flagship project, the Council Chamber received a five-star certification by The Green Building Council of South Africa in September 2016. The first public service building to receive a such a rating in the category of "Public and Education Development". The Council Chamber won a SAPOA Award in the "Other Developments" category, and also received an award at the International Property Awards ceremony in the category "Africa and Arabia". These acknowledgements assisted greatly in garnering publicity for JPC's work.

Internal Communication

The two internal newspapers, namely, Staff Talk and Getting To Know You, produced by JPC staff are to be distributed more regularly throughout the year to keep staff up to speed with information. Staff Talk focuses on the projects that JPC is involved in within its five core areas. The purpose of Staff Talk is to communicate on the projects delivered by JPC around the seven regions of the City. These increased publications will keep the staff informed with the impact made by JPC on its residents. The newspaper is also supported by the intranet, providing brief updates on a biweekly basis to all staff members. Getting To Know You focuses on staff by sharing their stories. It allows employees to get to know each other and aims to educate and entertain on the softer issues. Both publications are electronic, eliminating printing expenses.

