

Media Tours

These quarterly tours were introduced last year and the goal was to introduce the media to JPC developments. It was apparent that whenever a tour was hosted, the publicity associated with this increased. The benefit of having the media cover JPC developments is that it increases its visibility among residents and also showcases the inroads made. The media tours content is regularly supported by the JPC and the City of Johannesburg's social media pages. The message is amplified by others who were not in attendance.

In the last year, four media tours were undertaken to the following facilities: Rissik Street Post Office, Jabulani Cultural Precinct, the City of Johannesburg Council Chamber, Alex Mall and a few other developments. Surprisingly, the public art in the city proved to be a firm favourite among residents, indicated by its mention in many social media tweets. The attraction remains the creativity, but also the participative value of taking the citizens along in building the city. This is in accordance with the City's policy of 1% CAPEX spend to be committed to the arts.

The best coverage remains with the community papers and the built-specific publications like Engineering News, Leading Architecture and Earthworks. The Chamber, however, transcended all media types based on its awards, and also because it is a major landmark that has a catalytical value by stitching together suburbs.



JPC Women in Property Conference

The JPC Women in Property Conference is an initiative by JPC to enable and empower women in the property field. JPC was positioned as an organisation that shares its vision, while addressing the concerns of industry players. This is in keeping with being a transparent organisation. The event was held on 24 August 2016. Various property professionals addressed the role of women in property, the role of facilities management, property as an enabler in gender transformation, experiences for women in property, as well as challenges and opportunities in property.

Media Coverage and Media Releases

The key driver throughout the year was the Council Chamber, but the Soweto Steel Art Competition also contributed to the large media coverage.

