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Media Statement

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JPC Rolls Out Citywide Community Outreach Campaign to Bring Services and Opportunities Closer to Residents

The Joburg Property Company (JPC) has officially launched its Community Outreach Campaign, a citywide initiative aimed at bringing information about JPC programmes, services, projects and opportunities directly to residents across Johannesburg through a series of JPC Community Awareness Sessions.

The campaign forms part of JPC's ongoing commitment to strengthening community engagement, improving public awareness and ensuring residents have easier access to information about the entity's work and its contribution to advancing the City of Joburg's development agenda.

JPC Spokesperson Lucky Sindane said this outreach campaign reflects JPC's commitment to building stronger relationships with communities through direct engagement and accessible information sharing.

"Beyond creating awareness, these sessions are designed to empower residents with knowledge about available opportunities within City-owned assets, promote transparency in property-related processes and create a platform for meaningful dialogue," he said.

"We want communities to better understand the role of JPC in driving investment, supporting local economic development and managing public assets responsibly," said Sindane.

Through these awareness sessions, JPC teams are engaging directly with residents and stakeholders to provide information on the organisation's mandate, leasing opportunities, outdoor advertising rights, land parcels for development, investment opportunities and development support within City-owned assets.

The campaign also places strong emphasis on fraud awareness and prevention, educating residents about fake leases, illegal allocations and unauthorised property transactions, while encouraging communities to verify all JPC-related dealings through official channels.

To support integrated community engagement and improve access to services, several entities and stakeholders have been invited to participate in the campaign. These include the Office of

the Ombudsman, Citizen Relationship and Urban Management (CRUM), Group Forensic and Investigation Service (GFIS), and selected internal stakeholders.

The campaign commenced on 06 June 2026, with sessions held at Eyethu Mall in Orange Farm (Region G) and Trade Route Mall in Lenasia where residents had the opportunity to engage directly with officials, ask questions and gain a clearer understanding of JPC's role in supporting development, investment and service delivery across the City.

Additional outreach sessions continued on 13 June 2026 at Steeledale Mall and Comaro Crossing, extending JPC's footprint and ensuring broader community participation across Johannesburg.

JPC encourages residents to attend and take advantage of this opportunity to access information, ask questions and explore opportunities that support inclusive growth and development across the City of Johannesburg.

Upcoming community awareness session

19 JUNE 2026

Venue: Newtown Mall

Session Time: 09:00 – 13:00

The End

For all media queries, send an email to mediaqueries@joburg.org.za