

Dear Members of the Media,

Thank you for joining us this morning to announce this latest partnership between the Joburg Property Company (JPC) and our long term partner, the South African Property Owners Association (SAPOA). This partnership at the 50<sup>th</sup> Anniversary Convention & Property Exhibition is one that helps us share our service offerings which include:-

Property Portfolio Management comprising:

Asset Management

Facilities Management

Property Development

Property Management

As well as Outdoor Advertising throughout the City on Council Owned Land.

The JPC has always worked with SAPOA and been a regular partner of SAPOA at these Conventions, however this year we have a message that we'd like to particularly discuss in the form of how council utilises land for economic development, social development, to achieve transformation objectives. The COJ owns approximately 30 000 parcel of land covering 77809 hectares , municipal value of R 8.7 billion, market value of over R 35 billion.

We understand that land remains the catalyst that enhances economic growth for all, and therefore we'd like to put the debate out there to understand what we as a municipality can do in partnership with the public, private sector, religious grouping, social groups (NGO etc.) to achieve economic, social, and financial and transformation objectives.

We have successfully worked with developers to bring many projects to the residents of the city such as Newtown Junction; 27 Boxes in Melville; Kgoro Central in Sandton; Pimville and Jabulani in Soweto; Fairlands Office Park, Orlando EKHAYA and World wear Shopping Centre. We entered into a significant number of social leases across the City for the utilisation of community projects.

We have in the past 2 years being given the mandate in terms of Facilities Management and that entails the refurbishment and maintenance of all council facilities and transport facilities.

The question that we regularly ask ourselves is how do we partner with the various property stakeholders and communities to ensure the growth, maintenance , protection , restoration and development of council properties both vacant and improved properties to achieve economic, social, financial and transformation objectives

It remains a question that not only the City of Joburg must address, but all of us in our various capacities as it will change the landscape of the City.

Talking of changing the landscape of the City; we are honoured to have a number of projects that is a game changer of note the socio economic and transformation objectives. The focus will be on catalysing other City of Johannesburg initiatives, such as the Corridors of Freedom, while optimising service delivery by providing a 'one stop' service point within reach of communities across all seven regions. In the last forty years the City has operated from Metro Centre in Braamfontein. The Metro Centre and the Council Chamber have increased in capacity with regard to staff as well as Councillors who represent their wards. The infrastructure has not. The offices that sufficed for the staff numbers at the time have

not grown accordingly. We are going to help grow the capacity through the Office Space Optimisation (OSO) Programme. The first of these facilities is the new Council Chamber which will remain the 'hub', which will have all seven regions as 'spokes' in the provision of JPC's offering. This model will centralise municipal service offerings and bring our services to the people.

I trust that the DVD has gotten you excited about the Office Space Optimisation programme. I trust that we understand what it represents for the city and the residents and the future of Johannesburg.

SAPOA, through the workshop and presentations at the Convention gives us the opportunity to talk about the Land Strategy, the Facilities Management Strategy and how we will use these two strategy's to implement and partner with private sector, youth women etc. to achieve, to influence and change the property landscape to engage with our colleagues in the industry so that together we can ensure that the land is optimally utilised within the legal framework, in a transparent and open manner.

The tour that will be available of the City allows us to have delegates see first-hand the work that we have done over a number of years and the work we are going to embark on the next 10 years.

We know that our approach to the management of land will be the basis for entrepreneurial and youth development, job creation and the introduction of property to people that have never being exposed to property as a wealth creator.

We believe that our approach to facilities management will over the years make us a leading facilities management company where we will provide five star facilities to the public, that is our dream and at JPC we dare to dream. Our dream is not just to be a World Class Property and Facilities management company but to fulfil the dreams of thousands of residents looking for sustainable opportunities.

We especially thank SAPOA for asking us to partner with them on our home turf.