

Department of Economic Development



he City is a centre of entrepreneurship. It has the highest rate of employment and business activity you'll

find anywhere in the country. As a result it has the biggest population in-migration as entrepreneurs and job-seekers, ranging from multinationals in state-of-the-art High Rises to the informal traders on the sidewalks, come to the City, attracted by the business opportunities it offers. Not surprisingly, 74% of the Head Quarters of the stock exchange listed companies are based in Johannesburg, giving it the largest concentration of major corporate headquarters anywhere in Africa.

Currently Johannesburg ranks 104th out of 13,420 cities as an investment destination (i.e. the top 1%). The City is also the No.1 City in Africa in terms of outward investment, and has the highest concentration of banks and financial services, making it an ideal forward operating base for any serious investor.

The City's Department of Economic Development (CoJ-DED) is focused on supporting and promoting private sector investment into the City. In order to achieve that, CoJ-DED comprises of the following Directorates and Business areas:

- A. Fast Tracking Committees (assisting major investment projects)
- B. Integrated Regional Economic Development (linking investments to spatial programmes)
- C. Trade and Investment Promotion (promoting exporters and investors)
- D. Sustainable Employment Facilitation (supporting small businesses)
- E. Joburg Tourism

The City's Economic Development Strategy (adopted in September 2015) is driven by five key interventions:
Service delivery for business – 'enhancing basic services that are most important to businesses and investment'
Creation of priority economic zones in the City
Creation of business clusters in priority sectors and areas
Fast-tracking decision making for large, job-creating investments
Establishing additional small and medium size enterprise hubs in the City

Vision

The department's vision is "a city economy that plays a role as the key economic hub on the continent, and a national economic-growth leader, by ensuring sustainable shared growth that benefits all".

Its mission, in terms of the City's Growth and Development Strategy, is "to actively intervene in the city's economy to shape conditions for accelerated local economic growth that is sustainable and ensures that the benefits and opportunities are equitably spread to all its citizens".

Mission

The department's core values are: department of economic development is the command centre for economic growth, engaging with all role-players to create an enabling environment for accelerated, shared and sustainable growth.

The department is the command centre for economic growth in the City, engaging proactively with all role players to create the enabling environment for accelerated, shared and sustainable growth. It is working towards achieving a nine percent economic growth by 2014, and it is envisaged that this will enable the rest of the country's economy to grow by at least six percent, to attain Asgi-SA's objectives.

Value statement

The department's core values are:

Vigorously promoting equal access to economic opportunities

Participatory decision making where key decisions affecting stakeholders are largely taken by consensus

High level of professionalism amongst staff

Strict adherence to the South African government *Batho Pele* principles

Running a cohesive and efficient administration

Serving as a role model for other departments and stakeholders in terms of its commitment to service delivery

Department of Economic Development

Member of the Mayoral Committee



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Departmental Structure

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HE department is headed by the Executive Director, Ravi Naidoo.

The Economic Development Strategy for the City of Johannesburg supports the City's Joburg 2040 vision.

The strategy is aligned with, and supplements the City's policy frameworks, initiatives, programmes of action and strategies. It is designed to tackle poverty, inequality and social exclusion, and to retain city's pre-eminent position in the country and region.

The strategy provides a comprehensive overview of the economic evolution and special development of the city as well as other aspects such as population, employment trends and sector

growth trends. It has five practical targets:

Retain and consolidate existing viable businesses, and centres of excellence;

Attract new businesses and investment including those in the manufacturing sector;

Support the development and growth of micro-enterprise and small and medium-sized enterprise;

Achieve a better spatial distribution of economic activity and job opportunities in the city;

Deliver greater inclusiveness in the economy, in particular for previously disadvantaged citizens and the youth.

Among the main recommendations are that the City creates priority economic zones in targeted areas. In addition to the Corridors of Freedom, targeted zones include: Kya Sands; Industria West; Roodepoort, Soweto Empowerment Zone and Aeroton; Marlboro South and Wynberg; City Deep and Steeledale; and, Albert Street Industrial and Anchorville.

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The Jozi SME Hubs – A Footprint in all 7 Regions

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he hubs with walk-in centres in downtown Johannesburg, Soweto, Alexandra, Poortjie and Diepsloot, has

experienced rapid growth in recent time. The Soweto walk-in centre, situated in the Empowerment Zone in Diepkloof, is the busiest of them all.

Another walk-in centre has recently opened in Roodepoort. The Randburg Hub is currently being revamped.

Regions	Jozi SME Hubs	Address
A	Jozi SME Hub - Dieplsoot - Riversands	12 Incubation Drive; Riverside View Ext 15; Midrand; Contact Number: 010 492 3791
B	Jozi SME Hub - Randburg together with the Randburg Chamber of Commerce and Industry	Atrium Terrace; 272 Oak Avenue; Randburg; Contact Number: 011 833 0340
C	Jozi SME Hub Roodepoort together with Jozi @ Work	Roodepoort Civic Centre; 100 Christiaan de Wet Road; Florida Park; Contact Number: 011833 0340

D	Jozi SME Hub Soweto Empowerment Zone	A2/431 Old Putco Building Zone 6 Chris Hani Road Diepkloof Soweto; Contact Number: 010 492 3792
E	Jozi SME Hub - Alexandra Satellite Office	Motsweding Centre No. 17 Arkwright Avenue; Wynberg; Contact Number: 011 440 7887
	Jozi SME Hub - Alexandra Office	Office 102, First Floor Yarona Mall, 89 Watt Street, Wynberg; Contact Number: 011 492 3928
F	Jozi SME Hub – Central Johannesburg	58 Marshall Street Marshall Town; Contact Number: 011 833 0340
G	Jozi SME Hub - Poortjie	Poortjie Community Centre; Corner Kubheita Street and Foreman Street Poortjie; Contact Number: 010 492 3790



he aim of the Jozi SME Hubs is to offer both start-up and seasoned entrepreneurs a “one-stop” shop

where they can receive all the advice, funding application support and training they need to start or grow their businesses. The Jozi SME Hub model is unique in that each branch is strategically developed to address the needs of the local economy and business environment. It brings together many of the diverse local stakeholders representing all tiers of government, community and corporate organisations which are committed to the common vision of building an entrepreneurial society. The cluster concept at the Jozi SME Hubs ensures there is a network of service providers, networking organisations and community-based organisations, tenanted under one roof. Tenants are selected according to the quality of their services, their sustainability, service-oriented approach and contribution to The Hub’s strategy and overall philosophy.

We recognise that each of our clients is unique, that each has its own learning style and that they're at different stages of their business Development.

The type of services that are offered in the hubs are:-

Access to business opportunities. • Relevant business information and resources.
 Referrals to quality business development service providers, government resources and financial institutions.
 Internet access for business and idea generation.
 Legal advice, by appointment.
 Business-to-business networking opportunities.
 Regular business information workshops on a wide range of business related topics. Access to meeting and training rooms.

Tender facilitation
Funding facilitation.

The Jozi SME Hub serves as an ideal delivery platform for other initiatives. We are open to engaging with interested programme partners who share our common purpose, to pool our resources and expertise in order to improve collective long-term sustainability and avoid duplication of efforts in various sectors. We actively pursue partnership arrangements with key service providers to provide access to much needed services for SMEs.

Jozi SME Hubs

Jozi SME hubs offer small businesses and would-be entrepreneurs one-on-one consultations with information and resources on how to start or grow their businesses. There are seven hubs, in Alexandra, Johannesburg, Poortjie, Randburg, Riversands/Diepsloot, Roodepoort and Soweto

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Annual Economic Review

The **Annual Economic Review 2015** profiles the economic performance of the City of Johannesburg and describes its place in the South African economy. Using a wide range of economic and socio-economic data the analysis shows the City remains South Africa's economic hub and an economic powerhouse on the African continent.

Despite global and local economic headwinds of the past few years, Johannesburg remains a vibrant globally significant metropolitan economy to which people seeking opportunity and a better life gravitate. The City's economic integration with the African continent has progressively deepened over recent years.

The analysis also reveals the economic and social challenges the City faces – slowing economic growth, changes in growth drivers and structure of the economy, rapid inward migration and population growth. Despite much progress in job creation and services delivery there is also continued high unemployment and poverty levels and persistent backlogs in household service provision. The message is clear, economic growth is needed which creates more jobs and livelihood opportunities for citizens and more revenue for City authorities to invest in City infrastructure and improved services delivery and urban management. More and better infrastructure and better City services improve the lives of citizens and brings better prospects for the economy. Indeed, the City's Economic Development Strategy maps out viable approaches and pathways to progressively meet these challenges and fulfil the City's promise.

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Economic Importance

The Inner City contributes over 23.1% to the City' GGP (Former Region 8)

Largest concentration of infrastructure in SA: infrastructure replacement costs are +R30bn

Some Inner City Nodes have the Highest concentration of retail space

Industrial space is located throughout Inner City reflective of its historic mining & manufacturing economy

Integrated urban economic system

- Provides more jobs than Sandton, Woodmead/Rivonia & Randburg combined
- Important anchor for E-W corridor & N-S Corridor (location of Gautrain route)
- Location of corporate HQs plus SMEs

Economic Factors

Vision

an economically vibrant and modern, structurally transformed landscape and skyline to be achieved through synchronized and coordinated innovative interventions, strategically anchored on the UDZ tax incentive.

Leading to creation of wall-to-wall thematic precincts

Since the promulgation of the UDZ tax incentive the City of Joburg has attracted R16.0Billion in private property development half of which constitutes completed buildings and pockets of excellence; It has created more than 150,000 construction related job opportunities

Excerpts Region F Suburbs

Suburbs in the region include: Aero-ton, Aspen Hills, Bassonia, Bellevue East, Bellevue, Benrose, Berea, Bertrams, Braamfontein, City and Suburban, City and Suburban Industrial, City Deep, City West, Crown Gardens, Denver, Doornfontein, Droste Park, Elandspark, Elcedes, Fairview, Ferreirasdorp, Fordsburg, Glenanda, Glenvista, Heriotdale, Highlands, Hillbrow, Jeppes-town South, Jeppes-town, Johannesburg Inner City, Judith's Paarl, Kenilworth, Kensington, Kibler Park, La Rochelle, Liefde-en-Vrede, Linmeyer, Lorentzville, Malvern, Marshalls Town, Marshalls, Meredale, Moffatview, Mondeor, Mulbarton, Nasrec, New Doornfontein, Newtown, North Doornfontein, Oakdene, Ormonde, Pageview, Randview, Regentspark, Robertsham, Rosettenville, Salisbury Claims, Selby, South Hills, Spes Bona, Suideroord, The Hill, Troyeville, Tulisapark, Turffontein, Village Main Ext 3, Vrededorp, Winchester Hills and Yeoville.

Demographic Information

The region's population is estimated to be 433,054 (Census 2001, Stats SA). However, this figure is inaccurate because the number of people living in the inner city on a temporary basis is unknown.

There is a distinct difference in demographics between the inner city and the southern part of this region. In the past few years higher-income residents and whites have moved away from the inner city bowl and are being replaced by a lower-income population of blacks.

This is in complete contrast to the southern part of the region – Mulbarton, Glenvista, Aspen Hills, Allan Manor, Bassonia and so forth – which is 66 percent white and relatively youthful, with 38 percent being under 25 years old.

The population of Johannesburg South is young and growing, partly because of an influx of new home owners from Soweto drawn by better housing, land value and facilities, as well as swift, convenient access to their places of employment.