

Growthpoint's Property Point wins top award for job creation

Property Point, a Growthpoint initiative, has been named the winner of the Job Creation Award in the M&G Investing in the Future Awards.

Property Point is an enterprise development initiative founded by Growthpoint Properties, South Africa's largest JSE-listed property company, in 2008. It has achieved tremendous positive results, not only in job creation but also in procurement opportunities, and nurturing and growing small business and entrepreneurs.

So far Property Point has been instrumental in creating over 1141 jobs. Almost 100 businesses have participated in Property Point's two-year programme, enabling them to generate over R451 million in procurement opportunities, with a reported revenue growth of a remarkable 54.5%.

Commenting on the award, Norbert Sasse, Growthpoint Properties CEO, says: "We are thrilled to receive this esteemed award. It is incredibly rewarding to see the progress of Property Point and the growing number of entrepreneurs and small businesses that have graduated from its programme. Enterprise development is a key focus area for Growthpoint and accounts for the biggest portion of our corporate social investment. With it we strive to be leaders in job creation, transformation and sustainability. This is one way we do our bit for the much-needed stimulation of the South African economy."

Shawn Theunissen, head of Property Point and head of Corporate Social Responsibility for Growthpoint Properties, says: "Property Point is here to support small business, create jobs and link entrepreneurs with real opportunities in our industry. We truly want to uplift and transform. It is an honour to receive this award, particularly because of the high regard in which these accolades, and those that award them, are held."

The Investing in the Future and Drivers of Change Awards are a Mail & Guardian and Southern Africa Trust initiative.

While founded by Growthpoint, Property Point has grown to collaborate with partners across the property industry to drive enterprise development forward for the sector. It began its first partnership at the beginning of this year, with JSE-listed property capital growth fund Attacq. Now, Property Point is a growing catalyst for successful enterprise and supplier development within the South African property industry, helping other property companies create jobs too.

Theunissen adds: "By collaborating with partners in the property sector we are really able to drive enterprise development forward. We invite more participants in the property industry to work together for meaningful, positive impacts that help develop a healthy, vibrant SME sector that can unlock real opportunities, and create even more jobs."

Growthpoint, South Africa's largest REIT and a JSE ALSI Top 40 Index company, is also a JSE Socially Responsible Investment (SRI) Index company and a Dow Jones Sustainability Index company. It owns and manages a diversified portfolio of 471 properties in South Africa, 53 properties in Australia through its investment in GOZ and a 50% interest in the properties at V&A

Waterfront, Cape Town. Growthpoint's consolidated property assets are valued at over R100 billion.