

# PROPERTY<sup>POINT</sup>

## A GROWTHPOINT INITIATIVE

MEDIA RELEASE FROM PROPERTY POINT, A GROWTHPOINT INITIATIVE

07 March 2016

***Property Point's new intake of small businesses are set for a more sustainable, competitive and brighter future***

Property Point, a Growthpoint Properties' initiative, has welcomed a new batch of small businesses to both its enterprise development and supplier development programmes in 2016.

Property Point is an award-winning enterprise development initiative founded by Growthpoint Properties, South Africa's largest JSE-listed property company, in 2008. So far, 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%. It has also been instrumental in creating over 1,141 jobs.

This year's new intakes, in both its enterprise and supplier development programmes, are set to continue Property Point's demonstrated success in bringing procurers together with businesses that can deliver what they need.

The 17 intake companies, all eager to be sustainable and hoping for future growth, took part in a recent Property Point induction session at Turbine Hall in Johannesburg. They were introduced to the programme by Shawn Theunissen, Head of CSR at Growthpoint Properties and Head of Property Point.

Theunissen explains that, as a leading enterprise development programme, Property Point nurtures small business and entrepreneurs to become sustainable, relevant and competitive companies.

"We do this by gaining an understanding of the opportunity-holder, their needs and requirements and filling the gaps with businesses that are able to deliver on these," says Theunissen.

Property Point focusses on three elements: minimising the risk perception of small businesses in the property industry, building solid relationships and assisting entrepreneurs to establish a good reputation in representing Growthpoint.

Its supplier development intake includes businesses that are already approved and active vendors on Growthpoint's supply chain. "This creates a win-win situation. In this way, businesses are able to operate at a higher level in terms of service delivery, capacity and quality which ultimately benefits Growthpoint and its clients," explains Theunissen.

To assist the high-performing businesses in its supplier development programme on a strategic level while impacting real transformation, Property Point designs interventions such as coaching, mentoring, business linkages and high level training to support and equip entrepreneurs for growth and sustainability.

# PROPERTY<sup>POINT</sup>

## A GROWTHPOINT INITIATIVE

At the induction session, the businesses were also introduced to Growthpoint's procurement team and processes. How the businesses will work together with Growthpoint and how they will receive constant feedback was explained to them by Donna-Liza Gidlow, Manager of Strategic Sourcing and Resourcing at Growthpoint and Fana Sibanyoni, Head of Facilities Management at Growthpoint.

Growthpoint is South Africa's largest REIT and a JSE ALSI Top 40 Index company. It is a Platinum Founding Member of the Green Building Council South Africa (GBCSA), a JSE Socially Responsible Investment (SRI) Index company and a Dow Jones Sustainability Index company. It owns and manages a diversified portfolio of 473 properties in South Africa, 57 properties in Australia through its investment in Growthpoint Properties Australia (GOZ) and a 50% interest in the properties at V&A Waterfront, Cape Town. It also recently announced its strategy to invest in commercial real estate in certain other African countries. Growthpoint's consolidated property assets are valued at over R110 billion.

-ENDS-

Released by:  
Property Point  
Tel: +27 (0) 11 833 0340  
[www.propertypoint.co.za](http://www.propertypoint.co.za)

Distributed by:  
Marketing Concepts  
Suren Naidoo  
Tel: +27 (0) 11 783 0700