

CHAPTER 6 : INTEGRATED SUSTAINABILITY REPORTING

Johannesburg Water believes in balanced and integrated economic, social and environmental performance.

The Annual Report for 2004/05 has endeavoured to achieve this and through its Communication and Marketing Department.

Johannesburg Water has over the past year extended its public profile through a series of innovative and proactive campaigns and programmes. The recent customer satisfaction survey revealed yet again that public awareness of Johannesburg Water has increased significantly.

On a public education front Johannesburg Water's popular schools road show now reaches out to an average of 20 000 school learners each month. Johannesburg Water has produced a wide range of education material which complements our work with schools and learners. Various publications, ranging from water conservation tips to a comprehensive manual on water services in Johannesburg has also been produced and distributed to consumers through Johannesburg Water and the City of Johannesburg distribution points.

The Johannesburg Water Festival held in April 2005 attracted the participation of more than 100 different schools. Johannesburg Water is also in the process of establishing two community food gardening programmes, one at its Olifantsvlei Farms and another at the Northern Farms. This is part of the Company's corporate social investment programme and once fully operational will see the empowering of at least 100 community farmers on each of these projects.

Johannesburg Water has also intensified its communication efforts with regards to Operation Gcin'amanzi. This has been achieved through information manuals, outdoor advertising, the production of a bi-monthly newsletter to the community and also the development of a video which can be used by councilors to inform and engage with their constituencies.

The challenges facing Johannesburg Water are:

- Roll out of Operation Gcin'amanzi
- Black economic empowerment and transformation
- Water and sanitation national targets
- Infrastructure rehabilitation
- The migration of customers from the City in terms of the approved Turnaround Strategy
- The development of a post "turnaround strategy" strategy.
- The development of a Post Jowam Strategy.

Executive management will implement and align management strategies in a manner that will optimally address the above challenges.

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