



CITY OF JOHANNESBURG
METROPOLITAN MUNICIPALITY



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**FOR IMMEDIATE RELEASE
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EXECUTIVE MAYOR COUNCILLOR DADA MORERO TO LAUNCH CEO–CITY CLEANUP AND UNVEIL INVESTOR PARTNERSHIP PROGRAMME

The City of Johannesburg formally invites members of the media to the official launch of the CEO City Cleanup, a key initiative of the CEO City Partnership Programme. This programme unites government entities and prominent CEOs from Johannesburg to expedite urban renewal, enhance service delivery, and restore dignity within high-priority precincts.

The Executive Mayor, Councillor Dada Morero, will preside over the launch event and articulate the collaborative efforts between the City and the business community to foster visible progress, ensure sustainable precinct management, and promote long-term investment in the revitalisation of Johannesburg.

The Mayor will also present the Investor Partnership Pack, which delineates structured opportunities for collaboration within the private sector across areas such as infrastructure, precinct enhancement, urban management, skills development, and heritage revitalisation. The three-day operation will commence in the Inner City and extend to Hillbrow, Berea, Yeoville, and Kliptown—areas selected for their economic, cultural, and community significance.

The campaign will unfold as follows:

Day 1 – 12 November: Inner City Core & Braamfontein Precincts (Joubert Park, Johannesburg Art Gallery, Wards 59, 60, 124)

Day 2 – 13 November: Hillbrow, Berea & Yeoville Precincts (Wards 62, 63, 64, 123, Greater Ellis Park)

Day 3 – 14 November: Kliptown, Soweto (Walter Sisulu Square and heritage precinct)

Through this initiative, Johannesburg aims to demonstrate a new era of shared accountability and collective action, aligning with President Cyril Ramaphosa's call for the rejuvenation of the city. The CEO–City Cleanup is the first central activation under the partnership model, demonstrating how government and business are collaborating to create a cleaner, safer, and more competitive Johannesburg.

Details

Date: Wednesday, 12 November 2025

Time: 08:30 – 13:00

Meeting point: Joubert Park Primary Assembly Area, Joubert Park, Region F

ISSUED BY THE OFFICE OF THE EXECUTIVE MAYOR

RSVP and Media Enquiries

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