

# URBAN OCTOBER 2025 CAMPAIGN





# 1. INTRODUCTION TO URBAN OCTOBER

Urban October is a global initiative by UN-Habitat which is aimed at raising awareness on sustainable urban development and addressing challenges in urban areas. Each October, cities and communities across the world participate through activities that promote better urban living. Urban October values include youth development, environment sustainability, inclusivity, equality and diversity. Urban October 2025 will center on the theme of "People-Centered Smart Cities," emphasizing how data, technology, and AI can improve urban life and address current challenges. This focus will be particularly relevant for World Cities Day on October 31st, which will be the global observance for the month. The overall goal is to promote smart city initiatives that prioritize people's needs and well-being.



CSOS aims to support these values by engaging their stakeholders who live in shared residential schemes, most of which are located in urban areas. These activations will be held in four major malls around the coastal city of Durban, which is located in KwaZulu-Natal Province, as well as in four selected community schemes in and around the city of Durban.

The campaign will be supported by extensive media exposure on radio stations, TV news channels and CSOS social medial sites and will run for the whole month of October, with malls activations running from the 15<sup>h</sup> of October till the end of October 2025. The campaign will also be aimed at increasing awareness of CSOS and the services the organisation provides as well as promoting compliance within the shared residential schemes sector.



## 2. ABOUT COMMUNITY SCHEMES OMBUD SERVICE (CSOS)

Community Scheme Ombud services (CSOS) was established as a Public Entity under the Community Schemes Ombud Service Act (Act No 9 OF 2011) [CSOS ACT], which was promulgated on the 11<sup>th</sup> of June 2011. The CSOS has been classified as a Schedule 3A Public Entity in terms of the Public Finance Management Act (Act No 1 of 1999) [PFMA]. CSOS was established to regulate the conduct of parties within community schemes and to ensure their good governance. The organisation reports to the National Department of Human Settlement. To deliver on its mandate, key amongst the priorities of the CSOS is:



- ◆ Regulation of all community schemes;
- ◆ Provision of dispute resolution services;
- ◆ Provision of quality assurance & keeping custody of schemes governance documentation;
- ◆ Provision of access to schemes governance documentation to the members;
- ◆ Ensuring good governance within community schemes;
- ◆ Provision of training to community schemes, homeowners associations and others;
- ◆ Creating awareness of its existence and services it provides to its stakeholders.

CSOS addresses issues experienced in any community schemes ranging from luxurious lifestyle estates to smaller sectional title complexes. Many of these issues fall under neighbour law (noise, pets, property encroachment, etc.). The organisation also provides guidance on why, when and how to use its services. The organisation also addresses common misconceptions concerning general safety, the limitations of insurance, the freedom (and limitations) of Homeowners Associations or Body Corporates to levy fines as well as privileges and responsibilities that come with sharing of common spaces in property in schemes.



### 3. MALLS ACTIVATION



The first activation will take place at the top four malls in KZN province, namely, Pavilion Mall, Ballito Junction Mall, Hillcrest Corner Shopping Mall and Galleria Mall. This activation will run from the 14<sup>th</sup>- 31<sup>st</sup> of October.

#### 3.1 PAVILLION MALL

Pavilion Mall is one of the biggest malls in Kwazulu-Natal. The mall is located at Jack Martens Drive in the Westville suburb. The activation on this mall will run from the 14<sup>th</sup> to the 27<sup>th</sup> of October.

##### Mall Profile

Pavilion Mall attracts a mix of middle-to-upper-income shoppers. Its strategic location near affluent estates in Westville, Cowies Hill and Durban central makes it ideal for reaching property owners and residents that are staying in community schemes located in and around those areas. The Pavilion Mall is an iconic super regional shopping mall that is located along the warm shoreline of sunny city of Durban. Set within the rich cultural landscape of KwaZulu-Natal province, the mall was launched in October 1993 and is the oldest first-generation shopping mall in KwaZulu-Natal with over 200 stores, Free Wi-Fi and abundant parking bays.

##### Visitors Count

Approximately 450 000 visitors per week.



## 3.2 BALLITO JUNCTION MALL



Ballito Junction Mall is one of the malls in KwaZulu-Natal that is close to and cater for some of the largest and most prestigious community schemes in KwaZulu-Natal province. The mall is located at Leonora Drive in the coastal suburb of Ballito, north of Durban. The activation on this mall will run from the 14<sup>th</sup> to the 27<sup>th</sup> of October.

### Mall Profile

Situated in a fast-growing residential area on the Dolphin Coast, Ballito Junction Mall caters to a community with a high concentration of community schemes and holiday homes, such as Zimbali Coastal Resort. The growing number of gated residential estates in this area aligns perfectly with CSOS's stakeholders' base. The mall features a sensational line-up of over 200 carefully selected stores.

### Visitors Count

Approximately 300 000 visitors per week.



### 3.3 HILLCREST CORNER SHOPPING MALL



Hillcrest Corner Shopping Mall is also one of the malls in KwaZulu-Natal that is close to and cater for some of the largest community schemes in KwaZulu-Natal province. The mall is located at 51, 53 Old Main Road in Hillcrest. The activation on this mall will run from the 17<sup>th</sup> to the 31<sup>st</sup> of October.

#### Mall Profile



Hillcrest Corner Shopping Mall is situated in a fast-growing residential area of Hillcrest. The mall caters to mostly affluent shoppers residing at many community schemes and holiday homes, such as Cotswold Downs Golf and Luxury Estate. The growing number of gated residential estates in this area also aligns perfectly with CSOS's stakeholders' base. The mall has a carefully selected combination of fashion, health and beauty, home décor, kids and grocery stores making it ideal location for families in the area to do their day-to-day shopping. In addition to fantastic line stores, the mall boasts a tier one flagship Virgin Active Gym.



#### Visitors Count

Approximately 150 000 visitors per week.



### 3.4 GALLERIA MALL

Galleria Mall is located at the coastline of Amanzimtoti, at the corner of Moss Kolnik and Arbour Road, in the south of Durban. The activation on this mall will run from the 20<sup>th</sup> to the 31<sup>st</sup> of October.

#### Mall Profile



The mall serves the southern suburbs of Durban, including estates and residential areas in and around Amanzimtoti. It offers access to convenient shopping to middle-income earners that reside in community schemes and suburbs in surrounding areas. The mall boasts 90 000sqm of retail space, 5700 secure parking bays, and a contemporary, easy-to navigate layout of over 100 shops. The mall encompasses an all-in-one shopping experience, balancing convenience with entertainment in a safe and modern shopping environment.



#### Visitors Count

Approximately 250 000 visitors per week.



## 4. MALL ACTIVATION DETAILS



Activation on the malls will start from the 15<sup>th</sup> of October to the 31<sup>st</sup> of October 2025.



Each stand will be between 16 to 24 square metres in size, 1,2m in height and will be designed like an arch displaying CSOS colours and branding. Each stand will be manned by two Courtesy Group personnel. Visitors will be able to engage with this personnel on the stands and access information about Urban October and CSOS.







## 4.1 COMPETITION TO WIN BICYCLES AT THE MALLS

The visitors at the malls stands will have an opportunity to enter the competition to win a bicycle by completing a multiple-choice questionnaire. The questions asked will relate to Urban October and CSOS, and answers to those questions will be obtainable from the pamphlets and booklets provided at the stands.



All participants in this competition will receive a free cold can of Chill Beverages soft drink once they have completed their questionnaires and slotted their answer sheets on the boxes provided at the stands.

A draw will be done at the end of the campaign to determine the winners of each mall in both male and female categories. The first male and female participants, from each mall with all the right answers, will win a bicycle, helmet and bike repair kit. The other top two positions (male and female) will be provided with CSOS corporate gift packs.

## 4.2 COMPETITION WINNERS' PRIZES

A total of 8 bicycles (four for males and four for females) will be up for grabs in the four malls. The bicycles (female one on the left and male one on the right), helmets as well as bicycles repair kits (at the bottom of the page) are all manufactured by Raleigh, a respected global bicycles maker with over 140 years experience in making bicycles. A total of 24 gift packs will be provided to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place finishers for female and male categories in all malls.

All the winners will be informed at the end of the activation period over the phone, announced at our partner radio stations as well as published at CSOS social media sites. Bicycles are inline with the recommended mode of transport in urban areas and big cities as they ease urban pollution and traffic congestions.







## 5. FORGING PARTNERSHIPS WITH LIKE-MINDED BRANDS

Courtesy Group will secure a partnership with Chill Beverages, one of the proudly South African beverages brands.

Chill Beverages has recently launched three popular drinks, i.e. lemonade, pineapple lemonade and score immune booster (this is a caffeine-free drink with lots of vitamins and zinc and is not an energy drink). Chill Beverages will provide these three products free of charge to all visitors who will be coming to CSOS stands at the selected malls, to take part in our competition.

Chill Beverages will have presence in all the four stands at the malls and also feature in some of the radio interviews we will secure where they will talk about their brand as well as their involvement in this campaign.

We believe that by partnering with this brand this will help to draw more visitors to the stands and ultimately increase the overall participation and awareness on this campaign.







## 6. WHY MALLS ACTIVATIONS?

The chosen malls are strategically located in areas surrounded by gated estates and retirement villages, making them natural congregation points for CSOS stakeholders. Most of the shoppers from these malls are also urban residents who need to be mobilized to play their part in creating harmonious and sustainable urban living, and many of them are also decision-makers or residents in the residential estates that require CSOS's services.



The four selected malls are amongst the largest malls in KZN with combined visitors of just over one million a week. These malls attract people from all races, cultures, sexes and ages many of whom are from the affluent surrounding suburbs.

By setting up stands in high-traffic areas within these malls, CSOS will create a direct engagement opportunity with its stakeholders who will visit the stands to enquire about Urban October, the services CSOS provides, receive CSOS and Urban October brochures and participate in the paddling competition to win a bicycle. These mall activations will ensure that the campaign reaches a broad audience who may otherwise not have been aware of CSOS's existence and the services the organisation provides.



## 7. ACTIVATE CSOS STAKEHOLDERS TO MAINTAIN ENVIRONMENTALLY FRIENDLY RESIDENTIAL ESTATES

Four community schemes around Durban metro will be selected to be part of a program to beautify their gardens in their residential estates. A group of young horticulture students and / or horticulture graduates, from local universities will be employed to provide this service. Four community schemes, all of which will be CSOS compliant stakeholders that do not have enough funds to make their gardens look beautiful and welcoming will be selected for this program.



Trees and flowers will be procured and planted on these four selected estates and general garden maintenance, such as cutting of overgrown grass and trimming of trees will also be conducted. CSOS's KZN regional offices and head office employees will also be invited and encouraged to take part in these activations, which will be executed in the month of October during weekends.



## 8. MEDIA SUPPORT

### Radio Stations

This campaign and the activations outlined in previous pages will be amplified in three KZN provincial radio stations (Vuma FM, East Coast Radio and Gagasi FM), one national radio (SAfm) and one national TV news channel (SABC News or eNCA) during the month of October. CSOS representative/s will feature on interviews on these platforms where they will talk about this campaign, its corresponding themes as well as the activities the organisation will be involved in to create awareness on Urban October this year.







## 9. SOCIAL MEDIA EXPOSURE

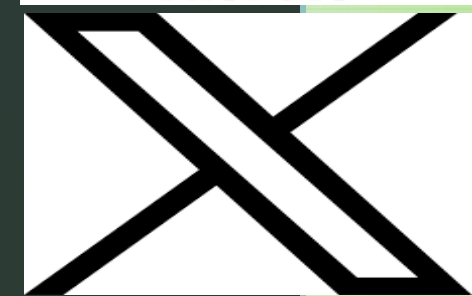
A Courtesy Group production crew consisting of camera operators, photographers, social media officers, editors, graders, sound engineers etc., will produce content related to these activations, edit it and post from all CSOS activations sites, i.e. malls stands and the four selected residential estates.



The content produced will be posted on CSOS's social media sites. Content generated from radio stations and other media platforms such as TV news channel, will also be packaged and posted on CSOS's social media sites.



TikTok





## 10. CONCLUSION

This campaign offers an inclusive, diverse and multi-faceted approach that will engage stakeholders staying in community schemes as well as young people located in urban areas. By aligning the campaign with Urban October's themes of sustainable and harmonious urban living, CSOS will not only raises awareness of its existence and the services it provides but it will also position itself as a key player in the conversation about the future of sustainable urban living.



# Remember Urban October

# Urban October with CSOS

# People-Centered Smart Cities

# Building Towards Sustainable Urban Development



## 11. CONTACT US

Courtesy Group Pty Ltd is a Marketing Agency, based in the city of Durban, which has been appointed to conceptualize and implement this campaign on behalf of CSOS and the National Department of Human Settlement.



### HEAD OFFICE

#### Physical Address

78 Alan Paton Road  
Glenwood, Durban  
4000

#### Postal Address

P. O. Box 726  
Link Hills  
3652

**Zama Shongwe | Group CEO**  
T: +27 (0) 31 201 2323  
C: +27 (0) 82 930 3791  
E: [zama@courtesygroup.co.za](mailto:zama@courtesygroup.co.za)

**Sifiso Gebashe | Creative Director**  
T: +27 (0) 31 201 2323  
C: +27 (0) 82 209 1017  
E: [sifiso@courtesygroup.co.za](mailto:sifiso@courtesygroup.co.za)