



# 與業界攜手 迎接香港高齡化挑戰

Embrace the Challenge of Ageing Population  
IN CONCERT WITH THE INDUSTRY



# 主席的話

二零一八/一九年度剛剛完結，回顧過去一年，房協開拓了不少新猷，包括「未補價資助出售房屋－出租計劃」（出租計劃）及過渡性房屋項目，並獲政府撥出啟德及安達臣道用地，作重建真善美邨及興建資助出售房屋之用。今年，我們將會在各個範疇進行所需的跟進工作，包括就出租計劃完成檢討及推出優化措施，希望鼓勵更多業主及租客參加，以及推出「長者業主樓換樓」試驗計劃，提供多一個善用公營房屋資源的渠道。

在照顧長者房屋需要方面，今年是房協發展長者房屋的第二十年頭。早前我們舉辦了一個跨界別的研討會，探討香港的房屋規劃如何配合人口老化趨勢，很高興見到市場上越來越多持份者有興趣發展長者友善的住房項目。銀髮市場無疑是一個商機，亦是一個社會責任，房協會繼續發展為中產而設的「長者安居樂」項目。在研討會當日，我們亦發佈了題為《共創宜居樂享頤年》的書刊，當中輯錄了參與房協「雋悅」項目的不同人士的分享，讓業界及公眾了解這個長者房屋項目背後的點滴。

此外，在公營房屋資源短缺的情況下，善用現有資源更顯重要。房協將利用乙明邨尚餘的地積比率，在一處空地以「組裝合成」方法興建約七十個專為長者而設的出租單位，供現居於乙明邨的全寬敞戶長者申請調遷，並提供終身免租優惠，讓他們安享晚年，而就騰出的單位，亦可供有需要的家庭申請入住，達到善用公營房屋資源的效果。

房協的團隊繼去年推出漁光村「暫租住屋」過渡性房屋計劃後，一直努力探索提供更多過渡性房屋的機會，期望今年稍後將會有一至兩個項目可以落實執行，惠及更多有需要的基層家庭，讓他們在輪候公屋期間可以在宜居的環境生活。

陳家樂



# Chairman's Message

The year of 2018/19 has just come to an end. Looking back at the past year, the Housing Society has introduced a number of new initiatives, including the "Letting Scheme for Subsidised Sales Developments with Premium Unpaid" (Letting Scheme) and the transitional housing projects; and taken up land from the Government at Kai Tak and

Anderson Road Quarry for the redevelopment of Chun Seen Mei Chuen and the construction of subsidised sale flats. This year, we will follow up on these projects, such as completing the review process for the Letting Scheme and launching the enhancement measures in the hope of encouraging more owners and tenants to participate; and the launch of "Flat for Flat Pilot Scheme for Elderly Owners", which provides an additional channel to optimise the public housing resources.

2019 marks the 20<sup>th</sup> anniversary of the Housing Society's efforts in elderly housing development. Earlier in April, we organised a cross-industry seminar on housing planning for the ageing population in Hong Kong, and are delighted to see an increasing amount of stakeholders in the market interested to develop elderly-friendly housing projects. The "silver market" is undoubtedly a business opportunity, but also a social responsibility. The Housing Society will continue to develop the Senior Citizen Residences Scheme targeting the middle-income elderly. At the seminar, we also launched a special publication "Building Liveable Homes for Joyous Senior Living", featuring stories from contributors of The Tanner Hill project and have them share the little things behind the project's development with the industry and the public.

In view of the critical shortage of public housing resources, it is vital to optimise the use of existing resources. The Housing Society is planning to make use of Jat Min Chuen's remaining plot ratio and build a block with approximately 70 elderly-friendly rental units in an open space using Modular Integrated Construction (MiC). The under-occupation households at Jat Min Chuen with all families members under the tenancy agreement aged over 70 can have the option to transfer to the new flats with lifetime full rent exemption, thus leading a worry-free retirement life. Families in need can then apply for the vacated units, in order to better utilise public housing resources.

Since the launch of "T-Home" Transitional Rental Housing Scheme at Yue Kwong Chuen last year, the Housing Society has been exploring different options to provide more transitional housings. It is hoped that one or two projects will be implemented later this year so as to benefit more grassroot families, allowing them to enjoy a liveable environment while waiting for public housing.

Walter Chan

# 目錄 CONTENTS

主席的話 CHAIRMAN'S MESSAGE .....	02
<b>專題報導 COVER STORY</b>	
與業界攜手迎接香港高齡化挑戰 Embrace the Challenge of Ageing Population in Concert with the Industry .....	04
<b>企業焦點 CORPORATE HIGHLIGHTS</b>	
與政府保持緊密聯繫 Maintaining Close Ties with the Government .....	09
歡迎新委員 Welcoming New Member	
傳媒新春團拜 Spring Gathering with the Media	
<b>消息速遞 NEWS FLASH</b>	
廣納各方意見 促進專業交流 Gathering Opinions to Facilitate Professional Exchange .....	10
支持業界發展 Supporting Industry Development .....	11
房協委員參觀活動 探究今昔發展 Member's Visit to Review the Past and Present of Housing Development .....	12
與居民共度佳節 Celebrating Chinese New Year with Residents	
<b>獎項與讚賞 AWARDS &amp; RECOGNITION</b>	
房協年報奪國際殊榮 The Award-Winning Annual Report .....	13
七十周年公關策劃再獲殊榮 More Accolades for 70 <sup>th</sup> Anniversary Public Relations Campaign	
優質護老服務獲表揚 Commendations for Quality Elderly Care Services .....	14
推廣綠色生活見成果 Efforts In Promoting Green Living Paid Off	
<b>社區聯繫 COMMUNITY</b>	
探索長者智能家居 Learning about Smart Elderly Home .....	15
為學生提供課外學習體驗 Offering Students Extra-curricular Learning Experiences	
擴闊年輕人視野 Broadening the Horizon of the Young Generation .....	16
關懷社區 Caring for the Community .....	18
「房協之友」情報站 HS Community News Corner .....	20



04



09



10



14



18

《房協動態》為香港房屋協會出版的季刊，由房協企業傳訊組編製，旨在向相關持份者、業務夥伴及公眾人士介紹房協的最新企業資訊。如欲轉載本刊物任何內容請註明出處。

Housing Society Today is a quarterly newsletter published by the Corporate Communications Section of the Hong Kong Housing Society, with an aim to share the latest corporate news with our stakeholders, business partners and the community. Reproduction of any contents must be properly acknowledged.

# 與業界攜手

## 迎接香港高齡化挑戰

Embrace the Challenge of Ageing Population  
IN CONCERT WITH THE INDUSTRY



### 發展長者房屋二十周年

#### 20<sup>th</sup> Anniversary of Elderly Housing Development

今年正值房協發展長者房屋二十周年。回顧過去，房協自九十年代開始，一直以先導形式開展不同類型的長者房屋項目及計劃，包括在轄下二十條出租屋邨推行「樂得耆所」居家安老計劃、專為中產長者而設的「長者安居樂」住屋計劃，以及非資助性質的優質長者房屋「雋悅」，希望為各個階層的銀髮一族，打造適宜「居家安老」的住所。

香港步向老齡化社會的趨勢是不爭的事實，發展長者房屋亦將會繼續是房協的業務重點之一，但市民對長者房屋的需求不斷上升，務必有更多持份者參與才能夠應付老齡化社會所帶來的挑戰。

房協希望透過身體力行及經驗分享，在市場上發揮示範作用，令政府、業界及相關的持份者關注長者住屋的殷切需求，並能深化各方的聯繫與合作。

2019 marks the 20<sup>th</sup> anniversary of the Housing Society's efforts in elderly housing development. In retrospect, since the 1990s, the Housing Society has embarked on different pilot housing projects and schemes to assist elderly from all socio-economic backgrounds to "Age in Place", including the Ageing-in-Place Scheme in our 20 rental estates; the Senior Citizen Residences Scheme targeting middle-income elderly; and The Tanner Hill, a non-subsidised project for the more financially capable elderly.

It is indisputable that Hong Kong is facing the global phenomenon of population ageing. Elderly housing development has become one of the Housing Society's core businesses. However, in view of the surging demand on elderly housing, it is hoped that more stakeholders could join us in creating homes to meet the challenges brought by an ageing population.

Through our pilot projects and experience sharing, the Housing Society hopes to set an example for the market, raising the awareness of the Government, the industry and relevant stakeholders on the pressing needs for elderly housing, and deepening cooperation among different stakeholders.



# 匯聚業界賢能

## 倡導長者房屋發展

### Gathering Professionals to Advocate Elderly Housing Development

為了喚起政府及業界對長者住屋需求的關注，房協剛於四月十日舉辦了「香港房屋規劃如何配合人口老化趨勢」研討會，匯聚了近二百名來自建築、規劃、社會福利、安老事務、創新科技及房地產發展等多個專業界的嘉賓，以及公眾人士參與，探討香港如何應對本港人口老化帶來的挑戰。

In order to raise the awareness of the Government and the industry on the needs of elderly housing, the Housing Society organised a Seminar on "Housing Planning for the Ageing Population in Hong Kong" on 10 April. Drawn nearly 200 participants from across industries, including architecture, urban planning, social welfare, elderly services, innovation & technology and real estate development, and participants from the public, the Seminar explored how Hong Kong can respond to the challenges brought by an ageing population.



房協主席陳家樂分享房協二十年來在長者房屋發展的挑戰和未來展望。

Housing Society Chairman Walter Chan shares the challenges of elderly housing development over the past 20 years and the future plans.



房協執行委員會成員兼長者房屋特別委員會主席馬錦華(右一)主持研討會問答及交流環節，嘉賓講者(由左至右)房協行政總裁黃傑龍、康譽長者公寓管理有限公司行政總裁李黃倩儂、安老事務委員會主席林正財醫生、陞域集團主席鄧耀昇，以及珠海至和健康產業控股有限公司總裁歐國倫，與參加者就議題深入討論。

Housing Society Executive Committee Member and Chairman of Special Committee on Elderly Housing, Timothy Ma (1st from the right) moderates the interactive Q&A Session at the Seminar. Guest speakers (from left to right) Housing Society Chief Executive Officer Wong Kit-loong, Executive Director of Roseville Senior Living Management Limited Maria Lee, Chairman of the Elderly Commission Dr Lam Ching-choi, Chairman of Stan Group Stan Tang Yiu-sing and Chief Executive Officer of Zhuhai Zhihe Healthcare Industry Holdings Limited Alan Au Kwok-lun have an extended discussion with the fellow participants on the elderly subject.

## 「雋悅」特刊 全面分享實戰經驗

### A Special Publication to Share Practical Experience of "The Tanner Hill"

房協早前更以「雋悅」的經驗，製作了題為《共創宜居 樂享頤年》的書冊，並於研討會發佈，內容涵蓋項目概念、規劃、設計、建築、市場營銷、營運管理、顧客服務、醫療照護等各個範疇，與業界分享項目發展背後的點滴。

To share the experience of The Tanner Hill, the Housing Society launched a special publication "Building Liveable Homes for Joyous Senior Living" at the Seminar, covering topics on its development concept, planning, design, construction, marketing, operation management, customer service and healthcare, sharing the little things behind the project's development with the industry.



# 持續發展長者房屋項目

## More Elderly Housing Projects in the Pipeline



房協在未來的日子將繼續投入資源，興建更多長者房屋。除了預計於二零二二年落成，位於紅磡利工街的第三個「長者安居樂」項目外，粉嶺百和路專用安置屋邨項目以及明華大廈重建計劃，都會加入「混合發展模式」的元素，締造「長幼共融」的社區。以上三個項目合共提供約千二個「長者安居樂」單位。日後，倘若地盤面積或規模許可，房協都會考慮加入長者房屋，以配合社會所需。

The Housing Society will continue to invest in developing more elderly housing. Apart from the third Senior Citizen Residences Scheme (SEN) project in Lee Kung Street, Hung Hom which is due to complete in 2022, the rehousing estate project in Pak Wo Road, Fanling and the redevelopment of Ming Wah Dai Ha will adopt an "integrated development model", promoting cross-generation harmony within the community. The above three projects will provide a total of 1,200 flats under SEN. In the days to come, if the site area or scale allows, the Housing Society will consider to include elderly-friendly units in the new projects, answering to the demands of the society.



## 乙明邨

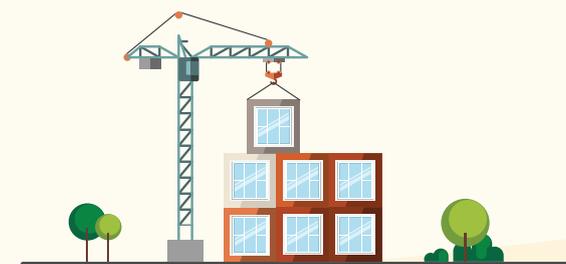
## 「組裝合成」長者房屋項目



## Jat Min Chuen "MiC" Elderly Housing Project

在土地資源緊張的情況下，要增加長者房屋的供應並不容易，為此，房協最近提出了一個意念嶄新的方案，利用乙明邨尚餘的地積比率，在邨內一處空地以「組裝合成」方法興建約七十個專為長者而設的出租單位，供現居於乙明邨的寬敞戶長者申請調遷，更向全寬敞長者戶提供終身免租優惠，讓他們安享晚年。騰出的單位可供有需要的家庭入住，善用公營房屋資源，亦能提升長者租戶的生活質素，進一步落實「居家安老」的概念。項目預計將於今年內招標，二零二零年第一季開始施工，二零二二年落成。

這個項目將會是本港首個以「組裝合成」方法興建的長者房屋，此舉同為業界提供一個示範作用。



Given the severe land shortage in Hong Kong, it is not easy to increase the supply of elderly housing. In light of this, the Housing Society has recently proposed a new solution, by utilising the unused plot ratio, 70 elderly-friendly rental flats can be constructed using Modular Integrated Construction (MiC). Under-occupation households at Jat Min Chuen with all family members under the tenancy agreement aged over 70 can have the option to transfer to the new flats with lifetime full rent exemption. On one hand, the flats will be freed up for families in need to allow better utilisation of public housing resources; on the other hand, the elderly tenants can enjoy a better living quality in an elderly-friendly unit, further implementing "Ageing in Place". The project is expected to be tendered out this year, with commencement of the work in the first quarter of 2020 and completion in 2022.

This project will be the first elderly housing constructed using "MiC" in Hong Kong, serving as a demonstration for the industry.



# 地區合作 創造最佳協同效益

## Local Collaboration to Achieve Best Synergy

為了提升長者服務的質素，房協自二零一零年成立了一個跨專業界別的團隊，當中包括社工、職業治療師及物理治療師等，以照顧租戶的身心健康。除了房協的團隊外，我們亦匯聚了地區的力量，令轄下的長者服務更臻完善。以「樂得耆所」計劃為例，房協就與超過二百八十間地區社福及醫療機構合作，在推動「居家安老」方面創造協同效益。由於房協在日常物業管理的工作上，與長者租戶建立了良好互信的關係，地區機構可透過房協的統籌，有效地提供服務。至今，受惠的長者人數接近三萬。

To improve the quality of elderly services, the Housing Society has set up a cross-disciplinary team since 2010, including social workers, occupational therapists and physiotherapists, to care for our tenants' physical and mental health. Apart from that, we have solicited local support to further improve our elderly services. Taking the Ageing-in-Place Scheme as an example, the Housing Society is collaborating with over 280 local social service and medical institutions, generating positive synergy in implementing "Ageing-in-Place". Since the Housing Society has established mutual trust with the elderly tenants through its daily property management work, district institutions can deliver their services effectively and efficiently with our help. To date, nearly 30 thousand elderly people were benefited.



房協的跨專業界別團隊為長者住戶提供身心靈的照料。

The Housing Society sets up a cross-disciplinary team to look after the body and mind of the elderly tenants.

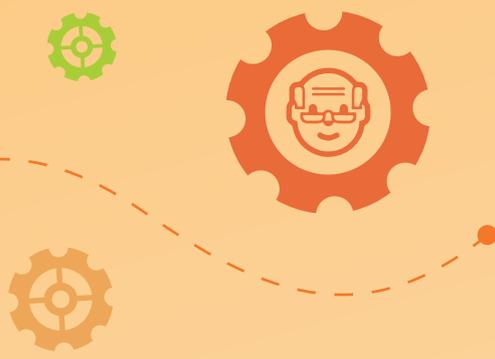
## 積極推廣「居家安老」

### Promoting "Ageing-in-Place" Proactively

房協一直致力促進長者房屋及服務的發展，管理層亦積極參與業界舉辦的活動，分享經驗。房協行政總裁黃傑龍於三月十九日出席了由香港物業管理公司協會舉辦的午餐交流研討會，向同業講解房協如何透過「樂得耆所」計劃，協助長者租戶「居家安老」，並分享計劃的營運理念及成效。

In order to facilitate the development of elderly housing and services, the Management actively participate in events organised by industry counterparts and share the Housing Society experience. Housing Society Chief Executive Officer Wong Kit-loong attended the luncheon seminar hosted by the Hong Kong Association of Property Management Companies on 19 March. He showcased how the Housing Society's Ageing-in-Place Scheme helped the elder tenants to age in place, and shared the philosophy and effectiveness of the Scheme.





房協副行政總裁陳欽勉亦於三月二十九日，參加了由香港綠色建築議會及華懋集團聯合舉辦，以《可持續社區：如何促進長者友善項目發展》為題的論壇，分享房協如何為不同階層的長者租戶，創造有利「居家安老」的生活環境和條件。

而在三月二十四日，總經理(長者服務)張滿華出席了尊賢會的翡翠午宴，席上與安老業界的政府官員、學者、經營者等分享了房協如何利用社區資源，為長者住戶提供廣泛的支援服務，協助他們保持優質且獨立自主的生活模式。

此外，房協參與了三月八日至十日在香港會議展覽中心舉行的黃金時代展覽暨高峰會。職員在展覽場地設攤位，展示長者房屋及樂齡科技，宣揚「居家安老」的概念。今年的展覽以智齡無界限為主題，內容包括一系列創新的長者產品與服務，如醫療和康復器材，以及居家護理產品等，吸引不少市民、服務提供者和業內人士參觀及交流。

未來，房協期盼有更多業界及持份者參與長者房屋的發展，讓我們一起攜手為本港長者「創宜居」，協助長者「居家安老」。



總經理(長者服務)張滿華分享發展長者房屋的心得。

General Manager (Elderly Services) Cheung Moon-wah shares his insights on elderly care services.

副行政總裁陳欽勉出席「2019華懋可持續發展論壇」，與業界分享房協過往的長者房屋及服務經驗。

Deputy Chief Executive Officer James Chan attended the Chinachem Sustainability Conference 2019 and shared the experience of the Housing Society on elderly housing and services over the years.

On 29 March, Deputy Chief Executive Officer James Chan attended the Chinachem Sustainability Conference 2019 themed "Sustainable Neighbourhood: How to Foster Age-Friendly Developments", jointly organised by Chinachem Group and the Hong Kong Green Building Council. In his speech, James Chan shared the Housing Society's experience in elderly housing development, and the ways to create favourable living environment and conditions for elderly tenants from across different socio-economic backgrounds to age in place.

And at the Jade Luncheon on 24 March, General Manager (Elderly Services) Cheung Moon-wah shared with government officials, academia and elderly service operators how the Housing Society make use of community resources to provide a wide range of support services to elderly residents, and to help them maintain a quality and independent lifestyle.

Besides, the Housing Society participated in the Golden Age Expo and Summit 2019 on 8 to 10 March at the Hong Kong Conventional and Exhibition Centre. A booth was set up to showcase the Housing Society's works and experience in elderly housing development and gerontechnology, promoting the concept of "Ageing in Place". Themed "Age Beyond Borders", the Expo introduced a series of innovative elderly products and services, such as medical and rehab aids and household healthcare products, attracting the public, service providers and industry experts to join and exchange ideas.

Looking ahead, the Housing Society hopes to join hands with the industry and stakeholders to participate in the development of elderly housing, "Creating Homes" for the elderly in Hong Kong and helping them to achieve "Ageing in Place".



房協連續第四年參與黃金時代展覽，向業界推廣「居家安老」概念。

The Housing Society participates in the Golden Age Expo for the 4<sup>th</sup> consecutive year, to promote the concept of "Ageing-in-Place" to industry experts.

# 與政府保持 緊密聯繫

## Maintaining Close Ties with the Government

房協一直與政府保持良好的溝通，就本港的房屋政策及公營房屋供應進行交流，並緊密合作。房協主席陳家樂及執行委員會成員於二月二十五日，在香港禮賓府與行政長官林鄭月娥以及運輸及房屋局、發展局和勞工及福利局的官員會面，探討房協如何繼續發揮「房屋實驗室」的角色，善用現有房屋資源，為市民提供更多創新和適切的房屋計劃和服務。

The Housing Society maintains regular rapport with government officials to exchange views on how the Housing Society could support the Government in housing policies. On 25 February, Housing Society Chairman Walter Chan together with the Executive Committee members met with Chief Executive of the Hong Kong Special Administrative Region Carrie Lam and officials from the Transport and Housing Bureau, Development Bureau and Labour and Welfare Bureau to discuss the continued role of the Housing Society in being a "housing laboratory" and utilising housing resources available to provide more innovative and proper housing solutions in Hong Kong.

# 歡迎新委員

## Welcoming New Member



林思尊為房屋署前助理署長(工程)，香港工程師學會、英國結構工程師學會和英國土木工程師學會的會員。他亦積極投身公共及社會服務。

Lam Sze-chuen is the former Assistant Director of Housing (Project) of the Hong Kong Housing

Department. He is a Member of the Hong Kong Institution of Engineers, the Institution of Structural Engineers, UK and the Institution of Civil Engineers, UK. He is active in public and community services.

# 傳媒新春團拜 Spring Gathering with the Media



房協於三月一日舉辦傳媒新春午宴，邀請了本地傳媒機構代表共慶新歲。

主席陳家樂致辭時表示，房協將繼續與政府保持緊密合作夥伴關係，探索不同解決房屋問題的方案，務求配合政府的房屋政策及市民的住屋需要。此外，陳主席亦分享了房協的最新工作進展，以及未來的發展重點，包括長者房屋、舊邨重建及復修、資助出售房屋、專用安置屋邨及過渡性房屋。

The Housing Society held its media spring luncheon on 1 March to celebrate the New Year with Hong Kong journalists.

In his remarks, Chairman Walter Chan reiterated that the Housing Society will maintain a close working tie with the Government in implementing housing policies and meeting the housing needs of the people through exploration of various housing solutions. In addition, Chairman took the opportunity to share the latest business updates and future development highlights of the Housing Society, including elderly housing, estates redevelopment and rehabilitation, subsidised sale housing, dedicated rehousing estates and transitional housing.



房協管理層與傳媒朋友歡聚暢談。

Management of the Housing Society mingles with the journalists.





## 廣納各方意見 促進專業交流

## Gathering Opinions to Facilitate Professional Exchange

房協一向積極與不同專業界別交流，藉此推動房屋發展及業界創新。

To facilitate housing development and innovations in the industry, the Housing Society actively participates in different professional exchanges.

房協主席陳家樂聯同副主席凌嘉勤及總監團隊，於二月十三日與中央人民政府駐香港特別行政區聯絡辦公室(中聯辦)副主任譚鐵牛會面交流，並分享房協最新的發展動向。譚副主任肯定房協在支持配合特區政府房屋施政、服務香港市民、引領促進建造專業發展、協助內地廉租房及經濟適用房政策建立等方面作出的重要貢獻。

On 13 February, Housing Society Chairman Walter Chan, together with Vice-Chairman K.K. Ling and the Directorate team, met with Tan Tieniu, Deputy Director of Liaison Office of the Central People's Government in the HKSAR (LOCPG), to share the Housing Society's latest development. Mr Tan reassured the contributions of the Housing Society in supporting the HKSAR Government's housing policies; serving Hong Kong citizens; leading and facilitating the construction industry development; and assisting the Mainland to establish policies for rental housing and economical housing.



民建聯的立法會及區會議員於四月八日參觀房協最新的長者房屋項目「雋悅」，就長者房屋議題分享見解。

Legislative Council and District Council members of Democratic Alliance for the Betterment and Progress of Hong Kong (DAB) visited The Tanner Hill, the latest elderly housing project of the Housing Society on 8 April, to exchange their views on elderly housing.



新加坡駐香港特區總領事符秀麗(左三)聯同兩位領事館代表於三月二十七日參觀「雋悅」，房協行政總裁黃傑龍到場迎接並講解這個項目的概念及多項以長者為中心的設備和特色。

On 27 March, the Consul-General of Singapore in Hong Kong Foo Teow Lee (3<sup>rd</sup> from the left) and two delegates visited The Tanner Hill, Housing Society Chief Executive Officer Wong Kit-loong greeted them and shared the concept and elderly-friendly features of this project.



房協總監(工程策劃)楊啟裕與業界就「組裝合成」建築法互相交流。Housing Society Director (Projects) Franki Yeung exchanges views on MiC with industry professionals.

今年一月，房協總監(工程策劃)楊啟裕參與由建造業議會舉辦的「『組裝合成』建築法發展商、承建商及組件供應商交流論壇」，分享房協在「組裝合成」建築的發展計劃，包括實踐模式及當中的考量等。

In January this year, Housing Society Director (Projects) Franki Yeung attended the Client Contractor Supplier Forum on "Modular Integrated Construction" (MiC) organised by the Construction Industry Council. At the Forum, he shared the road map of the Housing Society for MiC, including the implementation approach and the considerations behind.

# 支持業界發展

## Supporting Industry Development



於三月二十五日，房協行政總裁黃傑龍(右二)與其他政商代表一同主持建造業議會的「註冊專門行業承造商制度」啟動典禮，承諾在未來的建造合約中列明聘用相關的註冊承造商，以推動優質建築和建造業專業發展。

On 25 March, Housing Society Chief Executive Officer Wong Kit-loong (2<sup>nd</sup> from the right), together with Government and business representatives, officiated the Registered Specialist Trade Contractors (RSTC) Scheme Launching Ceremony and were committed to making the employment of RSTCs a mandatory provision in their future construction contracts, so as to promote quality constructions and professional development of the industry.



管理層在四月十二日會見香港營造師學會會長和理事會成員，了解學會最新動態及其倡議的專業營造師和營造監工註冊制度如何提升施工質素。

The Management met the President and Council Members of Hong Kong Institute of Construction Managers (HKICM) on 12 April to learn the latest development of HKICM and how the establishment of Construction Managers and Supervisors Registration Systems could enhance construction quality.

房協秉持著對可持續發展的承諾，早前簽署由商界環保協會牽頭的「低碳約章」。該約章響應由政府推動的「香港氣候行動藍圖2030+」，強調制定有時限性減碳目標的重要性。超過二十間企業參與簽署約章，為未來低碳發展訂下共同的願景和策略。

The Housing Society is committed to keeping its promise of sustainable developments and signed the Low Carbon Charter earlier with the Business Environmental Council at the Charter's Launch Ceremony. The Charter echoes the Climate Action Plan 2030+ put forward by the Government, which highlights the importance of setting time-bound decarbonisation targets. With over 20 signatories, the participating corporates set a common vision and strategy for a low carbon future.



公眾人士參與房協的攤位遊戲，了解更多職安健的資訊。

Public participates in the booth games of the Housing Society to learn more about occupational safety.

## 攜手推廣職安健

### Promoting Occupational Safety and Health in Collaboration

房協積極參與推動職業安全健康，於三月十七日與勞工處及多間主要機構協辦「建造業安全獎勵計劃」頒獎典禮暨嘉年華會。活動在旺角麥花臣足球場順利舉行，透過攤位遊戲及展覽，加強業內人士的工作安全意識及培育業界和市民大眾的安全文化。

The Housing Society has always been active in promoting occupational safety. Jointly organised by the Labour Department, the Housing Society and various institutions, the Award Ceremony for the Construction Safety Award Scheme and the Construction Safety Week Carnival was held on 17 March at MacPherson Playground in Mong Kok. Through games and exhibits, the Carnival aimed to strengthen the practitioners' awareness on occupational safety, and nurture the safety culture within the industry and among the public.

## 委員參觀活動 探索今昔發展

### Member's Visit to Review the Past and Present of Housing Development

房協委員於三月一日到訪參觀房協展覽中心。委員透過中心展示的珍貴照片及昔日舊物，並親身體驗中心內的多媒體設施，回顧房協過去的工作，以及對未來的展望。位於油麻地駿發花園的房協展覽中心在今年一月正式向公眾開放，並設預約導賞服務。

此外，委員在四月二十四日參觀祈德尊新邨及祖堯邨，深入了解出租屋邨的日常管理及物業的優化工作。



Members of the Housing Society visited the HKHS Exhibition Centre on 1 March. Through the precious photos, exhibits from the past, and first-hand experience on the interactive facilities, Members reviewed the works of the Housing Society in the past and looked beyond. Located at Prosperous Garden in Yau Ma Tei, the Exhibition Centre is open for public visits since January this year, with guided tours available for booking.

In addition, Members visited Clague Garden Estate and Cho Yiu Chuen on 24 April, to gain better understanding of the management operations and enhancement works of rental estates.



## 與居民共度佳節

### Celebrating Chinese New Year with Residents

房協物業管理部於二月十五日舉行一年一度的新春歡聚晚宴，與轄下各出租屋邨互委會、居民協會及租者置其屋業主立案法團的代表共慶新春，並藉此機會加強交流和溝通。

Property Management Division of the Housing Society held the annual spring gathering on 15 February. Representatives from the Mutual Aids Committees of the rental estates, residents associations and Owners' Corporations of Tenants Purchase Scheme joined to celebrate the Year of the Pig and took the opportunity to strengthen communications.



居民代表向物業管理部致送紀念品，嘉許部門多年來服務至誠。

Residents' representatives present souvenirs to the Property Management Division in compliment of their past efforts in serving the estates.



房協總監(物業管理)葉錦誠(右)及助理總監(物業管理)潘源舫(左)為醒獅點睛，期盼居民來年安居樂業。

Director (Property Management) Jacky Ip (right) and Assistant Director (Property Management) Sanford Poon (left) take part in the eye-dotting ceremony to kick off the lion dance performance, wishing the residents a cheerful and prosperous year ahead.



## 房協年報奪國際殊榮

### The Award-Winning Annual Report

房協以「創宜居·活社區」為主題的二零一七/一八年度年報，在美國LACP舉辦的Vision 國際年報大獎中奪得「非牟利機構」組別金獎，評審團高度評價年報的封面設計及清晰鮮明的內容。年報更憑整體九十八分的佳績，在全球首百強中名列第四十五位。

此外，該年報在MERCURY國際大獎二零一八/一九年中的「整體表現：房屋發展及銷售」及「整體表現：非牟利－人類福祉」類別，分別獲得銅獎及優異獎。

Themed “Create Homes • Revive Communities”, the Annual Report 2017/18 won the Gold Award in the “Non-Profits” category of the Vision Awards Annual Report Competition organised by the League of American Communications Professionals (LACP) of the United States. The Annual Report was given a total score of 98 and ranked 45th among top 100 reports worldwide, receiving high commendations from the judging panel on its cover design and clarity.

In addition, at the 2018/19 Mercury Awards, the Housing Society took home the Bronze Award in the “Overall Presentation: Housing Development and Sales” and received Honours in the “Overall Presentation: Non-Profit – Human Welfare”.



## 七十周年公關策劃再獲殊榮

### More Accolades for 70<sup>th</sup> Anniversary Public Relations Campaign

為慶祝七十周年，房協在二零一八年以「創宜居·活社區」為主題舉辦了一連串傳訊及宣傳活動，廣受歡迎及支持。近日，活動及宣傳策劃於中國數字媒體大獎二零一九「企業形象與信息類及企業社會責任」組別榮獲銀獎。該獎項由Campaign Asia-Pacific主辦，並由業界專業人士以國際標準評審。

In celebration of its 70<sup>th</sup> Anniversary, the Housing Society organised a series of communications and publicity activities throughout 2018 with the theme “Create Homes • Revive Communities”, which were well-received and supported. Recently, the Campaign won the Silver Award in the “Corporate Image & Corporate Social Responsibility” Category of the Digital Media Awards China 2019. The Award is organised by Campaign Asia-Pacific, and judged by industry professionals on international standards.



# 優質護老服務獲表揚

## Commendations for Quality Elderly Care Services



### 護老心得 Experience Sharing on Elderly Care

「服務長者最重要是細心聆聽和設身處地理解長者的需要，當中常遇到特殊或突發個案，須保持樂觀和正面的心態，辦法總比困難多。」

"The key to elderly care is to have empathy and listen to the elderly's needs. There are always more solutions than problems. We must always be optimistic and positive when handling special cases or emergencies."

Law Wing-fai 羅永輝

Supervisor (Cho Yiu Chuen) 大廈主管(祖堯邨)

房協轄下的出租屋邨一向以協助長者租戶實踐「居家安老」為目標，物業管理人員因此亦全力為長者居民提供適切的服務。其中，祖堯邨一名大廈主管於三月二十九日由香港老年學會舉行的「全港護老者選舉及嘉許禮」上，獲表揚其優秀服務。

同場亦舉辦了「賽馬會屋苑關顧護老計劃」的開展禮，祖堯邨也參與其中。計劃為期三年，希望透過「屋苑管理員認證護老訓練」以及電子護老資源平台等，建立長者及護老者友善社區，達致「居家安老」的目的。

Enabling elderly tenants to age in place at our rental estates has always been a goal for the Housing Society. As such, property management staff are devoted to provide quality support and services to senior residents. At the "Hong Kong Outstanding Carers Election and Award Ceremony" on 29 March, a building supervisor from Cho Yiu Chuen was commended for his outstanding services.

On the same occasion was the launch ceremony of the "Jockey Club Carer & Senior Friendly Estate Project", of which Cho Yiu Chuen is one of the participating estates. The 3-year Project aims to build an elderly- and carer-friendly community through elderly care trainings for property management staff and an electronic platform of elderly care resources, so as to achieve "Ageing in Place".

# 推廣綠色生活，見成果

## Efforts in Promoting Green Living Paid Off

房協重視香港的可持續發展，一直積極支持各類型推廣環保的項目及措施。在屋邨管理方面，房協鼓勵居民在日常生活中實踐綠色生活。其中，駿發花園、乙明邨和明華大廈參加了由環境保護署舉辦的「家居廢物源頭分類獎勵計劃」，並分別獲得銀獎及優異獎嘉許。

今年四月，由房協管理的十二條屋邨更獲頒發「香港綠色機構」名銜，進一步肯定屋邨在節能、減廢、減碳、室內空氣質素管理及產品環保五大範疇的努力。認證計劃由環境運動委員會聯同環境保護署及九個機構合辦，鼓勵參加機構實施環保措施，宣揚可持續發展的生活概念。

The Housing Society attaches great importance to the sustainable development of Hong Kong, thus has been actively supporting projects and initiatives that promotes environmental protection. On the estate management front, the Housing Society encourages resident to live green. Prosperity Garden, Jat Min Chuen and Ming Wah Dai Ha

participated in the Commendation Scheme on Source Separation of Domestic Waste organised by the Environmental Protection Department, and received a Silver Award and Certificates of Merit respectively.



In April this year, 12 estates managed by the Housing Society were granted the title of Hong Kong Green Organisation in recognition of their commitment in five major aspects: energy saving, waste avoidance, carbon reduction, improvement in air quality and reduction of environmental impact across life-cycle. The certification programme is co-organised by the Environmental Campaign Committee, the Environmental Protection Department and nine other organisations, aiming to encourage participating organisations to implement environmental measures and promote sustainability in our everyday lives.

# 探索 長者智能家居

Learning about  
Smart Elderly Home



中小學師生參觀「雋悅」，認識智能科技在「長者友善」家居中的應用。

Students and teachers visit the Tanner Hill to learn more about the application of gerontechnology in the "elderly-friendly" residential units.

為加深公眾對智能家居和長者房屋的認識，房協與教育局合辦「智慧城市專題研習計劃培訓系列」，透過實例向中小學教師和學生，介紹本港房屋發展以及智能科技如何協助推動「居家安老」。

To enhance public understanding of smart home technology and elderly housing, the Housing Society co-organised the Smart City Project Programme Training Series with the Education Bureau for primary and secondary schools. Students and teachers were introduced to the housing development and how smart technologies facilitate "Ageing in Place".

今年三月，來自十四間中小學，合共二十七名師生到「雋悅」實地考察，認識智能科技在「長者友善」家居中的應用，包括「健康數據管理系統」、「進出單位探測系統」及「靜態探測系統」。

In March this year, 27 students and teachers from 14 schools visited The Tanner Hill to learn more about the application of gerontechnology in "elderly-friendly" residential units, including the Health Data Management System, the Entrance Door Contact Tracking System and No-motion Response Detection System.

## 為學生提供 課外學習體驗

Offering Students  
Extra-curricular Learning Experiences

房協深明全人發展的重要，一向積極為學生提供擴闊眼界的體驗和學習機會。於二月二十二日，房協透過香港青年協會接待了韓國交流團共三十二名師生，帶領他們參觀房協展覽中心和勵德邨，認識香港房屋發展歷史和本地屋邨居民的生活狀況。

房協亦與學界緊密合作，今年一月至四月期間，安排了香港專業教育學院（黃克競）電機工程系學生到真善美村的維修部門實習，加深其對業界的認識。此外，房協亦繼續參與由教育局主辦的「工作體驗運動」，安排共五名中學生於企業傳訊部工作，體驗職場生活。

The Housing Society recognises the importance of whole person development and has been actively providing students experiential and learning opportunities that widen their horizons. Through the Hong Kong Federation of Youth Groups, the Housing Society received a group of 32 Korean teachers and students on 22 February. They were brought to the HKHS Exhibition Centre and Lai Tak Tsuen to learn about the history of Hong Kong's housing development, and the livelihood of local estate residents.

The Housing Society also maintains close ties with the academia. Between this January and April, a student majoring in Electrical Engineering at the Hong Kong Institute of Vocational Education (IVE Haking Wong) was offered a placement in the maintenance team of Chun Seen Mei Chuen, deepening his knowledge of the industry. In addition, the Housing Society continued to take part in the Work Experience Movement organised by Education Bureau and arranged job tasting programmes for five secondary school students at the Corporate Communications Section.

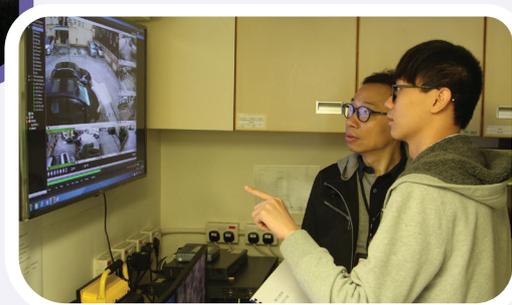


房協安排學生到不同崗位實習，豐富其工作體驗。

The Housing Society provides a wide variety of placements to enrich students' work experience.

韓國師生交流團參觀房協展覽中心和勵德邨。

An exchange tour of Korean teachers and students visits HKHS Exhibition Centre and Lai Tak Tsuen.



# 擴闊年輕人視野



## Broadening the Horizon of the Young Generation



### 透過戲劇創作



### 學習跨代溝通

#### Understanding Cross-generation Harmony through Drama Performance

房協早前舉辦了全港中學生短劇創作比賽，鼓勵年青人思考跨代共融的議題，並推廣關懷長者的精神。活動於三月十五日假香港理工大學蔣震劇院舉行總決賽，讓現場超過二百名師生、家長和嘉賓一同欣賞入圍學生的創意，將年青人和長者的相處之道帶上舞台。

是次比賽以「突破『齡』距離」為題。為加強參賽隊伍對戲劇和長者生活的認識，房協於年初與香港話劇團合辦工作坊，教授學生有關劇本寫作及舞台製作的技巧，亦安排他們到房協「長者安居資源中心」參觀，透過高齡體驗活動，以及與長者義工交流，啟發師生們的創作靈感。最後入圍作品均寫實溫馨，展現了學生對長者的關愛。

學生於賽前工作坊學習戲劇製作，以及與長者交流。

Students learn about drama production and inter-generational communication skills at the pre-contest workshop.

To encourage the younger generation to explore the topic of cross-generation harmony, and to promote the spirit of caring for the elderly, the Housing Society (HKHS) organised a drama competition for secondary schools in early 2019. The finale was held at the Chiang Chen Studio Theatre of The Hong Kong Polytechnic University on 15 March. More than 200 participants, including teachers, students, parents and guests, attended to see the students' creative screenplays, the captivating stage performances, and their interpretation of inter-generational relationships.

The theme of the competition is "Generation Gap? No Way!". To strengthen the teams' understanding on drama performance and elderly living, and to offer them inspirations, the Housing Society co-organised a workshop with Hong Kong Repertory Theatre earlier this year on screenplay writing and theatrical production, and as well arranged a visit to the Housing Society Elderly Resources Centre, in which they experienced the daily living of an elderly through simulations and interacted with senior volunteers. All shortlisted stories were very heart-warming and close to home, showing students' love and care for the elderly.





學校  
Schools

香港道教聯合會鄧顯紀念中學  
Hong Kong Taoist Association  
Tang Hin Memorial Secondary School



獎項  
Awards

冠軍、最佳劇本創作獎、最佳男演員  
Champion, the Best Screenplay and  
the Best Actor



得獎作品/學生  
Winning Entries / Students

《樹下老人》/ 文健銘  
Man Kin-ming



學校  
Schools

聖士提反堂中學  
St. Stephen's Church College



獎項  
Awards

亞軍、最受觀眾歡迎獎  
1<sup>st</sup> Runner-up and the Most Popular  
Team



得獎作品  
Winning Entries

《沒有你，那有我》



學校  
Schools

保良局唐乃勤初中書院  
Po Leung Kuk Tong Nai Kan Junior  
Secondary College



獎項  
Awards

季軍、最佳服裝設計獎、最佳女演員  
2<sup>nd</sup> Runner-up, the Best Costume  
Design and the Best Actress



得獎作品/學生  
Winning Entries / Students

《小星星》/ 盧欣欣  
Abbie Lo



所有入圍作品將上載於Yahoo TV網頁及房協YouTube專頁(<https://www.youtube.com/user/hkhousingsociety>) 播放，讓公眾欣賞這些年青人的精彩演繹。  
All winning entries will be featured on Yahoo TV and the YouTube Page of HKHS (<https://www.youtube.com/user/hkhousingsociety>),  
allowing the public to view the works of young people.

# 關懷社區

## Caring for the Community

### 支援實現夢想

#### Realising Dreams



企業傳訊主管梁綺蓮代表房協出席「愛·實現」計劃宣傳啟動禮。

Pamela Leung, Head of Corporate Communications, attends the Kick-off Ceremony of the "Realise Love, Realise Dreams" project on behalf of the Housing Society.

房協作為具社會承擔的非政府機構，在支援社區計劃和活動不遺餘力。其中，房協積極支持由香港中華基督教青年會(YMCA)舉辦的「愛·實現」計劃，在轄下出租屋邨張貼海報及派發傳單，宣傳計劃信息。為答謝房協的支持，YMCA在二月十七日舉行的啟動禮上向房協頒發感謝狀。計劃自二零一二年開始，透過義工探訪協助有需要人士實現夢想。

As a socially responsible non-government organisation, the Housing Society spares no effort in supporting community schemes and activities. The Housing Society gave full support to the "Realise Love, Realise Dreams" Project organised by the Chinese YMCA of Hong Kong (YMCA), disseminating their messages through posters and leaflets at our rental estates. YMCA presented a certification of appreciation to the Housing Society for our support at the launch ceremony on 17 February. Since the Project's inauguration in 2012, it helps people in need to realise their dreams by organising volunteer visits.

### 關注身心靈健康

#### Caring for Physical and Spiritual Wellness

為推動健康社區，房協支持並協助推廣由新生精神康復會舉辦的「dayday330」行動，鼓勵大眾每天利用至少三分三十秒，透過簡單的「小休息」如呼吸練習或聽音樂等，促進身心靈健康。

To bolster a healthy community, the Housing Society supports and promotes "dayday330" organised by the New Life Psychiatric Rehabilitation Association. The campaign encourages the public to take a "short break" of at least 3.5 minutes a day to do something relaxing like breathing exercises or listening to music, so as to enhance the physical and spiritual wellness.



新生精神康復會向房協助理總經理(企業及社區關係)符肇廉頒發紀念品，感謝房協的支持。

Housing Society Assistant General Manager (Corporate and Community Relations) Gary Fu receives souvenir from New Life Psychiatric Rehabilitation Association as an appreciation for the Housing Society's support.





## 愛心義工與長者共慶豬年

♥ Volunteers Celebrated the Year of the Pig with Elderly

除了支援不同的社區計劃，房協愛心隊義工亦透過佳節活動關心長者。愛心隊義工與一百名來自圓玄學院荃灣西長者鄰舍中心及鄰舍輔導會茶果嶺中心的長者一起參與齋宴活動，共慶新春。

Apart from supporting the different community projects, the Housing Society Volunteer Team also shows care to the elderly through festivities. The Team celebrated Chinese New Year with 100 seniors from the Yuen Yuen Institute Tsuen Wan West Neighbourhood Elderly Centre and Cha Kwo Ling Centre of the Neighbourhood Advice-Action Council by having a vegetarian banquet on 16 February.



房協愛心隊義工安排了表演及抽獎環節，又送上福袋及賀年輝春，令現場氣氛更熱鬧。

Staff Volunteer Team boosts excitement with performances, lucky draw, and distribution of gift bags and fai chun to the elders.

## 傳承「長者友善」 物管專業服務



### Inheriting Professional Elderly-Friendly Property Management Services

物業管理部早前應社會福利署的邀請參與「護老同行」計劃，向同業前線人員提供培訓、傳授照顧長者住客的专业經驗和知識，例如認識認知障礙症長者的需要及處理方法，與業界一同構建長者友善社區。

In response to the invitation by the Social Welfare Department to participate in the Support for Carers Project, the Housing Society offered professional trainings to frontline property management staff of industry peers, sharing with them our experiences and knowledge in serving the elderly, such as understanding the needs of elderly with dementia and proper technique of handling them, and building an elderly-friendly community together.



房協在一月二十六日的「全城『認知無障礙』大行動」暨「護老同行」計劃焦點活動上獲表揚。

The Housing Society was commended at the highlight event of Dementia Friendly Community Campaign and the Support for Carers Project on 26 January.



## 「滅罪耆兵」義工培訓計劃

### Prevent Deception Volunteer Training for Elderly Residents

「房協之友」與香港科技大學合辦「滅罪耆兵」義工培訓計劃，教導及提高長者街頭騙案的知識及資訊，透過遊戲、角色扮演和小組討論，居住在觀塘花園大廈的長者義工學懂應對陌生人及騙案的技巧，並將所學的實用技巧傳授給長者鄰居。

Collaborated with Hong Kong Science and Technology University, the HS Community (HSC) organised a Prevent Deception Volunteer Training Programme for the elderly volunteers in Kwun Tong Garden Estate. Through games, role play and discussions, the elderly volunteers learned how to deal with strangers and avoid street deceptions, thus can share these useful skills with their neighbours.



## 鼓勵長者

## 多做運動



### Encourage Elderly to Exercise More



為推廣持續運動的好處，「房協之友」於四月十六日在西貢樟木頭老人度假中心舉辦「長者運動計劃：耆樂大作戰」，共八十名來自五個屋邨的長者參與這個活動，在輕鬆歡樂的氣氛下，動動腦筋和筋骨。

To promote the benefits of regular exercise, on 16 April, HSC held an Elderly Fitness Programme at the Cheung Muk Tau Holiday Centre in Sai Kung. A total of 80 elderly tenants from five estates participated, the elderlies had a wonderful time playing games and stretching their muscles.



## 植樹同樂護地球

### Planting Trees to Save the Planet



「房協之友」一如以往鼎力支持年度「香港植樹日」，率領由職員及其親屬組成的「房協環保大使」身體力行，響應環保工作。活動於三月二十三日假西貢獅子會自然教育中心舉行，近六十名「房協環保大使」與其他機構義工合力栽種了六千棵樹苗，共同為締造可持續發展的綠色城市出一分力。

As usual, HSC supported the annual Hong Kong Tree Planting Day by mobilizing Housing Society Green Ambassadors which consist of company staff and their family members. The event was held in Lions Nature Education Centre in Sai Kung on 23 March. Around 60 Housing Society Green Ambassadors and other corporate volunteers jointly planted 6,000 tree seedlings, demonstrating concerted efforts in building a sustainable and greener city.

