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# 房協動態

Housing Society Today

New SSF Project

## 全新資助出售房屋

# 申請反應熱烈

Receives Enthusiastic Response



朗然  
Hemma 然  
Amber



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\* 請參閱第六頁的備註  
Please refer to the remark on page 6



HONG KONG  
HOUSING SOCIETY  
香港房屋協會



## 主席的話 Chairman's Message



過去一季，房協可謂喜事連連。去年11月，房協榮獲香港董事學會頒發「2023年度傑出董事獎」以及「董事會多元化卓越嘉許」，肯定房協優秀的企業管治，以及房協委員的卓越領導和管理層的專業精神。房協自成立以來，一直由社會不同專業界別的委員管治。由2000年開始，我們採取由監事會及執行委員會組成的雙層管治架構，兩個委員會各自擔當清晰明確的角色和責任。在瞬息萬變的環境下，這套完善的企業管治模式令房協成功應對不同挑戰，持續發展。憑藉同事們的努力，房協在2023年第四季，共摘下超過10多個專業獎項，包括在規劃及建築、推動ESG（即環境、社會及管治），還有傳訊及公共關係方面的卓越表現均獲得各界表揚。

同時，房協第五個資助出售房屋項目「朗然」開售，在短短兩周的申請期內接獲逾13,000份申請，422個單位超額認購近30倍。房協上一次推出資助出售房屋項目已經是2017年，今次再次推出新項目，為市民提供多一個優質而可負擔的置業選擇，對於期待早日「上車」的合資格市民來說，可說是一大喜訊。過去一年，房協的發展項目繼續穩步推展。現正規劃或興建中的資助出售房屋項目共有六個，合共提供約6,000個住宅單位，分佈九龍及新界。2024年，有關房屋供應的好消息將會陸續有來。

2023年是房協成立75周年，我們以「創建宜居·永續共融」為題舉辦全年誌慶活動，多項活動亦於過去一季壓軸登場，當中為期半年的「萬家減碳FUN獎賞」鑽禧社區計劃於12月圓滿結束，是全港最大規模的屋邨減碳運動，成功凝聚房協轄下20個出租屋邨逾三分之一的家庭參與，推動居民建立低碳及可持續生活習慣。我們更深入社群，透過網上社交媒體、電視節目及港鐵車廂電視，播放多個特製節目，讓市民大眾進一步了解房協多元化的工作，以及為香港房屋發展所作出的貢獻。

「創建宜居·永續共融」不僅是房協75周年的活動主題。未來，房協會繼續以此作為社會使命，以創新的可持續方案為香港建設優質房屋和共融社區。

最後，龍年將至，我謹代表房協祝大家在新一年同樣喜事連連，龍騰虎躍、身壯力健、百尺竿頭，更進一步！

In the past quarter, we were thrilled by several joyful events. Last November, HS was honoured with the "Directors of The Year Award 2023" and the "Excellence in Board Diversity" award by The Hong Kong Institute of Directors, in recognition of its excellence in corporate governance, the exceptional leadership of HS Members, and the professionalism of its management team. Since its inception, HS has been governed by Members coming from various professional sectors of the community. Since 2000, we adopted a two-tier governance structure comprising a Supervisory Board and an Executive Committee, each with clearly defined roles and responsibilities. In the rapidly changing environment, HS has successfully overcome various challenges and continues its development with this robust corporate governance model. With the concerted efforts of our colleagues, HS achieved remarkable success in the fourth quarter of 2023, garnering over 10 professional awards. Recognition for various achievements was received, including planning and construction, ESG (i.e. environmental, social and governance), as well as outstanding performance in communications and public relations.

At the same time, HS launched its fifth Subsidised Sale Flats (SSF) Project "Hemma Amber", offering 422 units with over 13,000 applications received within the two-week application period, representing an oversubscription of nearly 30 times. With the launch of the last SSF project of HS dated back to 2017, this new project provides the public with another quality yet affordable housing option – a piece of good news for eligible households looking forward to getting on the property ladder. Over the past year, HS's development projects have continued to progress steadily. HS is currently planning or constructing a total of six SSF Projects, offering a total of about 6,000 residential flats in Kowloon and the New Territories. In 2024, there will be more good news to come regarding housing supply.

2023 marked the 75<sup>th</sup> anniversary of HS, and we organised a series of celebratory activities under the theme "Creating Homes for Sustainable Living" throughout the year. Several activities took center stage in the past quarter, including the six-month Community ESG Programme, which concluded successfully in December. This programme stands as the largest estate-based carbon reduction campaign in Hong Kong, successfully engaging more than one-third of the households across HS's 20 rental estates. It aimed to encourage residents to develop a low-carbon and sustainable lifestyle. We also delved deeper into the community, utilising online social media, a television programme, and MTR In-Train TVs to broadcast several tailor-made programmes, enhancing the public understanding towards the diverse efforts of HS and its contributions to the housing development in Hong Kong.

"Creating Homes for Sustainable Living" is not only the theme of HS's 75<sup>th</sup> Anniversary but also its ongoing social mission. Looking ahead, HS will continue to uphold this mission to create quality housing and inclusive communities in Hong Kong with innovative and sustainable solutions.

Finally, the Year of the Dragon is around the corner. On behalf of HS, I wish everyone a year filled with joy, prosperity, good health, and continuous success!

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Did You Know

《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。

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## 全新資助出售房屋 申請反應熱烈

## New SSF Project Receives Enthusiastic Response

朗然  
Hemma Amber

繼上一個資助出售房屋項目於2017年推售後，房協於2023年11月再度為合資格人士推出令人期待的全新資助出售房屋項目「朗然」，提供422個單位。為期兩周的申請期已於2023年12月13日截止，市場反應熱烈，房協一共收到13,001份申請表，綠表申請佔1,546份，白表佔11,455份<sup>10</sup>，超額認購近30倍。

With the last Subsidised Sale Flats (SSF) projects launched for sale in 2017, **HS rolled out “Hemma Amber”** in November 2023, offering a total of 422 flats for application by eligible persons. A long-awaited SSF Project, “Hemma Amber” **concluded its two-week application period on 13 December 2023** with enthusiastic response. A total of 13,001 applications, comprising 1,546 Green Form applications and 11,455 White Form applications<sup>10</sup>, were received, representing an oversubscription of nearly 30 times.

「朗然」的交樓標準示範單位於2023年11月至12月期間，開放予公眾人士參觀，共錄得逾6,600人次參觀。項目預計於2024年二月進行抽籤，並於2024年第二季開始，根據抽籤結果發信通知合資格的申請人選購單位<sup>1</sup>。

“Hemma Amber”’s show flat with handover standard provision was open for public viewing from November to December 2023 and more than 6,600 visitors were recorded. A ballot will be conducted in February 2024, followed by flat selection of eligible applicants in the second quarter of 2024<sup>1</sup> according to the ballot result.

「朗然」是房協推出的第五個資助出售房屋項目，位於安達臣道R2-3用地，設有兩座，每座樓高十四層。項目預計2025年年底落成，提供一房至三房戶型單位<sup>2</sup>，實用面積介乎303至658平方呎<sup>3</sup>。兩房單位佔總數八成，其餘為一房和三房單位。

“Hemma Amber”, the fifth SSF Project of HS, is located at Anderson Road Quarry (ARQ) Site R2-3, comprising two 14-storey blocks. Scheduled for completion by the end of 2025, the project offers one- to three-bedroom units<sup>2</sup> with a saleable area ranging from 303 square feet to 658 square feet<sup>3</sup>. A total of 80% of the units are of two-bedroom design, and the remaining are one-bedroom and three-bedroom units.



房協總經理(銷售及市場事務)柯靄邦(右)在記者會上公布「朗然」的售價及銷售安排<sup>1,4,5,9</sup>。

HS General Manager (Sales and Marketing) Peter Or (right) unveils the price list and sale arrangements of “Hemma Amber” at the press conference<sup>1,4,5,9</sup>.



## 適切而可負擔的居所

「朗然」的售價約為市值六二折<sup>4</sup>，介乎255.5萬至645.6萬港元<sup>5</sup>，實用面積每平方呎售價為8,212至9,812港元<sup>5</sup>。此定價主要參考香港房屋委員會(房委會)最新一期「居者有其屋」(居屋)的折扣率，以及市場情況等因素而定。

房協總經理(銷售及市場事務)柯靄邦表示：「房協的資助出售房屋以用家為主，需求殷切。『朗然』的交樓標準包括全屋鋪設地磚，附設廚櫃、煮食爐、抽油煙機、熱水爐及浴室潔具<sup>6</sup>等，戶戶設有露台<sup>2</sup>。『朗然』設有會所<sup>7</sup>，配套設施齊全。我們對項目銷情樂觀。」

## 樂生活 觀未來—實而不華的舒適生活

「朗然」引入瑞典北歐式<sup>8</sup>「Lagom」<sup>9</sup>概念，打造簡約平衡生活，糅合房協資助出售房屋項目一貫的「實而不華」風格，間格四正實用，選料優質，恰到好處地為市民提供優質而可負擔的居所。

「朗然」的申請資格與房委會目前居屋計劃相若。「綠表」的公屋租戶申請者，不設入息及資產上限。至於「白表」的非公屋租戶申請者，二人或以上家庭的每月入息上限為62,000港元，資產限額為147萬港元；一人申請者的月上限及資產限額則分別為31,000港元及735,000港元<sup>10</sup>。單位配額方面，綠表佔四成，白表佔六成，並會預留兩成配額予一人申請者，綠、白表各佔一成。

「朗然」示範單位<sup>11</sup>展示交樓標準的室內設施，間格四正實用，選料優質。

The show flat of "Hemma Amber"<sup>11</sup> showcases exquisite internal fitting-out with efficient and practical layouts and high-graded construction materials.



## Suitable and Affordable Housing

"Hemma Amber" will be sold at about 62% of the market value<sup>4</sup>, with prices ranging from HK\$2,555,000 to HK\$6,456,000<sup>5</sup> while the unit rate ranges from HK\$8,212 to HK\$9,812<sup>5</sup> per square foot in terms of saleable area. This discounted price is set with reference to the discount rate of the latest phase of "Home Ownership Scheme (HOS)" flats offered by the Hong Kong Housing Authority (HA) as well as market condition.

HS General Manager (Sales and Marketing) Peter Or said, "The units offered by HS under the SSF Project are owner-occupied and are popular in demand. The handover standard provision of "Hemma Amber" flats includes tiled flooring of the entire flat, together with kitchen cabinets, gas hobs, cooker hoods, water heaters, bathroom fittings<sup>6</sup> and balconies<sup>2</sup>. There will be a clubhouse<sup>7</sup> for "Hemma Amber", with comprehensive ancillary facilities. We are optimistic about the sales of the project."

## "Lagom"<sup>9</sup> - a Balanced and Exquisite Life

"Hemma Amber" adopts the Swedish<sup>8</sup> concept of "Lagom"<sup>9</sup>, embodying the joy of a modest and balanced lifestyle, while adhering to the design principle of being "practical but not extravagant" of HS's SSF Project, providing the public with exquisite yet affordable housing with efficient and practical layouts, and high-graded construction materials.

The eligibility criteria for "Hemma Amber" are comparable with the current HOS offered by HA. There are no restrictions on income and asset for Green Form applicants (public housing tenants). As for non-public housing tenants applying with White Forms, the monthly income and asset limits are set at HK\$62,000 and HK\$1.47 million respectively for families with two or more members, and HK\$31,000 and HK\$735,000 respectively for single persons<sup>10</sup>. The quota allocation ratio between Green Form and

White Form applicants is 40:60, and a quota of 20% is reserved for one-person applicants equally shared between Green Form and White Form applicants.

## 「朗然」—命名之源

「朗然」的設計概念源自瑞典<sup>8</sup>語 [Lagom](#)<sup>2</sup>，意思是「不多也不少」。「朗」字代表清澈明亮和晴朗，寓意置身周邊山巒景觀朗然入目<sup>12</sup>，生活悠然自在。其英文名稱Hemma Amber，前者在瑞典<sup>8</sup>語中象徵幸福的家，寶石琥珀Amber則代表高貴、快樂和長壽，並與安達臣道石礦場的珍貴香港歷史互相呼應。以Lagom概念打造的「朗然」，提倡平衡的生活概念，恰到好處地滿足市民的住屋需求，為他們締造一個愜意舒適的理想居住空間。

## Hemma Amber – Story behind the Name

[Lagom](#)<sup>2</sup>, the design concept behind "Hemma Amber", is a Swedish<sup>8</sup> word that means "not too much, not too little". The name "Hemma Amber" denotes a blissful family in Swedish<sup>8</sup>, while the gemstone Amber represents elegance, happiness and longevity, that resonates with the rich heritage of the Anderson Road Quarry in Hong Kong. Its name in Chinese signifies clearness and brightness, inspired by the picturesque and mountainous surrounding<sup>12</sup> that allows residents to feel relaxed in spirit. Originated from the Lagom concept, "Hemma Amber" promotes a "less is more" lifestyle which perfectly meets the housing needs of the public, shaping an ideal and pleasant living space for them.

**LAGOM**  
series



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- 發展項目仍在興建中，賣方保留權利變更、修改和更改發展項目任何部分的設計、布局、用料、裝置、裝修物料及設備及住宅物業的數目及戶型。賣方建議準買家參閱售樓說明書，以了解發展項目的資料。
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- 「LAGOM」僅作宣傳用途，未必會出現於發展項目的公契或其他業權文件內。
- 有關「綠表」和「白表」申請資格的詳細信息，請詳閱申請表及申請須知。
- 相片於2023年9月27日於發展項目第18座8樓H單位之無改動示範單位拍攝，並非於發展項目實際單位拍攝，並經電腦修飾處理，僅供參考。由於相片於示範單位完成前拍攝，相片所顯示之狀況與示範單位之實際狀況可能不同。相片所顯示之狀況與單位完成後之實際狀況亦可能不同。示範單位僅作展示相關住宅物業之用，並不構成亦不得詮釋為任何關於發展項目任何住宅物業景觀或發展項目任何部份之外觀之陳述或保證。不論是否可能有展示發展項目任何部份之外牆裝修物料、外在喉管或外牆。發展項目及住宅物業之用料、裝置、裝修物料、設備及家具(如有)的提供以買賣合約之條款及條件為準。賣方保留權利變更、修改和更改發展項目內任何部份或任何住宅物業內的用料、裝置、裝修物料或設備。有關交樓標準之裝置、裝修物料及設備之詳細資料，請參閱售樓說明書。
- 所述僅為發展項目周邊環境的大概描述，並不反映發展項目所有或任何住宅物業或其他部分可享有之景觀，僅供參考。景觀因住宅物業所處層數及座向而有所不同，並可能受周邊建築物及環境影響，且周邊建築物、設施及環境會不時改變。
- 模擬效果圖純屬畫家對發展項目或其相關部分或有關地區或其四週環境之大概外觀之想像，並不作顯示發展項目落成後的實際景觀、位置、外觀、設施、周邊建築物及環境之用。發展項目之景觀、設施、周邊建築物及環境可能並無顯示或作簡化處理。此圖經過電腦修飾處理及並非按照比例繪畫，僅供參考之用。發展項目仍在興建中，發展項目周邊環境、建築物及設施會不時改變。此圖亦未反映可能出現在發展項目外牆之空調機、喉管、格柵、氣窗及其他設施。此圖所示的顏色、布局、用料、裝置、裝修物料、設備、燈飾、裝飾物、植物、園藝、設施及其他物件不一定會在日後落成的發展項目或其周邊地區提供或出現，未必構成發展項目一部分。此圖並不反映發展項目落成時的實際外觀或其最終景觀及實際周邊環境、所處位置及/或狀況。發展項目四周將會與其他建成及/或未建成的建築物及/或設施，且發展項目四周的環境、建築物及設施會不時改變。此圖並不構成亦不得詮釋成賣方作出任何不論明示或隱含之要約、承諾、陳述或保證(不論與景觀是否有關)。賣方建議準買家到發展項目地盤作實地考察，以對該發展地盤、其景觀、周邊地區環境及附近的公共設施有較佳了解。
- 設計概念圖純屬畫家對發展項目或其相關部分或其他地點或設施之大概外觀之想像，並不作顯示發展項目之景觀、設施、周邊建築物及環境之用。有關設計概念圖經過電腦修飾處理及並非按照比例繪畫，僅供參考之用，並不反映會所不同部分之相對大小及位置。發展項目外牆可能設有之空調機、喉管、格柵、氣窗等及其他設施均無顯示。設計概念圖不應被視為描繪或顯示發展項目任何部分或其周邊地區或發展項目任何部分之景觀。發展項目及周邊環境於未來可能改變。設計概念圖顯示之布局、裝置、裝修物料、設備、家具、裝飾、設施、植物、園藝及圖中顯示的其他物品並不一定會於發展項目或其周邊地區落成後提供或出現。發展項目設計以相關部門批准為準。賣方保留權利不時更改發展項目及其任何部分之建築圖則及其他圖則設計。賣方亦保留權利對會所設施及其他康樂設施及其布局、設計、用途、規格及特色作修改或更改，恕不另行通告。
- For details on balloting and flat selection, please refer to the Information on Sales Arrangements published or revised by the Vendor from time to time.
- The Development is still under construction, and the vendor reserves the right to amend, modify and change the design, layout, materials, fittings, finishes, and appliances of any part of the Development and the type and number of residential units. The vendor recommends prospective purchasers to refer to the sales brochure for detailed information about the Development.
- The saleable area stated in this promotional material includes the area of the balcony, utility platform, and verandah (if any). The saleable area of the residential property and the floor area of the balcony, utility platform, and verandah (if any) to the extent that it forms part of the residential property are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance (Chapter 621). Other specified areas (not included in the saleable area) are calculated according to Part 2 of Schedule 2 to the Residential Properties (First-hand Sales) Ordinance. The listed areas are converted at a rate of 1 square meter = 10.764 square feet and rounded to the nearest whole square foot.
- "62% of the market value" only reflects the basis on which the price was set by the Vendor. It does not represent the discount that the Purchaser may enjoy under the price list.
- The lowest Price of \$2,555,000 refers to the price of Flat K on 1/F of Tower 2B as set out in Price List No.1 of the Development, whereas the highest Price of \$6,456,000 refers to the price of Flat A on 11/F of Tower 2A as set out in Price List No.1 of the Development. The lowest Unit Rate of Saleable Area of \$8,212 refers to the unit rate of saleable area per sq. ft. of Flat B on 2/F of Tower 2B as set out in Price List No.1 of the Development, whereas the highest Unit Rate of Saleable Area of \$9,812 refers to the unit rate of saleable area per sq. ft. of Flat A on 11/F of Tower 2A as set out in Price List No.1 of the Development.
- The provision of materials, fittings, finishes, appliances, and furniture (if applicable) for the Development and residential properties shall be subject to the terms and conditions of the sales and purchase agreement. The vendor reserves the right to modify and change any part within the Development or any materials, fittings, finishes, or appliances within any residential property. For detailed information regarding the standard provisions of fittings, finishes, and appliances, please refer to the sales brochure.
- The naming of the clubhouse and facilities is for promotional purposes only and may not necessarily be used in or appear in the Deed of Mutual Covenant or other title documents or documents. The information relating to the clubhouse and facilities is for reference only. The vendor reserves the right to make changes to the building plans (including, but not limited to, the area, design, layout, and facilities of the clubhouse) without prior notice to any purchasers and the final approved plans issued by the relevant Government departments shall prevail. The clubhouse and facilities may not necessarily be operational upon handover of the residential units in the Development. The use or operation of certain facilities and/or services is subject to relevant laws, land documents, deed provisions, clubhouse regulations, facility usage regulations, consent letters or permits issued by relevant Government departments, and on-site environmental conditions, and may require payment of additional fees. The details and provisions of related services are subject to arrangements and decisions made by the management company and/or relevant service providers. The vendor does not make, and shall not be construed as making, any express or implied offers, representations, undertakings, or warranties (whether or not related to view). The vendor recommends prospective purchasers to refer to the sales brochure for information about the Development.
- The relevant districts are not related to the Development.
- "LAGOM" is only for promotional purposes and may not appear in the Deed of Mutual Covenant or other title documents of the Development.
- For details on the eligibility of "Green Form Applicants" and "White Form Applicants", please refer to the Application Forms and Application Guides.
- The photos were taken on September 27, 2023 in the unmodified show flat of Flat H on 8/F of Tower 1B of the Development. They were not taken in any actual unit in the Development, and have been digitally modified, and are for reference only. As the photos were taken before the show flat was completed, the conditions shown in the photos may differ from the actual conditions in the show flat. The conditions shown in the photos may also differ from the actual condition of the units upon completion. The show flat is solely for demonstrating the related residential property and does not constitute, nor should it be construed as constituting any representation or warranty regarding the appearance of any residential property in the Development or any part thereof, whether or not it may show the exterior finishes, external pipes, or overall appearance of any part of the Development. The provision of materials, fittings, finishes, appliances and furniture (if any) in the Development and residential properties are subject to the relevant terms and conditions of the sale and purchase agreement. The design of the Development is subject to approval from the relevant authorities. The vendor reserves the right to change the building plans and other design drawings of the Development and any of its parts from time to time. The vendor also reserves the right to change, modify, and alter the materials, fittings, finishes, or appliances of any part of the Development or any residential property. For details on the standard provisions of fittings, finishes and appliances, please refer to the sales brochure.
- This description is only a general description of the surrounding environment of the Development and does not reflect the views enjoyed by all or any residential properties or other parts of the Development. It is provided for reference only. The views may vary depending on the floor level and orientation of the residential properties and may be affected by surrounding buildings and the environment, which may change from time to time.
- The design concept illustration is purely an artist's imagination of approximate appearance of the Development, its related parts, the surrounding area, or its surrounding environment. It does not depict the actual view, location, appearance, facilities, surrounding buildings or environment of the completed Development. The view, facilities, surrounding buildings and environment of the Development may not be shown or may be simplified. This illustration has been digitally modified and is not drawn to scale; it is provided for reference only. The Development is still under construction, and the surrounding environment, buildings, and facilities may change over time. The illustration also does not reflect the air conditioning units, ducts, grilles, louvers, and other facilities that may appear on the external walls of the Development. The colors, layout, materials, fittings, finishes, appliances, lighting, decorations, plants, landscaping, facilities, and other objects depicted in the illustration may not necessarily be provided or appear in the completed Development or its surrounding area. It may not constitute a part of the Development. The illustration does not reflect the actual appearance or final view and the actual surrounding environment, location, and/or conditions upon completion of the Development. There will be other existing and/or undeveloped buildings and/or facilities in the vicinity of the Development, and the environment, buildings, and facilities surrounding the Development may change over time. The illustration does not constitute, nor should it be construed as constituting, any express or implied offer, undertaking, representation, or warranty by the vendor (whether or not related to view). The vendor recommends prospective purchasers to visit the Development site for on-site inspection to gain a better understanding of the Development site, its view, the surrounding environment, and nearby public facilities.
- This rendering is purely the artist's imagination of the general appearance of the Development, its related parts, other locations, or facilities. It does not depict the view, facilities, surrounding buildings or environment of the Development. The rendering has been digitally modified and is not drawn to scale. It is provided for reference only and does not reflect the relative sizes and positions of different parts of the clubhouse. The rendering does not show the air conditioning units, ducts, grilles, louvers, and other facilities that may be present on the external walls of the Development. The rendering should not be considered as depicting or showing any part of the Development and its surrounding environment, or the view from the Development and its surrounding environment. The Development and its surrounding area may undergo changes in the future. The layout, fittings, finishes, appliances, furniture, decorations, facilities, plants, landscaping, and other items depicted in the rendering may not necessarily be provided or appear in the Development or its surrounding area upon completion. The design of the Development is subject to approval from the relevant authorities. The vendor reserves the right to change the building plans and other design drawings of the Development and any of its parts from time to time. The vendor also reserves the right to modify or change the layout, design, use, specifications, and features of the clubhouse facilities and other recreational facilities without prior notice.



發展項目名稱：朗然  
 區域：觀塘（北部）  
 發展項目的街道名稱及門牌號數：安禧街18號\*  
 賣方就發展項目指定的互聯網網站的網址#：  
<https://hemmaamber.hkhs.com>  
 本廣告／宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及／或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方：香港房屋協會 | 賣方控權公司：不適用  
 發展項目的認可人士：柯華雄先生 | 發展項目的認可人士以其專業身分擔任經營人、董事或僱員的商號或法團：王董建築師事務所有限公司 | 發展項目的承建商：保華建築營造有限公司 | 就發展項目中的住宅物業的出售而代表擁有人行事的律師事務所：貝克·麥堅時律師事務所 | 已為發展項目的建造提供貸款或已承諾為該項建造提供融資的認可機構：不適用 | 已為發展項目的建造提供貸款的任何其他人：不適用 | 盡賣方所知的發展項目的預計關鍵日期：2025年12月31日（「關鍵日期」指批地文件的條件就發展項目而獲符合的日期。預計關鍵日期是受到買賣合約所允許的任何延期所規限的。） | 本廣告之內容由賣方或在賣方的同意下發布。 | 賣方建議準買方參閱有關售樓說明書，以了解發展項目的資料。  
 #載有售樓說明書、價單、成交紀錄冊、銷售安排、公契及鳥瞰照片之電子版本的網址。  
 \*此臨時門牌號數有待發展項目建成時確認  
 印製日期：2024年1月31日

Name of the Development: Hemma Amber | District: Kwun Tong (North)  
 Name of the Street and the Street Number: 18 On Hei Street\* | The Address of the website designated by the Vendor for the Development#: <http://hemmaamber.hkhs.com> | The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the Development site, its surrounding environment and the public facilities nearby.

Vendor: Hong Kong Housing Society | Holding Company of the Vendor: Not applicable | Authorized Person for the Development: Mr. ORR Wah Hung David | The firm or corporation of which an Authorized Person is a proprietor, director or employee in his or her professional capacity: Wong Tung & Partners Limited Building Contractor for the Development: Paul Y. General Contractors Limited | The firm of solicitors acting for the owner in relation to the sale of residential properties in the Development: Baker & McKenzie | Authorized Institution that has made a loan, or has undertaken to provide finance, for the construction of the Development: Not Applicable | Other person who has made a loan for the construction of the Development: Not applicable | The estimated material date for the development, as provided by the authorized person for the development: 31 December, 2025 | "Material Date" means the date on which the conditions of the land grant are compiled with in respect of the Development. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase. | This advertisement is published by the Vendor or by another person with the consent of the Vendor. Prospective purchasers are advised to refer to the Sales Brochure for any information on the Development. | #Website containing the electronic version of sales brochure, price list, register of transactions, deed of mutual covenant and aerial photographs. \*The provisional street number is subject to confirmation when the Development is completed. | Date of printing: 31 January 2024





# 75周年活動壓軸登場

2023年是房協成立75周年，房協以「創建宜居 永續共融」為題，舉辦了全年慶祝活動。2023年11月至2024年1月期間，多項壓軸活動登場，為精彩的75周年誌慶畫上完美句號。

## 減碳達人 FUN住減碳

### Pursuing Carbon Reduction the Fun Way

為期半年的「萬家減碳FUN獎賞」鑽禧社區計劃是2023年下半年的慶祝活動焦點，也是全港最大規模的屋邨減碳運動，推動社區從「衣、食、住、行」出發，實踐低碳生活。房協特別請來藝人袁文傑擔任減碳達人，教大家「食住減碳、Fun住賺取獎賞」。

計劃於2023年12月31日圓滿結束，有超過13,000個房協屋邨家庭參與，成功減少逾899,000公斤碳排放，相當於37,000棵樹木，即七個維多利亞公園的樹木量一整年所吸收的碳排放量。房協於2024年1月17日舉行頒獎禮，向累積減碳量排行榜頭10名居民頒發總值約45萬港元獎品，排行榜首的終極大獎得主是乙明邨居民霍先生，獲頒發價值超過300,000港元的電動車一部。

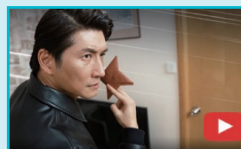
As the focal point of our anniversary celebration in the second half of 2023, HS launched a six-month Community ESG Programme, the largest estate-based carbon reduction campaign in Hong Kong, to promote a low-carbon lifestyle in the community covering four areas – “Clothing, Food, Living and Walking”. Artiste Andrew Yuen was specially invited to take on the role of a low-carbon champion and show everyone how to pursue a low-carbon lifestyle while earning rewards at the same time.

The campaign came to a successful close on 31 December 2023, having attracted participation from more than 13,000 households who achieved a reduction of over 899,000 kg carbon emissions. This would take 37,000 trees, equivalent to the number of trees in seven Victoria Park, to absorb in one year. At the [award presentation ceremony on 17 January 2024](#), HS presented prizes valued at about HK\$450,000 to the top 10 participants based on their carbon reduction results. The grand prize, an electric car valued at over HK\$300,000, went to Mr Fok, a resident of Jat Min Chuen, for having achieved the highest level of carbon reduction on a cumulative basis.



「萬家減碳FUN獎賞」鑽禧社區計劃終極大獎得主獲頒贈電動車一部。

The grand prize winner of the Community ESG Programme is presented with an electric car.



藝人袁文傑為房協擔任減碳達人。  
Artiste Andrew Yuen takes on the role of a low-carbon champion for HS.

## 《家·緣》電視版首播

### TV Adaptation of “75 Stories of the Hong Kong Housing Society” Premieres

房協首度與HOY TV合作，將75周年刊物《家·緣》當中部分故事拍攝成一連八集特輯，由不同持份者分享他們與房協的連繫和有趣點滴。節目已於2023年11至12月期間於HOY TV《一線搜查》節目內及港鐵車廂電視播放。

In our first-ever cooperative venture with HOY TV, HS has created an eight-episode TV series based on stories from the 75<sup>th</sup> Anniversary Commemorative Book entitled “75 Stories of the Hong Kong Housing Society”. The TV adaptation features heart-warming moments and fun stories among different stakeholders and HS. The TV series was broadcast on HOY TV’s “City Focus” programme and MTR In-train TV in November and December 2023.



重溫《一線搜查》房協八集特輯（於第366至369集及371至374集內播放）

Revisiting HS’s eight-episode TV Series at “City Focus” (check out Episode 366 - 369, and Episode 371 - 374)



# 75<sup>th</sup> Anniversary Celebration Closing with a Bang



HS staged a series of concluding events from November 2023 to January 2024, marking the perfect end to its year-long 75<sup>th</sup> anniversary celebration under the theme of "Creating Homes for Sustainable Living".

歡迎掃描瀏覽房協75周年網頁，重溫2023年舉行過的精彩誌慶活動。For HS's 75<sup>th</sup> anniversary celebration activities in 2023, please scan to visit our dedicated webpage.

## 與網台合作 推廣創新猷

### Creative Social Media Promotion

除了傳統電視媒介，房協更與擁有逾60萬戶訂閱的YouTube頻道「機動電視台RTV」合作，於2023年11至12月期間推出三集有趣短片，以新穎手法介紹房協工作。

In addition to working with traditional TV media, HS has partnered with "RTV", a YouTube channel boasting over 600,000 subscribers, to launch three engaging videos between November and December 2023 showcasing the work of HS in a novel way.



## 《宅星鬥士》走入校園

### Bringing Educational Board Game to Campus

為加深年青一代對房協的認識，房協特別設計了首套以房屋發展為主題的《宅星鬥士》桌上遊戲，並於2023年7月舉行的書展設置攤位讓公眾率先试玩。房協於2023年第四季開展外展計劃，到訪全港中小學及非牟利機構，以生動有趣方式介紹香港房屋發展，讓同學從遊戲中學習。截至2023年12月底，我們已到訪30間學校，舉辦逾50場活動，與近1,300名學生互動。

To foster a deeper understanding of HS among the younger generation, HS has created a first-of-its-kind educational board game centred around housing development. Following the public play sessions at its Book Fair booth in July 2023, HS came up with an outreach programme in the fourth quarter of 2023. Visits to primary and secondary schools as well as non-profit organisations across Hong Kong were conducted, underlining an engaging "edutainment" approach to encouraging students to learn more about local housing development. By the end of December 2023, more than 50 visits had taken place at 30 schools, engaging over 1,300 students.





## 年度集思會 為可持續發展出謀獻策 Brainstorming for Sustainability Strategies



2023年11月13日，50名房協委員與高級管理人員出席一年一度的集思會。是次集思會以可持續發展為題，邀請委員就房協可持續發展策略的三大支柱，包括「可持續居所」、「低碳轉型」及「裝備未來」，討論房協有效實踐永續共融的良方妙策。

所有意見已於2023年12月舉行的監事會及執行委員會聯合會議上詳細討論，以助房協制訂未來的業務計劃。

On 13 November 2023, 50 HS Members and senior executives attended the annual Members Brainstorming Session on the theme of sustainability. Members were invited to discuss how to achieve inclusive and sustainable development for HS in light of the three pillars of its sustainability strategy, namely “Sustainable Homes”, “Low-carbon Transformation” and “Future-fit Capabilities”.

All suggestions gathered at the Session were thoroughly discussed at the joint Supervisory Board and Executive Committee meeting in December 2023 to facilitate the formulation of future business plans for HS.



## 加強打擊濫用公屋 Measures to Combat Tenancy Abuse

為確保公屋資源得以有效善用，房協分階段採取十項加強打擊濫用公屋措施，當中包括優化現行的「富戶政策」。部分加強打擊濫用公屋措施已於2023年12月1日生效，而優化「富戶政策」措施則於2024年4月1日起實施。

有關措施分短、中、長期三個階段推展，包括縮短丟空或非經常持續居住於單位的期限、擴大現時「富戶政策」涵蓋的租戶至所有簽訂新租約的租戶、長遠會研究將「富戶政策」擴展至轄下所有出租屋邨住戶等。

To safeguard the rational use of public housing resources, HS has adopted [10 measures for implementation in phases to combat tenancy abuse](#) including enhancements to the “Well-off Tenants Policy” (WTP). Some of these measures have been implemented starting from 1 December 2023 while the enhanced WTP will come into effect on 1 April 2024.

These measures are being implemented by phases in short-, medium- and long-terms. Examples include shortening the time period allowed for non-occupation or not retaining regular and continuous residence, and expanding the current WTP to cover all tenants who have signed new tenancy agreements. Furthermore, HS will explore to extend the WTP to all tenants of HS rental estates in the long run.







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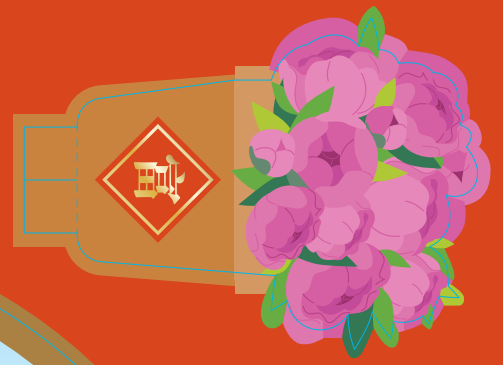
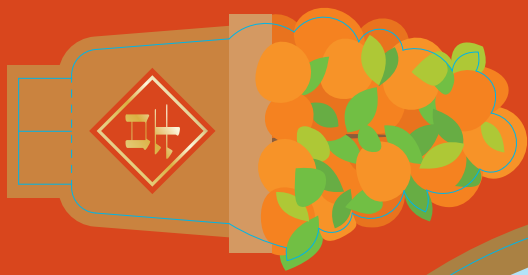
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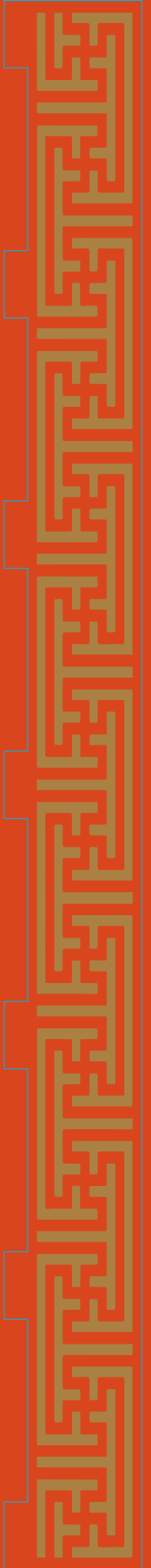
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Creating Homes for Sustainable Living

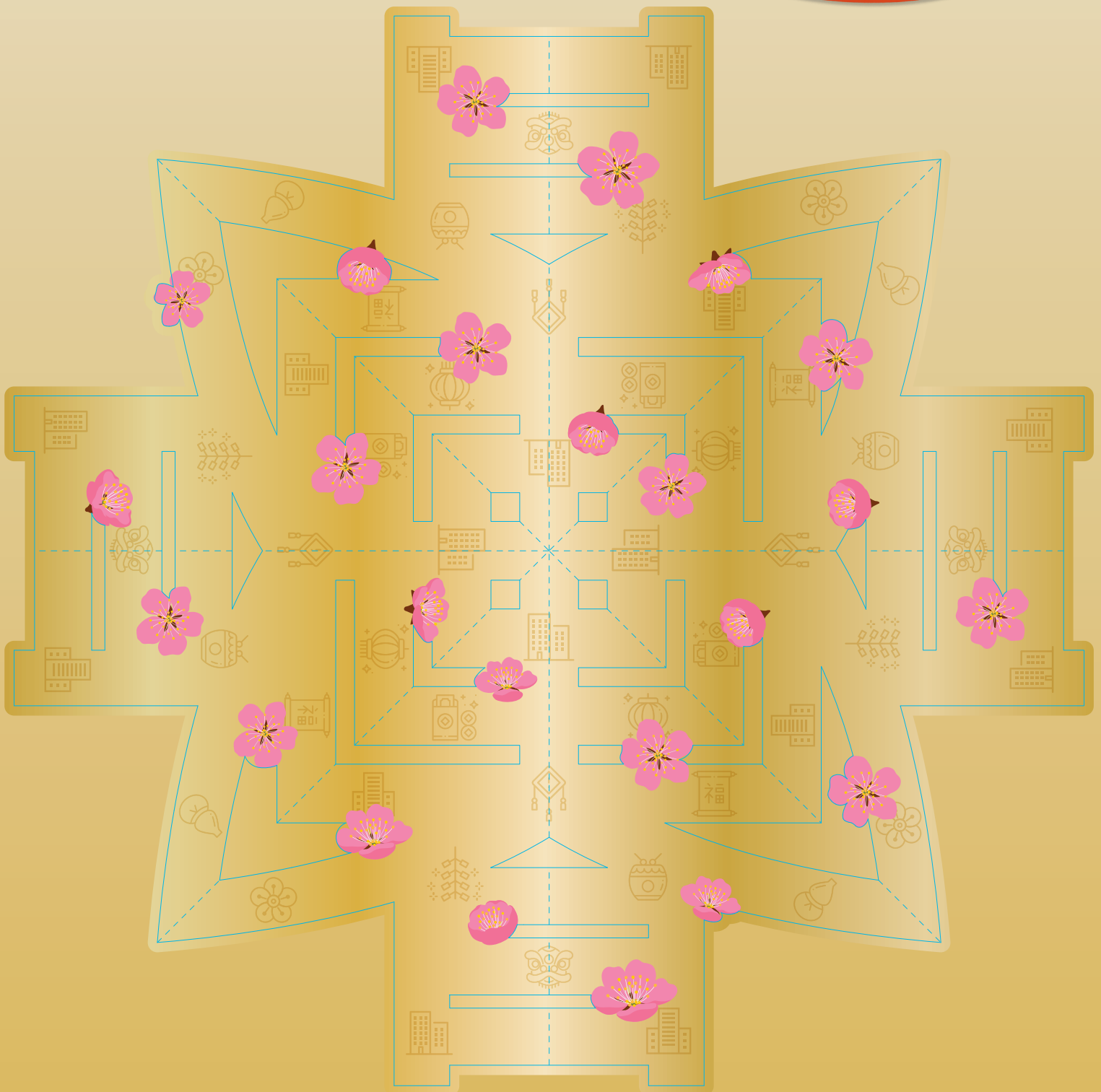
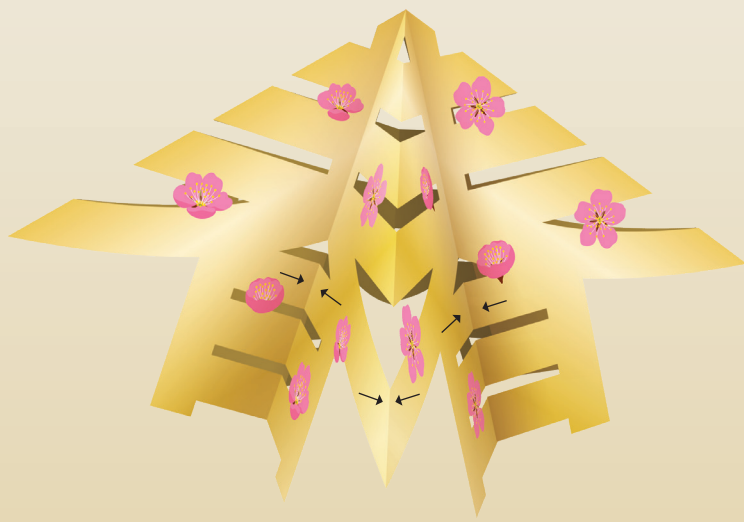


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## 房協累計頒發逾千萬獎助學金 HS Scholarships and Bursaries Exceed HK\$10 Million

第19屆「房協獎助學金計劃」頒獎禮於2024年1月20日舉行，嘉許修讀房屋發展及長者服務相關課程的優異學生。本年度得獎的高等教育院校學生合共101名，每人獲頒發10,000港元獎／助學金。房協主席陳家樂於頒獎禮上勉勵同學積極裝備自己，將來成為引領香港房屋發展的社會棟樑。頒獎禮亦特別邀得曾獲頒「十大傑出青年」嘉許的著名魔術師甄澤權出席，以自身經歷鼓勵同學無懼挑戰，勇於追尋理想並為社會發放正能量。

另外，房協自1994年起，每年均向香港大學「房屋管理碩士兼讀課程」的優異生頒發「樂年神父獎」。今年一名得主獲頒10,000港元，以嘉許其卓越的學術表現。



The 19<sup>th</sup> Hong Kong Housing Society Award (HKHS Award) presentation ceremony was held on 20 January 2024 to recognise students in housing-and elderly service-related programmes for their outstanding academic performance. A total of 101 students from higher education institutions each received a scholarship or bursary of HK\$10,000. At the ceremony, HS Chairman Walter Chan encouraged the awardees to further equip themselves and become the driving force behind the housing development in Hong Kong. Louis Yan, a well-known magician who has received a "Ten Outstanding Young Persons" award, was also invited to share inspiring experiences with the students.

In addition, HS has been granting the annual "Father Cronin Memorial Award" to outstanding students of The University of Hong Kong's Master of Housing Management Programme since 1994. This year, one awardee was offered a scholarship of HK\$10,000 in recognition of his exceptional academic performance.

## 乙明邨「松悅樓」完成抽籤 Ballots Drawn for "Chung Yuet Lau" at Jat Min Chuen

房協位於乙明邨的全新長者住屋項目「松悅樓」於2023年10至11月接受調遷申請，並於2023年12月18日進行電腦抽籤，決定申請者揀選單位的優先次序。「松悅樓」提供64個長者友善單位，調遷申請反應踴躍，共收到100個申請。合資格的申請者已收到通知按次序揀選單位，預計首批住戶最快於2024年第二季入伙。成功調遷至松悅樓的住戶除可入住已附設基本裝修家電及長者友善設施的全新單位，亦可享終身免租以及一次性搬遷津貼。



房協總經理（物業管理）佘姚玉心主持沙田乙明邨長者住屋「松悅樓」的抽籤程序。

HS General Manager (Property Management) Ada Share conducts the ballot draw for the elderly housing project "Chung Yuet Lau" at Jat Min Chuen in Shatin.

After transfer application was opened in October and November 2023, ballot drawing was completed on 18 December 2023 to determine the priority sequence of the applicants for "Chung Yuet Lau", HS's brand-new elderly housing project at Jat Min Chuen. "Chung Yuet Lau" offers a total of 64 age-friendly units. One hundred transfer applications were received, reflecting an eager response from eligible applicants. Eligible applicants will be notified to select their flats according to the priority sequence determined. The first batch of residents is expected to move in from the second quarter of 2024 the soonest. Households who successfully transferred to "Chung Yuet Lau" will be offered brand-new age-friendly units completed with basic internal fitting-out and home appliances. They can also enjoy lifetime full rent exemption and a one-off removal allowance.

## 工程安全工作坊 Projects Safety Seminar



房協致力於各業務領域推動健康安全的工作文化。為提高各持份者對工地安全的意識，房協工程策劃部邀請職業安全健康局於2023年11月16日主持工程安全工作坊，由職安局的顧問向房協工程承建商、項目顧問、房協員工等，講解如何提升工地職安健文化、良好作業方式、預防意外的有效方法等。超過300名合作夥伴親身或透過視像會議參與活動。

HS is dedicated to fostering a culture of safety and health across various business operations. To enhance stakeholder awareness of site safety, an experience sharing seminar was held by HS Projects Division in collaboration with the Occupational Safety & Health Council (OSHC) on 16 November 2023. At the seminar, OSHC consultants shared with contractors and consultants of HS projects as well as HS staff on how to promote OSH culture, good practices, and effective accident prevention. Over 300 partners attended the workshop in person or online.



房協總監(工程策劃)張冠華(左)為工程安全工作坊致辭，呼籲合作夥伴做到建築優質、安全第一。

HS Director (Projects) Franco Cheung (left) delivers welcoming remarks at the seminar, calling partners to put construction safety on top priority.

## 安全健康周 提升物管員工身心健康 Safety and Health Week Empowers Property Management Staff

於物業管理方面，房協同樣重視職安健。房協物業管理部於2023年11月13至17日舉辦年度安全健康周，以「身心靈健康生活」為題，舉辦安全講座、健康飲食工作坊、減壓工作坊等，推動房協物業管理同事與承辦商注重職安健與精神健康。

On property management front, HS is also extending its advocacy efforts to promote occupational safety and health. From 13 to 17 November 2023, HS Property Management Division held the annual Safety and Health Week that emphasises living with physical, mental and spiritual wellness. The event is set to encourage HS property management staff and contractors to focus more on OSH and mental health, featuring diverse programmes including safety seminars, healthy diet workshops, stress relief sessions, and more.



房協總監(物業管理)潘源舫(左五)與九名物業管理服務承辦商代表一起簽署精神健康職場約章，為安全健康周2023揭開序幕。

During the opening session of Safety and Health Week 2023, HS Director (Property Management) Sanford Poon (fifth from left) signs a mental health workplace charter together with nine representatives from property management contractors.

2023年11月15日，房協獲職業安全健康局頒發「職安健報告大獎銀獎」，表揚房協致力推動工作安全健康。

On 15 November 2023, HS is granted a Silver Award in the "Occupational Safety and Health Report Award" by the Occupational Safety and Health Council in recognition of its commitment to promoting occupational safety and health.





## 用心規劃 體現跨代共融 Innovative Planning for Intergenerational Living

房協行政總裁陳欽勉出席2023年12月8日由香港理工大學主辦的社會創新區域論壇2023，並以「創建宜居住所 促進跨代共融」為題，分享房協如何透過房屋規劃以至商場設計，締造跨代共融社區，例如早於20多年前推出全港首創的「長者安居樂」住屋計劃、以「綜合重建模式」開展重建、舉辦多元化的長幼共融活動、在新發展項目的商場設計和營運引入「跨代共融」元素等。

As a guest speaker, HS Chief Executive Officer James Chan delivered a presentation at the Social Innovation Regional Forum 2023 organised by the Hong Kong Polytechnic University. Speaking on the topic of "Creating Liveable Homes for Intergenerational Living".

Chan shared his insights into how HS creates

communities for intergenerational living through estate planning and commercial space design. A good example is the Senior Citizen Residences Scheme pioneered in Hong Kong more than two decades ago. Among other initiatives, HS carries out redevelopment under the Integrated Redevelopment Model, stages diverse events to promote harmony across generations, and incorporates intergenerational elements into the design and operation for new commercial development project.



## 樂齡科技助居家安老 Promoting Gerontech for Ageing in Place

房協長者安居資源中心於2023年11月參與由特區政府與香港社會服務聯會合辦的樂齡科技博覽暨高峰會，設置大型展覽攤位，讓市民親身試用樂齡科技產品，推動居家安老。市民對房協攤位反應踴躍，四日展期共錄得約11,000人次到訪。

The Gerontech and Innovation Expo cum Summit, jointly organised by the HKSAR Government and the Hong Kong Council of Social Service, was successfully held in November 2023. To promote ageing in place, the HS Elderly Resources Centre set up a sizable booth at the event, inviting visitors to gain first-hand experience of gerontech products. The booth received an overwhelmingly positive response, attracting over 11,000 visits during the four-day expo.



## 藝術共享 連繫鄰里 Art Sharing Brings Neighbourhood Together

房協主席陳家樂（後排左十）與一眾房協委員及管理層等出席祖堯邨社區日，在祖堯邨居民與藝術家共同創作的壁畫前留影。

On a community day organised at Cho Yiu Chuen, HS Chairman Walter Chan (back, 10<sup>th</sup> from left) is pictured with HS Members and management, in front of a mural painting created by the estate residents and artists.



為加強居民鄰里之間的社區支援網絡，房協於2023年11月11日舉行「細味祖堯。心澄繫里社區日」，展示一系列提升居民精神健康的活動。

自2022年11月，房協與香港藝術中心和新生精神康復會合作，開展「心靈友善屋邨@祖堯邨」計劃。居民可以透過藝術減壓，並組成義工隊探訪長者。邨內的商戶、學校和社會服務機構亦積極支持計劃的活動，讓居民透過茗茶、靜觀等活動放鬆心情。

To strengthen the community mutual support network, a community day was held on 11 November 2023 in Cho Yiu Chuen by HS, showcasing a series of activities to enhance awareness of mental health among the residents.

Since November 2022, HS has joined hands with Hong Kong Arts Centre and New Life Psychiatric Rehabilitation Association to implement a Mind-friendly Estate Model at Cho Yiu Chuen. As part of the programme, a tenant volunteer team pays home visits to the elderly while residents can immerse themselves in art for stress relief. Commercial tenants, schools and social service organisations also work together to organise relaxing activities like tea tasting sessions and mindfulness exercises for the residents.

## 豐頤居一站式照護服務正式啟用 One-stop Care Service at Blissful Place Inaugurated



房協主席陳家樂（右二）、長者房屋特別委員會主席譚贛蘭（左三）、社區及長者服務總監吳家雯博士（左一），聯同其他嘉賓一起主持豐頤居照護服務營運夥伴「進優生活」的開幕典禮。

HS Chairman Walter Chan (second from right), Chairman of the Special Committee on Elderly Housing Annie Tam (third from left), Social and Elderly Wellness Director Dr Carmen Ng (first from left) and other guests officiate at the opening ceremony of Hygge Living, the service partner of care services at Blissful Place.



房協豐頤居致力為長者提供一站式醫療、護理、復康及家居支援服務，服務營運夥伴「進優生活」於2023年12月18日舉行開幕禮。房協主席陳家樂及長者房屋特別委員會主席譚贛蘭應邀出席。

豐頤居是房協「長者安居樂」住屋計劃的第三個項目，首批住戶已於2023年年中入伙。

HS offers one-stop medical, healthcare, rehabilitation and housing support services to the elderly at Blissful Place. The opening ceremony of the service provider, Hygge Living, was held on 18 December 2023, with the presence of HS Chairman Walter Chan and the Chairman of the Special Committee on Elderly Housing Annie Tam.

Blissful Place is the third project under the Senior Citizen Residences Scheme of HS, welcoming its first residents in mid-2023.



# 房協周年晚宴 感謝員工同行數十載

## HS Annual Dinner Celebrating Decades-long Staff Dedication

房協於2023年11月24日舉行周年晚宴，超過1,000名員工聚首一堂，共度了一個愉快的晚上。「人才為基」是房協核心信念之一，房協特別在此濟濟一堂的重要活動頒發長期服務獎予超過70位同事，表揚他們多年來堅守崗位，當中四位同事服務房協35年，另有九位則在房協工作達30載。

周年晚宴以「Fun@Work | 75周年房協達人之夜」為主題，節目精彩豐富，有同事大展歌舞才華、有人化身蜘蛛俠，亦有同事表演花式跳繩……台下掌聲四起，全場氣氛高漲，大家滿載而歸。

HS held its Annual Dinner on 24 November 2023, bringing over 1,000 colleagues together for a joyful evening. With "Talent" being one of its core values, HS took this important occasion to present Long Service Awards to more than 70 staff members in recognition of their commitment and dedicated service. Of these awardees, four have served HS for 35 years and nine have completed 30 years of service.

The theme of the Annual Dinner aims to showcase colleagues' amazing talents. HS staff enjoyed an evening filled with singing and dancing performances, Spider-Man impersonation, rope skipping and many more, all accompanied by warm applause and cheers. Everyone was in high spirits and no one returned home empty-handed!



## 「唱」好房協故事

### “Singing” the Praises of the Housing Society

當建築遇上音樂，會擦出什麼樣的火花？房協總監(工程策劃)張冠華於2023年12月9日獲香港建造商會青年會及香港營造師學會邀請，聯同幾位房協年青同事一起擔任分享會嘉賓，以「音樂『程』人」為題，配合歌曲，以輕鬆手法與業界新力軍分享在建築界累積的寶貴經驗。他在活動中介紹房協目前的發展項目及未來規劃，並簡介房協如何應用創新科技提高施工效率，以應對未來龐大建屋量。

What creative sparkles can a chance encounter between architecture and music trigger? On 9 December 2023, Franco Cheung, Director (Projects) of HS, was invited by the Hong Kong Construction Association Young Members Society and the Hong Kong Institute of Construction Managers to a music- and construction-themed sharing session with HS young colleagues where they shared their invaluable experiences in the construction industry in a light-hearted manner spiced up with songs. Cheung also presented the ongoing development projects and future plans of HS, together with a brief account of how HS seeks to meet the massive demand for housing production in the years to come by leveraging innovative technologies that can enhance construction efficiency.



房協總監(工程策劃)張冠華(右)與房協工程策劃部年青同事一起分享房協故事。

HS Director (Projects) Franco Cheung (right) shares the stories of HS together with his younger colleague at the Projects Division.

## 分享善用綠色科技經驗 Sharing GreenTech Experience

房協企業傳訊總監梁綺蓮於2023年11月1日出席由數碼港主辦的綠色科技及可持續創投日，並就「可持續綠色生活科技的趨勢與機遇」主題擔任演講嘉賓，與投資者、企業家、初創企業人員等分享房協如何致力為市民創建可持續發展的未來，包括創建可持續的居所和社區、善用創新建築科技、推動居民齊心參與減碳行動等。

As a guest speaker at the GreenTech and Sustainability Venture Day organised by Cyberport, HS Corporate Communications Director Pamela Leung delivered a speech on the theme of "Green Technologies and Sustainability: A New Trend and Opportunities". Leung shared with the audience, including investors, entrepreneurs and startup professionals, HS's commitment to creating a sustainable future for Hong Kong people through building sustainable homes and communities, utilisation of innovative construction technologies, and how to motivate the residents to join hands for achieving carbon reduction.



房協企業傳訊總監梁綺蓮(左三)於「綠色科技及可持續創投日」與各界分享房協在社區推動減碳運動的經驗。

HS Corporate Communications Director Pamela Leung (third from left) participates in the GreenTech and Sustainability Venture Day and shares HS's experience in engaging the community to reduce carbon emission with audience.

獎項與讚賞  
AWARDS &  
RECOGNITION

## 推動可持續發展 關懷社會 卓越表現獲嘉許

### HS Commended for Excellence in Promoting Sustainability and Community Care

房協在建設可持續社區及關懷社會的努力再次獲各界肯定，[於11月份連奪兩大殊榮](#)。房協憑藉多項措施推動香港可持續發展，首度摘下電視廣播有限公司(TVB)《環境、社會及管治大獎》2023「ESG項目創新大獎」，包括推出「長者安居樂」住屋計劃應對人口老化和勇於採用創新建築科技等。

另外，房協在被譽為本地公關界奧斯卡的「第五屆香港公共關係獎2023」榮獲「疫情應對傳訊」組別銀獎，表揚團隊於疫情期間迅速向出租屋邨住戶、員工及有需要社群提供支援。

[HS bagged two prestigious awards in November 2023](#) in further recognition of its exemplary efforts in building sustainable communities and fostering community care. For the first time, HS was presented with the "ESG Project Innovation Award" at the Television Broadcast Limited ESG Awards 2023 for its multiple initiatives in promoting sustainability for Hong Kong, such as the launch of the Senior Citizen Residences Scheme to address the housing demand brought by an ageing population, and pioneering the adoption of innovative construction technologies.

HS also won the Silver Award in the "COVID-19 Response" category at the Fifth Hong Kong Public Relations Awards 2023, an event hailed as the "Oscars" of the local public relations industry. The award recognised the swift response demonstrated by HS in support of its tenants, employees and the wider community in need during the pandemic.



房協企業傳訊總監梁綺蓮(右二)代表房協接受「ESG項目創新大獎」。

HS Corporate Communications Director Pamela Leung (second from right) receives the "ESG Project Innovation Award" on behalf of HS.

房協推行全面的社區關懷行動，於「第五屆香港公共關係獎2023」中獲表揚。

HS is recognised in the 5<sup>th</sup> Hong Kong Public Relations Awards 2023 for its all-round Community Care Campaign.







## 優秀管治獲表揚 HS Honoured for Excellence in Corporate Governance

房協獲頒「2023年度傑出董事獎」及「董事會多元化卓越嘉許」，由主席陳家樂(右十)與一眾監事會及執行委員會委員以及管理層代表領獎。

HS Chairman Walter Chan (10<sup>th</sup> from right), Members of the HS Supervisory Board and Executive Committee and the Management receive the "Directors of the Year Award 2023" and the "Excellence in Board Diversity" award on behalf of HS.



房協自1948年成立至今，一直致力恪守最高的管治標準和道德操守。憑藉優秀的企業管治、房協委員的卓越領導和管理層的專業精神，房協於2023年11月榮獲香港董事學會頒發「法定/非分配利潤組織董事會」組別的「[2023年度傑出董事獎](#)」，以及「[董事會多元化卓越嘉許](#)」。

評審團讚揚房協在風險管治方面採用分層結構，允許在既定的管治結構下，每個相關方扮演明確定義的角色和責任，而房協的風險管理包括董事會級別的承諾和監督。評審團亦特別表彰房協致力執行減碳策略和措施，並認同房協董事局完全符合該獎項和卓越董事會多元化的額外認可。

房協主席陳家樂表示：「房協深信在瞬息萬變的環境下，良好的企業管治對房協長足發展至為關鍵。我藉此感謝房協歷屆監事會、執行委員會、以及各委員會的委員，一直以來為房協提供具策略和遠見的領導，還有管理層及同事協力實踐房協的業務宗旨。」

房協採取由監事會及執行委員會組成的雙層管治架構。監事會負責訂立房協的宗旨、願景、核心價值和企業原則，並監管有關提名、委任及審核事宜。執行委員則負責制定業務策略和政策，以履行房協的宗旨及目標，並監察管理層的工作。

Since its establishment in 1948, HS has been committed to the highest standard of corporate governance and business ethics. In November 2023, HS was honoured with the "[Directors of the Year Award 2023](#)" in the "[Statutory/Non-profit-distributing Organisations Categories - Boards](#)" by The Hong Kong Institute of Directors, as well as the "[Excellence in Board Diversity](#)" award, in recognition of its excellence in corporate governance, the exceptional leadership of HS Members, and the professionalism of its management team.

HS was commended by the judges for its tiered structure in risk governance that allows for clearly defined roles and responsibilities of each respective party under the established governance structure. Risk management at HS involves board-level commitment and oversight. In addition, the judges particularly highlighted the commitment of HS to executing decarbonisation strategies and measures. The HS Board of Directors was also acknowledged to have fully merited the Directors of the Year Award as well as the additional recognition of "Excellence in Board Diversity".

HS Chairman Walter Chan said, "HS strongly believes that amid the ever-changing environment, good corporate governance is of utmost importance to its long-term and sustained development. I would also like to express our gratitude to all the former and current Members of our Supervisory Board, Executive Committee and other committees for their strategic and visionary leadership, as well as the Management and colleagues for their unflinching commitment to holding our mission."

HS's two-tier governance structure comprises a Supervisory Board and an Executive Committee. The Supervisory Board determines the mission, vision, core values and guiding principles of HS, and oversees nomination, appointment and audit functions, while the Executive Committee sets business strategies and policies to achieve the mission and objectives of HS and monitors the performance of the Management.

## 勇奪 環保建築大獎四獎項

### HS Clinches Four Green Building Awards

為支持香港於2050年前實現碳中和，房協積極提倡綠色建築、善用能源。憑藉完善的環保建築規劃，房協於香港綠色建築議會及環保建築專業議會合辦的「[環保建築大獎2023](#)」中連奪四個獎項，當中豐頤居奪得優異獎及聯合國可持續發展目標特別嘉獎。而位於古洞北新發展區及洪水橋／廈村新發展區的專用安置屋邨項目，亦分別獲頒優異獎及獲選入圍項目。

To support Hong Kong's carbon neutrality goals for 2050, HS has been an avid advocate of green construction and energy conservation. In recognition of its masterful skills in green construction planning, [HS won four awards at the "Green Building Award \(GBA\) 2023"](#) co-organised by the Hong Kong Green Building Council and the Professional Green Building Council. Blissful Place received a Merit Award and Special Citation on United Nations Sustainable Development Goals. Additionally, the Dedicated Rehousing Estate (DRE) project in Kwu Tung North New Development Area (NDA) earned another Merit Award, while the DRE project in Hung Shui Kiu/ Ha Tsuen NDA emerged as a finalist.



房協總監（工程策劃）張冠華（中）、顧問（項目作業及標準）楊啟裕（左三），以及工程團隊出席「環保建築大獎2023」頒獎禮，接受多個獎項。

HS Director (Projects) Franco Cheung (centre) and Advisor (Project Practices & Standards) Franki Yeung (third from left) attend the GBA 2023 Award Presentation with Project Division's colleagues to receive the multiple honours.

## 明華大廈重建 奪最高榮譽規劃獎

### Ming Wah Dai Ha Redevelopment Garner Highest Planning Honour

房協憑明華大廈第一期重建項目，於2023年11月2日舉行的「[香港規劃師學會周年大獎2022](#)」頒獎禮中獲得最高榮譽的銀獎，而房協策劃及發展經理王文君更獲頒「青年規劃師大獎－傑出成就獎」殊榮。香港規劃師學會每年均會頒發周年大獎予會員及相關專業人士，表彰他們在城市規劃方面的傑出成就。

On 2 November 2023, HS clinched the Silver Award, the highest accolade of the year, at the [Hong Kong Institute of Planners \(HKIP\) Awards 2022](#) with the MWDH Phase I Redevelopment project, while HS Planning and Development Manager Mandy Wong was presented with a "Certificate of Outstanding Achievement" of the Young Planners Awards. Each year, the awards are given to honour the outstanding achievements of HKIP members and related professionals in town planning.



房協明華大廈第一期重建項目於「香港規劃師學會周年大獎2022」中榮獲該年度最高級別銀獎。

The MWDH Phase I Redevelopment project wins the Silver Award, the highest accolade of the year, at the HKIP Awards 2022.



房協策劃及發展經理王文君勇奪「青年規劃師大獎－傑出成就獎」殊榮。

Mandy Wong, HS Planning and Development Manager, is presented with the "Certificate of Outstanding Achievement" of the Young Planners Awards.



## 20屋邨獲讚 「愛心屋苑」

### 20 HS Rental Estates Named “Caring Estate”

由義務工作發展局與民政及青年事務局合辦的「香港義工獎2023」，於2024年1月3日舉行頒獎禮，房協獲頒多個獎項，包括「傑出非商業機構」；「齊樂同行」跨代共融計劃獲頒「傑出協作計劃獎」；而房協轄下20個出租屋邨更被嘉許為「2023愛心屋苑」。

「齊樂同行」跨代共融計劃於2021年在乙明邨推出，與區內的社會服務機構、學校、醫療機構、專業團體、義工組織等合作，以遊戲和運動作為介入點，促進長者及青少年之間的交流，建立共融社區。

The award presentation ceremony of the “Hong Kong Volunteer Award 2023”, co-organised by the Home and Youth Affairs Bureau and the Agency for Volunteer Service, was held on 3 January 2024. HS was honoured with the “Outstanding Non-commercial Organisation Award” while its intergenerational project in Jat Min Chuen won the “Outstanding Collaboration Project Award”. What’s more, the 20 rental estates under HS were recognised as “Caring Estate 2023”.

Inaugurated in 2021, the intergenerational project in Jat Min Chuen is organised in collaboration with various partners, such as social service agencies, schools, medical institutions, professional organisations and volunteer units. Through engaging activities such as fun games and sports, the project connects the elderly and youngsters to jointly foster an inclusive community.



房協行政總裁陳欽勉（左四）、社區及長者服務總監吳家雯博士（左三）與同事和義工一起接受「香港義工獎2023」的嘉許。  
HS Chief Executive Officer James Chan (forth from left) and Social and Elderly Wellness Director Dr Carmen Ng (third from left), along with their colleagues and volunteers, receive the awards at the “Hong Kong Volunteer Award 2023”.

## 有效溝通獲嘉許

### More Accolades

### for Effective Communication



房協助理經理（物業管理）林俊傑（右）獲頒發「2023 申訴專員嘉許獎」的「公職人員獎」。

HS Assistant Manager (Property Management) Jason Lam (right) receives the [Ombudsman's Awards 2023](#) for Officers of Public Organisations.



房協 2021/2022 年報再度報捷，在香港管理專業協會「2023 最佳年報大獎」中榮獲「優秀年報」及「優秀慈善機構年報獎」。

Keeping a winning streak, the HS Annual Report 2021/2022 receives the “Excellence Report Award” and “Excellence Award for Charitable Organisations” in the 2023 HKMA Best Annual Reports Awards, organised by Hong Kong Management Association.

房協於2023年4月推出75周年紀念特刊《家•緣—75個房協小故事》，獲得由美國評選機構 MerComm, Inc. 頒發2023年 Galaxy大獎「公共關係—故事出版」組別銅獎。此外，紀念特刊現已於香港各大公共圖書館上架，歡迎市民借閱。

Published in April 2023, HS's 75<sup>th</sup> Anniversary Commemorative Book entitled “75 Stories of the Hong Kong Housing Society” is honoured with the Bronze Award in the “Public Relations - Storytelling Publication” category of Galaxy Awards 2023 organised by US-based MerComm, Inc. Furthermore, the Commemorative Book is now available for loan at Hong Kong public libraries.



## 與社區同慶賀 Let's Celebrate



為慶祝 2023 年 11 月 19 日的長者日，「房協友里」於 20 個出租屋邨舉辦長者故事展覽，展出 20 位熱心長者義工在所屬社區積極連繫鄰里的動人故事。

In celebration of the Senior Citizens Day on 19 November 2023, the CES (Caring, Engaging and Smart) Team organises an exhibition across 20 rental estates, showcasing the inspiring stories of 20 dedicated elderly volunteers who have made significant contributions to fostering neighbourhood ties within their respective communities.



龍年將至，房協今年邀請展能藝術家唐詠然（Apple）為房協設計精美的利是封套裝及拼圖。這套利是封承載著房協創建共融社會的願景，祝願大家龍年身體健康、幸福快樂。

With the Year of the Dragon just around the corner, HS has invited Apple Tong, a disabled artist, to design an exquisite set of red packets together with a jigsaw puzzle. This set of red packets, while embodying the HS vision of social inclusion, conveys the best new year wishes to all.

## 房協冷知識 Did You Know?

### 觀龍樓 氣勢不凡的蟠龍 Kwun Lung Lau Bringing An Awe-Inspiring Dragon To Life



1967至68年落成

Completed between 1967 and 1968

由 Michael Payne 先生設計，曾獲奧克蘭建築協會頒發建築設計獎

Designed by Michael Payne, who received an award from the Auckland Architecture Association for the project

七幢大樓連在一起，形態仿如一條中國蟠龍

The layout of the seven connected blocks resembles a Chinese dragon

大堂入口牆壁上的馬賽克彩龍圖案出自 Michael Payne 太太手筆

The entrance lobby wall features a colourful dragon mosaic pattern designed by Mrs Payne

