

What is "HOME" to You?

Male VO:

What is "HOME" to You?

Section Title:

The Impressions of Home

**Newborn Family -
Male Resident:**

Let me think about it

Boy:

It's a place full of warmth and love

Girl:

In English, we say "home"

Male Home Owner:

It's a safe haven

Male Resident:

Truly blissful

**Newborn Family -
Male Resident:**

Happy

Female Resident A:

Happiness makes a place "home"

Boy:

There are stir-fried tomatoes with eggs
My mouth is already watering

Section Title:

Commitment

Super:

Enhance Speed
Quantity
Quality & Efficiency
Ensure Safety & Quality

Public Housing Supply Target by 2035/36: 294,000 Units

Composite Waiting Time for Subsidised Rental Housing:
Expected to reduce to about 4.5 Years in 2026/27

Gradual Completion of Subsidised Sale Flats (SSF),
Offering More Choices

Section Title:

Housing for Millions

Female Resident B:

I call her Sister Ping

Female Resident A:

She's Ah Lai
I've lived here for 42 years
The Butterfly Estate
There's no place more beautiful

Super:

≈2.02M HA Public Housing Residents
≈27% of HK's Population

Female Resident A:

The ham is delicious
Moving here made me happy

Male Resident:

I got to reunite with old neighbours
We get to see each other
which makes us very happy

Super:

PRH Residents Enjoy:
Housing Safety Net for Low-Income Households

**Five-Person Family -
Female Resident:**

It's very well designed
When I first moved here
I thought
Oh... why does it not
feel like a public housing estate?
I've always longed for a home
I feel very comfortable here

Super:

Save Over \$11,000 in Average Monthly Rent Compared
to Private Market

Accumulate Wealth to Achieve Home Ownership

**Five-Person Family -
Female Resident:**

Having a "home" is a blessing in itself
So you see
renting is not a long-term solution
Even if just for the kids
I want to buy our own flat

Super:

> 1.08M People Living in HA SSF
≈15% of HK's Population

Section Title:

Upward Mobility

Super:

Enhance Home Ownership Ladder
Encourage Upward Mobility

**Newborn Family -
Female Resident:**

I think that scheme is excellent
Because if I have children
I can be a White Form buyer
which would let me choose earlier
and pick a slightly larger unit

Super:

Introduce Families with Newborns Flat Selection
Priority Scheme

Female Youth:

I dream of owning my own home
If I have the chance
of course, I would want
to step up in life by having my own place
To give myself a better life

Super:

Extra ballot number to White Form young applicants of
Home Ownership Scheme

Male Home Owner:

We have been saving money
working hard
towards the goal of owning a property

Super:

Increase White Form Secondary Market Scheme (WSM)
Quota & Implement Youth Scheme (WSM)

Exclusive Discounts
Significantly Reducing Home Purchase Costs

**Male/Female Home
Owner:**

Together, Together
We're thinking about it together
We're planning together

**Mother of the Female
Home Owner**

He's a bright fellow
I am glad my daughter married him

**Newborn Family - Male
Resident:**

Our elder son
has grown happier
There is a lot of greenery downstairs
We have benefited from the school network
that allows us to choose a school he likes

Female Youth:

The way young people fight for their futures
I think it symbolises
the spirit of Hong Kong people

Super:

Since this Term Government Took Office,
HA Sold 35,000 Newly-built SSF

In Next 5 years, Supply of SSF
Expected to Reach \approx 59,000

Section Title:

Leaping Forward

Female Architect:

Hello, speaking
It is quite touching
when a project is completed
and I see people moving in
and living in the building
I hope our designs can be
innovative, efficient, high-quality and people-oriented

New Female Resident:

Very... very perfect, I think
Getting our own keys
Seeing this place makes us happy

**Female Structural
Engineer:**

We collaborate with organizations like research
institutes and universities
to innovate construction technologies
that help us build faster and safer

Super:

Adopt Innovative Construction Technologies • Boost
Public Housing Supply:
HA-PIMAP
Construction Robots
Modular Integrated Construction (MiC)
“MiSmartLink”: Innovative Coupling Technology

Female Senior

Maintenance Surveyor:

We need new initiatives
to help frontline colleagues work with technology
We want to help them work more efficiently
With better results

Super:

Promote Smart Estate Management Enhance
Management Efficiency & Service Quality

Male Maintenance

Surveyor A:

We always start from a resident's perspective

Male Maintenance

Surveyor B:

Everything we create aims to meet their needs

Super:

Drone Surveying
IoT
AI Monitoring Systems

Male Maintenance

Surveyor C:

We want residents to feel supported

Female Senior

Maintenance Surveyor:

We should treat everything as if
it is happening in our own homes
That's how we are improving
We're not stuck in yesterday
nor the day before
Every day we are leaping forward

Section Title:

Well Being

Male Commercial

Tenant:

If you beat me at rock-paper-scissors
you can get a \$2 discount
The spirit of an "estate"
is getting to see everyone all the time
because we all live here
Sometimes I feel like I know the entire estate

Super:

Launch Well Being-Start-Up 2.0 Programme
Support Youth Entrepreneurship

Male Commercial

Tenant: If they recognise you
when they show up
more often than not they want to chat with you
Think of a question
Open this and you'll find the answer

Customer A: This shop gives me a feeling of

Customer B: warmth

Customer C: There is a lot of helping out

Customer D: being caring, inclusive
This is my home

Male Commercial

Tenant: Everyone chats and laughs together in this shop
I feel very happy

Super: Launch Well-Being Design Guide
Enhance Residents' Sense of Well-Being

Cover 8 Well-Being Concepts

Build 15-minute Living Circle

Female Resident A/B: Happy birthday!
Wishing you good health!

Female Elderly Resident: Thank you! Thank you!

Super: Upward Mobility and Well-being for All

Hong Kong Housing Authority logo