

2. CORPORATE STRATEGIES

2.1 The core function of HA is to assist low-income families who cannot afford private rental accommodation through the provision of PRH flats, with the target of providing the first flat offer to general applicants^[2] at around three years on average in the long run, and meeting the home ownership aspirations of the low to middle-income families by building subsidised sale flats.

Strategic Objectives

2.2 Having regard to HA's latest work priorities and initiatives, we have developed the following strategic objectives –

- To facilitate the cost-effective provision of quality PRH^[3].
- To maximise the rational allocation and to eliminate abuse of housing resources with a view to enhancing the turnover of PRH.
- To work in partnership with customers and other stakeholders to enhance service quality.
- To address the aspiration of low to middle-income families for home ownership by planning for a sustainable HOS programme.
- To manage and maintain our assets with a view to maximising their economic life and contribution.

Note [2]: Refer to family and elderly one-person applicants.

Note [3]: "Quality" PRH, in a broad sense, refers to (a) safe and healthy accommodation for the low-income household / persons suitable for the formation of a harmonious and sustainable community, with estate facilities and domestic flats well-matched to the essential needs of modern living, and with estate designs serving the purpose of aging in place and socio-spatial equity for people of all ages and abilities; and (b) building and maintaining the PRH in accordance with the principles of environmental protection and greening, with the application of green construction materials and energy-saving installations to minimise the burden on the environment; and the procurement of value-for-money and durable construction materials, coupled with comprehensive maintenance services, to maintain a decent living environment for the residents.

- To make effective use of private sector resources.
- To make the fullest use of human and financial resources and of information technology (IT) to meet corporate goals.
- To contribute actively and positively towards sustainable development.
- To be innovative in enhancing operational efficiency.
- To promote the core values of the HA among staff members.
- To optimise the use of commercial properties.

2.3 To achieve the above strategic objectives, we have drawn up 50 key activities (KAs) under four main themes for the 2016/17 Corporate Plan (CP). Among these KAs, three are new initiatives while 47 are on-going initiatives. Details are set out in Chapter 4.