

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 providing SSFs.

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 address the aspiration of low to middle-income families for home ownership through the provision of SSFs.
 - To make efficient and effective use of public housing (including PRH and SSFs) resources.
 - To maximise the rational allocation and to eliminate abuse of PRH resources with a view to enhancing the turnover of PRH units.
 - To work in partnership with customers and other stakeholders to enhance service quality.
 - To adopt universal design for planning and design of new housing estates, and improve facilities in existing estates in accordance with the same principle.

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; (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 (c) 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 manage and maintain assets with a view to maximising their economic life and contribution.
- 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 HA among staff members.
- To optimise the use of commercial properties.

2.3 To achieve the above strategic objectives, we have drawn up 51 key activities (KAs) under four main themes for the 2019/20 Corporate Plan (CP). Among these KAs, four are new initiatives while 47 are on-going initiatives. Details are set out in Chapter 4.