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机构愿景、工作目标、基本信念和策略方针 CORPORATE VISION, MISSION, CORE VALUES AND STRATEGIC OBJECTIVES

2.1 房委会原有的愿景、工作目标、基本信念及策略方针由2017/18年度开始沿用至今。适逢房委会于2023年成立50周年，我们就上述项目进行了全面的检视。

2.2 经蒐集了房委会及各小组委员会委员的意见后，房委会已敲定全新的愿景、工作目标、基本信念和策略方针，并胪列如下：

2.1 The previous version of Corporate Vision, Mission, Core Values and Strategic Objectives of HA have been adopted since 2017/18. Upon the 50th anniversary of HA in 2023, a comprehensive review has been conducted.

2.2 After the gauging the view of HA and Committee members, the brand new version of Vision, Mission, Core Values, and Strategic Objectives of HA have been finalised as set out below: –





愿景 VISION

致力为有需要的低收入家庭提供可以负担的租住房屋，并协助中低收入家庭自置居所。

To strive for excellence in offering affordable rental housing to low-income families in need and helping low to middle-income families to achieve home ownership.



工作目标 MISSION

- 全力“提量、提速、提效、提质”提供公营房屋。
- 透过可持续建筑、与及专业管理及维修保养，促进可持续发展。
- 缔造绿色及健康的生活环境，致力提升居民的幸福感。
- 提供服务及房屋资助时秉持开明的态度、公允持平的立场，以确保公共资源得到合理的运用，符合成本效益。
- To enhance quantity, speed, efficiency and quality of public housing supply.
- To foster sustainable development through sustainable building, as well as professional management and maintenance.
- To enhance the well-being of residents by creating a green and healthy environment.
- To ensure cost-effective and rational use of public resources in service delivery and allocation of housing assistance in an open and equitable manner.



基本信念 CORE VALUES

创新为民、尽责热诚

- **创新**：发挥创意，探索创新的解决方案，以优化房屋政策、建筑与服务
- **为民**：以关怀的态度和同理心提供以居民为本的服务
- **尽责**：积极和负责任地提供服务
- **热诚**：对工作充满热诚

CARE: Creative, Attentive, Responsible, Enthusiastic

- **Creative**: Embrace creativity and explore innovative solutions to enhance housing policies, construction and services
- **Attentive**: Provide residents-oriented service in a caring and empathetic manner
- **Responsible**: Deliver service responsibly and proactively
- **Enthusiastic**: Work with passion



策略方针

STRATEGIC OBJECTIVES

经考虑房委会最新的工作优先次序和措施后，我们订定了以下策略方针：

- (a) 以符合成本效益的原则，提供优质公屋^[1]。
- (b) 透过提供资助出售单位回应中低收入家庭自置居所的诉求。
- (c) 有效及高效运用公营房屋资源，合理分配公共资源，杜绝滥用。
- (d) 积极正面推动绿色及可持续发展，提升居民幸福感。
- (e) 致力创新，采用先进科技，以提高效率。
- (f) 与顾客和其他业务持份者维持伙伴合作关系，以提升服务质素，及善用私营市场资源。
- (g) 于规划和设计新屋邨时采纳通用设计原则，并按此原则，改善现有屋邨设施。
- (h) 管理及维护资产，将其经济效益和使用年期最大化。
- (i) 充分运用商业楼宇。
- (j) 致力推广及提升房委会的形象。

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

- (a) To facilitate the cost-effective provision of quality PRH ^{Note 1}.
- (b) To address the home ownership aspiration of low to middle-income families through the provision of SSF.
- (c) To make effective and efficient use of public housing resources and to maximise the rational allocation to eliminate abuse.
- (d) To contribute actively and positively towards green and sustainable development so as to enhance the sense of well-being of residents.
- (e) To be innovative in enhancing efficiency by employing advance technologies.
- (f) To work in partnership with customers and other stakeholders to enhance service quality and make effective utilisation of private sector resources.
- (g) To adopt universal design for planning and design of new housing estates, and improve facilities in existing estates in accordance with the same principle.
- (h) To manage and maintain assets with a view to maximising their economic life and contribution.
- (i) To optimise the use of commercial properties.
- (j) To promote and enhance the image of HA.

注[1] 「优质」公屋泛指(a)为低收入家庭／人士提供安全健康的居所，以缔造和谐共融和可持续的社区；屋邨设施及住宅单位配套均能切合现代基本生活所需；屋邨设计以居家安老、长幼伤健人士均可公平使用社区空间为原则；(b)本着环保和绿化原则兴建和保养公屋，包括应用环保建筑材料和节能装置，以尽量减低对环境的负荷；以及(c)采购物有所值而耐用的建筑材料，加上完善的维修保养服务，为居民维持怡人的居住环境。

Note 1 "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.