



用心服務 貫徹理想

Serving with
Care and Vision

With the number of people served by the Housing Authority (HA) continuing to grow, we see it as imperative that the external and internal services we offer go from strength to strength in terms of quality, efficiency and comprehensiveness. Throughout 2012/13, we have pursued many avenues for strengthening and enhancing our existing communication channels and outreach services, while introducing new ones to keep up with the changing times.

In close touch with stakeholders

Effective online channels of communication become ever more important for the HA as each year passes. We have worked diligently to make the Housing Authority / Housing Department (HA/HD) Website a multi-functional, user-friendly resource, and this work has paid off in terms of the number of visits it received in 2012/13, when it averaged 6.4 million hits per month. We were also proud to see the value of the HA/HD Website recognised by a Jade Award at the Web Care Award, organised by the Internet Professional Association. The award acknowledges our ongoing efforts to improve the functionality and user-friendliness of our Website in order to meet the needs of many different user groups, including the visually-impaired.

Web technology and usage is constantly changing, so we are continuing to explore options of introducing new e-initiatives and further user-friendly web tools that will make the HA/HD Website even more accessible. The Website is not simply aimed at tenants, but also contains much relevant information for members of the public. For instance, information about the latest allocation status for public rental housing (PRH) applications, forecast and actual PRH production statistics, and reports on completed HA projects, is all available on the HA/HD Website. To help

Home Ownership Scheme (HOS) buyers make informed choices, extensive sales information for the Sale of Surplus HOS Flats Phase 7 is also available on the HA/HD Website, including sales brochures, price lists, and a photo depository showing the internal condition of the surplus and returned flats. Following the extension of the HOS Secondary Market to White Form Buyers, we have uploaded the application forms and guides for easy public access. Ballot results and priority lists for both schemes have also been added to the Website.

Our bi-weekly e-newsletter, *Housing Dimensions*, is another channel through which we maintain close, effective communication with stakeholders; it features topical PRH articles of interest to all. Our EMAC Newsletter, published bi-annually, is specifically targeted at PRH tenants.

Creative communication

The HA fully recognises the cultural importance of PRH history and experience over the years, and is committed to recording aspects of this history in various media. From time to time, we launch or commission exhibitions and retrospectives and publish books, videos and other media to build up a legacy of valuable historical materials. During the year we produced a series of eight videos entitled "Community Impressions", in which tenants shared their stories of life in PRH estates and described their personal feelings and experiences. These were uploaded to the HA/HD Website and our Public Housing Vista Facebook page, and shared through Youtube. We are always delighted when the quality of such materials is recognised by international judges. In 2012/13, our video "Community Impressions: Homeward Bound to Tsui Ping" won a Silver Award at the Questar Awards, while our "Community Impressions: Reminiscences of Wah Fu" video won a Bronze Award at the

Mercury Excellence Awards. In conjunction with the 60th anniversary of public housing development in Hong Kong in 2013/14, we aim to hold more such outreach activities that involve revisiting the history of Hong Kong's public housing and enhancing the community's understanding of the work of the HA.

Healthy media relations

We make full use of various media channels to keep the public informed about HA activities and new developments. Press releases are regularly issued. In 2102/13 we released a total of 56, and also held 29 press briefing sessions. The media is also a channel through which we receive enquiries and, occasionally, complaints. We handled 920 direct media enquiries during the year, and followed up a further 631 public enquiries or complaints that were first highlighted in the media.



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Taking care of the community

PRH estates function as complete communities, and like all communities they benefit from activities and events that promote a community spirit and common community goals. The HA has been closely involved in organising and promoting many such activities over the year. Among others, these have included our usual campaigns on fire safety, home safety, estate cleanliness and public hygiene.

In January 2013, we held our annual Volunteer for Seniors Day. More than 2 700 volunteers made personal visits to around 1 000 elderly tenants across 61 PRH estates, bringing gifts of food and other useful items. The Chairman of the HA Professor Anthony Cheung Bing-leung attended too, in support of the volunteer work. As elderly tenants are particularly susceptible to falls, our fall prevention initiative continued throughout the year, with volunteers reaching out to elderly PRH residents through 12 estate-based roadshows. Over 1 300 older residents attended, where they received useful tips on preventing falls, guidelines on safe exercise using the fitness equipment provided on estates, and risk assessments based on their personal living conditions. Those with a high risk of falling were offered follow-up visits by occupational therapists and volunteers.

A quite different community initiative took place on 4 August 2012, when Professor Cheung officiated at a ceremony held at Upper Ngau Tau Kok Estate to celebrate the 15th anniversary of the establishment of the Hong Kong Special Administrative Region. Representatives from the HA and many local residents also joined the ceremony. Professor Cheung and other guests added the final touches to a giant painting that was an amalgamation of some 160 smaller works of art created earlier at different PRH estates. This event was the grand finale of a collective creativity project which showcased the spirit of harmony and teamwork among PRH residents from across the community.

1 The HA Chairman (centre) visits an elderly tenant on the Volunteer for Seniors Day.



Welcoming visitors

Regularly arriving in Hong Kong are many high-level visitors from the Mainland and overseas who have a great interest in our renowned PRH system. During 2012/13, we arranged a total of 100 visits for local, Mainland and overseas delegations, of which 36% were by visiting groups from the Mainland, and 31% from overseas countries. The remaining was made up of locally based visitors. Two of these visits were of special note; the then President of the People's Republic of China Mr Hu Jin-tao visited our Kai Ching Estate construction site on 30 June 2012, and the Mayor of Seoul City Mr Park Won-soon made a visit to Tung Wui Estate on 11 June 2012.

Staff engagement

Our Core Values Alignment Package, introduced in August 2010 to generate a sense of pride and dedication among staff, continued to be well received during its second full year of operation. The package utilised an online activity to showcase a number of the HA's people-centred services and achievements. In addition, a one-day workshop was organised each month to help our middle managers develop a caring mindset, and give them the opportunity to practise essential skills and techniques for leading, developing and motivating staff.

Staff development

Our manpower strategy makes staff training and development a priority. In 2012/13, staff members were given an average of 27.2 hours of training. We conducted a wide range of courses to enhance staff competencies, and to support new business initiatives such as the launch of Phase II of the Enterprise Resource Planning (ERP) System. We also stepped up our induction training in support of new recruits. Besides classroom training, we arranged site visits, study tours and attachment programmes. In addition, we further enhanced the content of the HA e-Learning Portal to facilitate continuous learning by HA staff, anytime and anywhere.

We continued to run our Employee Wellness Programme, an important initiative in caring for staff and maintaining good standards of health. This included seminars on eye care, "work smart live smart" topics, harmonious family relationships, and stress management. During the year, we added information to the Health Portal on a monthly basis, ensuring there was always new and up-to-date health-related information available for staff to browse through. Complementing this, we arranged some health-related promotional activities, including a collection of sports photos, and seminars promoting spinal health and stair-climbing.

A safe and healthy working environment

We aim to maintain a working environment for our staff that is safe and healthy. To this end, we arranged a range of occupational safety and health (OSH) training courses and seminars to raise staff awareness of safety and build a "safety culture" across our organisation. These were supplemented by uploading OSH guidelines, health tips and publications issued by the OSH Council and the Labour Department onto the dedicated OSH website on the HA Intranet for staff reference.

In total, during the year we conducted more than 160 OSH training courses and seminars, attended by around 5 400 staff. Topics included construction site safety, arboriculture safety, stress management, working in confined spaces, using display screen equipment, break-away skills, first-aid, and handling potentially violent customers. The annual Departmental Office Safety Inspection Exercise was conducted to identify and remove potential hazards in the office workplace.

Ongoing IT initiatives

These days, serving the community well involves the effective use of IT at multiple levels. The challenge for the HA has been to implement IT resources in a way that caters for the very large numbers of users and their different needs. This has involved continuous investment for quality and efficiency.

In 2012 we completed our IT Strategy Study, which maps out the directions for our strategic IT development over the next five to ten years. The study recommended implementing 10 enhancement programmes, of which six are either underway or ready for implementation, with the other four requiring further study. The six programmes are designed to improve the services we offer that are associated with managing the new HOS. They involve modernising the public housing application and allocation processes, and using new technology to develop fast and effective building designs. We will also be extending mobile usage across our operations, and implementing technology to help us establish even better building controls. Eventually, the programmes will assist us in improving our overall performance by installing a new generation of IT infrastructure, and also by enhancing our business analytics for improved decision-making and service management for the community.

The roll-out of Phase II of the integrated ERP system was completed as planned in October 2012. Various outdated estate maintenance systems were decommissioned at this point, bringing the adoption of an integrated ERP system exercise to a successful conclusion.

With the implementation of the Customer Services Management System (CSMS), we have improved the quality of service, consistency of information and transparency of our customer service operations at PRH estate management offices. This highly customised system standardises the customer service model across our operations, allowing frontline staff to process and monitor requests from tenants using a simple menu on touch-based devices. We are rolling out CSMS in six batches, from February to August 2013.

Progress also continued with our “Green IT” drive which involves putting in place a whole range of initiatives that reduce energy consumption and the use of natural resources. During the year, these included reducing the amount of energy used at our data centre, powering off unused computer equipment at HA offices, and using e-channels wherever possible for distributing reports and other document files.

¹ Our HA hotline welcomes enquiries from the public and PRH tenants.

2012/13年度所獲業界獎項及社會嘉許 Industrial Awards and Community Recognitions 2012/13

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獎項 / 得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
建築及維修 Construction and Maintenance	
<p>亞太項目管理學會聯盟大獎 2012 建造 / 工程組別高度嘉許 — 彩雲道公共房屋計劃 Asia Pacific Federation of Project Management Project Management Achievement Awards 2012 High Commendation in Construction / Engineering Category – Choi Wan Road Public Housing Development</p>	<p>亞太項目管理學會聯盟 Asia Pacific Federation of Project Management</p>
<p>FuturArc環保先鋒大獎 2012 彩雲道公共房屋計劃 FuturArc Green Leadership Award 2012 Choi Wan Road Public Housing Development</p>	<p>Building and Construction Interchange Asia</p>
<p>香港項目管理學會 2012 年度獎項 建造 / 工程組別大獎 — 彩雲道公共房屋計劃 Hong Kong Institute of Project Management Project Management Achievement Awards 2012 Winner (Construction / Engineering) – Choi Wan Road Public Housing Development</p>	<p>香港項目管理學會 Hong Kong Institute of Project Management</p>
<p>優質建築大獎 大獎 — 藍田邨第七期重建項目 Quality Building Award Grand Award – Redevelopment of Lam Tin Estate Phase 7</p>	<p>九個本港專業機構合辦 Jointly organised by nine professional organisations in Hong Kong</p>
<p>香港品質保證局「樓宇可持續發展指數」 驗證標誌 — 秀茂坪南邨、常樂邨及天澤邨的11座公屋樓宇 HKQAA Sustainable Building Index Verified Mark – 11 PRH blocks in Sau Mau Ping South, Sheung Lok and Tin Chak Estates</p>	<p>香港品質保證局 Hong Kong Quality Assurance Agency</p>
<p>Autodesk 香港建築信息模擬設計大獎 2012 工料測量建築信息模擬先鋒 Autodesk HK BIM Awards 2012 Pioneering BIM for Quantity Surveying</p>	<p>歐特克 Autodesk</p>
<p>香港綠色建築議會環保建築大獎 2012 大獎 — 循環再用海泥作建築物料 Hong Kong Green Building Council Green Building Award 2012 Grand Award – Recycling and Reuse of Marine Mud for Building Materials</p>	<p>香港綠色建築議會 Hong Kong Green Building Council</p>
<p>香港建築師學會年獎 主題建築獎 — 碳排放估算 Hong Kong Institute of Architects Special Architectural Award – Carbon Emission Evaluation</p>	<p>香港建築師學會 Hong Kong Institute of Architects</p>
<p>香港園境師學會設計大獎 2012 秀茂坪南邨 Hong Kong Institute of Landscape Architects 2012 Design Award Sau Mau Ping South Estate</p>	<p>香港園境師學會 Hong Kong Institute of Landscape Architects</p>

獎項 / 得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
<p>全港無障礙商場表揚活動 2011-12 榮譽大獎 — 油麗商場 Hong Kong Barrier Free Shopping Malls Appreciation Awards 2011-12 Grand Award – Yau Lai Shopping Centre</p>	<p>香港復康力量 Hong Kong Rehabilitation Power</p>
<p>HKQAA-HSBC 企業社會責任先導者標誌 達到 5.00 滿分 — 發展及建築處 HKQAA-HSBC CSR Advocate Mark Achieved full score of 5.00 – Development and Construction Division</p>	<p>香港品質保證局、 香港上海匯豐銀行有限公司 Hong Kong Quality Assurance Agency, and Hongkong and Shanghai Banking Corporation Limited</p>
<p>2013 年香港年度大獎 優異獎「最佳創新項目」— 全面結構勘察計劃 RICS Hong Kong Awards 2013 Merit Award (Innovative Award of the Year) – Comprehensive Structural Investigation Programme</p>	<p>皇家特許測量師學會 Royal Institution of Chartered Surveyors</p>
<p>最佳高空工作防墮裝置安全計劃 金獎 — 石蔭邨 Best Fall Arresting Safety Enhancement Programme for Working at Height Gold Award – Shek Yam Estate</p>	<p>職業安全健康局 Occupational Safety and Health Council</p>

環保 Environmental

<p>ISO 14001 環境管理體系認證 證書 — 43 個公共屋邨 (第一批) 證書 — 50 個公共屋邨 (第二批) ISO 14001 Certification for Environmental Management System Certificate – 43 PRH estates (1st batch) Certificate – 50 PRH estates (2nd batch)</p>	<p>香港品質保證局 Hong Kong Quality Assurance Agency</p>
<p>家居廢物源頭分類比賽 2011/12 合作伙伴大獎 — 油麗邨 宣傳推廣大獎及家居源頭分類比賽銀獎 — 環翠邨 宣傳推廣大獎及家居源頭分類比賽銅獎 — 小西灣邨 銅獎 — 鯉魚門、樂華 (南)、天悅、興華 (一)、馬坑、翠樂、梨木樹、麗瑤、幸福、 橫頭磡、廣福、黃大仙下 (二) 及大坑東邨 證書 — 房委會總部、梨木樹商場 Competition on Source Separation of Domestic Waste 2011/12 Award for Cooperative Partnership – Yau Lai Estate Award for Promotion and Silver Award – Wan Tsui Estate Award for Promotion and Bronze Award – Siu Sai Wan Estate Bronze Award – Lei Yue Mun, Lok Wah (South), Tin Yuet, Hing Wah (I), Ma Hang, Tsui Lok, Lei Muk Shue, Lai Yiu, Fortune, Wang Tau Hom, Kwong Fuk, Lower Wong Tai Sin (II), and Tai Hang Tung Estates Certificate – HA Headquarters, and Lei Muk Shue Shopping Centre</p>	<p>環境保護署、香港物業管理公司協會、 香港生產力促進局 Environmental Protection Department, Hong Kong Association of Property Management Companies, and Hong Kong Productivity Council</p>
<p>香港環保卓越計劃 「卓越級別」減廢標誌 — 香港房屋委員會 累計完成最多減廢目標的首三名機構 — 香港房屋委員會 Hong Kong Awards for Environmental Excellence “Class of Excellence” Wastewi\$e Label – The Hong Kong Housing Authority Top Three Organisations Achieved Cumulatively the Most Number of Goals in Wastewi\$e Label – The Hong Kong Housing Authority</p>	<p>環境保護運動委員會 Environmental Campaign Committee</p>

獎項 / 得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
<p>香港綠色企業大獎 2012 「優越環保管理獎」白金獎 — 香港房屋委員會 「明智環保採購獎」白金獎 — 香港房屋委員會 「綠色企業管治獎」持份者參與獎 — 香港房屋委員會</p> <p>Hong Kong Green Awards 2012 Platinum Award (Green Management Award) – The Hong Kong Housing Authority Platinum Award (Green Purchasewi\$e Award) – The Hong Kong Housing Authority Stakeholder Engagement Award (Corporate Green Governance Award) – The Hong Kong Housing Authority</p>	<p>環保促進會 Green Council</p>
<p>2013 年香港花卉展覽 最佳展品 (園林景點) 金獎 — 香港房屋委員會</p> <p>Hong Kong Flower Show 2013 Gold Award for Outstanding Exhibit (Landscape Display) – The Hong Kong Housing Authority</p>	<p>康樂及文化事務署 Leisure and Cultural Services Department</p>

機構 Corporate

<p>2012 年國際年報大獎 「非牟利機構：房屋」組別銅獎 — 《香港房屋委員會2010/11年度年報》</p> <p>2012 International Annual Report Competition (ARC) Awards Bronze Award (Non-profit Organisation: Housing) – The Hong Kong Housing Authority Annual Report 2010/11</p>	<p>MerComm, Inc.</p>
<p>2012 Astrid Awards 「非牟利機構」組別金獎 — 《香港房屋委員會2010/11年度年報》</p> <p>2012 Astrid Awards Gold Award (Not-for-profit Organisations) – The Hong Kong Housing Authority Annual Report 2010/11</p>	<p>MerComm, Inc.</p>
<p>Mercury Excellence Awards 2012/2013 數碼錄像 / 錄像：特別項目銅獎 — 「屋邨小說：華富拾趣」 數碼錄像 / 錄像：特別項目榮譽獎 — 「屋邨小說：雅寧閑居」</p> <p>Mercury Excellence Awards 2012/2013 Bronze Award (DVDs/Video: Special Project) – “Community Impressions: Reminiscences of Wah Fu” Honours Award (DVDs/Video: Special Project) – “Community Impressions: Feeling Groovy at Nga Ning”</p>	<p>MerComm, Inc.</p>
<p>2013 Questar Awards 機構：特別項目銀獎 — 「屋邨小說：回歸翠屏」 非牟利機構：紀錄片銅獎 — 「屋邨小說：石硤美事」</p> <p>2013 Questar Awards Silver Award (Corporations: Special Project) – “Community Impressions: Homeward Bound to Tsui Ping” Bronze Award (Non-profit Organisations: Documentary) – “Community Impressions: The Show Goes on at Shek Kip Mei”</p>	<p>MerComm, Inc.</p>

獎項 / 得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
<p>New York Festival 2013 「社會相關事宜」決賽入圍證書 — 「屋邨小說」短片系列</p> <p>New York Festival 2013 Finalist Certificate (Society & Social Issues) – “Community Impressions” video series</p>	Limited Liability Corporation
<p>「同心展關懷」機構 2012/13 「連續超過5年同心展關懷」標誌 — 房屋署</p> <p>Caring Organisation 2012/13 5 Plus Consecutive Years Caring Organisation Logo – Housing Department</p>	香港社會服務聯會 Hong Kong Council of Social Service
<p>無障礙優異網站獎 2011-13 翡翠獎 — 房屋委員會 / 房屋署網站</p> <p>Web Care Award 2011-13 Jade Award – Housing Authority / Housing Department Website</p>	互聯網專業協會 Internet Professional Association
<p>香港十大 .hk 網站選舉 2012 「政府部門」組別首五個優秀網站之一</p> <p>Top 10 .hk Website Competition 2012 One of the top five outstanding websites in “Government Departments” category</p>	香港互聯網註冊管理有限公司 Hong Kong Internet Registration Corporation Limited
<p>「能力成熟度模式整合」 成熟度第三級 1.3 版</p> <p>Capability Maturity Model Integration for Software Development Maturity Level 3 Version 1.3</p>	美國國防部委託卡內基美隆大學的 軟件工程學院 Software Engineering Institute, Carnegie Mellon University, USA
<p>ISO/IEC 20000 ISO/IEC 20000-1:2011 資訊科技服務管理認證</p> <p>ISO/IEC 20000 ISO/IEC 20000-1:2011 IT Service Management Certification</p>	香港品質保證局 Hong Kong Quality Assurance Agency