

齊心連繫 同譜佳章

Engagement and Communication –
Support behind the Scenes

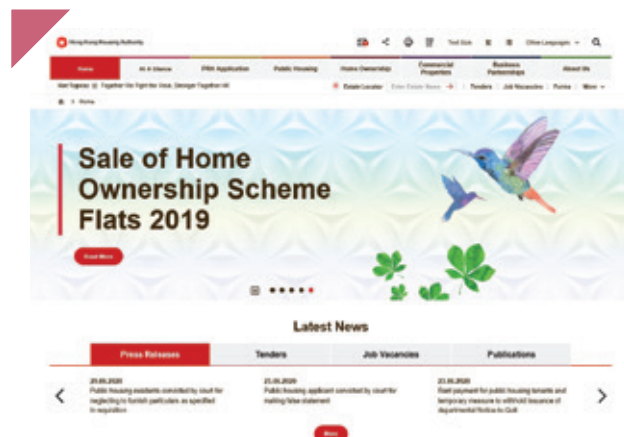


The public face of the Hong Kong Housing Authority (HA), as seen in its efforts to construct and manage public rental housing (PRH) estates and subsidised sale flats over the year, has been introduced in the previous two chapters. Behind the scenes, though, many other individuals and groups have also been involved to “work together for quality housing” in supporting roles. These roles are many and varied, and include maintaining media channels and the flow of public information, handling queries and complaints, engaging with tenants in various ways, keeping HA staff happy and healthy, and ensuring our IT resources are efficient and up to date. Without these efforts, the more publicly visible achievements of the HA would not be possible. In this chapter, we showcase some of the behind-the-scenes channels and roles that are crucial to the smooth efficient functioning of our organisation.

Efficient Communication Channels

In 2019/20, the HA has worked hard to expand the range and quality of its communication with the public, especially through the internet and various social media platforms. One area we have been focusing on is web accessibility, recognising that web users nowadays use many types of devices to access the internet and that a “one-size-fits-all” web presence is no longer adequate. In mid-2019 we completed our “responsive web design” (RWD) project for the [Housing Authority / Housing Department Website](#), which has optimised the browsing experience of its users. The RWD enhancement now enables web content to display in a way that automatically fits to the screen dimensions of different devices, whether they be desktop computers, tablets or mobile phones. This was an important development given the huge number of people who browse our website. In 2019/20, the website received more than five million web page views per month on average, with that number rising to over 10 million in May in response to the launch of the Sale of Home Ownership Scheme (HOS) Flats 2019.

In January 2020, we expanded our social media presence from the existing [Facebook](#) and YouTube platforms by adding an HA Instagram account (www.instagram.com/hkhousingauthority). Between January and March 2020, more than 50 posts and 15



A screenshot of the Housing Authority / Housing Department Website homepage

stories were published on Instagram, covering a variety of topics including our new public housing developments, subsidised home ownership schemes, estate management issues and community events. We also published around 200 posts on Facebook and 30 videos on YouTube during the year. In addition, we have seen steady growth in the number of followers of our HA Facebook page, with over 12 000 fan followers as at the end of March 2020.

We have continued to engage with our staff and other stakeholders by publishing our monthly e-newsletter *Housing Dimensions*, which provides much interesting information about HA developments and activities. Another regular publication is our bi-annual *Estate Newsletter*, which is delivered to PRH tenants and provides them with useful information relevant to life on their estate.

As always, we continue to offer traditional channels of communication for the general public including telephone hotlines, emails and letters. In 2019/20, we handled over 607 100 calls through our hotlines and dealt with some 87 100 verbal or written enquiries/complaints.

Short Video Contest

In 2018 we launched our territory-wide competition, the “Making Precious Memories – Life in Public Housing” Short Video Contest, and in 2019 we awarded prizes to the winners and to performing groups. The contest was open to all current and former public housing residents. Entrants were invited

to produce a short video that captured some of their warm memories and positive experiences of living in public housing, themed around relationships among family, friends and neighbours. Over 100 PRH residents took part in the video challenge, producing a wide range of high quality tributes to public housing life over the years. Eleven winners were selected in various categories, based on the content, creativity, impact and audio-visual effects of their entries. In addition, six groups of “Outstanding Performers” were recognised.

Corporate Visits

The HA has always welcomed overseas visitors seeking to learn more about our PRH system on visits to its estates. Regrettably, the unstable social situation in Hong Kong from June 2019 onwards, followed by the COVID-19 outbreak, meant we had to postpone or cancel a large number of planned visits. Throughout the year, we were only able to organise eight site visits, four of which were for Mainland delegations and the other four for groups from elsewhere in the world. We also ran one visit for a local interest group.

Our Media Activities

The changes and developments in Hong Kong's housing policies during the year generated considerable interest from the media in the HA and its activities. We have been striving to provide the media with all the relevant information needed. Press interviews and media briefings were arranged to arrive at a balanced and informed view of the situation. We issued 61 press releases, handled 1 368 media enquiries and dealt with 58 complaints referred to us by the press during the year.



Visiting delegation of Hawaii State Senate trying recycled plastic walking trail in On Tat Estate

Staff Development

The HA's staff training and development activities continued over the year, with the goal of maintaining a highly skilled and motivated workforce across our operations. In 2019/20, we provided an average of 18.8 hours of training per staff member, delivered in the form of classroom training, attachment programmes, mentoring programmes, site visits and study tours. New learning materials were also uploaded to the HA e-Learning Portal for self-learning. Due to the outbreak of the COVID-19 pandemic, we transformed some of our classroom training programmes into electronically accessible formats and made them available on our e-Learning Portal. These included videos-on-demand and other e-learning resources.

Our Extra Mile Card Plan, which recognises exemplary performances by staff members, continued during the year. Success stories about team achievements were shared on the HA e-Learning Portal. Workshops were organised for managers to reinforce the importance of building a caring culture at work.

Prioritising Staff Health and Safety

During the year, our Employee Wellness Programme featured seminars on topics such as mental health, first aid, Chinese medicine, eye care and stretching exercises. New health-related information was also regularly uploaded to the HA's Health Portal.



Participants using Therabands for exercise during a Seminar on Office Syndromes

Occupational safety and health (OSH) training courses and seminars were run regularly across the year, with over 8 300 staff members attending 200 seminars and courses in 2019. We also updated our dedicated OSH website on the HA intranet, adding safety information, health tips and publications from the Occupational Safety and Health Council and the Labour Department. Our annual Departmental Office Safety Inspection Exercise once again identified and removed potential hazards in the office environment.

Staff Safety in the Workplace

In response to the COVID-19 outbreak, we have stepped up cleansing and disinfection at the Housing Authority Headquarters (HAHQ), and from time to time reminded colleagues to observe high levels of personal hygiene. Temperature scanning systems were installed at the entrances to the HAHQ to check the body temperatures of all staff and visitors on arrival. In addition, sanitising mats (disinfected with 1:49 diluted bleach regularly) were laid at major entrances, and dedicated rubbish bins with covers were placed at various locations in the HAHQ for the disposal of used face masks.

Personal protective equipment such as face masks, alcohol-based hand-rubs and plastic gloves, etc have been provided to staff for meeting their needs. Updated information on precautionary measures and health tips from the Department of Health has also been regularly disseminated to staff via email to keep awareness high.



Temperature scanning systems have been installed at entrances to the HAHQ

Enhancing Efficiency Through IT

The HA-Cloud Infrastructure now provides the HA with a shared pool of hardware resources, a standardised model of resources allocation, and centralised support for all its IT systems. Since the infrastructure came into operation in December 2018, good progress has been made in migrating our older IT systems to HA-Cloud, with 27 of over 70 IT systems having now completed the migration. We target to complete the migration of all IT systems to HA-Cloud by 2021/22.

The HA has been increasing the range of e-services it provides for the public. In May 2019, we launched an e-submission service enabling members of the public to submit applications for HOS and the White Form Secondary Market Scheme through the internet. About 70% of the applications for these were submitted online. The service provided a convenient method for submitting applications and was generally welcomed by the community. Further enhancements were made to the e-submission service to coincide with the launch of the Green Form Subsidised Home Ownership Scheme 2019 in December. We will continue to explore options for providing more of our services via electronic channels.

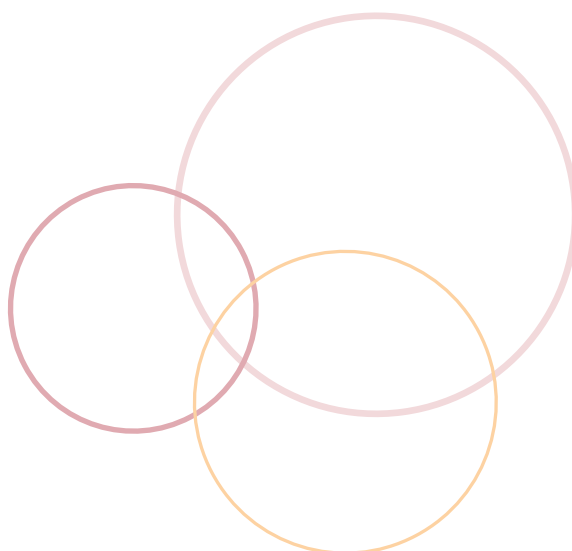
The HA has continued to maintain high quality in its IT work and to comply with relevant international standards. To protect our IT systems and information assets from security attacks and other vulnerabilities, we are continuously reviewing and strengthening our existing security measures to ensure their effectiveness, and maintaining ISO 27001:2013 certification on information security management. We will not rest in our efforts to raise awareness of security information, alerts and best practices in information security.



The HA-Cloud logo (left) and the HA-Cloud Computing Infrastructure

2019/20 年度所獲業界獎項及社會嘉許 Industrial Awards and Community Recognitions

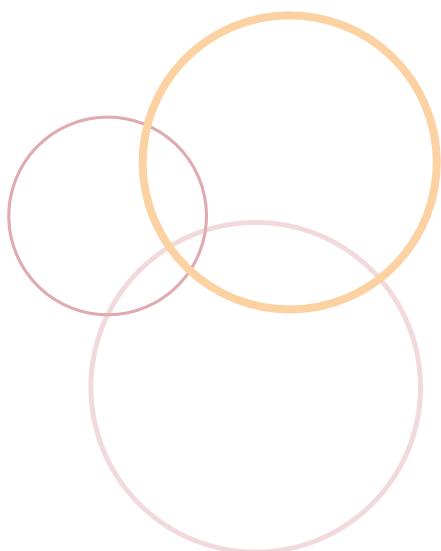
獎項／得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
發展及建築 Development and Construction	
<p>香港項目管理學會大獎2018 連翠邨，柴灣連城道公共房屋發展計劃 建造／工程 — 優勝者 景泰苑(新蒲崗)「綠表置居先導計劃」 可持續發展 — 優勝者</p> <p>Hong Kong Institute of Project Management Awards 2018 Lin Tsui Estate, Public Rental Housing Development at Lin Shing Road, Chai Wan Construction / Engineering – Winner Green Form Subsidised Home Ownership Scheme at San Po Kong (King Tai Court) Sustainability – Winner</p> <p>香港項目管理學會大獎2019 長沙灣副食品批發市場3號及5號地盤第1、2期公共房屋發展計劃[海盈邨及凱樂苑] 2019年項目大獎 建造／工程 — 優勝者 安達臣道地盤A至地盤E公共租住房屋發展項目(安泰邨及安達邨) 「可持續」組別 — 優勝者</p> <p>Hong Kong Institute of Project Management Awards 2019 Public Housing Developments at Cheung Sha Wan Wholesale Food Market Site 3 and Site 5 Phases 1&2 [Hoi Ying Estate & Hoi Lok Court] Project of the Year 2019 Construction / Engineering – Winner Public Rental Housing at Anderson Road Site A to Site E, On Tai Estate and On Tat Estate Sustainable Project – Winner</p>	<p>香港項目管理學會 Hong Kong Institute of Project Management</p>
<p>亞太項目管理學會聯盟大獎2019 安達臣道地盤A至地盤E公共租住房屋發展項目(安泰邨及安達邨) 「可持續」組別 — 優勝者</p> <p>Asia Pacific Project Management Awards 2019 Public Rental Housing at Anderson Road Site A to Site E, On Tai Estate and On Tat Estate Sustainable Project – Winner</p>	<p>亞太項目管理學會聯盟 Asia Pacific Federation of Project Management</p>



獎項／得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
<p>香港建築師學會2019年兩岸四地建築設計大獎 水泉澳邨 — 沙田第52區公共房屋發展計劃 住宅 — 銀獎</p> <p>HKIA Cross-Strait Architectural Design Awards 2019 Shui Chuen O Estate – Public Rental Housing Development at Sha Tin Area 52 Residential – Silver Award</p>	<p>香港建築師學會 Hong Kong Institute of Architects</p>
<p>2019年CIBSE香港大獎 寶鄉邨(寶鄉街·大埔) 住宅大廈年度獎 — 優勝者</p> <p>CIBSE Hong Kong Awards 2019 Po Heung Estate (Po Heung Street, Tai Po) Project of the Year Awards – Residential Building – Winner</p>	<p>英國屋宇裝備工程師學會 香港分會 The Chartered Institution of Building Services Engineers Hong Kong Branch</p>
<p>傑出見習工程師獎2019 見習土力工程師培訓計劃 培訓 — 亞軍獎</p> <p>Trainee of the Year Award 2019 Geotechnical Engineering Graduate Training Scheme Training – Second Prize Award</p>	<p>香港工程師學會 Hong Kong Institution of Engineers</p>
<p>2019年歐特克香港建築信息模擬設計大獎 公營房屋發展計劃中的構件式單位設計 – 在協作和整合過程中採用建築信息模擬技術 研究類別 — 榮譽獎</p> <p>Hong Kong Building Information Modelling (BIM) Awards 2019 Modular Flat Design in Public Housing Developments – Adopting BIM for Collaboration and Integration Research Category – Honorable Mention</p>	<p>歐特克香港 Autodesk Hong Kong</p>
<p>第25屆公德地盤嘉許計劃 粉嶺第49區公共租住房屋發展計劃 公德地盤獎 — 優異獎</p> <p>25th Considerate Contractors Site Award Scheme Construction of Public Rental Housing Development at Fanling Area 49 Considerate Contractors Site Awards – Merit Award</p>	<p>發展局及建造業議會 Development Bureau and Construction Industry Council</p>

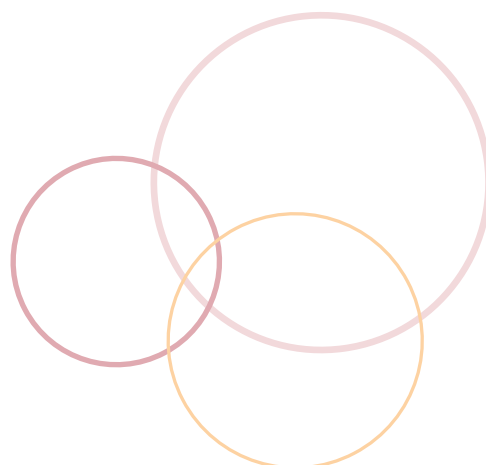
獎項／得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
環保 Environmental Friendliness	
環保建築大獎2019 建築模擬驅動的系統化地基設計 研究類別 — 優異獎 前葵涌已婚警察宿舍公屋發展計劃建築工程 新建建築類別 — 已落成項目 — 住宅建築 — 入圍項目 Green Building Award 2019 BIM-enabled Systematic Approach to Foundation Design (BIM-SAFD) Research Category – Merit Award Construction of Public Rental Housing Development at Ex-Kwai Chung Police Married Quarters New Buildings Category – Completed Projects – Residential Building – Finalist	香港綠色建築議會及環保建築專業議會 Hong Kong Green Building Council (HKGBC) & Professional Green Building Council (PGBC)
香港綠色機構認證 房委會的減廢表現 減廢證書 — 卓越級別 Hong Kong Green Organisation Certification HKHA Waste Reduction Performance Wastewi\$e Certificate – Excellence Level	環境運動委員會 Environmental Campaign Committee

屋邨管理 Estate Management	
建築測量師大獎2019 連接新與舊 — 長青邨加裝升降機塔 改動及加建工程組別(業主／業主代表) — 冠軍 實踐關懷獎 Building Surveyor Awards 2019 Connect Old and New – Addition of Lift Towers at Cheung Ching Estate A&A and Conversion Category (Client / Client's representative group) – Winner Caring Practice Award	香港測量師學會 The Hong Kong Institute of Surveyors
香港品質保證局「企業社會責任先導者標誌」 房屋署 HKQAA CSR Advocate Mark Housing Department	香港品質保證局 Hong Kong Quality Assurance Agency



獎項／得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
<p>黃大仙區第二十一屆2019 / 2020優質大廈管理比賽 (公共屋邨組)</p> <p>冠軍、環保大廈獎 — 慈康邨(領先管理有限公司) 亞軍 — 慈民邨(領先管理有限公司) 季軍 — 東匯邨(領先管理有限公司) 優異獎、環保大廈獎 — 慈正邨(香港房屋委員會) 優異獎 — 富山邨(領先管理有限公司) 優異獎 — 沙田坳邨(領先管理有限公司)</p> <p>The 21st (2019 / 20) Wong Tai Sin District Quality Building Management Competition (Public Housing Estate)</p> <p>Champion and Green Building Award – Tsz Hong Estate (Pioneer Management Limited) 1st Runner-up – Tsz Man Estate (Pioneer Management Limited) 2nd Runner-up – Tung Wui Estate (Pioneer Management Limited) Merit and Green Building Award – Tsz Ching Estate (Hong Kong Housing Authority) Merit – Fu Shan Estate (Pioneer Management Limited) Merit – Shatin Pass Estate (Pioneer Management Limited)</p>	<p>黃大仙區議會房屋事務委員會 Housing Committee of Wong Tai Sin District Council</p>
<p>第二十屆建造業安全分享會暨頒獎典禮 最佳高處工作安全改善計劃</p> <p>房屋署分區維修保養及空置房屋翻新定期合約 — 葵涌(1)區2018 / 2021 — 銀獎</p> <p>20th Construction Safety Forum and Award Presentation Best Safety Enhancement Program for Working at Height</p> <p>District Term Contract for Maintenance, Improvement and Vacant Flat Refurbishment for Properties Managed by DMO KC(1) 2018 / 2021 – Silver</p>	<p>職業安全健康局，勞工處及建造業議會 Occupational Safety and Health Council, Labour Department, Construction Industry Council</p>
<p>第18屆沙田區優質大廈管理比賽</p> <p>豐和邨 公共房屋組亞軍 公共房屋組(大廈保安)冠軍 公共房屋組(公用地方防止蚊患及鼠患措施)冠軍 欣安邨 公共房屋組亞軍 公共房屋組(大廈防火及消防設備)冠軍 公共房屋組(大廈環境衛生)冠軍 公共房屋組(公用地方防治蚊患及鼠患措施)冠軍</p> <p>The 18th Quality Building Management Competition in Sha Tin</p> <p>Fung Wo Estate Runner-up of Public Housing Group Champion of Security of Public Housing Group Champion of Common Areas to Prevent Mosquito and Rodent Measures of Public Housing Group Yan On Estate Runner-up of Public Housing Group Champion of Fire Prevention and Fire Equipment of Public Housing Group Champion of Building Environmental Hygiene of Public Housing Group Champion of Common Areas to Prevent Mosquito and Rodent Measures of Public Housing Group</p>	<p>沙田區議會 Sha Tin District Council</p>

獎項／得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
卓越設施管理獎(公營租住及資助購置房屋) 利安邨 Excellence in Facility Management Award 2019 (Public Rental & Subsidized Purchase Housing) Lee On Estate	香港設施管理學會 The Hong Kong Institute of Facility Management
香港綠色機構 大元邨 減廢證書 — 卓越級別 利安邨 減廢證書 — 基礎級別 The Hong Kong Green Organisation Certificate Tai Yuen Estate Wastewi\$e Certificate – Excellence Level Lee On Estate Wastewi\$e Certificate – Basic Level	環境運動委員會 Environmental Campaign Committee
2018–2019年度東九龍「最佳伙伴」物業 牛頭角下邨 The “Best Partner” Property, Kowloon East in the year of 2018–2019 Lower Ngau Tau Kok Estate 2018–2019年度東九龍「優秀伙伴」物業 大本型 The “Outstanding Partner” Property Kowloon East in the year of 2018–2019 Domain	香港警務處 東九龍總區防止罪案辦公室 Hong Kong Police Regional Crime Prevention Office, Kowloon East
2019公務員優質服務獎勵計劃 園藝小組「社區種植樂悠悠，攜手共建綠家園」 內部支援隊伍獎 — 銅獎和特別嘉許(與市民互動) Civil Service Outstanding Service Award Scheme 2019 Horticulture Unit “Promoting Community Planting in Existing Public Rental Housing Estates” Internal Support Team Award – Bronze Prize and Special Citation (Interactive Communication with the Public)	公務員事務局 Civil Service Bureau



獎項／得獎項目 Award / Winning Project	頒發機構 Awarding Organisation
大廈優質供水認可計劃 — 沖廁水(銀) 嘉福邨 大元邨 Quality Water Supply Scheme For Buildings – Flushing Water (Silver) Ka Fuk Estate Tai Yuen Estate	水務署 Water Supplies Department
大廈優質供水認可計劃 — 沖廁水(藍) 彩園邨 顯耀邨 高怡邨 藍田邨 利安邨 牛頭角下邨 寶鄉邨 新翠邨 Quality Water Supply Scheme For Buildings – Flushing Water (Blue) Choi Yuen Estate Hin Yiu Estate Ko Yee Estate Lam Tin Estate Lee On Estate Lower Ngau Tau Kok Estate Po Heung Estate Sun Chui Estate	

機構Corporate	
ISO/IEC 27001:2013資訊安全管理系統認證 香港房屋委員會 ISO/IEC 27001:2013 Information Security Management System Certification Hong Kong Housing Authority	英國標準協會 British Standard Institute
「同心展關懷」機構2019/20 「連續10年或以上同心展關懷」標誌 — 房屋署 Caring Organisation 2019/20 10 Years Plus Caring Organisation Logo – Housing Department	香港社會服務聯會 The Hong Kong Council of Social Service