

Social Performance

- Initiatives in Planning and Construction of New Housing Estates
- Initiatives in Existing Housing Estates
- Initiatives in Office at Work



We practise corporate social responsibility (CSR) through engaging stakeholders and integrating programmes with social impacts into various phases of our operation, ranging from development of new housing estates, maintenance of existing housing estates, to carrying out office work.

During the reporting year, we achieved full compliance with applicable social legislation. We also participated in a CSR Index launched by the Hong Kong Quality Assurance Agency (HKQAA) for development of new housing estates. We were rated the full score of 5.00 in the annual performance assessment of the Index to reflect our commitment and performance in caring for the community.

Initiatives in Planning and Construction of New Housing Estates

When planning new estates, we incorporate the concept of sustainability in our development process, promoting workplace safety and cohesion within the community.

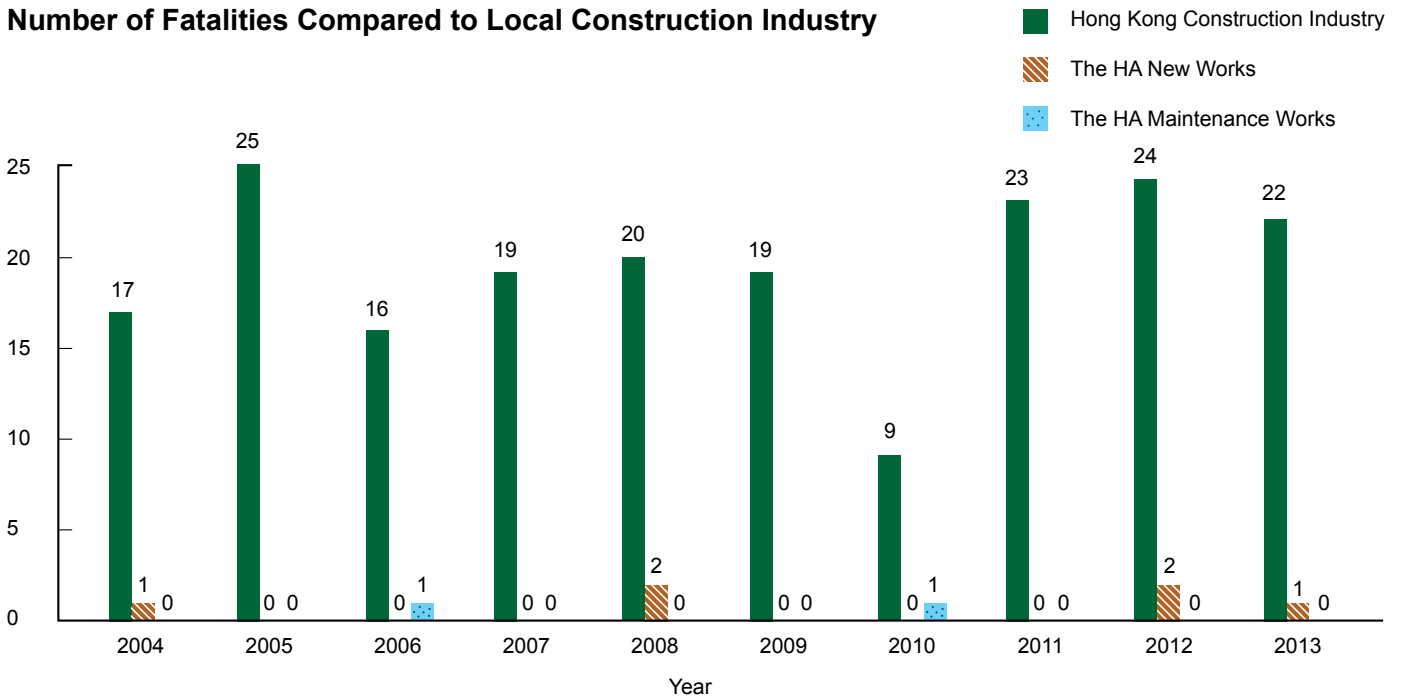
Construction Site Safety

Safety is always one of our key concerns. We continuously promote and carefully monitor safety at all our housing development projects. We have set the safety goal of no more than 12 accidents per 1 000 workers under the Hong Kong Housing Authority (HA)'s Site Safety Strategy 2013.

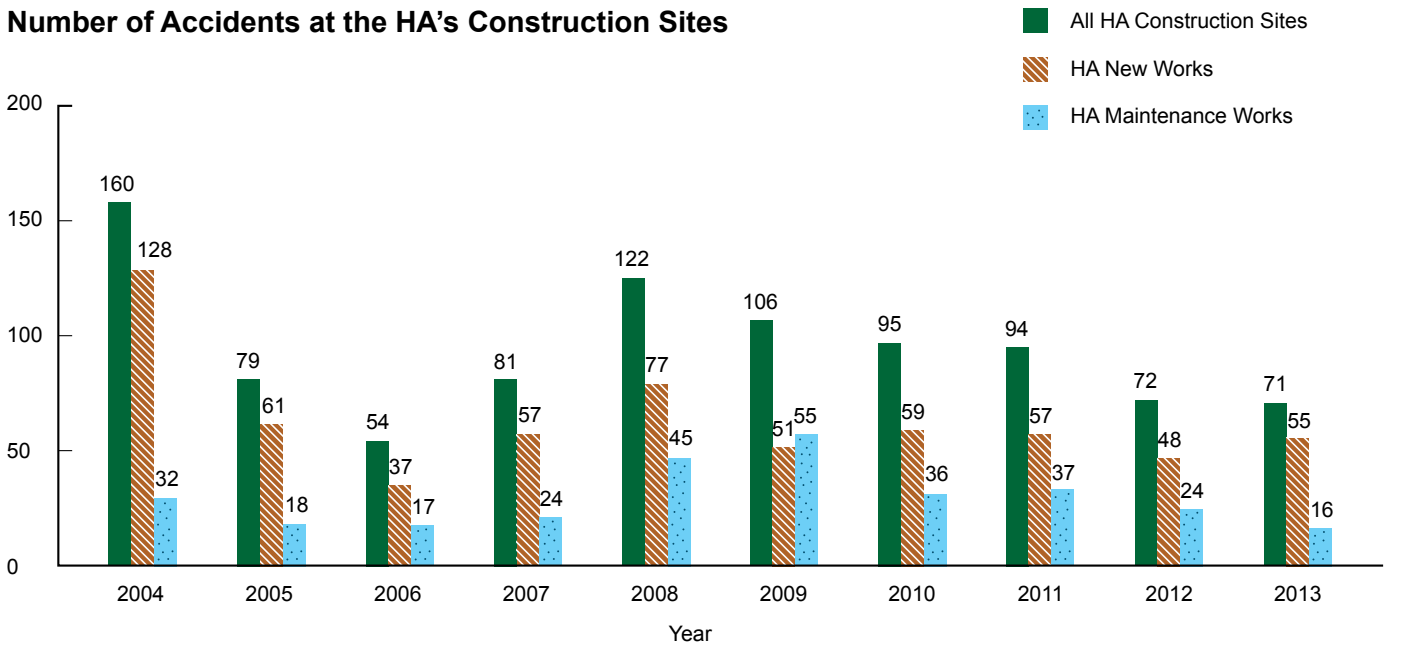
In 2013, we recorded an accident rate of 7.3 per 1 000 workers for all new works contracts and an accident rate of 4.1 per 1 000 workers for all maintenance contracts. They were far below the local industry norms having accident rate of 40.8 per 1 000 workers.

There was one fatal industrial accident happened in Sheung Shui Area 36 West in July 2013, involving an electrical worker working at height. The department's Procurement Review and List Management Board interviewed the contractor in early August 2013 to investigate the cause of the accident. The Board requested the contractor to implement precautionary measures for working at height, strengthen management and supervision of subcontractors and enhance safety awareness of the supervisors, subcontractors and workers. In addition, the department has been working with the industry to promote the use of working platform, and step platform, for working at a height below 2m. Ladder would only be used as the last resort when compelled by special circumstances. A Safety and Health Circular on this matter had been promulgated to the listed contractors for their compliance. After completion of further consultation with external parties, including contractor associations, the enhanced practice would be incorporated as a contractual provision.

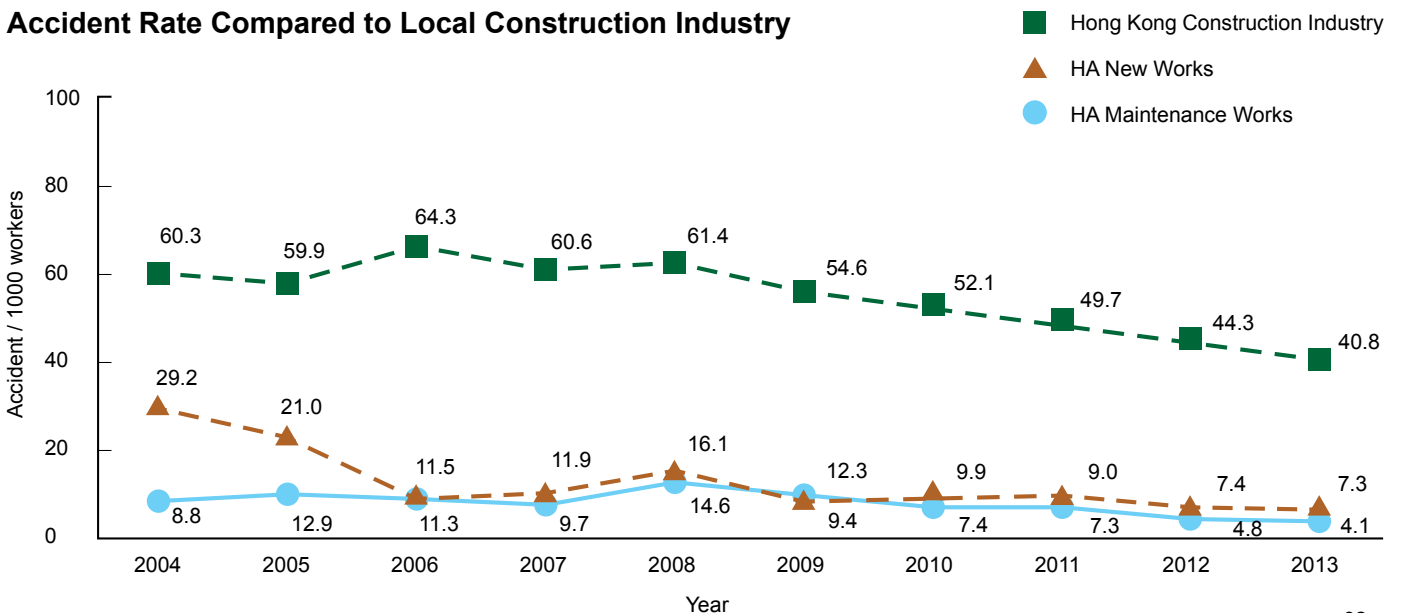
Number of Fatalities Compared to Local Construction Industry



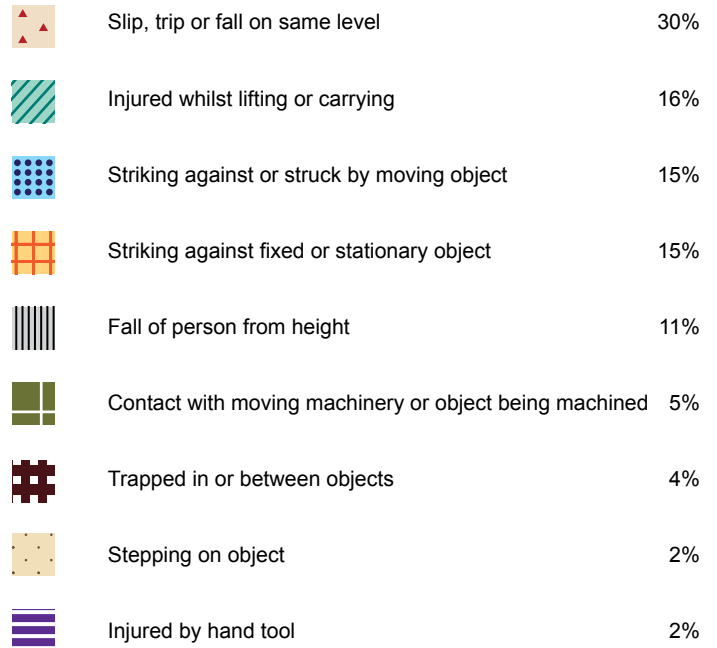
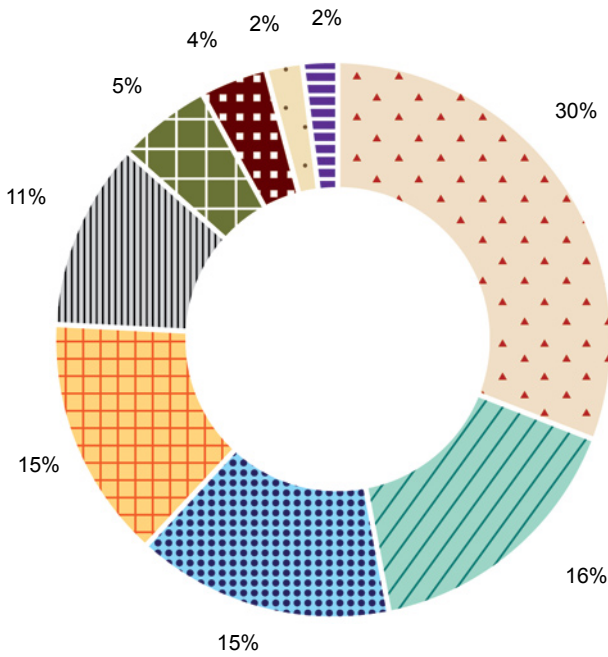
Number of Accidents at the HA's Construction Sites



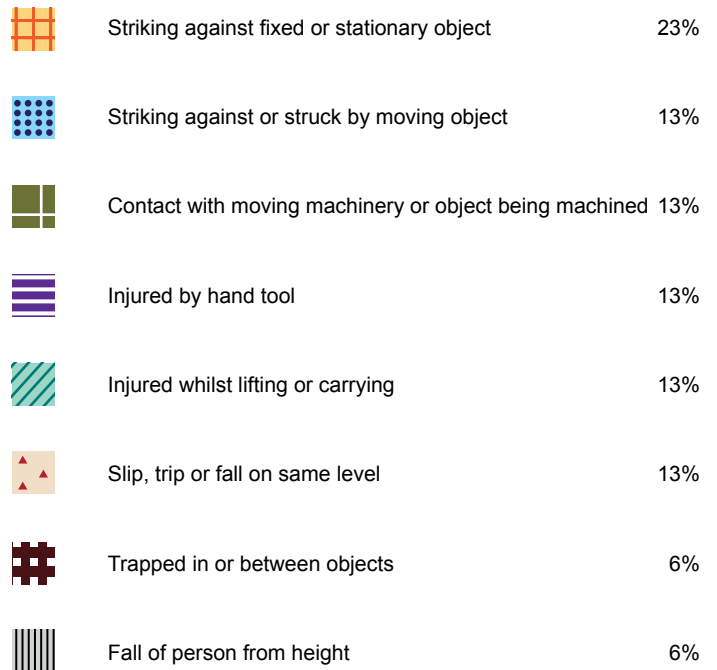
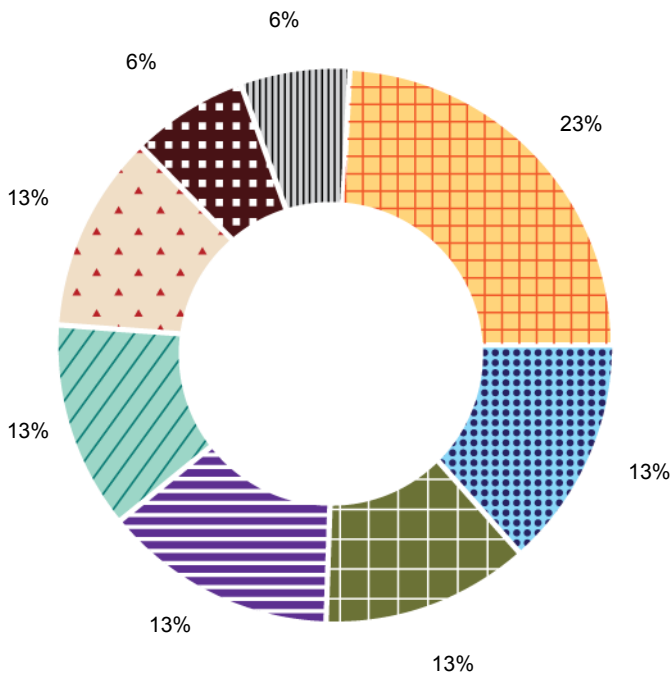
Accident Rate Compared to Local Construction Industry



Types of Accident in New Works



Types of Accident in Maintenance Works



In order to strengthen occupational health and safety on construction site, we have implemented an enhanced specification for “health check for workers” and new specifications for “safety helmet with chin strap, reflective vest, and maintenance of aged construction plant” in 2013/14. We have also enhanced on-site work practices by requiring contractors to address issues such as protection of workers from heat stroke, overhaul requirements for major construction plant, safe operation of working platforms and large panel formwork, and use of enhanced personal protective equipment.

In order to step up training and coaching for new recruits of the construction industry, we have specified HA's version of Cooperative Training Scheme in 15 building contracts since its implementation in the third quarter of 2012. We also implemented new specification clauses for caring for workers, requiring contractors to assign mentors to workers who are new to the construction industry, and labelled 'P' on their helmets. Workers who are new to a construction site will also be labelled 'N' on their helmets. Contractors are required to provide safety orientation programme to all these new comers.

During the year, we continued to implement the HA Lift and Escalator Nominated Sub-contracts Safety Auditing System (HALENSAS) and HA Lift and Escalator Installation Safety Auditing System (HALEISAS) to strengthen safety performance monitoring of lift works. We also implemented the Surprise Safety Inspection Programme (SSIP) to raise vigilance and further enhance safety management through surprise site visits by independent Safety Inspectors. These systems had been applied as enhancement to our existing quarterly-based HA Safety Auditing System (HASAS).

Meanwhile, we are exploring the feasibility to incorporate the SSIP score index into the scores of Performance Assessment Scoring System (PASS), Piling PASS and Demolition PASS. We are also studying the possibility to link SSIP score with the Integrated Pay for Safety, Environment and Hygiene Scheme, which provides incentives for contractors to improve site performance.

To better communicate with our stakeholders regarding safety measures, we organise regular safety training sessions, forums and seminars as well as issue periodic publications. A Safety Guide Book was published to illustrate good and bad practices in lift addition and lift modernisation works. Our site safety website has been undergoing a major upgrade to ensure its compliance with Web Content Accessibility Guidelines on top of regular content updates. Regular meetings were held to foster our communication and partnership with local labour unions and industry associations to enhance safety awareness and promote good industry practices.

As an effective platform to promote site safety awareness in the associated industry sectors, the Seventh Site Safety Forum for Works Contracts and Property Services Contracts jointly organised by the HA and Occupational Safety and Health Council (OSHC) was successfully held in June 2013. With the theme of "Key to Safety: I Act with a Caring Heart", over 600 participants were introduced with the latest site safety innovations, analyses on simulated cases on site accidents, professional insights and experience on safety practices in construction, property management and cleaning services.



Seventh Site Safety Forum for Works Contracts and Property Services Contracts

In addition, the HA co-organised annual Construction Safety and Health Promotional Campaign together with the OSHC and other associated organisations. At the Construction Safety Forum and Award Presentation held on 8 July 2013, three of HA's contractors were presented with five safety awards to recognise their excellent performance in practising site safety. We also co-organised the Safe Lifting Operations Promotion Campaign 2012-13, Construction Industry Safety Award Scheme 2013 as well as Considerate Contractors Site Award Scheme 2013 with other government departments and related organisations to enhance safety awareness among practitioners in the industry and to recognise their exemplary performances.



Construction Safety and Health Promotional Campaign

In February 2014, we convened the Lift Safety Forum with Construction Industry Council (CIC), Labour Department, OSHC and Electrical and Mechanical Services Department to propagate safety awareness and foster a safety culture in lift works. More than 400 people joined the forum to share their knowledge and experience of lift works safety. All key building works and lift works contractors involved in lift addition and improvement contracts signed a charter signifying their commitment to strive for a safe working environment on site.



Lift Safety Forum 2014

To align with the new requirements released by the CIC in 2013, we have revised the package of Site Safety PASSPORT Training Programmes for works professional, technical grades personnel and resident site staff, and site safety training for contractors' site personnel.

Developing Sustainable Estates

When planning and designing public rental housing (PRH) estates, we put efforts to formulate comprehensive planning and site-specific designs that best suit the site conditions, utilise plot ratio and optimise flat production for domestic blocks in new projects. In view of this, we attach great importance to consulting relevant government departments and engaging the community. Their views can facilitate us in project design to accommodate essential welfare facilities while optimising the development potential. Working with other government departments, we ensure that ancillary facilities are to be provided in a timely manner to meet the needs of the growing community at new estates.

Taking site characters into consideration, our new estates provide common areas to facilitate social interaction, adopt Universal Design principles in designing community facilities and domestic flats, provide Integrated Community Play Areas for all ages and abilities, and offer barrier-free access at block entrances, strategic estate facilities and transportation nodes.

We continued to review our design provision in light of users' feedback, and at the same time balance improvements against cost-effectiveness. During the year, we revised the precast facade and sunken shower design, and incorporated a refined design in our master details in the first quarter of 2014.

Engaging the Community

Over the reporting period, a variety of public engagement programmes such as consultation sessions, workshops and forums had been organised to foster our communication with stakeholders on latest housing projects. Through these engagement events and activities, we not only had the opportunities to present our new development proposals to the public, but also sought for feedback from local communities to help us enhance the design and construction of new estates. Examples of these activities included engagement workshops or forums for PRH Developments at Lai Chi Kok Road-Tonkin Street Phases 1 & 2, Tai Wo Hau Road Phases 1 & 2, Shek Mun Estate Phase 2, Home Ownership Scheme (HOS) Development at Ma On Shan Road North & South, etc.



Community engagement workshop for PRH Development at Lai Chi Kok Road-Tonkin Street Phases 1 & 2



Post completion review workshop

We also continue to implement the Action Seedling Programme this year to engage our residents and the community in early plant raising within the new housing estates.

We continuously carry out tenant satisfaction surveys on newly-built estates with assistance of a third party to collect their comments on the building design and service. A total of 1 773 interviews and surveys were conducted in the reporting period, resulting in an average satisfaction rating of 94.58%. We also held Post Completion Review Workshops, where opinions on new estates were exchanged interactively. Providing valuable reference for our design review process, these findings enable us to pursue continual improvement in new housing development.

Partnership with Contractors

We maintain effective communication with our contractors, and collaborate with them closely to achieve quality and safe delivery of construction works.

We continue to adopt good practices in accordance with international standards. For enhanced construction management, we have continued to implement ISO 9001 Quality Management Systems and ISO 14001 Environmental Management Systems. Having applied ISO 50001 Energy Management System successfully in our Development and Construction Division, we made it mandatory for contractors applying for admission to the HA List of Building (New Works Category) and Piling Contractors on or after 1 January 2014. For contractors who were already admitted to the HA List prior to 1 January 2014, they are required to obtain ISO 50001 certification on or before 31 December 2015. As requested in tendering document, our contractors also need to comply with relevant international standards such as ISO 9001, ISO 14001, and OHSAS 18001 on occupational health and safety management.

We continue to use the PASS to monitor and measure the contractors' performance. The improvement of the average score of the PASS for different contractors in comparison with figures at the end of 2002 is tabulated below.

Type of Contractors	Average PASS Score Improved (Compared with figures at the end of 2002)
Building Works	+4.53%
Electrical	+16.51%
Fire Services and Water Pump	+25.73%
Lifts and Escalators	+12.63%

This year the HA and industry associations jointly organised the 11th 'Quality Public Housing Construction and Maintenance Awards'. The event aimed at commending the outstanding performance of contractors, supervisors, project teams and front-line workers. They were also encouraged to enhance work quality by seeking to apply innovative technologies and creativity in building and maintenance works. More than 150 awards and certificates were awarded at the awards presentation ceremony held on 14 December 2013.



'Quality Public Housing Construction and Maintenance Awards 2013' awards presentation ceremony

Initiatives in Existing Housing Estates

It is important to ensure and maintain sustainable development of existing housing estates. To measure the sustainability performance of our building blocks and assist us in developing long-term strategy for our exiting estates, we have enrolled six pilot estates with 40 PRH blocks in HKQAA Sustainable Building Index (SBI) in the past year. We successfully obtained SBI Verified Mark for all these pilot estates. Totally ten estates consisting of around 80 housing blocks will enrol the scheme by the end of 2014/15.



SBI Verified Mark

Provision of Quality Homes

Halfway through its current five-year cycle (2011-2016), our Total Maintenance Scheme (TMS) was applied in 39 estates during the reporting period to offer comprehensive building care services. TMS is supplemented by the Responsive In-flat Maintenance Service (RIMS), which has implemented in all estates.

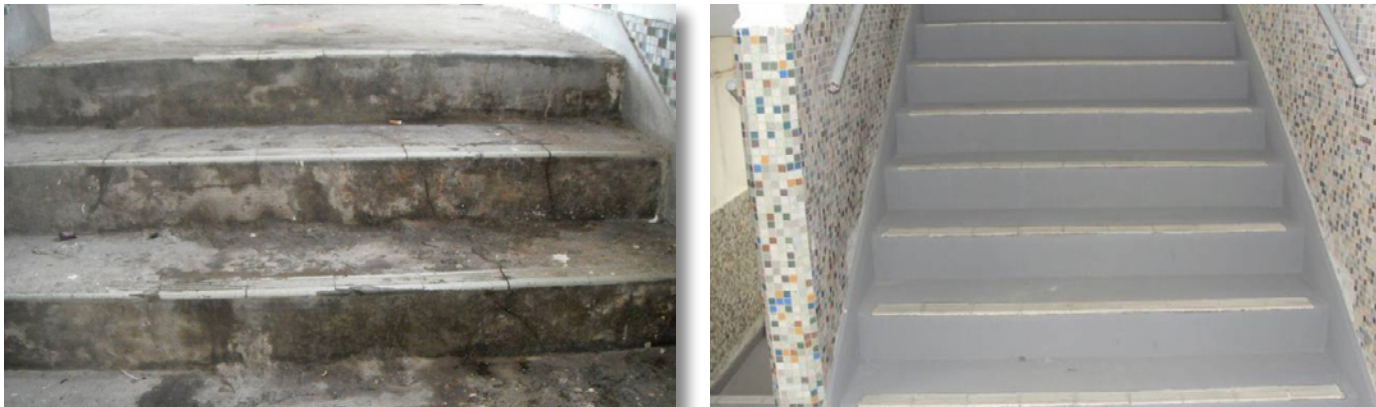


TMS



RIMS

In order to ensure “good health” of older estates, we continue to implement Comprehensive Structural Investigation Programme (CSIP) to perform structural assessment and Estate Improvement Programme (EIP) to carry out improvement measures for the facilities of older estates which have passed CSI. During the year, CSI was completed for four aged PRH estates.



Carrying out repair and improvement works at Wah Fu (I) Estate: before repair (left) and after repair (right)

We conduct centralised surveillance laboratory tests for selected building materials and components used in maintenance works. The results will be used to enhance the quality assurance of building maintenance works.

We enhance quality housing and address the concerns of tenants as far as practicable. As an on-going initiative, the HA's Subsidised Housing Committee decided in early 2014 to replace laundry pole holders with laundry racks in rental flats of PRH estates and unsold rental flats of Tenants Purchase Scheme estates free of charge, according to the preferences of individual tenant.



Laundry racks

To enable public housing tenants to receive three new Digital Terrestrial Television (DTT) channels launched by the Radio Television Hong Kong in January 2014, the HA has installed additional DTT reception facilities for over 1 000 domestic blocks in 147 PRH estates, benefiting approximately 90% of existing tenants.

Upholding Safe Environment

We regard fire safety and prevention as the top priority in our estate management work. We address these by providing regular education and drills in PRH estates. Organised by the HA and co-organised by the Fire Services Department, the Estate Fire Safety Campaign 2013 launching ceremony cum Fire Safety Carnival was held in November 2013 at the Domain, Yau Tong, promoting fire safety awareness and practices among residents of public housing estates in an interactive and interesting way. Awards were presented to the Estate Management Advisory Committees (EMACs) which took proactive role in promoting fire safety in their estates.



Estate Fire Safety Campaign 2013

To boost safety awareness associated with using lift and escalator, particularly targeting the elderly and young children, we arranged a number of activities under the Lift and Escalator Safety Campaign in early 2014. These activities included exhibitions, deploying escalator safety ambassadors at escalators with high incident rate, putting up posters and distributing safety pamphlets at nine PRH estates with high accident rate, distributing lift and escalator safety “teaching packs”, conducting training sessions for 26 kindergartens, and broadcasting safety messages on Commercial Radio and Metro Radio.



Lift and Escalator Safety Campaign - Escalator Safety Ambassadors



Lift and escalator safety road shows

Lift and escalator safety posters



Lift and escalator safety pamphlets



Lift and escalator safety "Teaching Pack" (left) and training for kindergartens (right)

During the reporting period, the last phase of our Closed Circuit Television Security System upgrading project was completed, whereby 1 016 blocks in 153 estates have been equipped with colour cameras, digital video recorders and broadband network transmission. For in-flat safety, a new programme was launched during the year to replace the electrical wiring in PRH flats built between 1986 and 1992 to reduce fire risk.

In view of enhancing auditing and risk control for maintenance and improvement (M&I) works in PRH estates, we have implemented the ISO 19011 Auditing Management System and ISO 31000 Risk Management Framework for M&I works, which went through verification by HKQAA in September 2013. We have also updated the Pay for Safety Items and the Housing Authority Safety Auditing System for M&I contracts to continuously improve site safety practices in existing estates.

To enhance occupational health and safety performance in M&I works, we are exploring the feasibility of implementing the OHSAS 18001: 2007 Occupational Health and Safety Management System (OHSMS) for M&I works. A gap assessment was conducted in December 2013, and we shall continue to uplift our OHSMS and adopt the international recognised standard, OHSAS 18001, in coming year for M&I works.

Barrier-free Access

HA has been applying the Universal Design principle to the design of public housing developments since 2002. It is a design principle that addresses the needs of residents of all ages and different physical abilities. In response to the Investigation Report released by Equal Opportunities Commission in June 2010, the HA has embarked on a retrofitting programme since 2010/11 to improve barrier-free access facilities in HA properties and bring them up to the standards stipulated in the *Design Manual: Barrier Free Access 2008* as far as practicable. A steering team was also established to implement the barrier-free access improvement works systematically. The programme was continued in 2013/14.



Barrier-free facilities in Oi Man Estate

During the reporting period, we had completed Stage 1 of our Lift Addition Programme (LAP) and commenced Stage 2 of LAP. With the completion of Stage 1 LAP, enhancement has been made on pedestrian accessibility in 29 PRH estates, with the installation of 70 lifts, 6 escalators and 18 footbridges.

For all existing lifts over 25 years of age, a large scale inspection has been conducted through our Lift Modernisation Programme. We have modernised a total of 103 old lifts in 16 estates under the programme in 2013/14.

Harmonious Communities

To enhance family cohesion, the HA has launched several harmonious families (HF) schemes for PRH tenants to encourage family members from different generations to live together. These HF schemes are:

- *The Harmonious Families Priority Scheme* that provides incentives for younger generations to live together or closer to their elderly parents or relatives for mutual care and support;
- *The Harmonious Families Transfer Scheme* that encourages younger generations and their elderly parents to live in the same or nearby PRH estates;
- *The Harmonious Families Addition Scheme* that enables an elderly tenant to add an adult offspring and his/her family members into the tenancy; and
- *The Harmonious Families Amalgamation Scheme* that allows a tenant to amalgamate his/her tenancy with that of his/her elderly parents or relatives.

Since these schemes came effective, 30 310 households have benefited cumulatively, including 14 230 applications submitted for PRH, 1 650 for transfer, 13 830 for addition and 600 for amalgamation of tenancies.

Apart from HF schemes, there are other transfer schemes providing PRH tenants with additional solutions to cater for their changing needs. For example:

- *The Territory-wide Overcrowding Relief Transfer Scheme* that can transfer families to larger accommodation where the Internal Floor Area (IFA) per person is below 5.5 square metres; and
- *The Living Space Improvement Transfer Scheme* that can transfer families with IFA per person under 7 square metres to larger flats.

Name of scheme	No. of applicants/families benefited from the scheme in 2013/14
Harmonious Families Priority Scheme	1 480
Harmonious Families Transfer Scheme	385
Harmonious Families Addition Scheme	2 780
Harmonious Families Amalgamation Scheme	60
Territory-wide Overcrowding Relief Transfer Scheme	942
Living Space Improvement Transfer Scheme	1 055

We continue to implement the Rent Assistance Scheme (RAS). To further enhance the awareness among PRH tenants, relevant information was disseminated through broadcasting on the Housing Channel / radio, display of posters, as well as distribution of information leaflets and estate newsletters. We also implemented the Government's initiative to pay two months' rent for PRH tenants in August and September 2013 as announced in the 2013-14 Budget as a relief measure for the residents.

Engaging the Community

We have been actively engaging the community to enhance community bonding and address tenants' need. Introduced in 1995, the EMAC Scheme has been an important vehicle to drive close collaboration between the estate management teams and tenants in PRH estates. The scheme has already covered more than 140 estates. The biennial EMACs seminar was held successfully in March 2014, attended by about 700 EMAC representatives from different estates to exchange views on estate management matters.

During the year, we organised a range of community activities which covered a range of themes such as fire safety, public hygiene, in-flat maintenance, epidemic prevention, environmental protection, and healthy ageing. Partnering with non-governmental organisations (NGOs), EMACs held around 400 community building functions to promote neighbourliness in PRH estates, including some 200 single/multi-themed functions to deliver caring and outreaching services for the elderly tenants in 2013/14. Among them, 16 estates have collaborated with the Department of Health to work in partnership with NGOs in launching a community health promotion programme for tenants.



EMACs seminar held in March 2014

The annual "Volunteer for Seniors Day 2014" was held in January 2014. The number of volunteers participated in the event hit a record high of 2 800. A total of 1 200 elderly households in 60 public housing estates were visited by the volunteers, gifted with fortune bags and warm wishes for the Chinese New Year.

During the festival seasons, the HA decorated its shopping centres with various themes and hosted a range of celebratory activities, inviting the public and local communities to enjoy the happy moment together.



Volunteer for Seniors Day 2014



A carnival for promoting harmony between the young and the old in Chak On Estate



Christmas decoration at Kwai Chung Shopping Centre



Valentine's Day decoration in Domain

Partnership with Contractors

We work closely with our contractors to ensure quality estate maintenance and management. We hold meetings, seminars and forums to engage contractors throughout the year. We have implemented Wage Monitoring System in all Lump Sum Contracts and District Term Contracts.

Since October 2013, we have applied a Preferential Tender Award System (PTAS) for our Building Maintenance District Term Contracts, which evaluates contractors' past performance and track record on top of price. The implementation of PTAS will help HA identify high quality contractors, and encourage contractors to improve their performance. We have also implemented regulatory measure of suspending building works contractors from tendering for maintenance works should there be two consecutive failures in safety audit.

To enhance service standards of business partners, we continuously implement, monitor and review the Maintenance Assessment Scoring System (MASS) for building maintenance contracts. In addition, we also commenced the trial run on the new building services MASS for lift, electrical, water supply & fire services and air conditioning installations in 2013.

We organise the Estate Management Services Contractors (EMSC) Awards annually to recognise contractors with outstanding performance in managing our estates. The award ceremony 2013 took place in Domain in February 2014, presenting a total of 26 awards.



EMSC Awards presentation ceremony

In May 2013, we organised a seminar for services contractors of our PRH estates on preventing Avian Influenza (H7N9). In March 2014, the Occupational Safety Forum for Cleansing Service was held for the second consecutive year to promote safety awareness among frontline workers of cleansing service contractors. Guest speakers from OSHC and Labour Department were invited to share safety practices with over 200 industry practitioners. We also organised the Seventh Site Safety Forum for Works Contracts and Property Services Contracts jointly with the OSHC in June 2013 to promote safety awareness.



H7N9 seminar

Initiatives in Office at Work

Our staff is the driving force and plays the most important role to implement HA's sustainable development strategies. Internally, we are committed to providing a safe and healthy work environment for our staff, engaging them on a regular basis, and fostering their development through various training and recognition opportunities. Externally, we share our latest development with stakeholders and the general public through open and interactive communication channels.

Safe and Healthy Work Environment

Taking staff health and safety as our top priority, we organised a total of 200 training courses and seminars on Occupational Safety & Health (OSH) in 2013, participated by around 9 700 staff members in total. The OSH related training covered topics such as prevention of musculoskeletal disorders, safety awareness, safety training on tree management and safety inspection on lift modernisation / lift addition works. The OSH guidelines, health tips and publications issued by the OSHC and the Labour Department have been uploaded onto the dedicated OSH website on the HA intranet for staff's reference.



OSH training course

We conducted annual office safety inspection (OSI) for about 340 offices in May 2013 and undertook follow-up actions to enhance OSH practices at the workplace. Five training classes including refresher courses were organised for OSI assessors to equip them with the knowledge for conducting a new round of annual OSI exercise commenced in March 2014.

In line with the Government's policy, the HA has recently joined the "Talent-Wise Employment Charter and Inclusive Organisation Recognition Scheme" (the Charter Scheme) as both an "Employer Organisation" and a "Supporting Organisation" to promote employment opportunities of persons with disabilities. In addition to employing persons with disabilities, the HA strives to provide assistance to staff with disabilities to facilitate their performance on duty, and enhance employment opportunities of the disabled by procuring products and services from rehabilitated social enterprises and NGOs. We also provide support for the Social Welfare Department's Sunnyway Programme by offering job attachment opportunities to disabled teenagers of 15-18 years old, and encourage our business partners to support the Scheme.

We care for the health and well-being of our staff. One of our initiatives to help staff develop good health was to run a variety of interest groups under the HA Staff Club, like classes on traditional martial art such as "Ba-gua-zhang", "Ba-duan-jin", "Tai-chi Chuan" and "Six Harmonies and Eight Methods".



“Six Harmonies and Eight Methods” class



“Ba-gua-zhang” class



“Tai-chi Chuan” class

We continued our long-term and popular Employee Wellness Programme during the year, offering staff practical health-focused support through seminars on eye care, dental health, coping with mid-life crisis and stress management. Latest health articles and tips have also been uploaded to the Health Portal on a monthly basis. During the year, a fun quiz on health-related issues was arranged for staff, which was received enthusiastically.

Staff Engagement

In order to invite staff’s feedback on issues of their concerns, we have maintained various staff engagement mechanisms such as regular focus group meetings, goodwill visits, counselling / staff interviews, meetings and tea gatherings with staff associations. During the reporting year, we implemented a new series of programmes to share the success stories of the exemplary work teams on the intranet to reinforce our core values and encourage staff to strive for excellence.

Development Opportunities

We arrange our staff training and development activities mainly in form of classroom sessions, site visits, study tours and attachment programmes. In 2013/14, our staff members received an average of 24.5 training hours per year. We have further enriched the content of our HA e-Learning Portal and enhanced its interface to enable better user experience and accessibility.

Our induction training courses for new recruits were recently updated with latest information on HA’s new directions and developments. We organised local and overseas management development and leadership programmes for staff members as well as training to support ongoing and new business initiatives and IT systems. A new Managerial Effectiveness Programme was launched for newly recruited works professionals. We also arranged a series of one-day Care@Work Workshops designed for middle managers. The workshops offer valuable tools and support to help participants develop a caring attitude in their management approach and keep their staff motivated and effective at work.



Training course on personal effectiveness development



Care@Work workshop

We continue our Extra Mile Card Plan, which was first launched in 2008, to provide recognition to staff members who put in extra effort at work and lived out our core values of being “Caring, Customer-focused, Creative and Committed”.

Communication to External Stakeholders

We use a number of communication channels to promote our policies, achievement and other information to external stakeholders. These include online platform of website, Facebook and the Director’s Blog; publications such as posters, brochures, videos, e-newsletter (“Housing Dimensions”) and EMAC Newsletter; press release, briefing and interview with media; as well as site tour arrangement for local and overseas visitors.

Our user-friendly website attracted 5.3 million monthly hits on average in the reporting period. We revamped the website in the past year to ensure its conformity to the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 Level AA requirements. Our website was granted a Gold Award under the Web Accessibility Recognition Scheme co-organised by the Office of the Government Chief Information Officer and the Equal Opportunities Commission.

During the past year, we had conducted 45 briefings and interviews with media and issued 56 press releases. We also received 1 095 enquiries and 663 referred complaints from media, which were handled in a prompt manner according to our standard procedures.

In view of the great interest shown by many visitors in public housing estates development and management in Hong Kong, we are pleased to have the opportunities to organise briefings and site tours for different visitor groups from local communities and around the world. A total of 77 visits were arranged in 2013/14, 31% for local groups, 30% for Mainland guests, and 39% for overseas visitors.

To provide a vivid illustration of Hong Kong Public Housing Development history to the public, we have set up an Exhibition Centre at our headquarters in Ho Man Tin since 2002. Since its official opening, the Centre has welcomed over 215 700 casual and group visitors to enjoy the displays in the Centre.

The year 2013 marks the 60th anniversary of the development of public rental housing in Hong Kong. Following the launching ceremony in April 2013, a series of promotional events, exhibitions and estate-based activities were organised during the year to foster public understanding of our development and management work on public housing.



Launching Ceremony of the 60th Anniversary of Hong Kong Public Housing Development

A public exhibition “60 Years of Public Housing Development in Hong Kong” was held at the Hong Kong Heritage Discovery Centre in Tsim Sha Tsui from late September 2013 to early March 2014. The exhibition consisted of five zones, covering important milestones in the development of public housing, design evolution, and new estates planning and management. Talks on public housing were conducted while a smaller scale roving exhibition was held across PRH estates and in a number of HA’s shopping centres. A 15-minute video on the anniversary was also produced to highlight our milestones and achievement in the development of public rental housing.



Public exhibition themed with “60 Years of Public Housing Development in Hong Kong”



Cocktail Reception for the 60th Anniversary of Public Housing Development in Hong Kong

To celebrate our 60 years of public housing development in Hong Kong, we held a special cocktail reception at the end of 2013. The event was officiated by the Chief Executive Mr C Y Leung, with guests including serving and former HA Chairmen, Vice-Chairmen and members.

To echo with the anniversary, we also hosted the 18th Conference of the Housing and Urban Public Corporations in Asia, with the theme of In Quest of Sustainability: Public Housing in an Ever-changing Compact City. The Conference aims to promote knowledge sharing on the latest technology and practices in public housing development.



18th Conference of the Housing and Urban Public Corporations in Asia