

## Social Performance

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

Devoted to “building for the community,” the Hong Kong Housing Authority (HA) takes an active role to serve the society through implementing sustainable management for existing estates, developing sustainable buildings for the tenants, partnering with contractors, caring for our staff, and communicating with stakeholders.

## Recognition

The HA has received the “5 plus Consecutive Years Caring Organisation Logo” from the Hong Kong Council of Social Service again, in recognition of its commitment to caring for the community, the employees and the environment, as well as affirming its efforts to promote corporate social responsibility. It is the eighth consecutive year for the HA to win the Caring Organisation Logo. The HA has also been awarded the List of Barrier-free Companies / Organisations, a new award in 2013/14 to recognise organisations’ proactive support and development of a barrier-free environment and culture for the community.



The HA received the Caring Organisation Logo for eight consecutive years



Representatives of awardees of List of Barrier-free Companies / Organisations pictured at the award presentation

Apart from maintaining full compliance with relevant legislation related to the social aspect, we continue to benchmark our sustainability performance against leading industry standards and share best practice with interested parties. Our Development & Construction Division achieved the full score of 5.0 in the Hong Kong Quality Assurance Agency's (HKQAA) Corporate Social Responsibility (CSR) Advocate Index annual performance assessment for the third consecutive year in 2014/15. In addition, our Estate Management Division participated in the verification under the same index for the first time, and also obtained the full score of 5.0. In recognition of our efforts to improve social well-being, we were awarded the HKQAA CSR Advocate Mark in July 2014.

▲ Back to top

## Initiatives in Planning and Construction of New Housing Estates

### Partnership with Contractors

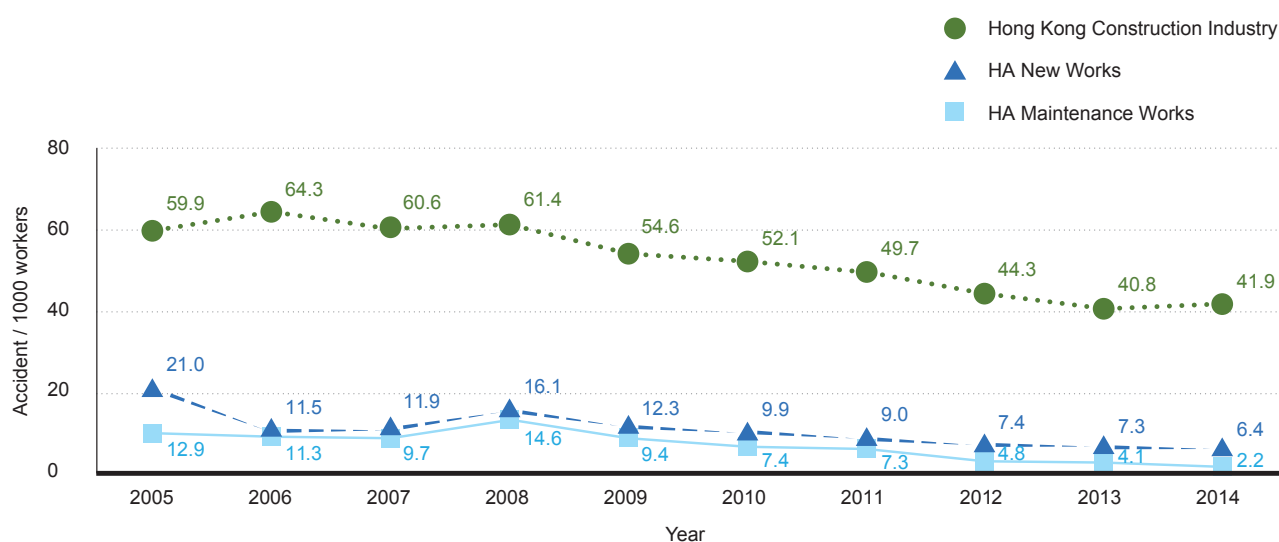
We build up long-term partnership with our contractors who provide valuable services to support our building development and estate management that fosters sustainable development.

### Construction Site Safety Performance

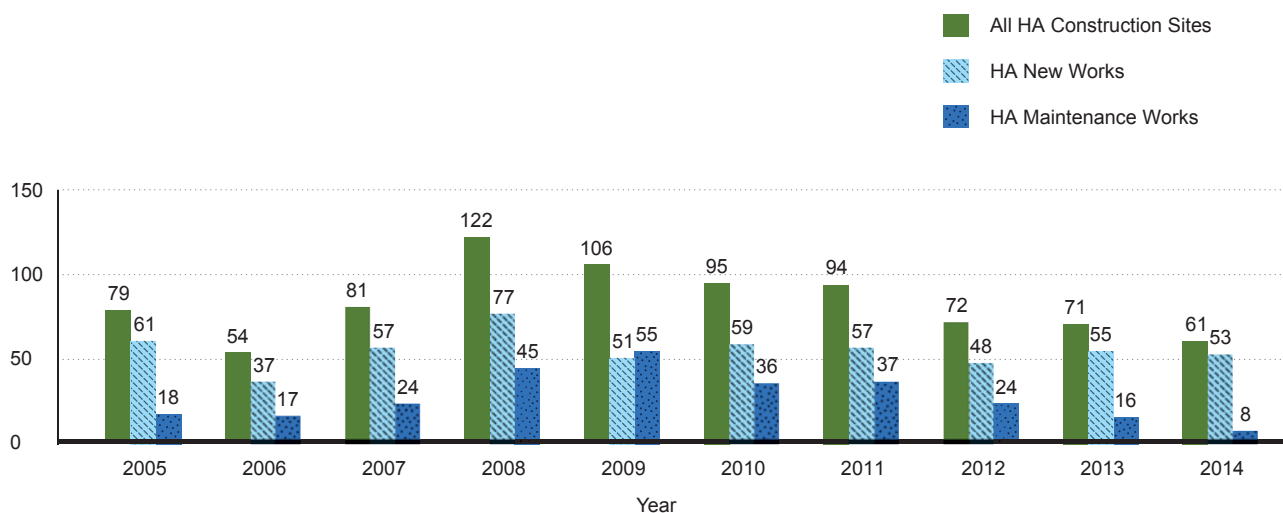
Our effort to enhance specification requirements in relation to site safety continued in the reporting year. These covered the control of temporary works, the loading of vehicles, the transportation of materials, the use of tower cranes, static and mobile cranes, the operation of site vehicles and mobile plant, the application of platforms for working at height, and the restrictions on the use of ladders.

We established stringent safety requirements through the HA's Site Safety Strategy 2014, for new works and maintenance works. All of our property service agents, cleansing services contractors, and security contractors are required to comply with these requirements. Compared to the statistics in previous years and the target for the reporting period, we achieved low accident rates in 2014/15 of 6.4 and 2.2 per 1 000 workers for new works contracts and maintenance works contracts respectively.

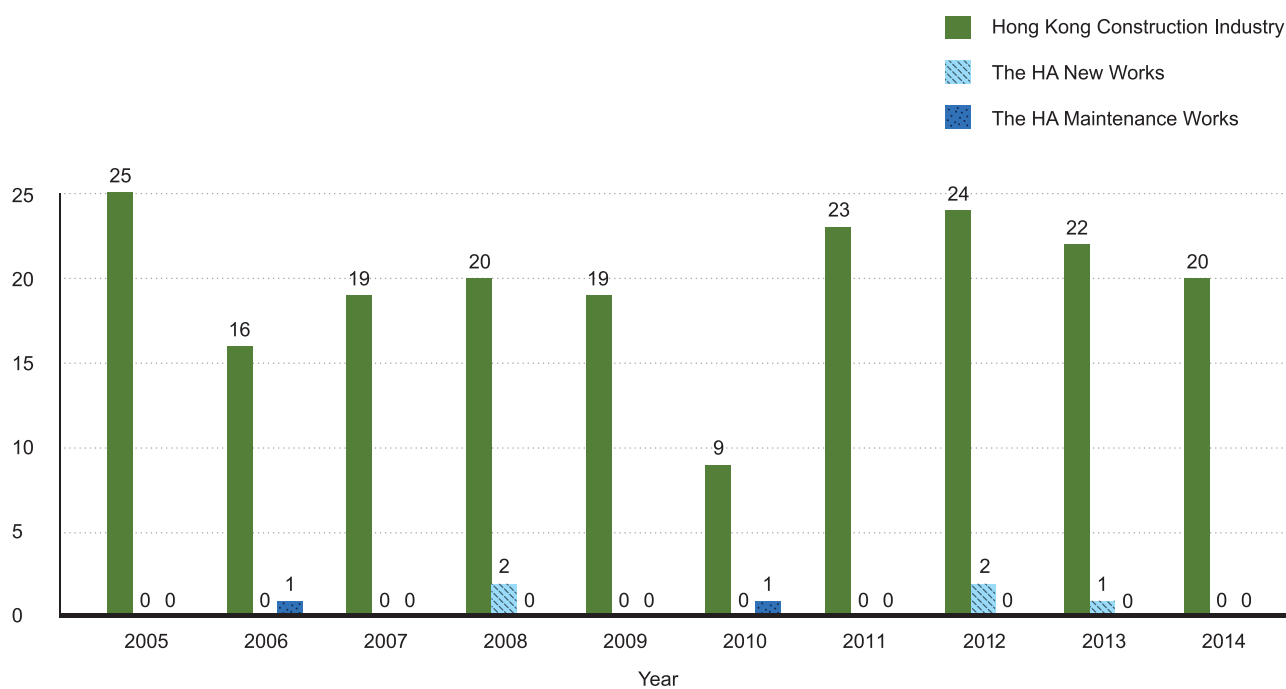
**Accident Rate Compared to Local Construction Industry**



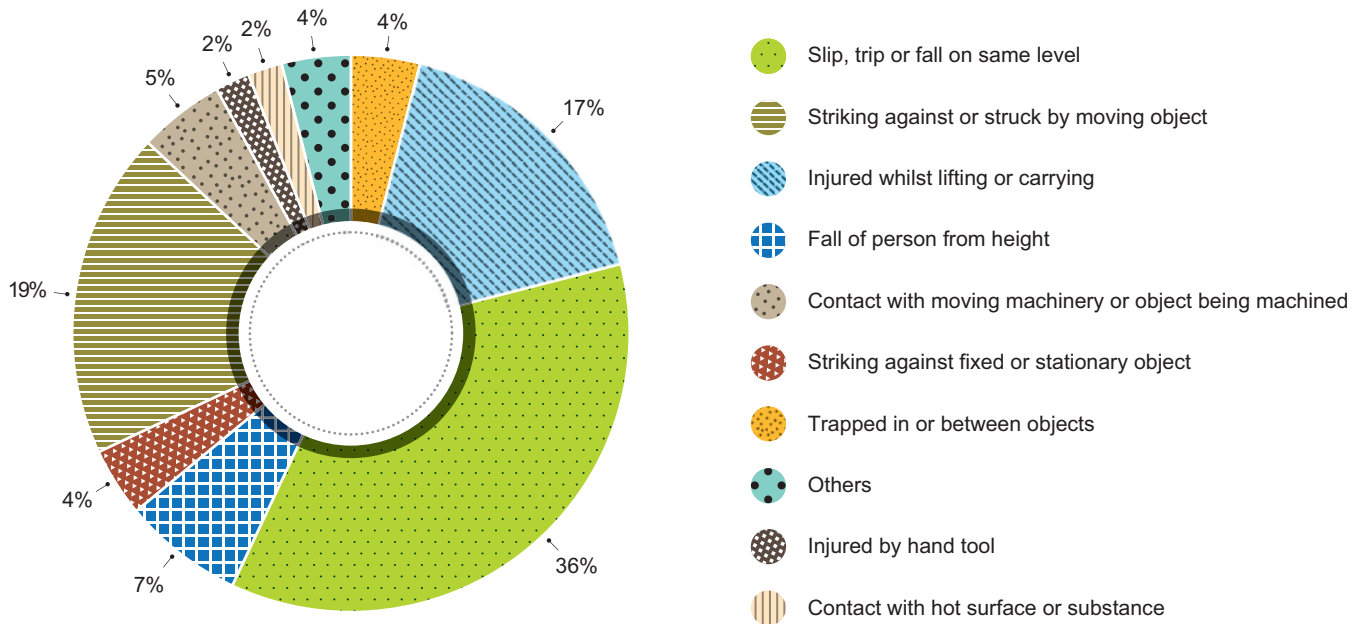
### Number of Accidents at the HA's Construction Sites



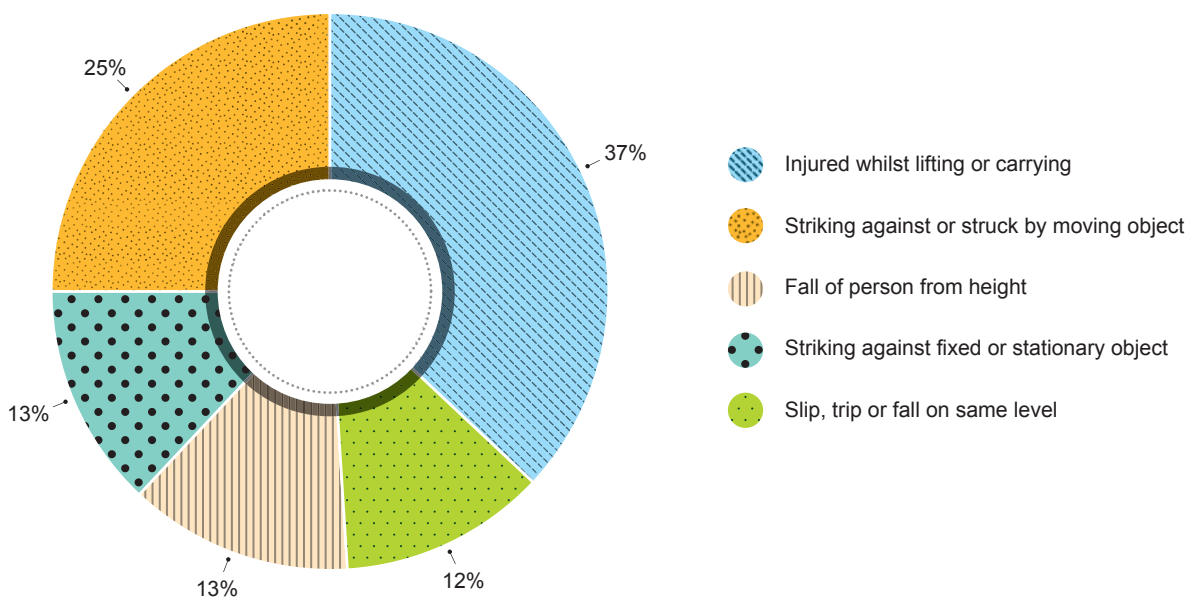
### Number of Fatalities Compared to Local Construction Industry



### Number of Accidents at the HA's Construction Sites



### Types of Accident in Maintenance Works



## Monitoring and Evaluation

To continuously improve site safety practices, we reviewed the Independent Safety Auditing System for new works contracts. A web-based reporting system is being developed recently to help track on-site safety performance of contractors, namely the Occupational Injury and Disease Surveillance System. Once the injury rate of a contractor over the last four quarters reached a threshold, appropriate alerts and warnings will be issued to remind the contractor to take remedial action.

We continued to apply the Performance Assessment Scoring System (PASS) to new works contracts with a few revisions implemented in 2014/15, which included enhancement of the caring programme for newly employed workers and the Surprise Safety Inspection Programme (SSIP). Through the caring



programme for newly employed workers, contractors are requested to assign mentors to them and to provide safety orientation programme on site. Meanwhile, we also upgraded the SSIP in two different areas to strengthen the safety controls: 1) the performance of contractors in SSIP is now linked to the PASS, which is used for evaluating future tendering opportunities; and 2) the performance of contractors in SSIP is also considered as one criterion for assessing the payment amount under the Integrated Pay for Safety, Environment, and Hygiene Scheme.

### Support and Training

During the year, we conducted regular safety training, organised forum and seminars, and issued circulars to promote best safety practices. For example, we promulgated the enhanced site safety training requirements to contractors in late 2014 and issued a circular on the restriction of using ladders for working at height.

In collaboration with over 10 organisations including the Labour Department, the Occupational Safety and Health Council, and the Construction Industry Council, the HA co-organised the annual Construction Safety and Health Promotion Campaign to raise occupational safety awareness of the construction industry. As an important event of the campaign, the Construction Safety Forum and Award Presentation Ceremony was held on 9 July 2014-“Construction Safety Day”, during which a total of six safety awards were presented to the contractors of the HA.



Construction Safety Forum and Award Presentation Ceremony

Together with the Occupational Safety and Health Council and other trade associations, we continued to arrange the annual Site Safety Forum for Works Contracts and Property Services Contracts in 2014. More than 600 participants attended the Site Safety Forum named “Risk Assessment is the Key to Site Safety” on 16 July, including representatives of construction contractors, property management agents, cleansing contractors, and security companies.



Representatives of supporting organisations and speakers of sharing their experiences in the Site Safety Forum

## Social Performance

Apart from the above large-scale annual events, we also organised site safety seminars for new capital works contracts regularly. During the reporting year, we continued to hold safety seminars in association with the Labour Department, the Occupational Safety and Health Council, as well as the Electrical and Mechanical Services Department, to promote the awareness among contractors and workers on safety in construction sites in April, May, and November 2014. Topics including safety measures in relation to electrical works and lifting operation, preparation for underground works, prevention of fall from height, and the use of smart phone applications for site management were discussed in the seminars. The video recording of the seminars and related information are shared on the e-learning portal of the HD and the HA Site Safety website.



Site safety seminar for new capital works contracts

## Recognition to Contractors

Through joint efforts, we strive for high safety performance aiming at “Zero Incident on Site”. Our contractors of new works and maintenance works received honours in the Labour Department’s Construction Industry Safety Award Scheme 2014/15 held in March 2015. A total of 20 awards were received covering the categories of Building Sites (Public Sector), Building Sites (Sub-contractors), Renovation and Maintenance Works, Minor Renovation and Maintenance Works, Renovation and Maintenance Works (Sub-contractors), as well as the Safety Teams.

Jointly organised by the Occupational Safety & Health Council and the Construction Industry Council, the Good Housekeeping Competition aimed to encourage all industries to implement good housekeeping. During the Good Housekeeping Forum and Award Presentation 2014/15 held in February 2015, three awards were presented to two new works building sites of the HA.



Representatives of our contractor pictured with the Chairman of Occupational Safety & Health Council



Construction Industry Safety Award Scheme 2014/15



## Social Performance

In recognition of contractors with outstanding performance and promoting the best practice on construction sites, the 12th Quality Public Housing Construction and Maintenance Awards was organised by the HA and various organisations from the industry on 29 November 2014. A record high of over 160 awards and certificates were presented, including two newly introduced awards named “Best Site Safety – Safety Innovation Award” and “Outstanding Contractor – Training Scheme for Construction Workers”.



Speaking at the awards presentation ceremony, Director of Housing, Mr Stanley Ying encourages industry practitioners to continue their effort to enhance quality and rise to the challenges with innovative thinking.

Jointly organised by the Development Bureau and Construction Industry Council, the Considerate Contractors Site Award Scheme aimed to encourage contractors to strive for excellence in work safety, care for their workers and minimise the impacts on the environment and community. Our contractors who provided services for two new building sites as well as one repair, maintenance, and alternation & addition site of the HA, were granted a total of six awards under the category of non-public-work sites in the award presentation ceremony of the Scheme held in May 2014.



The award presentation ceremony of the Considerate Contractors Site Award Scheme

## Development of New Building for the Community

“People” are the centre of consideration when we plan and design new building projects.

At the initial phase of our building projects, we continued to consult district councils and hold public engagement events (e.g. workshops, briefings, forums, and meetings) to communicate with relevant stakeholders. By presenting our design concept at these events, we also invited feedback from various groups of stakeholder and the general public. Comments received through these events have been reviewed carefully and adjustment applied when applicable. For instance, we attended a residents’ forum for the Redevelopment of Pak Tin Estate and an engagement workshop for the development at Tai Po Area 9 during the year.



Residents’ forum for the Redevelopment of Pak Tin Estate and engagement workshop for the development at Tai Po Area 9



Post Completion Review Workshop

During the construction and close to flat intake stage, we launched the “Action Seedling” activities for three projects in the reporting year, in order to foster social interaction. Once the construction of an estate was completed, we conducted surveys among its tenants. Their feedback became an important part of our post project completion review. The results were shared at the Post Completion Review Workshops. We conducted surveys at eight newly completed estates, and delivered Post Completion Review Workshops for three projects in 2014/15.





Action Seedling activities

Furthermore, the collective input from the community regarding previous building projects would also be useful reference for developing our new projects. The preference chosen by tenants on requirements such as safety, comfort, sustainability, environmental friendliness, efficiency and cost-effectiveness, has been regarded as key criteria for developing new building designs. We kept reviewing the HA's Model Client Brief and Modular Flat Design to ensure providing PRH in a sustainable manner. Synthetic resin kitchen counter-tops have been provided which could be adjusted to appropriate height according to tenants' needs after moving in. Therefore, they were able to serve the needs of tenants of any physical condition.

▲ Back to top



The height of the synthetic resin kitchen counter-top can be adjusted to suit tenant's need.

## Initiatives in Existing Housing Estates

### Estate Management for Sustainable Living Environment

Through dedicated estate management teams, we are committed to providing a safe, clean and healthy environment for residents.

#### Maintenance and Improvement

The HA adopted ISO 26000 – Social Responsibility for the Maintenance and Improvement (M&I) Works in 2012. We have also obtained the ISO 19011 Auditing Management System and ISO 31000 Risk Management Framework verification statements for M&I works in 2013.

In order to develop a long-term effective M&I strategy, we have selected ten public rental housing (PRH) estates that represent most of the existing block types for enrolment in the HKQAA's Sustainable Building Index (SBI) Scheme. Through the SBI assessment, we were able to evaluate the overall sustainability performance of these PRH estates. All of the 10 estates received the HKQAA SBI Verified Mark in first quarter of 2015.

We took sustainability into consideration when formulating the M&I strategy. Aiming to rejuvenate the community, our Estate Improvement Programme (EIP) at different estates took a collaborative and consultative process. For instance, we have conducted consultation with residents and studies on the demographic trend of an estate. Based on the results, we have been incorporating useful facilities (e.g. ramps for elderly and other users, playground for the young, and community gathering space) to meet the needs and expectation of the local community in the long run.

#### Enhancing Accessibility

Following the Universal Design principle and the Government's Barrier-free policy, the HA has completed a comprehensive improvement programme for estate access facilities amounting to a total value of HK\$330 million by mid-2014. About 240 existing estates and facilities were upgraded with items such as lift car handrails and tactile warning strips in walkways. A steering team was also established to implement the barrier-free access improvement works holistically.



Tactile warning strips and lifts car handrails



New lift and footbridge in Lai King Estate under construction



We continued the lift enhancement and replacement initiatives as well as the Lift Modernisation Programme in 2014/15. Under the programme, 105 old lifts have been replaced by end of the reporting year. Some improvement works associated with new lift landing openings have also been included in the programme, scheduled for completion in 2016/17. Meanwhile, the HA proceeded with the Lift Addition Programme as an on-going annual initiative to provide lifts to connect elevated platforms in external areas, and alongside existing footbridges. The construction of 13 lifts was started in eight public housing estates during the reporting year.

### Safety at Estates

To safeguard residents' well-being, we put a great emphasis on promoting safety awareness and implementing prevention measures at the estates.

During the year, we conducted comprehensive fire safety campaigns and organised fire drills to promote general awareness at all the estates. At least one fire drill during a two-year period would be arranged for each domestic block. Residents could obtain fire safety information through video broadcast in the Housing Channel, radio broadcast, posters, and souvenirs with fire safety related themes. In order to disseminate fire safety messages to the public, the HA continued to collaborate with the Estate Management Advisory Committees (EMACs) and the Fire Services Department (FSD). We presented awards to 18 EMACs in 2014/15 to recognise their effort in promoting fire safety awareness in their estates. We also arranged around 100 visits to PRH estates by the FSD's Mobile Publicity Unit and Fire Safety Education Bus to promote fire safety.



Fire Safety Campaign

To address other common safety issues in the estates, we have adopted a wide range of measures in recent years. For example, we organised the Lift and Escalator Safety Campaign to raise general awareness. We completed the upgrading of the Closed Circuit Television Security System to enhance security surveillance. We replaced the electrical wirings for some 1 707 flats in the Rewiring inside Domestic Flats (RDF) programme for PRH flats built between 1986 and 1992. During the reporting year, we inspected the installations of 146 new lifts and two new escalators. Safety compliance of 43 lift modernisation works and nine major lift alterations were audited. We carried out sample inspections on 546 existing lifts and 18 escalators installations. In addition, we also investigated 14 accidents involving lifts and two involving escalators.

We have also produced a lift & escalator (L&E) safety promotional video for the elderly which was broadcast in the Housing Channel, conducted L&E safety educational activity for kindergartens children in our estates, designed and posted up posters with L&E safety messages in prominent location of our estates, as well as broadcast lift & escalator safety messages via radio channels.



L&E safety promotional video targeted the elderly and young children



L&E safety educational activities in kindergartens



Example of L&E poster(1)



Example of L&E poster (2)



## **Supporting Families**

In order to address different family needs of PRH applicants and tenants of young families and their elderly parents or dependent relatives, the HA offered special programmes for them, including priority rehousing and housing transfers schemes.

We have various harmonious families schemes in place, including the Harmonious Families Priority Scheme, Harmonious Families Transfer Scheme, Harmonious Families Addition Scheme, and Harmonious Families Amalgamation Scheme. These schemes aimed to encourage the younger generation to live closer to their elderly parents or dependent relatives so as to form a family-centred supporting network. In 2014/15, there were about 4 400 households benefiting from these schemes, which brought the cumulative number of benefited households to around 34 700.

At times, existing PRH tenants may encounter the problem of reduced Internal Floor Area (IFA) per person due to family growth. If eligible, they may apply for larger accommodation through our Territory-wide Overcrowding Relief Transfer Scheme for household with IFA under 5.5 square metres per person or the Living Space Improvement Transfer Scheme for household with IFA under 7 square metres per person. These two schemes helped over 1 300 households improve their living space during the reporting period.

To support clearance of squatter housing and illegal rooftop structures by the Government, the HA provided assistance to those eligible individuals and families that are affected by the clearance activities by rehousing them to PRH units. We supported around 80 households through the rehousing assistance programme in 2014/15.

## **Communication with Stakeholders**

We keep connected with our stakeholders and the community through various engagement channels. During the year, we continued to support the social programmes launched by various non-governmental organisations, hosting nearly 1 300 hours of public events in our retail facilities such as Domain and other shopping centres.

## **Engagement with Tenants**

Promoting community spirit and harmonious lifestyle, the HA organised a variety of events and activities for tenants in their public housing estates. The focus of these events and activities covered safety measures, public hygiene, and estate cleanliness. We organised the 19th Volunteer for Seniors Day on 8 February 2015. An accumulative number of nearly 43 000 volunteers have been mobilised over the years, benefiting more than 13 000 elderly tenants. In 2014/15, a record high of nearly 3 000 volunteers visited more than 1 100 elderly households in over 70 public housing estates. About 60 road shows were organised during the year for disseminating health messages to elderly tenants. Home visits were carried out by occupational therapists and volunteers to elderly tenants with a high risk of falls. Our volunteers also prepared Chinese New Year fortune bags and tips on healthy living for elderly tenants during the festival season, and helped those in need to clean and refurbish their homes.



Volunteer for Seniors Day 2015

EMACs consisted of voluntary representatives elected by tenants. As an interactive communication platform, meeting with EMACs enabled local estate management staff to exchange views on the latest initiatives with tenants and consult them in an effective manner. We encouraged active participation of EMACs in offering their input to our daily operations, as well as appraising the performance of service contractors. The EMAC central reserve funds were often used to organise social initiatives with NGOs. These initiatives covered a wide range of themes, such as promotion of environmental awareness, outreaching services for the elderly, and strengthening of community bonding.

About 420 events, ranging from seminars, workshops, shows, to carnivals, were held in 2014/15. The annual community health promotion programmes, covering the topics of physical activities and healthy eating habits, were co-organised by the Department of Health and NGOs of 17 estates. In addition, a total of 180 functions were specially organised to reach out to the elderly tenants.



Promoting environmental protection message through booth games in Tin Yan Estate.



Planting Day at Shun On Estate to engage tenants in community planting



Together with the EMACs and HOPE worldwide (Hong Kong), the HA co-organised the “Healthy Ageing in Public Housing Estates Campaign” in the reporting year. A number of road shows were held for 60 public housing estates between September 2014 and March 2015 to raise the awareness of healthy living for elderly tenants. Through exhibitions, games, and interactive workout sessions, messages on healthy diet, physical fitness and fall prevention were promulgated to PRH tenants.



Workouts keep you fit! Coached by the volunteer, elderly tenants are doing exercise.

## Partnership with Contractors

### Support and Training

We worked closely with our contractors to ensure the quality in estate maintenance and management. A number of training and briefings were conducted during the year to refresh Property Services Agents on the best practices and instructions in performing and supervising estate management and maintenance works as well as providing opportunity in experience sharing.

In addition to providing safety guidelines for different types of M&I works, such as the “Safety Handbook for Building Maintenance and Repair Works” and “A Guide to Safety in Lift Addition and Lift Modernisation Works”, we organised training, forums and seminars to promote the safety awareness and best practices in maintenance sites.

We have worked closely with contractors to safeguard safety and health of frontline workers. A health care plan specification has been incorporated in our new demolition, foundation and superstructure contracts requiring contractors to provide workers with health care programmes.



“A Guide to Safety in Lift Addition and Lift Modernisation Works”



A seminar to further enhance workers' awareness on employment regulations and labour rights

Our active communication with labour unions enabled us to detect any employment-related issues at an early stage. During the reporting period, random surprise checks were conducted to 36 estates on 45 service contracts, with some 1 200 non-skilled workers interviewed, in order to detect and prevent any exploitation of workers. To further enhance workers' awareness on employment regulations and labour rights, we held a seminar with the Labour Department and the Mandatory Provident Fund Schemes Authority on 12 November 2014.



Seminar on the Ebola Virus Disease

The public concerns on the Ebola Virus Disease were raised in 2014. In view of this, we conducted a seminar in October to invite representatives from the Department of Health to share with our contractors on how to control the risks of such outbreak and how to prevent themselves from being exposed to the virus.

### Monitoring and Evaluation

For the M&I works conducted in existing estates, we have applied a Preferential Tender Award System (PTAS) to our Building Maintenance District Term Contracts, which evaluated contractors' past performance. We continued to implement the Maintenance Assessment Scoring System (MASS) and established a surprise safety inspection system last year. In early 2015, the new Building Services MASS for lift maintenance was implemented, to be followed by full implementation of new Building Services MASS for all other trades, including electrical, water supply and fire services, and air-conditioning Installation, by the first quarter of 2015. In addition, we conducted a study on making the Lift PASS and MASS scores (reflecting past performance of contractors) to become part of future tendering criteria applied to select service contractors for carrying out lift addition or lift modernisation works.

We set up HA Safety Auditing System (Maintenance & Improvement) (HASAS) (M&I) for district term contracts, redecoration contracts, as well as lift addition, modernisation and maintenance contracts in 2012. An extension of the audit content focused on lift and escalator installation was introduced in 2013 to further strengthen safety controls for lift addition and modernisation projects. HASAS (M&I) had linkage with the Maintenance Assessment Scoring System of building works that reflected the contractor's overall performance and affected the contractor's tendering opportunities. As an incentive to drive safety performance, a payment item based on HASAS (M&I) was included in the Pay for Safety Scheme. On the other hand, if a contractor failed in HASAS (M&I) safety audits for two consecutive quarters, they would be subjected to suspension from tendering for three months.

The requirements of statutory minimum wage have been implemented in all cleansing and security service contracts, management contracts for commercial properties, and property services contracts. We evaluated contractors' performance in securing wage payment to workers by applying the Wage





Working group meeting on monitoring wages payment to workers with stakeholders of the industry

Monitoring System (WMS) in Lump Sum M&I Contracts and District Term Contracts, as well as conducting surprise checks. To enhance the effectiveness of the WMS, we continued to deploy Labour Relations Officers in relevant projects, held annual review working group meeting with the stakeholders of the industry, and updated the WMS Contractors' Guidelines in 2014.

According to the current assessment mechanism, the performance of contractor was reviewed by the Contractors Review Committee (Services) on a quarterly basis. Service contractors rated "Adverse" would be placed under "Restriction from Tendering" for three months.

### Recognition to Contractors

To encourage management excellence of existing estates, we offered recognition in the form of the Estate Management Services Contractors Awards. The HA presented 39 awards to seven estate managers, ten front-line staff, as well as 13 property management, cleansing, security service contractors, and car park operators, on the annual award presentation ceremony held in March 2015.



Estate Management Services Contractors Awards presentation ceremony

▲ [Back to top](#)

## Initiatives in Office at Work

### Caring for Staff

The effort by our staff is crucial to ensuring the HA's efficient operation and long-term development. We have made no spare effort to protect the well-being of our staff.

### Workplace Health and Safety

At the HA, we regard workplace health and safety as a priority. In order to safeguard our staff and stakeholders, the HA has implemented an occupational health and safety management system (OHSMS) in the HD Materials Testing Laboratory, which was the first HA's unit to be certified to the international standard of OHSAS 18001 in 2013.



Representing the HA, Deputy Director of Housing (Development and Construction) Ms Ada Fung (fourth from left) and her colleagues receive the Occupational Health and Safety Management System Certificate from the certification body.



The OHSAS 18001:2007 Certificate for the Housing Department Materials Testing Laboratory.

With the OHSMS in place, the HA can assess the occupational health and safety (OHS) risks more systematically and allocate resources for different levels of impact more cost-effectively. The overall OHS performance is thus enhanced, bringing about consequential saving of time and cost caused by occupational injuries. In order to continuously improve occupational safety and health performance, the HA continues to extend its OHSMS to cover the M&I works of public housing, which received formal certification in late October 2014.

To increase general awareness and support the implementation of our OHSMS, we offered associated training courses and seminars throughout the year. A total of 290 courses and seminars were organised in 2014/15, enrolled by more than 8 800 employees. Five training classes were arranged for Office Safety Inspection Assessors to assist them in carrying out the annual office safety inspection. An OHS website was established on the intranet, where staff could search for the latest guidelines, tips, and publications from the Occupational Safety and Health Council and the Labour Department.

## Social Performance

Apart from certifying to international safety standard, we conducted an annual Departmental Office Safety Inspection Exercise last year, covering a total of around 340 offices, to identify potential safety hazards for improvement. Follow-up actions were taken to prevent the associated risks and enhance the overall safety practices in office environment.

To provide on-going support on physical, emotional, social and occupational health to employees, the HA continued to operate an Employee Wellness Programme. Under the programme, we organised seminars with various health topics including stress management. Since the launch of the revamped Health Portal in 2014, employees were able to access health information through the user-friendly interface of the Portal. In addition, site safety training courses were arranged for in-house staff regularly, to align with the requirements of the Construction Industry Council.



Director of Housing, Mr. Stanley Ying (front row, forth from left) receives the OHSAS 18001 Certificate from the HKQAA

## Equal Opportunities

In line with the Government's policy on promoting the employment opportunities of persons with disabilities, the HA strived to provide necessary assistance to facilitate them to perform their duties. We have participated in the Labour and Welfare Bureau's "Talent-Wise Employment Charter and Inclusive Organisations Recognition Scheme" as both an "Employer Organisation" and a "Supporting Organisation". We provided continuous support for the Social Welfare Department's Sunnyway Programme, giving job attachment opportunities to individuals with physical challenges, aged 15-18, and encouraging our business partners to join the scheme. Furthermore, we purchased services (e.g. catering, office cleansing and car washing) that were provided by rehabilitation social enterprises and non-governmental organisations, aiming to promote their employment opportunities in the society.



## Training and Development

We devoted resources to staff training and development with the aim to maintaining a strong and motivated workforce to support the sustainable development of the HA. Our staff development programmes took various forms such as classroom training, attachment programmes, mentoring programmes, site visits, and study tours. Training programme topics covered leadership and management of change. For instance, we organised Enhancing Managerial Effectiveness Courses for Newly Recruited Works



Care@ Work workshops

Professionals and Enhancing Managerial Capability Programme for Newly Promoted Assistant Housing Managers. Besides arranging an executive talk on “Executive Wellness”, a series of workshops named Care@Work were offered to a number of junior managers, teaching them important management skills.

In addition to general training programmes, our staff attended specific training programmes relating to our new initiatives, such as waste reduction training to support the initiative of “Let’s Join Hands to Reduce Waste in Estates”, and user training to facilitate the application of new IT systems.

Our e-Learning Portal offered a convenient platform for sharing knowledge and exchanging ideas among employees, with 80 e-learning new resources produced and a new web course on OHS launched. The average training time per employee reached 25.2 hours in 2014/15, resulting a slight increase of 3% compared to the previous year.

## **Communciation to the External Stakeholders**

To exchange the latest trend in public housing development with other countries and share our building experience with the industry, we published papers and joined conferences, seminars or other briefings to keep abreast of the latest initiatives.

In June 2014, our delegates participated in the “19<sup>th</sup> Conference of the Housing and Urban Public Corporations in Asia (A-HUC) – Housing and Planning Solutions for Better Living in High Density Cities” and “World Cities Summit 2014” (WCS 2014) in Singapore. We presented our approach to optimise the development potential of the public housing sites without compromising the environment in the WCS 2014 and a technical paper on “Driving Sustainability for Better Living in Public Housing of Hong Kong” at the A-HUC conference.



To help promote important policies and new initiatives to the public, we often disseminated the HA's latest development via various promotional methods such as newsletters, display panels, posters, leaflets, brochures, e-publications, videos, radio promos, advertisements, exhibitions; as well as through media channels including press releases, press briefings, media interviews, and enquiries. The media helped us collect feedback from the public. During the reporting year, we followed up with a total of 1 257 direct enquiries and 524 referred complaints from the media.



HA shares its experience at the 19<sup>th</sup> Conference of Housing and Urban Public Corporations in Asia

We launched various publicity campaigns to promote our anti-tenancy abuse policies, Marking Scheme, and Rent Assistance Scheme. We also arranged group tours at the HA's Exhibition Centre and other facilities for the public, and provided sharing opportunities on a regular basis. Introducing Hong Kong's unique public housing system, we hosted tours for 33 local and overseas groups in 2014/15.

The HA/HD official website conveyed our important information and latest development to various stakeholders. In the reporting year, an average monthly hit rate of five million was recorded. As an issue that drew much interest in 2014/15, the sales information of Home Ownership Scheme flats, such as application guides, sales brochures, and virtual show flat videos, were posted on the website for convenient one-stop access by interested parties.



Group tours at the Exhibition Centre

▲ [Back to top](#)