

Catering to an Ageing Community

關顧長者 配合社會需要





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Like many other places in the world, the population of Hong Kong is ageing. According to Government figures, the proportion of the population aged 60 or above is set to grow from 15 per cent in 2001 to 29 per cent in 2025. As the number of Hong Kong elderly citizens continues to rise, by 2025, over 2.18 million, or one out of four Hong Kong people will be aged 60 or above.

The ageing population of Hong Kong presents various challenges to local policy makers, planners and providers across housing, health and social care. The way we design, develop and manage accommodation and related care and support services for the older people, both now and in the future, is an important element in creating an environment where senior Hong Kong citizens will all be able to enjoy life as fully and comfortably as possible.

While the goal of the Housing Society is to provide quality housing that meets the expectations and aspirations of the broader Hong Kong community, for many years and wherever possible, we have also made strenuous efforts to enhance the lives of the elderly across the economic spectrum with quality accommodation and services. Indeed, we believe that housing for the elderly is an area where the Housing Society has introduced a significant number of pioneering concepts.

Since the 1970's, the Housing Society has been providing affordable rental housing units to meet the needs of the lower income elderly. However, much has changed since then as the standard of living advances with the times.

Living Up to Expectations

To cater to these expectations, today, the Housing Society provides some 900 Elderly Persons Flats with warden services in nine different estates at discounted rents for senior residents. Finding solutions that address the housing needs of the elderly is an area that receives special attention from the Housing Society. We do not only provide accommodation, but also strive to enhance the quality of life for the elderly.

The Housing Society is also aware that a large number of our tenants have been with us for as long as 40 years, and have come to a stage in life where they need facilities including elevators and safety features such as railings and barrier-free access.

香港和世界很多地方一樣，人口日趨老化。根據政府數字，香港六十歲以上人口比例，將由二零零一年的百分之十五，增加至二零二五年的百分之二十九。由於香港長者人數持續上升，到了二零二五年，長者人口將超越二百一十八萬，即每四名香港人中，將有一名為年屆六十歲的長者。

香港的老齡人口為房屋、醫療保健及社區服務方面負責決策及規劃的人士和服務提供者帶來各種難題。我們一直為香港長者提供住屋及相關的護理和支援服務，由設計、發展以至管理，都注入為長者締造豐盛和舒適生活的元素。

多年來，房協一直致力為香港社會提供優質房屋，以符合廣大市民的期望及渴求。我們亦竭盡所能，為具不同經濟能力的長者提供優質居所及服務，以提升他們的生活質素。事實上，房協在長者住屋方面曾引入不少先導概念。

自七十年代起，房協一直為低收入長者提供可負擔的住屋單位，以切合他們的需要。隨著時代轉變，對生活質素的要求不斷提升，因此我們須要在多方面作出配合。

對住屋的期望

為切合期望，房協於九個屋苑以優惠租金，為長者提供約九百個設有舍監服務的長者單位。由於照顧長者房屋需要是房協特別關注的範疇，因此我們不僅為長者提供居所，亦致力提升他們的生活質素。

我們亦留意到有不少租戶已居於房協屋邨長達四十年，隨著年歲漸長，他們的需要亦有所不同。方便長者生活所需的設施，包括升降機、扶手及無障礙通道等安全設施都變得重要。



The barrier-free access and recreational facilities enhance the living of the elderly residents
無障礙通道及康樂設施提升長者住戶的生活質素

In view of the ageing population in the older estates, the addition and enhancement of lift services has been a primary item in the improvement works. Examples include the provision of shuttle lifts in Kwun Lung Lau and the installation of lifts in Moon Lok Dai Ha, Kwun Tong Garden Estate and Chun Seen Mei Chuen. When retrofitting the facilities in the elderly flats, care has been taken to include installing handrails, widening doors and converting bath tubs into shower trays. When rehabilitating Housing Society estates, we have also taken into account outdoor comfort and tried where possible to renovate or provide additional recreational and leisure facilities such as shaded sitting-out areas, foot paths and long benches.

To promote social harmony, the Housing Society has over the years implemented priority schemes in our rental estates to encourage families to live with their elderly parents. However, it is apparent that this is not enough to meet the rising aspirations among some members of the elderly community who would like to live in close proximity to their families and at the same time retain a level of independence.

As a willing pioneer in the field of elderly housing, the Housing Society has a pilot project in Shau Kei Wan underway that when complete, will allow elderly residents to live on the lower levels while their families live on the upper levels. The “mixed housing” concept will provide safe and comfortable housing for the elderly residents to live independently while their families can take care of them feasibly.

At the same time, while the Government continues to provide public housing that meets the needs of the elderly in the lower income bracket, there is a growing number of better-off elderly that aspire to a quality lifestyle.

To expand the housing options for the ageing population of Hong Kong, the Housing Society made a ground-breaking move in the 1990's with the planning and development of the Senior Citizen Residences Scheme (SEN) of Hong Kong. The SEN estates are the first purpose-built, lease-for-life housing projects for the elderly of middle-income under a user-pay principle.

Encouragingly named Jolly Place in Tseung Kwan O and Cheerful Court in Jordan Valley providing a total of 576 units, the two projects were completed in 2003 and 2004 respectively. The purpose-designed units incorporate universal

由於樓齡較高的屋邨住戶年紀相應較高，改善工程的首要考慮，是為這些屋邨增設及加強升降機設施，例如我們在觀龍樓安裝穿梭升降機，及於滿樂大廈、觀塘花園大廈和真善美村加設升降機。翻新長者單位時，我們亦特別為長者住戶加裝扶手設施、擴闊門口及把浴缸改為企缸。在復修屋邨時，房協亦特別翻新及增加有蓋休憩處、步行徑及長椅等康樂及休憩設施，為居民提供舒適的戶外環境。

為推廣社區和諧，房協一直於出租屋邨推行優先輪候計劃，鼓勵子女與長者父母同住。然而，這仍然不足以滿足所有長者的需要，當中包括一些希望能擁有獨立居所，但又同時與家人為鄰的長者。

作為發展長者房屋的先鋒，房協於筲箕灣推行試驗計劃，以混合模式發展該項目，落成後長者單位將位於低層，而家人則可入住上層私人住宅單位。這類「混合發展」的概念，將為長者住戶提供既安全又舒適的居所，讓他們獨立生活，同時亦方便其家人照顧。

對於低收入的長者，政府一直提供公共房屋配合他們的需要，但同時卻越來越多經濟能力較佳的長者，對生活模式有更高的要求。

為擴闊香港老年人口的住屋選擇，房協於九十年代開創先河，規劃和發展「長者安居樂」住屋計劃，率先以「用者自付」的原則，為中等收入長者提供特別為他們而設計的終身租住房屋。

位於將軍澳的樂頤居及佐敦谷的彩頤居，合共提供五百七十六個單位，兩個項目分別於二零零三年及二零零四年竣工。單位經過悉心設計，當中



The shuttle lifts at Kwun Lung Lau bring much convenience to the elderly residents

觀龍樓的穿梭電梯方便年長居民出入



Elderly residents enjoying the facilities in Cheerful Court

年長住戶享用彩頤居內的設施

design features including user-friendly kitchens, light fittings and bathrooms fitted with safety rails. Our SEN projects also offer a range of one-stop services, including housing, recreational and healthcare services. The facilities, designed for lease-for-life elderly middle-income singles and couples, embrace the concept of “ageing in place” and feature a Care and Attention Centre together with other recreational facilities including a communal library, fitness and leisure rooms, a swimming pool and restaurants.

In order to cope with the rapid social changes and the changing needs and aspirations of our senior citizens, and to continue the momentum of providing quality housing for the elderly, the Housing Society has taking steps to introduce a new retirement housing concept to Hong Kong, designed to provide quality homes for the elderly with affordability.

The initiative was put into motion in October last year when the Executive Council approved in principle the development of two housing projects geared towards the elderly. The move followed the Chief Executive’s 2007 Policy Address when he announced his support for the expansion of the comprehensive home care approach in the provision of elderly housing. Keen to respond to the support of the Government, the Housing Society is moving swiftly on the planning, design and consultation to drive the retirement housing forward.

The two sites, one on Wetland Park Road in Tin Shui Wai and the other at Tanner Hill in North Point, will provide two different living environments, but both feature units of high quality flats to meet the needs of the elderly with affordability. When complete, the low-rise Wetland Park Road project will comprise various components including elderly housing, a wellness centre, a kindergarten, a guesthouse with also training and recreation facilities. The integrated nature of the project is designed to encourage older persons to take part in community and social activities to ensure that they continue to lead an active and interesting life.

Close proximity to the Wetland Park will help to emphasise the tranquil country club setting and create a relaxing environment while at the same time enhance social harmony, generate job opportunities and provide a boost to the local economy. When the first phase is completed around 2014, about 400 units will be available to the elderly.

揉合通用設計，包括方便長者使用的廚房、燈光配套及裝有安全扶手的浴室。「長者安居樂」項目提供的一站式服務，由住屋至康樂及護理服務，都能全面照顧長者的需要。這項終身租住計劃專為中等收入的單身長者或年長夫婦而設，切合「原居安老」的概念，設施包括護理安老中心、圖書館、健身及休憩室、游泳池及餐廳等。

為應付急促轉變的社會，並切合長者的需要及期望，房協進一步將全新的退休住屋概念引進香港，為負擔能力較高的長者提供優質居所。

在二零零七年施政報告中，行政長官表示以綜合家居照顧模式提供長者居所，有進一步擴展的需要。行政會議於翌年十月原則上同意發展兩個長者房屋項目。對於政府的支持，房協作出積極回應，迅速展開策劃、設計及諮詢工作，全力推動有關退休住屋計劃的發展。

位於天水圍濕地公園路及北角丹拿山的項目，將以提供優質的住宅單位為目標，但居住環境則各具特色，以符合經濟能力較佳的長者的不同需要。濕地公園路項目為低層式建築，落成後將設有長者房屋、保健中心、幼兒園、旅舍，以及培訓與康樂設施等。項目設計集多項元素於一身，鼓勵長者參與社區，活出豐盛人生。

此外，項目毗鄰濕地公園，營造寧靜悠閒的鄉村俱樂部環境，同時亦可促進社區和諧，創造就業機會及推動地區經濟。項目首期預計於二零一四年竣工，提供約四百個單位。



Secretary for Justice, Mr Wong Yan-lung, visited Jolly Place to better understand the SEN scheme

律政司司長黃仁龍先生參觀樂頤居，了解「長者安居樂」住屋計劃



The Chief Executive, the Honourable Donald Tsang, viewing the model of the Tanner Hill Elderly Residences project

行政長官曾蔭權先生參觀丹拿山長者居所模型

The Tanner Hill site on Hong Kong Island will be developed into a high-rise “Elderly Hub” complete with comprehensive medical and care facilities to serve not only the local residents, but also the neighbouring community. About 500 elderly units will be available upon completion around 2013. By offering a cosmopolitan quality living, it is hoped that future residents will be able to maintain or even exceed their current standard of living upon retirement.

However, unlike the existing SEN projects of the Housing Society, the two retirement housing projects incur full value land premium costs and therefore need to be operated on a self-sustainable basis, necessitating the target group to be more financially capable.

More than Quality Housing

In addition to developing quality housing for the elderly, the Housing Society is also sensitive to the needs of its elderly residents in many other ways. This can be demonstrated from the wide range of social and entertainment events including Fun Days, Mid-Autumn Festival and Chinese New Year parties that are organised each year for the estate tenants. On a regular basis, members of our Housing Society Community organise engaging activities, including visits to elderly flats to cheer up the elderly that live alone.

In order to serve our elderly customers better, the Housing Society provides staff with training opportunities to develop skills to understand the needs of the elderly and provide relevant services that fulfil their needs. A recent initiative in this area is our “Cares for the Silver Hair” training programme for the Housing Society estate managers. Recognising that many elderly people have varying needs, in co-operation with the Hong Kong Association of Gerontology, the Agency for Volunteer Service and the Hong Kong Occupational Therapy Association, a curriculum has been structured that allows the Housing Society managers to work on case studies and research on elderly-related topics. The Housing Society frontline staff also receive specific training which helps them attend to the needs of senior citizens as quickly, effectively and creatively as possible.

Complementing our regular day-to-day care and services for the elderly tenants in our estates, the Housing Society is always ready to work with other organisations to implement meaningful initiatives that benefit the elderly. For instance, the Housing Society joined the Neighbourhood Active Ageing Project launched in 2008 by the Labour and Welfare Bureau and the Elderly Commission.

位於港島的丹拿山項目，將發展成為高樓式的「長者中心」，備有完善的醫療及護理設施，不但為住戶提供服務，更可惠及鄰近社區，締造都會優質生活模式，讓住戶於退休後仍能維持，甚至享受比以往更佳的生活質素。項目將約於二零一三年落成，屆時可提供約五百個長者單位。

然而，有別於房協現有的「長者樂安居」住屋計劃，這兩個退休房屋項目將以市值地價發展，因而須以自負盈虧的模式運作，對象為經濟能力較佳的人士。

優質房屋以外

房協不單為長者興建優質房屋，對長者住戶亦關懷備至，就如房協每年為屋邨住戶籌辦同樂日、中秋聯歡及新春團拜等各式社區康樂活動。「房協之友」成員亦定期探訪長者，為獨居長者帶來歡樂。

房協明白長者各有不同需要，所以我們培訓員工，令他們更能了解長者的要求，為長者住戶提供更佳服務作好準備。最近，房協與香港老年學會、義務工作發展局及香港職業治療學會合辦「關愛銀髮一族」課程，讓屋邨經理就長者相關議題進行個案分析及研究。同時，前線員工亦有機會接受培訓，學習如何快捷、有效及有創意地照顧長者所需。

除了恆常服務外，房協亦經常與其他機構合辦具意義的長者活動。在二零零八年，勞工及福利局與安老事務委員會攜手推出「左鄰右里積極樂頤年」計劃，房協亦即時加入行列，為活動盡一分力。



Members of the HS Community Elderlyland participated in the Athletic Gala for the Elderly

「房協之友長者園地」會員參加「全港長者運動會」



Publicity of the Building Maintenance Grant Scheme for Elderly Owners
「長者維修自住物業津貼計劃」電視宣傳片

The project, which aims to promote active ageing and neighbourhood support, has been introduced as a two-year pilot project in two Housing Society estates. With the participation from various community organisations, networks of mutual support have been set up in Lok Man Sun Chuen and Kwun Tong Garden Estate through Neighbourhood Ambassadors to care for the elderly who live alone or have special needs.

Caring for the Silver Hair

While a prime objective of the Housing Society is to provide affordable, quality living accommodation, we also believe it is important to promote the concept of safe and healthy living for the elderly as far and wide as possible. As such, we have been exploring other ways to raise the awareness on home safety among the elderly staying in their own residences.

To promote the concept of “ageing in place” and to enhance the well-being of the elderly by providing appropriate advice and services, in 2005 the Housing Society set up a one-stop Elderly Resources Centre (ERC) in Prosperous Garden in Yau Ma Tei. Through education, assessments, consultations and research, the ERC seeks to raise awareness of the elderly of the potential hazards at home to reduce home accidents. The ERC also provides comprehensive facilities where elderly visitors are welcomed to assess the conditions of their health such as hearing, eyesight, memory, response and bodily balance. They can also gain a better understanding about home hazards and safety facilities.

In addition to providing information and services to those aged 60 and above, the ERC also caters for family members, elderly services providers and caregivers working with the elderly. In order to provide a convenient conduit, the ERC also serves as a one-stop referral on housing, social, health and related services frequently required by the elderly and concerned parties.

Taking the one-stop service a step further, in April last year, the Housing Society collaborated with the Senior Citizen Home Safety Association to launch a Total Housing Solution for the Elderly pilot project in our Property Management Advisory Centre (Yau Tsim Mong). The project has been set up to provide the elderly with advice and information on housing-related issues, in particular on home safety and hygiene, home repairs and improvement to their living environment, as well as to render assistance for a better quality of life for the

該項為期兩年的實驗計劃於兩個房協屋邨推行，目的是推廣「積極樂頤年」概念及發揚鄰里守望相助的精神。在多個參與社團的協助下，該計劃於樂民新村及觀塘花園大廈建立互助網絡，透過「左鄰右里關懷大使」，照顧獨居或有特別需要的長者。

關懷銀髮一族

房協致力為市民提供優質及可負擔的居所，但同時廣泛宣揚長者健康生活及家居安全信息。我們積極尋求不同的方法，提升居於私人物業的長者在這方面的意識。

為了提供適切的意見和服務，在社區推廣「原居安老」的概念，房協於二零零五年在油麻地駿發花園設立一站式的「房協長者安居資源中心」，透過教育、評估、諮詢及研究，提高長者對家居潛在危險的意識，從而減少家居意外。中心亦設有綜合設施，歡迎長者前往了解身體各方面的機能狀況，例如聽力、視力、記憶力、反應和身體平衡等，同時亦加深長者對家居危險及安全設施的了解。

中心除了為六十歲以上人士提供資訊及服務外，亦供長者家人、長者服務提供者及護理人員使用。中心亦設有一站式轉介服務，包括長者和相關人士經常須要的房屋、社會和保健等範疇。

為了進一步推廣一站式服務，房協於去年四月與長者安居服務協會合力於「房協物業管理諮詢中心」(油尖旺)推出「長者安居一站通」計劃，目的是為長者提供房屋及相關服務的意見及資訊，當中以家居安全及衛生、維修及改善居住環境等方面為主，以提升他們的生活質素。直至目前為止，該計劃已收到超過二千二百個查詢，成績令

elders. So far, the project has encouragingly received more than 2,200 enquires. Motivated by the initial success, the Housing Society will study the feasibility of expanding the project to other districts.

Reinforcing the goal of the Housing Society to provide information, education and support to the elderly and those who look after them, in January 2008, we launched our elderly website (www.HKHSelderly.com). The user-friendly website uses pictorial indices to facilitate simple navigation to a wealth of information covering housing, medical, health, rehabilitation, homecare and social and recreational programmes. To meet the growing demand for elderly services arising from an ageing population, the website also features frequently asked questions on elderly care and seeks to dispel common misunderstandings associated with the ageing process.

We also seek to help the elderly in other practical ways. We have been entrusted by the Government with implementing and managing the Building Maintenance Grant Scheme for Elderly Owners, announced by the Financial Secretary in his 2008/09 Budget Speech.

The scheme has been set up with a HK\$1 billion fund to help elderly owner-occupiers aged 60 or above to meet the costs for building maintenance. A maximum grant of HK\$40,000 is available for each eligible elderly owner-occupier for home repairs or repayment of the outstanding loans in relation to building maintenance.

Within the first 12 months since the launch of the scheme in May last year, the Housing Society has received nearly 5,000 applications involving subsidies amounting to HK\$63 million. The Housing Society will continue to promote the scheme so that more elderly owners will benefit from it.

Against the background of caring and providing quality homes and active retirement communities for the elderly, the Housing Society remains dedicated to exemplifying our standards and philosophy of enhancing the health and happiness of the elderly citizens.

人鼓舞。有見及此，房協將研究把計劃擴展至其他地區。

為加強向長者及照顧長者人士提供資訊、教育及支援，「房協長者通」網站(www.HKHSelderly.com)於二零零八年一月正式啓用，透過圖像指引，引領使用者輕鬆瀏覽豐富的資訊，包括房屋、醫療、健康、復康、家居護理以及社交康樂活動。人口老化令長者服務需求日增，因此該網站亦載列照顧長者常見的問題，以消除對老年的誤解。

我們亦致力循其他實際途徑幫助長者。財政司司長於二零零八／零九年度財政預算案中公布，房協獲政府委託推行及管理「長者維修自住物業津貼計劃」。

該計劃動用十億港元，協助六十歲或以上長者支付維修物業的費用。每位合資格的長者業主最高可獲四萬港元津貼，作為家居維修或償還樓宇維修的貸款。

該計劃自去年五月推出以來，首十二個月已收到近五千宗申請，涉及資助金額達六千三百萬港元。房協將繼續推廣有關計劃，令更多長者業主受惠。

抱著關顧長者、提供優質房屋及建立積極退休社群的原則，房協將堅守理念，透過不同途徑促進長者的健康和福祉。