

ISSUE NO. **55** 期

二零一一年十月 · October 2011

房協

動態

HOUSING SOCIETY TODAY



推廣樂健人生 享受豐盛晚年
Promoting Happy and Healthy Living
for Active Ageing



**HONG KONG
HOUSING SOCIETY**
香港房屋協會



主席 楊家聲先生
Mr Yeung Ka-sing,
Chairman

主席的話 Message from the Chairman

人口老化是全球的大趨勢。隨著教育水平及生活質素不斷提升，香港與其他先進地區一樣，不少長者都有一定的經濟能力，並對退休生活亦有一定的要求。

房協累積了多年長者住屋的經驗，並參考外國的情況，致力發展優質的長者房屋，以填補香港市場的不足，為新一代的長者提供理想的退休生活模式。

現時，房協正全力發展兩個新的優質退休房屋項目，包括「丹拿山退休房屋」及濕地公園路「長者綜合社區計劃」。兩個項目的進展理想，預計將分別於二零一四年及二零一五年落成。

在興建長者房屋的同時，房協亦致力推廣優質退休生活的概念，鼓勵快將及已退休的人士積極計劃未來。繼去年舉行的「快樂和健康的黃金歲月」研討會，房協最近再次舉辦「樂健人生」講座，由不同的專家分享他們對退休生活、保健、理財等各方面的見解。

另一方面，行政長官於今年的施政報告中提出優化「置安心」計劃，提供「可租可買」的選擇，讓參加者一開始便以市價直接購買「置安心」單位。

此外，這項計劃同時推出「封頂價」的措施。在售價「只降不升」的情況下，預計準買家大多會選擇在五年限期完結時才作出購置的決定。這情況將抵銷「可租可買」的效果，亦影響項目的整體財政預算。

因此，房協必須謹慎評估新措施所帶來的財政影響和風險，並與政府緊密協商，以確保這項計劃得以持續，而房協本身亦能持續發展，繼續為市民大眾服務。

The ageing of population is a global trend. With higher levels of education and standards of living, many elderly people in Hong Kong, like their counterparts in other developed countries, are financially capable and have certain expectations on retirement life.

To address the lack of supply on the Hong Kong market and create a quality retirement lifestyle for this new generation of elderly people, the Housing Society has committed to developing quality elderly housing by drawing on its own long-time experience as well as overseas reference.

Currently, the Housing Society is gearing up to develop two new quality retirement housing projects, namely the Tanner Hill Retirement Housing Project and the Wetland Park Road Integrated Elderly Community Project. Both projects are making good headway and scheduled for completion in 2014 and 2015 respectively.

Besides working on brick and mortar, the Housing Society also actively promotes the concept of quality retirement living to encourage the retired and soon-to-be retirees to plan for their future. Following the seminar on 'Happy and Healthy Ageing' held last year, the Housing Society lately presented another 'Happy and Healthy Living' Seminar. Speakers from different fields of expertise were invited to share their views on retirement living, health care and financial planning etc.

On a separate note, the Chief Executive of the HKSAR announced the enhancement of the My Home Purchase Plan in his Policy Address this year. By offering the option of 'rent or buy', the Plan will allow participants to buy their flats direct at market price right at the outset.

Furthermore, a 'ceiling price' measure will be imposed so that the purchase price can only go down unilaterally. It is thus expected that most tenants will choose to make the purchase by the end of the 5-year tenancy period. This will defeat the 'rent or buy' measure and have an impact on the overall financial viability of the project.

In this light, the Housing Society has to prudently assess the financial implications and risks arising from the new measures. Close dialogue will be maintained with the Government to ensure the sustainability of the Plan as well as the Housing Society in serving the community at large.



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推廣樂健人生 享受豐盛晚年

Promoting Happy and Healthy Living for Active Ageing



主席楊家聲先生於「樂健人生」講座中分享房協發展長者房屋的願景
Chairman Mr Yeung Ka-sing shared the vision of the Housing Society elderly housing in the 'Happy and Healthy Living' Seminar

多年來，房協提供多元化的房屋服務及計劃，以迎合市民不同的住屋需要。早於七十年代，房協已開始為低收入的一年長人士提供長者出租單位，並給予租金優惠，開創香港長者房屋發展的先河。

香港人口日趨老化，經濟能力較佳的年長人士越來越懂得未雨綢繆，對於退休生活的要求亦相應提高。他們期望的是配套設施完善，並能提供全方位貼心照顧的優質退休房屋，但目前本港市場缺乏這類房屋的選擇。有見及此，房協近年積極發展長者房屋，並參考外國經驗，為長者提供優質的退休生活模式，以滿足市場上的需求。

Over the years, the Housing Society has been providing a variety of housing services and schemes to meet the needs of Hong Kong people. Early in the 1970s, the Housing Society pioneered elderly housing development in Hong Kong by taking the initiative to provide rental units at concessionary rents for the low-income elderly.

With the ageing population in Hong Kong, the more affluent elderly are getting better prepared for the future while setting a higher expectation for their lives after retirement. They are looking for quality retirement housing with comprehensive ancillary facilities. However, this is the very type of housing option that is lacking in Hong Kong. In this light, the Housing Society has been actively developing elderly housing in recent years. Drawing on overseas experience, the Housing Society strives to create a quality retirement lifestyle for the elderly to meet the market demand.



梁智鴻醫生鼓勵與會者積極面對退休生活
Dr Leong Che-hung encouraged the attendees to lead a positive retirement life



各講者從不同角度表達對「樂健人生」的看法
Speakers shared their views towards happy and healthy living from different perspectives

分享豐盛之道 做好退休準備

除了興建長者房屋外，房協亦致力推廣優質生活的概念。繼去年七月舉行的「快樂和健康的黃金歲月」研討會，房協再於今年十月二十七日假港島海逸君綽酒店舉辦「樂健人生」講座，吸引約三百名退休人士參與。

這個講座邀請來自不同範疇的專家，分享他們對優質退休生活的見解及最新資訊。當日的嘉賓講者包括精神科專科醫生陳嘉璐醫生、資深財經編輯及理財顧問羅國森、香港老年痴呆症協會義務秘書及前任主席戴樂群醫生、執業律師葉美施、房協總經理（長者服務）張滿華博士及前安老事務委員會主席梁智鴻醫生。

每位嘉賓均就其專業領域，從不同範疇帶出如何活出「樂健人生」。精神科專科醫生陳嘉璐先以專業角度剖析一般長者所面對的心理問題，並教授創造快樂人生的「八識」秘訣，包括「識靚」、「識笑」、「識食」、「識講」、「識聽」、「識感覺」、「識諗」及「識做」。

有見不少長者擔憂退休後的收入及生活水平下降，資深財經編輯及理財顧問羅國森則與在場退休人士分享如何管理及增值財富，並提供了一些退休理財錦囊及介紹抗通脹投資的工具，讓他們更有效地把握投資良機，為財富增值。

前安老事務委員會主席梁智鴻醫生則以「尚積極 樂退休」為題，從個人經驗出發，講述如何利用退休後的空閒時間繼續貢獻社會，或於自己擅長的領域上繼續發揮所長，實現自己的人生目標。

此外，香港老年痴呆症協會義務秘書及前任主席戴樂群醫生、執業律師葉美施及香港房屋協會總經理（長者服務）張滿華博士則以「長者三寶」為題進行討論，研究持久授權書、預設醫療指示及遺囑三項文件的重要性，鼓勵退休人士及早計劃將來。

Sharing Views to Prepare for Retirement Living

Besides developing elderly housing, the Housing Society also promotes the concept of quality living. Following the seminar on 'Happy and Healthy Ageing' held in July last year, the Housing Society staged the 'Happy and Healthy Living' Seminar on 27 October at Harbour Grand Hong Kong Hotel this year, attracting around 300 retired attendants.

Experts from different professions were invited to share their views and the update on quality retirement living. They were Dr Sylvia Chen, Specialist in Psychiatry, Mr Dennis Lo, Senior Business Editor and Financial Planner, Dr David Dai, Honorary Secretary and former Chairman of the Hong Kong Alzheimer's Disease Association, Ms Clara Yip, Solicitor, Dr Cheung Moon-wah, General Manager (Elderly Services) of the Housing Society, and Dr Leong Che-hung, former Chairman of the Elderly Commission.

They elaborated on how to lead a 'happy and healthy living' from different perspectives. To begin with, Dr Sylvia Chen, Specialist in Psychiatry, analysed from a professional angle the psychological issues faced by the elderly. She went on to introduce the knack of leading a happy living known as the '8-cans', i.e. 'can be beautiful', 'can laugh', 'can eat', 'can talk', 'can listen', 'can feel', 'can think' and 'can do'.

In view of the common concerns of the elderly over their dropping income and living standard after retirement, Mr Dennis Lo, Senior Business Editor and Financial Planner, shared with the attendees his view on how to manage and build wealth. He also provided some wealth management tips and introduced inflation-proof investment tools for them to achieve capital gain by seizing the right opportunities.

On the theme 'Stay Positive for Happy Retirement', Dr Leong Che-hung, former Chairman of the Elderly Commission, gave an account of his experience in continuing to contribute to the community with individual strengths to achieve personal life goals.

There was also a discussion on the 'three treasures of the elderly' among Dr David Dai, Honorary Secretary and former Chairman of the Hong Kong Alzheimer's Disease Association, Ms Clara Yip, Solicitor, Dr Cheung Moon-wah, General Manager (Elderly Services) of the Housing Society, highlighting the importance of enduring powers of attorney, advance medical directives and wills. These aim to encourage retirees to plan for the future early.



楊家聲先生出席業界活動，介紹優質退休生活概念
Mr Yeung Ka-sing attended industry events to promote the concept of quality retirement living

藉著今次會議，房協亦向與會者介紹發展中的兩個優質退休房屋項目，包括丹拿山退休房屋項目及濕地公園路「長者綜合社區計劃」項目。前者為大都會式的退休生活模式，後者則締造度假式的休閒退休生活體驗，為退休人士提供不同的選擇。兩個項目預計分別於二零一四年及二零一五年落成。

另一方面，房協主席楊家聲先生於十月二十七及二十八日分別出席香港設施管理學會和香港工程師學會的周年晚會作主禮嘉賓，向業界推廣房協的優質退休生活概念。

建立核心團隊 配合業務發展

為配合長者房屋業務的發展，房協早於去年成立長者服務組，由資深的長者服務專家張滿華博士擔任總經理，帶領核心項目團隊，配合重點推行優質退休生活的業務方針，讓房協在發展長者房屋時，除了提供優質的住房硬件外，亦包括醫療及護理服務等軟件的配套。

張滿華博士具有二十五年長者服務經驗，曾在志蓮淨苑工作，而團隊成員亦來自長者服務方面，當中包括社區照顧、院舍管理和護理的專才，經驗豐富。這個新團隊將負責訂立房協長者房屋的營運模式，令項目更能符合目標對象的最高要求。

居民住得安心 長者「居家安老」

隨著社會人口老化，房協屋邨的人均年齡亦不斷提升。現時，房協轄下二十個屋邨的八萬九千名居民中，六十歲以上的長者約佔百分之三十二。

今年，房協於出租屋邨推出一項「關懷長者全接觸計劃」，旨在向長者居民推廣更健康、更安全及更快樂的生活，其中的「住得安心」活動現正於七個屋邨推行，包括觀龍樓、勵德邨、健康村、樂民新村、觀塘花園大廈、真善美村及滿樂大廈，在住戶當中選出七百五十名六十五歲或以上的長者參加，目標對象為獨居長者或其配偶屬跌倒、輕度認知能力受損或情緒出現問題的高風險一族。內容包括由職業治療師進行家訪及帶領運動小組等，亦透過招募居民義工，為有需要的長者擴展關懷網絡。

The Housing Society also took the opportunity to introduce to the attendees the two quality retirement housing projects under development, namely the Tanner Hill Retirement Housing project and Wetland Park Road Integrated Elderly Community project. The former will offer a cosmopolitan-style retirement living while the latter a resort-style experience, providing different options for retirees. These two projects are expected to complete in 2014 and 2015 respectively.

Meanwhile, when Mr Yeung Ka-sing, Housing Society Chairman attended the Annual Dinners of the Hong Kong Institute of Facility Management and the Hong Kong Institution of Engineers on 27 and 28 October respectively as guest of honour, he took the opportunity to promote the concept of quality retirement living to the industry.

Establishing a Core Team to Cope with Business Development

To support the development of elderly housing, the Housing Society set up the Elderly Services Section early last year led by Dr Cheung Moon-wah, a top-flight specialist in senior care. To tie in with the business direction in quality retirement living, the core team will facilitate the Housing Society to provide quality accommodation as well as ancillary services like medical and skilled care in the course of developing elderly housing.

Dr Cheung has 25 years of experience in elderly services and has once served the Chi Lin Nunnery. His team members also came from the field of elderly services including community care, institution management and nursing. The new team will be responsible for formulating the operation model of the elderly housing programme for the Housing Society to meet the highest expectation of its target customers.

Ageing in Place with Peace of Mind

Along with the ageing population, the average age of the residents in the rental estates of the Housing Society has also been on the rise. At present, 32% of the 89,000 residents in the rental estates of the Housing Society aged above 65.



由張滿華博士(前)帶領的長者服務核心團隊
The core team in elderly services led by Dr Cheung Moon-wah (front)



「住得安心」活動相繼於七個出租屋邨展開
The 'Housing with Care' Programme to be launched in seven rental estates

另一方面，為配合政府推行的「居家安老」概念，「房協長者安居資源中心」委託「香港大學秀圃老年研究中心」在今年十月至明年三月進行一項研究，透過探討長者住戶的需要，以及評核房協出租屋邨的居住環境及社區環境，從而為長者住戶確立可行的「居家安老」模式。研究將於四個屋邨進行，包括觀塘花園大廈、樂民新村、真善美村及靚樓樓，共選出四百名長者住戶作為研究對象，以面談訪問形式進行。

此外，由於網上平台日漸普及，「房協長者安居資源中心」於十月將網站的功能優化，鼓勵護老者、長者及其家人，以及其他公眾人士參與各項長者活動。他們可透過網頁的網上表格即時報名，參與中心所舉辦的「健康之旅」、「平安之旅」及「健骨之旅」等免費活動。另外，網頁亦特別為義工設立討論區，提供經驗交流的平台，並發布有關活動資訊。

This year, the Housing Society launched an Elderly Care Services Project in the rental estates to promote a healthier, safer and happier living among the residents. One of the programmes, 'Housing with Care', was implemented in seven estates including Kwun Lung Lau, Lai Tak Tsuen, Healthy Village, Lok Man Sun Chuen, Kwun Tong Garden Estate, Chun Seen Mei Chuen and Moon Lok Dai Ha. Among the 750 elderly aged 65 or above being selected were those living alone or with spouses who were highly prone to fall, mild cognitive impairment or emotional problems. Home visits and exercise groups led by occupational therapists were conducted and volunteer tenants were recruited to extend the caring network.

Besides, in line with the 'ageing in place' concept implemented by the Government, the Housing Society Elderly Resources Centre (ERC) commissioned the University of Hong Kong Sau Po Centre of Ageing to conduct a research from October this year to March 2012. Through looking into the needs of the tenants, as well as the living and social environment of the rental estates of the Housing Society, the 'ageing in place' model is expected to establish firmly among elderly tenants. The research will be conducted in four estates including Kwun Tong Garden Estate, Lok Man Sun Chuen and Kwun Lung Lau with 400 elderly tenants selected as targets to participate in face-to-face interviews.

Moreover, in view of the popularity of the online platform, the ERC has enhanced the functions of its website to encourage carers, the elderly and their families, as well as the public to participate in different elderly activities. Online application function is available for signing up activities like Healthy Ageing Tour, Home Safety Tour and Bone Health Tour free of charge. Besides, a discussion forum is also set up as a platform for the volunteers to share experience and communicate activity information.



優化版的「房協長者安居資源中心」網頁提供更全面的網上服務
The enhanced ERC website provides more comprehensive online services

房協周年委員大會

Annual General Meeting of the Housing Society

房協於九月二十七日舉行第五十九屆周年委員大會，選出新一屆監事會委員。監事會隨即舉行今屆首次會議，並委任新一屆執行委員會委員。

監事會及執行委員會的成員均為房協委員，任期為三年。每年監事會及執行委員會其中三分之一成員將退任(主席、副主席、當然委員及房協行政總裁兼執行總幹事除外)，分別於周年大會及監事會中補選和委任。

The 59th Annual General Meeting (AGM) of the Housing Society was held on 27 September at which members of the new Supervisory Board were elected. Following the election, the first Board meeting was held and the new Executive Committee was appointed.

Members of the Supervisory Board and Executive Committee are drawn from members of the Housing Society and will serve a term of three years. Each year, one third of the existing members, excluding the Chairman, the Vice-Chairman, the ex officio members and the Chief Executive Officer and Executive Director, shall retire and be replaced by members elected and appointed at the AGM and Supervisory Board meeting respectively.

房協新一屆監事會委員
The new Supervisory Board of the Housing Society

新一屆監事會委員 Members of the New Supervisory Board

經選舉產生的委員

1. 楊家聲先生 (主席)
2. 鄧滿海先生 (副主席)
3. 陳炳煥先生
4. 周鎮榮先生*
5. 何猷灝先生
6. 關治平先生
7. 林彥明先生
8. 劉詩韻女士*
9. 梁家棟博士*
10. 雷震寰先生*
11. 馬錦華先生*
12. 彭贊榮教授
13. 尹力行先生
14. 羅賓信先生
15. 蕭啓鏗先生
16. 蘇慶和先生
17. 黃星華博士教授*
18. 黃月良先生
19. 黃英豪博士
20. 王潮生先生

當然委員

21. 栢志高先生
(香港特別行政區運輸及房屋局
常任秘書長(房屋))
22. 區載佳先生
(香港特別行政區屋宇署署長)
23. 梁煒輝先生
(香港特別行政區規劃署署長)
24. 譚贛蘭女士
(香港特別行政區地政總署署長)

房協行政總裁兼執行總幹事

25. 黃傑龍先生

Elected Members

1. Mr Yeung Ka-sing (Chairman)
2. Mr Marco Wu Moon-hoi (Vice-Chairman)
3. Mr Chan Bing-woon
4. Mr William Chau Chun-wing*
5. Mr Ronald Ho Yau-hoo
6. Mr Edgar Kwan Chi-ping
7. Mr Lawrence Lam Yin-ming
8. Ms Serena Lau Sze-wan*
9. Dr Tony Leung Ka-tung*
10. Mr Alex Lui Chun-wan*
11. Mr Timothy Ma Kam-wah*
12. Prof Kenneth Pang Tsan-wing
13. Mr Brian Renwick
14. Mr Ian Grant Robinson
15. Mr James Siu Kai-lau
16. Mr Victor So Hing-woh
17. Prof Dr Dominic Wong Shing-wah*
18. Mr Frankie Wong Yuet-leung
19. Dr Kennedy Wong Ying-ho
20. Mr Wilson Wong Chiu-sang

Ex Officio Members

21. Mr Duncan Warren Pescod
(Permanent Secretary for Transport and Housing
(Housing), HKSAR)
22. Mr Au Choi-kai
(Director of Buildings, HKSAR)
23. Mr Jimmy Leung Cheuk-fai
(Director of Planning, HKSAR)
24. Ms Annie Tam Kam-lan
(Director of Lands, HKSAR)

Chief Executive Officer and Executive Director, HKHS

25. Mr Wong Kit-loong

* 重選委員 Re-elected member
* 新任委員 Newly-elected members

新一屆執行委員會委員 Members of the New Executive Committee

1. 楊家聲先生 (主席)
2. 鄧滿海先生 (副主席)
3. 栢志高先生
(香港特別行政區運輸及房屋局
常任秘書長(房屋))(當然委員)
4. 陳家駒先生*
5. 陳家樂先生
6. 樊偉權先生
7. 馮志強先生*
8. 何柏貞女士
9. 洪小蓮女士
10. 梁國權先生
11. 楊民檢先生*
12. 黃傑龍先生
(房協行政總裁兼執行總幹事)

1. Mr Yeung Ka-sing (Chairman)
2. Mr Marco Wu Moon-hoi (Vice-Chairman)
3. Mr Duncan Warren Pescod
(Permanent Secretary for Transport and Housing
(Housing), HKSAR) (ex officio member)
4. Mr Chan Ka-kui*
5. Mr Walter Chan Kar-lok
6. Mr Joseph Fan Wai-kuen
7. Mr Bosco Fung Chee-keung*
8. Ms Loretta Ho Pak-ching
9. Ms Katherine Hung Siu-lin
10. Mr Lincoln Leong Kwok-kuen
11. Mr Robert Young Man-kim*
12. Mr Wong Kit-loong (Chief Executive Officer and
Executive Director, HKHS)

* 再委任委員 Re-appointed member



歡渡好時光

A Great Time for All

房協周年晚宴於今年九月二十七日假香港會議展覽中心舉行，當晚筵開七十席，共有近八百名同事及委員出席。主席楊家聲先生在致辭時感謝同事及委員過去一年的努力，令房協達到預期的工作目標。

藉著晚宴盛會，房協向服務多年的同事頒贈「員工長期服務獎」。今年獲獎人數達一百一十三名，其中有五名同事在房協已工作滿三十載，他們均來自物業管理部。晚宴上同時亦頒發了「委員長期服務獎」，金獎得主為擔任房協委員超過二十年的黃星華博士教授，而蕭啟鎣先生亦獲頒「長期服務獎」，表揚為房協作出長期的貢獻。

當晚大會安排了豐富的節目，除了深受歡迎的幸運抽獎及競飲大賽外，還有多位同事表演歌舞，得到台下熱烈反應，歡呼不絕，每位同事都盡興而歸。

The Housing Society held its Annual Dinner this year at the Hong Kong Convention and Exhibition Centre on 27 September. It was attended by around 800 staff and Members in 70 tables. In his speech, Chairman Mr Yeung Ka-sing expressed his gratitude for the effort made by staff and Members over the past year which contributed to achieving the business targets of the Housing Society.

Taking the occasion, Long Service Awards were presented to staff who served the Housing Society for a long period of time. This year, there were a total of 113 awardees, five of whom from the Property Management Division have been with the Housing Society for 30 years. The Long Service Awards for Board and Committee Members go to Prof Dr Dominic Wong, a Gold Award recipient who has served as Member for over 20 years, and also to Mr James Siu, signifying their continuous contributions to the Housing Society.

The highlights of the evening included not only the all-time favourite Lucky Draw and Drinking Competition, but also the singing and dancing show performed by talented staff who brought the house down.

1 競飲大賽為晚宴增添不少熱鬧氣氛
The Drinking Competition brought great fun to the occasion

2 3 同事演唱金曲，令台下觀眾情緒高漲
Classic songs performed by staff turned the spectators on

4 主席帶領出席委員及總監向在座同事祝酒
The Chairman leading Members and Directors to propose a toast to staff



1



2



3

4



天后地區展新姿

Giving Tin Hau a New Look

1



1 主禮嘉賓為「天后地區展新姿計劃」竣工典禮揭幕
Guests of honour officiated at the Completion Ceremony of the Tin Hau Revitalisation Project

2 美化範圍由留仙街至永興街一帶，工程費用約一千七百萬元
Beautification works extended from Lau Sin Street to Wing Hing Street at a total project cost of approximately \$17 million

3 出席典禮嘉賓在「魚躍天后」雕塑前合照
Guests attending the ceremony took photo in front of the fish sculpture

2



由二零零六年開始，房協先後在多個地區推行市區活化計劃，以助舊區更新。最近在東區推行的「天后地區展新姿計劃」亦順利完成，並於九月九日舉行竣工典禮，由房協主席楊家聲先生、東區區議會主席丁毓珠女士、東區區議會地區設施管理委員會主席趙承基先生及東區民政事務專員許英揚先生主禮。

「天后地區展新姿計劃」的美化範圍覆蓋天后留仙街至永興街一帶，其中留仙街公園更全面翻新，在公園內種植花卉及增設座椅，為居民提供美觀及綠化的休憩場地。至於穿越天后的清風街天橋，由於天橋遮擋日照，天橋下的街道環境幽暗；在美化計劃下，天橋底部及橋墩髹上了樹木及飛鳥圖案，減輕汽車及天橋造成的壓迫感。

天后區食肆林立，已成為東區的一個特色。房協的美化工程，除了為社區更新外，亦為附近的商戶優化營商的環境。其中在電氣道豎立的「魚躍天后」大型藝術雕塑，成為天后區的新地標，象徵人流及商機不斷注入該區。

The Housing Society has been carrying out city revitalisation projects in various districts for urban renewal since 2006. Upon the completion of Tin Hau Revitalisation Project in the Eastern District of late, a ceremony was held on 9 September jointly officiated by Mr Yeung Ka-sing, Chairman of the Housing Society, Ms Christina Ting, Chairman of Eastern District Council, Mr Chao Shing-kie, Chairman of District Facilities Management Committee of Eastern District Council and Mr Davis Hui, District Officer of Eastern District.

The Tin Hau Revitalisation Project covered the area from Lau Sin Street to Wing Hing Street. The sitting-out area in Lau Sin Street was given a facelift by planting flowers and adding benches to create an attractive and green leisure area for the residents. Besides, as the flyover running through Tin Hau in Tsing Fung Street has blocked out sunlight, the street underneath is always in the shade. To ease the oppression feel due to cars and the flyover, trees and birds were painted at the bottom and on the pillars of the bridge in the beautification works.

Recently, Tin Hau is filled with eating outlets which becomes a major attraction of the Eastern District. The beautification works carried out by the Housing Society not only helped revitalise the community, but also enhanced the business environment for the commercial tenants.

A large artistic fish sculpture was erected on Electric Road as a new landmark signifying incessant flow of footdrops and business opportunities to the district.





作育業界英才 分享實習成果

Nurturing Talents and Sharing Internship Experience

1

隨著暑假結束，為期兩個月的「房協暑期實習生計劃2011」亦順利完成，而近六十名暑期實習畢業生亦於八月十二日參加了畢業典禮。各院校當日亦有派代表出席典禮，以示鼓勵及分享同學們的喜悅。

房協總監(物業管理)葉錦誠先生為典禮擔任主禮嘉賓，向各實習生頒發證書。同學們分組透過創意話劇分享工作的體驗與樂趣，包括溝通技巧及團隊精神等。同學代表在致辭時，除了分享實習感受外，更特別感謝房協讓他們過了一個既充實、又有意義的暑假，體驗了「發揮個人潛能，開創美好明天」的活動主題。

- 1 同學透過話劇分享實習經驗之餘，亦互相勉勵
The students shared their learning experience and encouraged each other through performing short plays
- 2 葉錦誠先生(前排中)於畢業典禮上與實習同學打成一片
Mr Jacky Ip (centre, front row) had a pleasant time with the interns at the ceremony

As summer vacation came to an end, the Housing Society Summer Internship Programme 2011 which lasted for two months was rounded off successfully with nearly 60 interns attending the graduation ceremony held on 12 August. Representatives from the participating institutions were also present to share the joy of their students.

Mr Jacky Ip, Director (Property Management) was the guest-of-honour of the ceremony and presented certificates to the interns. The students put on creative stage plays in groups to share their experience and fun working in the Housing Society, including communication skills and team spirit. In the speeches they made, the student representatives shared their feelings during their internship and expressed their heartfelt gratitude to the Housing Society for giving them a fruitful and meaningful summer vacation, echoing the theme of the event — 'Fulfilling Personal Potentials to Create a Brighter Future'.

2



發揮 創意文化 分享優質理念

Fostering **Innovative Culture** and Sharing Quality Vision



1

房協於二零零二年成立「卓越圈」，鼓勵員工透過自組團隊，在不同的崗位上發揮創意，探索改善服務質素的新意念，培養不斷求進的文化。

今年，「卓越圈發布會」於八月十日假香港理工大學蔣震劇院舉行，以「你心+我心…卓越智安心」為主題。在過去一年，卓越圈共收到四十三份提案，其中較優異的五隊獲邀參加發布會，以話劇形式演繹得獎提案，既有創意，亦甚具娛樂性。當日，大會亦邀請了富士施樂(香港)有限公司代表分享推動優質文化的心得。

- 1 署理行政總裁兼執行總幹事林兆江先生(左一)，物業管理部總監葉錦誠先生(右二)及物業發展及市場事務部總監劉竟成先生(右一)為「卓越圈發布會」揭開序幕

Mr Ambrose Lam, Acting Chief Executive Officer (1st from left) and Executive Director, Mr Jacky Ip, Director (Property Management) (2nd from right) and Mr Daniel Lau, Director (Development and Marketing) (1st from right) inaugurated the QET Presentation Ceremony

- 2 啟德花園的「安全洗地車」為大熱提案，獲頒「最有價值獎」

The 'Safer Ground Cleaning Vehicle' proposal of Kai Tak Garden was the greatest hit and won The Most Valuable Award

- 3 「翠塘對面海走一圈」代表房協參與「優質改善經驗交流會」，和業界分享創意成果

The 'Lakeside & TMHC Circle' participated in the QIESC on behalf of the Housing Society to share the fruits of their creative thinking



2

The Housing Society initiated the Quality Enhancement Team (QET) in 2002 to promote creativity and continuous improvement. Staff in various positions are encouraged to form teams and explore new ideas to improve quality.

Taking 'Pursuing Excellence for Smart Safety' as the theme, the QET Presentation Ceremony was held on 10 August at Chiang Chen Studio Theatre of the Hong Kong Polytechnic University. A total of 43 QET proposals were received this year, among which five outstanding teams were invited to present their proposals by way of creative and interesting short dramas at the presentation ceremony. A representative from Fuji Xerox Hong Kong Limited was also present to their share experience in promoting quality culture.



3

「卓越圈發布會2011」得獎名單
Award recipients at QET Presentation Ceremony 2011

獎項 Award	屋邨 Estate	團隊 Team	提案主題 Theme of proposal	提案內容 Content of proposal
卓越大獎 Grand Award	翠塘花園／ 對面海邨 Lakeside Garden/ Tui Min Hoi Chuen	翠塘對面海 走一圈 Lakeside & TMHC Circle	流動五常 平安包 5S Safety Bag	適合各邨技工於處理不同工種時，使用標籤清晰的背囊式工具箱 Clearly labeled backpack-style tool-bag for the convenience of the technicians in carrying out different types of work in the estate
卓越獎及 最有價值獎 Award for Excellence and The Most Valuable Award	啟德花園 Kai Tak Garden	啟德圈 Kai Tak Circle	安全洗地車 Safer Ground Cleaning Vehicle	集掃水、刮水等功能於一身的流動清洗街道車，有助減省清潔工人，並減低對途人的滋擾 Mobile ground cleaning machine with functions in warding off and wiping off water to reduce manpower and minimise disturbance to the pedestrians
卓越獎 Award for Excellence	景新臺 Kingston Terrace	風靡景新圈 Popular Kingston Circle	物物「索」 Smart Hitch	於水喉頂部鑽一個小孔，並套上繩索，方便取回跌掉的物件 Drilling a hole at the top of a water pipe and fasten a rope belt to hitch dropped items
卓越獎 Award for Excellence	駿發花園 Prosperous Garden	銀鷹隊 Silver Eagle Circle	保戶貼 Protective Stickers	將租約存於保護套內，並沿紙皮文件夾邊及打窿的位置包上保護膠，以助保存租戶檔案文件及方便提取 Upkeep of tenants' files by placing the lease contract into a folder and covering the file edge and hole punch of documents by stickers to ensure safe keeping and easy retrieval
卓越獎 Award for Excellence	家維邨 Ka Wai Chuen	呼聲高 Loud Cheers	我好索 Gorgeous Lock	在垃圾桶加裝「威也」及彈弓式安全扣，限制桶蓋開關的角度及力度，減低垃圾桶的損耗及對環境的影響 Installing wire and spring lock on the garbage bin to restrain the angle and speed of lid opening and closing to help reduce the damage of the bin and impact to the environment

與此同時，房協與另外八個機構參與今屆由香港賽馬會主辦於十月十九日假香港理工大學舉行的「2011年度優質改善經驗交流會」。今年大會以「憑優質 創價值」為主題，與房協積極推行的優質理念同出一轍。

當日，各機構均派出代表隊伍使出渾身解數，分享他們的創意提案，而房協則派出奪得「卓越大獎」的「翠塘對面海走一圈」，演繹得獎提案「流動五常平安包」，藉此交流如何改進工作效率及品質的經驗，共同推動業界的優質文化。

Meanwhile, the Housing Society jointly participated in the Quality Improvement and Experience Sharing Convention (QIESC) 2011 hosted by the Hong Kong Jockey Club this year on 19 October at the Hong Kong Polytechnic University together with eight other organisations. The event theme this year — 'Creating Value through Quality' was in line with the mission of the Housing Society in pursuing quality improvement.

Representatives from each organisation made their best efforts to present their creative proposals on the occasion. The Housing Society staged the proposal of '5S Safety Bag' by the Grand Award winner 'Lakeside & TMHC Circle'. They shared with the audience their experience in promoting work efficiency and excellence to foster a quality culture among the industry.

推行**環保** 確建**優質**

From **Environmental** Protection to **Quality** Construction



委員及同事視察東莞廠房K25項目之預製組件
Members and staff inspected the precast elements of K25 project in Dongguan

With quality as the guiding principle, green construction concept is injected into the future property development projects of the Housing Society.

To ensure the quality of workmanship and building materials, as well as to reduce air and noise pollution on site, prefabricated construction is extensively adopted for the first time in the K25 urban renewal project at Po On Road/Wai Wai Road in Sham Shui Po, including balcony, bay window, facade, utility platform and staircase. In order to understand the production and quality control of the manufacturer, members of the Task Force on Construction together with staff from the Projects Division paid a visit to the precast products factory in Dongguan on 26 September.

Meanwhile, Integrity Management Briefings were arranged by the Projects Division in conjunction with the ICAC at various construction sites in September and October for respective Project Teams including staff of the Housing Society, consultants and contractors. The briefings aimed to raise anti-corruption awareness among the project participants and to assure the quality of development.

在優質的大前提下，房協對於未來的物業發展項目，亦注入環保建築的概念。

在位於深水埗保安道／懷惠道的K25市區重建項目，房協首次廣泛地於建築物內外，包括露台、凸窗、外牆、工作平台及樓梯等位置採用預製組件，以確保施工及用料的質素，並有效地減低地盤的空氣及噪音污染。房協建築工程特別小組聯同工程策劃部的同事，於九月二十六日前往東莞的預製組件廠房實地考察，了解工序運作及質素監控的情況。

另一方面，房協工程策劃部聯同廉政公署分別於九月及十月在多個地盤舉行誠信管理講座，向各工程團隊包括房協同事、顧問及承建商員工講解有關建築方面的防貪信息，並確保各項物業發展之質素。



廉署向地盤員工宣揚誠信建築的信息
ICAC promulgated anti-corruption messages to on-site staff

支持業界 關懷社群

Supporting the Industry, Caring for the Community



楊家聲先生向學生表達對房屋發展的看法
Mr Yeung Ka-sing shared his insights on housing development with the students

房協支持房屋業界及社區活動，履行企業責任之餘，亦助促進社會持續發展。八月六日，房協主席楊家聲先生應邀出席尤德學者協會主辦的「青年計劃」論壇，藉以啟發高中生的思考能力，並鼓勵他們關心社會。討論以「香港應否復建居屋？」為題，楊主席除了與其他講者交流意見外，亦啟發在場的年青人熱烈討論，共同探討香港的房屋發展。

另外，香港城市大學公共及社會行政學系於八月二十二至二十三日期間舉辦以「公共房屋的未來」為題的國際座談會，來自世界各地的學者聚首一堂，研究未來公共房屋政策的走向。房協除了贊助今次活動外，副主席鄔滿海先生亦應邀作主講嘉賓，剖析香港公共房屋的發展和需求。

同時，房協亦贊助香港測量師學會建築測量組於十月二十二日舉行的「建築環境：健康和 safety」研討會，以及職業安全健康局舉辦的「第十屆香港職業安全健康大獎」，有關頒獎禮於九月二日舉行。

在社區方面，房協每年均贊助由大坑坊眾福利會舉辦大坑中秋舞火龍盛會，以及世界自然(香港)基金會舉辦的「步走大自然@米埔」。房協今年繼續支持這些活動，協助推廣本土傳統文化及環境保護。

The Housing Society supports activities organised by the industry and community not only to fulfill its corporate responsibilities, but also foster the sustainable development of Hong Kong. On 6 August 2011, Mr Yeung Ka-sing, Chairman of the Housing Society, was invited to join the Youth Programme Debate and Forum held by the Sir Edward Youde Scholars Association. He was there to inspire the high school students to sharpen their critical thinking skills and care about the community. With the theme 'Should Hong Kong Resume the Home Ownership Scheme?', Mr Yeung shared his views with other speakers at the forum and aroused a lively discussion on the housing development of Hong Kong among the young people.

On a separate note, the Housing Society sponsored the 'Public Housing Futures' international symposium held on 22 and 23 August organised by the Department of Public and Social Administration of the City University of Hong Kong. The forum gathered scholars from around the world to discuss the future development of public housing policy. Besides sponsoring the event, Housing Society Vice-Chairman Mr Marco Wu also spoke at the forum to share his insight into the needs and development of public housing in Hong Kong.

Moreover, the Housing Society also sponsored the seminar on 'Building Environment: Health and Safety' held by the Building Surveyors Division of the Hong Kong Institute of Surveyors on 22 October and the 10th Hong Kong Occupational Safety and Health Award organised by the Occupational Safety and Health Council. The award presentation ceremony was held on 2 September 2011.

In the community arena, the Housing Society sponsored the Tai Hang Fire Dragon Dance organised by the Tai Hang Residents' Welfare Association and the Walk for Nature@Mai Po organised by the World Wide Fund for Nature every year. The Housing Society continued to support these activities this year to promote local traditional culture and environmental conservation.

促進 房屋經驗交流

Sharing Experience in Housing

房協經常與兩岸三地及海外團體交流經驗，尤其在長者房屋方面的發展。

來自新加坡的NTUC ChoiceHomes十四名代表，包括主席及多名委員於八月二十九日專程到港了解房協的「長者安居樂」住屋計劃，並實地參觀彩頤居及樂頤居，而於十月十至十二日在港舉行的「亞洲退休社區世界論壇」，以長者房屋為主題，來自世界各地超過五十名的與會者亦前往彩頤居參觀。

另外，兩名江蘇省人力資源和社會保障廳的官員亦於九月十四日到訪彩頤居，了解房協在長者房屋方面的業務；而來自台灣的財團法人台北縣私立雙連社會福利慈善事業基金會一行二十人，於九月二日除了參觀彩頤居外，並到「房協長者安居資源中心」，了解房協推廣「居家安老」的概念。

The Housing Society often exchanges experience, especially on the development of elderly housing, with organisations from the Mainland, Taiwan, local and overseas.

14 representatives from NTUC ChoiceHomes of Singapore, including its Chairman and board members, paid a special visit to the Housing Society on 29 August to have a better understanding of the Senior Citizen Residences Scheme through visiting Cheerful Court and Jolly Place. Meanwhile, over 50 delegates from all over the world attending the Retirement Communities World Asia 2011 held in Hong Kong from 10 to 12 October on elderly housing also took a tour to Cheerful Court.

Besides, two officials from the Jiangsu Provincial Department of Human Resources and Social Security visited Cheerful Court on 14 September to learn about the elderly housing of the Housing Society. On 2 September, a 20-person delegation from Taiwan made a visit to Cheerful Court, followed by a tour to the Housing Society Elderly Resources Centre, to learn about the concept of 'ageing in place' promoted by the Housing Society.



來自新加坡(上)及台灣(左)的訪問團分別參觀樂頤居及「房協長者安居資源中心」

Delegations from Singapore (top) and Taiwan (left) visited Jolly Place and the Elderly Resources Centre



楊家聲先生於彩頤居分別接待民建聯(左)及香港退休計劃協會(右)的到訪人員
Mr Yeung Ka-sing welcomed the visitors from DAB (left) and the Hong Kong Retirement Schemes Association (right)

另一方面，二十位寧波市物業管理和服務研修班的官員，亦於十月三十一日參觀位於荃灣的滿樂大廈，交流屋邨的物業管理經驗，並探討本港互助委員會的功能。

在本港，民主建港協進聯盟主席譚耀宗先生率領多名成員及現任觀塘區議員，以及香港退休計劃協會的考察團，亦分別於八月二十五日及十月二十五日探訪彩頤居，並由房協主席楊家聲先生親自介紹屋苑的設施及長者住戶的生活狀況。

在學術方面，兩組來自香港中文大學建築學院的師生，分別在九月二十日及十月三日到明華大廈和健康村，考察舊式屋邨的規劃和設計，研究戰後香港的公共房屋發展。

On the other hand, 20 government officials from Ningbo visited Moon Lok Dai Ha in Tsuen Wan on 31 October to exchange experience on housing management. They also took the opportunity to understand the functions of the Mutual Aid Committees in Hong Kong.

Locally, members of the Democratic Alliance for the Betterment and Progress of Hong Kong (DAB), led by Chairman Mr Tam Yiu-chung, together with the current Kwun Tong District Councillors and a delegation from the Hong Kong Retirement Schemes Association visited Cheerful Court respectively on 25 August and 25 October. Mr Yeung Ka-sing, Chairman of Housing Society, received the visitors personally and introduced the property facilities and the lives of the elderly tenants there.

On the academic front, two groups of lecturers and students from the School of Architecture of the Chinese University of Hong Kong (CUHK) paid a visit to Ming Wah Dai Ha and Healthy Village on 20 September and 3 October to study the planning and design of old rental estates for the development of post-war public housing in Hong Kong.



中文大學的師生對舊型屋邨單位的设计深感興趣
Lecturers and students from the CUHK showed great interest in the flat design of old estates

發揚鄰里互助精神

Promoting Neighbourhood Spirit



1

房協物業管理部於二零零八年參與社區投資共享基金推行的「鄰舍守望相助計劃」，在漁光村設立「漁光網絡互助社」，為長者及有需要的人士提供支援。經過三年的時間，該計劃經已圓滿結束。

為延續鄰里守望精神，漁光村展開另一項名為「心·伙相傳」的計劃，並於今年八月二十七日舉行『『心·伙』相傳愛漁光承傳禮』，強化「樓長」及「層長」制，繼續關顧邨內及社區上有需要的人士。

當日，房協主席楊家聲先生以社區投資共享基金委員會主席的身份擔任主禮嘉賓，另外還有房協總監(物業管理)葉錦誠先生、社會福利署中西南及離島區福利專員彭潔玲女士、南區民政事務處民政事務助理專員黃載欣女士、漁光村互助委員會主席吳國基先生、南區愛心義工團顧問陳志榮先生，以及香港仔街坊福利會社會服務中心管理委員會主席許湧鐘先生主持傳遞聖火及誓師儀式，把互助精神延續下去。

In 2008, the Property Management Division of the Housing Society participated in the 'Neighbours Assisting Neighbours Scheme' under the Community Investment and Inclusion Fund and established the 'Yue Kwong Mutual Aid Network' in Yue Kwong Chuen to help the elderly and people in need. After three years, the programme was brought to a successful close.

To sustain the neighbourhood spirit, another programme called 'Passing-on the Caring Spirit' was carried out at Yue Kwong Chuen with the kick-off ceremony held on 27 August this year. The programme served to enhance the initiatives of 'House Captain' and 'Floor Captain' and continue to care for the needy in the estate and the community.

At the kick-off ceremony, Chairman of the Housing Society Mr Yeung Ka-sing officiated at the event in the capacity of Chairman of the Community Investment and Inclusion Fund. A torch relay and pledging ceremony, conducted by Mr Jacky Ip, Director (Property Management) of the Housing Society, Ms Pang Kit-ling, District Social Welfare Officer (Central Western, Southern and Islands), Ms Wong Choi-yan, Assistant District Officer of the Southern District Office, Mr Ng Kwok-kei, Chairman of the Mutual Aid Committee of Yue Kwong Chuen, Mr Steven Chan, Advisor to the Southern District Caring Volunteers Group and Mr Hui Yung-chung, Chairman of the Management Committee of Aberdeen Kaifong Welfare Association Social Service Centre, was held to signify the extension of the mutual aid spirit.

2



1 主禮嘉賓主持簡單而具象徵意義的傳遞聖火儀式

The officiating guests conducted the simple yet meaningful torch relay ceremony

2 眾嘉賓與義工同心將愛心承傳下去

Guests and volunteers teamed up to pass on the caring spirit

典禮上除了頒發三十多個義工服務嘉許獎項及證書外，一群「漁光網絡互助社」的結他班學員及小層長，亦以結他伴奏演唱自創的「漁光村之歌」，充分表現居民關懷團結之情。

More than 30 awards and Certificates of Appreciation for volunteer service were presented at the ceremony. Together with students of the Guitar Class, 'Junior Floor Captains' from 'Yue Kwong Mutual Aid Network' sang their self-composed 'Song of Yue Kwong Chuen' to demonstrate solidarity sentiments among the residents.

義工個案點滴

Volunteer Experience Profile

漁光村居民陳蘭女士是從內地來港的新移民，在生活上遇到不少適應上的問題，於是每逢假期便往深圳走。後來，她加入了義工行列，令她感受到主動融入社區非常重要。身為白沙樓的「層長」，她不單幫助自己樓層的居民，亦熱心地為邨內其他長者服務。看見邨內住著不少行動不便的長者，陳女士經常主動協助他們送運糧油物品上樓，為這些年長的鄰居帶來溫暖。

此外，陳蘭亦希望樹立榜樣，培養子女的敬老精神。她說：「很高興子女跟我一起當義工，也慶幸得到丈夫的支持和鼓勵。我希望能夠同化更多鄰居加入義工的行列，一同為社區服務。」

Ms Chan Lan, a resident of Yue Kwong Chuen, was a new immigrant from the Mainland. As she had difficulties in adapting to the life in Hong Kong, she used to spend every single holiday in Shenzhen. After she had participated in volunteer work, she came to understand the importance of integrating into the community. As the 'Floor Captain' of Pak Sha House, she helped not only the neighbours of her floor, but also the other elderly within the estate. Seeing many elderly residents were physically immobile, Chan Lan often helps them carry food and groceries upstairs to care for these old neighbours.

Moreover, Chan Lan also wants to be a role model for her children and teach them to respect the elders. She said, 'I am delighted that my children join me in volunteering. It is also gratifying to receive support and encouragement from my husband. I hope that we can motivate more neighbours to become volunteers and serve our community together.'

陳蘭(右)以義工的身份接待勞工福利局局長張建宗先生(左)參觀互助社
In her volunteer capacity, Chan Lan (right) received Mr Matthew Cheung, Secretary for Labour and Welfare (left), during his visit to the Mutual Aid Network



同心協力為環保

Concerted Efforts to Save the Environment

房協多個屋邨及屋苑在環境保護署於八月十七日舉行的「家居廢物源頭分類計劃」頒獎禮中，獲得優異成績，當中包括：

In the Source Separation of Domestic Waste Award Presentation Ceremony organised by the Environmental Protection Department on 17 August, a number of estates and properties of the Housing Society achieved outstanding results, including:

宣傳推廣大獎 Award for Promotion

宏福花園 Tivoli Garden

銀獎 Silver Award

晴碧花園 Sunshine Grove、駿發花園 Prosperous Garden

銅獎 Bronze Award

大坑東邨 Tai Hang Tung Estate、宏福花園 Tivoli Garden、悅庭軒 Bel Air Heights、樂年花園 Cronin Garden、疊翠軒 The Pinnacle

另外，房協轄下十六個屋邨及代管物業參與了「環保觸覺」於九月二十九日舉辦的「香港無冷氣夜」，於當晚七時至翌日早上七時關掉冷氣機，支持減少濫用能源。

Moreover, 16 estates and managed properties of the Housing Society participated in the 'Hong Kong No Air-con Night' organised by the Green Sense on 29 September by turning off air-conditioning for 12 hours starting from 7 pm that day to help reduce energy abuse.

另外，勵德邨在八月份於環境保護運動委員會主辦的「香港環保卓越計劃」中，取得「減廢標誌 — 卓越級別」。祖堯邨、家維邨、祈德尊新邨及房協其中五個「房協物業管理諮詢中心」，亦獲香港五常法協會頒發「零不合格點卓越成就大獎」。

Also, Lai Tak Tsuen was granted 'Wastewi\$e Label — Class of Excellence' in the Hong Kong Awards for Environmental Excellence organised by the Environmental Campaign Committee in August. Cho Yiu Chuen, Ka Wai Chuen, Clague Garden Estate and five Property Management Advisory Centres of the Housing Society were also presented '5-S Excellence Award for Zero-NC' by the Hong Kong 5-S Association.



屋邨及屋苑代表領取「家居廢物源頭分類計劃」證書
Representatives from various estates receiving certificates on Source Separation of Domestic Waste