

房協

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香港房屋協會
HONG KONG HOUSING SOCIETY

提供「具質素的選擇」 配合長者住屋需求

Meeting the Housing Needs of the Elderly with "Quality with Choice"

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動態



Comprehensive Study
on the Housing Needs
of the Elderly in
Hong Kong

香港長者住屋需要的
全面研究

Quality with Choice
具質素的選擇



香港房屋協會
HONG KONG HOUSING SOCIETY
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主席的話

我們於五月初推出發售的怡心園，在短短一個月內已售出超過一千二百個單位，成績非常理想，實在令人感到鼓舞。

事實上，在目前的市場情況下，要成功銷售怡心園餘下的1,485個單位並不容易，既要提升樓盤本身的競爭力，亦要考慮不會對樓市構成負面影響。在策劃銷售安排期間，我曾和物業發展部的同事參觀過同區另一個樓盤的示範單位，亦和不同部門的同事進行了集思會，討論怎樣提高怡心園的吸引力。



李頌熹 主席
Mr David C Lee Chairman

最後，我們決定秉承房協一貫的宗旨，就是要將愛心與關懷，帶給每一位住戶。此外，執行委員會的委員亦提供了很好的意見，對銷售策略有強大的支持作用。

怡心園能夠成功銷售，我認為最主要的原因是房協上下齊心協力。管理處的同事對住戶的關懷；不同部門的同事積極、坦誠地提出意見；物業發展部同事的悉心策劃；及現場六十多位同事的熱誠工作等等，令我感到十分敬佩和感動，也體現了房協的團隊精神。

房協的愛心與關懷，並不僅在於顧客服務，亦是我們業務計劃的基礎。鑑於香港長者人口急速增長，長者住屋問題需要及早綢繆，房協於去年三月委託了香港大學進行一個「長者住屋需要的全面研究」，並剛於今年六月公布結果。

研究結果顯示，本港未來的長者房屋應朝著「關顧式房

屋」方向發展，以達至「原居安老」。長遠來說，「具質素的選擇」才是長者住屋問題的新焦點，這與我們所發展的「長者安居樂」不謀而合。

房協早已將長者住屋定為未來發展的其中一個主要方向。我們將會因應這份報告的建議，作出短期、中期及長期的策劃。我們在復修中的滿樂大廈，將進行「通用設計」試驗計劃，令長者住戶可以在原來的單位「原居安老」。此外，並將成立「資源中心」，及編制一套「通用設計」的守則，供對長者房屋有興趣的人士參考。

關懷長者的工作涉及多個範疇，需要政府、商界及第三部門共同合作，才能有效推行。我們希望這份研究報告有助整個社會，包括政府及私人機構，策劃未來的長者住屋計劃。

Message from the Chairman

The sale result of Serenity Place is indeed encouraging. Over 1,200 units have been snapped up within just one month since its launch in early May.

In fact, given the current market conditions, it is not easy to sell out the remaining 1,485 units in Serenity Place. Not only do we need to sharpen the competitive edge of the property, consideration has also to be taken to avoid imposing a negative impact on the property market. While planning for the sale, I had visited the show flats of a development in the same region of Serenity Place with colleagues from the Property Development Division. I had also held a brainstorming session with colleagues from different divisions to explore ways to make our property more attractive. In the end, we decided to adhere to the time-honoured mission of the Housing Society – to serve each and every resident with love and care. Besides, Members of the Executive Committee had also offered very good ideas in great support of the sales strategy.

As I see it, the success of Serenity Place is attributed mainly to the concerted efforts of all at the Housing Society. The property management staff had demonstrated genuine care and concern for the residents and colleagues from different divisions had actively and candidly offered their opinions. Then we have the meticulous planning of the Property Development Division and the devotion of over 60 colleagues on site. Our team spirit, as exemplified by all these efforts, is truly admirable and deeply touching.

Such loving and care is not only reflected in our customer service; it also forms the basis of our business plans. In view of the fast-

ageing population of Hong Kong, the issue of elderly housing must be addressed, and the sooner the better. Thus, the Housing Society commissioned the University of Hong Kong in March last year to conduct a “Comprehensive Study on the Housing Needs of the Elderly in Hong Kong”. The findings were announced in June this year.

The Study suggests that the future development of elderly housing in Hong Kong should be geared towards the “Housing with Care” model to enable “Ageing in Place”. The report also presents “Quality with Choice” as the new focus of elderly housing in the long run, a concept that underlies our Senior Citizen Residences (SEN) Scheme.

In fact, the Housing Society has long identified elderly housing as one of the major areas of its future development. We will take the recommendations as the basis for long-term, medium-term and short-term planning. We will try out the recommended “Universal Design” concept on Moon Lok Dai Ha which is under rehabilitation to enable “Ageing in Place” for the elderly residents. Moreover, we will set up a “Resource Centre” and develop a code of “Universal Design” for reference by people who are interested in elderly housing.

For effective implementation, work on elderly care calls for tripartite cooperation among the government, the business community and third-sector organisations as it involves a wide scope of services. We hope that the Study can contribute to the planning of future elderly housing programmes in both the public and private sectors.