

展望未來

房協在半世紀以來,一直致力服務社群,以提升廣大市民的生活質素為己任,並奉行審慎理財的原則,運用來自 出租屋邨和出售樓宇的收入貢獻社會,建設更多房屋, 為有需要的家庭提供資助。

累積五十年的房屋發展和專業物業管理經驗,房協得到政府的支持和信任,獲委任為代理人,執行和發展不同類型的房屋計劃,合作達成下一世紀的房屋發展目標。

香港正面對經濟轉變、人口增長、大陸移民來港、人口 和市區老化等社會問題,而這些因素將會為香港房屋 政策帶來更大的挑戰。房協仍會憑藉過往的基礎,善用 經驗,繼續在香港的物業發展和房屋管理方面竭力服務。 一直以來,房協籌建的房屋,均致力提升居住環境和 改善生活質素。未來,仍會繼續為中等收入的社群建造

Vision For The Future

For the past 50 years, the Housing Society has sought to serve the community and improve the quality of life for the people of Hong Kong. Operating on the principle of prudent commercial principles, the income derived from its rental estates and sale of flats has gone back into building and subsidising more homes for the public.

The Housing Society's experience of 50 years in professional housing development and management has served to reinforce the Government's confidence in the organisation, utilising its expertise as an administrator and developer to act as its agent for the highly ambitious housing programme it has set out to accomplish by the next decade.

Economic changes, population growth, immigration from China, an aging population, and growing urban decay are factors that pose new housing challenges for Hong Kong. Built on its past success, the Housing Society will continue to play a prime role in property development and estate management in Hong Kong.

Throughout the Housing Society's history as a developer, every effort has been made to design developments to complement and enhance the environment and the quality of life of our tenants. We will continue to provide quality, well-designed homes for middle-income groups. Senior Citizen Residences, a housing scheme for middle-income elderly, will be launched next year. Based on the concept of "lease for life", the project will provide homes with ancillary services to meet the special needs of the owners.

品質優良、設計周全的居所,其中一項為中等收入家庭 長者而設,並為他們提供所需服務的綜合房屋發展計劃, 亦將會在下年度展開。

同時,房協亦將會協助政府執行《長遠房屋策略白皮書》 所述的「混合發展計劃」,以代理人身分,在招標至出售 的過程中,與政府和物業發展商緊密合作。

房協向來致力參與香港的房屋發展工作,勇於擔當房屋 實驗室的角色,接受新挑戰。展望未來,房協將會秉承 傳統,進一步將使命發揚光大,與香港同步成長、一起 進步。





馬鞍山雅景臺 Park Belvedere, Ma On Shan

The Mixed Development Scheme initiated by the Government under its Long Term Housing Strategy will be another scheme the Housing Society will administer. As an agent, the Housing Society will work together with the Government and property developers from tender to completion and sale.

The Hong Kong Housing Society has always served as a pioneer, catalyst, educator and role model in the development of Hong Kong's housing programme. It will continue to achieve its vision to better serve and grow with the community of Hong Kong.

