

主旨: HKHS's Responses Towards the Population Policy  
附件: Letter to Steering Committee on Population Policy.pdf

Attached please HKHS's responses towards the population policy. Original will be delivered by hand tomorrow.



21 February 2014

Secretariat  
Steering Committee on Population Policy  
26/F, Central Government Offices  
2 Tim Mei Avenue, Tamar,  
Hong Kong

Dear Sirs,

**Hong Kong Housing Society's ("HS") Responses  
Towards the Population Policy ("PP")**

HS is in support of Government's initiative in formulating a sustainable Population Policy to tackle the forthcoming demographic challenges. This should go a long way towards shaping the development of related public policies to drive Hong Kong's economic and social growth as Asia's world city.

Admittedly, the population growth will put much pressure on our socio-economic growth and public services development, with housing provision being one of the key cornerstones. As a strategic partner of the Government with a mission to provide affordable housing and related services for the people of Hong Kong, HS will continue our endeavor to explore, and more importantly implement, housing schemes as needed to suit the strategic direction of the population policy to be established.

HS's views responses to the PP are detailed in **Appendix I**, and the salient points are highlighted as follows:-

- Mutual care and support among cross generation should be promoted. The elderly generation can help the family to raise children and take care of the simple family matters. This helps to release the young homemakers return to labour force by lessen their barriers to work.
- In order to retain and attract the talented people to work in HK, the pre-requisite is the provision of quality and yet affordable accommodation. A policy to diversify housing provision and disposal arrangements to meet the needs of different talented groups should be accorded with priority consideration.

- In fostering a supportive environment for the young couples to form and raise families, housing provision promoting cross generation (長幼共融) as piloted by HS should be encouraged.
- Facing an ageing population, HS had already implemented various supports and initiatives to promote an age-friendly environment for elderly people to stay active in the community, through enhancing both the hardware & software side of the housing designs as well as creating opportunity for our elderly residents to participate in voluntary works. HS will continue our pace in introducing other innovative initiatives to better serve the needs of elderly people in different market segments, with a target to support HK to become an age-friendly city.
- Retirement housing on the Mainland will give wider choice for the local elderly people. In support of this direction, HS is prepared to share the experience of elderly housing operation to facilitate and enhance such provision.

Meanwhile, should you have any queries regarding our responses, please feel free to contact me at tel: 2839-7678, or my colleague Mr. Daniel Lau, Director (Development and Marketing) at tel: 2839-7734.

Yours faithfully,



Wong Kit-loong  
Chief Executive Officer & Executive Director

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**Summary of Housing Society's View and Responses**  
**Towards The Population Policy ("PP")**

**Chapter 2: Unleashing the Potential of Existing Population**

Questions	HS's Responses / Observations
<b>Extend working life</b> <ul style="list-style-type: none"> <li>How can we help mature workers stay in the labour force longer? Job matching services? Training programmes? Any others?</li> </ul>	<ul style="list-style-type: none"> <li>Flexible and more creative retirement opportunities, including new job posts may be introduced to tap the valuable experience and continued contributions from the mature workers.</li> </ul>

**Chapter 4: Complementing our Existing Population and Workforce with New Sources**

Questions	HS's Responses / Observations
<b>Talent admission</b> <ul style="list-style-type: none"> <li>Should Hong Kong adopt a more proactive "we seek you" strategy on talent admission? If so, what can Government, businesses, industries and other sectors do to reach out to and bring in the needed talent?</li> </ul> <p>Should we target our talent admission schemes (such as Quality Migrant Admission Scheme) towards specific groups that would facilitate Hong Kong's development in key industries?</p>	<ul style="list-style-type: none"> <li>The Government should analyze the gaps in the Hong Kong population in terms of the types of talents and the volume of workforce required in various sectors, and proactively encouraged suitable talents to come to Hong Kong.</li> <li>Import of labours could be considered to ease the tense work force situation in industries like construction, elderly care etc., with the interest of the local workers to be properly addressed and balanced.</li> </ul>
<ul style="list-style-type: none"> <li>Are there barriers that deter talented people from working in Hong Kong? If so, how can we reduce or eliminate these barriers?</li> </ul>	<ul style="list-style-type: none"> <li>Quality and affordable housing is one of the key factors to retain the home-grown talent and attract talent from abroad (including mainland, overseas, and returning Hong Kong emigrants, etc.).</li> <li>In order to be effective, housing provision should be diversified in terms of type, disposal (sale or rent) etc. to meet the needs and affordability of the talents within different income groups.</li> </ul>

	<ul style="list-style-type: none"> <li>• Our two completed purposely-design Senior Citizen Residence (SEN) projects were well received by the local elderly. These projects, supported with comprehensive care services, would be an option to attract talented families with elderlies to return by reducing their barriers for caring for aging parents.</li> </ul>
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## Chapter 5: Fostering a Supportive Environment for our People to Form and Raise Families

Questions	HS's Responses / Observations
<ul style="list-style-type: none"> <li>• What can we do to help young couples overcome the major hurdles of affordable housing, education and childcare?</li> </ul>	<ul style="list-style-type: none"> <li>• Priority should be placed on measures which can help middle-income young couples to meet their housing needs.</li> <li>• One possible way is to provide housing scheme at appropriate rental level to the young couple, enabling them to save for the purchase of their own homes in future.</li> <li>• The Government should explore the feasibility to introduce measures in the housing policy/flat allocation policy to encourage co-habilitation of the young and the old generations. HS's cross generation project at Shau Kei Wan ( Harmony Place 樂融軒-with private flats for sale and elderly for lease under the same roof) could be an option to promote cross generation support and care (長幼共融).</li> </ul>



## Chapter 6: Embracing Opportunities in an Ageing Society

Questions	HS's Responses / Observations
<p><b>Active Ageing and Age-friendly Environment</b></p> <ul style="list-style-type: none"> <li>What are the key areas we need to improve to build an age-friendly city that can help elderly people to stay active in the community?</li> </ul>	<ul style="list-style-type: none"> <li>HK should strive to become an elderly friendly city with the building of supportive environment to enable elderly people to stay healthy, active and independent. Among all, Housing is an important domain for achieving Age-friendly Environment.</li> <li>In the hardware side, uniform design standard with age-friendly features for both private and public housing should be encouraged e.g. Universal Design (UD) guidelines.</li> </ul>
	<ul style="list-style-type: none"> <li>In the software side, integrated care, social, medical and relevant supporting services should be introduced into housing design and there should be services to cope with the changing needs of an individual elderly as they age (both health and mental).</li> <li>Apart from age-friendly provisions to enhance elderly care in the living environment, there should be IT software/applications to facilitate elderly and housewives to work at home.</li> <li>HS has been pursuing various initiatives in promoting Active Ageing and Age-friendly Environment as follows, and will continue to work closely with Government, NGOs etc to continue serving the elderly: <ul style="list-style-type: none"> <li><u>Housing Schemes</u> <ul style="list-style-type: none"> <li>Low income - Elderly flats in rental estates</li> <li>Middle income - Senior Citizen Residences Scheme (SEN)</li> <li>High income - Tanner Hill Project (Joyous Living)</li> </ul> </li> <li><u>Social Projects</u> <ul style="list-style-type: none"> <li>Elderly Resources Centre (ERC)</li> <li>Ageing-in-Place Scheme (AIP)</li> <li>Elderly Safe Living Scheme (ESLS)</li> <li>Enhanced Elderly-friendly provisions for Clague Garden Estate</li> </ul> </li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>How can we encourage and facilitate elderly people to undertake volunteer service?</li> </ul>	<ul style="list-style-type: none"> <li>More efforts should be made to encourage the “young old” to serve the “old old”. In this respect, HS has been organizing our elderly residents to participate in voluntary works to contribute their skills and expertise.</li> </ul>

<p><b>Silver Hair Market</b></p> <ul style="list-style-type: none"> <li>• What sort of products and services tailored for elderly people would you like to see in the market? How can the Government facilitate the development of the silver hair market?</li> </ul>	<ul style="list-style-type: none"> <li>• The Government should take an active leading role or help providing an effective platform to coordinate the diversified services or products, including care, medical, housing, etc. tailored-made for the silver hair market.</li> </ul>
<p><b>Retiring on the Mainland</b></p> <ul style="list-style-type: none"> <li>• What support measures are needed to facilitate elderly people to retire on the Mainland, particularly in the Guangdong?</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of retirement housing on the Mainland would provide wider accommodation choices for the local elderly. Towards this direction, HS is prepared to offer help by way of skill and knowledge transfer, experience sharing in terms of elderly housing operation.</li> </ul>