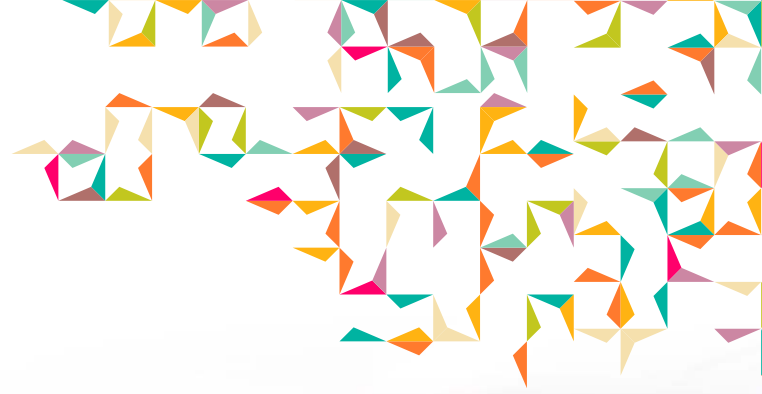


@home

ISSUE 36 • Mar 2021



Happy
TO BE HERE



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Happy

TO BE HERE



Dear Colleagues and Friends

Today is my first day at HDB. I am delighted to come onboard, and thought I should drop a quick message to say hello and introduce myself.

Some of you may know that I was the CEO of NEA for the past two and a half years, until yesterday. Before NEA, I was the Deputy Secretary (Development) in MND for slightly more than four years, looking after Housing, Research and Corporate matters for the MND family. Coming back to HDB as your CEO thus feels like a homecoming to me.

Since the change of CEO was announced about three months ago, I have been keeping in touch with DCEOs Chun Wah, Mike, ACEO Randy and the Senior Management of HDB. I have also touched base with our key stakeholders, like the HDB Board and colleagues in MND. In addition, I have received some briefs from the respective HDB Groups and held a couple of informal chats with selected HDB staff. This is really to help me

bridge the two year gap in which I was away from the MND family, get to know some key staff early and ensure a smooth leadership transition in HDB. Through the onboarding briefs, it is gratifying to see the substantial progress made on some old issues which I had been familiar with from my MND days – it is like watching the fitting sequel of a good movie! At the same time, I am happy to know of the many new and innovative developments and initiatives that HDB has embarked on, as well as bold and exciting plans that we have for the future. At a more personal level, I am delighted to renew old ties and see many familiar HDB faces, staff whom I have had the privilege of meeting or working with during my last stint at MND. All in, I feel very at home, and thank you for your warm welcome to the HDB family.

It is an honour and privilege for me to join HDB as your CEO, to lead this outstanding organisation which has been a pillar in Singapore's nation-building, growth and transformation. HDB celebrated its 60th birthday last year, a significant milestone by any measure in Singapore. Today and into the future, HDB remains committed and steadfast in our mission to provide affordable, quality housing and a great living environment where communities thrive. Much has been said and written about Singapore's public housing success story. But at the heart of this success and illustrious history are the people and faces behind HDB – you and I, who will make the difference. HDB is fortunate to have a loyal, dedicated and passionate workforce, both past and present, who have not only met the home ownership dreams of a vast majority of our population, but also put Singapore on the world map with the quality of our homes and living environments. Our challenge today is to build on this success, and bring HDB and Singapore's public housing to even greater heights.

I know this past year has been a challenging one for all of us. I have caught up on the various tracks

that HDB has been spearheading or contributing towards, and thank you for your sterling contributions as part of One Public Service. There is still some way to go in our collective fight against COVID-19, and HDB will continue to play a key role in Singapore's reopening and recovery efforts. We need to be prepared for this, and continue to make adjustments to the new post-COVID normal.

I would like to thank DCEO Chun Wah for stepping in as Acting CEO over the past two months, and doing more than his fair share. I am indebted to him, and the Top and Senior Management of HDB for leaning in during this transition. An introductory message like this will also not be complete without expressing my sincere appreciation to former CEO Koon Hean for her outstanding leadership of HDB in the past 10 years, and her significant contributions to the Public Service and Singapore over almost four decades of distinguished service. She has left a deep imprint in the urban landscape and housing development of Singapore. After a decade at HDB, she also leaves behind big shoes for me to fill. She has not left the MND family though, and I am sure we will be able to continue tapping on her rich insights and experience where required.

Finally, my immediate focus is to settle in as quickly as possible. I also plan to reach out to as many of you as possible over the next few months, through visits, briefings or just informal chats. It may take me a while though, given the size of HDB, and to get up to speed on all issues. But I will get there; and in the meantime, I ask for your patience in this initial period. I look forward to meeting you soon, and working together with all of you to meet the homeownership aspiration of Singaporeans, and to build an even better and brighter future for Singapore.

Do continue to stay safe, and see you soon!

Meng Dui
CEO



Paving the Way to Dream Homes

House-hunting involves several steps, ranging from planning your finances and enquiring about housing loan options, to finding information on housing options and available flats for purchase.

But the new HDB Flat Portal takes the hard work out of planning and HDB house-hunting. Launched on 13 January 2021 by Minister for National Development, Mr Desmond Lee, the one-stop portal aims to streamline and simplify the transaction process for buying and selling HDB flats, providing information buyers and sellers would need via a single integrated platform.

Let's take a closer look at the features that the portal currently offers, such as:

Customised financial calculators for flat buyers to estimate their budget and help them understand the payments involved at different milestones when buying a new or resale flat. This will allow them to plan their finances before committing to the purchase. Flat sellers may also use the sales proceeds calculator to approximate their proceeds before selling their flat.

My Flat Dashboard

What would you like to do?



I have a Resale Flat Application

Proceed to Resale Portal



I have a New Flat Application

Proceed to MyHDBPage

Use the quick links to assist you in your flat purchase or sale



Resale Portal

Embark on a journey, step by step, to buy a resale flat or sell your flat.



Calculators

Check your finances before you begin buying or selling your flat.



HLE letter

Confirm your eligibility to take up an HDB housing loan.

New flat listing service on the current and upcoming new flats for those who are considering buying a flat from HDB. They will be able to search for available units that are within their budget. HDB is looking to include resale flat listings in subsequent phases.

Integrated loan listing service

within the budget and payment plan calculators to provide estimates and comparisons of housing loans from HDB and the six participating financial institutions, namely DBS Bank Limited, Hong Leong Finance Limited, Maybank Singapore Limited, Oversea-Chinese Banking Corporation Limited, Sing Investments & Finance Limited and United Overseas Bank Limited. With holistic information on the housing loan options, buyers can make informed decisions in planning for their flat purchase.

Upcoming Build-To-Order

Community Care Apartments will be offered in the Feb 2021 BTO Sales Launch. Click here for more details.

Upcoming BTO

Bukit Batok (Feb 2021)

Available flat types:
2-Room Flex, 3-Room, 4-Room, 5-Room

Upcoming BTO

Kallang/Whampoa (Feb 2021)

Available flat types:
2-Room Flex, 3-Room, 4-Room

Upcoming BTO

Tengah (Feb 2021)

Available flat types:
2-Room Flex, 3-Room, 4-Room

Upcoming BTO

Toa Payoh (Feb 2021)

Available flat types:
4-Room, 5-Room

Upcoming BTO

Toa Payoh (Feb 2021)

Available flat types:
3-Room, 4-Room

Upcoming BTO

Toa Payoh (Feb 2021)

Available flat types:
4-Room, 5-Room

This follows the launch of the HDB Resale Portal in January 2018, which has halved the time required for resale flat transactions from 16 weeks to around 8 weeks, and reduced the number of appointments with HDB from two to one.

What's more, we will implement three new features on the HDB Flat Portal later this year:



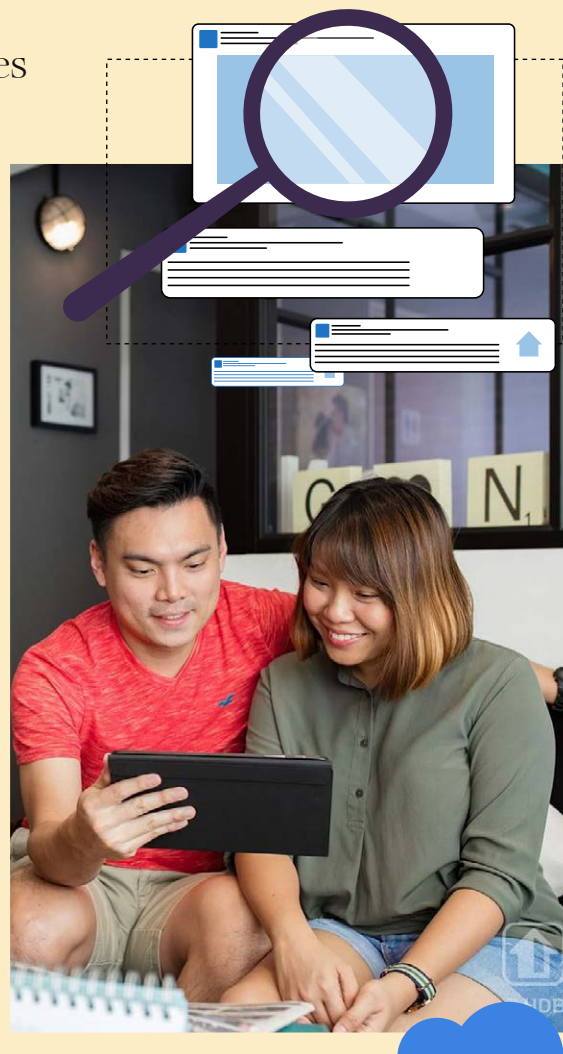
HDB Flat Eligibility (HFE) letter, which will replace the HDB Loan Eligibility (HLE) letter, to enable flat buyers to have upfront clarity on their total housing budget and financing options so that they can make prudent housing decisions. It will inform flat buyers of their eligibility for a new/resale flat purchase, housing grants and HDB housing loan, including the amount of housing grants and HDB housing loan that they are eligible for.



Integrated loan application service with the participating financial institutions to enable flat buyers to apply for In-Principle Approvals and Letters of Offer from participating financial institutions. This reduces the need for flat buyers to submit their housing loan applications to the financial institutions separately.



Digital platform to guide new flat buyers on their housing journey. Some features of this platform include offering relevant information at appropriate milestones during the flat purchase process; helping flat buyers to plan ahead by working out their financial/payment plans early; and allowing flat buyers to book their preferred key-collection appointment slots.



With our innovative spirit and customer-centric focus, we can encourage more flat buyers to take the first step to plan and search for their dream HDB home. And they can count on us to be right there with them, with new solutions and initiatives to take us forward in the next lap of our customer service journey.

Rekindling the *Rampung Spirit,* the Urban Way



“We’re old already... it’s good to have neighbours looking out for one another in this community.”

Mr Tan Soon Huat, 67

HDB, together with the Ministry of National Development and Ministry of Health, successfully launched a new public housing concept in December 2020 for seniors aged 65 and above, much to the applause of many who yearn for an affordable option to age well in place. This could be seen by the overwhelming number of applications for the Build-to-Order exercise in February 2021 with over 700 seniors applying for 169 available units in our pilot at Harmony Village @ Bukit Batok!

“It’s good to stay in an old folks’ community... (where) there will be people to take care of me and I will also have peers of the same age group to mingle with.”

Ms Densy Kum, 55

Coined the **Community Care Apartments**, the concept aims to expand the offering of residential options to seniors, helping them to age independently within the community.

Join us as we discover the must-knows of the Community Care Apartments!

1. Care Services at Your Doorstep

A unique offering is the affordable access to basic services such as

- round-the-clock emergency response; and
- care and support services with an onsite community manager, including assistance with simple home fixes.

Optional services such as housekeeping, meal and laundry services, and shared caregiving are also available at an additional cost.



Communal spaces on every floor for seniors to mingle and take part in community activities.

Precinct pavilion

Open space for residents to participate in activities



Strolling path

Welcome plaza



Hawker centre

Fitness station

Senior-friendly exercise machines for residents



Activity centre

Community garden

2. Amenities Under One Roof

A variety of amenities are integrated within the estate to bring greater convenience to our seniors. Harmony Village @ Bukit Batok is also nestled in proximity to retail, leisure and public transport amenities!



3. A Thoughtful Personal Space



showroom video



Let us show you how we have designed a 32sqm ready-to-move-in unit, integrated with senior-friendly features!

DD(Design Development 1) Koh Kok Hian and
DD(Projects Development & Marketing) Chan Yoke Teng.



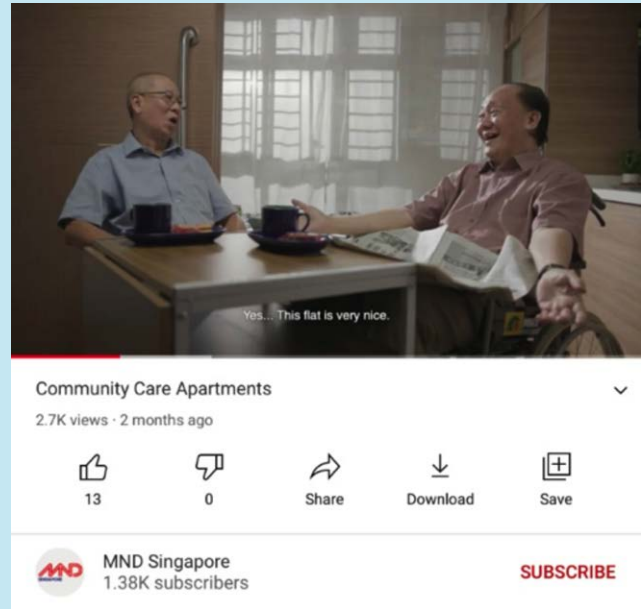
The exhibition ran from 14 December 2020 to 31 March 2021 at the HDB Hub Atrium, with over 5,000 visitors.

Stay tuned as Harmony Village @ Bukit Batok comes alive in 2024, and kudos to our HDB colleagues who have made this happen in one way or another!

You may also check out this video for an overview of what the Community Care Apartments have to offer, as well as Minister for Social & Family Development Masagos Zulkifli's reflections from his engagement with seniors at the exhibition on 25 January 2021!



official video on
Community Care Apartments



Minister Masagos' Facebook post



TRANSFORMING

the Heartland Retail Experience

Our retail landscape has been evolving and with the rise of e-commerce, our heartland retailers are growing to be more tech savvy. Workshops were held in 2019 to gather feedback on what could be done to help these retailers overcome challenges and improve their businesses, while bringing greater convenience to their customers – and the common goal was to revitalise the heartland retail experience in order to remain attractive and relevant to shoppers.

Hence, our two new mobile apps were born! The RetailerLink and ShopperLink apps serve as an extension of our existing Where2Shop directory that hosts a listing of HDB malls and shops. These one-stop digital platforms were both developed as part of our efforts to help our heartland retailers go digital and provide our residents with an enhanced shopping experience.





RetailerLink

1. Profile product and service offerings to a wider audience

To digitalise their business, retailers can upload their products and services onto the app, or even share their latest promotions and launches. Building their online presence gives them greater reach to a wider group of customers.

2. Directly engage with customers via the chat messaging function

The built-in chat function allows retailers to respond to customers' queries, or even schedule appointments when needed. Providing such personalised services and increasing engagement with customers can help build customer loyalty.



ShopperLink

1. Browse the offerings at heartland shops virtually

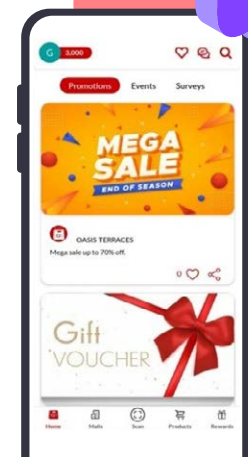
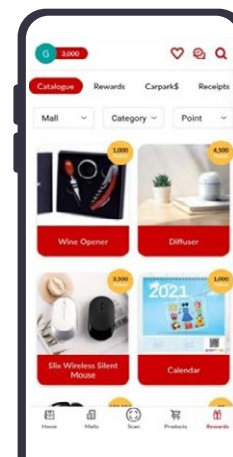
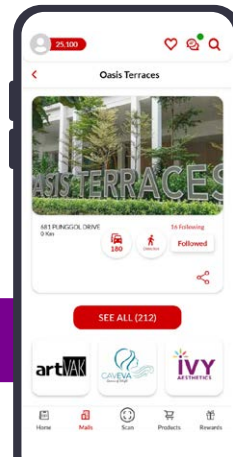
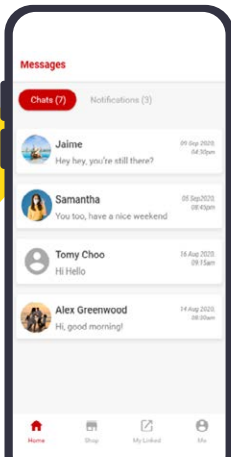
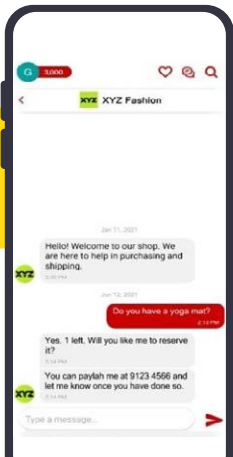
Shoppers can conveniently browse through these retail stores and view their products and services prior to visiting the shops. With the chat function, they can contact retailers directly to check on available stocks or make advance orders.

2. Earn reward points when you shop at HDB malls

A rewards programme tailored to shoppers' preferences has been introduced. By uploading photos of their receipts, shoppers can receive points to exchange for a variety of rewards such as parking credits or to make gift redemptions.

3. Find out about promotions and events at HDB malls

Other than being able to view products and services offered by retailers, the app also gives shoppers access to a comprehensive directory of the available shops and services, as well as ongoing events and programmes at the mall. Shoppers can sign up for mall events, or choose to be updated on the latest happenings.



“The RetailerLink and ShopperLink apps were developed as a digital solution for our retail landscape in the heartlands, to help boost retailers’ visibility online – allowing customers and retailers to reach out to each other digitally. With time, we will also look into adding new e-services to further support our retailers’ needs, and refine the apps for a better user experience.”

SCPRM Gibson Teo

To prepare for wide-scale implementation, we are currently trialing the apps at Oasis Terraces – our first New-Generation Neighbourhood Centre (NGNC)! Currently, nine in 10 retailers are onboard the RetailerLink app to showcase their offerings. We are also targeting to progressively roll the apps out to other HDB shopping complexes such as Canberra Plaza and Buangkok Square in the near future.

ShopperLink is available on the Apple App and Google Play Stores. If you happen to be visiting Oasis Terraces, download the app for free and enjoy all the benefits!



The *WOW* Calendar

FEB

Events

18 Feb ▶ Bringing Cheer to Radin Mas

Awards

1 Feb ▶ International Design Awards 2020 (Architecture - Low Cost Housing) - Bronze

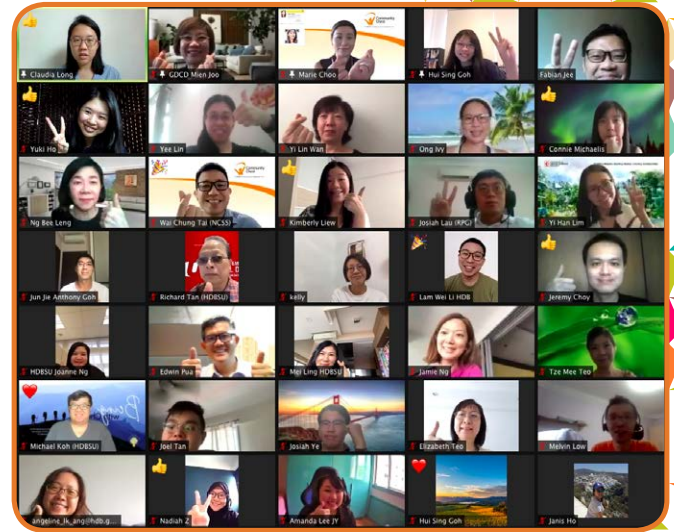


MAR

Events

11 Mar ▶ SHARE Committee e-Closing Ceremony 2021

15 Mar ▶ CEO's Visit to Bukit Panjang Branch



Parc Residences@Tengah

