

作為教育者：專業發展、公眾教育與對外事務



As an Educator: Professional Development, Community Education and External Affairs



作為教育者 AS AN EDUCATOR



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除了作為規管者外，確保地產代理業界的技能達到專業水平亦是監管局的法定責任。為履行此職能，監管局推行自願性持續專業進修計劃，藉以協助從業員提升、擴闊及掌握最新的專業知識。展望未來，邁向更高專業化以提升業界的執業水平將會是地產代理業正確的發展路向。誠如前文所述，監管局為此舉行了成立15年來首場的专业論壇，冀能建立一個讓各界分享地產代理業專業發展理念的平台。

同時，監管局亦十分重視推廣與消費者相關的知識，務求令消費者能夠保障自己的權益。年內，我們透過多個有效的宣傳渠道，讓公眾知悉有關物業交易的重要資訊，並繼續與傳媒及其他不同宣傳渠道合作，向消費者推廣實用知識。

與業界保持溝通對監管局非常重要，此舉不但讓他們知悉監管局的工作，還可讓他們就業界的發展參與討論。因此，監管局定期與業界商會及前線從業員舉行會議，並發布各種刊物及通告信函，提醒業界注意與執業相關的事宜。

持續專業進修計劃

監管局於2005年5月以自願參與形式推行持續專業進修計劃，鼓勵地產代理及營業員每年取得12個持續專業進修學分，當中核心科目不少於6個學分。

學習模式包括參加認可的講座、研討會、課程、網上學習活動、教授經認可的持續專業進修課程，以及擔任有助提升業界專業水平及形象的義務工作等。一般而言，每參與一小時的課程或網上學習活動，將可獲得一個學分。

持續專業進修活動可由監管局、政府部門，或經專業發展委員會認可的教育及培訓機構舉辦。其他主辦機構（如地產代理公司）舉辦的進修活動，必須經香港學術及職業資歷評審局的評核。



在2012/13年度，監管局舉辦了75場持續專業進修活動，吸引17,447人次參與。
In 2012/13, the EAA organised 75 sessions CPD activities, which attracted 17,447 enrolments.

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Apart from being a regulator, the EAA has a statutory duty to ensure competency of the trade. To discharge this duty, the EAA implements a voluntary Continuing Professional Development (CPD) Scheme which aims at enhancing, updating and broadening the professional knowledge of practitioners. Looking into the future, elevating the standards of the trade by moving towards higher professionalism would be the right direction. For this purpose, as mentioned before, the EAA held the first Professional Forum in 15 years in an attempt to establish a platform for sharing of ideas on the professional development of the trade.

The EAA also attaches great importance to promoting consumer related knowledge to enable consumers to protect their rights. In the year, we utilized effective publicity channels to familiarise the public with important concepts in property transactions. We also continued to collaborate with the media and a variety of other channels in a bid to promote useful knowledge for consumers.

It is also important for the EAA to keep in continuous communication with the trade, not only to keep them informed of the EAA's work, but also engage them in discussions on the development of the trade. To this end, the EAA held regular meetings with the trade associations and frontline practitioners, as well as issuing various publications and circular letters to alert the trade to matters relating to their practice.

Continuing Professional Development Scheme

The EAA launched the CPD Scheme on a voluntary basis in May 2005. Under the Scheme, estate agents and salespersons are encouraged to earn 12 CPD points every year, with at least six points from core subjects.

Modes of learning include attending approved seminars, lectures and courses; participating in web-based learning activities; teaching approved CPD courses; and taking part in *pro bono* work. Generally, one CPD point is awarded for each contact hour of classroom and web-based learning activity.

CPD activities are organized either by the EAA itself, the Government or educational and training institutions as endorsed by the Professional Development Committee (PDC). Accreditation by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications is required for activities organized by other providers such as estate agencies.

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持續專業進修活動的統計數字

本年度，各主辦機構合共舉辦了500場持續專業進修活動，吸引逾37,000人次參加，取得88,943個持續專業進修學分。參與人次上升1%，但所取得的持續專業進修學分則下降8%⁸。

在500場活動中，75場由監管局舉辦，參與人次為17,447人（約佔總參與人次的47%），較去年增加6%⁹。

與上年度比較，由地產代理業界舉辦的持續專業進修活動的參與人次下降1%。於2012/13年度，業界商會和地產代理公司合共舉辦了400場持續專業進修活動，吸引19,006人次參加（約佔總參與人次的51%）。

監管局持續專業進修活動摘要

15周年專業論壇

誠如前文所述，監管局為慶祝成立15周年，於2012年11月26日舉辦了名為「十五年發展與進步 • 邁向優質、專業、誠信新時代」的專業論壇。此專業論壇不但得到了參加者的好評，也啟發了地產代理業界思考如何提高行業的專業地位。監管局預期，未來將會舉辦更多同類的專業論壇以探索地產代理業界的發展方向，為提升地產代理專業水平帶來更多的啟示。



為慶祝成立15周年，監管局首次舉辦專業論壇，探索地產代理業界的發展方向。

In celebration of EAA's 15th Anniversary, the EAA held the first professional forum to explore the development direction for the estate agency trade.

誠信管理計劃

為配合監管局與廉政公署於2012年3月合作出版的《優質執業手冊》，監管局舉辦了兩場講座，由廉政公署首席防貪主任聯同監管局代表，向參加者闡釋《優質執業手冊》內關於物業交易實務、地產代理公司財務及人事管理方面的建議及指引。

⁸ 由於年內採取若干改善措施，自2012年8月起，大部分監管局舉辦的持續專業進修講座的時數由3小時縮短至2小時或1.5小時。此舉導致總學習時數減少，令持續專業進修學分總數下降。

⁹ 於2011/12年度，監管局舉辦的持續專業進修活動共有16,543人次參與。

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Statistics of CPD Activities Held

During the year, 500 sessions of CPD activities were organized by various activity providers with over 37,000 enrolments. A total of 88,943 CPD points were attained. The number of enrolments attained rose by 1%, but the number of CPD points decreased by 8%⁸.

Among the 500 sessions held, 75 were organized by the EAA with 17,447 enrolments (about 47% of the total enrolments), which is an increase of 6% over the previous year⁹.

The estate agency trade's participation in organizing CPD activities recorded a decrease of 1% in the number of enrolments, compared to the previous year. In total, 400 sessions of CPD activities were organized by either the trade associations or estate agencies in 2012/13, attracting 19,006 enrolments (about 51% of the total enrolments).

監管局及其他主辦機構於過往三年舉辦的活動數目及參與人次 Number of Activities Organized by the EAA and Other Providers and Number of Enrolments in the Past Three Years

	2010/11		2011/12		2012/13	
	活動數目 No. of Sessions	參與人次 No. of Enrolments	活動數目 No. of Sessions	參與人次 No. of Enrolments	活動數目 No. of Sessions	參與人次 No. of Enrolments
監管局 EAA	97	16,127	75	16,543	75	17,447
地產代理業界 Estate agency trade	368	16,962	357	19,069	400	19,006
其他主辦機構 Other providers	58	934	44	1,182	25	577
總數 Total	523	34,023	476	36,794	500	37,030

Highlights of CPD Activities Organized by the EAA

15th Anniversary Professional Forum

As mentioned before, in celebration of EAA's 15th Anniversary, the EAA held a Professional Forum titled “十五年發展與進步 • 邁向優質、專業、誠信新時代” on 26 November 2012. Not only was the professional forum well-received by the participants, it also inspired the estate agency trade to consider how the professional status of the trade could be advanced. It is anticipated that more professional forums of a similar kind will be held to explore the development direction for the estate agency trade and to provide insightful ideas for estate agents to raise their professional standards.

⁸ As a result of certain improvement measures being taken during the year, the duration of most EAA CPD seminars was reduced from three hours to two or 1.5 hours starting August 2012. This resulted in a drop in the total number of CPD points attained, as the total hours of learning has dropped.

⁹ There were 16,543 enrolments for EAA-run CPD activities in 2011/12.



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專題講座系列

為使從業員了解地產代理業內的最新動向及熱門議題，監管局推出了「專題講座系列」，並在外邀請專家就相關議題演講。於2012/13年度，監管局共舉辦了五場專題講座，內容涵蓋《旅館業條例》、住宅物業的樓面面積、附有違例建築工程的住宅物業、文物保育與相關活化計劃及村屋物業買賣實務等。於2012/13年度，五場專題講座共吸引了2,227人次參加（約佔監管局持續專業進修活動參與人次的13%）。

新執業通告講座

為協助從業員熟悉新執業通告的規定，監管局舉辦了相關的持續專業進修講座。於2012/13年度，監管局共舉辦了13場關於訂明表格印製規格及提供二手住宅物業樓面面積資料新執業指引的講座（包括粵語及英語課堂）。

為新入職持牌人及分行經理舉辦的培訓課程

年內，監管局繼續舉辦為新入職持牌人及分行經理而設的兩個為期24小時的培訓課程。過去，從參加者的回應，反映兩個課程尚有改善空間。由於兩個課程已開辦五年，為更配合業界的培訓需要，專業發展委員會決定革新課程內容，並由新編寫的執業實務系列及業務管理實務系列課堂所取代。革新方向包括縮短課堂時間、加強課程的實用性，以及增加與參加者的互動。

於2012/13年度，該兩個培訓課程共開辦了27節課堂，吸引了3,500人次參加（佔監管局持續專業進修活動總參與人次的20%）。

執業實務系列

監管局於年內開展及推出「執業實務系列」，內容主要針對從業員日常執業所需的知識、技能及他們經常遇到的問題，旨在協助前線從業員熟悉《地產代理條例》及其附屬法例、物業交易相關法律及實務、《操守守則》及執業通告所載的各項指引。課程內容輔以相關的個案分析及課後練習。

於2012/13年度，監管局共舉辦了16節執業實務系列培訓課堂，吸引3,483人次參加（佔監管局持續專業進修活動參與人次的20%）。

業務管理實務系列

鑑於地產代理公司及分行經理有法定責任妥善管理其地產代理業務，並確保轄下僱員或下屬遵守《地產代理條例》的規定，監管局開展了「業務管理實務系列」，教授地產代理公司及分行經理必須具備的知識及技能，例如：如何有效管理地產代理業務、僱傭法例、人力資源管理與財務原則等。年內，監管局已完成課程的籌備工作，並計劃於2013年5月推出系列的第一個講座。

其他講座

除上述課程外，為擴闊從業員的知識層面，監管局年內亦舉辦了其他講座，課題涵蓋授權書、大廈公契、土地買賣及更改土地用途等，並邀請測量師及律師主講，與從業員分享一些有趣的法庭案例。年內共舉辦了五場講座，吸引1,164人次參加（佔監管局持續專業進修活動總參與人次的7%）。

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Integrity Management Programme

To complement the Best Practice Checklist (“BPC”) jointly compiled by the EAA and the ICAC published in March 2012, two sessions focusing on the recommendations and guidelines provided in the BPC regarding practical issues of property transactions, financial and personnel administration of estate agencies were organized. The Principal Corruption Prevention Officer and a representative from the EAA jointly briefed the practitioners on such provisions.

Special Topic Series

To update practitioners with the latest trends and hot topics in the estate agency business, the EAA organized training activities under the “Special Topic Series” and invited external experts to speak on the subjects. In 2012/13, five seminars under this series were held covering topics relating to the Hotel and Guesthouse Accommodation Ordinance; floor area information of residential properties; residential properties with unauthorized building works; heritage buildings and relevant revitalization projects; and practice of property transaction for village house, etc. These feature seminars attracted 2,227 enrolments (about 13% of enrolments of EAA CPD activities) in 2012/13.

Seminars on New Practice Circulars

To help practitioners familiarize themselves with the provisions of newly issued Practice Circulars, relevant seminars were organized. In 2012/13, 13 sessions on the new policies on the printing format of prescribed forms and provision of floor area information for second-hand residential properties were organized, both in Cantonese and English.

Structured Training Courses for New Licensees and Branch Managers

The EAA continued to run the two structured training courses of 24-hours duration each for new licensees and branch managers during the year. Feedback collected from the participants revealed that there was room for improvement in these courses. As these courses have been held for five years, to better suit the training needs of the trade, it was decided by PDC that they should be revamped and replaced by courses under the newly developed Practical Issues Series and Practical Series for Business Management. The direction of the revamp included shortening the duration of the seminars, intensifying their practicality and enhancing interaction with the participants.

In 2012/13, 27 sessions were held under the two structured training courses attracting 3,500 enrolments (20% of the total enrolments of EAA CPD activities).

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網上學習

自2005年6月推出網上個案研習後，持牌人可在其方便的時間及地點參與一些網上學習活動。隨着網上學習愈來愈流行，監管局亦於2012年9月推出網上學習平台，並於本年度提供了「認識土地查冊」與「誠信公平可創富(1)」兩個網上學習活動，提升從業員對網上進修的體驗。未來，監管局將推出更多網上學習活動。

過往三年舉辦的持續專業進修活動 CPD Activities Held in the Past Three Years

		活動數目 (佔總數百分比) No. of sessions (% of total sessions)					
		2010/11		2011/12		2012/13	
(1) 核心／非核心	Core/Non-core						
核心	Core	420	(80%)	373	(78%)	389	(78%)
非核心	Non-core	103	(20%)	103	(22%)	111	(22%)
(2) 費用	Fees						
收費	Fee-paying	303	(58%)	244	(51%)	288	(57%)
免費	Free of charge	181	(35%)	218	(46%)	210	(42%)
部分獲政府資助	Partly Government-subsidised	39	(7%)	14	(3%)	2	(1%)
(3) 語言	Language						
粵語	Cantonese	406	(78%)	413	(87%)	469	(94%)
英語	English	28	(5%)	17	(4%)	14	(3%)
普通話	Putonghua	83	(16%)	40	(8%)	11	(2%)
雙語 (中文／英文)	Bilingual (Chinese/English)	6	(1%)	6	(1%)	6	(1%)
(4) 地點	Location						
香港島	Hong Kong Island	197	(38%)	171	(36%)	139	(28%)
九龍	Kowloon	294	(56%)	259	(54%)	313	(63%)
新界	New Territories	26	(5%)	40	(9%)	42	(8%)
網上遙距學習 (例如：網上個案研習)	Web-based distance learning (e.g. e-Quizzes)	6	(1%)	6	(1%)	6	(1%)

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Practical Issues Series

To help frontline practitioners familiarise themselves with the EAO, its subsidiary legislations, the law and practice relating to property transactions, the Code of Ethics and the directions laid down in the Practice Circulars, the EAA developed and launched in the year the *Practical Issues Series* which focuses on the knowledge and skills required in daily practice and the problems frequently encountered by practitioners. These courses were supplemented by relevant cases analysis and course-end assessment exercises.

In 2012/13, 16 sessions were organized under the Practical Issues Series attracting 3,483 enrolments (20% of the total enrolments of EAA CPD activities).

Practical Series for Business Management

As estate agency firms and branch managers are under a statutory duty to manage their estate agency business properly and ensure that their employees or subordinates comply with the provisions of the Ordinance, the *Practical Series for Business Management* was developed to cover areas, such as effective control of estate agency business, employment law, and principles in human resources management and finance, which are requisite knowledge and skills required of estate agency firms and branch managers. Preparations for the series were done in the year with the aim of launching the first seminar in May 2013.

Other Seminars

Apart from the above, to broaden practitioners' knowledge, seminars on issues concerning powers of attorney, deeds of mutual covenants, land sales and change of land use were also organized in the year. Surveyors and legal professionals were invited to speak at these seminars and share with practitioners interesting court cases on the subjects. In total, five sessions of these seminars were held, attracting 1,164 enrolments (7% of the total enrolments of EAA CPD activities).

E-learning

Since the launch of e-Quiz in June 2005, licensees have been able to undertake limited e-learning activities at a time and place convenient to them. In response to the growing popularity of web-based learning, the EAA launched an e-learning platform in September 2012. Two e-learning programmes were introduced in the year to enhance the mobile learning experience, namely, "Introduction to Land Search" and "It Pays to Play Fair and Proper (1)". More online activities will be launched in the coming years.

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公眾教育與對外事務

監管局 15 周年慶典

本年度，監管局舉辦了一系列活動慶祝成立 15 周年。除上文提及的專業論壇外，監管局亦於 2012 年 11 月 26 日舉行慶典，由運輸及房屋局局長張炳良教授與監管局董事局主席陳韻雲女士主禮。出席嘉賓逾 300 位，包括前任監管局成員、政府官員，以及來自澳門及商界的人士。藉着這次慶典，監管局的各方友好難得聚首一堂，而監管局亦藉此機會衷心感謝社會各界在過去 15 年來所給予的支持。

監管局亦於慶典上進行儀式，由行政總裁與中國房地產估價師與房地產經紀人學會的代表劉曉瑞女士交換紀念狀，象徵首屆內地與香港地產代理專業資格互認計劃圓滿結束，並恭賀首批經此計劃取得執業資格的香港及內地地產代理。

15 周年誌慶活動亦讓監管局有機會增進公眾對其工作的認識，有助爭取公眾對監管局工作的支持。為此，監管局舉辦了一系列活動，加強公眾對監管局及消費者資訊的認知，包括於各區舉辦巡迴展覽、透過電子傳媒發放宣傳片，以及編製刊物提供實用資訊。



監管局舉行 15 周年慶典，運輸及房屋局局長張炳良教授蒞臨主禮。The EAA organised a ceremony to celebrate its 15th Anniversary. Professor Anthony Cheung Bing-leung, the Secretary for Transport and Housing, graced us with his presence.

推廣消費者資訊

在 2012 年 10 月及 2013 年 3 月，監管局分別於全港各區的商場及港鐵站舉辦巡迴展覽，以展板形式介紹監管局過去 15 年的發展、提醒公眾進行物業交易時應注意事項，並協助公眾熟習實用面積的概念。此外，我們亦於展覽期間播放有關「實用面積」及「簽署地產代理協議」的宣傳短片（詳見下文），並向消費者派發載有實用資訊的小冊子及刊物。展覽活動共吸引約 3,000 人觀看及取閱資料，整體效果良好。

誠如前文所述，自 2013 年 1 月 1 日起，所有二手住宅物業均須提供「實用面積」資料。為協助公眾適應採用實用面積，監管局透過傳媒廣泛宣傳有關資訊，並製作相關主題的宣傳短片，自 2012 年 11 月起於各大電視台及電台播放，向公眾傳播有關訊息。

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Community Education and External Affairs

The EAA's 15th Anniversary

This year, the EAA celebrated its 15th Anniversary, and a series of activities were organized to mark the occasion. Apart from the Professional Forum which has already been mentioned above, a ceremony was held on 26 November 2012. The ceremony was officiated by the Honourable Professor Anthony Cheung Bing-leung, Secretary for Transport and Housing and Ms Vivien Chan, Chairman of the EAA Board. Over 300 guests including former Board Members, officials from the Government, guests from Macau and the trade attended. The ceremony provided a rare opportunity for friends and supporters of the EAA to meet, and for the EAA to express its gratitude for all the support that the community had rendered to it over the last 15 years.

At the ceremony, the CEO exchanged commemorative certificates with Ms Liu Xiao-rui, the representative of the China Institute of Real Estate Appraisers and Agents. This marked the completion of the first phase of the scheme on mutual recognition of professional qualifications of estate agents in the Mainland and Hong Kong. Congratulations were extended to estate agents from both sides who have qualified under the scheme.

The 15th Anniversary also served as a good opportunity for the EAA to leverage on the occasion to promote the public understanding of and support for the EAA's work. In this connection, the EAA held a series of activities to promote awareness of the EAA and consumer related knowledge. The activities included roving exhibitions held in different districts, Announcements in the Public Interest (API) launched on the electronic media, and also publications providing useful information.

Promotion of Consumer Information

Roving exhibitions at shopping arcades and MTR stations in various districts of Hong Kong were held in October 2012 and March 2013 respectively. Through informative display panels, the exhibitions sought to introduce the EAA's development over the past 15 years, to raise the public awareness on the points to note in property transactions, as well as to familiarise the public with the concept of saleable area. In addition, videos on "saleable area" and "signing an estate agency agreement" produced for the APIs described below were played; pamphlets and publications with useful information for consumers were also distributed at the exhibitions. The response of the exhibitions was generally positive, attracting about 3,000 visitors to view the exhibitions and obtain the materials.

As mentioned earlier, "saleable area" should be provided for all secondary residential properties with effect from 1 January 2013. In order to facilitate the public to adapt to the use of saleable area, the EAA utilized media extensively to publicize related information. An API on the subject was produced and has been aired on major TV and radio channels since November 2012, disseminating related information to the public.

作為教育者：專業發展、公眾教育與對外事務

多年來，地產代理業界在說服客戶簽署地產代理協議時一直面對不少困難，原因可能是客戶並不了解簽訂地產代理協議的重要性。有見及此，監管局製作了另一輯宣傳短片，自2013年2月起播放，藉此推廣簽訂地產代理協議的重要性。

為配合上述兩條宣傳短片，監管局亦印製了相關的海報及貼紙，廣泛派發給業界人士。

監管局亦繼續製作多份刊物，向消費者及從業員提供實用資訊。其中，我們於2012年12月出版全新的小冊子，名為《精明物業交易錦囊》，透過模擬個案及相關法規的闡釋，向消費者講解地產代理的角色及責任，並提醒消費者在置業時應注意事項。為加深公眾對監管局的了解，我們亦印製了載有監管局主要資訊的宣傳單張，公眾人士可於民政事務總署各區辦事處取閱。此外，於2012/13年度，監管局亦於四期持牌人通訊《專業天地》中，刊載紀律研訊案例，以供參考。



監管局舉辦巡迴展覽，向公眾推廣有關物業交易的資訊，並協助公眾熟習實用面積的概念。

The EAA organised roving exhibitions to promote information about property transaction, and to familiarise the public with the concept of saleable area.

與傳媒關係

監管局深明傳媒是我們與公眾溝通的重要橋樑，因此我們致力與傳媒保持緊密聯繫。藉着舉辦各種定期聚會，例如在2013年2月與前線記者舉行農曆新年聚會，以及於年中及年末舉行的簡布會等，監管局與傳媒已建立起衷誠的合作關係。為增加傳媒報道，監管局於2012/13年度就各項重大措施舉行了六次記者會，並發表了22篇新聞稿。監管局主席、行政總裁及行政部門高層管理人員亦接受了電子及印刷傳媒合共23次專訪。

此外，監管局亦與傳媒合作推廣消費者資訊。為推廣採用實用面積的新措施，監管局於2012/13年度在《信報》網站合共刊登10篇文章，作為宣傳方法之一。年內，監管局亦於《文匯報》撰寫15篇關於地產代理執業的專欄文章。

As an Educator: Professional Development, Community Education and External Affairs



For many years, the estate agency trade has faced difficulties in persuading clients to sign an estate agency agreement, probably due to clients' lack of understanding in the importance of the agreement. In view of this, another API promoting the importance of the signing of estate agency agreements has also been produced and launched to the public since February 2013.

To complement the above APIs, related posters and stickers were produced and widely distributed to the trade.

The EAA also maintained a wide variety of publications to provide useful information to consumers and practitioners. A new booklet titled *Smart Property Transaction Tips* was published in December 2012 to explain to consumers the role and responsibilities of estate agents and the points to note in property purchases through the illustrations of simulated scenarios and relevant regulations. A corporate leaflet containing key information about the EAA was also produced and made available at the Home Affairs Offices throughout the territory to enhance the public's understanding of the EAA. In addition, selected inquiry hearing case studies were also published in four issues of the EAA's licensee newsletter *Horizons* in 2012/13.

Media Relations

Considering the media as an important communication channel between the EAA and the public, the EAA strives to maintain close liaisons with the media. Through regular gatherings, including the Chinese New Year gathering with frontline journalists held in February 2013 and the mid-year and year-end briefings, the EAA has developed cordial relationships with the media. To maximize media coverage, the EAA organized six press conferences and issued 22 press releases on various major initiatives in 2012/13. A total of 23 feature interviews with the EAA Chairman, the CEO or senior management of the Administration with print and electronic media were also arranged.

Moreover, the EAA collaborated with the media to promote consumer information. As part of the campaign to promote the adoption of saleable area, the EAA contributed a total of 10 articles on the subject to the website of *Hong Kong Economic Journal* in 2012/13. Another 15 articles covering a wide variety of topics on estate agency practice were contributed to a column in *Wen Wei Po* during the year.



監管局舉行記者會，公布局方的新措施。
The EAA held press briefings to introduce its new initiatives.

作為教育者：專業發展、公眾教育與對外事務

與業界、政府及其他組織的聯繫

監管局非常重視以不同溝通方式與業界保持聯繫，讓其知悉本局的工作。於2012/13年度，監管局與主要業界商會代表舉行了六次季度的業界聯絡／特別會議，作為雙方定期交流的一部分。透過會議，監管局就新的政策建議諮詢商會代表，並討論共同關注的事宜。會上，業界可了解到正在草擬中的執業通告的要點，而監管局亦會就業界對實施執業通告的關注事宜，詳加闡釋並予以考慮。

自前一年度起，我們開始舉辦聚焦小組會議，與前線地產代理展開對話，討論地產代理業界趨勢及從業員所遇到的各種問題，以協助監管局為業界制定更實際可行的政策及措施。整體來說，參加會議的持牌人反應正面。於2012/13年度，監管局分別於屯門、東區、沙田及紅磡舉辦了四次聚焦小組會議。

為幫助業界掌握政府就物業市場推出的新措施，監管局舉辦特別會議，邀請政府代表向業界簡介有關措施，解答他們所關注的事宜。2012/13年度共舉行了兩次特別會議。

監管局會不時通過電郵或手機短訊發出信函或提示，提醒持牌人注意關於地產代理執業手法的若干規定或由政府推行的新措施。於2012/13年度，我們共發出23次提示。此外，監管局亦刊發了四期持牌人通訊《專業天地》，讓持牌人知悉本局的新監管措施及最新活動。公眾人士亦可於監管局網站瀏覽通訊。

監管局一直與各持份者、政府部門、法定及專業機構保持密切聯繫。年內，監管局與中國房地產估價師與房地產經紀人學會、廣東省房地產行業協會等香港境外的地產代理行業規管機構及專業組織，交流意見及分享經驗。



監管局與主要業界商會代表定期舉行業界聯絡會議，就執業的事宜交流意見。

The EAA held regular liaison meetings with representatives of major trade associations to exchange views on issues about the trade's practice.

As an Educator: Professional Development, Community Education and External Affairs



Liaisons with the Trade, the Government and Other Bodies

The EAA attaches great importance to communicating with the trade on the initiatives and work of the EAA through different platforms. As part of a regular dialogue with the trade, the EAA held six liaison/special meetings with the representatives of major trade associations in 2012/13. At these meetings, the trade representatives were consulted on the EAA's new initiatives, and issues of mutual concern were discussed. The trade was also briefed on the salient points of draft Practice Circulars at these meetings, with their concerns about implementing the Circulars clarified and noted for further consideration.

To establish a dialogue with frontline estate agents, in the previous year, we started meeting them through Focus Group Meetings. Through these meetings, information on estate agency practice trends and issues encountered by the practitioners were discussed, which helped us to formulate practical policies and measures for the trade to follow. Feedback from the attending licensees was positive overall. In 2012/13, the EAA conducted a total of four such meetings, respectively in Tuen Mun, Eastern District, Shatin and Hung Hom.

To help the trade to be conversant with any new measures taken by the Government relating to the property market, the EAA arranged a number of special meetings in which Government representatives were invited to brief the trade on these measures and addressed their concerns. In 2012/13, two such meetings were arranged.

From time to time, the EAA also issued letters or reminders in the format of email or SMS to licensees to remind them of the need to be aware of certain requirements relating to the estate agency practice or to any new Government measures. In 2012/13, a total of 23 such reminders were issued. In addition, a total of four issues of EAA's licensee newsletter *Horizons* were published to keep licensees informed of the EAA's new regulatory measures and latest activities. Members of the public could also read the newsletter through the EAA's website.

Throughout the year, the EAA maintained close liaisons with various stakeholders, Government departments, statutory and professional bodies. During the year, the EAA had also exchanged views and experiences with other relevant regulatory and professional bodies in the field of estate agency outside Hong Kong, such as the China Institute of Real Estate Appraisers and Agents and the Guangdong Real Estate Association.