



New Incentives of the Continuing Professional Development (“CPD”) Scheme

(27 February 2015) Further to the initiatives including the introduction of Gold and Silver Symbols and allowing estate agency practitioners to carry forward some CPD points to the next CPD period announced last year, the Estate Agents Authority (EAA) today announced another series of new incentive measures to encourage practitioners’ greater participation in the CPD Scheme. The new incentives have come into effect, allowing practitioners to earn more CPD points through the e-Learning platform.

The EAA attaches great importance to enhancing the professional standards of the trade through the implementation of the CPD Scheme. At the meeting of the EAA Professional Development Committee held earlier this month, a series of new incentive measures was endorsed in order to promote e-Learning programmes to the practitioners.

Chairman of the EAA Professional Development Committee Mr Yu Wai-wai, JP, said, “As network communication is more and more convenient, e-Learning becomes many people’s choice. It offers more opportunities for those practitioners seeking continuous learning without time and space constraints. I hope that after the launch of the new measures, more practitioners would participate in the CPD Scheme in a bid to enhance their level of professionalism and knowledge.”

Under the new incentive measures, within the CPD period commencing 1 October 2014 and ending 30 September 2015, one bonus core CPD point will be awarded to practitioners who have successfully accumulated every three core CPD points from their participation in the



EAA's e-Learning programmes. Moreover, to encourage practitioners to participate in various web-based learning activities, starting from 1 October 2014, when calculating the CPD attainment for each CPD period (i.e. from 1 October to 30 September of the following year), the number of CPD points earned by taking web-based distance learning activities is no longer capped until further review.

The EAA's e-Learning programmes, launched in September 2012, allow practitioners to participate in CPD activities at any time and any place by logging into the EAA's website. Currently, the EAA provides six e-Learning programmes in Chinese and three in English for practitioners to participate and the programmes are on different subjects.

For further details of the EAA's e-learning programmes, please visit the EAA website at www.eaa.org.hk (CPD Scheme > Upcoming CPD Activities > e-Learning programmes).

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