

邁向強制進修 提升專業水平

Making CPD mandatory to raise professional standards

地產代理監管局（監管局）的專業發展委員會早前就持續專業進修計劃的未來發展方向作出深入的討論，建議計劃的推行方式，由自願參與形式轉為強制性，進一步提升地產代理業界的專業水平和地位。

隨著社會大眾對於地產代理業界的專業知識和水平的期望日高，地產代理從業員必須持續進修，自我增值，才能提升專業水平，向客戶提供優質的服務。專業發展委員會相信，強制性持續專業進修計劃，有助提高從業員的執業水平，從而提升大眾對於地產代理服務的信心，加強保障消費者利益。

監管局行政總裁余呂杏茜女士說：「現時，不少專業已經推行強制性進修計劃。如果監管局規定地產代理從業員必須進修才符合續牌的資格，公眾人士對從業員的專業知識水平的信心會增強，從而提升業界的形

The Professional Development Committee (PDC) of the Estate Agents Authority (EAA) held in-depth discussions on the future development of the Continuing Professional Development (CPD) Scheme and proposed that the Scheme be run on a mandatory basis instead of a voluntary one to further raise the professional standards and status of the estate agency trade.

As public expectations of estate agency practitioners' professional knowledge and standards continue to grow, practitioners should pursue continuing learning for self-advancement so as to enhance their competence and provide quality services to their clients. The PDC takes the view that making the CPD Scheme mandatory is

象和地位。」她補充，個別非傳統的專業，例如註冊於香港房屋經理學會的房屋經理必須進修才可延續其會員的資格。

監管局於2005年以自願參與形式推出持續專業進修計劃，旨在提升地產代理業界的專業水平和協助從業員及時掌握行業的最新執業知識。為鼓勵從業員積極參與持續專業進修活動，監管局於2006和2008年推出兩項嘉許計劃，以表揚個別從業員和地產代理商積極進修增值。儘管監管局推出鼓勵措施，進修課程的參與率在2008年創出新高後便有下跌趨勢。因此，監管局就持續專業進修計劃轉為強制性展開了討論。

監管局的專業發展委員會於較早前的會議上建議，監管局制定強制性持續專業進修計劃時，應以下列五個原則為大前提：

- (一) 公平和簡單的機制
- (二) 以循序漸進的方式推行
- (三) 進修活動的模式可以多樣化，惟要設立機制確保培訓教材和教學的質素，使持牌人可從中受惠。
- (四) 歡迎其他機構（例如培訓機構）參與
- (五) 強制性進修計劃只訂明了從業員須符合的最低進修要求。長遠而言，可以考慮把強制進修計劃與教育局的「資歷架構」制度接軌

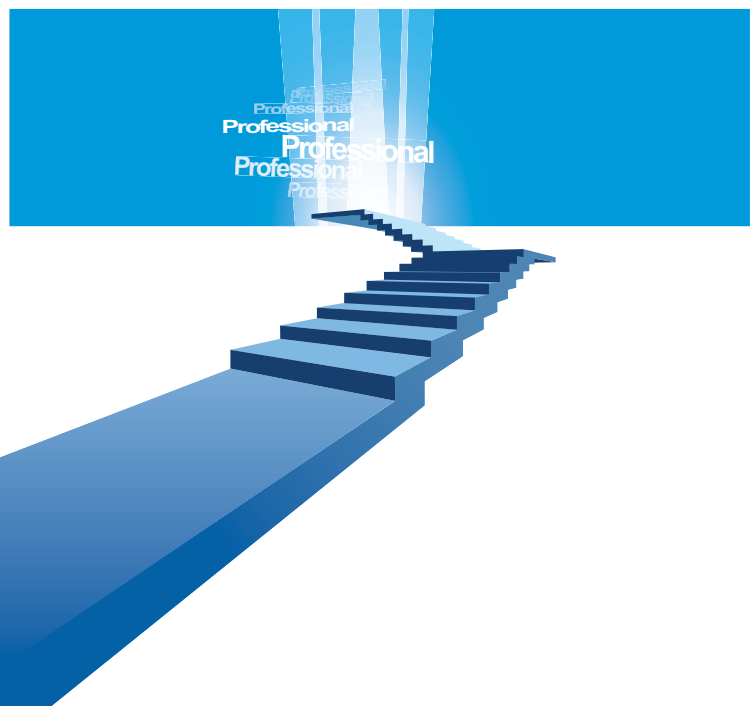
專業發展委員會認為，雖然強制性專業進修計劃無疑會增加個別從業員和地產代理公司須要投放的資源和花費的進修時間，但委員會成員考慮到業界的長遠發展和消費者對業界的期望愈來愈高，相信如果監管局以循序漸進的方式實施強制進修，可以為持牌人和消費者締造雙贏的局面。

過去數月以來，監管局已經通過業界商會聯絡會議向業界講解計劃初步構思和聽取業界意見，並已初步取得他們的支持。為了推出一個切合地產代理業界需要的強制性持續專業進修計劃，監管局將繼續透過專業發展委員會會議和業界商會聯絡會議等途徑，就有關方案進行討論，收集各方對計劃的意見。監管局希望，從業員能支持強制性持續專業進修計劃，一同為提升業界的水平和地位而努力。

conducive to raising practitioners' standards, and in turn, enhancing both public confidence in estate agency services and consumer protection.

EAA Chief Executive Officer Mrs Rosanna Ure said, "Currently, continuing learning is mandatory for a number of professions. If estate agency practitioners are required to participate in CPD activities as a condition to have their licence renewed, members of the public will have greater confidence in practitioners' professional competence. This in turn will enhance practitioners' image and status". She added that continuing learning is mandatory for some non-conventional professions: for example, housing managers who are registered at The Hong Kong Institute of Housing have to participate in training sessions if they would like to continue to be a member of the Institute.

The EAA launched the CPD Scheme on a voluntary basis in 2005 in a bid to raise the professional standards of practitioners and keep their knowledge up-to-date. In order to encourage practitioners to participate in CPD activities, the EAA introduced two schemes offering recognition for the learning efforts of individual practitioners and estate agency shops in 2006 and 2008 respectively. Despite these gestures, participation rates in CPD activities, after





監管局持續專業進修活動的參與率自去年起有下跌趨勢。
There was a downward trend in enrolment in CPD activities starting in 2009.

scaling new heights in 2008, showed a downward trend in the number of participants thereafter. Therefore, the EAA initiated a discussion on turning the voluntary CPD Scheme into a mandatory one.

At a recent meeting, the PDC of the EAA agreed that if the EAA launches a mandatory CPD Scheme, the following principles should be followed:

1. The mechanism should be fair and simple.
2. The Scheme could be implemented in a gradual and progressive manner.
3. The mode of training could be varied with a built-in mechanism in place to ensure the quality of the training materials and delivery and that licensees benefit from such training.
4. Involvement of external parties such as other training institutions would be welcome.
5. The mandatory CPD Scheme only sets the minimum requirement for licensees to fulfil. In the long run, consideration could be given to dovetail the mandatory training with the Qualifications Framework of the Education Bureau.

The PDC acknowledges that a mandatory scheme will involve investment by licensees as these training activities will inevitably require extra resources and time on the part of individual practitioners and agencies. However, considering the long-term development of the trade and the higher expectations of consumers, PDC members agreed that the proposal of turning the voluntary CPD programme into a mandatory one will be a win-win formula for both licensees and consumers.

Over the past few months, the EAA briefed the estate agency trade on the preliminary ideas to gauge their views on the proposal at trade liaison meetings, and the response was generally positive. With a view to putting in place a mandatory CPD Scheme which meets the needs of the trade, the EAA will continue to study its feasibility, collect feedback and garner the trade's support for the proposal through various channels, for example, PDC meetings and trade liaison meetings. The EAA hopes practitioners will support the mandatory CPD Scheme, which helps promote the professionalism and status of the trade.

監管局專業發展委員會主席李峻銘先生的意見 Message from Mr Eric Lee, Chairman of the EAA Professional Development Committee

專業發展委員會就強制性持續專業進修計劃的方案，進行了深入的研究和討論。經過考慮多方面的因素，權衡利弊後，委員會一致認同這個方案。

委員會認為，地產代理從業員處理的物業交易牽涉的金額龐大，也不時要處理各種複雜的情況，再加上市民對業界的要求日高，因此地產代理必須不斷進修增值，才能掌握最新執業知識，提升專業知識和能力，符合市民的期望。事實上，不少專業已經推行強制性持續進修，地產代理業的重要性絕不下於其他專業，實行強制性進修計劃相信可以提升從業員在公眾心目中的專業形象。

專業發展委員會也討論了計劃所需的資源和配套。為了讓業界有足夠的時間適應新計劃，監管局打算以循序漸進的方式實施強制性進修計劃；另一方面，監管局會與各方面保持聯繫，一同探討如何作出適當的配套措施。

委員會期望，在新計劃正式實施之前，從業員應把握機會，積極參與持續專業進修活動，為將來配合新計劃作好準備，並就新計劃發表意見。



地產代理業界商會代表的意見 Views from representatives of estate agency trade associations



香港地產代理專業協會會長關樂平先生支持推行強制性持續專業進修計劃。他認為進修課程的內容應該多元化，不宜把課程分為核心和非核心科目。他又建議設立多種進修渠道，例如網上課程，讓從業員進修時的彈性更大。

President of the Society of Hong Kong Real Estate Agents Mr Denys Kwan supported the proposal to make continuing learning mandatory for estate agency practitioners. He recommended that CPD courses cover a wide array of subjects and not be classified into core and non-core ones. He suggested a more diverse mode of learning to allow more flexibility for practitioners, such as offering online courses.



香港地產代理商總會前主席李純鶴先生同意以循序漸進的原則實施強制性持續專業進修計劃，不過監管局應制定清晰的推行時間表。倘若監管局委託其他機構舉辦部分課程，應評審課程的內容，確保課程質素。

Former Chairman of the Hong Kong Real Estate Agencies General Association Mr Li Shun-hok also agreed that the voluntary CPD Scheme should be turned into a mandatory one, but in a gradual and progressive manner, with a clear implementation timetable. He suggested that if the EAA engages other organisations to organise some of the CPD activities, the former has to ensure the quality of these courses should meet prescribed standards.



地產代理聯會主席郭德亮先生認為如果推行強制性持續進修計劃，應該以循序漸進方式進行，並且要安排好各項配套措施。進修學分要求方面，則可以用每年遞增形式，讓地產代理業界更易於適應新計劃，同時建議保留進修嘉許計劃，鼓勵同業們積極進修增值。

Chairman of the Property Agencies Association Mr Tony Kwok commented that if the EAA makes continuing learning mandatory for the estate agency trade, it should implement the new Scheme in a gradual and progressive manner, and should ensure the necessary measures are adopted. He said the EAA could consider increasing the CPD point requirement every year to enable the trade to adapt to the new requirements. He also suggested the EAA retain the recognition schemes to encourage practitioners to take part in CPD activities.

The PDC has embarked on a thorough deliberation on the proposal to make the voluntary CPD Scheme mandatory and agreed that it is the way forward for the estate agency trade and its practitioners.

The Committee recognises that estate agency practitioners handle property transactions which involve substantial amounts of money and the process can be complicated. Moreover, there have been rising public expectations of the estate agency trade. Therefore, to meet public expectations, practitioners should keep themselves abreast of the latest knowledge, develop their professional expertise and raise their competence through continuing training. In fact, mandatory CPD is common in many professions and the estate agency sector is certainly no less important than those professions. A mandatory CPD Scheme is therefore

essential in enhancing the professional image of practitioners among members of the public.

The PDC also discussed the resources and measures required for the proposed Scheme. In order to allow enough time for the trade to adapt to the new arrangements, the EAA will put in place a mandatory CPD Scheme in a gradual and progressive manner. In addition, the EAA will communicate closely with the various parties to work out the necessary measures needed for the implementation.

The Committee hopes that practitioners will prepare for the new Scheme by participating actively in CPD activities and express their views on the proposed arrangements before the new Scheme is implemented.



香港專業地產顧問商會會長汪敦敬先生同意監管局以循序漸進方式推行持續專業進修計劃，而課程不宜分為核心和非核心，令進修計劃的機制更簡單和靈活。

President of the Hong Kong Chamber of Professional Property Consultants Mr Lawrence Wong supported the idea of putting in place a mandatory CPD Scheme in a progressive manner. He also commented that CPD courses should no longer be categorised into core and non-core subjects, in order to make the Scheme simpler and more flexible for the trade.



香港新界地產代理商聯會會長廖志明先生認為監管局可以外判進修課程予其他機構舉辦，並監察這些課程的內容和質素是否切合地產代理業界的需要。

President of the H.K.N.T. Estate Agents and Merchants Association Mr Liu Chi-ming suggested the EAA outsource CPD courses, and monitor the content and quality of the courses to ensure they meet the trade's needs.



地產代理管理協會會長葉潔儀小姐也同意強制性持續專業進修計劃以循序漸進方式實施。另外，監管局可委託地產代理商會或其他機構舉辦部分持續專業進修活動。

President of the Estate Agents Management Association Ms Kitty Ip also agreed with the idea that the EAA should implement a mandatory CPD Scheme in a gradual and progressive manner. She also said the EAA could consider engaging estate agency trade associations or other institutions to organise CPD courses.



地產代理（從業員）總公會主席吳元興先生贊成監管局以循序漸進的原則推行強制性持續專業進修計劃，進修學分要求可每年遞增。他希望課程的上課模式能夠更互動，課堂內容要實用，切合業界的工作需要。

Chairman of the Estate Agent Association Mr Ng Yuen-ching agreed that the EAA should make training mandatory for the trade in a progressive manner and that the CPD point requirement should be increased annually. He hoped that the mode of learning could be more interactive and the content of the courses should meet practitioners' practical needs.



地產代理人員協會主席何潔芝女士建議持續專業進修課程要實用有趣，有助從業員執業，為客戶提供更優質的服務。

Chairman of the Property Agents Association Ms Rosanna Ho said that CPD courses should be practical, interesting and helpful for estate agency practitioners, so as to enable them to provide quality services to their clients.