



EAA's Annual Report wins international design award

(21 April 2011) The annual report of the Estate Agents Authority (EAA) for the financial year of 2009-2010 won "Silver" award in the category of "Annual Report - Non-profit Organizations" of the Astrid Awards 2011, a renowned international design award. This is the first time the EAA's annual report has won an international design award.

The theme of the cover design of the winning annual report is a mollusk shell, which symbolizes exquisiteness and perfection. It represents the EAA's determination to set high standards of ethics and conduct befitting the estate agency trade. The EAA also inserted in the report page dividers with different types of shells as the theme, complemented with precise tag lines. The dividers not only serve to highlight the main work areas of the EAA, but also make the report more vivid and colorful.

EAA Chairman Ms Vivien Chan said, "I am very proud of this award and my congratulations to our corporate communications team and all EAA colleagues who have done such a work of pride and joy."

The EAA attaches great importance to the preparation of annual reports as it is an important channel to communicate the EAA's work to the public and stakeholders. To increase the transparency of the EAA's work, the EAA furnishes to the Secretary for Transport and Housing an annual report every year, which is also laid before the Legislative Council. The annual reports, providing an account of the EAA's mission, its work and financial position in a financial year, aim to enhance stakeholders' understanding of the EAA's work and increase the transparency of the body, thus garnering public trust and support. The EAA has striven to upgrade the quality of the reports through improvements and innovations made to its content, design and pictures, with an aim to convey the EAA's beliefs, mission and work to the public more effectively.

Astrid Awards is an internationally renowned award set up in USA, with an aim to recognize outstanding achievement in design communications every year. The list of winners for 2011 has been announced and details are available at the website of the Astrid Awards: <http://www.mercommawards.com/Astrid%20pages/winners.htm>

The winning annual report is available at the EAA's website: www.eaa.org.hk.



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Press Release



The design of the cover and page divider of the winning annual report symbolizes the EAA's mission and work.

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