

## 宣傳、公眾教育及對外事務

### PUBLICITY, COMMUNITY EDUCATION AND EXTERNAL RELATIONS

監管局在過去一年繼續積極向公眾推廣地產代理條例，並透過各項外展教育活動及利用不同的宣傳渠道闡述在發牌及規管制度下，消費者在物業交易中可得到的保障。

The EAA continued to promote the Estate Agents Ordinance and its subsidiary legislation to the general public. The emphasis was on the protection that consumers would enjoy under the licensing and regulatory system and what citizens might do to complement agency practice by complying with the regulations. Such messages were disseminated through the strategic use of mass media and outreach educational activities.

#### 巡迴展覽 ROVING EXHIBITIONS

走進社區是公眾教育的重點之一。監管局在人流密集的地方如大型商場及沿線有大型屋苑的火車站和地鐵站等舉行巡迴展覽，展覽介紹了消費者在物業交易過程中應注意的事項。是年度一共舉辦了19次巡迴展覽。

Reaching out to the community was an essential part of the community education initiative and roving exhibitions featuring the essential points of estate agency from a consumer perspective were mounted at major shopping centres, large residential estates and points of high-density pedestrian traffic such as KCR and MTR stations. During the year under review, 19 such road shows were held.



香港地鐵站 Hong Kong MTR Station	4/2001
葵芳新都會廣場 Metroplaza, Kwai Fong	5/2001
荃灣地鐵站 Tsuen Wan MTR Station	7/2001
九龍維港灣 Island Harbourview, Kowloon	8/2001
觀塘地鐵站 Kwun Tong MTR Station	9/2001
旺角火車站 Mongkok KCR Station	
粉嶺火車站 Fanling KCR Station	10/2001
荃灣廣場 Tsuen Wan Plaza	
中環遮打花園 Chater Garden, Central	
青衣地鐵站 Tsing Yi MTR Station	11/2001
沙田新城市廣場 New Town Plaza, Shatin	
沙田帝堡城 The Castello, Shatin	12/2001
金鐘地鐵站 Admiralty MTR Station	



馬鞍山新港城商場 Sunshine City Plaza, Ma On Shan	1/2002
大埔新達廣場 Uptown Plaza, Tai Po	1/2002
屯門市廣場 Tuen Mun Town Plaza	2/2002
元朗雍翠豪園 Greenfields, Yuen Long	3/2002
上水廣場 Landmark North, Sheung Shui	
將軍澳東港城商場 East Point City, Tseung Kwan O	

## 社區講座 COMMUNITY TALKS

為令市民明白物業交易流程中的各種須知事項，認識和了解自己在地產代理條例下的權與責，監管局社區教育組的職員不時與大型屋苑管理處合作舉辦社區講座，為居民講解法例，在2001/02年度，一共舉辦過8場社區講座。

Community talks have been organised since the early days of the Practice Regulation to familiarise citizens with how their interests in property transactions may be safeguarded under the Estate Agents Ordinance, and what they should do to complement the agents' compliance efforts. During the year under review, eight such talks were organised.



香港城市大學 City University of Hong Kong	7/2001
--	--------

九龍維港灣 Island Harbourview, Kowloon	8/2001
--------------------------------------	--------

馬鞍山翠擁華庭 Monte Vista, Ma On Shan	11/2001
------------------------------------	---------

青衣灝景灣 Villa Esplanada, Tsing Yi	1/2002
------------------------------------	--------

屯門海琴軒 Grand Pacific Views, Tuen Mun	1/2002
--	--------

元朗雍翠豪園 Greenfields, Yuen Long	3/2002
----------------------------------	--------

將軍澳新都城 Metro City, Tseung Kwan O	
-------------------------------------	--

九龍漾日居 The Waterfront, Kowloon	
----------------------------------	--



## 資源中心 THE EAA RESOURCE CENTRE

資源中心設有小型圖書館，為市民及從業員提供關於地產代理條例及處理物業交易的資訊，當值職員也會協助有意參加地產代理專業試的人士備試。中心藏有監管局出版書刊、香港及內地物業買賣的參考書籍及與地產代理業相關的法例資料，另外資源中心也備有由監管局培訓組舉辦過的地產代理專業講座錄影帶，歡迎並鼓勵現職從業員觀看，以不時增進個人的專業知識。

在是年度，資源中心訪客中不少人都會用中心的藏書和視聽教材作為備試之用，亦有不少持牌人觀看了講座錄影帶的重播，令其專業知識得以擴闊和提升。在 2001/02 年度，中心共有訪客 9,179 人次，其中約七成為業內人士。



## 宣傳活動 PROMOTIONAL ACTIVITIES

監管局在各大報章刊登簡單易明的標語橫額廣告向大眾宣傳在地產代理條例下新的作業模式。其中包括：“放盤搵樓，要委託有牌地產代理”，“地產代理應向客戶提供有關樓齡、面積、用途及產權負擔等物業資料”、“放盤搵樓，要與代理

The EAA Resource Centre continued to be a reference library for both estate agents and citizens interested in knowing more about property transactions. Staff members are on hand to provide an enquiry service on licence and practice matters. The collection held at the Centre comprises publications of the EAA, books and journals on legal subjects related to property transaction and estate agency, government publications of relevant interest and other reference materials on topics such as contract, agency, and property trading in the Mainland. The Centre also holds a collection of training videos and the recordings of talks and seminars given by the EAA.

During the year under review, many visitors to the Resource Centre made use of the publications and audio-visual materials there to prepare for the qualifying examinations, while reference works and video recordings of the seminars conducted by the EAA helped licensees to expand and enhance their professional knowledge. There were a total of 9,179 visitors to the Centre during the year, of whom about 70% were members of the trade.

Efforts were made to heighten the community's understanding of estate agency practice under the regulatory system. Banner advertisements were placed in major newspapers to convey succinct messages such as “Appoint only licensed estate agents to handle your property transactions”, “Estate agents must provide property information to their clients”, “Sign the Estate Agency

簽訂法例規定的地產代理協議”和“代理必須先得業主同意，按業主指示的放盤價搵登廣告”等訊息。這些簡單直接的訊息還在其他主要交通工具上展示。

除此之外，監管局亦以故事形式製作了一系列電台廣告，廣泛教育市民在物業買賣時必須注意的事項。



Agreement for better protection”, and “Agents must seek landlord’s consent before listing and listing price must be advertised according to instruction”. These messages were also advertised in major public transport systems.



Apart from advertisements in the print media, promotion on radio channels was also sought through the broadcast of APIs (announcements in the public interest) and short stories.

## 互聯網頁 WEBSITE

監管局網頁一向為公眾及持牌人提供監管局最新資訊，而監管局出版刊物亦可於監管局網頁瀏覽。鑑於部份持牌人未擁有電腦或未習慣使用互聯網，監管局仍會以印刷形式出版刊物派發予各持牌人，而培訓及考試組亦繼續為持牌人開辦更多對地產代理行業相關的電腦及互聯網頁應用技術課程。因此，互聯網頁將發展成為監管局及業界互傳訊息的重要渠道。



The EAA website has been in place to provide for quick and easy access to EAA information and the Authority is gradually uploading its publications, where appropriate, to the website. Hard copies of publications, however, will continue to be distributed to licensees in consideration of the fact that there are some practitioners who are still not yet equipped with the resources and knowhow required

for internet access. The Training and Examinations Section meanwhile is inviting more course providers to offer to practitioners programmes on the use of the internet in estate agency. It can be anticipated that, in the days to come, the website will be an even more important channel for the transmission of EAA messages to the trade.