



## 公眾教育及宣傳 Community Education and Publicity

在過去一年，監管局繼續向公眾推廣監管局的工作與《地產代理條例》及有關法規。

During the year under review, the Authority continued to work towards a better understanding of the work of the Authority as well as the Estate Agents Ordinance (EAO) and the related rules and regulations in the community at large.

### 公眾教育

公眾教育旨在推廣《地產代理條例》及各附例，特別是《常規規例》。在過去一年，監管局在大型商場、地鐵和火車沿線的屋苑和車站，一共舉辦了 11 場展覽，向市民大眾介紹消費者在物業交易過程中的各項須知。監管局亦聯絡各屋苑管理處，舉辦了 6 場社區講座，讓市民了解《地產代理條例》如何保障本身的權益。

### Community Education

Community education programmes consisted of activities to promote public understanding of the EAO and its subsidiary legislation, in particular the Practice Regulation. During the year 11 roadshows featuring essential aspects of estate agency from a consumer perspective were staged at major shopping centres, larger residential estates and other points of high-density pedestrian traffic. Community lectures were given at six locations to familiarise citizens with how their interests in property transactions may be safeguarded under the EAO.



巡迴展覽	Roving Exhibitions	日期 Date
尖沙咀中港城商場	China Hong Kong City, Tsim Sha Tsui	04/2003
藍田麗港城商場	Laguna Plaza, Lam Tin	05/2003
西九龍中心	Dragon Centre, Kowloon	06/2003
馬鞍山雅濤居商場	The Waterside Shopping Mall, Ma On Shan	06/2003
鯽魚涌康怡廣場	Kornhill Plaza, Quarry Bay	07/2003
沙田第一城	City One Plaza, Shatin	08/2003
旺角始創中心	Pioneer Centre, Mongkok	09/2003
太和火車站	Tai Wo KCR Station	03/2004
元朗廣場	Yuen Long Plaza	03/2004
東港城商場	East Point City, Tseung Kwan O	03/2004
柴灣新翠商場	New Jade Garden, Chai Wan	03/2004

社區講座	Community Lectures	日期 Date
西營盤社區綜合大樓禮堂	Community Hall, Sai Ying Pun Community Complex	06/2003
馬灣柏麗灣	Park Island, Ma Wan	10/2003
九龍曉暉花園	Scenic Views, Kowloon	10/2003
元朗加州花園	Palm Springs, Yuen Long	11/2003
東涌海堤灣畔	Seaview Crescent, Tung Chung	11/2003
將軍澳中心	Park Central, Tseung Kwan O	12/2003

就業講座	Career Talks	日期 Date
香港青年協會杏花村青年空間	HKFYG Heng Fa Cheun Youth S.P.O.T. *	08/2003
保良局莊啟程預科書院	Po Leung Kuk Vicwood K T Chong Sixth Form College	11/2003
明愛聖若瑟中學	Caritas St. Joseph Secondary School	01/2004
棉紡會中學	Cotton Spinners Association Secondary School	01/2004
明愛聖芳濟各中學	Caritas St. Francis Secondary School	02/2004

就業展覽	Career Exhibitions	日期 Date
香港青年協會茵怡青年空間	HKFYG Yan Yi Youth S.P.O.T.*	09/2003
香港青年協會乙明青年空間	HKFYG Jat Ming Youth S.P.O.T.*	10/2003
香港青年協會隆亨青年空間	HKFYG Lung Hang Youth S.P.O.T.*	10/2003
香港青年協會祥華青年空間	HKFYG Cheung Wah Youth S.P.O.T.*	11/2003
香港青年協會坪石青年空間	HKFYG Ping Shek Youth S.P.O.T.*	11/2003
明愛聖約瑟中學	Caritas St. Joseph Secondary School	01/2004
屯門建生青年空間	HKFYG Kin Sang Youth S.P.O.T.*	01/2004
紡織學會美國商會胡漢輝中學	TIACC WHF Secondary School	02/2004
路德會呂明才中學	Lui Ming Choi Lutheran College	03/2004

\* Youth S.P.O.T.: Space for Participation, Opportunities and Training

### 宣傳活動

監管局繼續透過不同媒介向公眾推廣《地產代理條例》，以簡單鮮明訊息及個案，向公眾灌輸在委託地產代理處理物業交易時候的須知事項。在過去一年，監管局接獲 73 個傳媒查詢，在各項關於法律及執業問題上提供實用的資訊。

### Promotional Activities

Publicity efforts continued to be mounted to foster community-wide awareness of the EAO and the Authority through strategic and appropriate release of information through the media. In addition, the Authority made 73 responses to press enquiries during the year under review, providing information on legal and practical issues regarding estate agency.



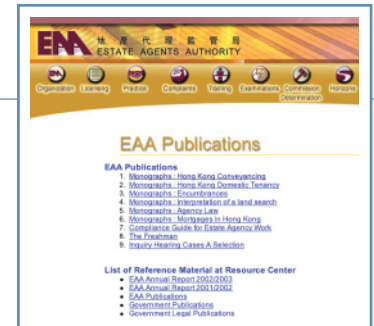
### 資源中心

監管局資源中心繼續為持牌人及市民提供關於地產代理業的最新資訊，和物業買賣交易的知識。資源中心藏有監管局出版的書刊、關於物業交易的參考書籍，以及其他與地產代理業有關的法律資料。另外，中心也備有監管局培訓組曾經舉辦的各類專題講座錄影帶，方便從業員及市民觀看。

### The EAA Resource Centre

The EAA Resource Centre continued to serve both licensees seeking more knowledge and information about their profession, and citizens interested in learning more about estate agency and property transactions in general. The collection comprises publications of the Authority, books and journals on legal subjects related to property transaction and estate agency, and other reference materials on topics of relevant interest. The Centre also holds a collection of training videos and the recordings of talks and seminars given by the Authority.





### 互聯網頁

監管局利用互聯網頁有效地為持牌人及市民提供一切有關發牌及監管行業的最新資訊。為進一步加強網頁內容，監管局更將大部份出版刊物上載於互聯網，讓訊息更快及更廣泛流傳。

### 出版刊物

監管局在是年度出版的新刊物包括專題論集《香港樓宇按揭》，《地產代理業辭彙》，監管局亦出版了2003年第二期及2004年第一期「賬目查詢檔案號碼」電腦光碟。

### Authority Website

The Authority Website has been an effective means for both licensees and citizens to access latest information on licensing and regulatory matters. As part of an ongoing upgrading process, a wider variety of EAA publications were added to the website during the year under review for more extensive dissemination of EAA messages and information, and for ease of reference by both practitioners and the community.

### Publications

During the year under review, the Authority published the *Monograph on Mortgages in Hong Kong* and *A Glossary of Terms for the Estates Agency Industry*. The Authority also released two CD-ROMs on the *Rating and Valuation Department Account Enquiry Numbers*.