公眾教育及宣傳
COMMUNITY EDUCATION AND PUBLICITY

在本年度，監管局繼續透過一系列的推廣活動，以及與傳媒的聯繫，加深社會人士對監管局職能及《地產代理條例》及其有關法規的認識。

During the year under review, the Authority continued to promote a better understanding of the Estate Agents Ordinance (EAO), other relevant rules and regulations, as well as the functions of the Authority through extensive publicity activities and liaison with the media.

公眾教育

在 2004/05 年度，監管局在火車站和大型商場舉行了 14 場巡迴展覽，向公眾介紹物業交易過程中的各項須知。監管局亦舉辦了 6 場社區講座，藉此讓公眾了解《地產代理條例》如何保障消費者的權益。

Community Education

In 2004-05, 14 roadshows were held at various train stations and major shopping centres. Essential aspects of estate agency, packaged in a consumer-friendly way, were introduced to the public. The Authority also delivered six community talks to enhance the public's awareness of how their interests in property transactions may be protected by the EAO.

巡迴展覽	Roadshows	日期 Date
九龍城廣場	Kowloon City Plaza	07/2004
觀塘廣場	Kwun Tong Plaza	07/2004
屯門錦華商場	Kam Wah Shopping Arcade, Tuen Mun	08/2004
荃灣愉景新城	Discovery Park Shopping Centre, Tsuen Wan	09/2004
馬鞍山廣場	Ma On Shan Plaza	10/2004
上水廣場	Landmark North, Sheung Shui	11/2004
火炭火車站	Fo Tan KCR Station	11/2004
大埔新達廣場	Uptown Plaza, Tai Po	12/2004
葵芳新都會廣場	Metroplaza, Kwai Fong	01/2005
將軍澳中心	Park Central, Tseung Kwan O	01/2005
沙田新城市廣場	New Town Plaza, Shatin	02/2005
荃灣廣場	Tsuen Wan Plaza	03/2005
上水火車站	Sheung Shui KCR Station	03/2005
粉嶺火車站	Fanling KCR Station	03/2005

社區講座	Community Talks	日期 Date
沙田曉翠山莊	Pristine Villa, Shatin	04/2004
馬鞍山觀瀾雅軒	Baycrest, Ma On Shan	05/2004
大埔寶馬山	Grand Palisades, Tai Po	07/2004
馬鞍山海典灣	Ocean View, Ma On Shan	10/2004
九龍凱帆軒	Hampton Place, Kowloon	11/2004
將軍澳廣場	Tseung Kwan O Plaza	01/2005

就業講座	Career Talks	日期 Date
香港專業教育學院黃克競分校	Hong Kong Institute of Vocational Education (Haking Wong)	04/2004
馬登基金柴灣明愛中學	Caritas Chai Wan Marden Foundation Secondary School	05/2004
香港四邑商工總會陳南昌紀念中學	The Hong Kong SYC & IA Chan Nam Chong Memorial College	08/2004
崇正中學	Tsung Tsin Middle School	12/2004

就業展覽	Career Exhibitions	日期 Date
香港專業教育學院沙田分校	Hong Kong Institute of Vocational Education (Sha Tin)	04/2004
香港專業教育學院柴灣分校	Hong Kong Institute of Vocational Education (Chai Wan)	04/2004
崇正中學	Tsung Tsin Middle School	12/2004
香港專業教育學院葵涌分校	Hong Kong Institute of Vocational Education (Kwai Chung)	03/2005

公眾教育及宣傳
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傳媒聯繫

監管局繼續舉辦新聞發佈會，通過傳媒發放合適的相關資訊。在本年度，監管局解答 126 個傳媒查詢，在各項關於地產代理業的法律及執業問題上提供資訊。

Media Liaison

The Authority continued to host briefings and press conferences to release relevant information through the media. During the year, the Authority made 126 responses to media enquiries, supplying information on legal and practical issues related to estate agency.

資源中心

資源中心為持牌人及公眾人士提供有關地產代理業及物業交易的資訊。資源中心備有監管局出版的書刊、與地產代理有關的法律書籍、期刊，以及其他相關的參考資料。中心亦備有監管局過去舉辦的培訓、專題講座及研討會的錄影帶。

The EAA Resource Centre

The EAA Resource Centre provides information on estate agency and property transactions to licensees and the general public. Publications of the Authority, books and journals on legal subjects related to estate agency, and other relevant reference materials are available. The Centre also holds a collection of training videos and recordings of seminars and talks organised by the Authority.

監管局網站及出版刊物

監管局經常更新網站內容，向公眾迅速發佈最新資料。持牌人及市民可透過網站索取有關發牌、規管事項、執業、專業發展及投訴等各方面的最新資訊，方便快捷。

Web Site and Official Newsletter

The Authority constantly updated its web site to release information widely and effectively. The site has been a convenient means for licensees and citizens to access latest information on licensing, regulatory affairs, practice, professional development and complaints.

本年度，監管局共出版了兩期《專業天地》。地產代理從業員可由此而獲得監管局的活動資訊。監管局亦在年內出版了 2004 年第二期及 2005 年第一期「賬目查詢檔案號碼」電腦光碟。

During the year, the Authority published two issues of *Horizons*, the official newsletter on the activities of the Authority. The Authority also released two CD-ROMs on the *Rating and Valuation Department Account Enquiry Number*.