

## The Year in Review: Community Education and External Affairs

本年度，地產代理監管局繼續致力向市民大眾、傳媒和商會等傳達各種訊息，藉以提高社會人士對《地產代理條例》的認識及對監管局工作的支持。

### 業界聯繫

本年度，監管局成員與高層管理人員曾多次出席業界會議及活動，就許多執業實務問題廣泛交流意見，並向業界代表闡釋最新的執業通告及監管局的工作。他們亦到新樓盤及地產代理店舖視察，以親身了解前線從業員工作的情況。這些活動均有助監管局與業內人士共同推動業界邁向專業化。

During the year, EAA made extensive efforts to convey its various messages to stakeholders – including the public, media and trade associations – with an aim of fostering greater community understanding of the Estate Agents Ordinance and support for EAA's work.

### Liaison with the trade

During the period under review, EAA members and senior management attended many trade meetings and functions in which views were exchanged on a variety of practice issues and trade representatives briefed on new Practice Circulars and EAA initiatives. They also paid visits to first-sale sites and estate agency shops to gain first-hand knowledge of the work of frontline practitioners. Such activities were conducive to the concerted drive by EAA and the trade for a higher degree of professionalism.



### 公眾教育

在2005/06年，監管局在香港不同地區共舉辦了14場展覽，目的是向公眾介紹監管局的工作、香港地產代理行業的規管及發牌制度，以及地產代理從業員的職責。該等展覽也向消費者提供一些關於委託地產代理的實用提示。此外，監管局的工作亦深入社區，在不同屋苑舉行講座。本年度，監管局共舉行了7場屋苑講座。

監管局作為地產代理行業的發牌機構，亦積極舉辦就業講座和展覽，藉此向有

### Public education

In 2005/06, 14 exhibitions were held in different parts of the territory to introduce the work of EAA, the regulatory and licensing regimes for estate agents in Hong Kong and the duties and responsibilities of an estate agent to the public. The exhibitions also provided informative tips for consumers when appointing an estate agent. In addition, EAA reached out to the community by delivering talks to residents of different housing estates. Seven such talks were held during the year.

As the licensing body of the estate agency trade, EAA actively participated in career talks and career exhibitions, explaining the

意加入地產代理行業的人士解釋發牌要求及資格考試等事宜。

監管局製作了一套介紹監管局的短片，於展覽場地播放。此外，監管局亦即將完成一套公眾教育短片，讓公眾透過輕鬆的短劇，瞭解監管局的職能。

### 傳媒聯繫

在向公眾解釋監管局的工作方面，傳媒扮演著重要角色，是監管局的夥伴。本年度，監管局一共向傳媒發布了26篇新聞稿，並舉行了7次新聞發布會，向各界公布監管局的新措施或解釋政策方針，而監管局成員與高層管理人員亦接受報章及電子傳媒訪問共24次。此外，監管局亦解答了424項傳媒查詢，查詢內容非常廣泛，包括對持牌人作出的紀律處分、市民投訴的性質和數目，以及地產代理某些行為是否違法等。

### 出版刊物

本年度，監管局出版了兩期《專業天地》通訊。另外，為提醒市民不要無牌從事地產代理工作，監管局亦印製了新的海報及傳單，分發予物業管理公司、住宅/商業大廈的業主立案法團及保安人員。

此外，監管局編撰了《紀律研訊案例選輯（第二輯）》（於2006年4月出版）及新版的《地產代理業辭彙》（於2006年6月出版）。對從業員而言，這兩本刊物都載有實用的參考資料。

本年度，監管局亦著手草擬一本《學習指引》和更新一共六本的專題論集。這些刊物將會在多個法律及實務課題方面為從業員和有意報考資格考試人士提供有用的參考資料。

licensing requirements and qualifying examinations to those aspiring to join the trade.

An EAA corporate video was produced and is now being broadcast at exhibitions. At the end of the year under review, EAA was putting the final touches to a community education video, which seeks to educate the public on the role of EAA through a light-hearted drama.

### Media liaison

The media is an important partner in communicating EAA's work to the public. During the year, EAA issued 26 press releases and held seven press briefings to announce new initiatives or explain policy directives. EAA members and senior management gave 24 interviews to reporters from both print and electronic media. In addition, a total of 424 media enquiries were handled. These enquiries covered a wide range of topics, with the bulk related to disciplinary action meted out to licensees, the nature and number of complaints, and the legality of certain practices of estate agents.

### Publications

Two issues of *Horizons*, EAA's newsletter, were published during the period under review. A new poster and leaflet warning against unlicensed estate agency work were also produced and distributed to property management companies, Owners' Corporations of residential/commercial properties and security guards.

In addition, EAA compiled an *Inquiry Hearing Cases – A Selection II* (published in April 2006) and a new edition of *A Glossary of Terms for the Estate Agency Industry* (published in June 2006). Both publications are useful reference for practitioners.

During the year, EAA also embarked on drafting a study guide as well as updating six monographs. These will assist candidates in preparing for the qualifying examinations and serve as useful reference materials for practitioners on various legal and practical topics.



### 資源中心及網站

監管局的資源中心為從業員、報考資格考試的人士及公眾提供有關地產代理行業的參考資料。資源中心本年度接待了2,487位訪客，而資源中心共處理了7,143項查詢。

監管局亦定期更新網站，向外發放最新的活動、執業通告及新出版的刊物的資料。

### 中國內地及海外聯繫

本年度，監管局與中國內地的同業曾經進行交流，並出席全國性及地區性的論壇及會議。此外，監管局亦與澳門的政府機關、商會，以及國際性組織——房地產牌照司法人員協會保持聯繫。



### Resource Centre and the EAA website

The Resource Centre, which provides reference materials on the estate agency trade for practitioners, candidates sitting the qualifying examinations and members of the public, received 2,487 visitors during the year. A total of 7,143 enquiries were also handled by the Centre.

The EAA website is updated regularly to provide timely information about new activities, Practice Circulars and publications.

### Liaison with the Mainland and overseas

During the year, EAA was involved in a number of exchanges with its counterpart in various parts of the Mainland and attended nationwide and regional forums and meetings. EAA also maintained close contact with the authorities and trade associations in Macao and the international Association of Real Estate License Law Officials.

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

活動 Activities	舉行次數 Number of sessions held
記者招待會 Press conferences / briefings	7
巡迴展覽 Roadshows	14
社區講座 Community talks	7
就業講座 Career talks	8
就業展覽 Career exhibitions	5
資源中心處理的公眾查詢 Public enquiries handled by Resource Centre	
電話 By phone	4,490
親身 In person	2,487
電郵 By email	166
合共 Total	7,143