



監管局於2005年5月起以自願參與形式推行持續專業進修計劃，以「持續進修、敬業樂業」為口號，鼓勵地產代理從業員通過終身學習提升專業水平。

持續專業進修計劃的要點

持續專業進修計劃的課程可分為核心科目和非核心科目。一般而言，核心科目的內容與地產代理法例、執業、遵從法規要求或管理事宜有密切關係，而非核心科目則為有助提升從業員水平的相關課題。

監管局鼓勵地產代理和營業員積極參與計劃，達到每年修讀十個持續專業進修學分的目標（其中核心科目不少於六個學分），即大約每年十小時的學習。學習模式包括講座、課堂、工作坊、遙距函授課程、網上學習，以及認可證書/文憑/學位課程等。

持續專業進修活動可由監管局、政府部門（如教育統籌局的技能提升計劃）及部分專上或培訓機構舉辦。其他主辦機構（如業界商會和地產代理商）的持續專業進修活動，通常需經過香港學術評審局審批。

EAA launched its Continuing Professional Development (CPD) Scheme on a voluntary basis in May 2005. With “Professional Excellence Through Learning” as its objective, the CPD Scheme aims at raising the competence of estate agency practitioners through life-long learning.

Main features of the CPD Scheme

CPD programmes are classified into core and non-core subjects. Generally speaking, core subjects are closely related to estate agency law and practice, compliance or supervisory issues. Non-core subjects deal with other matters conducive to raising the standard of practitioners.

Both estate agents and salespersons are encouraged to fulfil a target of 10 CPD points every year, comprising not less than six CPD points from core subjects. This is roughly equivalent to 10 hours of learning. Modes of learning include seminars, lectures, workshops, distance learning by correspondence, web-based learning as well as approved certificate/diploma/degree courses leading to a qualification.

CPD activities may be organised by EAA, the Government (for example, the Education and Manpower Bureau through the Skills Upgrading Scheme), and certain tertiary as well as training institutions. Activities organised by other providers, such as trade associations and estate agencies, usually need to be accredited by the Hong Kong Council for Academic Accreditation (HKCAA).

持續專業進修計劃的進展

本年度，監管局共舉辦了154項持續專業進修活動，參與人次為9,887。所舉行的活動中，97項（63%）為核心科目，57項（37%）為非核心科目。當中約有77項免費活動，有8項獲政府資助。

以粵語進行的活動有140項，以英語進行的有9項，而以雙語（包括英語/粵語及普通話/粵語）進行的則有5項，務求配合不同從業員的需要。

計劃進展良好。業界逐漸熟悉及接受培訓的機制，活動的數量及質素不斷上升，內容更為多元化，參與人數亦有上升趨勢。愈來愈多機構開始為持牌人提供持續專業進修活動，當中尤以業界最為積極舉辦或合辦持續專業進修活動，大力支持計劃。

持續專業進修活動的審批

所有持續專業進修計劃的活動，均必須獲得監管局專業發展委員會的認可。除已獲專業發展委員會預先認可（如由監管局或認可培訓機構舉辦）的活動外，其他持續專業進修活動，均須經香港學術評審局審批。香港學術評審局負責客觀評估建議的活動，審核活動是否達到認可標準，以及能否配合地產代理從業員的需要。本年度，香港學術評審局共審批了31項活動。

Progress of the CPD Scheme

During the year under review, 154 CPD activities were held, drawing 9,887 enrolments. Of the activities held, 97 (63%) involved core subjects and 57 (37%) dealt with non-core subjects. Some 77 were non-fee paying and eight were government-subsidised.

To cater for the different needs of practitioners, 140 of the activities were conducted in Cantonese, nine were in English and five were bilingual (including English/Cantonese and Putonghua/Cantonese).

The CPD Scheme has progressed well over the year. The trade has gradually familiarised itself with and accepted the training regime. The quantity, quality and variety of available activities have escalated and there has been an upward trend in participation. More providers have started to offer CPD activities for licensees, with the trade, in particular, showing increasing support for the Scheme by actively organising or co-organising CPD events.

Accreditation of CPD activities

To be recognised for the purpose of the CPD Scheme, all activities need the endorsement of EAA's Professional Development Committee. All CPD activities organised and provided by activity providers other than EAA and endorsed training institutions need to be accredited by HKCAA. HKCAA objectively assesses a proposed activity to see if it is up to a recognised standard and able to cater for the needs of practitioners in the estate agency trade. During the year under review, 31 activities were accredited by HKCAA.

為鼓勵機構舉辦更多持續專業進修活動，監管局會就每項通過審批的持續專業進修活動資助2,500元評審費給主辦機構（包括業界商會）；每一主辦機構最多可獲10項持續專業進修活動的資助。

監管局舉辦的持續專業進修活動

監管局會定期舉辦關於標準文件及網上個案研習的講座和工作坊。監管局亦舉辦「外展」持續專業進修活動，以便於不同地區工作的持牌人，在更方便的時間和地點參與持續專業進修活動。本年度，監管局共舉辦了29項持續專業進修活動，參與人次為4,415。其中，以下活動更廣為業界歡迎：

專業領袖講座系列

本系列講座旨在讓從業員有機會從不同行業及領域的專業領袖的分享，汲取寶貴經驗和識見。於2005年5月，行政會議召集人梁振英先生以「香港和珠三角經濟融合的新里程」為題，為系列擔任演講嘉賓，揭開講座系列的序幕。第二次講座於2005年11月17日舉行，由政府經濟顧問郭國全先生擔任主講嘉賓，題目為「香港的經濟轉型：是困難？挑戰？還是機遇？」而第三次講座則於2006年3月23日舉行，蒙全國人大常務委員會副委員長許嘉璐教授遠道而來，講題為「十一·五規劃與香港服務業」。

To encourage organisation of more CPD activities, EAA will reimburse \$2,500 of the accreditation fee for each successfully accredited CPD activity organised by the providers (including estate agency associations). Each provider is eligible to be reimbursed for a maximum of 10 CPD activities.

CPD activities organised by EAA

EAA regularly holds seminars and workshops on prescribed forms and e-quiz case studies. The Authority has also organised "outreach" CPD activities to enable licensees working in different districts to participate in CPD activities in a more convenient place at a more convenient time. During the year under review, EAA organised 29 CPD activities, which attracted 4,415 enrolments. The following were particularly well received:

Distinguished Speaker Series

This series was a major initiative to enable practitioners to benefit from the vision and experience of distinguished people in different professions and disciplines first-hand. The series was launched with a presentation by The Honourable Leung Chun-ying, Convenor of the Executive Council, in May 2005. He spoke on "New Milestones in the Economic Partnership between Hong Kong and the Pearl River Delta". A second seminar was held on 17 November 2005 with Mr Kwok Kwok-chuen, Government Economist, as guest speaker. He spoke on "The Economic Transformation of Hong Kong: Problem? Challenge? or Opportunity?". The third seminar on 23 March 2006 featured Professor Xu Jialu, Vice-Chairman of the Standing Committee of the National People's Congress. Professor Xu delivered a speech on "The 11th Five-Year Programme and Hong Kong's Service Industry".

法律及執業實務專題講座

物業交易往往涉及眾多法律問題。為保障消費者權益及加深從業員對地產代理工作相關法律的認識，監管局舉辦了一系列法律及執業實務專題講座，題目包括物業轉易、物業租賃、代理法、認識土地查冊及防止洗黑錢措施等。此一系列講座廣受業界歡迎，令從業員更能掌握地產代理業務所需的知識。

Law and practice-related knowledge

There are many legal issues pertaining to a property transaction. To protect consumers' interests and to enhance practitioners' understanding of the law relating to estate agency work, EAA arranged a series of talks dealing with Conveyancing Law, Tenancy Law, Agency Law, Interpretation of Land Search and Preventive Measures on Money Laundering. Feedback from the trade indicated that these subjects were essential to the estate agency business and were popular among practitioners.



內地房地產中介服務業 專題講座

為使香港的地產代理從業員進一步了解內地房地產市場，監管局舉辦了一系列有關內地房地產市場發展及全國房地產經紀人執業資格考試的講座。

Estate agency practice in the Mainland

To enable local practitioners to learn more about the development of the property market in the Mainland and the National Qualifying Examination for Estate Agents held by the Mainland authorities, a series of seminars was organised by EAA.

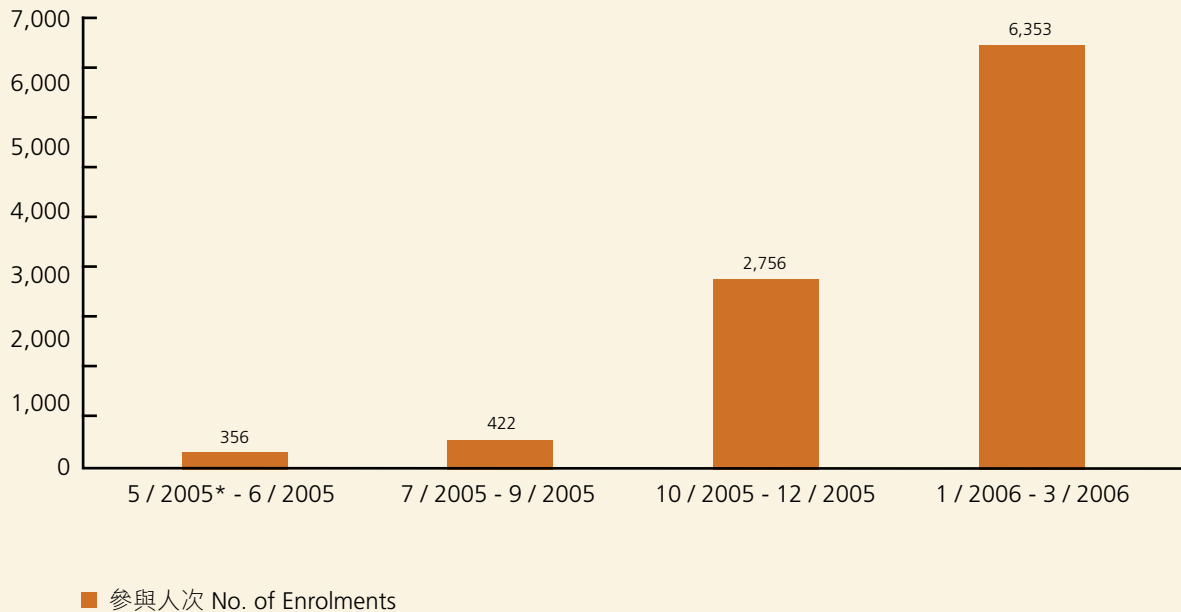
網上個案研習

為方便持牌人可在任何時間及地點學習，監管局亦推出了一項網上持續專業進修活動——「網上個案研習」。本年度，監管局共舉辦了四次網上個案研習。網上個案研習是一個模擬的物業交易，盡量反映持牌人在日常執業時所遇到的事情，在閱讀個案的背景及相關的資料後，參加者需要回答十至二十條問題。

E-quiz

To offer a convenient way for licensees to undertake learning activities anywhere, anytime, EAA launched an online CPD activity known as e-quiz. During the year under review, the Authority released a total of four e-quizzes. E-quiz is an online CPD activity involving a case study of a typical property transaction encountered by licensees in everyday practice. After studying the case and supporting materials, participants are required to answer about 10 to 20 questions.

持續專業進修計劃活動參與情況 Participation of CPD Activities



* 監管局在2005年5月推出持續專業進修計劃。
The CPD Scheme was launched in May 2005.

持續專業進修活動種類 Types of CPD Activities

		數目 Number	%
1. 核心/非核心	Core / Non-core		
核心	Core subjects	97	63
非核心	Non-core subjects	57	37
2. 費用	Fees		
免費	Free-of-charge	77	50
收費	Fee paying	69	45
部分政府資助	Partly Government-subsidised	8	5
3. 語言	Language		
粵語	Cantonese	140	91
英語	English	9	6
雙語（粵語/英語）	Bilingual (Cantonese / English)	4	2
雙語（粵語/普通話）	Bilingual (Cantonese / Putonghua)	1	1
4. 主辦機構	Organiser		
地產代理商*	Agency firms*	106	69
地產代理監管局	EAA	29	19
專上/培訓機構及其他公營機構	Tertiary / Training institutions and other public organisations	17	11
商會*	Trade associations*	2	1
5. 地點	Location		
香港島	Hong Kong Island	83	54
九龍	Kowloon	60	38
新界	New Territories	7	5
全港性（例如：網上個案研習）	Territory-wide (e.g. e-quiz)	4	3

* 包括與其他機構聯合舉辦的活動
include activities jointly organised with other organisations or institutions