

監管局於2005年5月以自願參與形式推行持續專業進修計劃，目的是提高地產代理的專業水平和協助從業員及時掌握最新的專業知識。

EAA launched its Continuing Professional Development (CPD) Scheme on a voluntary basis in May 2005 to enhance the competence of estate agency practitioners and to keep their professional knowledge up to date.

持續專業進修計劃的要點

進修計劃的課程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業的法例、執業、遵從法規要求或管理事宜有密切關係。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每年修讀10個持續專業進修學分，其中包括不少於六個核心科目學分。學習模式包括研討會、講座、工作坊、網上學習、多次性培訓活動等。

監管局、政府（如教育局的技能提升計劃）、部分專上學院及培訓機構均有舉辦持續專業進修活動。其他機構（如業界商會和地產代理商）主辦的進修活動，通常須經香港學術及職業資歷評審局評核。在2006/07年度，評審局共評核和覆核了89項活動。

本年度，各機構共舉辦了533項持續專業進修活動，參與人次達27,856。活動數量比去年增加了246%，參與人次則比去年上升182%。超過40%的活動為免費活動或獲政府資助。

首階段持續專業進修計劃的成果

進修計劃的首階段於2005年5月開始，並於2006年9月30日結束。在此階段，共有2,532名從業員修讀10個或以上的持續專業進修學分，並獲監管局頒發嘉許證書和嘉許獎章。

監管局曾舉行嘉許獎章設計比賽，向業界和公眾徵集嘉許獎章的設計。監管局於

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.

Under the scheme, estate agents and salespersons are encouraged to earn 10 CPD points each year, including at least six points from core subjects. Modes of learning include seminars, lectures, workshops, web-based learning and multi-session training activities.

CPD activities may be organised by EAA, the Government (for example, the Education Bureau through its Skills Upgrading Scheme), and certain tertiary and training institutions. Activities organised by other providers, such as trade associations and estate agencies, usually need to be assessed by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. In 2006/07, 89 activities were either assessed or re-assessed by the Council.

In 2006/07, 533 CPD activities were held, attracting 27,856 enrolments. The number of activities increased by 246 per cent and the number of enrolments increased by 182 per cent compared to the previous year. Over 40 per cent of the activities were either non-fee paying or Government-subsidised.

Result of the first CPD period

The first CPD period for the award of Certificate of Attainment by EAA commenced in May 2005 and ended on 30 September 2006. During this period, 2,532 practitioners attained the required 10 CPD points target and were awarded the Certificate of Attainment together with a CPD Attainment Symbol.

A CPD Attainment Symbol design competition was held, inviting submissions from the trade and the public. A ceremony was held on

2006年12月14日舉行頒獎典禮。嘉許獎章設計比賽的得獎者獲頒發獎項，另外，十名在計劃中取得最多學分的從業員獲頒發優異獎狀。

14 December 2006 to present prizes to the winners of the CPD Attainment Symbol design competition and to give awards for excellence to the 10 practitioners who scored the highest number of CPD points in the first CPD period.

新措施和資助

監管局就每項通過評核的持續專業進修活動資助2,500元評核費給主辦機構。每一間主辦機構最多可獲十項活動的評核費資助。本年度，監管局就30項活動向主辦機構發出評核費資助。

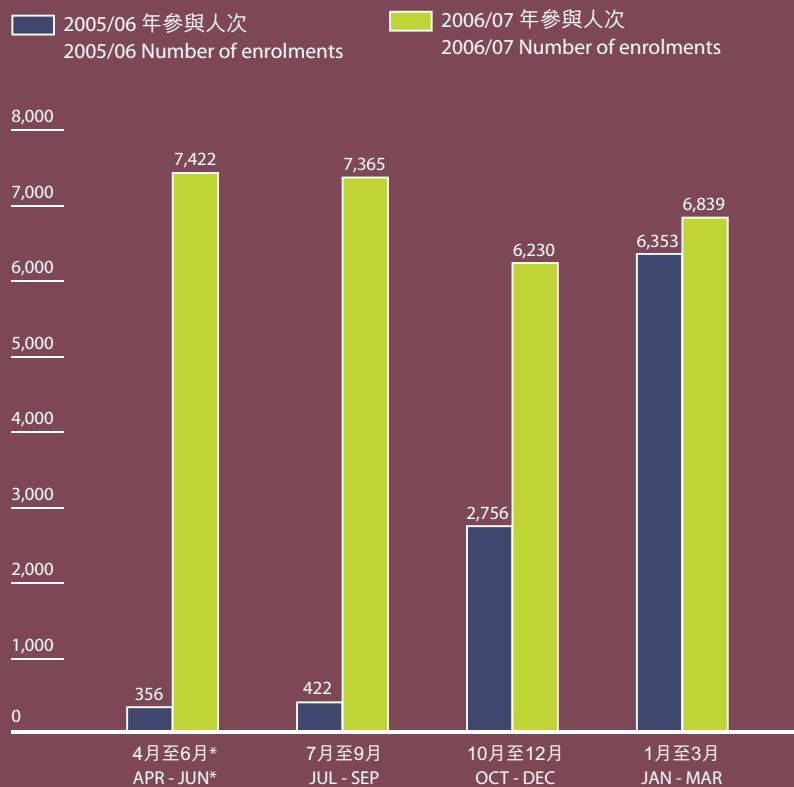
Incentives and subsidies

EAA reimbursed \$2,500 of the accreditation fee for each successfully accredited CPD activity organised by various activity providers. Each provider was eligible to be reimbursed for a maximum of 10 CPD activities. Over the course of the year, EAA granted reimbursement to the organisers of 30 activities.

此外，本年度，監管局就兩項活動向業界商會發放場地租金資助。

Besides, in 2006/07, EAA granted venue rental subsidy for two activities organised by estate agency trade associations.

持續專業進修計劃活動參與情況 PARTICIPATION OF CPD ACTIVITIES



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

參與程度 LEVEL OF PARTICIPATION

時段 Period	活動數目 No. of sessions	學分 CPD Points	參與人次 Enrolments
2005年5月 [#] 至2006年3月 May 2005 [#] to March 2006	154	35,207	9,887
2006年4月至2007年3月 April 2006 to March 2007	533	77,527	27,856

[#]持續專業進修計劃於2005年5月展開 The CPD Scheme commenced in May 2005

持續專業進修活動類別 TYPES OF CPD ACTIVITIES

		數目 Number	%
1. 核心 / 非核心	Core/Non-core		
核心	Core subjects	408	77
非核心	Non-core subjects	125	23
2. 費用	Fees		
收費	Fee-paying	306	57
免費	Free of charge	215	41
部分政府資助	Partly Government-subsidised	12	2
3. 語言	Language		
粵語	Cantonese	516	97
英語	English	10	2
雙語 (粵語/英語)	Bilingual (Cantonese/English)	7	1
4. 主辦機構	Organiser		
地產代理商*	Agency firms*	417	78
地產代理監管局	EAA	55	10
專上/培訓機構及 其他公營機構	Tertiary/ training institutions and other public organisations	50	10
商會*	Trade associations*	11	2
5. 地點	Location		
香港島	Hong Kong Island	283	53
九龍	Kowloon	224	42
新界	New Territories	20	4
全港性 (例如：網上個案研習)	Territory-wide (e.g e-Quizzes)	6	1

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



監管局持續專業進修計劃嘉許獎章設計比賽評審團審閱參賽作品

左起 地產代理管理協會創會會長朱德朗先生、地產代理聯會有限公司主席郭德亮先生、監管局專業發展委員會主席兼評審團主席曾煥平先生、香港專業地產顧問商會副會長鄺志輝先生、香港地產代理商總會副會長溫錫滔先生、地產代理（從業員）總公會總幹事袁彩娟女士、香港地產代理專業協會副會長潘偉基先生、新界地產代理商總會會長廖志明先生

The panel of adjudicators for the Continuing Professional Development Attainment Symbol Design Competition assesses the entries. From left Mr Patrick Chu, Charter President of the Estate Agents Management Association; Mr Tony Kwok, Chairman of the Property Agencies Association; Mr Joseph Tsang, Chairman of the EAA Professional Development Committee and chairman of the panel of adjudicators; Mr Gorman Kwong, Vice-chairman of the Hong Kong Chamber of Professional Property Consultants Ltd; Mr Wan Sek-to, Vice-chairman of the Hong Kong Real Estate Agencies General Association; Ms Yuen Choi-kuen, Chief Executive Officer of the Estate Agent Association; Mr Ricky Poon, Vice-chairman of the Society of Hong Kong Real Estate Agents Ltd; Mr Liu Chi-ming, President of the New Territories Estate Agency Association Ltd.

2006/07年度監管局舉辦的持續專業進修活動 CPD activities organised by EAA in 2006/07

1 法律及執業實務專題講座 Law and Practice-related Knowledge Series

題目 TOPIC	講者 SPEAKER
物業轉易 / 認識土地查冊 Conveyancing Law / Interpretation of Land Search	地產代理監管局代表 EAA staff
代理法 / 物業租賃 Agency Law / Tenancy Law	
地產代理條例 Estate Agents Ordinance	
地產代理條例及紀律研訊個案分析 Estate Agents Ordinance and Inquiry Hearing Cases	
近期發出之執業通告及違規個案 The Newly Issued Circulars and Complaint Cases	
投訴個案及紀律研訊個案分析 Complaint Cases and Inquiry Hearing Cases	
網上個案研習工作坊 1 物業轉易、物業租賃及相關執業規例 E-quiz Workshop 1 Conveyancing, Tenancy and Related Regulations	
打擊清洗黑錢講座 Anti-money Laundering Seminar	地產代理監管局、保安局禁毒處及香港聯合財富情報組代表 Representatives of EAA, the Narcotics Division of the Security Bureau and the Joint Financial Intelligence Unit
「成交與誠信」專業道德講座 Seminar on Corruption Prevention and Professional Ethics	廉政公署代表 Independent Commission Against Corruption representatives
地產代理專業道德計劃啟動儀式 暨「誠信管理」會議 The Launching Ceremony of the "Professional Ethics Programme for Estate Agents"	地產代理監管局、廉政公署及地產代理商會代表 Representatives of EAA, Independent Commission Against Corruption and trade associations

2 網上個案研習 E-quiz

2006年4月網上個案研習 Apr 2006 e-Quiz	2006年6月網上個案研習 Jun 2006 e-Quiz	2006年8月網上個案研習 Aug 2006 e-Quiz
2006年10月網上個案研習 Oct 2006 e-Quiz	2006年12月網上個案研習 Dec 2006 e-Quiz	2007年2月網上個案研習 Feb 2007 e-Quiz

3 專業操守與專業管理講座系列 Professional Ethics and Professional Management Series

題目 TOPIC	講者 SPEAKER
專業生涯管理講座 1 專業思維 Professional Career Management 1 Think Professionally	吳其成先生 資深管理人員和專業培訓導師 Mr Ng Ki Sing Professional Management Consultant
專業生涯管理講座 2 專業策劃 Professional Career Management 2 Plan Professionally	
專業生涯管理講座 3 建立競爭優勢：確定你的市場空間 Professional Career Management 3 Building Competitive Advantages: Define Your Market Space	
專業人員之壓力管理 1 認清形勢、挑戰壓力 Stress Management 1 Perception	袁海星博士 資深資訊科技及專業管理顧問 Dr Horace Yuen IT and Professional Management Consultant
專業人員之壓力管理 2 管理情緒、衝出安舒區 Stress Management 2 Emotions	
事業里程、專業人生 Managing Your Career	
掌握時間管理 · 提升工作效率 Time Management	
專業人員之壓力管理 3 專業思維 Stress Management 3 Perception	

4 專業領袖講座系列 Distinguished Speaker Series

題目 TOPIC	講者 SPEAKER
共同打造香港平台 Building Together a Successful Hong Kong Platform	林天福太平紳士 香港貿易發展局總裁 Mr Fred Lam, JP Executive Director, Hong Kong Trade Development Council
香港按揭貸款市場的發展與 香港按揭證券有限公司的角色 Development of the Mortgage Financing Market in Hong Kong and the Role of the Hong Kong Mortgage Corporation Limited	劉怡翔太平紳士 香港按揭證券有限公司總裁 Mr James H. Lau, JP Chief Executive Officer, Hong Kong Mortgage Corporation Limited

5 內地房地產業實務講座系列 Real Estate Practice in the Mainland Series

題目 TOPIC	講者 SPEAKER
中國內地的房地產政策 Policy of the Real Estate Market in the Mainland	廖俊平教授 廣州中山大學嶺南學院 Professor Liao Junping Lingnan (University) College, Sun Yat-sen University
全國房地產經紀人執業資格考試 National Qualifying Examination for Estate Agents Held by the Mainland Authorities	
廣東省房地產市場的發展及最新情況 The Recent Development of the Guangdong Real Estate Market	蔡穗聲會長 廣東省房地產行業協會 Professor Cai Suisheng President of Guangdong Real Estate Association

6 房地產業相關知識講座系列 Property-related Knowledge Series

題目 TOPIC	講者 SPEAKER
物業估價 Property Valuation	溫偉明先生 香港測量師學會會員 Mr Tony Wan Member of the Hong Kong Institute of Surveyors



註冊測量師及香港測量師學會會員溫偉明先生為持續專業進修計劃主講「物業估價」。

Mr Tony Wan, a member of the Hong Kong Institute of Surveyors, speaks at the CPD seminar on property valuation.

7 管理智慧系列 General Management Skills Series

題目 TOPIC	講者 SPEAKER
《三十六計》與營商謀略策劃 The <i>Thirty-six Stratagems</i> and the Planning of Modern Management	岑逸飛先生 著名專欄作家、電視及電台主持 Mr Fabian Shum Renowned writer, TV and radio show host
道家智慧與現代管理哲學 The Wisdom of Dao and the Philosophy of Modern Management	
《易經》與現代管理及領導智慧 The <i>Book of Changes</i> , Modern Management and Leadership	
鬼谷子與中國談判學 Gui Gu Zi and Chinese Negotiation Skills	



著名專欄作家、電視及電台節目主持岑逸飛先生為監管局持續專業進修計劃主講四場「管理智慧講座」。業界反應熱烈。

Mr Fabian Shum, renowned writer and TV and radio show host, gives a talk to licensees titled "The Wisdom of Management". Mr Shum's four talks drew an overwhelming response from the trade.

8 財務服務講座系列 Financial Services Series

題目 TOPIC	講者 SPEAKER
地產證券及房地產投資 信託基金概覽 An Introduction to Real Estate Investment Trusts	陸穎詩女士 香港財務策劃師學會專業發展小組委員會成員 Ms Linda Luk Member of the Institute of Financial Planners of Hong Kong