

5.3 工作報告：專業發展 The year in review: Professional development

監管局於2005年以自願參與形式推行持續專業進修計劃。該計劃以「持續進修、敬業樂業」為口號，目的是提升地產代理從業員的專業水平和協助從業員及時掌握最新的專業知識。

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程。

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。

持續專業進修計劃的進展

2007/08年度，監管局和其他機構舉辦了363場持續專業進修活動，參與人次為19,284。活動場數比上年度減少32%，而參與人次比去年下跌31%，原因可能是地產代理公司業務活動愈趨頻繁，而且將重點培訓對象轉為管理人員，而非前線營業員。超過一半的活動為免費活動或獲政府資助。

監管局、政府（如勞工及福利局的技能提升計劃）、部分專上學院及培訓機構均可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（評審局）評核。在2007/08年度，評審局共評核和覆核了63項活動。

由2007年5月起，可供評審局評核的活動形式有所擴闊，多次性培訓活動及網上的學習活動，亦納入評核範圍之內，以鼓勵活動主辦機構提供更多不同種類的持續專業進修活動，以滿足從業員的不同需要。

The EAA launched its Continuing Professional Development (CPD) Scheme in 2005. With “Professional Excellence Through Learning” as its slogan, the scheme, which has been running on a voluntary basis, aims to enhance the competence of estate agency practitioners and to keep their professional knowledge up to date.

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.

Progress of the CPD Scheme

In 2007/08, 363 sessions of CPD activities were held by the EAA and other bodies, with 19,284 enrolments. Compared to the previous year, the number of sessions decreased by 32% and the number of enrolments fell by 31%. The drop was probably due to the increase in business activities of estate agency firms and their change in focus, holding more training courses for managerial staff instead of frontline salespersons. Over half of the activities were either free or government-subsidised.

CPD activities may be organised by the EAA, the government (for example, under the Skills Upgrading Scheme of the Labour and Welfare Bureau), 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 (HKCAAVQ). In 2007/2008, 63 activities were assessed (including the annual re-assessment) by the HKCAAVQ.

Since May 2007, the EAA has expanded the type of activities that the HKCAAVQ may assess to include multi-session and web-based activities. This new measure is aimed at encouraging activity providers to organise a greater number and variety of CPD activities to meet the different needs of estate agency practitioners.

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另外，評審局也在2007年5月調低持續專業進修活動的評核費和周年覆核費。根據評審局的新收費計劃，一個三小時的研討會的評核費和周年覆核費分別是3,500元和2,700元，比以往分別下降了9%和10%。其他時數的研討會的評核費和周年覆核費也下調。監管局會就每項通過評核的持續專業進修活動，向主辦機構發出評核費資助。本年度，監管局就四項活動向各主辦機構發出2,500元評核費資助。

監管局為鼓勵地產代理從業員更積極參與不同類型的進修活動，在2007年6月推出進修津貼計劃。參加特定持續專業進修活動的從業員，每年可獲發還高達300元的活動費用。截至2008年3月31日，共有18項持續專業進修活動經監管局批核，成為可申請進修津貼的特定活動。這些活動涵蓋多個範疇，包括地產代理法律實務、處理壓力技巧等。

監管局本年度繼續推行場地租金資助計劃，供業界商會申請。

監管局舉辦的持續專業進修活動

本年度，監管局共舉辦了67場持續專業進修活動，比上年度的55場有所增加。年內，監管局推出不少新的活動。

監管局為提高新入職從業員的執業技巧和法律知識，在2008年3月舉行首次為新入職從業員而設的「新入職地產代理課程」，參與人次達858。

The assessment and annual re-assessment fees for CPD activities approved by the HKCAAVQ have been reduced with effect from May 2007. Under the HKCAAVQ's new fee schedule, the assessment and the annual re-assessment fees for a three-hour seminar are \$3,500 and \$2,700 respectively, 9% and 10% lower than before. The assessment and annual re-assessment fees for seminars of other duration have also been lowered. During the year under review, the EAA continued to provide subsidies for assessment fees and reimbursed \$2,500 to each of the organisers of four activities.

To encourage participation in the CPD Scheme, the EAA launched a CPD training subsidy scheme in June 2007. Under the subsidy scheme, practitioners will be reimbursed up to \$300 a year in course fees for attending activities approved under the scheme. As at 31 March 2008, 18 CPD activities had been approved for inclusion in the CPD training subsidy scheme. They covered a variety of topics, ranging from estate agency law to stress management.

In addition, the EAA continued to offer subsidies for venue rental for trade associations organising CPD activities.

EAA CPD activities

During the year under review, 67 sessions of CPD activities were organised by the EAA, compared to 55 sessions held in the previous year. Over the course of the year, the EAA launched a number of new activities.

To enhance entrants' professional skills and legal knowledge, the EAA held the first intensive training course, entitled "Introduction to Estate Agency Practice", for new practitioners in March 2008, attracting a total of 858 enrolments.



為新入職從業員而設的「新入職地產代理課程」

"Introduction to Estate Agency Practice" course for new entrants to the trade

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此免費課程專為領牌不足兩年的新入職從業員而設。監管局將定期舉辦此課程，亦會另設以英語授課的「新入職地產代理課程」。

This free course, which will be held again on a regular basis and will have separate sessions in English, was targeted at practitioners who had held a licence for less than two years.

整個課程分四天進行，共有八節，每節三小時，合共24小時。內容涵蓋法律及實務課題。講者包括監管局代表和政府官員。

The four-day course had eight three-hour sessions, for a total of 24 hours, on various legal and practice issues. Speakers included EAA representatives and government officials.

從業員可選擇參加部分或全部課堂。若於出席首節課後的一年內完成全部八節課堂，可獲監管局頒發「新入職地產代理課程證書」。

Practitioners could participate in some or all eight sessions. Upon completion of all eight sessions within one year after the first session, practitioners will be awarded the "Certificate for Introduction to Estate Agency Practice" in recognition of their efforts.

年內，監管局舉辦徵文比賽和中文書法比賽。徵文比賽的目的是提高從業員的語文水平及寫作技巧，並為從業員提供分享經驗的機會，協助他們擴闊視野。監管局舉辦中文書法比賽，目的是通過備受推崇的藝術形式，推廣「持續進修、敬業樂業」的精神。



中文書法比賽冠軍作品
Winning entry of the Chinese calligraphy competition

During the year, the EAA also launched a writing competition and a Chinese calligraphy competition. The writing competition was meant to enhance the language and writing skills of practitioners and widen the horizons of practitioners by giving them a forum in which to share their experience. The Chinese calligraphy competition was intended to promote the spirit of "Professional Excellence Through Learning" through a highly-regarded art form.

中文書法比賽決賽和兩項比賽的頒獎典禮在2007年11月監管局十周年酒會中舉行。監管局共收到142份參賽作品。

The final of the Chinese calligraphy competition and a prize presentation ceremony for the winners of both the writing and Chinese calligraphy competitions were held at the EAA's 10th anniversary reception in November 2007. The two competitions received a total of 142 entries.



徵文比賽及中文書法比賽頒獎典禮在監管局十周年酒會上舉行。

Winners of the writing and Chinese calligraphy competitions receive their prizes at the EAA's 10th anniversary reception.

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本年度，監管局共舉辦了 67 場持續專業進修活動。

In the year, 67 sessions of CPD activities were organised by the EAA.

CPD activities
持續專業進修活動

(1) 核心／非核心	Core/Non-core	活動數目 No. of activities	%
核心科目	Core subjects	289	80
非核心科目	Non-core subjects	74	20
(2) 費用	Fees		
收費	Fee paying	177	49
免費	Free-of-charge	181	50
政府資助部分費用	Partly government-subsidised	5	1
(3) 語言	Language		
粵語	Cantonese	345	95
英語	English	8	2
普通話	Putonghua	4	1
雙語（粵語／英語）	Bilingual (Cantonese/English)	6	2
(4) 主辦機構	Organiser		
地產代理商	Agency firms	245*	67
監管局	EAA	67	19
專上／培訓機構及其他 公營機構	Tertiary/training institutions and other public organisations	44	12
商會	Trade associations	7*	2
(5) 地點	Location		
香港島	Hong Kong Island	176	49
九龍	Kowloon	175	48
新界	New Territories	3	1
全港（例如網上個案研習）	Territory-wide (e.g. e-quiz)	9	2

* 包括與其他機構聯合舉辦的活動

* Includes activities jointly organised with other organisations or institutions

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2007/08 年度監管局舉辦的持續專業進修活動類別 Types of CPD activities organised by the EAA in 2007/08

1. 網上個案研習	E-quiz
2. 專業領袖講座系列	Distinguished Speaker Series
3. 法律及執業實務專題講座系列	Law and Practice-related Knowledge Series
4. 房地產業相關知識講座系列	Property-related Knowledge Series
5. 專業操守與專業管理講座系列	Professional Ethics and Professional Management Series
6. 管理智慧講座系列	General Management Skills Series
7. 財務服務講座系列	Financial Services Series
8. 市場推廣技巧講座系列	Marketing Skills Series
9. 商業英語講座系列	Business English Series
10. 地產代理業語言技能講座系列	Language Skills for Estate Agency Work Series
11. 商業禮儀講座系列	Business Etiquette Series
12. 內地房地產業實務講座系列	Real Estate Practice in the Mainland Series

「新入職地產代理課程」內容 Topics of “Introduction to Estate Agency Practice”

1. 《地產代理條例》及其附屬法例、執業通告及《操守守則》 Estate Agents Ordinance and its subsidiary legislation, practice circulars and the Code of Ethics
2. 認識土地查冊 Interpretation of land searches
3. 物業轉易、租務法及代理法 General conveyancing law, tenancy law and agency law
4. 投訴個案、紀律研訊程序及案例選輯 Common complaints, inquiry hearing procedures and inquiry hearing cases
5. 打擊清洗黑錢及防止賄賂措施 Anti-money laundering and corruption prevention measures
6. 實務課堂：一手住宅樓盤銷售事宜 Practical session: matters to be attended to by practitioners involved in the first sales of residential properties
7. 實務課堂：物業資料查冊 Practical session: interpretation of land searches
8. 實務課堂：填寫標準文件注意事項 Practical session: use of standard forms