

5.4 工作報告：對外事務與公眾教育 The year in review: External affairs and community education

監管局明白，必須得到地產代理業界和公眾人士的支持，才能令措施順利實行。同時，監管局非常著重消費者教育，務求令消費者了解地產代理業規管制度和委託地產代理的權利和責任。

The EAA recognises the need to foster strong support from stakeholders for smooth implementation of the EAA initiatives, and to educate the public on the regulatory regime for estate agents and on their rights and responsibilities when appointing an estate agent.

監管局十周年紀念

監管局為慶祝成立十周年紀念，在2007年11月舉行酒會，並邀得運輸及房屋局局長鄭汝樺女士主禮。其他嘉賓包括政府部門、公營機構、專業團體、地產代理和地產發展商的代表。

Tenth anniversary of the EAA

The EAA celebrated its 10th anniversary in November 2007. A cocktail reception was held, with Ms Eva Cheng, Secretary for Transport and Housing, officiating at the event. The reception was well attended by guests from the government and other public organisations and professional bodies, as well as the estate agency and property development sectors.

訪問北京

2008年3月，監管局與地產代理業界商會代表組團訪問北京，目的是加深內地和香港的相互了解，並探討內地和香港房地產中介服務業專業資格互認的可行性。

Visit to Beijing

The EAA and representatives of estate agency trade associations visited Beijing in March 2008 to enhance mutual understanding and explore the feasibility of reciprocal recognition of professional qualifications between the estate agency trade in the mainland and in Hong Kong.



監管局成員與眾賓客在監管局十周年酒會上舉杯同慶。

EAA Members and guests share a toast at the EAA's 10th anniversary cocktail reception.

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統戰部樓志豪副部長(前排左六)與監管局訪京團合攝。

Mr Lou Zhihao (6th from left, front row), Vice Minister of the United Front Work Department of the CPC Central Committee, with the EAA delegation in Beijing.

監管局成員梁永祥先生及總調查經理黃麟昌先生(右起第二及三)接受電台訪問。

EAA Member Mr William Leung and Chief Investigation Manager Mr Eric Wong (2nd and 3rd from right) attend a radio interview.



訪問團拜會住房和城鄉建設部、商務部、中共中央統戰部、國務院港澳事務辦公室、北京市建設委員會和中國房地產估價師及房地產經紀人學會，交流經驗，成果甚豐。

The delegation had fruitful exchanges with officials of several mainland ministries and departments, including the Ministry of Housing and Urban-Rural Development, the Ministry of Commerce, the United Front Work Department of the CPC Central Committee, the Hong Kong and Macao Affairs Office of the State Council, the Beijing Municipal Construction Committee and the China Institute of Real Estate Appraisers and Agents.

業界聯繫

監管局在本年度和地產代理業界商會舉行了六次聯絡會議，並參加多項商會和地產代理公司舉辦的活動。監管局藉這些機會向業界代表闡釋監管局的最新規管措施，讓他們對違規行為有所警惕，並與他們交流意見，力求促進行業的發展。

監管局為協助從業員經差餉物業估價署的資訊聆系統取得物業資料，在2007年7月製作了一隻光碟，供從業員搜尋新舊物業的帳目查詢檔案號碼。

Liaison with the trade

During the course of the year, the EAA held six liaison meetings with trade associations, and participated in a variety of trade functions. At these meetings, leading figures of the trade were updated on the EAA's new regulatory measures and alerted to prevalent malpractices. Views were also exchanged on how to facilitate development of the trade.

To assist practitioners to obtain certain property information through the Rating and Valuation Department's Info-Hotline Service, a CD-ROM containing the department's Account Enquiry Numbers for both old and new properties was released in July 2007.

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監管局的資源中心提供與地產代理行業相關的資料。

The Resource Centre at the EAA provides information on the estate agency trade.

出版刊物

監管局於年內出版了不同類型的書籍和小冊子：

- 《訂立租約須知》修訂版(2007年6月)(與消費者委員會聯合出版)
- 《地產代理法律與實務學習指引》(網上版—2007年8月；印刷版—2008年1月)
- 《地產代理業發牌制度》(2007年8月)
- 《置業須知》修訂版(2007年10月)(與消費者委員會聯合出版)
- 《一手住宅物業買家須知》修訂版(2007年7月)(與消費者委員會聯合出版)
- 《一手住宅物業買家須知》簡體中文版(2007年12月)(與消費者委員會聯合出版)
- 《成交與誠信》(2008年2月)(與廉政公署聯合出版)

此外，監管局在本年度出版了三期《專業天地》通訊。

公眾教育

在2007/08年度，監管局透過以下多元化的途徑，讓公眾更深入認識監管局的工作和地產代理的責任：

- 監管局由2008年3月中起，一連四星期在一百輛巴士的座位背上張貼廣告，鼓勵消費者與地產代理簽署地產代理協議。

Publications

During the year, the EAA published a variety of books and pamphlets:

- *Notes on Signing a Tenancy Agreement* (revised version) (June 2007), published jointly with the Consumer Council
- *A Study Guide to Estate Agency Law and Practice* (web version – August 2007; printed version – January 2008)
- *Estate Agency Licensing* (August 2007)
- *Guide to Purchasing Properties* (revised version) (October 2007), published jointly with the Consumer Council
- *Notes to Purchasers of First-hand Residential Properties* (revised edition) (July 2007), published jointly with the Consumer Council
- *Notes to Purchasers of First-hand Residential Properties* (simplified Chinese character version) (December 2007), published jointly with the Consumer Council
- *Integrity in Estate Agency Transactions* (February 2008), published jointly with the ICAC

In addition, the EAA published three issues of its newsletter *Horizons*.

Public education

In 2007/08, the EAA strove to raise public awareness of the role of the EAA and the duties of estate agents through a variety of publicity channels:

- To encourage consumers to sign an estate agency agreement with their agents, an advertisement was placed on the seat backs of 100 buses for four weeks starting from mid-March 2008.

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- 監管局在22個私人屋苑的大堂和各區民政事務處擺放《訂立租約須知》和《置業須知》，供公眾人士參閱。
- Two booklets – *Notes on Signing a Tenancy Agreement* and *Guide to Purchasing Properties* – were placed in the lobbies of 22 private housing estates and in district offices around Hong Kong for distribution to members of the public.
- 在不同的商場舉行了七場巡迴展覽，並在職業展覽中設置攤位，向學生和求職人士介紹監管局以及地產代理業發牌制度。
- Seven exhibitions were staged in various shopping malls. In addition, the EAA also took part in career exhibitions to enhance students' and job seekers' understanding of the EAA and the licensing regime.
- 監管局的資源中心及網站向持牌人及公眾提供與地產代理行業相關的資料。資源中心在本年度接待了965位訪客，並處理了3,148項查詢，大部分查詢與考試和牌照事宜有關。另外，監管局網站共錄得接近二十萬的瀏覽次數。
- The Resource Centre and the EAA website continue to provide information on the trade for both licensees and members of the public. The Resource Centre received 965 visitors during the year and handled a total of 3,148 enquiries, mostly about examination and licensing issues. The EAA website attracted about 200,000 visits.

傳媒關係

監管局繼續與傳媒保持緊密聯繫，藉傳媒向公眾解釋監管局的工作。一方面，監管局透過平均每月兩篇的新聞稿，和全年五次新聞發布會，主動向傳媒披露監管局的最新動向及措施；另一方面，監管局高層不時接受傳媒訪問，解釋局方的工作和立場，而監管局亦樂於解答傳媒查詢。

Media relations

During the year, the EAA closely engaged the media in communicating the EAA's work to the public. On the one hand, the EAA revealed to the public its new initiatives through issuing an average of two press releases a month and holding five press briefings over the year. On the other hand, the EAA explained its stance and work by conducting press interviews and answering enquiries from the press.

與內地和海外團體的聯繫

年內，監管局接待了數個內地訪問團，分享規管經驗。訪問監管局的團體分別來自大連市、江蘇省、深圳市和北京市。監管局又接待來自澳門特別行政區的訪問團。另外，來自阿拉伯聯合酋長國杜拜政府的訪問團亦曾訪問監管局。

Liaison with mainland and overseas bodies

During the year, the EAA received, and shared its regulatory experiences with mainland delegations from Dalian, Jiangsu province, Shenzhen and Beijing, as well as with the Macao Special Administrative Region. A delegation of officials from the government of Dubai, United Arab Emirates, also visited the EAA.



監管局在一百輛巴士上張貼廣告鼓勵消費者與地產代理簽署地產代理協議。

The advertisement on 100 buses to encourage consumers to sign an estate agency agreement with estate agents.