



Instilling knowledge through reaching out

積極教育 傳播實用知識

工作報告：作為教育者

Operations review: As an educator

“為確保監管機制能有效運作，從業員必須自律和堅守一些基本的價值。教育有助於灌輸價值觀念和知識。”

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監管局於2005年推出自願參與形式的持續專業進修計劃。多年來，監管局致力透過此計劃，提高從業員的專業知識和誠信。同時，監管局與地產代理業界商會保持緊密聯繫，藉此加深他們對監管局的規管措施的了解，也爭取他們的支持。

此外，監管局相信，教育公眾以協助他們在買賣樓宇時作出明智選擇，是非常重要的。因此監管局透過不同渠道，包括與傳媒合作，向市民發放關於物業交易的實用資訊。

持續專業進修計劃

2009/10 年度的進修活動

本年度，25,121人次參與合共369場持續專業進修活動。活動場數較上年度減少25%，參與人次則較上年度下跌19%。

369場進修活動當中，88場由監管局舉辦，參與人次超過13,000（佔總參與人次的53%），較上年度增加了23%。然而，地產代理公司舉辦的持續專業進修活動的參與人次減少了35%，由2008/09年度的15,931人次下跌至本年度的10,306人次。超過一半的進修活動為免費活動或獲政府資助。

進修課程的內容豐富，涵蓋多方面的知識，除了與地產代理執業直接相關的課題，還有加強管理、市場推廣和語言技巧的課程。

持續專業進修計劃的進展

由2009年9月30日起，從業員的持續專業進修時段劃一於每年9月30日完結。於2009年9月30日，4,059名從業員（約佔個人牌照持有人總數的17%）在2009年9月30日完結的進修時段內取得計劃所要求的學分。為了表揚從業員努力自我增值和支持計劃，監管局向達到學分要求的從業員頒發持續專業進修計劃嘉許證書。

For a regulatory system to work, practitioners must exercise self-discipline and uphold certain fundamental values. Education helps instil values and knowledge.

Over the years, the EAA has strived to enhance professional knowledge and integrity in the trade through its Continuing Professional Development (CPD) Scheme, which was launched on a voluntary basis in 2005. The EAA also maintains close liaison with trade associations to garner their support and deepen their understanding of the EAA's initiatives.

In addition, the EAA considers it vital to educate the public to enable them to make informed choices when buying and selling properties. Through various means of communication, including close collaboration with the media, the EAA shares with the public useful knowledge related to property transactions.

“For a regulatory system to work, practitioners must exercise self-discipline and uphold certain fundamental values. Education helps instil values and knowledge.”

Continuing Professional Development Scheme

CPD activities held in 2009/10

During the year, 369 sessions of CPD activities were held, attracting 25,121 enrolments. The number of sessions decreased by 25% and enrolment went down by 19%, compared to those of the previous year.

Among the 369 sessions held, 88 were organised by the EAA with an enrolment of over 13,000 (53% of the total enrolment), up 23% from the previous year. The number of enrolments in CPD activities organised by estate agency firms, however, decreased by 35%, from 15,931 in 2008/09 to 10,306 in 2009/10. Over 50% of the sessions were either free of charge or Government-subsidised.

The courses covered a variety of topics including those directly related to estate agency practice and those that strengthened practitioners' management, marketing and language skills.

Progress of the CPD scheme

The CPD period of all licensees has been standardised to end on 30 September each year, commencing 30 September 2009. As at 30 September 2009, 4,059 practitioners, representing around 17% of the total number of individual licensees, attained the CPD point target for the CPD period which ended 30 September 2009. In recognition of their

為了鼓勵更多地產代理商舖和從業員參與持續專業進修計劃，監管局於2008年6月推出「地產代理商舖專業進修嘉許獎章」計劃¹¹（「商舖嘉許獎章」）。

2009年，共有304間地產代理商舖達標並獲頒2009年「商舖嘉許獎章」（佔商舖總數的7%）。獲嘉許的商舖數目較上年度大幅增加77%。這些商舖可於2010年內，在其店舖張貼「商舖嘉許獎章」標誌，並在其發出的文件及員工的名片上印上該獎章。

監管局舉辦的持續專業進修活動

監管局於2010年1月推出「專題講座系列2010」，就一些與地產代理工作相關的議題，邀請不同專業和界別的嘉賓作演講。

本年度，監管局舉辦了兩場專題講座，分別是由發展局、地政總署、屋宇署和規劃署代表主講的《善用工業大廈新措施簡介》，以及由屋宇署和監管局代表擔任講者的《舊樓維修保養與地產代理於處理附有違建工程的物業時須注意的事項》講座。該兩場講座的總參與人數達680。

為了協助從業員了解新執業通告的規定，監管局會舉辦相關的持續專業進修講座供從業員參加。年內，監管局就以下課題共舉辦了9場講座：

- (1) 按揭保險計劃
- (2) 物業資訊網
- (3) 地產代理資訊保安及私隱保護政策與指引

除了以上講座外，監管局於本年度繼續分別為新入職從業員和地產代理公司的管理人員，定期舉辦免費的「新入職地產代理課程」和「地產代理業務管理課程」。每個課程共有八節，內容涵蓋法律和實務課題。兩個課程吸引了5,687人次參加。



2009/10年度舉行的持續專業進修活動吸引了逾25,000人次參加。

CPD activities held in 2009/10 attracted an enrolment of some 25,000.

¹¹ 根據計劃，於每年10月1日，地產代理商舖若有一半或以上從業員（其中必須包括分行經理）在其上一個進修時段達到學分要求，可於下一年度獲頒「地產代理商舖專業進修嘉許獎章」。

efforts and support for the Scheme, the EAA awarded practitioners who met the CPD point target a Certificate of Attainment.

To encourage greater participation in the scheme by estate agency shops and practitioners, the EAA launched the CPD Mark for Estate Agencies Award Scheme (CPD Mark)¹¹ in June 2008.

In 2009, 304 estate agency shops, representing 7% of the total number of estate agency shops, met the requirement and were awarded the 2009 CPD Mark. The number of awardees increased significantly by 77% compared to that of the previous year. These shops were entitled to display the CPD Mark decal in their shops and have the Mark printed on their documents and employees' business cards in 2010.

EAA CPD activities

The EAA launched a new series entitled "Special Topics Series 2010" in January 2010, in which speakers from different professions and disciplines are invited to give talks on issues related to the estate agency trade.

Two seminars were held in the year: "Optimising the use of industrial buildings," delivered by officials from the Development Bureau, Lands Department, Buildings Department and Planning Department; and "Repair and maintenance of old buildings in Hong Kong and proper procedures for estate agents in handling properties with unauthorised building works," delivered by officials from the Buildings Department and a representative of the EAA. The seminars attracted a total of around 680 practitioners.

To help practitioners familiarise themselves with the provisions of the new practice circulars, relevant CPD seminars were organised. During the year, a total of nine sessions were held on the following topics:

- (1) Mortgage Insurance Programme
- (2) Property Information Online
- (3) Information Security and Privacy Protection Policy and Guidelines for Estate Agents

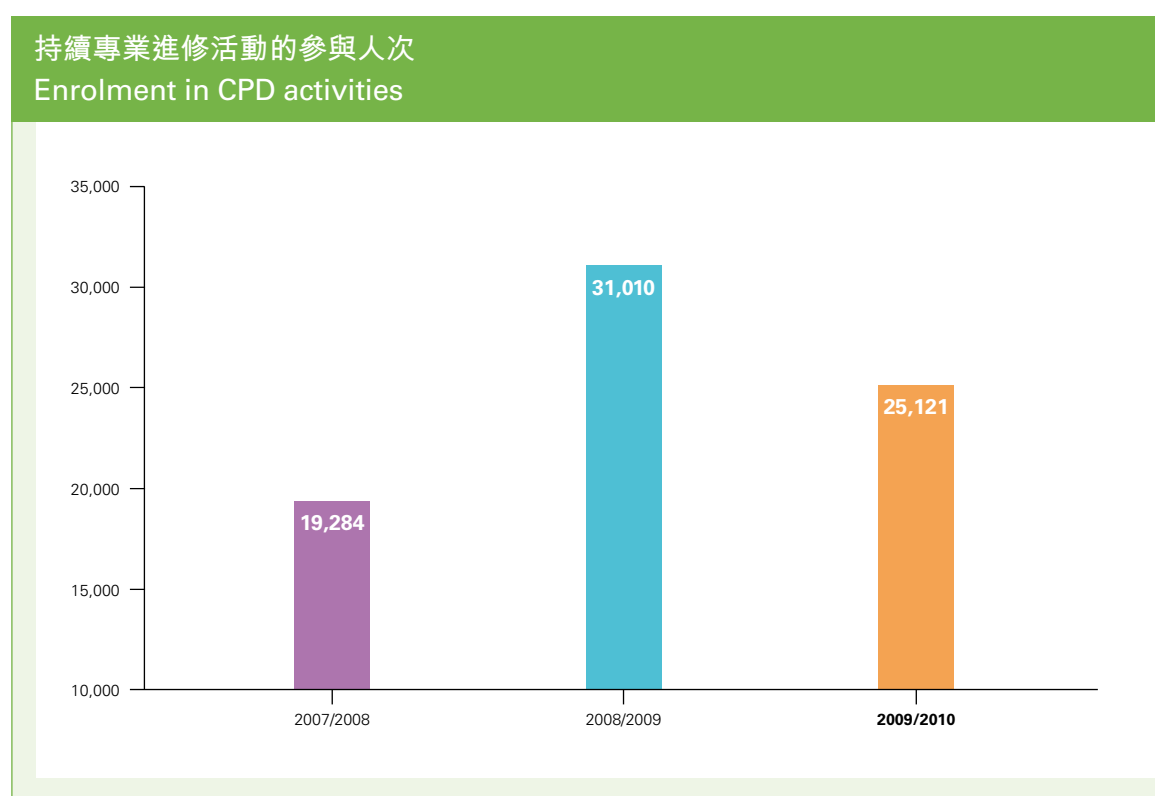
These sessions were on top of two free structured training courses which were organised on a regular basis: – "Introduction to Estate Agency Practice," for new practitioners and "Estate Agency Management Course," for managerial level licensees. The latter two courses, each containing eight sessions on various legal and practice-related issues, attracted a total of 5,687 enrolments in the year under review.

¹¹ Under the scheme, estate agency shops with 50% or more of their licensed employees (amongst them must be the branch manager) having attained the CPD point target as at 1 October for their previous CPD period, will be presented with the CPD Mark for the following year.

2009年5月，監管局和個人資料私隱專員公署(公署)聯合出版了《地產代理妥善處理客戶個人資料》小冊子，為從業員提供相關的實務指引。監管局與公署於2008年8月展開為期一年的「地產代理業保障私隱活動」，有關小冊子屬於這個活動的其中一個重要的環節。活動進行期間，監管局和公署亦舉辦了多場關於私隱的持續專業進修講座，吸引逾1,500名從業員參加。

進修資助及津貼

監管局一直提供不同類型的資助計劃，鼓勵從業員積極參與進修活動。本年度，監管局接獲並批出140名從業員的進修津貼申請，每名從業員獲發還上限為300元的進修費用。監管局亦向經香港學術及職業資歷評審局評核的進修活動提供評核費資助。2009/10年度監管局共收到四份有關申請，該些申請全部獲批。



In May 2009, the EAA and the Office of the Privacy Commissioner for Personal Data (PCPD) jointly published a pamphlet entitled *Proper Handling of Customers' Personal Data by Estate Agents* to provide practitioners with practical guidelines on such matters. The pamphlet was one of the highlights of a one-year educational programme launched by the EAA and the PCPD in August 2008. Under the programme, CPD seminars on privacy issues were organised and more than 1,500 licensees participated in them.

Subsidies and incentives

The EAA provides various types of subsidies to encourage participation in CPD activities. During the year, the EAA received and approved 140 applications for reimbursements of course fees and up to \$300 was reimbursed to each licensee. The EAA also provides subsidies for assessment fees for courses approved by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. In 2009/10, four such applications were received and granted.

持續專業進修活動 CPD activities			活動數目 No. of sessions	%
(1)	核心／非核心	Core/Non-core		
	核心科目	Core subjects	314	85
	非核心科目	Non-core subjects	55	15
(2)	費用	Fees		
	收費	Fee paying	177	48
	免費	Free-of-charge	187	51
	獲政府資助	Government-subsidised	5	1
(3)	語言	Language		
	粵語	Cantonese	344	93
	英語	English	1	1
	普通話	Putonghua	18	4
	雙語(粵語／英語)	Bilingual (Cantonese/English)	6	2
(4)	主辦機構	Organiser		
	地產代理商	Agency firms	246	67
	監管局	EAA	88	24
	專上／培訓機構及 其他公營機構	Tertiary/training institutions and other public organisations	22	6
	業界商會	Trade associations	13	3
(5)	地點	Location		
	香港島	Hong Kong Island	175	47
	九龍	Kowloon	169	46
	新界	New Territories	19	5
	網上遙距學習 (例如網上個案研習)	Web-based distance learning (e.g. e-quiz)	6	2

《執業手冊》

監管局於2010年3月出版了《香港地產代理從業員執業手冊》(《執業手冊》)，鼓勵業界向客戶提供優質服務。

《執業手冊》為業界樹立指標，鼓勵從業員向消費者提供優質的服務。有關手冊列出了專業的從業員應持守的基本信念和專業態度，以及管理層應肩負的責任，亦就地產代理工作的各個範疇提出不少具體建議。

公眾教育

消費者對買賣或租賃物業的有關事宜有深入的認識，有助他們作出更精明的抉擇。消費者掌握充足的資訊，能夠間接監察地產代理的表現，和監管局的工作相輔相成。由此可見，監管局也有責任推行消費者教育。

監管局與《經濟日報》旗下的《置業家居》週刊合作，在週刊中刊載了一系列消費者教育文章。文章內容包括了市民對地產代理的常見投訴和紀律研訊個案，藉此提醒消費者買賣物業時應注意的事項。

另外，監管局在免費報紙《頭條日報》刊登了八篇關於置業事宜的短文。這些短文通過生動活潑的二人對話表達訊息，藉此引起讀者的興趣。

年內，監管局安排在全港的公共屋邨和港鐵公司管理的私人屋苑張貼海報，以鼓勵市民簽署地產代理協議和詳閱協議條文。此外，監管局在八個私人屋苑擺放《置業須知》和《訂立租約須知》小冊子，供市民免費取閱。



市民可以通過監管局網站和刊物，掌握有關委託地產代理和置業的資訊。

Members of the public can obtain information on appointing estate agents and home seeking from the EAA website and its publications.

Practice Guide

To encourage the trade to provide quality services to consumers, the EAA published a *Practice Guide for Hong Kong Estate Agency Practitioners (Practice Guide)* in March 2010.

The *Practice Guide* sets out the best practices for the trade with the aim of encouraging practitioners to provide quality services to consumers. It sets forth the core values and professional attitudes that a professional estate agency practitioner should have, explains the responsibilities of management, and provides practical suggestions on different aspects of estate agency work.

Consumer education

Well-informed consumers complement the work of the EAA. Consumers who are alert to the various issues related to buying, selling and leasing properties are better equipped to make sound judgements and have a greater capability to make better decisions. The EAA considers it part and partial of its duty as a regulator to educate consumers.

Thanks to the support of the *Property Times* of the *Hong Kong Economic Times*, the weekly magazine ran a series of articles on the common types of complaints against estate agents, as well as selected inquiry hearing cases to educate the public on points to note when buying or selling properties.

The EAA further ran eight advertorials in the popular free newspaper *Headline Daily* covering different issues arising from property purchases. To arouse readers' interest, the advertorials were in the format of lively dialogues between two fictitious characters.



本年度，監管局於免費報紙《頭條日報》刊載了八篇消費者教育文章。

In the year, the EAA ran eight consumer-education advertorials in the free newspaper *Headline Daily*.

互聯網提供了一個24小時資訊發放的平台。2009/10年度，監管局加強了網站的內容，包括加入更多有關委託地產代理的常見問題和答案，以及設立牌費寬免計劃專頁。來年，監管局將會全面革新網頁，讓網站更易於使用和方便消費者獲得所需資訊，籌備工作正進行中。

本年度，監管局推出了新一輯紀律研訊案例。《紀律研訊案例選輯—第四輯》旨在加深大眾和從業員對地產代理工作的相關法例和違規行為的認識。監管局也出版了三期《專業天地》通訊，讓公眾和從業員知悉局方的最新規管措施和動態。

與傳媒關係

監管局通過傳媒向公眾發放其規管工作和措施方面的消息，因此傳媒是重要的合作夥伴。為了增加傳媒報道監管局消息的機會，局方發出新聞稿和舉行記者會，公布局方因應多個議題而推出的措施，例如，愈來愈多移民顧問公司安排內地人士在香港置業。

與業界聯繫

監管局一直與主要地產代理業界商會保持緊密聯繫，希望得到業界的支持，令措施順利實行。本年度，監管局多次與業界商會舉行會議，藉此向業界闡釋監管局的最新措施，並提醒他們關注近期的代理違規行為。監管局也在會議上，與商會代表就如何促進行業的專業發展，特別是持續專業進修計劃的未來發展方向，交流意見。



年內，監管局舉行記者會，公布局方的最新動向和措施。

In the year under review, the EAA held press briefings to introduce its new initiatives.

During the year, a poster urging consumers to sign estate agency agreements and carefully review the terms of the agreements was sent to all public housing estates and residential properties managed by the MTRC, and the informative *Guide to Purchasing Properties* and *Notes on Signing a Tenancy Agreement* were distributed free of charge at eight housing estates.

The internet provides a round-the-clock platform for information dissemination. In the year, the EAA beefed up the contents of its website by adding more commonly-encountered questions, along with answers, and dedicating a section to the fee concession scheme. The EAA embarked a project during the year to make the website more user-friendly and consumer-oriented and the preparatory work is ongoing.

In the year, the EAA published a new collection of inquiry-hearing cases entitled *Inquiry Hearing Cases – A Selection IV* to deepen understanding among both the public and practitioners of the laws governing estate agency work and possible breaches of the law. Three issues of *Horizons* were issued, informing the public and licensees of the EAA's new regulatory measures and latest activities.

Media relations

The media is an important partner in raising public awareness of the EAA's regulatory efforts and initiatives. To maximise media exposure, the EAA issued press releases and held press conferences to highlight the measures taken by the EAA to address various topical issues: for example, the growing number of immigration consultants arranging for Mainlanders to purchase properties in Hong Kong.

Trade liaison

To solicit support from the trade to facilitate the smooth implementation of the EAA's policies, the EAA maintains a close relationship with key trade associations. In the year, a number of meetings were held with these associations with a view to keeping the trade informed of the EAA's new initiatives and alerting them to recent non-compliance issues. The meetings also facilitated fruitful exchanges between the EAA and the trade on how to enhance professional development of the trade, in particular the future development of the CPD Scheme.