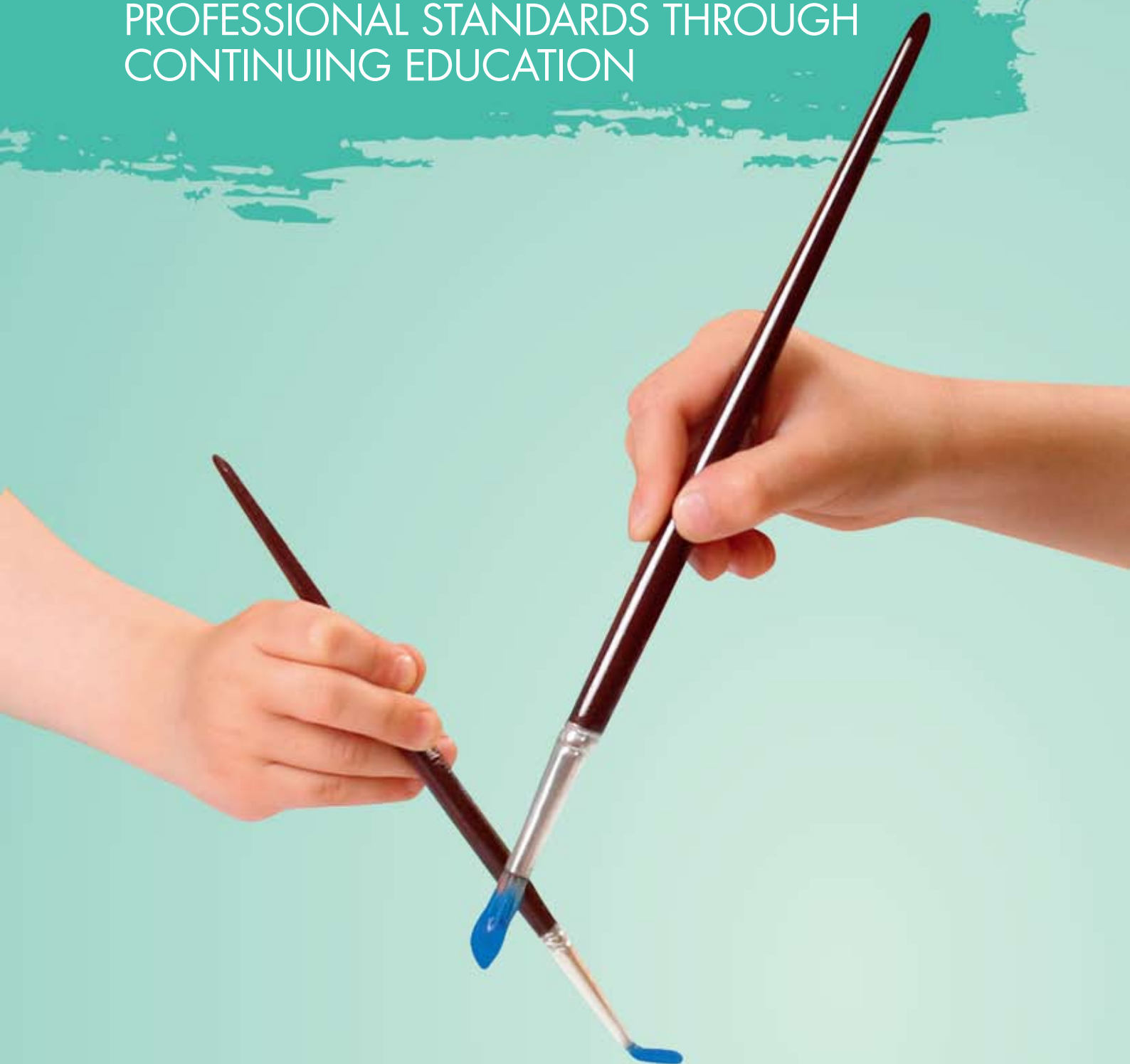


推動持續進修 誠信專業並重

STRIVING FOR HIGH INTEGRITY AND  
PROFESSIONAL STANDARDS THROUGH  
CONTINUING EDUCATION



# 作為教育者：專業發展、公眾教育與對外事務

## AS AN EDUCATOR: PROFESSIONAL DEVELOPMENT, COMMUNITY EDUCATION AND EXTERNAL AFFAIRS

“長遠而言，推行強制性持續專業進修計劃能促進地產代理業的健康發展。因此，監管局就持續專業進修計劃從自願性轉為強制性展開了深入討論。”

— 專業發展委員會主席劉詩韻女士



地產代理在促進香港物業交易方面發揮着重要作用。置業是人生的一項重要投資，因此地產代理應秉持誠信，以專業知識執業，保障客戶利益。多年來，監管局一直致力透過持續專業進修計劃提升行業的技能。

鑑於公眾對地產代理行業的期望不斷提升，持續進修對提升地產代理專業水平非常重要。長遠而言，推行強制性持續專業進修計劃可提升地產代理業的專業化及能力。因此，監管局就持續專業進修計劃從自願性轉為強制性展開了深入討論。另外，為培育地產代理的誠信文化，監管局與廉政公署合作推行為期三年的地產代理誠信管理計劃。

通過消費者教育，可讓公眾懂得保護自身權益，並在物業買賣時作出知情選擇，因此監管局亦十分重視為消費者提供教育。監管局透過各種溝通方式，例如巡迴展覽、刊物及記者會，與公眾分享物業交易相關的實用知識。

### 持續專業進修計劃

#### 持續專業進修計劃邁向強制性，提升專業水平

為進一步提升地產代理業的專業水平和地位，監管局專業發展委員會已就持續專業進修計劃的未來發展，展開了深入討論。專業發展委員會認為，持續專業進修計劃從自願性轉為強制性，對持牌人及消費者均有利。由於公眾對地產代理從業員應有的專業知識及水平的期望不斷提高，故從業員應持續進修，增強自身能力，為客戶提供優質服務。

為實現這一抱負，專業發展委員會就自願學習模式轉為強制性培訓模式所涉及的事宜進行了深入詳細的討論。考慮的事宜包括強制性持續專業進修計劃的主要特點及學習模式；滿足增加培訓需求的方法；執行強制學分要求的監管機制及未能符合學分要求的後果等。

為確保業界接納強制性計劃，監管局透過定期與地產代理商會舉行的聯絡會議，了解地產代理業對專業發展委員會考慮事項的意見，業界初步作出了積極回應。為制定切合行業需要的強制性持續專業進修計劃，監管局將繼續研究其可行性，收集意見並尋求業界對該建議的支持。

“ The EAA started in-depth discussions on turning the CPD scheme from voluntary to mandatory, which will promote the healthy development of the trade in the long run. ”

– Ms Serena Lau Sze-wan, Chairman of the Professional Development Committee

In Hong Kong, estate agents play an important role in facilitating property transactions. Estate agents should practise with professional knowledge and integrity to protect the interests of their clients, as home purchase is a significant lifetime investment. Over the years, the EAA has strived to enhance competency of the trade through the Continuing Professional Development (CPD) Scheme.

In view of the growing public expectations of the estate agency trade, it is important to provide continuing training to enhance professional standards. The EAA started in-depth discussions on turning the CPD scheme from voluntary to mandatory, which will enhance the trade's professionalism and competence in the long run. In order to nurture a culture of probity, the EAA joined hands with the Independent Commission Against Corruption (ICAC) to launch a three-year Integrity Management Programme for the estate agency trade.

The EAA also attaches great importance to providing consumer education since it enables the public to protect their interests and make informed choices when buying and selling properties. Through various means of communication, including roving exhibitions, publications and press conferences, the EAA shares with the public useful knowledge related to property transactions.

## Continuing Professional Development Scheme

### Making CPD mandatory to raise professional standards

To further raise the professional standards and status of the estate agency trade, the Professional Development Committee (PDC) of the EAA has held in-depth discussions on the future development of the CPD scheme. The PDC was of the view that turning the voluntary CPD scheme into a mandatory one would be beneficial to both licensees and consumers. As public expectations of estate agency practitioners' professional knowledge and standards continue to grow, practitioners should pursue continued learning so as to enhance their competence and provide quality services to their clients.

With this vision in mind, the PDC conducted intensive deliberations on the issues involved to migrate from a voluntary learning model to a mandatory training model. Issues deliberated included the main features and learning modes of the mandatory CPD scheme; ways to meet the increased training needs; ways to monitor compliance of the mandatory requirement; and consequences of non-compliance etc.

### 透過誠信管理計劃培養誠信文化

為加強地產代理從業員的操守水平，監管局與廉政公署合作推行為期三年的誠信管理計劃。

2011年3月2日，監管局主席陳韻雲女士與廉政公署社區關係處處長穆斐文女士主持誠信管理計劃開幕儀式，主題為「誠信公平可創富」。

首年計劃的活動已成功完成，包括製作新的培訓教材及培訓短片；撰寫培訓從業員誠信的新持續專業進修課程；以及研究中小型地產代理的營運以識別其潛在風險領域，從而協助相關地產代理加強其內部控制。

業界熱烈歡迎該計劃，並作出積極回應。監管局接獲700多份索取培訓教材用作內部培訓的申請。此外，多個地產代理及業界商會亦已申請為其員工或商會成員舉辦誠信講座。

### 持續專業進修活動的統計數字

本年度，監管局及其他培訓機構共舉辦了523場持續專業進修活動，吸引逾34,000人次參加，取得93,654持續專業進修學分。持續專業進修計劃的參與度創下自2005年5月推行以來的新高。活動總場數較往年增加42%，而參與人次及所取得的持續專業進修學分的增幅則分別為35%及38%。

在523場活動中，97場由監管局舉辦，參與人次為16,127人（約佔總參與人次47%），較上年增加21%。

與上年度比較，地產代理業舉辦的持續專業進修活動在場數及參與人次分別錄得42%及54%的增長。2010/11年度，業界商會及地產代理商合共舉辦了368場持續專業進修活動，吸引16,962人次參加。



「地產代理誠信管理計劃」啟動儀式。

Launching ceremony of the Integrity Management Programme for the Estate Agency Trade.

To ensure receptiveness of the mandatory scheme, the EAA gauged the views of the estate agency trade on PDC's deliberations through regular liaison meetings held with them and the trade's initial response was positive. With a view to putting in place a mandatory CPD scheme that meets the needs of the trade, the EAA will continue to study its feasibility, collect feedback and garner the trade's support for the proposal.

### Integrity Management Programme to cultivate a culture of probity

To strengthen the ethical standards of estate agency practitioners, the EAA launched a three-year Integrity Management Programme jointly with the ICAC.

On 2 March 2011, Ms Vivien Chan, Chairman of the EAA and Ms Julie Mu, Director of Community Relations of the ICAC, officiated the launching ceremony of the Integrity Management Programme with the theme "It pays to play fair and proper".

The component activities of the first year were successfully completed, which included the production of a new training kit and a new training video; development of new CPD courses on enhancing integrity; and study of the operation of the small to medium-sized estate agencies to identify possible risk areas so that these agencies could beef up their internal controls.

The trade welcomed the programme and responded positively. The EAA received numerous requests for training kits for internal training and around 700 were distributed. Furthermore, there were a number of requests from the estate agencies and trade associations to conduct integrity seminars for their staff or trade members.

### Statistics of activities held

During the year, there were 523 sessions of CPD activities organised with around 34,000 enrolments. A total of 93,654 CPD points were attained. The participation level of the CPD scheme has reached a record high since its implementation in May 2005. The total number of sessions increased by 42% compared to the previous year and the number of enrolments and CPD points attained rose by 35% and 38% respectively.

Among the 523 sessions held, 97 were organised by the EAA with an enrolment of 16,127 (about 47% of total enrolments), an increase of 21% over the previous year.

Compared to the previous year estate agency trade's participation in the CPD scheme also recorded a 42% and 54% increment in the number of sessions and number of enrolments respectively. A total of 368 sessions of CPD activities were organised by either trade associations or estate agencies in 2010/11, attracting 16,962 enrolments.

### 監管局持續專業進修活動摘要

為加強地產代理對執業相關課題的理解，以及向他們介紹新政策，監管局舉辦「專題講座系列」，專題涵蓋降低舊樓強制售賣門檻、如何處理附有違例建築工程的物業交易，及村屋買賣注意事項等。2010/11年度，這些講座吸引了約2,000人次參加，佔監管局持續專業進修活動參與人次的12%。

此外，為協助從業員及時掌握物業市場的相關政策，監管局邀請香港金融管理局及香港按揭證券有限公司的代表，分別向從業員講解住宅按揭貸款的審慎監管措施及按揭保險計劃的詳情。

另外，監管局繼續為新持牌人及分行經理舉辦兩個為期24小時的培訓課程。年內，這兩個課程吸引了5,430人次參加(佔監管局舉辦的持續專業進修活動參與人次的34%)。課程內容定期更新，適時將監管局發佈的新執業通告及行業相關案例加入教材。年內，加入相關課程內容的主要執業通告包括關於一手住宅樓盤銷售、舊樓收購及違例建築工程的新指引等。

### 持續專業進修活動 CPD activities

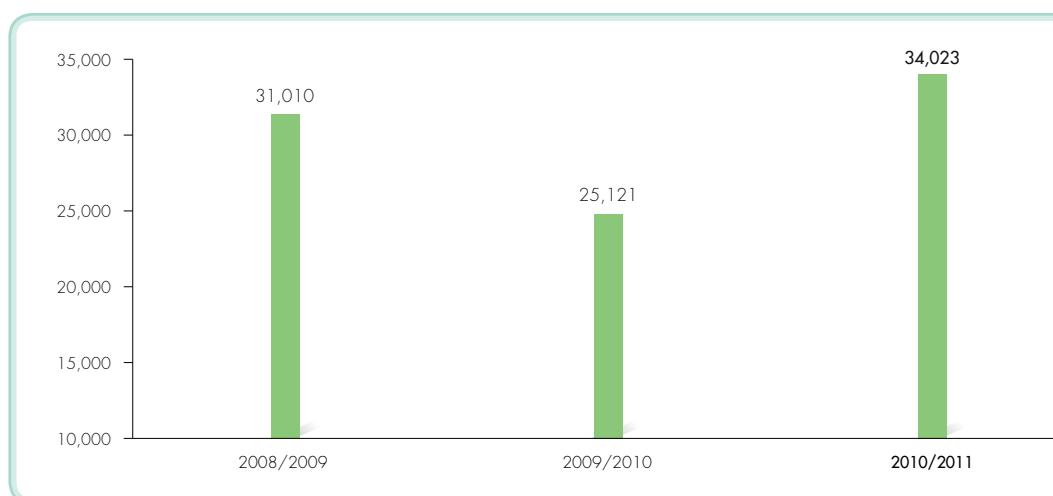
		活動數目 No. of sessions	%
(1) 核心／非核心	Core/Non-core		
核心科目	Core subjects	420	80
非核心科目	Non-core subjects	103	20
(2) 費用	Fees		
收費	Fee paying	303	58
免費	Free-of-charge	181	35
獲政府資助	Government-subsidised	39	7
(3) 語言	Language		
粵語	Cantonese	406	78
雙語(粵語／英語)	Bilingual (Cantonese/English)	6	1
英語	English	28	5
普通話	Putonghua	83	16
(4) 主辦機構	Organiser		
監管局	EAA	97	19
地產代理商	Agency firms	345	66
業界商會	Trade Associations	23	4
專上／培訓機構及 其他公營機構	Tertiary/training institutions and other public organisations	58	11
(5) 地點	Location		
香港島	Hong Kong Island	197	38
九龍	Kowloon	294	56
新界	New Territories	26	5
網上遙距學習 (例如：網上個案研習)	Web-based distance learning (e.g. e-quiz)	6	1

### Highlights of CPD activities organised by EAA

To enhance estate agents' general understanding of practice-related issues and to update their knowledge on new policies, the EAA organised talks under the "Special Topic Series", which covered subjects such as: lowering of the threshold for the compulsory sale of old buildings; handling properties with unauthorized building works; and points to note on transaction of village houses. These talks attracted around 2,000 enrolments (12% of enrolments of the EAA CPD activities) in 2010/11.

Furthermore, in order to help practitioners keep themselves abreast of policies related to the property market, the EAA arranged officials from the Hong Kong Monetary Authority and the Hong Kong Mortgage Corporation Limited to speak on the prudential measures for residential mortgage loans to control the speculation of residential properties in Hong Kong, and the mortgage insurance programme respectively.

### 持續專業進修活動的參與人次 Enrolment in CPD activities



監管局在2010/11年度舉辦「專題講座系列」持續專業進修計劃講座。

The EAA organised CPD seminars under the "Special Topic Series" in 2010/11.

## 公眾教育與對外事務

### 公眾教育

公眾教育是監管局工作的重要環節。透過向公眾教育物業交易中的常見陷阱，以及地產代理在物業交易過程中應提供的優良服務，消費者可以更好地保障自己，並避免與地產代理發生不愉快的爭拗。知情的消費者能夠有效阻止不良執業手法，從而間接推動業界行事持正。另外，令公眾更了解監管局的工作及其作為公正、有效及負責任的規管者等角色，亦能為監管局有效履行其職責提供更大支持。

監管局於2011年3月在港鐵站舉辦了巡迴展覽，向公眾派發《置業須知》及《訂立租約須知》等刊物，以及印有監管局聯絡方法的紀念筆，合共約900名人士前往展覽攤位索取資料。監管局隨後於4月初在另一個港鐵站再次舉辦巡迴展覽。

監管局亦繼續出版不同刊物，為從業員提供有用資訊及參考資料，其中包括贏得國際設計大獎 Astrid Awards「非牟利機構年報」組別銀獎的2009/10年報。年報是監管局向公眾及持份者更有效及更透明地報告其工作的重要刊物。

自2010年4月以來，監管局每月均為星島日報地產網「黃Sir教路」專欄撰稿，向讀者介紹委託地產代理交易時的注意要點。2010/11年度，監管局合共撰寫及發表了12篇文章。

於2010年，《選擇》月刊的4月及6月號亦發表了一些精選個案研究。



監管局於港鐵站舉辦巡迴展覽。

The EAA organised roving exhibitions at MTR stations.

The EAA continued to run the two 24-hour long structured training courses for new licensees and branch managers. During the year, these two courses attracted 5,430 enrolments (34% of enrolments of the EAA CPD activities). The course contents were constantly updated to include new practice circulars issued by the EAA and cases relevant to the trade. Major circulars issued in the year which were discussed at these courses include the new guidelines on the sale of first-hand residential properties, acquisition of old buildings and unauthorised building works, etc.

## Community education and external affairs

### Consumer education

Consumer education is an important part of the EAA's work. Through educating the public on the general pitfalls in property transactions and the good services estate agents are expected to offer during property transactions, consumers can better protect themselves and avoid unpleasant disputes with estate agents. Well-informed consumers can effectively deter malpractices and indirectly promote integrity and competence of the trade. Moreover, enhancing the public understanding of the EAA's work and its role as an impartial, effective and responsible regulator will also provide a stronger support for the EAA to effectively carry out its functions.

The EAA held roving exhibitions at MTR stations in March 2011. EAA publications including *Guide to Purchasing Properties* and *Notes on Signing a Tenancy Agreement*, as well as a souvenir banner pen with EAA's contact details, were distributed to the public. A total of about 900 people approached the exhibition booth and obtained the materials. Another exhibition was held at another MTR station in early April.

The EAA also continued to issue a wide variety of publications to provide practitioners with useful information and points of reference. Amongst them is the Annual Report of 2009/10, which won the international Astrid Awards' silver medal under the category "Annual Reports - Non-Profit Organisations". It is an important publication to communicate the EAA's work more effectively and transparently to the public and stakeholders.

The EAA has been contributing articles to a monthly column titled "黃Sir教路" in the property website of Sing Tao Daily since April 2010 in order to educate readers on the points to note when dealing with estate agents. A total of 12 articles were contributed and published in 2010/11.

Selected case studies were also published in the April and June issues of *Choice* magazine in 2010.

### 網站革新及新熱線系統

監管局於2010/11年度徹底革新網站，透過這個24小時交流平台，提高公眾認識及向持牌人提供最新消息。網站的設計及導覽均已革新，使網頁更吸引和更方便易用，網站亦上載了更多消費者相關資訊如短片供公眾瀏覽。第二期網頁革新——持牌人電子服務——將於2011年中推出。

2010年7月，我們安裝了一套具有自動分配來電等先進功能的全新熱線電話系統。在回覆公眾查詢的電郵中，我們亦提醒了查詢人就不同查詢可使用的快捷鍵。年內，監管局致力履行服務承諾，透過書面、電郵或電話回覆公眾查詢。

### 與傳媒關係

傳媒是監管局向公眾傳遞其工作的重要夥伴之一。為了與傳媒保持緊密聯絡，監管局於2011年春季舉辦了傳媒春茗。為增加傳媒報道，監管局於2010/11年度發表多篇新聞稿，並就重大新措施舉行記者會。年內，監管局亦安排印刷及電子傳媒專訪主席、行政總裁及行政部門的其他高層管理人員。

2010/11年度，監管局透過舉辦或參與活動獲得傳媒廣泛報道，當中包括監管局與中國房地產估價師與房地產經紀人學會於2010年11月根據《內地與香港更緊密經貿關係安排》舉行的內地與香港地產代理專業資格互認計劃簽約儀式；監管局與廉政公署於2011年3月合辦的地產代理誠信管理計劃啟動儀式；以及職業訓練局於2011年3月舉辦的「2011中港澳台房地產市場前瞻」研討會，監管局行政總裁亦是是次活動嘉賓講者之一。



年內，監管局發出多篇新聞稿，並舉辦記者會公布新措施。

In the year under review, the EAA issued a number of press releases and held press conferences to introduce its new initiatives.

### Website revamp and new hotline system

The revamped EAA website launched at the end of 2010/11 is a highly accessible and round-the-clock communication platform for the EAA to enhance public awareness and keep licensees abreast of latest news. Layout and navigation were revamped so as to make the website more attractive and user-friendly. More consumer-related information such as a short video clip was posted online for public viewing. Phase two of the revamp - e-services for licensees - will be launched in mid 2011.

The new enquiry hotline system with advanced features including Automatic Call Distribution was installed in July 2010. In email replies to public enquiries, enquirers were also reminded of the shortcut keys when calling the hotline for different queries. During the year, the EAA strived to reply to public enquiries (via written, email or telephone) within our performance pledges.

### Media relations

The media is one of the important partners in communicating EAA's work to the public. To maintain close contact with the media, Chinese New Year gatherings with journalists were held in spring 2011. To maximise media coverage, in 2010/11, the EAA issued a number of press releases and held press conferences on major new initiatives. Feature interviews with the Chairman, the CEO and other senior management of the Administration with print and electronic media were also sought/entertained throughout the year.

In 2010/11, the EAA also gained wide media exposure from a number of events or functions that the EAA organised or participated in. They included the signing ceremony for the agreement between the EAA and the China Institute of Real Estate Appraisers and Agents on the scheme of mutual recognition of professional qualifications of estate agents in the Mainland and Hong Kong under CEPA held in November 2010; the launching ceremony of the Integrity Management Programme for estate agency trade the EAA co-hosted with the ICAC in March 2011; and the conference entitled "2011 Real Estate Industry Outlook of the Mainland, Hong Kong, Macau and Taiwan Market Conference" organised by the Vocational Training Council in March 2011, in which the CEO of the EAA was one of the guest speakers.

### 業界聯繫

為與業界商會及持牌人維持定期有效的雙向溝通，監管局除定期與業界舉行會議外，亦參加由不同業界商會及地產代理公司舉辦的各種活動。業界商會透過這些會議和活動了解監管局的舉措和新指引，並且就重要議題交流意見。監管局和業界商會亦保持密切互訪。

2010/11年度，監管局與主要業界商會代表共舉行四次季度業界聯絡會議。商會代表透過會議了解監管局的新舉措，並討論共同關注的事宜。在2010年12月舉行的一次會議上，監管局邀請運輸及房屋局和稅務局代表參加會議，並向業界講解額外印花稅的詳情。2010年5月，監管局亦與13間地產代理公司舉辦有關收購舊樓的論壇。

2010/11年度，監管局出版了三期《專業天地》通訊。通訊讓持牌人知悉監管局的最新規管措施和動態。公眾亦可透過監管局網站瀏覽通訊。

### 專業交流

監管局與各持份者、法定和專業機構合作並保持密切聯絡，包括立法會、運輸及房屋局、發展局、保安局禁毒處、警務處、廉政公署、消費者委員會、香港測量師學會及職業訓練局等。監管局於2011年1月亦出席立法會房屋事務委員會會議，就立法會議員關注的「The Icon」事件作出回應。

年內，監管局亦與世界各地政府及專業機構進行交流。行政部門接待來自新加坡、越南、澳門及內地多個城市的代表團，並在訪問期間交流意見及分享經驗。



澳門房屋局代表團到訪監管局。

Visit from the Macau Housing Bureau delegation.

### Liaison with trade

In order to sustain a regular, two-way and effective communication with trade associations and licensees, the EAA not only held regular meetings with the trade, but also attended a variety of functions organised by different trade associations and estate agencies. At these meetings and functions, trade associations were informed of EAA's initiatives and new guidelines and views on major issues were exchanged. Cordial visits between the EAA and trade associations were also maintained.

In 2010/11, the EAA held a total of four quarterly trade liaison meetings with the representatives of major trade associations. At these meetings, the trade representatives were informed of EAA's new initiatives and issues of mutual concern were discussed. In one of the meetings held in December 2010, the EAA invited representatives from the Transport and Housing Bureau and the Inland Revenue Department to attend and provide a briefing to the trade on the details of the proposed Special Stamp Duty. In May 2010, the EAA also organised a forum on buying up old buildings with 13 estate agency companies.

Three issues of the EAA's newsletter for licensees, *Horizons*, were published in 2010/11. The newsletter kept the licensees informed of the EAA's new regulatory measures and latest activities. Members of the public could also read the newsletter through the EAA's website.

### Professional exchanges

The EAA worked with and maintained close liaisons with various stakeholders, statutory and professional bodies, such as the Legislative Council, Transport and Housing Bureau, Development Bureau, Narcotics Division of the Security Bureau, Police, Independent Commission Against Corruption, Consumer Council, Hong Kong Institute of Surveyors and Vocational Training Council. The EAA also attended the Legislative Council Panel on Housing to address legislators' concerns on the "The Icon" case in January 2011.

During the year, the EAA also had exchanges with different government/professional counterparts around the world. The Administration received delegations from Singapore, Vietnam, Macau and different cities from the Mainland. Views and experiences were exchanged and shared during these meetings.