



It pays to play
fair and proper

監管局與廉政公署攜手推出 地產代理誠信管理計劃

EAA and ICAC join hands in Integrity Management Programme for the Estate Agency Trade

為協助地產代理管理人員及前線員工提升專業操守，地產代理監管局（監管局）與廉政公署攜手推出為期三年的「地產代理誠信管理計劃」，並於2011年3月2日舉行了啟動儀式暨會議。

參與啟動儀式的嘉賓有監管局主席陳韻雲女士、廉政公署社區關係處處長穆斐文女士、地產代理公司的主管及培訓經理、以及八個業界商會的代表：香港地產代理商總會、地產代理聯會、香港地產代理專業協會、香港專業地產顧問商會、香港新界地產代理商聯會、地產代理管理協會、地產代理（從業員）總公會及地產代理人員協會。

The Estate Agents Authority (EAA) and the Independent Commission Against Corruption (ICAC) has jointly launched a three-year integrity programme to strengthen professional ethics of estate agency managers and frontline staff. The launching ceremony and conference of the programme were held on 2 March 2011.

Joining the launching ceremony were Chairman of the EAA Ms Vivien Chan, ICAC's Director of Community Relations Ms Julie Mu Fee-man, management and training managers of estate agencies and representatives of eight trade associations, including Hong Kong Real Estate Agencies General Association, Property Agencies Association, Society of Hong Kong Real Estate Agents, Hong Kong Chamber of Professional Property Consultants, H.K.N.T. Estate Agents & Merchants Association, Estate Agents Management Association, Estate Agent Association and Property Agents Association.

陳韻雲女士表示，誠信文化對有效的公司管治，以至地產市場和香港整體經濟的健康及長期可持續發展至為重要，並希望「地產代理誠信管理計劃」能更進一步推動監管局、廉署及業界的合作及互動，協助地產代理行業提高誠信文化，促進專業發展。

全新培訓影片「誠信公平可創富」於啟動儀式後首播。監管局專業發展部經理黃慧敏女士、廉政公署工商服務統籌梅綺如女士及防止貪污處首席防貪主任蕭健寬先生在首映禮後舉行講座，他們在講座上從不同角度分析「誠信公平可創富」的秘訣與實踐，並與約二百名誠信管理會議的業界參加者討論及交流。

穆斐文女士認為，要將誠信專業的精神紮根於地產代理行業，實有賴業界、監管局、廉署及各有關機構的共同努力；亦希望可以跟地產代理界保持緊密的夥伴關係，同心協力推廣專業道德，在這個基礎上，相信大家必能享受「誠信公平可創富」的成果。

Ms Vivien Chan said that a culture of probity would be of utmost importance to effective corporate governance, which contributes to the healthy and sustainable development of the real estate market and Hong Kong economy at large. This programme could promote cooperation and create interactive synergy among the EAA, ICAC and the estate agency trade, thus enhancing the culture of integrity and promoting the professional development of the estate agency trade.

The brand new training video titled "It Pays to Play Fair and Proper" was premiered after the launching ceremony. Ms Sue Wong, Manager (Professional Development) of the EAA, Ms. Mui Yee-yu, Yvonne, Programme Co-ordinator / Business Sector of ICAC and Mr. Siu Kin-foon, Principal Corruption Prevention Officer of ICAC delivered a talk after the premiere. During the talk, they discussed how to put the idea of "It Pays to Play Fair" into practice from different perspectives. They also shared their views with about 200 conference participants from trade.

Ms Julie Mu Fee-man reflected that the trade, the EAA and ICAC and all related organizations should work closely together so that the spirit of professional integrity could take root in the estate agency trade. She hoped to maintain a close partnership with the estate agency trade and work together to promote professional ethics, so that everyone could benefit from the culture of "It Pays to Play Fair and Proper".



監管局主席陳韻雲女士(右)及廉政公署社區關係處處長穆斐文女士一起主持「地產代理誠信管理計劃」啟動儀式。

EAA Chairman Ms Vivien Chan (right) and ICAC's Director of Community Relations Ms Julie Mu Fee-man at the launching ceremony of the Integrity Management Programme for the Estate Agency Trade.



在籌備「地產代理誠信管理計劃」過程中，地產代理業界商會提供了很多行業實際運作的資料，令到計劃內容能真正切合業界所需。商會代表更出席啟動儀式及講座。

The estate agency trade associations provided a lot of valuable information on the industry's actual operations during the preparation for the programme. Representatives of the trade associations also attend the launching ceremony and conference.

計劃目的及內容

「地產代理誠信管理計劃」的舉辦目的是在守法循規的基礎上進一步培育誠信文化，致力加強從業員的正面價值觀，建立一套公眾和業界認同和遵守的道德基準。

計劃的重點包括：

- 製作培訓短片，宣揚防貪信息；
- 編制地產代理公司優質管理指引；
- 提供新的誠信培訓課程。

課程內容已編製成教材，供地產代理公司和主管及培訓機構使用，透過研習這些誠信課題協助提高業界對誠信、廉潔公平等正面的價值觀的了解和認同。

監管局特別多謝業界商會支持這個計劃，在籌備過程中提供了很多行業實際運作的資料，令到計劃的內容能真正切合業界所需。

培訓影片簡介

培訓影片利用戲劇形式表達，故事中由陳信義開設的「信義行」，專為區內的街坊提供地產代理服務，多年來累積了一批街坊熟客。故事圍繞信義行員工的日常工作及與客戶的交易，透過劇中人物的處境，解釋地產代理從業員可能面對的誠信考驗及貪污風險，提醒從業員時刻保持專業操守的重要性。



客戶魯太委託地產代理公司放售物業，分行經理正哥安排她簽署地產代理協議。作為專業的持牌人，正哥應在魯太簽署地產代理協議前，向她清楚解釋協議內容，以保障其利益。

Consumer Mrs Lo appoints an estate agency company for the sale of her flat and branch manager Brother Ching arranges for her to sign the estate agency agreement. As a professional licensee, Brother Ching should explain the contents of the agreement to Mrs Lo before her signing in order to protect her interest.

Programme purpose and content

The objective of the "Integrity Management Programme for the Estate Agency Trade" is to foster a culture of integrity in the trade, in addition to the requirement of abiding by the law. The programme aims at strengthening the practitioners' positive values and establishing a moral benchmark, which the public and the industry share and strive to achieve.

The highlights of the programme include:

- developing a training video to disseminate the messages of corruption prevention;
- compiling quality management guidelines for estate agencies;
- launching new courses on enhancing integrity.

A training package has been developed for the use of estate agencies and training institutions. It is hoped that through the programme, the trade would have a better understanding on integrity, honesty and fairness and practise what they have learnt.

The EAA would like to thank the trade associations for their support to the programme and their contribution of information on the industry's actual operations, which sharpens the focus of the programme and meets the needs of the industry.

Introducing the training video

The training video is presented through a drama. In the story, Shun Yee Hong Property Agency, founded by Chan Shun-ye, specializes in serving clients of the neighborhood and has built up a regular clientele over the years. Through the depiction of the situations encountered by the characters in the daily work and their transactions with consumers, the drama reveals the challenges to integrity and corruption risks faced by the practitioners, and reminds them of the importance of adhering to professional ethics at all times.



地產代理阿威（左）及上司Vincent遇到誠信考驗，有發展商向他們行賄，私下給予額外佣金。作為管理層，Vincent應嚴肅處理事件，除告誡阿威切勿參與此等貪污罪行外，亦應加強阿威對法規的認識。

Estate agent Ah Wai (left) and supervisor Vincent encounter a situation where a developer intends to bribe them with an additional under-the-table commission. As a manager, Vincent should treat the incident seriously. In addition to warning Ah Wai not to participate in such corrupt acts, Vincent should also enhance Ah Wai's understanding of the legal consequences.



地產代理阿威(左)及上司Vincent(右)帶客戶馬小姐(中)視察樓盤。阿威在向馬小姐提供樓盤附近的未來發展計劃、設施及景觀等資料時，應採取一切合理步驟核實資料，不得作出任何可能誤導客戶的陳述。

Estate agent Ah Wai (left) and his supervisor Vincent (right) take client Ms Ma (middle) to inspect a flat. When making remarks to Ms Ma regarding information such as the future development of the vicinity, facilities and view from the flat, Ah Wai should take all reasonable steps to verify the information and make sure that no misleading representations are made to the clients.



作為地產代理公司的管理層，老闆陳信義(中)與兩名經理正哥(右)及Vincent(左)定期檢討公司的管理政策及執行情況，以便完善公司的制度，履行管理問責。

As management of the estate agency company, boss Chan Shun-ye (middle) and the two managers Brother Ching (right) and Vincent (left) regularly review the company's management policy and its execution in order to improve the company's system.

培訓教材包括地產代理業專業誠信培訓短片及故事內容分析，並分別以「管理人員篇」、「前線代理篇」及「消費者篇」為題，從有效管理及防貪角度闡釋專業操守如何保障地產代理從業員、公司、業界以至客戶的利益，並同時提醒消費者委託代理處理物業交易時須注意的事項。

地產代理業界商會代表的意見

香港地產代理商總會主席朱建蘭女士認為，計劃能提升業界誠信，有助建立正面及專業形象。培訓影片的演員表現出色，有助地產代理從業員認識誠信管理的重要性。

地產代理聯會主席郭德亮先生對計劃表示支持，認為誠信能幫助公司管理及有助業界建立專業形象，提升顧客的信心。培訓影片能夠使同業更明白誠信對公司管理的重要性。

The training package includes a training video on professional ethics for the estate agency trade and story analyses for managers, frontline agents and consumers. The analyses illustrate how professional ethics can safeguard practitioners' own interests and those of their consumers, agencies and the industry, from the perspective of an effective management and corruption prevention. The package also reminds consumers of the points to note when appointing an agent to handle a property transaction.

Views from representatives of estate agency trade associations

Chairman of the Hong Kong Real Estate Agencies General Association Ms Chu Kin-lan agreed the programme could enhance the integrity in the industry and is conducive to establishing a positive and professional image. The actors' outstanding performance could also help the practitioners to understand the importance of integrity management.

Chairman of the Property Agencies Associations Mr Tony Kwok supported the programme, commenting that integrity would be conducive to good corporate governance and establishing a professional image, thus earning public trust in the trade. The video could help the industry to understand better the importance of integrity to corporate governance.

President of the Society of Hong Kong Real Estate Agents Mr Denys Kwan said that he valued integrity and would very much support the programme. In dealing with

香港地產代理專業協會會長關樂平先生說，他重視誠信及非常支持該計劃，並認為從業員接觸層面廣泛，受引誘機會較多，培訓影片及講座雖未能涵蓋所有陷阱，但能夠教育及提醒同業們，溫故知新。

香港專業地產顧問商會會長汪敦敬先生認為，教育員工重視誠信可避免公司及顧客利益受損。計劃能加強業界的正確價值觀及專業，而培訓光碟可考慮全套上載至互聯網，以此作為宣傳誠信管理的平台，同時業界也可通過流動電子產品瀏覽訊息。

香港新界地產代理商聯會主席邱慶新先生認為，計劃有助業界加深對貪污的了解，而培訓影片內容全面，案例過程清晰易明，有助了解貪污問題及誠信管理。

地產代理管理協會會長葉潔儀小姐認為，計劃由監管局及廉署舉辦可令訊息統一，效果比商會自己舉辦更好，計劃的安排亦非常切合業界需要，戲劇形式表達更容易吸收。

地產代理（從業員）總公會主席吳元興先生表示，計劃有助大、中、小型代理行制定守則，並有助業界了解誠信的重要性，影片亦能有效提醒從業員注意日常行為，信息正確直接。監管局亦可考慮將講座定為必修科，或於續牌時引入相關評核，鼓勵業界多了解誠信。

地產代理人員協會主席何潔芝女士同意計劃可提升業界的規範，有助管理層制定管理方案；而講座可令業界與時並進，掌握最新資訊。她建議定期更新影片以配合環境轉變，並上載到互聯網讓更多人收看。



various parties, practitioners may often be exposed to temptations. The training package, seminars, together with the training video can effectively educate the practitioners on the values of integrity.

President of the Hong Kong Chamber of Professional Property Consultants Mr Lawrence Wong commented that enhancing employees' integrity could help safeguard the interests of the company and customers. The programme, through strengthening positive values and professionalism, serves to achieve this objective. The training video should be uploaded to the web and preferably also accessible by mobile devices, which could widely publicise the importance of integrity management.

Chairman of the H.K.N.T. Estate Agents & Merchants Association Mr Yau Hing-sun commented that the programme could deepen the industry's understanding of the problem of corruption. The content of the video was comprehensive, with clear illustrations of cases. It was easy to understand and helped the trade to gain better understanding of corruption and integrity management.

President of the Estate Agents Management Association Ms Kitty Ip said the programme, jointly organised by EAA and ICAC, could present a consistent message and should thus achieve better results than those organized by individual trade associations. The programme arrangement could meet the industry's need and the presentation in the form of a drama could facilitate the practitioners to understand the message.

Chairman of the Estate Agent Association Mr Evan Ng agreed the programme could help set the rules for large-, medium- and small-sized agencies and help the industry to understand integrity. The video with its clear messages could effectively remind practitioners to pay attention to their daily practices. To enhance the knowledge of integrity in the trade, the EAA should consider making the programme compulsory and as a condition for licence renewal.

Chairman of the Property Agents Association Ms Rosanna Ho agreed the programme could improve the standard of practice in the trade and facilitate the management to develop management policies. The seminars could enable the practitioners to master the latest information and develop. She suggested the video be updated regularly in response to societal changes and uploaded to the Internet for viewing of a wider audience.

逾200名地產代理業界，包括公司主管、分行經理、業界商會代表等觀看全新培訓影片「誠信公平可創富」的首播，座無虛席。

Over 200 audience from the trade, including estate agency management, branch managers and trade association representatives watch the premiere of the new training video "It Pays to Play Fair and Proper".