

聯繫社

Reaching  
to the  
Communi



# 群 Out nity





# 聯繫社群

## Reaching out to the Community

### 消費者教育

#### 推廣消費者資訊

監管局相信提升消費者對物業市場的認知十分重要。因此，在2015/16年度，監管局繼續透過不同的溝通渠道及平台，向公眾提供有關監管局工作的有用資訊及物業交易的知識。

監管局分別於2015年9月及2016年3月舉辦了兩場「精明置業系列」公開講座。第一場名為「如何做個精明一手樓買家」，嘉賓分享其對市場走勢的見解及在參觀示範單位及委託地產代理時須留意的要點。至於第二場的公開講座的題目為「住宅租賃知多啲」，旨在幫助業主和租客了解更多住宅物業租賃事項。兩場講座均反應熱烈。

### Consumer Education

#### Promotion of Consumer Information

The EAA believes that it is important to raise the awareness of consumers and their knowledge of the property market. Hence, in 2015/16, the EAA continued to share with the public some useful information on its work and knowledge on property transactions through various communication channels and platforms.

The EAA organised two public seminars in September 2015 and March 2016 respectively. The first seminar was titled "Tips to become a smart purchaser of first-hand residential properties". Guest speakers shared their insights on the market trend and the important points-to-note when visiting show flats and appointing estate agents. The second public seminar, titled "Learn more about the tenancy matters of residential properties", aimed at helping landlords and tenants to have a better understanding on residential tenancy matters. Both seminars received an overwhelming response from the audience.



監管局分別於2015年9月及2016年3月舉辦了兩場公開講座，兩場講座均反應熱烈。

The EAA organised two public seminars in September 2015 and March 2016 respectively, both received an overwhelming response from the audience.



為加深公眾對住宅租賃事宜的認識，監管局除於2016年3月舉辦上述的第二場公開講座外，亦舉辦了一系列相關活動。在2016年1月，監管局推出全新的電視宣傳短片，以「租約細節保權益 地產代理要解釋」為主題，除了在主要電視及廣播頻道播放外，亦上載於監管局網頁及YouTube頻道讓公眾瀏覽。

To enhance the public's knowledge about residential tenancy matters, the EAA not only organised the abovementioned second public seminar in March 2016, but also rolled out a campaign on the theme. In January 2016, the EAA launched a new Announcement in the Public Interest ("API") titled "To protect clients' interests, estate agents should explain the tenancy agreement in details". The new API was broadcast on major TV and radio channels and is also available on the EAA's website and on YouTube for public viewing.



監管局推出全新的電視宣傳短片，以住宅租賃知識為主題。

The EAA launched a new API which is about knowledge on residential tenancy matters.

為配合上述電視宣傳短片推出，監管局於2016年1月一連三個週末，分別在沙田、筲箕灣及深水埗的三個商場舉行巡迴展覽。展覽攤位除播放一系列消費者教育短片，亦設有小型攤位遊戲，共吸引超過6,000人參觀，並派發了約3,500份消費者小冊子及機構資訊刊物。監管局也於2015年8月及2016年2月，參加了兩個分別於油塘及屯門舉行的招聘進修博覽。兩場展覽活動共吸引超過5,000人參觀，並派發了超過600份監管局刊物。

To tie in with the launch of the above API, a series of roving exhibitions were held at three shopping centres in Shatin, Shau Kei Wan and Sham Shui Po respectively on three weekends in January 2016. Showcased with a series of consumer education videos together with a mini-game booth, over 6,000 visitors were reached and about 3,500 copies of consumer booklets and corporate information were distributed. The EAA also participated in two recruitment fairs in Yau Tong in August 2015 and Tuen Mun in February 2016 respectively. The total number of visitors to the two fairs was over 5,000 and more than 600 copies of EAA publications were distributed.

# 聯繫社群 Reaching out to the Community

此外，監管局於2015年12月出版了一本名為《安心租屋指南》的全新消費者小冊子，提醒公眾在訂立住宅物業租約時應注意的事項。此小冊子可在監管局及民政事務總署轄下的20個民政諮詢中心索取，年內共派發超過2,500份小冊子，反應非常熱烈。

In addition, the EAA published a new consumer booklet titled "A Guide to Tenancy" in December 2015. It aimed at reminding the public of the essential points-to-note when entering into a tenancy agreement for residential properties. The booklet is available for collection at the office of the EAA as well as at all the 20 Home Affairs Enquiry Centres ("HAEC") of the Home Affairs Department. Positive feedback was received and over 2,500 booklets have been sent to the HAECs for distribution.



為配合電視宣傳短片推出，監管局於2016年1月一連三個週末，分別在三個商場舉行巡迴展覽。

To tie in with the launch of the API, a series of roving exhibitions were held at three shopping centres respectively on three weekends in January 2016.

## 傳媒關係

為加強公眾對監管局的了解，監管局一直與傳媒保持緊密聯繫，以發布有關本局的工作及最新動向。於2015/16年度，監管局共發出了19篇新聞稿及舉行了三次記者招待會，均獲傳媒廣泛報道。監管局主席、行政總裁及行政部門高層管理人員共接受了八次電子及印刷傳媒的專訪。監管局透過舉辦各種傳媒聚會，包括與傳媒高層舉行午餐會，以及與前線記者舉行農曆新年聚會等，與傳媒保持密切聯繫。

監管局經常在媒體專欄撰寫有關物業交易及地產代理應提供的服務的文章。在2015/16年度，監管局共為三份報章/網站專欄發表文章，包括在免費報章《am730》發表了23篇，在《英文虎報》發表了13篇，及於星島地產網站及其地產版專欄刊登了12篇文章。

## Media Relations

To promote a better public understanding of the EAA's work, the EAA always keeps a close connection with the media to publicise its initiatives and efforts. In 2015/16, the EAA issued 19 press releases and held three press conferences and gained wide media coverage. A total of eight feature interviews with the EAA Chairman, the CEO and senior management for print and electronic media were also arranged. The EAA's relationship with the media was also maintained and strengthened through a number of media gatherings, including luncheons with media heads and a Chinese New Year gathering with frontline journalists.

The EAA frequently contributes articles on timely topics relating to property transactions and expected services of estate agents to the media. In 2015/16, the EAA had three newspaper/online columns. A total of 23 articles were published in the free newspaper *am730*; 13 articles were contributed to *The Standard*; and 12 articles on the property website of *Singtao* and its property magazine column.





## 交流與對外關係

### 與業界、政府及其他組織的聯繫

監管局深信與主要持份者及業界代表維持良好關係，以獲得他們對監管局工作的理解及支持至為重要。與地產代理業界保持定期對話及雙向交流是溝通的重要元素之一。於2015/16年度，監管局與主要業界商會代表舉行了五次聯絡會議。透過這些會議，監管局就新的政策建議諮詢商會代表，並討論共同關注的事項。會上，業界可了解草擬中的執業通告的要點，而監管局亦會考慮業界提出的意見。

鑑於參加者反應正面，監管局年內繼續在不同地區舉辦聚焦小組會議，與前線地產代理直接對話。在此等會議中，監管局與前線從業員分享監管局各項新的措施，並與他們討論業界從業員所遇到的最新問題。定期交流有助監管局為業界制定更實際可行的政策及措施。於2015/16年度，監管局分別於上環、黃大仙、大圍及柴灣舉辦了合共四次聚焦小組會議。

監管局不時通過發出信函、電郵、手機短訊、或透過監管局網頁發布特別通告，提醒業界留意有關地產代理執業的規定或政府推行的新措施。於2015/16年度，監管局共發出了21次此類提示/通知。此外，監管局亦發行了四期持牌人通訊《專業天地》。本年度的《專業天地》革新採用了更吸引及更平易近人的風格，讓持牌人知悉本局的最新規管措施及活動。公眾人士亦可於監管局網站瀏覽該份通訊。

## Exchanges and External Relations

### Liaisons with the Trade, the Government and Other Bodies

The EAA believes that it is vital to maintain good rapport with key stakeholders and trade representatives, so as to garner their understanding and support for the EAA's work. Maintaining a regular dialogue and two-way exchange with the estate agency trade is one of the important elements of communication. In 2015/16, the EAA held five liaison meetings with the representatives of major trade associations. At these meetings the trade representatives were consulted on the EAA's new initiatives and issues of mutual concern were discussed. The trade was also briefed on the salient points of draft practice circulars and the trade's views were noted.

Encouraged by the positive feedback from participants, the EAA continued to hold focus group meetings in various districts as a direct dialogue with frontline practitioners. At these meetings the EAA shared with the frontline practitioners new initiatives of the EAA and discussed latest practice issues encountered by the trade. The exchanges helped the EAA to formulate practical policies and measures for the trade to follow. In 2015/16, a total of four such meetings were held in Sheung Wan, Wong Tai Sin, Tai Wai and Chai Wan respectively.

From time to time, the EAA issues letters and reminders in the format of email or SMS to licensees, or publishes special notices on the EAA's website to alert the trade to certain requirements relating to the estate agency practice or any new Government measures. In 2015/16, a total of 21 such reminders/notices were issued. In addition, four issues of the EAA's licensee newsletter, *Horizons*, which was revamped for a more user-friendly and attractive style in the year, were published in 2015/16 to keep licensees abreast of the EAA's new regulatory measures and latest activities. Members of the public could also read it through the EAA's website.



## 聯繫社群

## Reaching out to the Community

此外，為確保業界遵循及明白有關參與一手住宅物業銷售的執業指引，監管局於2016年1月出版了一本名為《地產代理紀律研訊案例選輯——一手住宅物業》的新小冊子，透過真實的研訊個案，說明地產代理在處理一手住宅物業交易時所須遵守的相關規例、指引及操守。

In addition, to enhance the trade's compliance and understanding of the relevant regulatory requirements when participating in the sale and purchase of first-hand residential properties, a new booklet named "Inquiry Hearing Cases of Estate Agents - A Selection (First-Hand Residential Properties)" was published in January 2016. This new booklet illustrates the relevant regulations, guidelines and ethics that estate agents should comply with when handling first-hand residential property transactions through real inquiry hearing cases.

監管局亦協助環境局向地產代理從業員及地產代理公司東主發出電郵，邀請他們簽署《戶外燈光約章》，以減少戶外燈光裝置可能造成的光滋擾和能源浪費問題，結果有不少地產代理公司參加了此項計劃。

The EAA also assisted the Environmental Bureau by issuing mass emails to invite estate agency practitioners and estate agency company owners to join the "Charter on External Lighting" scheme to address the problem of light nuisance and energy wastage caused by external lighting. It turned out that a number of estate agency companies had participated in the scheme.



監管局在不同地區舉辦聚焦小組會議，與前線地產代理直接對話。

Focus group meetings are held in various districts as a direct dialogue with frontline practitioners.



監管局接待來自青海省工商行政管理局的代表團，向他們介紹本局的主要職能。

The EAA received a delegation from the Qinghai Province Administration for Industry to introduce the key functions of the EAA.



監管局亦與不同的專業團體或業界組織作國際性交流，以推廣監管局的形象。在2015/16年度，監管局分別接待了青海省工商行政管理局代表團、法律教育基金有限公司內地法律學生交流團，以及新加坡地產代理議會代表團。在會面中，各方交流規管經驗並分享見解。他們對監管局的角色、職能，以及香港地產代理行業的規管制度均甚感興趣。

The EAA also had international exchanges with different professional or trade bodies outside Hong Kong, which helped promote the image of the EAA. During 2015/16, the EAA received delegations from the Qinghai Province Administration, a mainland law student delegation from the Legal Education Fund Limited and the Council for Estate Agencies of Singapore respectively. Views and regulatory experiences were exchanged and shared during the meetings. Participating guests showed a great interest in learning the role and functions of the EAA and the regulatory system of the estate agency trade in Hong Kong.