



# 知識傳播前瞻 Forward-looking Approach in Knowledge Dissemination





# 知識傳播前瞻

## Forward-looking Approach in Knowledge Dissemination

### 專業發展

為達到消費者的期望及維持行業競爭力，對地產代理從業員而言，掌握最新知識，以確保能有效率地執業尤其重要。

為讓從業員不斷追求進步及終身學習，監管局於2005年推出了自願性持續專業進修計劃。監管局鼓勵持牌人參與該計劃下認可的學習活動，以獲取實用的知識和技能，對其執業及個人發展皆有幫助。

#### 持續專業進修計劃

持續專業進修計劃的科目主要分為兩個類別，分別為「合規及有效管理」，以及「全面提升發展」。前者的科目包括與法例、法規要求及有效管理有關；而其他有助提升持牌人全面發展及質素提升的科目則歸類為全面提升發展類別。

為鼓勵持牌人參與持續專業進修計劃，監管局提供不同形式的持續專業進修活動，包括面授講座、網上學習活動及網上個案研習。除監管局外，其他教育機構、地產代理公司及業界商會亦會舉辦相關的持續專業進修計劃活動。同時，持牌人更可參與由廣泛認受的專業協會提供或認可的活動，這些專業和知識領域，能與地產代理行業相輔相成。

### Professional Development

To meet the growing expectations of consumers and maintain their competitiveness within the trade, it is important for estate agency trade practitioners to keep their professional knowledge up to date so as to carry out their estate agency work effectively.

With a view to fostering practitioners' continual personal advancement and lifelong learning, the EAA launched a voluntary Continuing Professional Development ("CPD") Scheme in 2005. Licensees are encouraged to participate in learning activities recognised under the CPD Scheme in order to acquire useful knowledge and practical skills for their effective practice and personal accomplishment.

#### The CPD Scheme

Under the CPD Scheme, the subjects of CPD activities are classified under two categories, namely "Compliance and Effective Management" and "All-round Advancement". Subjects relating to law, compliance or supervisory issues are categorised as Compliance and Effective Management subjects, while other subjects conducive to enabling all-round development and quality enhancement of licensees are grouped under All-round Advancement.

To facilitate licensees' CPD participation, the EAA provides them with CPD activities in different forms, including face-to-face seminars, e-Learning programmes and e-Quizzes. In addition to the EAA, educational institutions, estate agency firms and trade associations are organising learning activities under the CPD Scheme. Licensees can also choose to undertake activities offered or accredited by the widely recognised professional associations of those professions or areas where the expertise of such fields are complementary to that of the estate agency trade.



舉辦題為「處理遺產物業和送讓契物業」的持續專業進修講座。

CPD seminar on "Handling Properties Involving Estate of Deceased Owner or Deed of Gift" held.

### 活動及參與次數

年內，監管局及其他主辦機構合共舉辦516個持續專業進修活動，吸引了26,002人次參與。在516個活動中，126個(佔活動總數的24.4%)由監管局舉辦，參與人次為12,722(約佔總參與人次的48.9%)。

為減低2019冠狀病毒病在社區擴散的風險，監管局取消了12場原訂於2020年2月1日至3月31日舉行的面授講座。其他主辦機構在此期間也相繼減少舉辦持續專業進修活動。講座數目減少無疑為持續專業進修活動參與人次減少的部分原因。與2018/19年度相比，2019/20年度持續專業進修活動的參與人次減少了8,567人(約24.8%)。

為滿足持牌人持續進修的需求，相比起舉行大型面授講座，監管局於2020年2月1日至3月31日舉辦了12場規模較小的影片播放課堂。透過收緊各課堂座位限額，讓參加者保持適當的社交距離。

### Number of activities and enrolments

During the year, a total of 516 CPD activities were organised by the EAA and other activity organisers and these CPD activities attracted 26,002 enrolments. Among the 516 activities, 126 (24.4% of the total number of activities) were organised by the EAA with 12,722 enrolments (about 48.9% of total enrolments).

To reduce the risk of the spread of COVID-19 in the community, the EAA cancelled 12 face-to-face seminars already scheduled between 1 February and 31 March 2020. Likewise, other CPD activity organisers conducted fewer CPD seminars during this period. These decreases in the number of seminars accounted for certain decreases in CPD enrolments. A drop of 8,567 enrolments (about 24.8%) of CPD activities was recorded in 2019/20 as compared with 2018/19.

To fulfil the needs of licensees on continuous learning, rather than delivering large scale face-to-face seminars, instead, by allowing sufficient social distancing amongst participants, the EAA held 12 smaller scale video classes with the number of seats per class restricted during 1 February to 31 March 2020.

### 過往三年的持續專業進修活動

#### CPD Activities in the Past Three Years

主辦機構 Activity Providers	2017/18		2018/19		2019/20	
	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments
監管局 EAA	119	16,021	116	12,954	126	12,722
地產代理業界 Estate Agency Trade	366	12,702	403	20,832	376	12,834
其他主辦機構 Other Providers	9	210	20	783	14	446
總數 Total	494	28,933	539	34,569	516	26,002

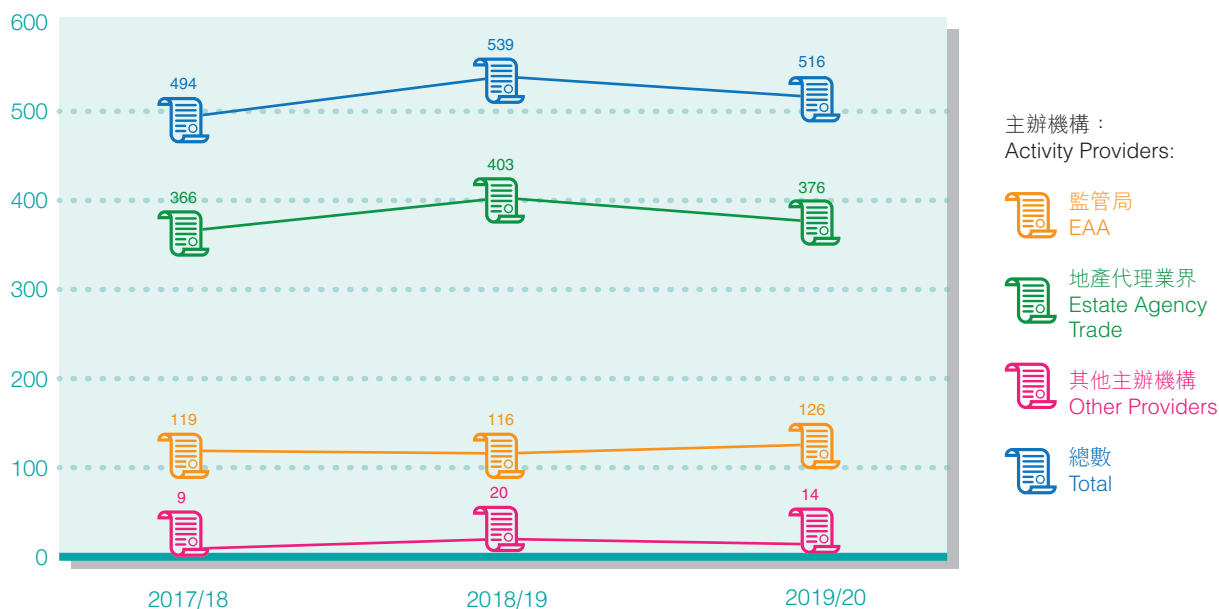


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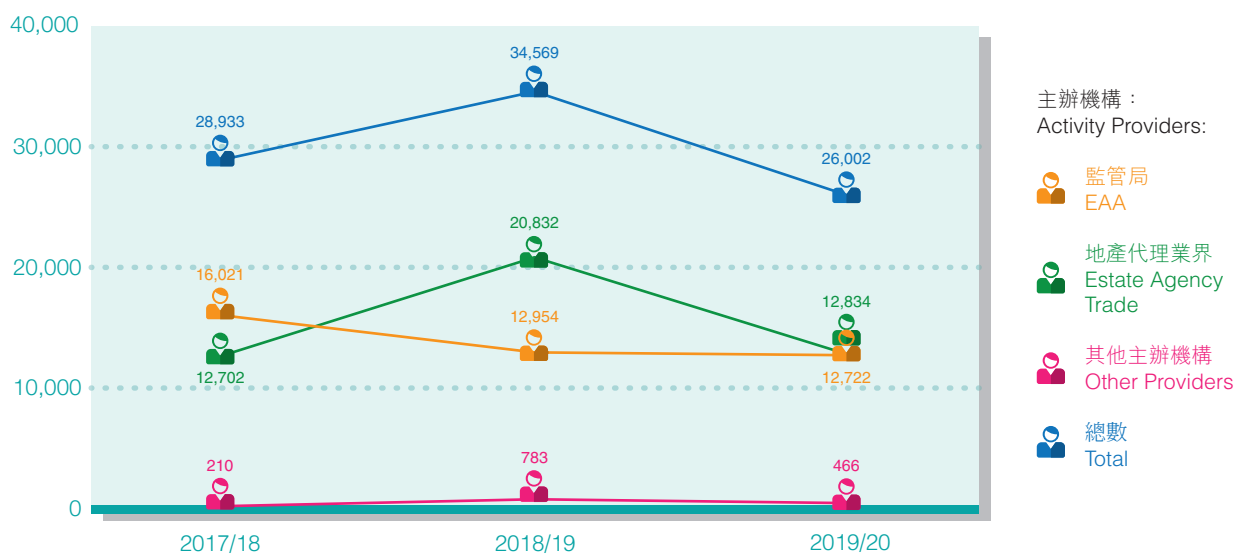
### 活動數目

#### Number of Activities



### 參與人次

#### Number of Enrolments



## 活動摘要

### 持續專業進修講座全新系列「聽君一席話 • 勝讀十年書」

為促進地產代理從業員與其他界別的專業人士跨學科交流，使持續專業活動的內容更多元化及加強持牌人的學習體驗，監管局於2019年推出一個名為「聽君一席話 • 勝讀十年書」的新系列講座。監管局邀請了會德豐地產(香港)有限公司常務董事黃光耀先生及消費者委員會總幹事黃鳳嫻女士於2019年12月17日的首場講座上分享其成功之道，藉此鼓勵持牌人自我提升及向他們灌輸正向思維。持牌人對這場講座的反應非常熱烈，活動座無虛席，共吸引了143位參加者。參加者認為講者的分享很有見地，極具啟發性。

由於持牌人的反應正面，監管局未來將繼續邀請其他傑出人士為此系列擔任主講嘉賓。

### 有關反洗錢及反恐怖分子資金籌集的持續專業進修活動

為加深持牌人對有關反洗錢及反恐怖分子資金籌集(「反洗錢」)的法例及監管要求的認識，監管局推出了30個持續專業進修活動，並吸引了4,000人次參加。由於擴大「反洗錢」的推廣工作仍然是監管局首要任務之一，局方會定期為持牌人舉辦相關「反洗錢」的持續專業進修活動。

## Highlights of activities

### CPD seminar under the new “Top Tips by Elites” series

With an aim to foster cross-discipline exchanges between estate agency trade practitioners and professionals of other sectors as well as ensure a balanced mix of CPD activities to enrich licensees' learning experiences, a new series of CPD seminars titled “Top Tips by Elites” was launched in 2019. To encourage personal advancement and instil positive thinking in licensees, Mr Ricky Wong Kwong-yiu (Managing Director, Wheelock Properties (HK) Limited) and Ms Gilly Wong Fung-han (Chief Executive, Consumer Council) were invited to share their stories on “key to success” at the first Top Tips by Elites seminar held on 17 December 2019. Due to an overwhelming response from licensees the Top Tips by Elites seminar attracted a full house of 143 participants and the participants reflected that the seminar was very inspiring and insightful.

In light of the positive responses from the licensees, the EAA will continue inviting other distinguished guests to speak at CPD seminars organised under the Top Tips by Elites series in future.

### CPD Activities on Anti-Money Laundering and Counter Terrorist Financing

To help licensees fully understand the legal and regulatory requirements in relation to anti-money laundering (“AML”) and counter-terrorist financing (“CTF”), 30 CPD activities on this subject were held by the EAA during the year and attracted 4,000 enrolments in total. As an expansion of AML/CTF outreach amongst licensees remains one of the EAA's priorities, CPD activities on AML/CTF will be regularly provided to licensees.



舉辦題為「聽君一席話 • 勝讀十年書」的持續專業進修講座。  
CPD seminar on “Top Tips by Elites” held.





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### 持續專業進修跨學科講座

為了讓持牌人擴闊視野及全面提升行業質素，監管局不時邀請其他監管機構和專業團體代表和成員擔任演講嘉賓，主講不同範疇的持續進修講座。合作機構和團體包括：競爭事務委員會、平等機會委員會、香港廉政公署、香港警務處、保安局禁毒處、個人資料私隱專員公署、一手住宅物業銷售監管局、特許公認會計師公會、香港綠色建築議會、香港營造師學會、香港測量師學會、香港按揭證券有限公司，以及英國皇家特許測量師學會。就此，監管局於年內舉辦了25個跨學科的持續專業進修活動，吸引1,888人次參加。

### 持續專業進修獎勵及嘉許獎章

在持續專業進修計劃下，每個持續專業進修活動均會按活動性質和學員的參與情況獲發學分。一般來說，持牌人每參與一小時的活動，便會獲發一個持續專業進修學分。於為期12個月的進修時段內取得12個或以上持續專業進修學分的從業員，將獲視為達到持續專業進修計劃的學分要求，並可獲頒持續專業進修計劃嘉許獎章。自2013年10月1日開始的持續專業進修時段起，持牌人若連續三個及五個進修時段達到持續專業進修計劃的學分要求，將分別獲頒持續專業進修計劃優越嘉許獎章銀章（「銀章」）及持續專業進修計劃優越嘉許獎章金章（「金章」）。

### CPD Seminars in Cross Disciplines

In order to broaden licensees' knowledge and facilitate their all-round advancement, the EAA from time to time invites representatives of other regulatory bodies and members of professional associations of sectors other than estate agency to deliver CPD seminars on multi-disciplines. Guest speakers from various regulatory bodies and professional associations included the Competition Commission; Equal Opportunities Commission; Independent Commission Against Corruption; Hong Kong Police Force; Narcotics Division of Security Bureau; Office of the Privacy Commissioner for Personal Data; Sales of First-hand Residential Properties Authority; Association of Chartered Certified Accountants; Hong Kong Green Building Council; Hong Kong Institute of Construction Managers; Hong Kong Institute of Surveyors; Hong Kong Mortgage Corporation Limited; and Royal Institution of Chartered Surveyors. During the year, 25 CPD activities on subjects of cross disciplines were held and these activities attracted 1,888 enrolments in total.

### CPD incentives and premium recognitions

Under the CPD Scheme, points would be assigned to CPD activities based on the nature of the activity and the input required from the learner. Generally, one CPD point is awarded for one hour of activity undertaken. Practitioners who earned 12 or more CPD points in a 12-month CPD period are considered having achieved the CPD yearly attainment target and will be awarded the CPD Attainment Symbol. With effect from the CPD period commencing 1 October 2013, licensees who have achieved their CPD attainment targets for three and five consecutive CPD periods will also be awarded the Premium CPD Attainment Symbol – Silver ("Silver Symbol") and Premium CPD Attainment Symbol – Gold ("Gold Symbol") respectively.

除個人持牌人會獲頒發持續專業進修計劃優越嘉許獎章、銀章及金章外，若持有營業詳情說明書的地產代理商舖有80%或以上的持牌僱員（包括分行經理）達到該計劃的學分要求，亦可獲頒發地產代理商舖專業進修嘉許獎章。

In addition to the CPD Attainment Symbol, the Silver Symbol and the Gold Symbol which are presented to individual licensees, estate agency firms as holders of Statement of Particulars of Business ("SPOB") with over 80% of their licensed employees (including the branch manager) having achieved the yearly CPD attainment target will be awarded the CPD Mark for Estate Agencies.

成就 Achievement	獎勵 Award	2019/20 年度 得獎者數目 No. of awardees in 2019/20
在一個進修時段達到持續專業進修計劃的學分要求的持牌人 * Licensees achieving CPD attainment target for one CPD period*	持續專業進修計劃嘉許獎章 CPD Attainment Symbol	1,769
在連續三個進修時段達到持續專業進修計劃的學分要求的持牌人（自 2013 年 10 月 1 日開始的進修時段起生效） Licensees achieving CPD attainment target for three consecutive CPD periods (with effect from the CPD period commencing 1 October 2013)	銀章 Silver Symbol	143
在連續五個進修時段達到持續專業進修計劃的學分要求的持牌人（自 2013 年 10 月 1 日開始的進修時段起生效） Licensees achieving CPD attainment target for five consecutive CPD periods (with effect from the CPD period commencing 1 October 2013)	金章 Gold Symbol	60
有 80% 或以上持牌僱員（包括分行經理）達到持續專業進修計劃的學分要求的營業詳情說明書持有人 Holders of SPOB with over 80% of licensed employees (including the branch manager) having achieved the CPD attainment target	地產代理商舖 專業進修嘉許獎章 CPD Mark for Estate Agencies	44

\* 每個持續專業進修時段為期 12 個月，由每年 10 月 1 日起至翌年 9 月 30 日止。

\* Each CPD period shall be a 12-month period commencing 1 October each year and ending on 30 September the following year.





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### 網上學習活動

為方便持牌人可隨時隨地學習，監管局一直就各種主題範疇製作網上學習活動。受2019冠狀病毒疫情影响，網上學習活動正是目前社交距離受制下靈活學習的選擇。雖然局方為減少病毒傳播風險而取消了持續專業進修計劃講座，為彌補失去的相關學習機會，局方製作了更多的網上學習活動。年內，監管局在其網上學習平台上新增了五個網上學習活動，較2018/19年度的三個新增活動為多。隨着網上學習日漸普及，監管局將會提供更多專題科目的網上學習活動，以配合持牌人的興趣和學習需要。

### E-Learning programmes

To enable licensees to study at anytime and anywhere, the EAA has been producing e-Learning programmes on various subjects. These e-Learning programmes happened to serve as a flexible learning option for licensees amid the social distancing constraints caused by COVID-19. To help compensate for the loss of learning opportunities resulting from the cancellations of CPD seminars for reducing the risk of the spread of COVID-19, more e-Learning programmes have been produced. During the year, the EAA added five new e-Learning programmes to its learning platform, as compared with three new additions in 2018/19. As e-Learning has become an accepted learning option in society, more e-Learning programmes on topical subjects will be developed to suit the interests and learning needs of licensees.

### 過往三年監管局的網上學習活動

#### EAA's e-Learning Programmes in the Past Three Years

	2017/18	2018/19	2019/20
監管局網上學習活動數目 Number of EAA's e-Learning programmes	18	21	26
監管局網上學習活動的參加人數 Number of participants of EAA's e-Learning programmes	441	635	525
監管局網上學習活動的參與人次 Number of enrolments of EAA's e-Learning programmes	1,943	2,082	2,046

### 公眾教育及與持份者的聯繫

### Public Education and Stakeholder Liaisons

#### 消費者教育

#### Consumer education

監管局十分重視推廣與消費者相關的知識，以協助消費者保障其自身權益。在2019/20年度，局方繼續透過不同平台向公眾發放有關物業交易的全面及實用資訊。為了更有效地接觸公眾，局方採用了網上和非網上的各種宣傳渠道。

The EAA attaches great importance to promoting consumer related knowledge to enable consumers to protect their own interests. In 2019/20, the EAA continued to disseminate comprehensive and practical information to the public on property transactions across multiple platforms. In order to reach the mass public effectively, the EAA adopted various promotional channels which include both online and offline.

監管局於2019年推出「5A代理」宣傳計劃，除得到業界的認同之外，更於2019年7月榮獲房地產牌照司法人員協會（ARELLO）頒發教育獎。為了延續向公眾推廣業界的專業形象，局方在2020年第一季推出了新一輪的「5A代理」宣傳計劃，在超過100輛在全港行駛的巴士車身印上「5A代理」的廣告。監管局亦製作

The “5A Agent” publicity campaign launched in 2019 was well recognised by the trade and has been awarded the education award by the Association of Real Estate License Law Officials (“ARELLO”) in July 2019. To keep the momentum of promoting the trade’s professional image to the public, a new wave of “5A agent” publicity was launched in the first quarter of 2020. The key message was promoted through advertising on over 100 public bus fleets travelling in the territory. A set

了一系列搶眼的相關宣傳品，派發到各地產代理商舖。這些宣傳品旨在鼓勵公眾委託優質的持牌地產代理，以及提醒持牌人時刻保持專業態度。宣傳品中包括一張座枱卡，背面還印有額外訊息以協助地產代理為符合《打擊洗錢及恐怖分子資金籌集條例》的要求而向客戶收取身份證明文件副本作備存紀錄。

of eye-catching promotional materials were also produced and distributed to the estate agency shops. The materials aimed to encourage the public to appoint licensed estate agents of high calibre and enhance licensees' awareness of being professional at all times. The promotional materials also included a table tent card carrying an additional message to facilitate the licensees to obtain a copy of their clients' identity document for record-keeping in order to comply with the requirement of Anti-money Laundering and Counter-terrorist Financing Ordinance.



監管局於2020年首季推出新一輪的「5A代理」宣傳計劃，鼓勵公眾委託優質的持牌地產代理。

A new wave of "5A agent" publicity was launched in the first quarter of 2020 to encourage the public to appoint licensed estate agents of high caliber.

有見港人境外置業的興趣增加，監管局在年內不斷致力於提醒公眾購買境外物業時需注意的要點。例如，監管局在2019年，於消費者教育網站內的「精明錦囊」中，新增了一個「購買境外物業」的專區(<http://outsideHK.eaa.org.hk>)。內容包括有關購買境外物業的文章、單張、公開講座精華片段以及有用連結，以供參考。為了吸引更多公眾瀏覽此網頁內容，局方於2020年3月利用搜索引擎營銷(Search Engine Marketing)工具推廣這個新增專區，令該網站的整體瀏覽量因而大幅增加。宣傳期內，該網頁的瀏覽次數比平時上升了一倍。此外，監管局亦於2020年2月出版一本名為《境外置業要「究」SMART》的全新小冊子。新小冊子介紹在決定購買境外物業前應考慮的重要因素，並透過漫畫形式分享一些個案，讓讀者更易於理解。

In view of the increasing interest of Hong Kong residents in purchasing non-local properties, the EAA has made a continuous effort in the year to alert the public on the points-to-note when purchasing properties situated outside Hong Kong. For example, a designated section titled "Purchasing properties located outside Hong Kong" (<http://outsideHK.eaa.org.hk>) has been launched under the section of "Smart Advice" in the EAA's consumer education website in 2019. The section consists of a number of articles, leaflets, videos and useful links related to the purchase of non-local properties for the public's reference. In order to attract more members of the public to access this online information, the EAA adopted the Search Engine Marketing (SEM) tool to promote this designated website section in March 2020 which led to a much higher number of visits to the website section. The number of pageviews doubled during the promotion period. In addition, a consumer education booklet titled "Purchasing Non-local Properties Be SMART" was also published in February 2020. The booklet introduced the essential factors to be considered before making a purchase decision of non-local properties with cases sharing in a user-friendly comic style for easier understanding.



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除了上述的小冊子外，監管局在年內也出版了一本名為《紀律研訊案例選輯——第五輯》的新小冊子，以加強持牌人對處理物業買賣的相關法律及規管要求的認知，藉以提升地產代理業的服務質素。

上述兩本小冊子的印刷版均可於民政事務總署轄下的各區民政諮詢中心索取。

另一方面，監管局於年內舉辦了兩場公開講座，以加強公眾對物業交易的知識。2019年9月，監管局舉辦名為「改建有風險 租買要留神」的公開講座，四位來自不同專業範疇的講者向近150名觀眾分享有關購買或租用附有改建工程物業的潛在風險之見解。而因受2020年初2019冠狀病毒病疫情於社區蔓延所影響，局方原訂於2020年3月舉行題為「境外置業要究SMART」公開講座，首次改以網上直播形式於Facebook平台上舉行，讓在線觀眾能夠與三位講者實時互動。公眾反應熱烈，講座在直播中共吸引了超過3,000次瀏覽，而講座的錄影回顧則在講座結束一週後共錄得40,000次瀏覽。上述兩個講座的精華片段，均已上載至監管局的網頁及YouTube頻道讓公眾瀏覽。

As well as the aforementioned booklet, another booklet titled “Inquiry Hearing Cases – A Selection V” was also produced in the year to enhance licensees’ understanding of the relevant legal and regulatory requirements in handling property transactions through sharing certain real inquiry hearing cases, in a bid to promote quality service of the estate agency trade.

Printed copies of both booklets were sent to all Home Affairs Enquiry Centres for the public’s collection.

On the other hand, two public seminars were held during the year in order to enhance the public’s knowledge in property transactions. In September 2019, a seminar titled “Be alert when renting or purchasing properties with alteration works” was held. Four speakers from different professions shared with an audience of around 150 their insight on the possible risks when renting or purchasing properties with alteration works. Owing to the spread of COVID-19 in the community in early 2020, the seminar held in March 2020 titled “Purchasing Non-local Properties Be SMART” was conducted online for the first time. The online seminar was broadcast through Facebook, which allowed the online audience to interact with the three speakers in real time. A positive response was received from the public. Over 3,000 views were recorded during the live broadcast of the seminar and the recap video was viewed 40,000 times in the week afterwards. Video highlights of the seminars were also uploaded to the EAA’s websites and YouTube channel for the public’s viewing.



監管局於年內舉辦了兩場公開講座，以加強公眾對物業交易的知識。  
Two public seminars were held during the year in order to enhance the public’s knowledge in property transactions.



## 傳媒關係

為了進一步提升公眾對監管局的認知及建立正面形象，與媒體保持緊密聯繫以宣傳局方之措施和工作至為重要。年內，監管局共發出了8篇新聞稿，舉辦了一次新聞發布會，均獲傳媒廣泛報導。監管局主席及管理層亦接受了主要印刷及電子傳媒合共六次專訪。當中，監管局行政總裁韓婉萍女士於2019年12月接受無線電視節目《日日有樓睇》訪問，闡釋地產代理的角色及責任，以及委託地產代理時要注意的事項。該訪問共分一系列數集播出並獲得廣泛迴響，而該系列亦於2020年繼續播放。



年內，監管局管理層接受不同媒體專訪，以提升公眾對監管局措施及工作的認識。

During the year, the EAA management was interviewed by different media in order to enhance public awareness on EAA's initiatives and efforts.

為透過大眾媒體進一步推廣與消費者相關的資訊，監管局定期在媒體專欄撰寫有關物業交易及地產代理服務的文章。在2019/20年度，監管局在三份報章及網站專欄合共發表了39篇文章，包括《星島日報》地產網站及雜誌、《信報財經新聞》網站及南華早報網站等。監管局將繼續與不同媒體及宣傳平台保持聯繫。

## Media relations

In order to further enhance public awareness of the EAA with a positive public image, it is important to keep a close connection with the media in order to publicise the EAA's initiatives and efforts. During the year, the EAA issued eight press releases and held one press conference which gained wide media coverage. A total of six feature interviews were arranged for the EAA Chairman and EAA management with major print and electronic media. Among these interviews, the EAA Chief Executive Officer, Ms Ruby Hon, was interviewed by a TVB programme titled "A Property A Day" in December 2019. Ms Hon illustrated the role and responsibility of estate agents and the points-to-note when appointing estate agents. There were a few episodes aired with positive response and the series continued in 2020.



To further promote consumer-related information through mass media channels, the EAA regularly contributes articles on current topics relating to property transactions and expected services of estate agents to the media. In 2019/20, the EAA contributed a total of 39 articles to three print and online columns, namely, the property magazine and website of *Sing Tao Daily*, the websites of *Hong Kong Economic Journal*, and *South China Morning Post*. The EAA will continue to cultivate relationships with the media by exploring more media channels and publicity platforms.



## 知識傳播前瞻

## Forward-looking Approach in Knowledge Dissemination

### 業界溝通

監管局重視與主要持份者及業界代表保持良好關係，以爭取他們理解及支持監管局工作，這對業界守法循規及發展專業非常重要。作為定期對話及雙向溝通，監管局於2019/20年度與主要業界商會代表舉行了三次聯絡會議及一次針對如何就業界營運困難提供援助而舉行的特別會議。會議中除了討論到雙方關心的議題外，監管局亦向業界講解局方的最新措施。例如，業界向監管局表達其於社會運動期間面對的經營困難，局方因而制定資助計劃，並鼓勵個人持牌人不斷學習，增值自己。此外，監管局亦幫助業界向政府反映他們在2019冠狀病毒病疫情下面對的經營困難。政府決定透過監管局在第二輪「防疫抗疫基金」中向個人持牌人提供現金津貼。



監管局透過聚焦小組會議了解持牌人日常執業，有助為業界制定有效的政策、指引和措施。

The EAA understood the daily practice of licensees by conducting focus groups, which helped the EAA formulate practical policies, guidelines and measures for the trade.

除了與業界商會代表舉行聯絡會議外，監管局亦與不同地區的持牌人舉行聚焦小組會議，和前線從業員直接溝通。會議內持牌人分享了其遇到的執業問題，這有助監管局為業界制定有效的政策、指引和措施。年內，局方分別於油塘及馬鞍山舉行了合共兩次聚焦小組會議，並得到正面回應。

### Trade communications

The EAA believes that it is vital to maintain a good rapport with key stakeholders and the trade, so as to gain their understanding and support for the work of the EAA which is essential for trade compliance and the development of professionalism. The EAA hosted three regular liaison meetings and one special meeting on the ways to assist the trade under operation difficulties with the representatives of major trade associations in 2019/20 as a regular dialogue and two-way exchange with the trade. Issues of mutual concern were also discussed and the trade was informed on the most updated initiatives of the EAA. For instance, the trade expressed to the EAA their difficulties during the period of social movements resulting in a financial assistance plan provided by the EAA to encourage individual licensees to upgrade themselves through continuous learning. The EAA also helped reflect the trade's difficulties during the COVID-19 pandemic to the Government which had decided to provide cash subsidies to individual licensees through the EAA under the second round of the Anti-epidemic Fund.



監管局與主要業界商會代表定期舉行聯絡會議。

The EAA hosted regular liaison meetings with the representatives of major trade associations.

In addition to liaison meetings with representatives of trade associations, focus group meetings with licensees in various districts were also organised to maintain direct dialogue with frontline practitioners. At these meetings, the EAA invited licensees to share practice issues they encountered, which helped the EAA formulate practical policies, guidelines and measures for the trade. During the year, two focus group meetings with positive feedback were held in Yau Tong and Ma On Shan respectively.



監管局亦不時透過電郵、於網站上發布的特別通告向持牌人發出函件或提醒等，提示業界注意一些有關執業的要求及由政府發出的提醒或措施。在2019/20年度，監管局合共發出了25份此類信函或通告。此外，監管局亦出版了四期持牌人通訊《專業天地》，讓持牌人知悉局方的最新規管工作及活動。公眾人士亦可於監管局辦事處索取該通訊或於監管局網站瀏覽電子版本。在2019/20年度，監管局亦透過出席不同的業界活動，與業界保持良好關係。

#### 與其他持份者的交流及聯繫

年內，監管局亦一直與政府、專業機構和其他公共機構等外界持份者保持良好聯繫。由於地產代理有必要了解相關的政府規例及市場的最新發展，監管局不時收到不同部門或機構的最新消息及資訊，包括一手住宅物業銷售監管局、稅務局、競爭事務委員會、土地註冊處、規劃署、香港房屋協會、消費者委員會、平等機會委員會、個人資料私隱專員公署、物業管理業監管局、選舉事務處，及入境事務處等。

監管局的管理層亦與房地產牌照司法人員協會(「ARELLO」)的前任主席兼ARELLO基金信託委員會主席會面。在會談中，雙方就香港物業市場及持牌人數目等資訊交換意見。

From time to time, the EAA issues letters or reminders to licensees in the form of email or special notices published on the EAA's website to alert them to certain requirements relating to the estate agency practice, and reminders or new measures from the Government. In 2019/20, a total of 25 such letters or notices were issued. In addition, four issues of the EAA's newsletter for licensees, *Horizons*, were published in the year to keep licensees abreast of the EAA's regulatory measures and our latest activities. Members of the public could either collect a copy of the newsletter at the EAA office or read the e-version at the EAA's website. By attending different trade events in 2019/20, the EAA also maintained a cordial relationship with the trade.

#### Exchanges and liaisons with other stakeholders

During the year, the EAA also maintained a good relationship with external stakeholders, including the Government, professional institutes and other public bodies. As it is essential for estate agents to keep informed of relevant government regulations and new developments in the market, we also received up-to-date news and information from various departments or organisations such as the Sales of First-hand Residential Properties Authority, Inland Revenue Department, Competition Commission, Land Registry, Planning Department, Hong Kong Housing Society, Consumer Council, Equal Opportunities Commission, Office of the Privacy Commissioner for Personal Data, Property Management Services Authority, Registration and Electoral Office, and Immigration Department.

The EAA management also met with the former President of the Association of Real Estate License Law Officials ("ARELLO") who is also the chairman of the board of trustees for the ARELLO Foundation. Information on the property market in Hong Kong and the number of licensees was exchanged in the meeting.



監管局與政府、專業機構和其他公共機構等外界持份者保持良好聯繫。圖為與香港測量師學會舉行會議時攝。

The EAA maintained a good relationship with external stakeholders, including the Government, professional institutes and other public bodies. Photo taken at a meeting with the Hong Kong Institute of Surveyors.