



知識傳播

Forward-looking
Approach in
Knowledge
Dissemination



專業發展

為提升持牌人的專業質素並加強公眾對持牌人服務的信心，監管局自2005年起實施自願性質的持續專業進修計劃，向持牌人推廣持續學習及進修的文化。

持續專業進修計劃

為喚起持牌人興趣，持續專業進修計劃涵蓋多個主題，並主要分為兩個類別：「合規及有效管理」及「全面提升發展」。「合規及有效管理」包括法律、合規及監管事項的主題；而「全面提升發展」則涵蓋提升持牌人能力或實現個人成就的主題。

持牌人可根據他們不同的興趣及需要，透過各種學習模式獲得持續專業進修學分，例如網上研討會／網上培訓課程、面授講座、網上學習活動及網上個案研習。持牌人亦可在與地產代理行業相輔相成的領域，選擇由具有廣泛認受性的專業學會所提供或認可的持續專業進修活動，以進一步滿足他們對知識的渴求。

持續專業進修的嘉許獎勵

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至少12個持續專業進修學分的持牌人，則達到持續專業進修計劃的年度學分目標，並可獲頒發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目標，便可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」）。

Professional Development

Since 2005, a voluntary Continuing Professional Development (“CPD”) Scheme has been introduced to promote a culture of continuous learning and development among licensees with a view to improving their professionalism and enhancing the confidence of the public in their services.

The CPD Scheme

To pique the interest of licensees, a wide range of subjects are covered in the CPD Scheme. These subjects are classified into two main categories: Compliance and Effective Management and All-round Advancement. Compliance and Effective Management covers topics related to law, compliance, and supervision, while All-round Advancement covers subjects on raising professional competence or enabling personal accomplishment of licensees.

To cater for the diverse interests and needs of licensees, CPD points can be earned through various modes of learning, such as webinars/online training classes, face-to-face seminars, e-Learning programmes, and e-Quizzes. Licensees can also select CPD activities provided or accredited by the widely recognised professional associations in fields complementary to the estate agency trade to further meet their quest for knowledge.

CPD attainment recognitions

Under the CPD Scheme, points would be assigned to CPD activities based on their nature and the level of input required from the learner. Generally, attending one hour of activity can earn one CPD point. By earning at least 12 CPD points within a 12-month CPD period, licensees meet the annual CPD attainment target and can be awarded the CPD Attainment Symbol. Starting from 1 October 2013, licensees who achieve their CPD attainment targets for three and five consecutive CPD periods will also be awarded the Premium CPD Attainment Silver Symbol (Silver Symbol) and Premium CPD Attainment Gold Symbol (Gold Symbol) respectively.

此外，若營業詳情說明書的持有人有80%或以上的持牌僱員（包括分行經理）達到該計劃的年度學分目標，該店亦可獲頒發地產代理商舖專業進修嘉許獎章。

In addition, holders of Statement of Particulars of Business (SPOB) will be awarded the CPD Mark for Estate Agencies if over 80% of their licensed employees (including the branch manager) meet the annual CPD attainment target.

成就 Achievement	獎勵 Award	2022/23 年度得獎者數目 No. of awardees in 2022/23
在一個進修時段達到持續專業進修計劃的學分目標的持牌人 Licensees achieving CPD attainment target for one CPD period	持續專業進修計劃嘉許獎章 CPD Attainment Symbol	4,258 ¹
在連續三個進修時段達到持續專業進修計劃的學分目標的持牌人（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	393 ²
在連續五個進修時段達到持續專業進修計劃的學分目標的持牌人（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	53
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目標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	247 ³

¹ 過去11年的最高記錄
² 過去六年的最高記錄
³ 過去12年的最高記錄

¹ Highest in the last 11 years
² Highest in the last 6 years
³ Highest in the last 12 years

商舖優越嘉許獎章

為鼓勵營業詳情說明書持有人積極參與持續專業進修計劃，目前的商舖嘉許獎章計劃將進行擴展，已連續三個及五個持續專業進修時段取得「商舖嘉許獎章」的合資格營業詳情說明書持有人將會分別獲頒發商舖優越嘉許獎章銀章或金章。首批商舖優越嘉許獎章的得獎者將於目前進修時段結束（即2023年9月30日）後確定。

Premium CPD Mark

To encourage more participation of SPOBs in the CPD Scheme, the current CPD Mark Scheme would be expanded to award Silver and Gold Premium CPD Marks to eligible SPOBs which have been awarded CPD Marks for three and five consecutive CPD periods respectively. The first batch of awardees for the Premium CPD Marks would be identified after the end of the current CPD period on 30 September 2023.



活動及參與次數

年內，監管局及其他主辦機構合共舉辦了945個持續專業進修活動並合共吸引了42,809人次參與。在945個活動中，有265場（佔活動總數的28%）由監管局舉辦，參與人次為13,342（約佔總參與人次的31%）。

疫情期間，為減低2019冠狀病毒病在社區傳播的風險，監管局暫停舉辦以面授方式進行的持續專業進修大型講座。為照顧持牌人對持續進修的需求，監管局改為舉辦多個網上研討會，並舉辦了149場規模較小的影片播放會，而座位之間均安排了有足夠的社交距離。

Number of activities and enrolments

During the year, a total of 945 CPD activities were held by various organisers, including the EAA, with a total of 42,809 enrolments. Among the 945 activities, 265 (28% of the total number of activities) were organised by the EAA, with approximately 31% of the total enrolments, amounting to 13,342.

During the pandemic period, the EAA suspended its organisation of large-scale face-to-face CPD seminars to minimise the risk of COVID-19 transmission in the community. Instead, the EAA arranged a number of webinars and also 149 small-scale video classes with adequate social distancing among participants to meet the continuous learning needs of licensees.

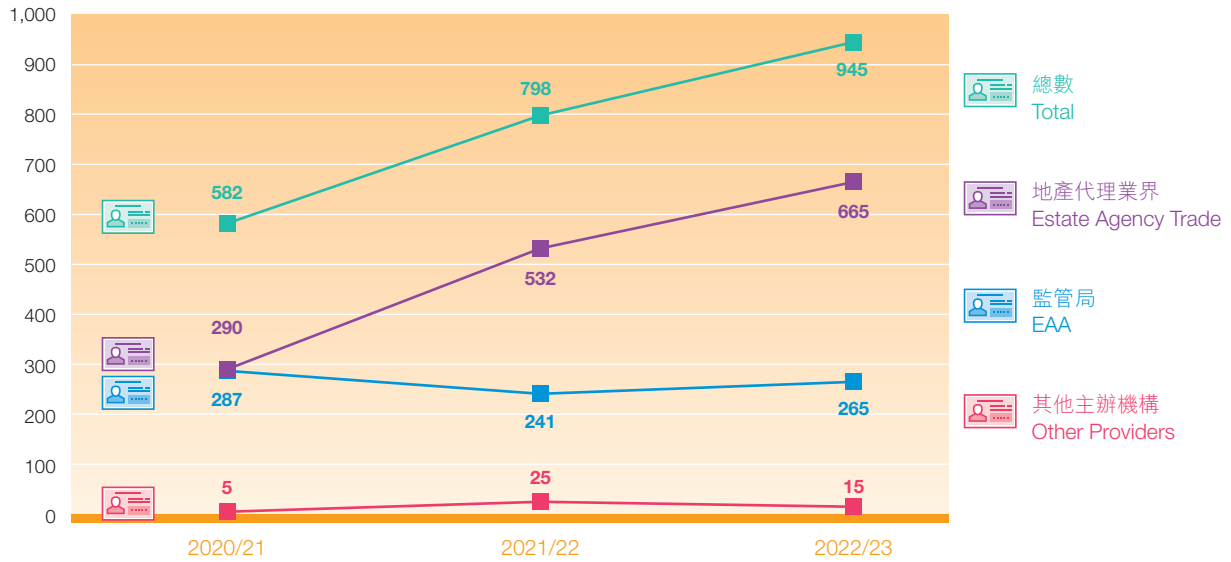
過往三年的持續專業進修活動

CPD Activities in the Past Three Years

主辦機構 Activity Providers	2020/21		2021/22		2022/23	
	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	287	7,675	241	10,524	265	13,342
地產代理業界 Estate Agency Trade	290	9,068	532	40,357	665	28,294
其他主辦機構 Other Providers	5	156	25	1,801	15	1,173
總數 Total	582	16,899	798	52,682	945	42,809

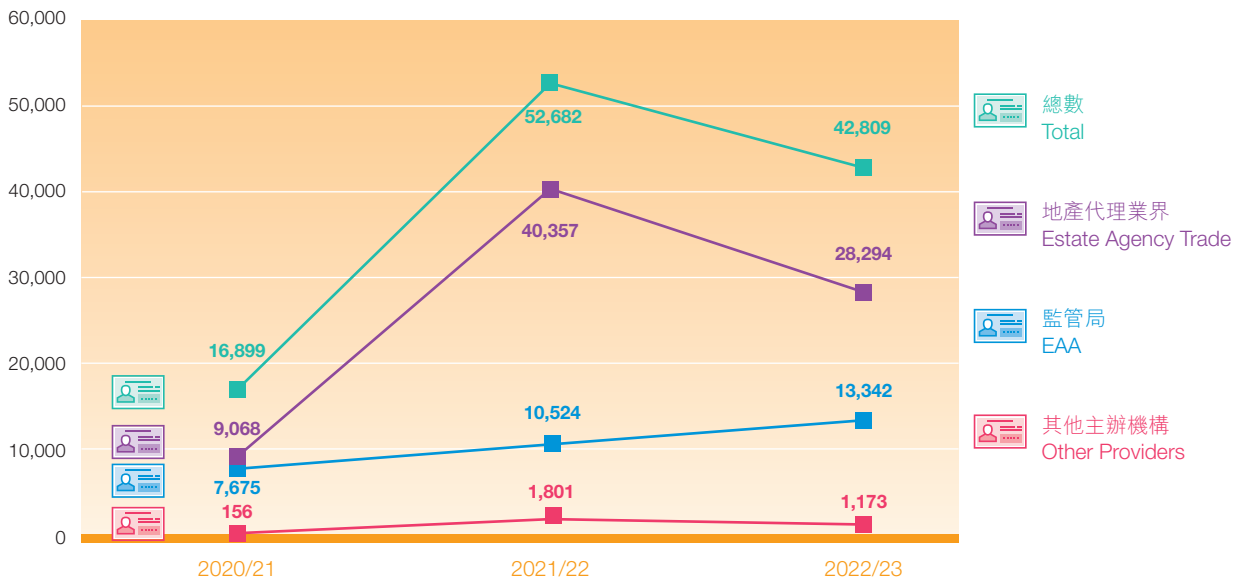
活動數目

Number of Activities



參與人次

Number of Enrolments



活動摘要

跨學科講座

為提高持牌人對個人資料私隱的重要性及「起底」罪行的認識，監管局聯同個人資料私隱專員公署合辦「地產代理業界：認識保障個人資料私隱（起底罪行的介紹）」網上講座。私隱專員鍾麗玲女士除了擔任主講嘉賓外，亦闡述了直接促銷機制及《2021年個人資料（私隱）（修訂）條例》中有關「起底」罪行的重點。持牌人對此講座反應熱烈，合共321名參與者出席。

此外，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，並使持續專業進修活動的內容更多元化以及豐富持牌人的學習體驗，監管局邀請了多個專業學會及不同的監管機構代表為持牌人舉辦講座，包括屋宇署、商務及經濟發展局、機電工程署、平等機會委員會、香港綠色建築議會、香港會計師公會、香港設施管理學會、香港測量師學會、香港警務處、廉政公署、差餉物業估價署、皇家特許測量師學會、一手住宅物業銷售監管局及保安局。年內，監管局共舉辦了29場相關跨學科活動，合共吸引3,887人次參與。

Highlights of activities

Cross-discipline seminars

To strengthen the licensees' understanding of the importance of personal data privacy and the new doxxing offences, the EAA and the Office of the Privacy Commissioner for Personal Data jointly organised a webinar for licensees on "Protection of Personal Data Privacy for the Estate Agency Sector (Introduction of the new doxxing offences)". The Privacy Commissioner Ms Ada CHUNG Lai-ling was the keynote speaker of the webinar who explained the direct marketing regime and the doxxing offences under the Personal Data (Privacy) (Amendment) Ordinance 2021. The webinar attracted very good responses from the licensees and a total of 321 participants attended.

Moreover, with an aim to foster cross-discipline exchanges between estate agency trade practitioners and professionals of other sectors as well as to ensure a balanced mix of CPD activities to enrich licensees' learning experiences, the EAA also invited representatives of various professional institutes and regulatory bodies to give talks to licensees, including the Buildings Department; the Commerce and Economic Development Bureau; the Electrical and Mechanical Services Department; the Equal Opportunities Commission; the Hong Kong Green Building Council; the Hong Kong Institute of Certified Public Accountants; the Hong Kong Institute of Facility Management; the Hong Kong Institute of Surveyors; the Hong Kong Police Force; the Independent Commission Against Corruption; the Rating and Valuation Department; the Royal Institution of Chartered Surveyors; the Sales of First-hand Residential Properties Authority and the Security Bureau. During the year, a total of 29 related cross-discipline activities were held and these activities attracted 3,887 enrolments in total.

有關反洗錢及反恐怖分子資金籌集的持續專業進修活動

為協助持牌人全面了解涉及地產代理行業的反洗錢及反恐怖分子資金籌集的規定及監管局指引，並掌握最新發展資訊，監管局於年內定期舉辦不同模式的反洗錢及反恐怖分子資金籌集持續專業進修活動。監管局於年內舉辦了67場持續專業進修活動，一共吸引了4,235人次參與。

網上學習活動

為了向持牌人提供方便和靈活的學習選擇，監管局製作了與地產代理業相關主題的網上學習活動。監管局於年內在學習平台上新增四個網上學習活動課程。

過往三年監管局的網上學習活動

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

	2020/21	2021/22	2022/23
監管局網上學習活動數目 Number of EAA's e-Learning programmes	41	47	50*
監管局網上學習活動的參與人次 Number of enrolments of EAA's e-Learning programmes	4,810	4,098	2,037

* 一個過時的網上學習活動已從網上學習平台上移除。

CPD activities on Anti-Money Laundering and Counter Terrorist Financing

To help licensees have a thorough understanding of the legal requirements and the EAA's guidelines relating to the anti-money laundering ("AML") and counter-terrorist financing ("CTF") legislation which encompasses the estate agency sector, and keep abreast of the latest developments in this area, different modes of CPD activities on AML/CTF were regularly conducted throughout the year. During the year, 67 CPD activities were held and they attracted 4,235 enrolments in total.

E-Learning programmes

In order to provide licensees with a convenient and flexible learning option, the EAA has been producing e-Learning programmes that focus on current and relevant topics. Throughout the year, the EAA added four new e-Learning programmes to its platform.

* An outdated e-Learning programme was removed from the e-Learning platform.



公眾教育及業界的聯繫

消費者教育

監管局相信長期性及持續性的消費者教育，對於提升消費者意識、保障消費者及公眾權益，以至避免物業交易中出現不良好行為十分重要。2022/23年度，監管局持續以多管齊下的方式加強消費者教育，向公眾推廣全面及實用的資訊。

隨着公眾日益關注購買香港境外未建物業的問題，監管局致力提醒公眾購買這些物業的固有風險。監管局於年內推出多項網上宣傳計劃，推廣一系列有關購買香港境外未建物業風險的動畫短片，並附以易記的標語「境外樓花買唔買？計過風險先好買！」，短片在監管局的YouTube頻道上錄得950,000人次觀看。

消費者教育的另一個重點是加深公眾對地產代理及其工作的認識。監管局與本地受歡迎的YouTube頻道合作，於2022年10月推出兩段有關地產代理的專題短片，短片帶出地產代理的正面故事，也介紹了地產代理的日常工作，展現出地產代理的工作熱誠及專業知識，希望藉以推廣地產代理正面的公眾形象。

此外，監管局繼發出有關《業主與租客（綜合）條例》第IVA部下的分間單位（俗稱「劏房」）的執業通告後，亦製作了一份宣傳單張，概述持牌地產代理在處理劏房租賃時的職責，以進一步加深地產代理對其角色及責任的認識。局方除了派發單張予地產代理商會，供其轉發予地產代理會員外，亦上載到監管局網站及派發到各區民政諮詢中心。

Public Education and Trade Liaison

Consumer education

The EAA believes a long-term and yet continuous education process is essential for building consumer awareness and thus protecting the legitimate interests of consumers and the public against those unfavourable practices in property transactions. In 2022/23, the EAA persisted in fostering consumer protection through education with a multi-pronged approach, disseminating comprehensive and practical information to the public.

In light of the rising concern over purchasing uncompleted properties outside of Hong Kong (“UPOH”), the EAA placed its priority on reminding consumers of the inherent risks associated with such purchases. Throughout the year, a number of online promotion campaigns were launched to promote a series of animated videos about the risks of purchasing UPOH with the catchy slogan “To buy or not to buy non-local off-plan properties? Assess the risks before you buy!” and 950,000 views of the videos were recorded in the EAA’s YouTube channel.

Enhancing the public’s understanding of estate agents and their work was another consumer education initiative. As such, the EAA collaborated with a popular YouTube channel and launched two feature videos about estate agents in October 2022. By sharing positive stories of estate agents and the highlights of their daily duties, the videos showcased the enthusiasm and the professional knowledge the featured estate agents possess, with a view to creating a better public image of estate agents.

In addition, following the issuance of the Practice Circular on the proper handling of the letting of subdivided units (“SDU”) under Part IVA of the Landlord and Tenant (Consolidation) Ordinance, the EAA has produced a promotional leaflet summarising the responsibilities of licensed estate agents in handling SDU tenancies so as to further enhance the understanding of estate agents in their roles and responsibilities. The leaflet was not only distributed to trade associations for their onward dissemination to their estate agency members but also available at the EAA’s website and the Home Affairs Enquiry Centres in various districts.



監管局推廣一系列有關購買香港境外未建成物業風險的動畫短片。

A number of online promotion campaigns were launched to promote a series of animated videos about the risks of purchasing uncompleted properties outside of Hong Kong.

除了以上增加公眾對物業相關主題認識的公眾教育工作外，監管局在年內亦舉辦了三場物業相關主題的公開講座，作為與公眾直接分享知識的途徑。作為監管局成立25周年的重點活動之一，監管局於2022年7月舉辦了「香港物業市場回顧與前瞻」公開講座，剖析物業市場現況及探討地產代理行業多年來的變化。另外兩場題為「識揀識計數•置業基本步」及「境外樓花勿亂買 投資風險你要知」的公開講座，亦分別於2022年12月及2023年3月以直播網絡研討會形式舉辦，分享了置業及委託專業地產代理的要點，公眾反應踴躍，合共錄得超過88,000人次觀看。

傳媒關係

監管局十分重視與傳媒保持緊密的關係，藉以提高公眾對監管局的措施及工作的認識。年內，監管局發出了14篇新聞稿，以及舉辦了兩場新聞發布會，並獲傳媒廣泛報道。監管局主席、行政總裁及監管局高級管理層亦接受了各大印刷及電子傳媒合共六次專訪。

為透過大眾媒體渠道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地產代理服務及物業交易的文章。在2022/23年度，監管局在四份報章及網站專欄合共發表了41篇文章，分別發表於《星島日報》地產雜誌及網站、《信報財經新聞》網站、《明報》網站及《南華早報》網站。監管局將會繼續透過不同的大眾媒體渠道推廣與消費者相關的資訊。

In addition to raising the public's awareness of property related subjects, the EAA also organised three public seminars on property related themes during the year as a means of direct knowledge sharing with the public. In July 2022, a public seminar titled "Retrospect and Prospects of Hong Kong Property Market" was held physically as one of the highlight events of the 25th anniversary of the EAA. The seminar provided an overview of the Hong Kong property market and the transformation of the estate agency industry over the years. Another two public seminars titled "Back to Basics: Purchasing Properties" and "Be vigilant to the risks before purchasing off-plan properties outside Hong Kong" were held in December 2022 and March 2023 respectively in the format of live webinars, both sharing tips on buying properties and appointing professional estate agents. Both seminars received positive feedback from the public and together they recorded over 88,000 views.

Media relations

The EAA attaches great importance to maintaining a close relationship with the media to raise public awareness of the EAA's initiatives and efforts. During the year, the EAA issued 14 press releases and held two press conferences which gained widespread media coverage. A total of six feature interviews were also arranged for the EAA Chairman, CEO and senior management of the EAA with major print and electronic media.

To further promote consumer-related information through mass media channels, the EAA regularly contributes articles on current topics relating to expected services of estate agents and property transactions to the media. In 2022/23, the EAA contributed a total of 41 articles to four print and online columns, namely, the property magazine and website of *Sing Tao Daily*, the websites of *Hong Kong Economic Journal*, *Ming Pao Daily* and *South China Morning Post*. The EAA will continue to promote consumer-related information through various mass media channels.



與業界聯繫及接觸

監管局深明有效溝通的重要性，此舉有助局方與業界保持友好關係，及獲得業界對局方工作的支持。

在2022/23年度，監管局舉辦了四次業界聯絡會議。會議討論了雙方關注的議題，包括香港境外物業、劏房租賃及反洗錢等等。會上局方亦向業界講解最新措施，加深業界對這些議題的認識，並推動業界提高執業水平。年內，監管局亦出席不同的業界活動，希望與業界保持良好關係。



Trade liaison and engagement

The EAA recognises the importance of effective communication to maintain a cordial relationship with the trade and to gain its support for the work of the EAA.

In 2022/23, the EAA hosted four trade liaison meetings. During the meetings, issues of mutual concern were discussed, including properties situated outside Hong Kong, tenancies of subdivided units, anti-money laundering and many more. At the meetings, the trade was also informed of the most updated initiatives of the EAA to facilitate their better understanding of these issues and promote higher standards of the trade's practice. During the year, the EAA also attended different trade events to maintain a cordial relationship with the trade.

監管局與業界主要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.

而監管局亦不時透過電郵、手機短訊、於監管局網站上發布的特別通告向持牌人發出信函及提示，提醒持牌人注意關於執業手法的若干規定或由政府發出的提示或推行的新措施。在2022/23年度，監管局合共發出16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規管措施及最新活動。

除了提升地產代理的專業水平外，監管局一直致力透過舉辦社區外展活動推動地產代理業界履行企業社會責任。作為成立25周年慶祝活動的一部分，我們於2022年9月舉辦了三場「關懷有『理』—地產代理服務長者日」，邀請業界到九龍、新界及港島服務長者。另一項企業社會責任活動「童樂有『理』—地產代理兒童服務日」則於2023年3月舉辦，業界身體力行關懷來自基層家庭的兒童和提供支援。在業界鼎力支持下，外展活動成功協助業界在聯繫社會和回饋社會方面更進一步。

From time to time, the EAA issues letters and reminders to licensees in the form of email, SMS 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 2022/23, a total of 16 letters or notices were issued.

In addition, the EAA published four issues of newsletters for licensees, namely *Horizons*, in the year to keep licensees abreast of the EAA's regulatory measures and our latest activities.

Apart from enhancing the professional standard of the estate agents, the EAA is also dedicated to driving corporate social responsibility ("CSR") among the estate agency trade through organising various community outreach activities. As part of the 25th anniversary celebration events, three sessions of the "Estate Agents Elderly Service Day" were held in September 2022 which engaged trade members to serve the elderly in Kowloon, the New Territories and Hong Kong Island. Another CSR activity namely "Estate Agents' Children Service Day" was organised in March 2023 to show care and support to children from underprivileged families. With overwhelming support from the trade, the outreach activities successfully helped the industry to take a step further in connecting and contributing to the community.

另一方面，監管局亦積極與政府、專業機構和其他公共機構等其他持份者保持良好關係。由於地產代理有必要了解相關的政府法規及市場的最新發展，監管局會把從不同部門或機構（例如屋宇署、公司註冊處、競爭事務委員會、香港房屋委員會、香港測量師學會、香港金融管理局、稅務局、土地註冊處、地政總署、個人資料私隱專員公署、警務處、差餉物業估價署、保安局、市區重建局及水務署等）所收到的最新消息及資訊，透過監管局的網站或電郵轉達給持牌人。

2022年是監管局成立的25周年。為慶祝成立25周年，監管局舉辦了一系列主題為「成就專業 服務香港」的慶祝活動，其中包括於2022年10月7日由房屋局局長何永賢女士，JP及監管局主席蕭澤宇先生，BBS，JP擔任主禮嘉賓的25周年誌慶典禮，共有200多位來自不同持份者及界別的賓客出席。

On the other hand, the EAA also maintained a good relationship with other stakeholders, including the Government, professional institutions and other public bodies. As it is essential for estate agents to keep informed of relevant government regulations and new developments in the market, the EAA relayed the news updates and information we received from various departments or organisations such as Buildings Department, Companies Registry, Competition Commission, Hong Kong Housing Authority, Hong Kong Institute of Surveyors, Hong Kong Monetary Authority, Inland Revenue Department, Land Registry, Lands Department, Office of the Privacy Commissioner for Personal Data, the Police, Rating and Valuation Department, Security Bureau, Urban Renewal Authority and Water Supplies Department, etc. to our licensees through our website or email.

The year 2022 also marked the 25th anniversary of the establishment of the EAA. In celebration of its silver jubilee, the EAA organised a series of celebration events in the theme of “Together we Establish, Advocate, and Achieve”, amongst which was the 25th anniversary ceremony on 7 October 2022 officiated by the Secretary for Housing, Ms Winnie HO Wing-yin, JP, and the Chairman of the EAA, Mr Simon SIU Chak-yu, BBS, JP, with the presence of over 200 distinguished guests from various stakeholders and sectors.



監管局慶祝成立25周年，舉辦了一系列主題為「成就專業 服務香港」的慶祝活動。
The EAA celebrated 25th anniversary of its establishment and organised a series of celebration events in the theme of “Together we Establish, Advocate, and Achieve”.