

知識傳播

Forward-looking Approach in Knowledge Dissemination





專業發展

為培養從業員追求終生進步及持續進修的文化，監管局於2005年推出自願性持續專業進修計劃，鼓勵持牌人透過計劃參與各類課程，學習各種實用技能，提升專業知識和能力。

第一階段強制性持續專業進修計劃

為提升業界的專業水平、形象及聲譽，監管局將透過從新持牌人開始，逐步實施持續學習要求。為此，監管局將於2025年首季推出第一階段強制性持續專業進修計劃。實施日期後通過監管局資格考試並取得相關牌照的人士，須在其牌照有效期屆滿前符合強制性持續專業進修計劃的相關要求，否則將會影響其申請牌照續期的資格。

自願性持續專業進修計劃

為提高持牌人對持續進修的興趣，持續專業進修計劃涵蓋廣泛的主題，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」涵蓋法律、合規要求及監督事項的主題；而「全面提升發展」則涵蓋提升持牌人全面發展及質素提升的主題。

持牌人可根據不同的興趣及需要，透過各種學習模式取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等。同時，持牌人亦可在與地產代理行業相輔相成的領域，參與由具有廣泛認受性的專業學會所提供或認可的活動。

持續專業進修的嘉許獎勵

在自願性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

Professional Development

In 2005, the EAA introduced a voluntary Continuing Professional Development Scheme ("Voluntary CPD Scheme") with the aim of fostering licensees' lifelong pursuit of progress and fostering a culture of continuous learning. Licensees are encouraged to participate in a variety of courses under the Voluntary CPD Scheme, enabling them to acquire a diverse set of valuable skills that contribute to the development of their expertise and professional abilities.

The Phase I of Mandatory CPD Scheme

To enhance the trade's professional standard, image and reputation, the EAA will progressively impose a mandatory learning requirement, beginning with new licensees. Hence, the EAA is going to launch a new scheme in the first quarter of 2025 – the Phase I of Mandatory CPD Scheme. Individuals who are going to take and pass the qualifying examinations of the EAA and obtain relevant licences after the implementation date will be required to fulfil the mandatory CPD condition prior to the expiration of their licences, failing which their eligibility to apply for licence renewal would be affected.

The Voluntary CPD Scheme

The EAA incorporates a wide range of topics under the Voluntary CPD Scheme to stimulate licensees' interests. These topics are classified into two main categories: Compliance and Effective Management and All-round Advancement. Compliance and Effective Management encompass subjects related to law, compliance, and supervisory matters, while All-round Advancement includes subjects that promote competence and personal growth for licensees.

To cater to licensees' diverse interests and needs, CPD points can be earned through various learning methods. These methods include webinars, online training classes, face-to-face seminars, e-Learning programmes, e-Quizzes etc. Licensees also have the option to participate in activities offered or accredited by reputable professional associations in fields complementary to the estate agency trade, further motivating them and meeting their demands.

CPD attainment recognitions

Under the Voluntary CPD Scheme, points would be assigned to CPD activities based on their nature and the level of input required from the learner. Generally, a licensee will be awarded one point for every hour of CPD activities participated in. 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 in recognition of their self-enrichment efforts and support for the CPD Scheme. Starting from 1 October 2013, licensees who achieve their CPD attainment targets for three and five consecutive CPD periods will also be awarded the



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」）。

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。從2023年開始，連續三個和五個進修時段獲得持續專業進修計劃學分目標的營業詳情說明書持有人亦將會分別獲得「地產代理商舖專業進修優越嘉許獎章－銀章」及「地產代理商舖專業進修優越嘉許獎章－金章」。

Premium CPD Attainment Silver Symbol (Silver Symbol) and Premium CPD Attainment Gold Symbol (Gold Symbol) respectively.

In addition, holders of the Statement of Particulars of Business (SPOB) will be awarded the CPD Mark for Estate Agencies if more than 80% of their licensed employees, including the branch manager, meet the annual CPD attainment target. Beginning in 2023, SPOB holders who have achieved the CPD mark for three and five consecutive CPD periods will also be granted the Premium CPD Marks – Silver CPD Mark and Gold CPD Mark respectively.

成就 Achievement	獎勵 Award	2023/24年度 得獎者數目 No. of awardees in 2023/24
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	1,967
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 Licensees achieving CPD attainment target for three consecutive CPD periods	銀章 Silver Symbol	451
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 Licensees achieving CPD attainment target for five consecutive CPD periods	金章 Gold Symbol	182
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	98
有80%或以上持牌僱員（包括分行經理）連續三個進修時段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 for three consecutive CPD periods	地產代理商舖專業進修 優越嘉許獎章－銀章 Silver CPD Mark	67
有80%或以上持牌僱員（包括分行經理）連續五個進修時段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 for five consecutive CPD periods	地產代理商舖專業進修 優越嘉許獎章－金章 Gold CPD Mark	31

知識傳播

Forward-looking Approach in Knowledge Dissemination

活動及參與次數

年內，監管局及其他主辦機構合共舉辦了826個持續專業進修活動並合共吸引了30,930人次參與。在826個活動中，有250場(佔活動總數的30%)由監管局舉辦，參與人次為12,808(約佔總參與人次的41%)。

Number of activities and enrolments

During the year, a total of 826 CPD activities were held by various organisers, including the EAA, with a total of 30,930 enrolments. Among the 826 activities, 250 (30% of the total number of activities) were organised by the EAA, with approximately 41% of the total enrolments, amounting to 12,808.

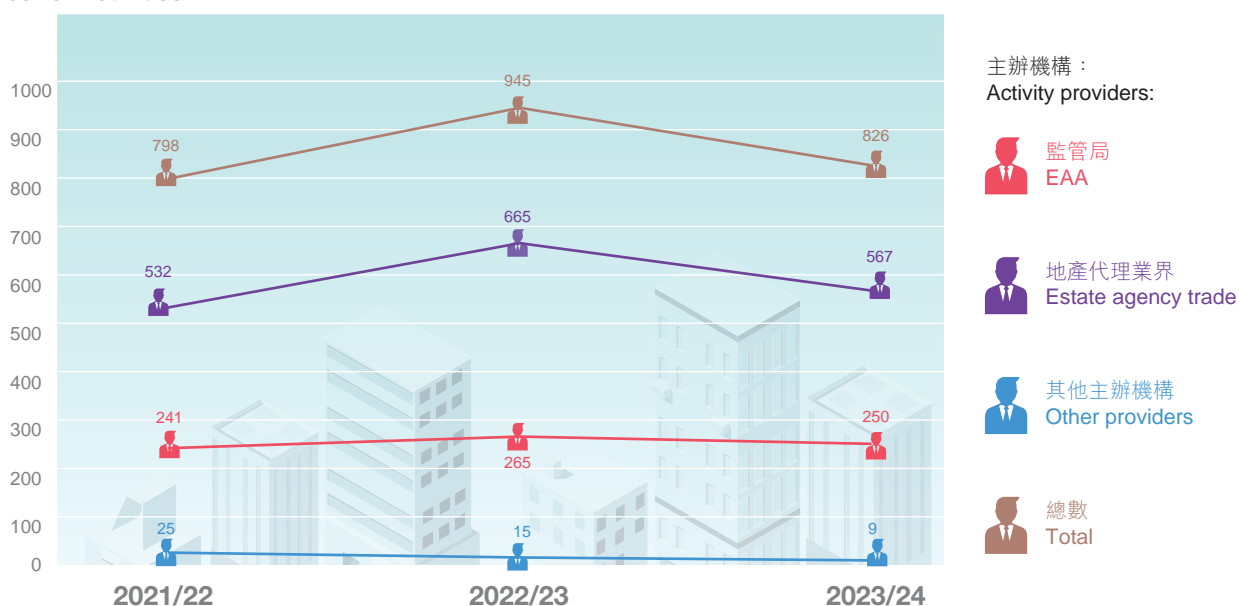
過往三年的持續專業進修活動

CPD Activities in the Past Three Years

主辦機構 Activity Providers	2021/22		2022/23		2023/24	
	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	241	10,524	265	13,342	250	12,808
地產代理業界 Estate agency trade	532	40,357	665	28,294	567	16,865
其他主辦機構 Other providers	25	1,801	15	1,173	9	1,257
總數 Total	798	52,682	945	42,809	826	30,930

活動數目

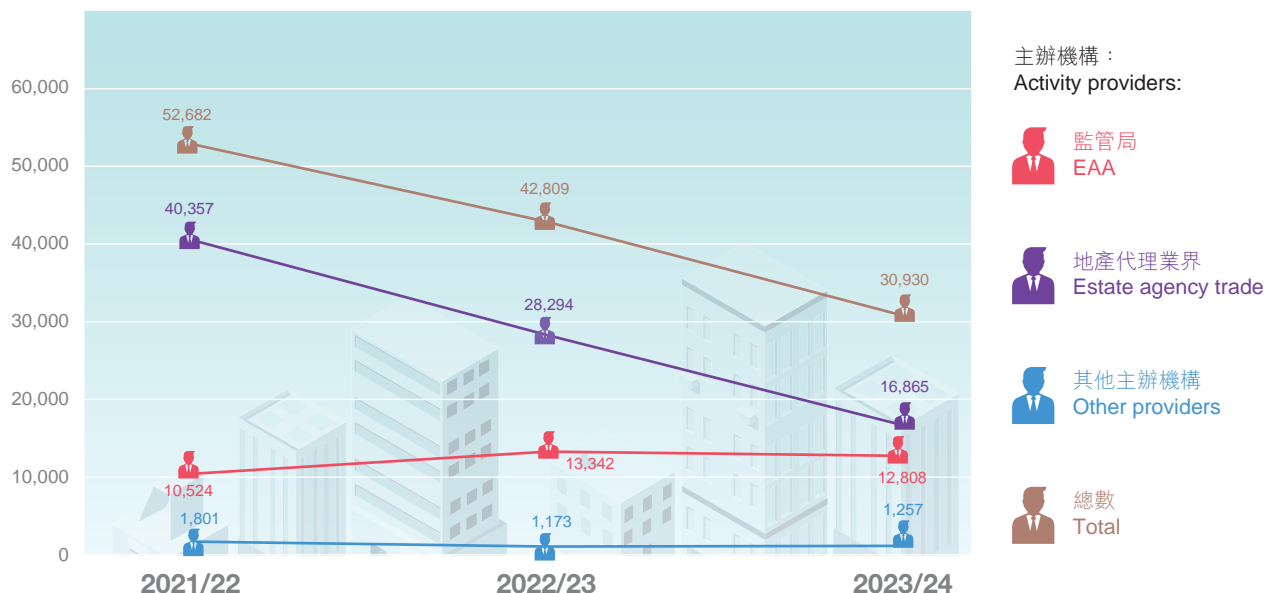
Number of Activities





參與人次

Number of Enrolments



活動摘要

跨界別講座

為促進地產代理從業員與其他界別的专业人士跨界別交流，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、競爭事務委員會、機電工程署、平等機會委員會、香港綠色建築議會、香港建築師學會、香港設施管理學會、香港測量師學會、香港按揭證券有限公司、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28場相關跨界別活動，合共吸引2,455人次參與。

Highlights of activities

Cross-discipline seminars

In order to encourage knowledge sharing and facilitate cross-disciplinary exchanges among practitioners of estate agency and other professional sectors, the EAA actively invited representatives from various professional institutes and regulatory bodies to deliver talks to licensees. Those talks featured representatives from organisations including the Buildings Department, the Competition Commission, the Electrical and Mechanical Services Department, the Equal Opportunities Commission, the Hong Kong Green Building Council, the Hong Kong Institute of Architects, the Hong Kong Institute of Facility Management, the Hong Kong Institute of Surveyors, the Hong Kong Mortgage Corporation Limited, 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. Throughout the year, a total of 28 cross-discipline activities were conducted, attracting a total of 2,455 enrolments.

有關反洗錢及反恐怖分子資金籌集的持續專業進修活動

年內，我們定期舉辦了多項與反洗錢及反恐怖分子資金籌集相關法例的持續專業進修活動，以確保持牌人全面了解相關法例的內容及監管局的指引，並掌握最新情況。因應監管局就2023年6月1日生效的《反洗錢（修訂）條例》所發出的新執業通告，監管局舉辦了新的持續專業進修活動，以加深持牌人對新執業通告內容的了解。年內，監管局共舉辦了67項相關的持續專業進修活動，合共吸引了4,867人次報名。

網上學習活動

為向持牌人提供方便和靈活的學習選擇，監管局持續製作與地產代理業相關主題的新網上學習活動。監管局於年內在學習平台上新增14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

	2021/22	2022/23	2023/24
監管局網上學習活動數目 Number of EAA's e-Learning programmes	47	50	61
監管局網上學習活動的參與人次 Number of enrolments of EAA's e-Learning programmes	4,098	2,037	2,265

CPD activities on Anti-Money Laundering and Counter-Terrorist Financing

Throughout the year, various CPD activities on anti-money laundering and counter-terrorist financing (AML/CTF) legislation were regularly conducted to ensure licensees have a comprehensive understanding of the legal requirements and EAA's guidelines in this area, and keep abreast of the latest developments in AML/CTF. In light of the issuance of a new practice circular by the EAA in pursuance of the enactment of the AML (Amendment) Ordinance effective 1 June 2023, the EAA arranged new CPD activities to deepen licensees' understanding of the new practice circular. A total of 67 related CPD activities were conducted during the year, attracting a total of 4,867 enrolments.

E-Learning programmes

To offer licensees a convenient and adaptable learning alternative, the EAA continued to develop new e-Learning programmes that focus on the latest and most pertinent subjects. Throughout the year, the EAA added 14 brand new or updated e-Learning programmes to its platform.



公眾教育及業界的聯繫

消費者教育

監管局非常重視向公眾推廣與消費者相關的知識及提高地產代理業界的專業素質。為更全面推廣相關資訊，監管局於2023/24年度透過多種宣傳途徑，推出不同類型的消費者教育活動。

為宣揚專業地產代理應具備的重要特質和提升地產代理的專業形象，由2023年4月起，監管局在其YouTube頻道及消費者教育網站上載了五段名為《識揀一定揀 識得「三言兩與」嘅5A地產代理》的消費者教育動畫短片，強調「言出必行」、「言之有物」、「言而有信」、「與時並進」及「與客同行」為地產代理應有之「5A」特質。為吸引更多觀眾觀看短片，局方分別在2023年6月和7月推出網上宣傳計劃，為本局的消費者教育網站帶來了超過679,000瀏覽次數和10,000次點擊，而5段YouTube短片則錄得581,000次觀看。這些計劃和短片向公眾傳達了選擇地產代理時考慮其專業特質的重要性，並提醒業界前線要堅守這些準則。

監管局一直不斷強調購買香港境外未建成物業要注意的風險和事項。本局分別於2023年12月下旬至2024年1月中旬，以及2024年3月上旬至4月中於西區海底隧道入口及紅磡海底隧道入口等策略性地點的廣告板上作出宣傳。此外，局方亦於2024年1月透過Google展示廣告網路、Google搜尋引擎推廣及Yahoo廣告推出了為期三個月的網上宣傳計劃。該計劃為本局的消費者教育網站帶來共5,315,000瀏覽次數及67,000次點擊。另外，局方於2024年3月針對不同地區及主要關口，在160架九巴、龍運及城巴合營巴士的座位椅背貼紙上作廣告宣傳，在一個月內錄得超過600萬人次的觸及率。



Public Education and Trade Liaison

Consumer education

The EAA attaches great importance to promoting consumer related knowledge and the professional qualities of the trade to the public. To deliver these comprehensive messages, different consumer education campaigns were launched through multiple communication channels in the year 2023/24.

To promote the professional qualities and image of licensed estate agents to the public, a series of five consumer education animation videos titled “5A qualities of professional estate agents” were uploaded on the EAA’s YouTube channel and the EAA’s consumer education website from April 2023 onwards. The “5A” qualities highlighted in the videos were namely “Adherence”, “Ability”, “Accountability”, “Advancement”, and “Affinity”. In order to increase the visibility of the videos, two online promotional campaigns were launched in June and July 2023 respectively to promote the video series. The campaigns resulted in over 679,000 impressions and 10,000 clicks to the EAA’s consumer education website, and 581,000 views on the five YouTube episodes. The campaigns and the video conveyed to the general public the importance of considering the high calibre of an estate agent when choosing one, and to remind frontline estate agents to uphold those standards.

The EAA consistently highlights the risks and considerations associated with purchasing Uncompleted Properties situated Outside Hong Kong (“UPOH”). Billboard advertisements were strategically placed at the entrance of the Western Crossing Harbour Tunnel from late December 2023 to mid-January 2024 and at the Hung Hom Cross Harbour Tunnel from early March to mid-April 2024 respectively. In addition, a three-month online promotional campaign utilising the Google Display Network (“GDN”), Google Search Engine Marketing (“SEM”) tools, and Yahoo Steam Ads (“YSA”) was also launched in January 2024. The campaign resulted in a total of 5,315,000 impressions and 67,000 clicks to the EAA’s consumer education website. Simultaneously, advertisements were placed on seat-back stickers of 160 buses operated by KMB, LWB, and Citybus, targeting various regions and major ports in Hong Kong in March 2024. The advertisement stickers had an estimated reach of over six million passenger times in about one month.

監管局在不同地方作廣告宣傳，以提升大眾對購買境外未建成物業風險的關注。

The EAA placed advertisements in different locations to enhance the public awareness of the risks associated with purchasing UPOH.

知識傳播

Forward-looking Approach in Knowledge Dissemination

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12篇新聞稿及舉辦了一場新聞發布會，均獲傳媒廣泛報道。監管局主席及行政總裁亦接受了各大印刷及電子傳媒合共11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。2023/24年度，監管局在兩份報章及網站專欄合共發表了17篇文章，包括《星島日報》地產雜誌及網站，以及《信報財經新聞》網站。監管局將繼續透過不同的大眾媒體渠道推廣與消費者相關的資訊。

Media relations

The EAA attaches great importance to maintaining a close media relationship with a view to raising public awareness of the EAA's initiatives and efforts. During the year, the EAA issued 12 press releases and held one press conference which gained widespread media coverage. A total of 11 feature interviews were also arranged for the EAA Chairman and the CEO with major print and electronic media.

To further disseminate 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 2023/24, the EAA contributed a total of 17 articles to two print and online columns, namely, the property magazine and website of Sing Tao Daily and the website of Hong Kong Economic Journal. The EAA will continue to promulgate consumer-related information through various mass media channels.



監管局行政總裁韓婉萍女士(中)不時接受傳媒專訪。

EAA CEO Ms Ruby HON (middle) attended feature interviews from time to time.

與業界聯繫及接觸

監管局認為，與業界保持良好的關係，讓他們理解和支持監管局的工作，對於提升業界執業水平十分重要。

Trade liaison and engagement

The EAA believes that maintaining a good rapport with the trade to gain their understanding and support for the work of the EAA is essential for pursuing a higher standard of trade practices.



為推廣業界處理劏房租賃時的良好執業手法，並展現其應有的專業操守及標準，以保障租戶和業主的權益，監管局於2023年9月協助業界推出《地產代理良好處理劏房租賃約章》。簽署儀式由房屋局副局長戴尚誠太平紳士擔任主禮嘉賓。由最初62間地產代理商舖簽署約章，至2024年3月底，已有105間地產代理商舖簽署了約章。另外，本局於2023年9月進行為期一個月的宣傳計劃以推廣此約章，為本局網站帶來超過196,000瀏覽人次和5,000次點擊。

監管局於2023/24年度舉辦了五次業界聯絡會議，是局方與主要業界商會代表進行意見交流的一個重要平台。會議上討論了多個共同關注的議題，例如有關銷售香港境外未建成物業的新指引、《地產代理良好處理劏房租賃約章》、第一階段強制性持續專業發展計劃以及近期的違規問題。

此外，監管局並多次提醒業界有關反洗錢及反恐怖分子資金籌集的主要要求。2023年7月，隨著《2022年打擊洗錢及恐怖分子資金籌集(修訂)條例》生效，監管局製作了更新版的《買賣物業防止洗錢》小冊子，以取代舊有版本。除了電子版本已上載至監管局網站，局方亦向持牌人派發了印刷版本。

除了與業界商會代表舉行聯絡會議，監管局並於不同地區為持牌人舉辦聚焦小組會議，以保持與業界前線直接對話。會議上，監管局邀請持牌人分享他們遇到的執業問題，有助於監管局未來為業界制定更實用的政策、指引和措施。年內，本局分別於旺角及堅尼地城舉行兩次聚焦小組會議，並獲得業界的積極參與。

To promote the good practices of estate agents' handling of subdivided units ("SDU") tenancies to safeguard the interests of both the tenants and the landlords, which is in line with the professional ethics and standards of estate agents, the EAA assisted the trade to launch the Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy in September 2023. A signing ceremony was held with Mr Victor TAI Sheung-shing, JP, Under Secretary for Housing, as the officiating guest. A total of 62 estate agency shops signed the Charter at the start. After continuous promotion to the trade, there were altogether 105 signatories as at end of March 2024. In addition, a one-month publicity campaign on the Charter was also launched in September 2023, which generated over 196,000 impressions and 5,000 clicks to the EAA's website.

The EAA organised five trade liaison meetings in 2023/24, providing a platform for open dialogue and opinion exchange with representatives from major trade associations. During these meetings, various topics of mutual concern were addressed, such as the upcoming new guidelines on the sale of UPOH, the Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy, the Phase I of Mandatory CPD Scheme and recent issues of non-compliance.

Additionally, the EAA also repeatedly reminded the trade of the key requirements on Anti-Money Laundering and Counter-Terrorist Financing. An updated version of the leaflet on "Anti-money Laundering in Property Sales and Purchases" was produced in July 2023 to replace the obsolete one after the Anti-Money Laundering and Counter-Terrorist Financing (Amendment) Ordinance came into effect in June 2023. An electronic version was uploaded to the EAA's websites and printed copies were also distributed to licensees.

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 in the future. During the year, two focus group meetings were held in Mong Kok and Kennedy Town respectively with positive feedback.



監管局定期與前線從業員舉行聚焦小組會議。
EAA held regular focus group meetings with frontline practitioners.

知識傳播

Forward-looking Approach in Knowledge Dissemination

監管局亦不時透過電郵、手機短訊、監管局網站上的特別公布等向持牌人發出信函及提示，提醒持牌人留意一些有關執業的規定、或由政府發出的提示或推行的新措施。在2023/24年度，監管局合共發出19份此類提醒。此外，年內監管局亦出版了三期持牌人通訊《專業天地》，讓持牌人知悉局方的規管措施及最新活動。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閱讀電子版本。

監管局致力透過引入更多具企業社會責任活動，以提升地產代理的正面公眾形象。為此，監管局於2023年12月15日舉辦「童樂有『理』」義工活動，讓地產代理義工參與。義工們與來自弱勢家庭、當中有部分居於劏房的小朋友一同玩遊戲，並在非牟利團體的協助下，向小朋友和其他弱勢家庭派發滿載玩具和基本生活用品的福袋禮物。

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，監管局會向業界轉達政府不同部門或機構的最新消息及資訊。

The EAA also from time to time issues letters or 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 to reminders or new measures from the Government. In 2023/24, a total of 19 such reminders were issued. In addition, three 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.

The EAA is dedicated to enhancing the positive public image of estate agents by coordinating corporate social responsibility ("CSR") initiatives within the industry. An "Estate Agents' Children Service Day" was organised by the EAA on 15 December 2023 with volunteers from the estate agency trade. Volunteers engaged in games with children from underprivileged families, some of them residing in subdivided units. Furthermore, hearty gift bags filled with toys and essential household items were distributed to the children and other underprivileged families with the assistance of an NGO.

On the other hand, 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 relayed the most update information relating to the estate agency sector from various departments or organisations to our licensees.



監管局主席蕭澤宇先生，BBS，JP（前排右四）出席業界商會晚會。
EAA Chairman Mr Simon SIU Chak-yu, BBS, JP (fourth from right in front row) attended a banquet dinner organised by the trade.



此外，除了與本地持份者保持聯繫外，監管局還與非本地持份者保持專業聯繫。2024年1月，監管局代表團前往深圳，與深圳市房地產中介協會會面，就兩地地產代理的實務及監管措施進行交流和分享經驗。監管局亦是房地產牌照司法人員協會的成員，該協會是一個國際性的地產代理業監管機構協會。

Moreover, besides the liaison with local stakeholders, the EAA also maintains professional relationships with non-local stakeholders. In January 2024, the EAA's delegation visited the Shenzhen Real Estate Intermediary Association to exchange the practices and regulatory aspects of the estate agency trade in the two regions and share the experience of each other. The EAA is also a member of the Association of Real Estate License Law Officials ("ARELLO"), which is an international association of regulatory bodies for estate agency business.



監管局代表團拜訪深圳市房地產中介協會。

The EAA's delegation visited the Shenzhen Real Estate Intermediary Association.