



讓我們一起回饋社會 Let's contribute to the community together



施比受、更有福。地產代理監管局（「監管局」）不僅致力舉辦企業社會責任活動鼓勵員工參與，同時亦積極推動地產代理業界身體力行，回饋社會。

過去數年，監管局舉辦了不同類型的企業社會責任活動讓地產代理業界參與，例如有關清潔海岸的「家在香港—地產代理清潔海岸日」、與節能有關的「節能有『理』嘉許計劃」，探訪社區服務中心及上門接觸長者的「關懷有『理』—地產代理服務長者日」，這些活動均獲得正面評價及支持。為了促進地產代理業界對社會上不同社群作出貢獻，監管局每年均舉辦不同主題的企業社會責任活動。

延續關愛精神，今年監管局在2023年舉辦了另一主題的企業社會責任活動，分別於2023年3月31日及2023年12月15日與基督教勵行會合辦了「童樂有『理』—地產代理兒童服

It is more blessed to give than to receive. The Estate Agents Authority ("EAA") not only organises corporate social responsibility ("CSR") events for its staff to participate in, but also launches various initiatives to facilitate the estate agency trade to contribute to the community.

In the last few years, the EAA organised different CSR events for the trade to participate in, such as a coastal clean-up in "My Home Hong Kong – Estate Agents Coastal Cleanup Day", energy saving in "Estate Agents Energy Saving Award Scheme", home visits to the elderly in "Estate



監管局近年舉辦不同類型的企業社會責任活動。The EAA arranged different types of CSR activities in recent years.



務日」及「童『理』歡樂嘉年華 — 地產代理兒童服務日」，關懷來自基層家庭的兒童和提供支援。

為了在復活節和聖誕節前夕為小朋友帶來歡樂，監管局特意安排兩天不同主題的遊戲及活動。在2023年3月31日的活動當日，導師示範了不同的互動遊戲，以培養小朋友的團隊精神和激發他們的創造力。15位地產代理業界義工，與30名8至11歲的小朋友組成小隊一起遊戲，以展現小朋友的團隊精神和創意。

Agents Elderly Service Day” and the feedback was all positive. The theme of the CSR activities was different each year with a view to facilitating the trade to contribute to the communities within the society.

To continue the momentum, the EAA organised two CSR events in another theme in 2023. The EAA partnered with Christian Action and two sessions of “Estate Agents’ Children Service Day” were held on 31 March 2023 and 15 December 2023, extending our care and support to the children from underprivileged families.

To create more fun and joy for the participating children before Easter and Christmas, different games and activities were arranged on these two days. On 31 March 2023, a workshop instructor demonstrated different interactive games designed for building team spirit and stimulating the creativity of the children. A total of 15 volunteers from the estate agency trade joined the 30 children aged from 8 to 11 in small groups to play the games together and encouraged the children to show their team spirit and creativity.

At the second “Estate Agents’ Children Service Day” on 15 December 2023, the games were designed to improve the mind-body connection of the children. A total of 15 volunteers joined the participating 35 children and played the games together.



2023年3月31日舉行的「童樂有『理』—地產代理兒童服務日」，義工與小朋友一起參與創意遊戲。

At the Estate Agents’ Children Service Day held on 31 March 2023, volunteers took part in the creativity games with the children.

至於第二場活動、2023年12月15日舉行的「童『理』歡樂嘉年華 — 地產代理兒童服務日」，則以訓練小朋友的敏捷度為主，以提高他們的手腦協調。15名義工與參與活動的35名小朋友一起鬥智鬥力玩遊戲。



「童『理』歡樂嘉年華 — 地產代理兒童服務日」於2023年12月15日舉行。
The second Estate Agents’ Children Service Day held on 15 December 2023.

除了為參與的小朋友精心安排有意義而又歡樂的活動，監管局於這兩天活動中，合共捐贈了385個包括玩具和生活必需品的心意禮物包予參與活動的小朋友和弱勢家庭，由地產代理業義工幫忙包裝所有心意禮物包。

As well as designing meaningful and joyful activities for the participating children, the EAA also donated 385 hearty bags containing toys and daily necessities to the children and other underprivileged families on these two days. The volunteers from the estate agency trade packed the hearty bags together.



義工包裝心意禮物包並分派給小朋友。
Volunteers prepared and distributed the hearty bags to the children.

未來，監管局將會在2024年及往後繼續舉辦不同類型的企業社會責任活動，鼓勵地產代理業界關懷社會，一同為社會獻出關懷。

Looking ahead, the EAA will continue to organise different kinds of CSR activities in 2024 and onwards to encourage the estate agency trade to show their care and create a positive spirit in the community.



監管局會繼續鼓勵地產代理業界參與企業社會責任活動，回饋社會。
The EAA will continue to encourage the estate agency trade to contribute to the community.

