

監管局與地產代理義工 端午節共展關懷

Estate Agents Authority and volunteers from the trade
join hands to show care at Dragon Boat Festival



一個專業行業的社會評價，除了來自從業員的日常工作表現外，其對社會的關懷與承擔亦同樣重要。地產代理監管局（「監管局」）一直積極推動地產代理業界履行社會責任，舉辦不同的公益服務，凝聚地產代理業界的義工力量，一同走進社區，為有需要的人士送上關懷和溫暖。

過去多年，監管局曾舉辦多個不同類型的企業社會責任活動，邀請地產代理義工參加，例如「家在香港—地產代理清潔海岸日」、推動節能減碳的「節能有『理』嘉許計劃」、關懷舊區長者的「關懷有『理』—地產代理服務長者日」、以及關顧基層兒童的「童『理』歡樂嘉年華—地產代理兒童服務日」等。多年來，一直與業界共同延續關愛精神。

The public perception of a professional sector is shaped not only by the practitioners' day-to-day performance, but also by the extent of the sector's care for and commitment to the community. The Estate Agents Authority ("EAA") has long been proactive in encouraging the estate agency trade to discharge its social responsibilities by organising various charitable and community initiatives, to harness the volunteers together from across the estate agency sector to reach out to the community and extend care and warmth to those in need.

Over the years, the EAA has launched a range of corporate social responsibility ("CSR") activities and invited estate agency volunteers to participate. The activities include "My Home Hong Kong – Estate Agents Coastal Cleanup Day", "Estate Agents Energy Saving Award Scheme" promoting energy saving and carbon reduction, "Estate Agents' Elderly Service Day" supporting elderly residents in old districts, and "Estate Agents' Children Service Day" for underprivileged children. Together with the trade, the EAA has continued to foster a spirit of care over many years.

近年，監管局多次與不同地區的社區客廳合作，為居於分間單位的基層家庭送上關懷及節日祝福。繼去年中秋節於高山道社區客廳舉辦活動後，監管局今年6月再與另一社區客廳、旺角社區客廳合作舉辦端午節企業社會責任活動。

是次活動共有14位來自地產代理業界的義工參與，活動當日，旺角社區客廳氣氛熱鬧，義工們與16位來自分間單位家庭的兒童一同參與「迷你龍舟工作坊」，在導師及義工的指導下，小朋友化身「小工匠」，製作別出心裁的迷你龍舟。既可提升小朋友的專注力和創造力，透過與義工們的合作，亦可讓業界義工盡展關懷。

In recent years, the EAA has also collaborated on multiple occasions with "Community Living Rooms" in different districts to deliver care and festive blessings to grassroots families living in subdivided units ("SDUs"). Following an event held at the Ko Shan Road Community Living Room during Mid-Autumn Festival last year, the EAA partnered with another Community Living Room – the Mong Kok Community Living Room – to organise a Dragon Boat Festival CSR activity this June.

A total of 14 volunteers from the estate agency sector took part in the event. On the day, the Mong Kok Community Living Room was filled with a lively atmosphere as the volunteers joined 16 children from SDU families in a "Mini Dragon Boat Workshop". Under the guidance of the instructor and volunteers, the children became "little artisan" and crafted a special mini dragon boat. The activity not only helped enhance the children's concentration and creativity, but also provided a meaningful opportunity for estate agency volunteers to show their care through interaction and collaboration.





監管局服務及專業發展總監王頌恩先生代表監管局出席是次活動，並感謝旺角社區客廳協助籌辦，以及各位來自地產代理業界的義工踴躍支持與參與，為一眾小朋友帶來愉快而有意義的下午。

此外，地產代理義工當日亦協助包裝由監管局捐贈的一百份端午節福袋，除即場派發予當日參加活動的家庭外，亦透過旺角社區客廳轉贈予其他居於分間單位的家庭。福袋內包括端午糉禮券、食物及日常用品等，為基層家庭送上實際支援與心意。

展望未來，監管局會繼續推動不同的企業社會責任活動，凝聚業界力量關懷弱勢社群，與社會各界攜手回饋社會。

Mr Ivan WONG, Director of Services and Professional Development of the EAA, attended the event on behalf of the EAA. He expressed his gratitude to the Mong Kok Community Living Room for its assistance in organising the event, and to the estate agency volunteers for their enthusiastic support and participation in bringing an enjoyable and meaningful afternoon to the children.

In addition, estate agency volunteers helped pack 100 Dragon Boat Festival gift packs donated by the EAA. The packs were distributed on site to families participating in the event and, through the Mong Kok Community Living Room, further shared with other SDU families. Each gift pack contained rice dumpling vouchers, food items and daily necessities, providing both practical support and heartfelt care to grassroots families.

Looking ahead, the EAA will continue to promote a variety of CSR activities, rallying the strength of the trade to care for underprivileged groups and working hand in hand with different sectors of the community to give back to society.

由民政及青年事務局與義務工作發展局合辦，以「行義無界限 Volunteer Beyond Boundaries」為年度主題的「香港義工獎2026」已開始接受報名，監管局鼓勵業界積極參與，詳情請參閱：<https://hkv-award.hk/procedure-guideline>

The "Hong Kong Volunteer Award 2026", which is co-organised by the Home and Youth Affairs Bureau and the Agency for Volunteer Service, with the annual theme "Volunteer Beyond Boundaries", is now open for application. The EAA encourages the trade to participate. For details, please visit: <https://hkv-award.hk/en/procedure-guideline/>

