



**New initiatives to encourage participation in the  
Continuing Professional Development Scheme**

(8 March 2006) The Estate Agents Authority (EAA) today announced that it will introduce four new measures to encourage greater participation in the Continuing Professional Development (CPD) Scheme. The Scheme aims at enhancing the competence, professional knowledge and quality of service of estate agency practitioners.

The new initiatives provide for :

- (1) Relaxation of the requirement in non-core subjects
- (2) Extension of the first declaration period to 17 months
- (3) A Certificate of Attainment and a CPD Attainment Symbol for those who have gained the recommended CPD points.
- (4) A Prize of Excellence to the first 10 practitioners who have earned the highest number of CPD points.

EAA will issue new Guidelines for the CPD Scheme, which will explain the new initiatives, to all licensed estate agents and salespersons.

In addition, EAA will hold a competition inviting submissions from the trade for the design of the CPD Attainment Symbol.

EAA launched the voluntary Continuing Professional Development (CPD) Scheme in May 2005. Since then, more than 120 activities were held with over 7,200 participants.

Mr Joseph Tsang, Chairman of EAA's Professional Development Committee, said: "We are very delighted to see that an increasing number of practitioners have been actively participating in the CPD scheme since its introduction. Taking into account the views of the trade associations and how the Scheme operated over the past few months, EAA has decided to introduce more initiatives to encourage participation in the Scheme, which helps enhance their professional standards."

The CPD scheme offers both core and non-core subjects and EAA encourages practitioners to gain at least ten CPD points (about 10 hours of



study). Under the new arrangements, practitioners who have acquired no fewer than six points in core subjects per year may choose to attain the remaining four points in either core or non-core subjects to meet the ten CPD point requirement each year. This initiative was proposed in response to feedback from some practitioners, who had indicated that they wished to achieve all ten CPD points in core subjects as these subjects dealt mainly with legal and practice-related knowledge, would better meet their needs and help them remain current with the latest professional knowledge.

The first period for all practitioners to declare CPD attainment has been extended to 17 months, from 1 May 2005 to 30 September 2006. (According to the original requirement, the first declaration period was 12 months to correspond with the usual 12-month validity period of a licence.) The extension has been proposed in light of the trade's views that a limited number and types of activities were available during the initial stage (May to September 2005). It was felt that many practitioners might have missed certain learning activities during the initial stage as they were not yet then familiar with the CPD Scheme.

Practitioners who have attained no fewer than ten CPD points (with at least six points gained in core subjects) during the above-mentioned 17-month period and submitted the Voluntary Declaration of CPD Attainment to EAA between 1 October 2006 and 1 November 2006 will be presented with a Certificate of Attainment and a CPD Attainment Symbol. The awardees will also be entitled to print the CPD Attainment Symbol on their business cards. The first 10 practitioners who have earned the highest number of CPD points and fulfilled the above conditions will be awarded a Prize of Excellence by EAA in recognition of their efforts.

As for the CPD Attainment Symbol Design Competition, all licensed estate agents and salespersons are welcome to submit designs from now until 2 May 2006. The results will be announced before the end of July 2006. There will be a total of three prizes. The winners will each be awarded a trophy and subsidies for attending CPD activities. A panel of adjudicators has been formed comprising 10 members, with Mr Joseph Tsang as the Panel Chairman, and two renowned designers Mr Kan Tai Keung and Mr Hon Bing Wah as consultant members. Seven trade



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association representatives will also sit on the panel.

The Rules and Conditions of the Design Competition and Enrolment Forms can be downloaded from the EAA website ([www.eaa.org.hk](http://www.eaa.org.hk)), or obtained by visiting the EAA office in person or dialling the hotline (2150 2468) of the EAA Professional Development Section.

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