



公眾教育及宣傳

COMMUNITY EDUCATION AND PUBLICITY

在過去一年監管局繼續向公眾推廣《地產代理條例》，更透過各項宣傳活動及傳媒聯絡工作，加深市民大眾對監管局工作的認識。

During the year under review, the Authority continued to work towards a better understanding of the Estate Agents Ordinance and the work of the EAA in the community at large, and to enhance the transparency of EAA operations through extensive publicity activities and liaison with the media.

公眾教育

公眾教育旨在推廣《地產代理條例》及其附例，特別是《執業規例》。在過去一年，監管局在大型商場、地鐵和火車沿線的屋苑和車站，一共舉辦了18場展覽，向市民大眾介紹消費者在物業交易過程中的各項須知。除此之外，監管局亦聯絡各屋苑管理處，舉辦了7場社區講座，為區內市民講解《地產代理條例》如何保障其權益，並鼓勵市民配合法例的推行。



COMMUNITY EDUCATION

Community education programmes consisted of activities to promote public understanding of the EAO and its subsidiary legislation, in particular the Practice Regulation. During the year 18 roadshows featuring essential aspects of estate agency from a consumer perspective were staged at major shopping centres, larger residential estates and other points of high-density pedestrian traffic. Community talks were given at seven locations to familiarise citizens with how their interests in property transactions may be safeguarded under the EAO, and what they should do to complement the agents' compliance efforts.



巡迴展覽 ROVING EXHIBITIONS

旺角新世紀廣場 Grand Century Place, Mongkok	5/2002
荃灣愉景新城商場 Discovery Park Shopping Centre, Tsuen Wan	6/2002
新元朗中心商場 Sun Yuen Long Centre, Yuen Long	6/2002
銅鑼灣世貿中心 World Trade Centre, Causeway Bay	7/2002
小西灣藍灣廣場 Island Resort Mall, Siu Sai Wan	8/2002
青衣城商場 Maritime Square, Tsing Yi	9/2002
馬鞍山廣場 Ma On Shan Plaza	10/2002
天水圍嘉湖銀座廣場 Kingswood Ginza, Tin Shui Wai	10/2002
紅磡火車站 Hung Hom KCR Station	11/2002
上水火車站 Sheung Shui KCR Station	11/2002
九龍奧海城 Olympian City, Kowloon	12/2002
葵芳新都會廣場 Metroplaza, Kwai Fong	12/2002
西環西寶城商場 The Westwood, Sai Wan	1/2003
鑽石山荷里活廣場 Plaza Hollywood, Diamond Hill	1/2003

旺角火車站 Mongkok KCR Station	2/2003
九龍灣淘大商場 Amoy Plaza, Kowloon Bay	2/2003
沙田火車站 Shatin KCR Station	3/2003
火炭火車站 Fo Tan KCR Station	3/2003



社區講座 COMMUNITY TALKS

香港太空館 (中國內地置業須知講座) Hong Kong Space Museum (Property Purchase in the Mainland)	7/2002
梁顯利油麻地社區中心 Henry G Leong Yaumatei Community Centre	7/2002
天水圍嘉湖山莊 Kingswood Villas, Tin Shui Wai	10/2002
小西灣藍灣半島 Island Resort, Siu Sai Wan	11/2002
沙田欣廷軒 Prima Villa, Shatin	12/2002
將軍澳維景灣畔 Ocean Shores, Tseung Kwan O	1/2003
九龍栢景灣 Park Avenue, Kowloon	3/2003

出版刊物

為加強公眾教育工作在各區的滲透，監管局出版各類實用的小冊子，在政務處、消費者委員會諮詢中心、公用事務的客務中心及銀行派發。繼上年度與消費者委員會合作出版的《置業須知》小冊子後，監管局今年再度與消委會合作，出版訂立《租約須知》小冊子。除此之外，監管局亦不時印製海報和小冊子，呼籲各界打擊無牌從事地產代理活動。

就業講座 CAREER TALKS

鄧肇堅維多利亞官立中學 Tang Shiu Kin Victoria Government Secondary School	1/2003
寶覺女子中學 PoKok Girls' Middle School	1/2003
聖馬可中學 St. Mark's School	2/2003
中華基督教青年會中學 Chinese YMCA Secondary School	3/2003
明愛莊月明中學 Caritas Chong Yuet Ming Secondary School	3/2003

PUBLICATIONS

Community education efforts were supplemented by the publication of publicity materials which were widely distributed through the District Offices, the consumer advisory centres of the Consumer Council, and various other outlets courtesy of public utilities companies and banking institutions. Since the pamphlet on property purchase which came out in the previous year, the EAA joined hands with the Consumer Council again in the publication of another pamphlet on tenancy. Posters and pamphlets warning the public against unlicensed agency practice continued to be produced.

資源中心

監管局資源中心繼續為持牌人及市民提供關於地產代理業的最新資訊，和物業買賣交易的知識。資源中心藏有監管局出版的書刊、關於物業交易的參考書籍，以及和其他與地產代理業有關的法律資料。另外，中心也備有監管局培訓組舉辦過的各類專題講座錄影帶，方便從業員及市民觀看。

宣傳活動

透過公共交通、報紙以及電台廣告，監管局策略性向公眾推廣《地產代理條例》，以簡單鮮明訊息及個案，向公眾灌輸在委託地產代理處理物業交易時候的須知事項。在過去一年，監管局一共接獲57個傳媒查詢，在各項關於法律及執業問題上提供實用的資訊。



互聯網頁

監管局利用互聯網頁有效地為持牌人及市民提供一切有關發牌及監管行業的最新資訊。為進一步提供便捷服務，監管局更將其出版物上載互聯網，讓訊息更快及更廣泛流傳。

THE EAA RESOURCE CENTRE

The EAA Resource Centre continued to serve both licensees seeking more knowledge and information about their profession, and citizens interested in learning more about estate agency and property transactions



in general. The collection held at the Centre comprised publications of the EAA, books and journals on legal subjects related to property transaction and estate agency, and other reference materials on topics of relevant interest. The Centre also holds a collection of training videos and the recordings of talks and seminars given by the EAA.

PROMOTIONAL ACTIVITIES

Publicity efforts continued to be mounted to foster community-wide awareness of the EAO and the EAA through strategic and appropriate placements of messages to the public, on public transport vehicles, in newspapers, and through radio commercials. These advertisements took the form of easy-to-memorise messages, supplemented with simple graphics when appearing in print form, to help remind the general public of the essential points to note in the course of property transactions conducted through estate agents. Messages broadcast through the radio stations featured condensed versions of case reports to illustrate similar points. In addition, the EAA made 57 written responses to media enquiries during the year under review, providing information on legal and practical points regarding estate agency practice for the community at large.

EAA WEBSITE

The EAA Website has been an effective means for both licensees and citizens to access latest information on licensing and regulatory matters. As part of an ongoing upgrading process, a wider variety of EAA publications were added to the website during the year under review for wider dissemination of EAA messages and information, and for ease of reference by both practitioners and the community.