



持續 培訓教育 公眾

A continuous TRAINING to
EDUCATE the trade and public

作為教育者：專業發展、公眾教育與對外事務

大部分的物業交易均由地產代理處理，因此，其專業水平及誠信備受公眾關注。多年來，監管局一直致力透過持續專業進修計劃提升行業的技能。為了長遠地提升持牌人的專業水平及加強對消費者的保障，監管局就持續專業進修計劃從自願性轉為強制性的相關事宜展開了深入而詳細的討論。

為繼續於行內推廣誠信文化，「誠信管理計劃」踏入第二年並出版了《優質執業手冊》。

監管局非常重視與業界的溝通。在已有的溝通方式外，監管局在本年度首次於各區舉行聚焦小組會議，直接與在前線工作的持牌人溝通。

監管局深信，教育公眾保障權益至為重要，讓他們在物業買賣／租賃時作出精明選擇。年內，監管局繼續透過各種溝通方式，與公眾分享物業交易相關的實用知識。

持續專業進修計劃

持續專業進修計劃邁向強制性以提升專業水平

為進一步提升地產代理業的專業水平和地位，監管局專業發展委員會認為，持續專業進修計劃從自願性轉為強制性，長遠而言對持牌人及消費者均有利。本年度，專業發展委員會展開了深入而詳細的討論，考慮有關自願學習模式轉為強制性培訓模式所涉及的事項，以及監管局在強制性制度下扮演的角色。

經商討後，專業發展委員會將有關的討論結果呈交監管局董事局予以考慮。董事局大致支持長遠應將現有的自願性持續專業進修計劃改為強制性。為確保持牌人接納強制性計劃，監管局會繼續與業界進行廣泛而深入的諮詢，了解業界對強制性學習制度的意見。



監管局為從業員舉辦範圍廣泛的專題講座。

EAA organised seminars on a wide variety of special topics for practitioners.



As an educator: professional development, community education and external affairs

As the majority of property transactions are handled by estate agents, their professional standards and integrity are of great public concern. Over the years, the EAA has been striving to enhance the competency of the trade through the Continuing Professional Development (CPD) Scheme. With the purpose of enhancing the professional standards of licensees and consumer protection in the long run, the EAA conducted intensive deliberations on the issues involved in turning the current voluntary CPD scheme mandatory.

To continue to promote a culture of integrity in the trade, a guide titled *Best Practice Checklist* was published in the second year of the Integrity Management Programme.

The EAA attaches great importance to communication with the trade. Apart from the established communication channels, the EAA launched for the first time focus group meetings in different districts to communicate with frontline licensees directly.

The EAA believes it is vital to educate the public to enable them to protect their interests and make informed choices when buying/selling and leasing properties. In the year, the EAA continued to share with the public useful knowledge related to property transactions through various means of communication.

Continuing Professional Development Scheme

Moving towards a mandatory CPD scheme to raise professional standards

To further raise the professional standards and status of the estate agency trade, the Professional Development Committee (PDC) of the EAA was of the view that turning the voluntary CPD program into a mandatory one would be beneficial to both licensees and consumers in the long run. In the year under review, the PDC conducted intensive deliberations on the issues involved to migrate from a voluntary learning model to a mandatory training model and the role of the EAA under the mandatory regime.

The PDC's deliberations were submitted to the EAA Board for consideration. The Board was generally supportive of turning the current voluntary CPD scheme mandatory in the long term. To ensure licensees are receptive to the mandatory scheme, the EAA would continue to conduct extensive and in-depth consultations with the trade to gauge the trade's views on the mandatory learning regime.

作為教育者：專業發展、公眾教育與對外事務

透過誠信管理計劃建立誠信文化

為加強地產代理從業員的操守水平，監管局於2010/11年與廉政公署合作推行為期三年的誠信管理計劃。

在該計劃之下，監管局於2011年7月推出一系列提升誠信管理的新課程，並邀請學者與監管局代表就機構管治、風險管理及有效組織管理等題目進行演講。

自誠信管理計劃推行以來，行政部門陸續接獲地產代理公司及業界商會的申請，為其員工或商會成員舉辦誠信講座，並索取培訓教材作內部培訓。截至2012年3月31日，已舉辦了23場誠信講座，吸引約1,795人次參與。

為推動行業專業化及提供優質地產代理服務，監管局與廉政公署合作編製了《優質執業手冊》，就防止貪污和加強地產代理公司管治提供指引及建議。為配合《優質執業手冊》的出版，監管局與廉政公署於2012年3月30日舉辦了相關的出版儀式暨講座。儀式由監管局行政總裁和廉政公署防止貪污處助理處長一同主持。業界商會代表亦有出席以表支持。另外，約有200名從業員參加講座。



監管局行政總裁余呂杏茜女士(右四)及廉政公署防止貪污處助理處長莫華海先生(右五)一起主持《優質執業手冊》出版儀式，地產代理業界商會代表亦有出席。

EAA Chief Executive Officer Mrs Rosanna Ure (fourth from right) and ICAC Assistant Director of Corruption Prevention Mr Mok Wah-hoi (fifth from right) officiated at the launching ceremony of *Best Practice Checklist*. Representatives of the estate agency trade associations also attended.

持續專業進修活動的統計數字

本年度，共舉辦了476場持續專業進修活動，逾36,700人次參加，取得96,690持續專業進修學分。參與人次及所取得持續專業進修學分的增幅分別為8%及3%。



As an educator: professional development, community education and external affairs

Integrity Management Programme to cultivate a culture of probity

To strengthen the ethical standards of estate agency practitioners, the EAA jointly launched a three-year Integrity Management Programme with the Independent Commission Against Corruption (ICAC) in year 2010/11.

Under the Programme, a new series of courses to enhance integrity management was launched in July 2011. Academics and EAA representatives were invited to speak on corporate governance, risk management and effective organisational management, etc.

Since the kick-off of the Programme, the Administration has received requests from estate agencies and trade associations to conduct integrity seminars for their staff or trade members and to obtain training kits for their internal training. As at 31 March 2012, 23 sessions of the integrity seminar were held, attracting around 1,795 enrolments.

To promote professionalism and quality in estate agency practice, the EAA and the ICAC jointly compiled a *Best Practice Checklist* (BPC) providing advice and recommendations on corruption prevention and proper internal control practices for estate agencies. To complement the publication of the BPC, a launching ceremony cum seminar on the BPC was held on 30 March 2012. The ceremony was officiated by the CEO of the EAA and the Assistant Director of the Corruption Prevention Department of the ICAC. Representatives of trade associations also attended the ceremony to show their support to the BPC. About 200 practitioners joined the event.

Statistics of activities held

During the year, 476 sessions of CPD activities were organised with over 36,700 enrolments. A total of 96,690 CPD points were attained. The number of enrolments and CPD points attained rose by 8% and 3% respectively.

Among the 476 sessions held, 75 were organised by the EAA with an enrolment of 16,543 (about 45% of total enrolments), up 3% over the previous year⁶.

⁶ There were 16,127 enrolments for EAA-run CPD activities in 2010/11.

作為教育者：專業發展、公眾教育與對外事務

在476場活動中，75場由監管局舉辦，參與人次為16,543人（約佔總參與人次45%），較去年增加3%⁶。

與上年度比較，由地產代理業界舉辦的持續專業進修活動，在參與人次方面亦錄得14%的增長。2011/12年度，業界商會和地產代理公司合共舉辦了357場持續專業進修活動，吸引19,069人次參加（約佔總參與人次52%）。

監管局持續專業進修活動摘要

專題講座系列

為加強從業員對執業相關課題的理解，以及向他們介紹新政策，監管局推出了「專題講座系列」，並在2011/12年度舉辦了六場講座，專題涵蓋附有違例建築工程的住宅物業、新推出的安老按揭計劃、城市規劃與房屋供應的關係、以及2012年樓市及經濟展望等。2011/12年度，這些專題講座吸引了2,857人次參加（佔監管局持續專業進修活動參與人次的17%）。

持續專業進修活動 CPD activities			活動數目 No. of sessions	%
(1) 核心／非核心	Core/Non-core			
核心	Core	373	78	
非核心	Non-core	103	22	
(2) 費用	Fees			
收費	Fee-paying	244	51	
免費	Free of charge	218	46	
部分獲政府資助	Partly Government-subsidised	14	3	
(3) 語言	Language			
粵語	Cantonese	413	87	
粵語／英語	Cantonese/English	6	1	
英語	English	17	4	
普通話	Putonghua	40	8	
(4) 主辦機構	Organiser			
監管局	EAA	75	16	
地產代理商	Agency firms	338	71	
業界商會	Trade Associations	19	4	
專上／培訓機構及 其他公營機構	Tertiary/training institutions and other public organisations	44	9	
(5) 地點	Location			
香港島	Hong Kong Island	171	36	
九龍	Kowloon	259	54	
新界	New Territories	40	9	
網上遙距學習 (例如：網上個案研習)	Web-based distance learning (e.g e-Quizzes)	6	1	

⁶ 2010/11年度，監管局舉辦的持續專業進修活動共有16,127人次參與。



As an educator: professional development, community education and external affairs

The estate agency trade's participation in organising CPD activities also recorded a 14% increment in the number of enrolments compared to the previous year. In total, 357 sessions of CPD activities were organised by either trade associations or estate agencies in 2011/12, attracting 19,069 enrolments (about 52% of total enrolments).

Highlights of CPD activities organised by EAA

Special Topic Series

To enhance practitioners' general understanding of practice-related issues and update their knowledge on new policies, the EAA organised talks under the "Special Topic Series". In 2011/12, six seminars were held under this series covering topics on residential properties with unauthorized building works; the newly launched reverse mortgage scheme; the relationship between town planning and housing supply, and the property market and economic outlook in 2012, etc. These topical talks attracted 2,857 enrolments (17% of enrolments of EAA CPD activities) in 2011/12.

Seminars on new practice circulars

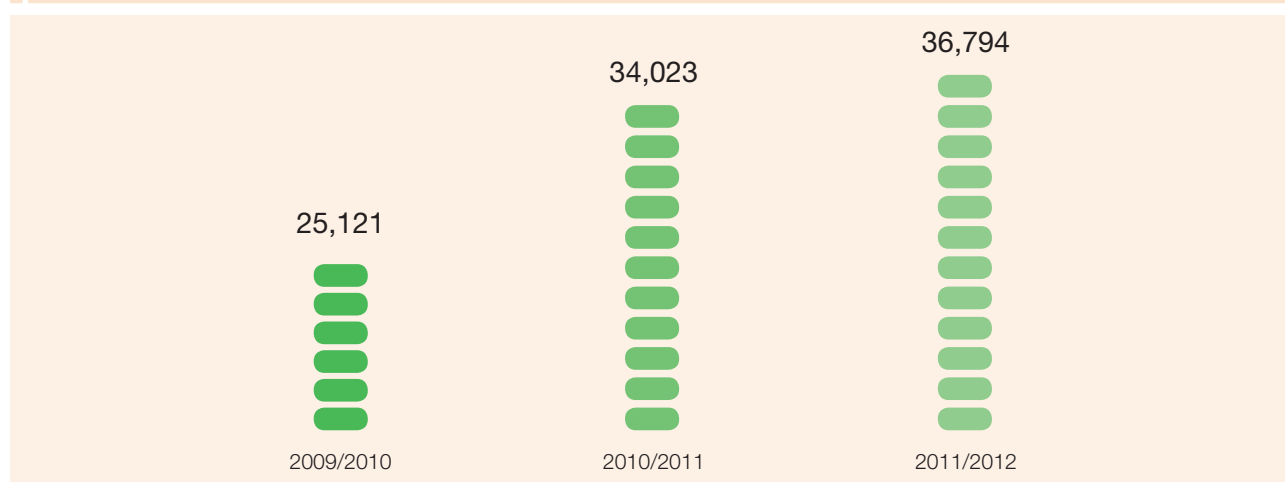
To help practitioners familiarise themselves with the provisions of the new practice circulars, relevant CPD seminars were organised. Major circulars issued in 2011/12 which were covered at these seminars included the new guidelines on the sale of first-hand residential properties, the Special Stamp Duty and the protection of personal data.

Seminars on practice-related issues

To facilitate licensees to keep abreast of the latest knowledge in relation to their daily practice, the EAA arranged officials from the Land Registry and the Rating and Valuation Department to brief licensees on the enhanced functions of their property information search systems. Furthermore, the EAA invited a surveyor to share with practitioners some interesting court cases on interpretation of the Deed of Mutual Covenants and Building Management Ordinance.

持續專業進修活動的參與人次

Enrolment in CPD activities



作為教育者：專業發展、公眾教育與對外事務

新執業通告講座

為了令從業員熟悉新執業通告的規定，監管局舉辦了相關的持續專業進修講座。2011/12年曾舉辦講座的執業通告包括一手住宅物業銷售的最新指引、額外印花稅及保障個人資料。

執業相關課題講座

為協助持牌人及時掌握執業相關的最新知識，監管局安排了土地註冊處及差餉物業估價署的人員，向持牌人講解其物業資料搜尋系統的新增功能。另外，監管局邀請了測量師向從業員分享一些有關大廈公契和《建築物管理條例》的有趣法庭案例。

為新入職持牌人及分行經理舉辦的培訓課程

2011/12年度，監管局繼續為新入職持牌人及分行經理舉辦兩個為期24小時的培訓課程。年內，這兩個課程吸引了5,800人次參加(佔監管局持續專業進修活動參與人次的35%)。

公眾教育與對外事務

與傳媒關係

為提高公眾對其角色及工作的了解和支持，監管局與傳媒保持緊密聯繫，年內不時與傳媒午餐聚會，包括在2012年2月舉辦傳媒春茗。此外，為增加傳媒報道，監管局於2011/12年度舉行了四次記者會，並就各項主要措施共發表20篇新聞稿。監管局主席、行政總裁、各委員會主席及行政部門高層管理人員亦接受了電子及印刷傳媒合共18次專訪。



年內，監管局舉行了四次記者會，並就各項主要措施共發表20篇新聞稿。

In the year under review, the EAA organised four press conferences and issued 20 press releases on various major initiatives.



As an educator: professional development, community education and external affairs

Structured training courses for new licensees and branch managers

In 2011/12, the EAA continued to run the two structured training courses of 24-hours duration each for new licensees and branch managers. During the year, these two courses attracted 5,800 enrolments (35% of enrolments of EAA CPD activities).

Community education and external affairs

Media relations

To enhance the public's understanding of and support for the role and work of the EAA, the EAA maintained close contact with the media through luncheons and gatherings throughout the year, including the Chinese New Year gathering with journalists held in February 2012. To maximise media coverage, in 2011/12, the EAA organised four press conferences and issued 20 press releases on various major initiatives. A total of 18 feature interviews with the EAA Chairman, the CEO, committee chairmen and other senior management of the Administration with print and electronic media were also arranged.

In 2011/12, the EAA cooperated with Cable TV to produce a consumer education segment in its programme "Property Outlook". A series of 5-to-10-minute long segments were produced, in which selected inquiry hearing cases were narrated through animation, followed by an interview with EAA's senior staff on the points to note for consumers. The segments have been aired on Saturday nights in "Property Outlook" on the finance info channel of Cable TV since September 2011. A total of 15 episodes were aired in 2011/12. The feedback was positive and the links to the episodes were also uploaded to the "Consumer Corner" of the EAA website for public viewing.

To complement this TV series, a new consumer education column in a weekly magazine *Property Browser* was also published from September 2011 and the EAA contributed 15 articles to the magazine in 2011/12.

Moreover, the EAA contributed consumer education articles to a monthly column on *Sing Tao* property website from April 2011 to January 2012. Later in February 2012, the EAA also started to collaborate with *Wen Wei Po* by contributing articles to their property page every three weeks. Three articles were published in *Wen Wei Po* in 2011/12.

作為教育者：專業發展、公眾教育與對外事務

2011/12年度，監管局與有線電視聯合製作一系列消費者教育報道，並於「樓盤傳真」節目中播放。系列報道每集長約五至十分鐘，以動畫敘述精選紀律研訊案例，配合監管局高層人員的訪問，為消費者帶出應留意的事項。該報道由2011年9月起，於星期六晚在有線電視財經資訊台「樓盤傳真」節目中播放。2011/12年度內共播放了15集，反應正面，節目連結亦已上載於監管局網站的消費者專區，讓公眾瀏覽。

為配合此電視節目系列，監管局於2011年9月開始在周刊《超級睇樓王》發表全新消費者教育專欄，2011/12年度內共刊登了15篇文章。

另外，監管局於2011年4月至2012年1月間，在「星島地產網」的每月專欄中刊登消費者教育文章。隨後，2012年2月開始與《文匯報》合作，每三星期一次在地產版刊登文章，2011/12年度已共發表了三篇文章。

消費者教育

2011/12年度，監管局加強推行消費者教育，除了更緊密地與傳媒合作，更主動接觸普羅大眾。



監管局於港鐵站舉辦巡迴展覽，以加強公眾教育。
The EAA organised roving exhibitions at MTR stations to enhance consumer education.

監管局於2012年3月在深水埗、柴灣及坑口港鐵站舉辦巡迴展覽，透過展板及錄像向公眾提供實用的資訊，並派發《置業須知》及《訂立租約須知》等刊物，以及印有監管局聯絡方法的紀念筆。合共約600人前往展覽攤位索取資料。監管局將於2012年下旬在各區再次舉辦巡迴展覽。

監管局亦繼續出版不同刊物，為從業員提供實用的資訊及參考資料，其中，監管局年報是向公眾及持份者更有效及透明地報告工作詳情的重要刊物。2011/12年度，監管局亦於四期持牌人通訊《專業天地》中，刊登選輯紀律研訊案例。

As an educator: professional development, community education and external affairs

Consumer education

The EAA has stepped up its efforts in consumer education not only through more collaboration with the mass media but also reaching out to the community in 2011/12.

The EAA held roving exhibitions at MTR stations of Sham Shui Po, Chai Wan and Hang Hau in March 2012. Apart from exhibition panels and videos which contained useful information to the public, EAA publications including *Guide to Purchasing Properties* and *Notes on Signing a Tenancy Agreement*, as well as a souvenir banner pen with EAA's contact details, were distributed to the public. A total of about 600 people approached the exhibition booth and obtained the materials. Another round of exhibitions would be held at different districts in late 2012.

The EAA also continued to issue a wide variety of publications to provide practitioners with useful information and points of reference. The *Annual Report* is one of the important publications to communicate the EAA's work more effectively and transparently to the public and stakeholders. Selected inquiry hearing case studies were also published in four issues of the licensee newsletter *Horizons* in 2011/12.

Liaison with the trade, the Government and other bodies

The EAA attaches great importance to communicating with the trade the initiatives and the work of the EAA through different channels. As part of a regular dialogue with the trade, the EAA held four quarterly trade liaison meetings with the representatives of major trade associations in 2011/12. At these meetings, the trade representatives were informed of EAA's new initiatives and issues of mutual concern were discussed. Separately, to enhance the estate agency management's understanding of the new EAA initiatives and to remind them to adopt appropriate measures to ensure compliance by their front-line staff, forums and briefing sessions targeted at the management of estate agencies were also held.

In 2011/12, the EAA conducted four focus group meetings in Yau Ma Tei, Sheung Shui, Sai Wan and Kwun Tong. It is a new communication channel for the EAA to liaise with the frontline practitioners. Through these meetings, information on trends, practices and problems encountered by the practitioners were reviewed and discussed, thus helping us to formulate practical policies and measures for the trade to follow. Feedback from the attending licensees was positive overall. The EAA will continue this communication channel and hold similar meetings in other districts.

The EAA is always supportive of regulatory measures that can enhance the transparency of property transactions and the protection of consumers' rights and interests. From time to time, the EAA receives letters from different Government departments which wish to remind estate agency practitioners about different subjects that may be of concern to the trade. In this regard, the EAA invited the Office of the Licensing Authority and the Rating and Valuation Department to share their views and opinions in *Horizons* in March 2012. Throughout 2011/12, a total of four issues of *Horizons* were published. The newsletter kept the licensees informed of the EAA's new regulatory measures and latest activities. Members of the public could also read the newsletter through the EAA's website.

與業界、政府及其他組織的聯繫

監管局非常重視以不同溝通方式與業界保持聯繫，讓其知悉本局的舉措及工作。2011/12年度，監管局與主要業界商會代表舉行四次季度的業界聯絡會議，作為雙方定期交流的一部分。商會代表透過會議了解監管局的新舉措，並討論共同關注的事宜。監管局亦為地產代理公司的管理層舉辦論壇和簡介會，務求提升他們對監管局新舉措的了解，及提醒他們採取適當步驟，確保前線員工守法循規。

2011/12年度，監管局於油麻地、上水、西環及觀塘舉辦了四次聚焦小組會議。這是監管局與前線從業員溝通的新方式。會議上，監管局人員與從業員就業界趨勢、執業手法及問題等進行討論，以協助監管局制定可行的政策及措施。整體來說，參加會議的持牌人反應正面，而監管局將繼續採取這種溝通方式，並會於其他地區舉辦類似會議。

監管局一向支持能提升物業交易透明度及保障消費者權益的規管措施。本局不時收到政府不同部門的來信，表示希望向地產代理從業員反映各種可能受業界關注的事項。有見及此，監管局邀請牌照事務處及差餉物業估價署於2012年3月份的《專業天地》中分享文章。2011/12年度共出版了四期《專業天地》，讓持牌人知悉監管局的最新規管措施及動態。公眾亦可透過監管局網站瀏覽該通訊。

2011年11月底，政府發表了「規管一手住宅物業銷售建議法例公眾諮詢」的諮詢文件，監管局隨即於12月邀請運輸及房屋局代表向地產代理業界講解該建議法例。2012年1月，監管局向政府提交正式回應，表示全力支持政府的建議法例。

監管局與各持份者、法定及專業機構合作並保持密切聯繫，包括立法會、運輸及房屋局、發展局、保安局禁毒處、警務處、廉政公署、消費者委員會、職業訓練局、香港測量師學會及英國皇家特許測量師學會。年內，監管局亦與不同政府／專業機構保持緊密聯繫，如中國房地產估價師與房地產經紀人學會，以及深圳市房地產經紀行業協會等。

As an educator: professional development, community education and external affairs

In December 2011, after the Government released the consultation paper on “Public Consultation on the Proposed Legislation to Regulate the Sale of First-hand Residential Properties” in late November 2011, the EAA invited representatives of the Transport and Housing Bureau to brief the estate agency trade on the proposed legislation to regulate the sale of first-hand residential properties. Later in January 2012, the EAA submitted an official response to the Government, giving full support to the Government on the proposed legislation.

The EAA maintained close liaisons with various stakeholders, statutory and professional bodies, such as the Legislative Council, Transport and Housing Bureau, Development Bureau, Narcotics Division of the Security Bureau, Police, Independent Commission Against Corruption, Consumer Council, Vocational Training Council, Hong Kong Institute of Surveyors and Royal Institution of Chartered Surveyors. During the year, the EAA also kept close contact with different government/professional counterparts such as the China Institute of Real Estate Appraisers and Agents and the Shenzhen Real Estate Broker Trade Association.



年內，監管局舉辦了四次聚焦小組，與前線從業員交流意見。

In the year under review, the EAA organised four focus group meetings to exchange views with frontline practitioners.