



工作報告：

**專業發展**

The year in review：

**Professional development**

## 工作報告：專業發展 The year in review : Professional development



2008/09 年度，持續專業進修計劃的參與人次上升了 61%。  
In 2008/09, the enrolment in CPD activities went up by 61%.

本年度，監管局持續專業進修計劃的參與人次大幅增加。該計劃在 2005 年以自願參與形式推出，藉著鼓勵地產代理從業員參加多元化的課程，提升從業員的專業能力，讓他們及時掌握最新的知識。

2008/09 年度，31,010 人次參與合共 495 場持續專業進修活動。活動場數較上年度增加 36%，參加人次則上升 61%。有關增長可能是由於監管局在 2008 年 6 月推出「地產代理商舖專業進修嘉許獎章計劃」。多於一半的持續專業進修活動是免費或獲得政府資助的。

495 場進修活動當中，96 場由監管局舉辦（比上年度增加 43%），吸引逾 10,000 人次參加（比上年度增加 20%）。

課程涵蓋的內容豐富，不但包括與地產代理業界直接有關的課題，還有提升從業員的管理、市場推廣和語言技巧的課程。

The year in review saw a marked increase in the number of enrolments in Continuing Professional Development (CPD) activities. The EAA launched its CPD Scheme in 2005. Running on a voluntary basis, the Scheme aims to enhance the competence of estate agency practitioners and keep their professional knowledge up to date by encouraging them to attend courses on a wide range of subjects.

In 2008/09, 495 sessions of CPD activities were held, attracting 31,010 enrolments. The number of sessions increased by 36% and the enrolment went up by 61%, compared to that of the previous year. The jump was probably due to the launch of the CPD Mark for Estate Agencies Award Scheme in June 2008. Over 50% of the sessions were either free or Government-subsidised.

Among the 495 sessions held, 96 were organised by the EAA with an enrolment of over 10,000, up 43% and 20% respectively over the previous year.

The courses covered a variety of topics including those directly related to the estate agency trade and those that strengthened practitioners' management, marketing and language skills.

## 鼓勵從業員積極參與的新措施

本年度，監管局為了鼓勵更多地產代理公司參與持續專業進修計劃，推出「地產代理商舖專業進修嘉許獎章計劃」。

根據計劃，於每年10月1日，地產代理商舖倘若有一半或以上從業員（其中必須包括分行經理）在其上一個持續進修時段獲頒持續專業進修計劃嘉許證書，該商舖可獲頒發「地產代理商舖專業進修嘉許獎章」（「商舖嘉許獎章」）。

「商舖嘉許獎章」的有效期為一年，由申報日翌年的1月1日起至12月31日。獲頒發「商舖嘉許獎章」的商舖可於有效期內，在其營業地點張貼「商舖嘉許獎章」標誌，並在其發出的單張、小冊子、其他文件及其員工的名片上印上該獎章。

截至2008年12月，共有172間地產代理商舖達標，獲得2008年「商舖嘉許獎章」。

監管局繼續透過提供不同類型的資助計劃，鼓勵從業員積極參與進修活動。本年度，監管局接獲並批出73名從業員的進修津貼申請，每名從業員獲發還高達300元的進修費用。監管局亦向舉辦持續專業進修活動的業界商會提供場地租金資助。2008/09年度，監管局共收到四份有關申請，該些申請全部獲批。

## 監管局舉辦的新課程

為了提高從業員的管理知識和技巧，監管局在2008年12月推出免費的「地產代理業務管理課程」，參與人次達731。課程有助管理人員有效管治地產代理業務，以及確保轄下的從業員遵守相關法例的要求。

## Measures to encourage participation

During the year, the EAA launched the CPD Mark for Estate Agencies Award Scheme to encourage participation in the CPD Scheme by estate agency firms.

Under this CPD Mark Scheme, on 1 October each year, agency shops with 50% or more of their employed practitioners (amongst them must be the branch manager) having attained the CPD points target for their previous CPD period will be presented with the CPD Mark for Estate Agencies.



獲頒發「商舖嘉許獎章」的商舖可於有效期內，在有關的營業地點張貼該獎章標誌。

Agency shops awarded the CPD Mark may display the mark decal at their places of business.

The CPD Mark will be valid for one year, from 1 January to 31 December of the following year. During the validity period, agency shops awarded the CPD Mark may display the mark decal at their respective business addresses and print the CPD Mark on their pamphlets, brochures and documents, as well as on the business cards of their employees.

As at the end of 2008, a total of 172 agency shops met the criterion and were presented with the CPD Mark for the year of 2008.

The EAA continued to provide various types of subsidies to encourage participation in CPD activities. During the year under review, the EAA received and approved 73 applications for reimbursements of course fees of up to \$300 per licensee. The EAA also provides subsidies for venue rental for trade associations for organising CPD activities. In 2008/09, four such applications were received and granted.

## New courses organised by the EAA

To enhance practitioners' management knowledge and skills, the EAA launched a structured training course entitled "Estate Agency Management Course" in December 2008, attracting a total of 731 enrolments. The course, which was free, sought to enable participants to effectively manage their estate agency businesses and ensure practitioners under their supervision comply with the relevant laws and regulations.

「地產代理業務管理課程」將定期舉辦，對象是現時為管理人員或有意成為管理人員（例如分行經理）的從業員。

課程共有八節，每節三小時，內容涵蓋法律及實務課題。課程講者包括監管局代表、政府官員和其他專業人員（例如律師和測量師）。

從業員可選擇參加部分或全部八節課堂。倘若持牌人在一年內完成全部八節課堂，可獲監管局頒發「地產代理業務管理課程證書」。

年內，監管局繼續為新入職從業員舉辦免費的「新入職地產代理課程」，藉此提高他們的執業技巧和法律知識。該課程共舉行了四次，吸引了2,887人次參加。

2008年8月，監管局與個人資料私隱專員公署聯合舉辦為期一年的教育活動，加深從業員對《個人資料（私隱）條例》的認識。活動包括為個別地產代理公司和業界商會舉辦持續專業進修講座，以及編製地產代理業保障私隱手冊。截至2009年3月31日，個人資料私隱專員公署為業界舉辦了29場關於保障私隱的講座，吸引超過1,300名從業員踴躍參加。

This course, which will be held on a regular basis, targeted practitioners who had assumed or intended to undertake managerial duties (for example, branch managers).

The course comprised eight three-hour sessions on various legal and practice issues. Speakers included EAA representatives, Government officials and other professionals (including lawyers and surveyors).

Practitioners could participate in some or all of the eight sessions. Upon completion of all eight sessions within one year, practitioners will be awarded the "Certificate for Estate Agency Management Course" in recognition of their efforts.

During the year, the EAA continued to offer the free structured training course "Introduction to Estate Agency Practice" to new practitioners to strengthen their professional skills and legal knowledge. The course was held four times during the year, with a total enrolment of 2,887.

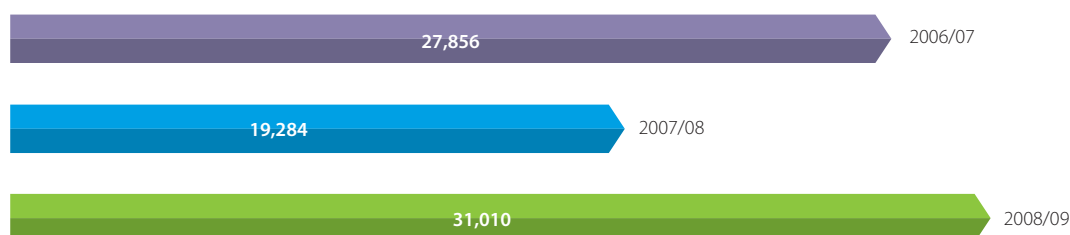
In August 2008, the EAA in conjunction with the Office of the Privacy Commissioner for Personal Data kicked off a one-year educational programme aimed at deepening licensees' understanding of the legal requirements under the Personal Data (Privacy) Ordinance. The programme includes CPD seminars for individual estate agency firms and trade associations, and production of a handbook on privacy protection for the estate agency trade. As at 31 March 2009, 29 CPD seminars on privacy issues had been held and more than 1,300 licensees had participated in these seminars.



監管局副主席廖譚婉瓊女士與個人資料私隱專員吳斌先生出席地產代理業保障私隱活動啟動儀式。

EAA Vice-chairman Mrs Amy Liu and Privacy Commissioner for Personal Data Mr Roderick Woo officiate at the kick-off ceremony of the Personal Data Privacy Campaign for Estate Agency Trade.

## 持續專業進修活動的參與人次 Number of enrolments in CPD activities



## 持續專業進修活動 CPD activities

(1) 核心／非核心	Core/Non-core	活動數目 No. of sessions	%
核心科目	Core subjects	395	80
非核心科目	Non-core subjects	100	20
<b>(2) 費用</b>	<b>Fees</b>		
收費	Fee paying	239	48
免費	Free-of-charge	228	46
獲政府資助	Government-subsidised	28	6
<b>(3) 語言</b>	<b>Language</b>		
粵語	Cantonese	460	93
英語	English	2	1
普通話	Putonghua	27	5
雙語(粵語／英語)	Bilingual (Cantonese/English)	6	1
<b>(4) 主辦機構</b>	<b>Organiser</b>		
地產代理商	Estate agency firms	303	61
監管局	EAA	96	19
專上／培訓機構及其他 公營機構	Tertiary/training institutions and other public organisations	83	17
業界商會	Trade associations	13	3
<b>(5) 地點</b>	<b>Location</b>		
香港島	Hong Kong Island	235	47
九龍	Kowloon	242	49
新界	New Territories	12	3
網上遙距學習	Web-based distance learning	6	1



立法會主席范徐麗泰議員，GBM，GBS，JP，擔任專業領袖講座系列的主講嘉賓。  
President of the Legislative Council the Honourable Mrs Rita Fan, GBM, GBS, JP, speaks in the Distinguished Speaker Series.



監管局執行總監黃維豐先生為「地產代理業務管理課程」主持講座。  
EAA Director of Operations Mr Anthony Wong gives a talk for the "Estate Agency Management Course".

## 「地產代理業務管理課程」內容大綱 Course outline of the Estate Agency Management Course

1. 如何有效管理地產代理業務，確保轄下營業員遵守《地產代理條例》及其附屬法例和《操守守則》  
Effective agency management and supervision of salespersons to ensure compliance with the Estate Agents Ordinance, its subsidiary legislation and the Code of Ethics
2. 紀律研訊個案選輯  
Disciplinary case studies
3. 代理法、工商物業交易及土地買賣  
Agency law, commercial/industrial property transaction and land sale
4. 打擊清洗黑錢及防止賄賂措施  
Anti-money laundering and corruption prevention measures
5. 資訊保安措施及保障個人資料私隱  
Information security for privacy protection
6. 物業估價及市區重建  
Valuation and urban renewal
7. 人力資源管理、《僱傭條例》及有關平等機會的法例  
Human resources management, Employment Ordinance and ordinances in respect of equal opportunities
8. 財務會計  
Financial accounting