

# Certificate Course



Advancing Management Excellence

## Certificate in Public Housing Agency Management 公共房屋物業代管証書課程



# CERTIFICATE IN PUBLIC HOUSING AGENCY MANAGEMENT

## 公共房屋物業代管證書課程

### TS-A0180

## INTRODUCTION

A safe, healthy and pleasant living environment starts with good property management. With this in mind, the Housing Authority has entrusted the overall management of its public rental housing (PRH) and ancillary facilities to its executive arm, the Housing Department (HD). Given the magnitude of the PRH stock, HD has to outsource the property management of some of its PRH estates to property services agents (PSAs) in a bid to enhance service quality and cost effectiveness. Currently the management of about 60% of its rental estates has been outsourced to PSAs, while the rest are directly managed by the HD.

The PSAs perform a full range of property management duties including cleaning, security, rent collection, minor maintenance and repairs, as well as improvement works. They have to set up property management offices at the outsourced estates to provide customer services to the tenants directly. They also provide preliminary frontline tenancy services such as explaining housing policies and application procedures, distributing standard forms and notification letters, assisting tenants in completing forms and applications, arranging direct contacts between tenants and HD staff, etc. The performance of PSAs depends very much on the staff training and knowledge they have. This certificate programme gives them a thorough briefing and training of what the standards of performance they need to meet and the skills to perform the duties.

## OBJECTIVES

The course aims to enhance participants' general awareness of the basic concepts of Public Housing Agency Management in outsourced Public Housing Estates of HD/HA.

## RECOGNITION

The certificate obtained is recognized as an additional requirement of the staff quality assurance system in PSA service contracts of Housing Department on top of the present requirement. But it is by no means equivalent to the specified qualification of the "Qualified Staff" stated on the current PSA contracts.

## TARGET TRAINEES

This course is designed for frontline estate management staff performing estate management duties in Property Service Agent (PSA) management in public housing estates.

## ENTRY REQUIREMENT

Applicants should have attained level 2 or equivalent or above in five subjects including Chinese Language and English Language in the Hong Kong Diploma of Secondary Education Examination (HKDSE), or equivalent.

Applicants with lower than matriculated qualification may be accepted if they possess at least 6 months working experience in property management in Hong Kong and are supported by their employers' recommendation letters (note: individual application to be considered on a case-by-case basis).

*Proof for academic qualifications, reference letter from employer for proof of working experience in property management in Hong Kong are required.*

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# CONTENTS

## Module 1 Customer Service (12 hours)

- ♦ Customer service imperative
- ♦ Customer service framework and corporate core value in Housing Department
- ♦ Managing customer service strategy
- ♦ Handling face to face enquiry
- ♦ Handling telephone enquiry
- ♦ Handling difficult clients including emotionally charged clients
- ♦ Customer service recovery: complaint handling
- ♦ Communication with community representative and EMAC
- ♦ Customer service improvement tools
- ♦ Professional housing management: total quality approach in customer service

## Module 2 Estate Management Practice (12 hours)

- ♦ Role of PSAs in public housing management
- ♦ Supervisory functions and the running of PSAU
- ♦ Contents of PSA contracts and their administration
- ♦ Basic concept in BMO/DMC
- ♦ Financial regulations and procedures (including maintenance of ECA account in divested properties)
- ♦ Emergency handling
- ♦ Public liabilities and insurance claims
- ♦ Marking scheme
- ♦ Road control and management of carpark
- ♦ Relevant Estate Management Division Instructions (EMDIs) and Best Practice Notes (BPNs)

## Module 3 Tenancy Management (14 hours)

- ♦ Intake procedures
- ♦ Flat recovery procedures
- ♦ Tenancy management (such as addition, deletion, temporary stay, change H/H, transfer, splitting, overcrowding relief, divorce and granting of new tenancy etc.)
- ♦ Housing Subsidy Policy (HSP) and Biennial Review of Grant of New Tenancy (GNT) / Tenancy Management Policies (TMP) / Safeguarding Rational Allocation (SRA) / Monthly Income Survey
- ♦ Rent Assistance Scheme and Emergency Alarm System, Biennial Declaration, and dealing with breaches of tenancy conditions
- ♦ Basic knowledge and application of Housing Ordinance and Tenancy Agreement in tenancy control/enforcement
- ♦ Rent chasing/ Notice-to-Quit eviction procedures
- ♦ Role in handling of suspected tenancy abuse cases
- ♦ Relevant EMDIs and BPNs

## Module 4 Basic Building Maintenance Knowledge (10 hours)

- ♦ Basic concept in handling general building maintenance (Builder's Works and Building Services) requests and repair works
- ♦ Identification and reporting of common defects (including eye-sore items)
- ♦ Workplace and occupational safety
- ♦ Scope of works in PSA contract and categories of jobs
- ♦ Highlights of landlord/ Tenant responsibility and Tenant-to-Pay items
- ♦ Procedures on vacant flat refurbishment
- ♦ Unauthorized alterations and installations
- ♦ Emergency handling of service breakdown
- ♦ Relevant EMDIs and BPNs

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## **VENUE**

Please refer to the time table.

## **MEDIUM OF INSTRUCTION**

Cantonese (Course materials in English)

## **ORGANIZER**

The Hong Kong Management Association

## **AWARD**

For those participants who have attended 70% of the course (not less than 50% in each module) and passed the assessment, a "Certificate in Attainment" will be issued by The Hong Kong Management Association.

## **FEE**

Please refer to the time table.

## **ENQUIRY HOTLINE**

For enquiries, please call 2774-8501 / 500 during office hours. For course details, please contact Mr Matthew Lee at 3958 4803.

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# CERTIFICATE IN PUBLIC HOUSING AGENCY MANAGEMENT

## 公共房屋物業代管証書課程

(TS-A0180-2020-2-FC)

Module	Date	Time
Tenancy Management	15 June 2020 (Mon)	7 pm - 10 pm
	17 June 2020 (Wed)	
	22 June 2020 (Mon)	
	24 June 2020 (Wed)	
	29 June 2020 (Mon)	7 pm - 9 pm
Estate Management Practice	6 July 2020 (Mon)	7 pm - 10 pm
	8 July 2020 (Wed)	
	13 July 2020 (Mon)	
	15 July 2020 (Wed)	
Basic Building Maintenance Knowledge	18 July 2020 (Sat)	9 am - 1 pm
	22 July 2020 (Wed)	7 pm - 9 pm
	25 July 2020 (Sat)	9 am - 1 pm
Customer Service	3 August 2020 (Mon)	7 pm - 10 pm
	5 August 2020 (Wed)	
	10 August 2020 (Mon)	
	12 August 2020 (Wed)	
Exam	2 September 2020 (Wed)	7 pm - 9 pm

### FEE

HK\$4,500  
Early Bird : HK\$4,200 (on or before 15 May 2020)

### APPLICATION DEADLINE

Monday, 8 June 2020

### VENUE

Dr Kennedy Y H Wong Management Development Centre  
The Hong Kong Management Association  
1-6/F First Commercial Building  
33-35 Leighton Road  
Causeway Bay  
HONG KONG

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### REGISTRATION

All interested parties are requested to complete the registration form and return it together with appropriate fee(s) to the Secretariat 7 days before the programme commences. Reservations by fax 2365 1000 are welcome but are subject to payment in full prior to programme commencement. For information on the seminars, please contact Mr Matthew Lee on 3958 4803. For registration details, please contact Customer Services on 2774 8500. Successful applicants will be notified by email. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis. For programme details, please refer to <http://www.hkma.org.hk>

# CERTIFICATE IN PUBLIC HOUSING AGENCY MANAGEMENT 公共房屋物業代管證書課程

(TS-A0180-2020-3-FC)

Module	Date	Time
Estate Management Practice	5 October 2020 (Mon)	7 pm - 10 pm
	7 October 2020 (Wed)	
	12 October 2020 (Mon)	
	14 October 2020 (Wed)	
Customer Service	19 October 2020 (Mon)	7 pm - 10 pm
	21 October 2020 (Wed)	
	28 October 2020 (Wed)	
	2 November 2020 (Mon)	
Tenancy Management	4 November 2020 (Wed)	7 pm - 10 pm
	9 November 2020 (Mon)	
	11 November 2020 (Wed)	
	16 November 2020 (Mon)	
	18 November 2020 (Wed)	7 pm - 9 pm
Basic Building Maintenance Knowledge	21 November 2020 (Sat)	9 am - 1 pm
	25 November 2020 (Wed)	7 pm - 9 pm
	28 November 2020 (Sat)	9 am - 1 pm
Exam	16 December 2020 (Wed)	7 pm - 9 pm

## FEE

HK\$4,500  
Early Bird : HK\$4,200 (on or before 5 September 2020)

## APPLICATION DEADLINE

Monday, 28 September 2020

## VENUE

Dr Kennedy Y H Wong Management Development Centre  
The Hong Kong Management Association  
1-6/F First Commercial Building  
33-35 Leighton Road  
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## CERTIFICATE IN PUBLIC HOUSING AGENCY MANAGEMENT 公共房屋物業代管證書課程

### REGISTRATION FORM

To: The Hong Kong Management Association  
16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, HONG KONG  
Tel: 2774 8514 Fax: 2365 1000

I would like to reserve a seat for "Certificate in Public Housing Agency Management"

TS-A0180-2020-2-FC     TS-A0180-2020-3-FC

Enclosed is a crossed cheque for HK\$\_\_\_\_\_ (made payable to The Hong Kong Management Association) for the above course(s). Cheque No. \_\_\_\_\_

Enclosed:  Proof of HKDSE result or equivalent  
 Proof of 6 months or more working experience in property management in Hong Kong, supported by employers' recommendation letters

Name:  Mr /  Ms: \_\_\_\_\_

HKID Card No. (For verification of the applicant's identity): \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ E-mail: \_\_\_\_\_

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA     Direct Mail by Post     HKMA Website  
 MTR Station Display (Please specify): \_\_\_\_\_  Exhibition (Please specify): \_\_\_\_\_

#### Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

#### Applicant's Declaration

1. I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
2. I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
3. I have noted, understood and agreed to the contents of the Personal Data Collection Statement.
4. I understand that all handout materials obtained in class are strictly for my own educational purposes.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_