



# CHAIRMAN'S MESSAGE

## TAKE PART IN THE HKFC MEMBERS' SURVEY

Dear Members,

We are pleased to announce that we are conducting a new member satisfaction survey this month. We believe that your feedback is essential in helping us improve our facilities and services. The survey is online and is being conducted independently by Datality Lab, a well-known international research agency.

We would like to know your personal opinions about being a member, the value of our facilities and the quality of our food and beverage outlets, as well as our communication platforms. Depending on your answers, the survey will take about 10-15 minutes and will need to be completed in one sitting. In order to gauge an accurate understanding of the views of members, please ensure that only one survey is completed per membership number. In the case of multiple responses, only the first completed survey will be included. The survey is available to members to complete at any time [before 5pm on Friday, 22nd September 2023](#).

To improve the services of the Club, we will use the information gathered from the survey as a guide. The responses will help us identify areas that need improvement and make necessary changes to enhance the club experience for our members. The survey is confidential, and the results will be used solely for internal purposes. All the information will be destroyed within 3 months upon completion of the survey. The goal is to ensure that our members are satisfied with the club experience and that we continue to provide high-quality facilities and services.

The results will be published in the members login area on HKFC.COM. As a token of our appreciation for your time and effort in completing the survey, you are invited to take part in a draw where three members will each be credited with HK\$2,000 to their Club account, which can be used at their discretion. The draw will take place at [12pm on Thursday, 28th September 2023](#). The members will be contacted directly.

[TAKE PART IN THE MEMBERS SURVEY →](#)

We thank you in advance for your time, thoughts, and opinions – all are greatly appreciated.

Yours faithfully,

Neil Jensen  
Chairman  
Hong Kong Football Club