

CHAIRMAN'S MESSAGE



Dear Member,

I wrote to you last Friday about the Club and would like to provide you with a further update.

I am sure you are all in touch with the latest news and updates about the COVID-19 situation both in Hong Kong and elsewhere, and reports over the past week indicate a reduction of new infections with most being imported from overseas.

Of course, there is no room for complacency and the Club continues with its rigorous cleaning and sanitising programme better to ensure the safety and wellbeing of Members and Staff.

We have initiated "What's On at the Club" which is an e-promotion news-letter that will be sent out on a weekly basis to keep Members informed of the Club's food and beverage promotions and opening hours. A promotion that has "hit the ground running" is FEAST TO GO. With just 1 hour's notice, Club members can take away any dishes from our A la Carte menus in the Coffee Shop, Restaurant and Sportsman's Bar and pick them up at a clearly marked and conveniently located table at the front entrance of the Club. Also, reactions to the Easter Family Sharing Platters, available until the 13th April, have been extremely positive. At the time of writing, apart from the Family Lounge, all F&B outlets within the Club currently remain open, albeit with reduced operating hours and with the Restaurant closed on Mondays. However, we are following Government advice and are grateful to all members for their understanding.

You will be aware that we have been working to upgrade the Club's website, and this continues:

Online Members area and booking system

Programming of the booking system is still proceeding. We are working towards launching a new members log-in area in early June, closely followed by the Restaurant reservation system, with other facilities bookings coming in July/August.

New English, plus Chinese content

New English copy for the website is ready, and the Chinese translations have started and it is intended they will be uploaded to the site at some stage this month.

E-messages and alerts are working

We are seeing an improvement in the traffic on the website overall, and at the moment we are getting visitor spikes when Virus announcements are made.

Following on from the second Membership Satisfaction Survey conducted at the end of 2019, we had originally planned to hold Member focus group sessions in March, but in the current circumstances this is no longer possible. We will therefore likely run the third Membership Satisfaction Survey later this year, at some time in the summer, and use the results to identify key Member issues post virus.

In the meantime, and despite the current situation, I wish you and your families a Happy Easter and keep safe and healthy!

Michael J Wood
Chairman
Hong Kong Football Club

主席的話



親愛的會員：

相信各位於上週五已經收到由本人所發出的電郵，現希望藉此機會再為大家帶來進一步資訊。

各位應該已經掌握了本港及其他地區有關2019新型冠狀病毒疫情的最新資訊，在過去一周的報告顯示，於香港的新感染病例已逐漸減少，其中包括海外輸入案例。

當然，我們並沒有因此而鬆懈，本會將繼續執行嚴格的清潔及消毒措施，以確保會員及職員的安全。

由本星期開始，會所將推出了新的「每週快訊」，快訊將每星期以電子形式發送，務求以令各位會員能隨時了解最新餐飲推廣資訊及各餐廳營業時間。今次主打的餐飲推廣活動是「FEAST TO GO」。各位只需致電Coffee Shop、Restaurant或Sportsman's Bar，於餐牌上挑選美食並即時下單，便可於一小時後到會所大門外特設的提取處領取所預訂的食物。使各位安在家中，亦能享用會所美食，節省大家的時間。另外，得知各會員對復活節家庭拼盤反應亦非常熱烈（供應期至4月13日），有興趣的會員請盡快到Coffee Shop享用。

在撰寫本文時，除Family Lounge外，本會內的所有餐飲設施仍然維持營業，但營業時間有所縮短，而Restaurant將於逢週一休息。我們會繼續嚴格遵守政府的建議，並衷心感謝各位會員的理解。

大家可能會留意到，我們一直努力為本會的網站升級，並將持續進行：

網上會員專區及預訂系統

預訂系統更新已進行得如火如荼。目標希望能於6月初完成會員專區的登入版面，緊隨其後的是Restaurant預訂系統。而康體設施的預訂系統目標於7至8月投入服務。

全新英文及中文內容

網站全新的英文內容已準備好，現在亦已經開展了中文翻譯的工作，目標於本月內上載到網站。

電子通訊及提示系統

我們發現整體網站的瀏覽量有所改善，尤其是當我們發佈疫情消息時，網站瀏覽量更有所激增。

繼2019年底進行的第二次會員滿意度調查後，原本計劃於3月份舉行會員小組研討，但受現時情況影響將無法繼續如期舉行。因此，第三次會員滿意度調查將繼續於今年夏季進行，並利用調查結果確定疫情之後的關鍵會員問題。

雖然目前形勢仍然嚴峻，本人特此祝願各位會員及家人復活節快樂，身體健康！

香港足球會主席
胡米高 謹啟