



KOWLOON BOWLING GREEN CLUB

Our Ref.: 5222/03/08/DEC/2011

5 December 2011

Dear Members,

The Outcome of Opinion Survey on Club Redevelopment/Expansion and Catering Service

IPOLL, an independent and professional consultancy firm in the field of opinion survey, was appointed by the General Committee conducted a survey on the above subjects towards members between 26th September 2011 and 17th October 2011. The response rate was 49% as 229 out of 465 questionnaires returned from members.

The General Committee accepted the report of analysis. According to the findings of the survey, most of the respondents were satisfied with the quality of the current restaurant caterer. After reviewing the feedbacks from the members, it might not need to call for an open tender. Therefore, the current restaurant caterer will continue providing catering service in the Club. Also, over 75% of members indicated to support the club redevelopment/expansion.

A brief summary of the survey is attached for your reference. For the full analysis of the survey results, please browse the KBGC website or directly approach to the administration office to obtain a copy.

Your attention in this matter is greatly appreciated.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Amy Chan', is written over a circular official stamp. The stamp contains the text 'KOWLOON BOWLING GREEN CLUB' around its perimeter.

Amy Chan
Club Manager



KOWLOON BOWLING GREEN CLUB

親愛的會員：

會所重建/擴建和餐飲服務之意見調查結果

執委會已聘請獨立和富經驗之雅博研究公司，就上述論題於 2011 年 9 月 26 日至 2011 年 10 月 17 日期間向 465 名會員進行一項全面的意見調查，成功收集了 229 份問卷，回應率達 49%。

執委會已採納有關之分析報告。就調查結果顯示，大部份的會員均表示滿意現有的餐廳承辦商的質量水平。從會員對餐廳服務的意見，反映出沒有公開招標的需要，故現時的餐廳承辦商將會繼續於會所內提供餐飲服務。另外，逾 75% 之會員表示支持會所的重建/擴建。

隨函附上一份調查結果之概要供參考。如會員有興趣查看調查結果之全文，歡迎瀏覽本會之網頁或直接到本會辦公室查閱。

多謝垂注。



會所經理

陳愛薇謹啟

2011 年 12 月 5 日



Opinion Survey on Club Expansion and Catering Services

Brief Summary

1. The General Committee of the Kowloon Bowling Green Club appointed iPoll Consultancy to conduct a survey on 'Club Expansion and Catering Services'. Participation in the survey is anonymous and voluntary. The survey was conducted by mailed questionnaires and telephone interviews between 26th September, 2011 and 17th October, 2011. The survey successfully collected 229 questionnaires in total, with a response rate of 49.2%.

Participation in Lawn Bowls and Usage of Catering Service

2. 55.3% of the respondents have never played lawn bowls in the club in the past six months. 24.3% of the respondents reported that they have played lawn bowls every week in the past six months.
3. 92.1% of the respondents have dined in the club restaurant at least once in the past six months, and 71.4% of the respondents have dined at least once every month in the club restaurant.

Club Expansion

4. 75.5% of the respondents 'support or strongly support' club expansion, and only 5.6% 'somewhat oppose or strongly oppose' to club expansion. This shows that most respondents support club expansion. 90.3% of the respondents regarded 'Bar and Restaurant' as the most important item for club expansion, followed by the 'space for resting, chatting and reading' (83.6%) and 'Sport and recreation facilities other than lawn bowls greens' (81.5%).
5. The top three most supported fund raising measures for club expansion are: 'Membership Entrance Fee Adjustment' (71.1%), 'Title Sponsorship Programme' (69.8%), and 'Transferrable Debenture Scheme' (63.8%).
6. The top three measures that respondents showed their prospective financial support to club expansion are: 'Fund Raising Events' (42.8%), 'Transferrable Debenture Scheme' (39.4%), and 'Corporate Member Scheme' (26.6%).
7. Regarding respondents' willingness to contribute to club expansion, 79% of the respondents would 'arrange more gatherings with my family, friends, and colleagues in the club', followed by 'introduce the club to my family, friends, and colleagues, and recommend them to join the club' (77%), and 'participate as a volunteer in the club expansion' (35.7%).
8. Overall, the respondents tend to accept non-regular and voluntary measures of fund raising. Instead, most respondents do not accept increasing their existing expenses on club usage as a means to finance club expansion. Therefore, the Club should raise funds by other measures, such as to recruit more members.

Catering Service

9. For overall experience, 44.6% of the respondents regard catering services 'excellent or good', 38.3% regard catering service as 'average'. While most respondents have positive experiences in club catering services, there is still much room for improvement.
10. The Top three highest rating of the club catering service are: comfortable environment (74.3%), food hygiene (62.7%), deliciousness of food (53.8%). Most respondents think that the restaurant should improve the pricing, the varieties, and the portion of the food provide. Many Respondents also express that the western style cuisines provided by the club restaurant are not up to standard. The Club should discuss with the restaurant caterer about these problems in ways that are more accountable to the members.
11. The most accepted price range for lunch in the club restaurant is \$51-\$70 per head (44.3%), and the most accepted price range for dinner in the club restaurant is \$101-\$150 per head (44.3%).
12. Respondents think that the caterer should first of all to provide 'high quality of food, customer service, and comfortable environment' (80.7%), then, in order, to provide 'a value-for-money experience to members' (77.2%), and to provide 'more varieties of food' (64%). 60.6% of the respondents think that there is no need for another restaurant in the Club.
13. Overall, the survey data show that 'non-Frequent Catering Service Users' have a lower rating to the catering service. The Club should consider measures to enhance communication with this group of members, and to consider their opinions in future tendering practices of catering services.

會所擴建及餐飲服務會員意見調查

簡介

1. 九龍草地滾球會執委會於 2011 年 9 月委託雅博研究負責進行一項「會所擴建及餐飲服務會員意見調查」。調查按不記名及自願參與原則，於 2011 年 9 月 26 日至 10 月 17 日期間，透過郵寄問卷及電話形式向全體會員進行調查。調查共收回 229 份問卷，回應率為 49.2%。

參與草地滾球活動和使用餐飲服務

2. 草地滾球活動方面，超過半數受訪者 (55.3%) 在過去半年內從來沒有在會所內參與草地滾球活動，而約四分之一受訪者 (24.3%) 則表示每星期皆有在會所內參與草地滾球活動。
3. 餐飲服務方面，超過九成 (92.1%) 受訪者在過去半年曾經在會所餐廳用餐。當中超過七成 (71.4%) 表示平均每個月一次或以上在會所餐廳用餐。

會所擴建

4. 超過七成半 (75.5%) 受訪者「支持或十分支持」會所擴建，而「反對或十分反對」的則只佔 5.6%，可見絕大多數受訪者均支持會所擴建。而當中，「酒吧及餐廳」服務是受訪者最關注的擴建設施 (合計佔 90.3%)，其次為「休息、閒談、閱讀空間」(83.6%) 及「草地滾球場地以外的康體設施」(81.5%)。
5. 首三項最多受訪者支持擴建經費籌集的措施分別是「調整會員入會費」(71.1%)，「設立冠名計劃」(69.8%)及「可轉讓債券計劃」(63.8%)。
6. 首三項最多受訪者願意在經濟上支持會所擴建的項目分別是「籌款活動」(42.8%)，「可轉讓債券計劃」(39.4%)及「企業會員計劃」(26.6%)。
7. 以行動支持會所擴建方面，79% 的受訪者表示會「在會所安排更多與家人、朋友、同事的聚會」，77% 會「向家人、朋友、同事介紹本會，及建議他們參加本會」，35.7%表示「願意為會所擴建提供意見或當義工」。
8. 整體來說，受訪者較接受以非定期及自願的方式來籌集擴建經費，而不希望由於會所擴建而增加現有的經濟負擔，故此在籌集經費上，應儘量在其他方面尋找出路，例如增加會員數目。

餐飲服務

9. 以受訪者對餐飲服務的整體經驗來說，認為「很好或好」的佔 44.6%，38.3%表示「一般」，而認為「一般以下或差」的則佔 17.1%，受訪者對會所餐飲服務的整體經驗傾向正面，但同時表示尚有改善空間。
10. 首三項對餐飲服務最高的評分分別是環境舒適程度 (74.3%)、食物衛生 (62.7%)、整體食物味道 (53.8%)。受訪者認為現在的餐飲服務應該改善食物的價格、種類及份量，而且不少受訪者表示現有的西餐菜式未如理想，會所應考慮以較具透明度的方式與營運商商討改善方法。
11. 對於會所餐廳午餐的價格，以每位計算，最多受訪者可接受的價格範圍為 51-70 元 (佔 44.3%)。晚餐價格方面，最多受訪者可接受的價格範圍為 101-150 元 (佔 44.3%)。
12. 受訪者認為會所餐廳的營辦商需要為會員「提供高質素的食物、服務、用餐環境」(80.7%)，「為會員提供物有所值的經驗」(77.2%)，以及「提供多元化菜式選擇」(64%)。而六成 (60.6%) 受訪者認為在會所範圍內一間餐廳已足夠，不需要新增另一所餐廳。
13. 整體來說，數據顯示「非經常使用餐飲服務會員」對會所餐廳的評分較低，會所可考慮如何與這類會員增進彼此溝通，並且在未來的招標過程中，參考他們的意見。