

Summary on Members' Opinion Survey

Responses received: 388

General

1. Frequency on visiting the Club

Weekly – 253 (65%)

Daily – 87 (22%)

Monthly – 35 (9%)

Rarely – 12 (3%)

2. Most/least frequently utilize facilities / services of the Club

F&B – 377 (97%)

Gym – 158 (41%)

Swimming Pool – 153 (39%)

Tennis – 97 (25%)

Badminton – 88 (23%)

Table Tennis – 70 (18%)

Children play facilities – 62 (16%)

Lawn Bowls – 50 (13%)

Golf – 44 (11%)

Billiard – 25 (6%)

Darts – 22 (6%)

Squash – 10 (3%)

Cricket – 5 (1%)

3. Experience when participated in club events/tournaments

Members who have participated in club events/tournaments consider those events/tournaments well-organized, including but not limited to various celebration events for 130th Anniversary of the Club, golf tournaments, swimming gala, Mid-Autumn Festival party. However, it is also suggested that more variety of sports/social activities should be provided to Members.

4. Programs / activities that would the club to add

F&B – Wine tasting/pairing dinner (5), countries-theme menu (2), BBQ night (2) and hotpot (1).

Sports & leisure – pickle ball (14), basketball (6), soccer (4), golf simulator (4), bowling (1), fitness equipment for disabled (1), more sports programmes and activities for children such as sports day (22), more varieties on dancing classes such as aerial dance & pole dance (4) and more cultural classes such as painting and calligraphy (3).

Social – more tours to mainland China (9), more health /technology related seminars (5) and more forum for members to express their opinions (1).

5. Members' satisfaction on the cleanliness and maintenance of club's facilities

Satisfied – 190 (49%)

Neutral – 125 (32%)

Very satisfied – 47 (12%)

Dissatisfied – 22 (6%)

Very dissatisfied – 3 (1%)

6. Friendliness and helpfulness of staff

Good – 233 (60%)

Excellent – 86 (22%)

Average – 63 (16%)

Poor – 4 (1%)

Very Poor – 1 (0.3%)

7. Improvements / additions at the Club

Sports & Leisure

- Guests be allowed to use the gym during non-peak hours, size of the gym be increased, equipment of the gym should be replaced as they have been used for decades. (8)
- More variety of sports be introduced such as pickle ball (7), basketball (7), volleyball (2), bowling (2), golf simulator (11).
- More children friendly facilities (10).
- There's no entertainment to engage with young adults/ pre -youth members. We could consider a room with video games and movie (2).
- Guests fee should align across all sports facilities (2).

- sports instructors are limited, their quality isn't high with highly restrictive availability. The lack of sports culture and the low-quality offering highly contradicts the positioning as a sports club (2).
- The pool has a low utilization rate. Since it's not a facility to be repurposed, club could organize elderly water aerobics class, kids swimming group, etc. (2)

F&B

- Hygiene of the catering outlets be strictly controlled (3).
- Use of QR code for ordering (1)
- Function Rooms of the Dragon Room require renovation. (2)
- Food quality of the Fortune Café requires improvement. (6)
- Operating hours of Family Lounge should be extended. (1)
- More Korean / Japanese food in Family Lounge to attract younger members. (1)
- More vegetarian / healthy food provided at catering outlets. (2)
- More and better selection of wines. (4)
- Consider more outdoor smoking area next to catering outlets. (1)
- Mostly Chinese / cha chan ting style menu; menu is highly duplicated with most of the restaurants in the CWB area. The club should have some signature items or cuisine to draw members, especially the western kitchen. (2)
- To rejuvenate the club culture, perhaps consider changing the name of ""old corner"" to something contemporary. (1)

I.T.

- Electronic booking system for sports and F&B facilities be introduced. (2)
- Wifi of the club must be improved. (3)

Other facilities

- Washrooms: cleanliness and need renovation (3)
- Carpark: more parking spaces & EV chargers be provided in the long term, receipt should be provided to users, change of car park label into sticker type (1)
- Quiet rooms: need to be renovated or demolished for better use of space such as converting into business room for members to take conference call privately. (2)
- The Internet Corner across from the reception. It seems wasteful that a premium location is dedicated for newspaper reading when most people read online. (2)

Overall: The Club has its prime location but the image and facilities of the Club is relatively old fashioned and heavily targeted at the older generations. Compared to other clubs on the Hong Kong island, the diversity and quality of entertainment, sports and wellness at CCC is insufficient to engage with the full spectrum of the age group, including the young and professional generation (<50 years old). To attract younger generations and make the Club

more sustainable, the Club has to be run with the standard of hotel facilities, not a public recreational park standard.

8. Means of being informed about club events, promotions and updates

Newsletter – 226 (58%)

Email – 217 (56%)

Club notice board – 125 (32%)

Club website – 84 (22%)

Social media – 46 (15%)

9. Would members recommend our club to friends / family members

Likely – 182 (47%)

Very likely – 105 (36%)

Neutral – 94 (24%)

Unlikely – 9 (2%)

Very unlikely – 1 (0.3%)

10. Overall satisfaction on the experience at the Club

Satisfied – 244 (63%)

Neutral – 94 (24%)

Very satisfied – 39 (10%)

Dissatisfied – 9 (2%)

Very dissatisfied – 1 (0.3%)

Proposed conversion works

1. To convert Conference Room and Seminar Room into a multi-function room

Neutral – 140 (36%)

Supportive – 139 (36%)

Very supportive – 49 (13%)

Not very supportive – 29 (7%)

Not supportive at all – 22 (6%)

Members are in general supportive to the remodeling; however, a detailed proposal on the intended use after conversion should be provided such as what recreational activities are going to be introduced, how many members are actually interested in them, how the

conversion will benefit all Members. Details on the usage and state of maintenance of the Conference Room and Seminar Room should also be stated.

Some Members commented that the remodeling cost is relatively high. Having considered the ceiling of the Centenary Building is considerably low, varieties of activities provided will be limited. Therefore, it is more reasonable to rebuild the Centenary Building.

Proposed making available some court sessions of underutilized sports venues for other sports uses

1. Badminton Courts

Supportive – 112 (29%)

Not supportive at all – 95 (24%)

Neutral – 80 (21%)

Very supportive – 59 (15%)

Not very supportive – 39 (10%)

Preferred sports to be played at some court sessions of badminton courts:

Basketball (32), Pickle Ball (26), Table Tennis (16), Volleyball (10), Short mat bowls (6), Multi-sports (5) and Dancing activities (5).

Comments **in favor of** the proposed open up of badminton courts to other sports:

- Most badminton courts at other sports centers let people play other sports in their courts, as long as the sport played won't damage the facility. It can be changed to multi-sports hall. (1)
- Introducing more family-friendly or lower-skill activities such as basketball may attract a wider range of participants and increase the overall facility usage. It is also important to ensure any new sports or activities do not completely displace badminton players as that is one of the core club offerings. A balanced approach that reserves dedicated badminton court times would likely work best. (1)

Comments **against** the proposed open up of badminton courts to other sports:

- The two badminton courts are well-designed for badminton activities. It is easy to damage the mats, ruin the colour of the walls and break the hanging lights if balls bounce against it. (3)

- Our badminton courts have been used by many elite athletes for training and securing prizes for CCC in HK competitions. (1)
- Badminton has been one of the major reasons for people joining the Club. It has been regarded as one of the best badminton courts available in Hong Kong. The low utilization rate of the badminton courts can be resolved by organizing more badminton activities such as summer/winter camps, reviewing the current courts booking policy. (2)
- The specialized badminton courts and flooring are key assets of CCC which differentiate us from the badminton courts of other private recreation clubs in HK. Any changes to these signature elements would undermine the club's professional identity and uniqueness. (1)

2. Tennis Courts

Neutral – 111 (29%)

Supportive – 105 (27%)

Not supportive at all – 74 (19%)

Very supportive – 48 (12%)

Not very supportive – 46 (12%)

Preferred sports to be played at some court sessions of tennis courts:

Pickle Ball (25), Basketball (15), Track/Fitness Training (8), Football/Futsal (6), Pedal Tennis (5), Golf (5), Cricket (4).

Other comments:

The said utilization rate may be underestimated as currently the means of obtaining the usage record (relying on Members to sign on the attendance sheet) is inaccurate. (2) Also, bad weather can be another factor influencing the tennis courts' usage. (2)

The tennis courts are not under-utilized especially during weekends. It is impossible to have a high occupancy at all times as the majority of members have to work during weekdays. If other sports are to be introduced at the tennis courts, it should be during weekdays but not weekends. (1)

Besides, using only a 3-month data may not be the most scientific way to gauge the utilization rate of the tennis courts. Rather than converting the tennis court for the use of other activities, it is more important to critically examine how to promote such activities as it may end up constantly switching functions of venues due to low utilization rate. (2)

Measures to increase the usage of tennis courts: reduce the tennis course fee, allow tennis courses be held at Covered Tennis Courts, reduce guest fees, purchase electric tennis machine and improve the advance booking options. (2)

Proposed Vision and Mission statements

1. To what extent do Members agree with the proposed vision and mission statements of the Club

Agree – 187 (48%)
Fully agree – 95 (24%)
No comment – 88 (23%)
Disagree – 6 (2%)
Very disagree – 5 (1%)

Comments

- CCC should be a welcoming place where every member feels at home and can learn and play sports at all levels. We should open our sports facilities more to members of the public in underutilized times. (1)
- The mission and vision should state clearly that the Club is a venue for members with common interest in sports and recreational activities to play and enjoy the activities together and promote friendship and belonging in the same community. (1)
- The most important thing is to change the management style of the Club. The staff are not motivated and service quality is not professional and we feel like being in a local restaurant instead of a private club. The regulations are old style and staff are not flexible to make change to suit members' preferences. (1)
- While Vision & Mission statements are important, more so must be the harmony and culture within the Club which should inspire a sense of pride, belonging and unity. (1)
- Promotion of community services like the provisions of sports trainings and recreational activities to the disadvantaged groups should be a mission of the Club. (1)