

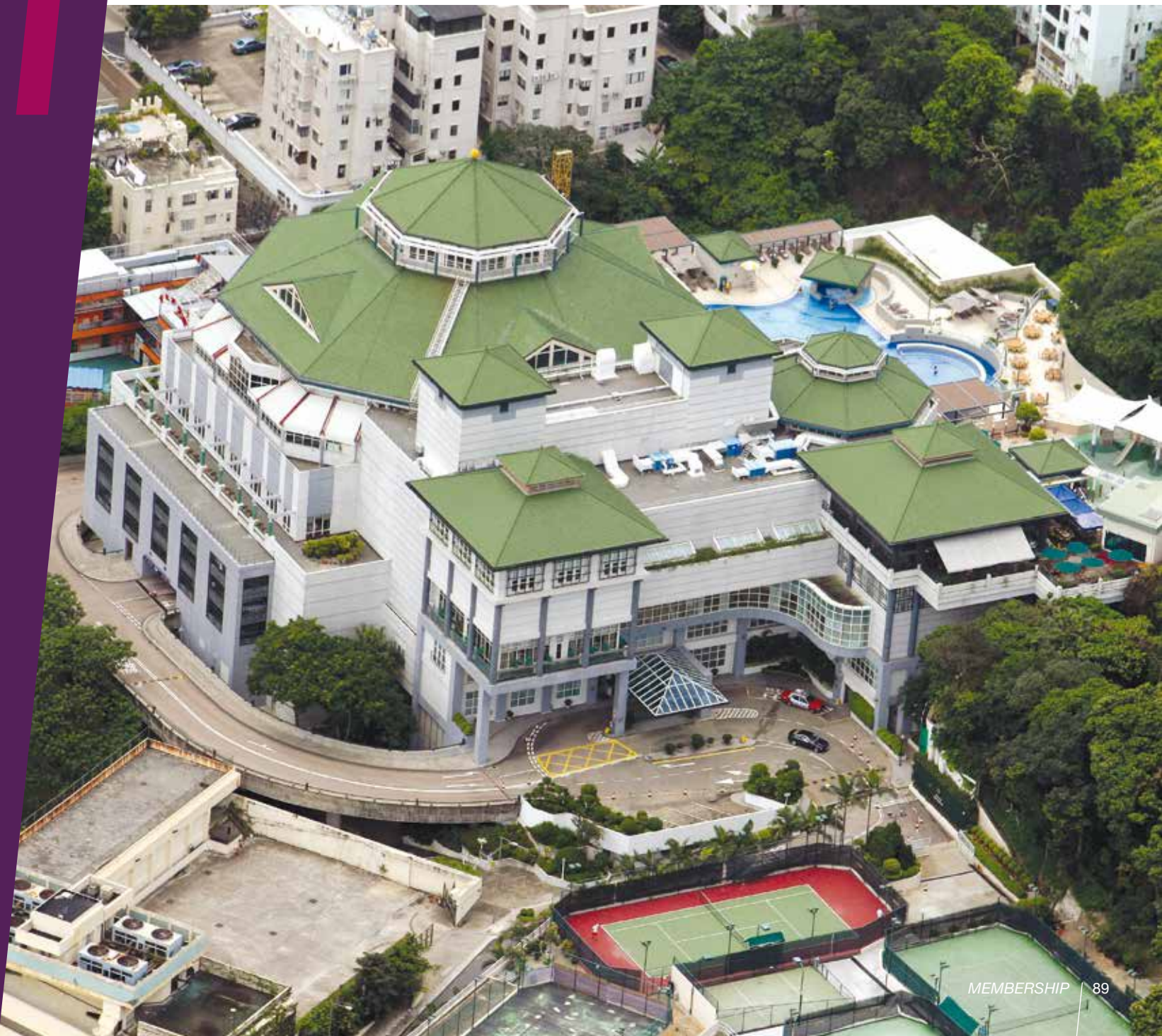


會員服務

香港賽馬會會員一直以來尊享亞洲最佳私人會所服務。今年適逢馬會一百三十週年誌慶，於跑馬地旗艦會所開展設施增建工程最適合不過。為了讓會員體驗全新一流款待服務，馬會持續進行裝修及服務改善工程，當中包括馬場設施重大投資項目。

Membership

Members of The Hong Kong Jockey Club have long been accustomed to enjoying some of the finest private clubhouse services in Asia. And in the year which saw the Club celebrate its 130th Anniversary, it is only fitting that work should begin on a major addition to its flagship clubhouse in Happy Valley. Taken together with ongoing renovations and service improvements, including a very substantial investment in racecourse facilities, Members are set to enjoy a whole new era of first-class hospitality.





“We had a truly great time and all of our guests did too! I shall have no hesitation in recommending the Club for a variety of social and business occasions.”

Mr Sidney To

「我們真的非常享受整個活動，賓客也非常高興！如果有人要為各類社交及公司活動挑選場地，我一定會推介馬會。」

杜樹聲先生

跑馬地會所率先展開服務提升工程

Happy Valley Clubhouse spearheads drive for ever-enhanced services

After several years of extensive planning, design work and consultation with stakeholders, work is now going full steam ahead on a superlative new extension to the Happy Valley Clubhouse.

Located on the site of the former stables block in Shan Kwong Road, the new extension will feature a four-storey clubhouse offering a range of food, beverage and sports venues. This will stand on top of a five-storey podium, which will provide car parking spaces and back-of-house facilities. In between will be a 50-metre pool deck. The extension buildings will have their own separate entrance and drop-off area and be linked by covered bridges to the existing clubhouse.

Demolition work on the stables block has already been completed and foundation works have recently begun. As part of the redevelopment project, improvements will also be made to the adjacent Shan Kwong Road public park, which is managed by the Club.

Besides providing more space and facilities for existing Members, the new extension will enable the Club to offer a much wider range of sports and recreation facilities catering to all ages and tastes. These will include family areas and more choices of dining and entertainment venues, based on surveys of Members' current and future expectations.

And further good news for Club Members is that they won't need to wait for the extension to enjoy upgraded facilities at Happy Valley and the two other Hong Kong clubhouses at Sha Tin and Beas River, as a continued programme of renovations and refurbishments is also planned. Since 2010 alone, some HK\$257 million has been invested in clubhouse enhancements.

During the past 12 months, improvements to Members' clubhouse facilities have included full renovation of the chalet rooms and lawns at Beas River Country Club, as well as the Derby Restaurant and LEVADE at Happy Valley Clubhouse.



“I can’t even begin to tell you how much we appreciate your help in making our day so special. The food was fantastic and your staff did a great job. Everyone told us it was one of the best wedding receptions that they had ever been to.”

Mr & Mrs Kan

「馬會令我們的大日子無與倫比，我倆無言感激。當天食物一流，馬會同事表現非常出色。在場賓客均讚不絕口，說是他們出席過最好的婚宴之一。」

簡先生及太太

馬會多年前開始著手仔細計劃及設計跑馬地會所擴建工程，並諮詢持份者意見，現時，有關工程正全速進行，為會員打造頂級新設施。

跑馬地會所新翼樓高四層，位於山光道前馬房大樓舊址，設有各式餐飲及運動設施。會所建於五層高平台之上，平台內作停車場及後勤設施之用，上面亦設有一個五十米游泳池。新大樓將設有獨立入口及車輛上落客區，並以有蓋天橋連接至現有會所。

前馬房大樓的拆卸工作已經完成，而地基工程於最近開展。有關重建項目包括附近山光道公眾公園的改善工程，該公園由馬會管理。

擴建部分為現有會員提供更多空間及設施，同時令馬會得以按照會員意見調查結果，為各年齡及不同喜好人士提供更多不同運動及康樂設施，包括家庭區、餐廳及娛樂好去處，回應會員現時及未來的需要。

馬會會員的另一個好消息，是馬會計劃持續翻新跑馬地、沙田及雙魚河會所，讓會員無需待跑馬地會所擴建工程完成，也能享用馬會三個香港會所的升級設施。單自二〇一〇年起，馬會已投資約二億五千七百萬港元予會所改善工程。

過去十二個月，會員會所設施改善工程包括雙魚河鄉村會所客房及草地，以及跑馬地會所打吡餐廳及LEVADE的全面裝修。



“As always the food, service and hospitality was wonderful. The friendliness, hospitality, service and consistency of the food are the reasons we continue to enjoy the Horseshoe Grill.”

Mr Randy Witt

「蹄鐵扒房的食物、服務及招待保持一貫高水準。這裡的員工親切友善、服務周到，佳餚水準穩定，因此，我們經常前來光顧。」

Randy Witt 先生



“I am always well looked after when I stay at Beijing Clubhouse. Senior management of Beijing Clubhouse are truly outstanding.”

Mr Moses Cheng

「每次入住北京會所，均體驗到殷勤貼心的服務，會所管理層無疑非常了解客人需要。」

鄭慕智先生

Substantial refurbishments have also been carried out during the past two years at the Beijing Hong Kong Jockey Club Clubhouse, which was opened in 2008 to cater to the needs of Members visiting the capital for business or leisure. It has attracted over 900 prestigious Mainland-based Members since then. Based on feedback from Members during the first five years of operation, the Club has now completed an extensive renovation which includes the provision of more private rooms, a relocation of the LEVADE gift shop and a very stylish expansion and renovation of The Library.

In fact both the latter projects won recognition in the 2014/15 International Property Awards, the LEVADE being named “Best International Retail Interior” and The Library “Best International Leisure Interior”. In addition, Beijing Clubhouse was named “Most Influential Club of 2014” by International Club Magazine, and its Capital restaurant was honoured by Sohu.com as one of the “Best 50 Restaurants”.

The Beijing Clubhouse also offers accommodation and continues to be a popular stopping point for Hong Kong-based Members visiting Beijing, with more than 11,000 having stayed there since 2008.

北京香港馬會會所於二〇〇八年開幕，照顧馬會會員於北京出差或渡假需要，至今吸引超過九百名尊貴的國內會員。過去兩年，會所進行了多項翻新工程。馬會按照首五年營運期間收集到的會員意見，進行大規模翻新改善工程，包括增設客房、搬遷LEVADE禮品店，以及翻新擴建閱覽室，使之充滿時尚氣息，工程至今經已完成。

實際上，LEVADE及閱覽室在翻新工程後均於「2014/15年度國際室內設計大獎」中獲得殊榮，前者被評為「最佳國際零售室內設計」，而後者則贏得「最佳國際休閒室內設計獎」。此外，北京會所獲《International Club Magazine》頒授「2014年度最具影響力會所」，而會所內的京華閣獲搜狐網評為「五十大大餐廳」之一。

北京會所同時為訪京的香港馬會會員提供住宿服務，早已成為他們的熱門落腳點。自二〇〇八年以來，超過一萬一千名香港會員曾入住北京會所。



At Beijing Clubhouse the new-look LEVADE shop (left) and Library (centre) were both honoured this year, as was The Capital restaurant (right).

北京會所經翻新後的LEVADE (左) 和閱覽室 (中)，以及京華閣 (右)，今年各獲頒不同獎項。

活化賽馬體驗

Refreshing the raceday experience

Besides the ongoing programme of clubhouse enhancements, an even more extensive programme of improvements to Members' facilities at the two racecourses continues apace. Major refurbishments completed at Sha Tin Racecourse in time for the 130th Anniversary racing season include an extensive refreshment of the popular Paddock restaurant; a renovation of the Young Members Box; an extension to The Racing Club; and a dedicated box for the serious racegoer.

The Paddock restaurant refurbishment exemplifies the Club's strategy of positioning racing not just as a sporting and betting activity but as a vibrant social experience, with facilities and services continuously upgraded to meet growing customer expectations. It offers Members enhanced ambience and comfort, a new outdoor dining area overlooking the racing action, and three semi-private boxes.

The enhancements to the Young Members Box and The Racing Club reflect another key objective, namely to attract a new generation of young racing enthusiasts to the sport in order to ensure its long-term sustainability. The Young Members Box is equipped with interactive tablet tables which are helping to transform racing into a new digital experience, while dedicated Racing Advisors are on hand to offer advice.

The Monopoly, meanwhile, is a brand new facility intended to meet the demand of another important target sector. It provides a premium service for those Members who take their betting seriously and seek a dedicated wagering and dining environment.



New and refurbished venues at Sha Tin Racecourse include the Paddock restaurant (top), the Young Members Box (above) and The Monopoly (left).

沙田馬場內的全新及經翻新設施包括會駿廳 (頂)、Young Members 廂房 (上) 及際會軒 (左)。

除了會所的持續改善工程外，兩個馬場的會員設施改善項目規模更為龐大，現正全速進行。於馬會一百三十週年馬季前適時完成的沙田馬場主要翻新工程包括：深受歡迎的會駿廳全面翻修工程、Young Members 廂房裝修工程、競駿會擴建設施，以及為資深馬迷特設廂房。

會駿廳翻修工程後，設施及服務不斷提升，以回應顧客日益提升的期望，突顯了馬會的業務策略，將賽馬打造成豐富多姿的社交體驗，而不只是體育及博彩活動。會駿廳現設有坐擁馬場景致的全新室外用餐區及三個半開放式私人廂房，氣氛一流，環境舒適，供會員享用。

Young Members 廂房及競駿會的改善工程，配合馬會的另一主要目標，就是吸引新一代馬迷，確保賽馬運動可持續長遠發展。Young Members 廂房設有互動平板電腦專區，務求將賽馬轉化成全新電子體驗，並駐有資深賽馬顧問，隨時為會員提供意見。

此外，沙田馬場其中一項全新設施際會軒，滿足了另一群重要目標客戶的需要，為會員提供優越博彩服務，以及專設下注區及用餐區。



與時並進 精益求精

Journey to excellence

The creation of tailor-made, world-class facilities is only one part of the recipe that has made Club Membership so sought after; equally important is the Club's dedication to providing the highest-possible standards of customer service. Last December, Membership Services Division launched a new phase of its "Journey To Excellence" training programme, first conceived and implemented as far back as 2001. The latest programme takes the theme of "Achieving Consistency" and emphasises the need for Club staff to maintain a proactive mindset and offer consistently high standards of service throughout their daily operations. Over 1,200 of the Division's full-time staff will go through this training in the coming months.

Many Club staff have won awards over the years for their service standards or culinary skills. In the "Worldskills Hong Kong Competition" in June 2014, Junior Cook Leung Chung-hin from the Centurion at Sha Tin Clubhouse won the Cooking category and later went on to the world finals in Brazil. A month later, eight chefs from the Racecourse Catering team and Moon Koon Restaurant at Happy Valley took top honours at the "3rd Gourmet Master Chefs International Challenge", winning the coveted overall Champion Award along with two Gold Medals with Distinction, one Silver Medal and two presentation awards.

當然，馬會會所度身訂造的世界級設施只是馬會會籍備受追捧的原因之一，同樣重要的是馬會為顧客提供最佳服務的熱誠。早於二〇〇一年，會員事務處首次推出「卓越之旅」員工培訓計劃；去年十二月，新一期計劃展開，主題為「Achieving Consistency」，強調馬會員工必須以積極正面的態度，於日常運作中提供穩定的高水平服務。超過一千二百名會員事務處全職員工將於未來數個月參與是項培訓計劃。

多年來，不少馬會職員憑藉優質服務或精湛廚藝贏得獎項。二〇一四年六月，沙田會所百俊廳初級廚師梁頌軒於香港青年技能大賽西式烹調組別勝出，隨後遠赴巴西出戰全球總決賽。七月，八名來自馬場餐飲團隊及跑馬地滿貫廳的廚師，於第三屆「環球廚神·國際挑戰賽」中取得全場總冠軍最高榮譽大獎、兩項榮譽金獎、一項銀獎及兩項最佳演繹大獎。



Reach for the top!

Get ready for JTE's "Driving For Success" programme

向頂峰進發！

準備就緒，參與卓越之旅「邁向成功」課程！



Club chefs and a selection of their award winning dishes from the "Worldskills Hong Kong Competition 2014" (right) and "3rd Gourmet Master Chefs International Challenge" (right page).

勝出「2014年香港青年技能大賽」的馬會廚師及其獲獎菜式(右)，以及第三屆「環球廚神·國際挑戰賽」得獎菜式(右頁)。



Just as important for diners is high attention to food hygiene and safety. Recently, the Club was named worldwide "Client of the Year" for 2014 by Total Quality Certification Services International (TQCSI) for its outstanding achievements in food safety systems at its Racecourses and Clubhouses. This fully accredited, third party certification body evaluates 6,000 clients from around the globe in deciding its awards.

除味道外，食物安全及衛生同樣重要。最近，馬會憑藉出色有效的馬場及會所食物管理系統，獲TQCSI評為二〇一四年度全球最佳客戶。TQCSI乃廣受認可的第三方認證服務商，在全球各地六千名客戶中選出獲獎機構。



While the importance of maintaining its historic traditions of fine food and service is always at the forefront, the Club is never afraid to move into the digital age as part of its quest to keep upgrading customer service standards. A sophisticated Customer Management Service, now in place for more than 10 years, enables staff to keep track of each Member's preferences and ensure these are met each time without needing to ask. Other systems keep detailed logs of food purchases so that freshness of ingredients can be constantly ensured, and the source of any food item instantly rechecked.

Even the Members' long-established monthly magazine Badges has recently gone digital in the interests of the environment. Since February, Members can choose to download each issue to their iPads. They can also quickly source articles from older issues.

馬會重視保持食物及服務的一貫高質素，同時與時並進，運用數碼科技持續提升客戶服務水準。馬會精密的客戶管理服務系統已實行超過十年，方便員工翻查每一位會員的喜好，主動向會員提供最貼心的服務。其他系統包括食材入貨詳細紀錄，以確保食材新鮮，並能隨時翻查所有食物來源。

為響應環保，馬會出版已久的會員月刊《Badges》最近也推出了電子版。自二月起，會員可於iPad下載每期的《Badges》，並快速查閱昔日的文章。

Helping hands

A number of Membership staff go beyond simply offering top service during working hours, and also contribute to the community in their spare time. Last October a group of chefs from the Catering Department took part in the "11th International Chefs Day" to help prepare a sumptuous feast for mentally-challenged guests from the Hong Chi Association and the Fu Hong Society. In support of this worthy cause, Happy Valley Clubhouse also donated salad and soup for the buffet.

Meanwhile Beijing Clubhouse operates a volunteer programme through which Members and staff visit rural schools and foster care centres, among other regular activities. Last December, this programme received the "2014 China Corporate Social Responsibility Excellence" award from China Philanthropy Times, an award supervised by the Ministry of Civil Affairs which is aimed at contributing to the development of China's philanthropic affairs and socialist spirit by establishing a platform for communication and social co-operation.

伸出 助人之手

部分會員事務處員工不但於工作時為客人提供一流服務，更於工餘時貢獻社會。去年十月，一群餐飲事務部的廚師，參加了第十一屆國際廚師日，為來自匡智會及扶康會的智障嘉賓預備一頓豐富的自助餐；跑馬地會所也捐出沙律及熱湯，以示支持此項別具意義的活動。

同時，北京會所推出義工項目，除舉辦各項定期活動外，更安排會員及員工探訪郊區學校及寄養中心。去年十二月，此項目榮獲《公益時報》頒發2014中國企業社會責任優秀獎。該獎項由國家民政部主管，旨在建立社會溝通合作平台，促進中國公益事務及社會主義精神的發展。



Club Members pitch in to 130th Anniversary celebrations

馬會會員投入
一百三十週年
誌慶活動



Along with Hong Kong's legion of racing fans and beneficiaries of the Club's community donations, Jockey Club Members turned out in force to celebrate the Club's 130th Anniversary.

For the 130th Anniversary raceday on Saturday 10 January, Members were amongst 74,000 race fans who cheered home *Key Witness* as he won the HKJC 130th Anniversary Cup. In many venues Members also enjoyed a special buffet and set menus for just HK\$130 a head. A further 130th Anniversary offer that extended right to the end of June was a 13% discount on all food and beverage dine-in items at the Hong Kong and Beijing Clubhouse restaurants.

For many Members a highlight was the spectacular equestrian show, *CAVALIA*, which the Club brought to Hong Kong especially for the Anniversary celebrations. An exclusive gala performance was arranged for Members, who were also able to book discount tickets for other nights.

Another event that had a 130th Anniversary flavour to it was the Club's annual Members' Day raceday at Sha Tin Racecourse in late June. And as Members' Day coincided this year with Fathers Day, fathers who dined with their family were offered a complimentary bottle of champagne.

It was also heartening in such a memorable year to see Members participating in a special Dining for Charity programme. Funds raised were donated to the New Life Psychiatric Rehabilitation Association.

除本港廣大馬迷及受惠於馬會捐款的社會人士外，馬會會員亦投入慶祝馬會一百三十週年。

於一月十日星期六上演的130週年賽馬日吸引七萬四千名馬迷入場，當中包括不少馬會會員，一同見證「英勇大師」勝出香港賽馬會130週年紀念盃。會員更於場內多個餐廳以每位一百三十港元的優惠價，享用自助餐及套餐。此外，香港及北京會所所有餐廳均為會員提供餐飲堂食八七折優惠，至六月終為止，共慶馬會一百三十週年。

在眾多慶祝活動中，精彩獨特的馬術匯演*CAVALIA*是不少馬會會員的焦點。馬會將匯演帶到香港，更為會員安排獨家特別場，並提供其他場次的門票預訂折扣優惠。

一年一度的會員日，今年六月底在一百三十週年的氛圍下，於沙田馬場上演。當天適逢父親節，於場內進膳慶祝的家庭均獲贈香檳一支。

在此值得紀念的一年，馬會會員熱心支持慈善美饌活動，為新生精神康復會籌款，實在令人鼓舞。

