



THE HONG KONG FOOTBALL ASSOCIATION LIMITED
香港足球總會有限公司

HKFA

AFFILIATED TO FIFA & AFC IN 1954

Your Ref: CB4/PAC/R74

Our Ref.: PW-0396/20

15 May 2020

Mr. Anthony CHU
 Clerk to the Public Accounts Committee
 Legislative Council Secretariat
 Legislative Council Complex
 1 Legislative Council Road
 Central, Hong Kong

Dear Mr. CHU,

Public Accounts Committee
Consideration of Chapter 1 of the Director of Audit's Report No. 74
Management of funding for sports development through
the Arts and Sports Development Fund (Sports Portion)

Thank you for your letter dated 13 May 2020 to the Chairman of Hong Kong Football Association regarding the captioned chapter. Our response is attached at Annex for consideration please

Yours sincerely,

PUI Kwan Kay
 Chairman

Encl.

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 Director of Leisure and Cultural Services (fax no. 2691 4661)
 Chief Executive Officer, Hong Kong Football Association Secretariat
 (fax no. 2760 4303)
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Public Accounts Committee
Consideration of Chapter 1 of the Director of Audit's Report No.74

**Management of funding for sports development through
the Arts and Sport Development Fund (Sports Portion)**

The mechanism for distribution of complimentary tickets
of the Hong Kong Football Association matches

Type of matches

- 1) Hong Kong Premier League (the "HKPL") including Cup competition, i.e. FA Cup, Senior Shield and Sapling Cup
- 2) International matches held in Hong Kong, which is organized by Hong Kong Football Association (the "HKFA")
- 3) International matches held in Hong Kong, which is organized by third party, including but not limited to the member clubs, promoter, East Asian Football Federation (the "EAFF"), Asian Football Confederation (the "AFC") and Fédération Internationale de Football Association ("the FIFA").

HKPL

Before the commencement of each season, HKFA will discuss and agree with all the participating clubs about the ticketing arrangement, including but not limited to ticket price, ticket allocation and complimentary tickets. The decision will be made at the HKPL Club meeting on the Premier League, FA Cup, Senior Shield and Sapling Cup matches.

The HKPL matches are held at the venues of Leisure and Cultural Services Department (the "LCSD"), except the home venue of the R&F. HKFA follow the hiring agreement with LCSD which complimentary tickets not exceeding 5% of the total number of seats of the venue. And the complimentary tickets will be given to the home and away teams for their own distribution to their sponsors, guests or promotion purposes. HKFA will keep the remaining allocation and distribute to sponsors, board member, committee member, guests, match officials and staff on request on first come first served basis.

The ticketing plan of each venue is as below:

Venue	Total number of seats	Maximum Tickets available for sell	Complimentary Tickets (Maximum of 5%)	Home Team	Away Team	HKFA
Hong Kong Stadium	40,000	37,771	700 +1,529 (HKS)*	330	50	320
Mong Kok Stadium	6,600	6,270	330	180	50	100
Aberdeen Sports Ground	9,000	8,550	450	290	50	110
Yuen Long Stadium	4,900	4,655	245	114	50	81
Tseung Kwan O Sports Ground	3,500	3,325	175	68	50	57
Tai Po Sports Ground	3,200	3,040	160	60	50	50
Sham Shui Po Sports Ground	2,200	2,090	110	46	26	38
Hammer Hill Road Sports Ground	2,200	2,090	110	46	26	38
Tuen Mun Tang Shiu Kin Sports Ground	2,200	2,090	110	46	26	38
Yanzigang Stadium, Guangzhou	2,000	1,870	130	50	50	30

*In the hiring agreement between HKFA and the Hong Kong Stadium, there is a clause “the Hirer hereby agrees to provide to the Government 1,529 Event Tickets for each Event free of charge for use by the Executive Suite holders.”

Those entitle to request for the complimentary tickets from HKFA on first come first served basis are as below:

Capacity	Total number in the capacity	Number of tickets each
Sponsor	2	20
Board Member	11	2
Committee Member	62	2
HKFA Staff	80	2
VIP of HKPL clubs	20	2
Guest of all member clubs	241	1
Referee Assessor	24	1
Referee Instructor	31	1
HKPL Match Commissioner	8	1

International matches held in Hong Kong, which is organized by Hong Kong Football Association (the “HKFA”)

This will include the matches of Hong Kong Representative Team (the “HKRT”) matches, i.e. World Cup Qualifier, Asian Cup Qualifier, HKRT International Friendlies and various interport matches.

As approved by the Board at its 6th meeting of 2015/16 season which was held on Apr 5, 2016, for each of the local international competitions being hosted by HKFA, complimentary tickets will be distributed to various parties according to the guideline below. This is to ensure the allocation will be conducted in an open, fair and transparent manner.

Considering about the difference in nature of the match, stadium size, sponsorship commitment, marketing approach, partnership deal, 2 sets of quota has been established as below:

Capacity	Hong Kong Stadium	Other Stadiums
Partner of the match	According to the partnership deal	
Patrons, President and Vice Presidents	Maximum of 10	Maximum of 4
Head of Delegation of HKT (Honorable)	According to the signed agreement	
Head of Delegation of HKT	According to the signed agreement	
Board Members	Maximum of 10	Maximum of 4
Advisors	Maximum of 10	Maximum of 4
Committee Members	Maximum of 4	Maximum of 2
Special Guests	Maximum of 4	Maximum of 2
Sponsors	According to the signed agreement	
HK Team Players and Staff	Maximum of 8	Maximum of 4
HKFA Staff (Manager grade or above)	Maximum of 8	Maximum of 4
HKFA Staff	Maximum of 4	Maximum of 2
Premier League Clubs	Maximum of 4	Maximum of 2
Junior Clubs (1 st -3 rd Divisions)	Maximum of 2	Maximum of 2
Accredited Members	Maximum of 2	Maximum of 2
Away Team	According to the signed agreement	
Embassy of away team	Maximum of 20	Maximum of 10
VIP Reception	According to the list approved by CEO	
Marketing	Maximum of 1,000	Maximum of 500
Ex-Interporter Identity Card	Maximum of 50	Maximum of 50

The quota cap of the total complimentary tickets should not exceed 330 tickets plus HKFA will purchase not more than 670 tickets for matches held at Mong Kok Stadium and 2,000 complimentary tickets for the Hong Kong Stadium.

The final approval authority and the right to adjust the quota rest with the HKFA Chief Executive Officer to address the business operation needs.

International matches held in Hong Kong, which is organized by third party, including but not limited to the member clubs, promoter, East Asian Football Federation (the “EAFF”), Asian Football Confederation (the”AFC”) and Fédération Internationale de Football Association (“the FIFA”)

This will include the matches being hosted by our member clubs or other company / promoters, including AFC Cup, Asian Champions League, EAFF E-1 Championship, Club’s International Friendlies and other promotional exhibition matches. HKFA will be as the role of co-organiser and the allocation of complimentary tickets will need to be agreed with the host individually. However, the total number of complimentary tickets issued will still be 5% of the stadium capacity.

The final allocation of the complimentary tickets will be based on the principal of those international matches organized by the HKFA and the number of tickets which will be given by the host. HKFA CEO has the final approval authority on the allocation.

Prepared by HKFA
15 May 2020