2014/2015

香港足球總會有限公司

The Hong Kong Football Association Limited

年度報告

Annual Report

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2016 香港足球總會週年大會
2016 年 3 月 31 日

霍震霆會長講辭

各位會員：

於每年週年大會上，我都會總結過去一年本會努力所得成果。其實有關本會在 2014-15 球季的會務狀況，在下一項議程的主席報告裏面，已經有很詳盡的描述，所以我只希望在此跟大家簡單地分享一些我認為甚具突破性意義的事情。

2014 年是本會創立一百週年的重要日子。回顧過去一個世紀，本會與香港足球運動一樣，經歷過無數次起起跌跌、成功失敗相互交替。但重要的是本會一直努力不懈，以領導及管理香港足球為己任，服務社會大眾。

例如藉著慶祝本會百週年紀念，我們不計成本，重金邀請擁有世界足球先生美斯在陣的世界盃亞軍阿根廷國家隊來港獻技，目的亦是想為香港球迷帶來一場美滿難忘的高水平精彩賽事。

在同一年度展開的香港超級聯賽，已日漸走上軌道。這個全新賽事標示著香港足球發展的一個重要里程碑，亦見證了本會不斷革新、力求進步的精神。

本會對於所肩負的使命，從不怠惰。多年來於青少年、女子、室內五人足球的發展，教練和裁判員的培訓工作，都投放了鉅額資源。而未來亦積極籌劃各項大型計劃，如構建香港足球訓練中心，務求將香港足球提昇至更高層次。

當然，本會若以一己之力去完成各項任務，將會甚為艱鉅困難。猶幸近年來得到香港特別行政區政府各相關部門、香港賽馬會慈善信託基金、國際足協、亞洲足協、贊助商等的大力支持，使到本會可以推行前所未有的全面改革，讓香港足球有更光輝的前景。在此我要衷心感謝他們。

談到足球改革，並非香港獨有現象。相信大家都留意到過去一段時間，國際足球亦出現急劇變化。大家的注意力都可能集中在選舉國際足協新任會長這段新聞上面。但其實國際足協內部亦作出重大改革，包括執行委員會同內部行政架構的重組，強調誠信和公平、公開、公正原則等。

任何改革，都會是艱辛困難的挑戰，亦必須得到所有持扮者的支持，方有機會成功。所以我要在此感謝各會員一直以來對本會現時的改革計劃，作出無私的支持。改革計劃現正進入另一階段關鍵時刻，我期待各會員能夠繼續支持我們，讓所有改革工作得以順利完成，為香港足球帶來一番新景象。

謝謝各位！

2016HKFA Annual General Meeting
31 March 2016
Speech of President Mr. Timothy Fok Tsuen Ting

Dear Fellow Members,

Each year at the annual general meeting, I would sum up the achievements made through the Association's endeavour in past year. Actually, there is already a very detailed account on the Association's affairs in the 2014-15 Season contained in the Chairman's Report on the next item of the agenda so that I just want to share briefly with you all those issues which I consider to be having breakthrough meanings.

The year 2014 is of great significance because it is the 100th anniversary of the founding of the Association. Looking in retrospect to the past centenary, this Association endured just like Hong Kong football countless number of ups and downs, with successes and failures staggered. However, the important thing is that this Association has been working tirelessly in the mission to lead and to manage Hong Kong football, as well as to serve the community.

For example, taking the opportunity to celebrate the centenary year of the Association, we invited at all costs the National Team of Argentina, which has in its line-up World Footballer of the Year Lionel Messi and is the reigning World Cup runners-up team, to visit Hong Kong for an exhibition match. This all aimed to bring to the Hong Kong spectators a high standard football match, to be entailed by memories of happy satisfaction.

The Hong Kong Premier League launched in the same year is now increasingly running on track. The brand new competition marks an important milestone in the development of football in Hong Kong, also vindicates the Association's spirit of continuous innovation and striving for progress.

The Association never takes our missions likely. Over the years huge amount of resources has been poured into the development of youth football, women's football, futsal as well as the training of coaches and referees. As for the future, there are also some major projects, like the building of the Hong Kong Football Training Center, being actively planned with a view to bring Hong Kong football up to a higher level.

Of course, this will be tough and formidable task if the Association working alone to accomplish the various projects. Luckily, we were able to get great support from the relevant government departments, the Hong Kong Jockey Club Charities Trust, FIFA, AFC, sponsors etc. in the recent years, rendering the Association the launching of an unprecedented comprehensive reform and bringing to Hong Kong football a brighter prospects. Here I have to thank them wholeheartedly.

When talking about reform in football, this is not a unique phenomenon to Hong Kong. I believe that you all have be aware of the drastic changes in international football recently. Your focus may just falls on the news of the new FIFA President but in fact there are also major changes to FIFA internally, such as the restructuring of the Executive Committee and administration that emphasizing integrity as well as the principles of equality, openness and fairness, etc.

Any reform means to be hard and difficult challenge which the support of stakeholders is imperative for success. Hence, here I have to thank all the members for their persistent and selfless support to the current reform programme of the Association. The reform programme now enters into another critical phase and we look forward very much to having your continuous support so that all reform efforts can be completed successfully, which will in turn bring to the Hong Kong Football a refreshed scenario.

Thank you.

2 主席報告

前言

過去十二個月標誌著香港足球發展重要的里程碑。孕育了多年的香港超級聯賽於去年九月正式啟動，為本會踏入第二個一百年揭開序幕。新聯賽以全面提升本地足球水平為使命，為廣大球迷帶來更多精彩刺激的球賽。隨著「鳳凰計劃」順利推行後，接著而來的一個全新五年計劃《力爭上游 --- 萬眾一心》在得到香港特區政府足球專責小組的認同和支持下，已落實展開。該計劃是從宏觀角度去審視未來足球事業的發展，極具前瞻性；以一個嶄新設計及全新概念進行全盤改革，為各個範疇領域注入更多新元素，以配合長遠的足球運動發展需要。

為提升本會的管治，本會在董事選舉制度進行了一系列的改革，當中包括引入更多持份者參與足球管治行列，讓對香港足球有抱負的人士和組織成為本會屬會會員，一起推動香港足球發展。此舉除了打破慣常的傳統，以更開放的態度去吸納更多新會員外，亦能凝聚所有足球持份者的力量，彼此集思廣益，帶動足球運動向前邁進。

在剛過去的兩場世界盃外圍賽中，香港代表隊出色的表現確實有目共睹，而賽事亦掀起了全港球迷的哄動，無論在場內或是在場外，都體現到港隊與支持他們的球迷融為一體，共同發揮齊心、團結的精神，一起分享足球比賽所帶來的刺激和喜悅。這足以證明本地足球運動可作為凝聚社會各界同心的重要橋樑，更重要的是充份證明了香港並不是足球運動的弱者。

此外，香港代表隊成員黃威於省港盃賽事中受傷，事件喚起球圈人士對球員購買醫療保險問題、與及加強球員福利的關注。另一方面，就世界盃外圍賽香港於主場期間所發生的球迷不當行為事件，帶給了本地球迷一個極重要的訊息，就是球迷於任何時間都應尊重公平競技的原則。同時，本會亦希望球迷能以港隊一切的利益為最高考慮，避免再次因同樣事件觸犯國際足協之條例，而令港隊蒙受損失。

本人作為足總主席，很榮幸能夠在此向各位簡述過去一年的工作。

委任

在過去的一季裡，本會的會長、名譽副會長、委員會成員、導師和秘書處成員等均以被獲委任為成員、委員、導師或賽事監場的身份出席國際足協、亞洲足協和東亞足球聯盟舉行的各項會議，並協助其會務的發展、提供支援及給予交流意見。當中包括裁判、紀律、技術培訓及發展、競賽、賽事籌備及組織、奧運會足球項目籌備、室內五人及沙灘足球發展等多個範疇。

會務、外訪、交流與合作活動

去年六月，亞洲足協特別會員大會在巴西聖保羅舉行，本會會長霍震霆太平紳士、行政總裁薛基輔先生及總幹事袁文川先生代表本會出席會議。

九月，本會委託香港大學社會科學研究中心在新一季的香港超級聯賽中進行公眾問卷調查，收集球迷對本地最高級別足球賽事之意見，並將收集回來的意見進行整理、分析及匯報，根據其調查結果為香港超級聯賽的未來改革制定決策。

同月，本會公佈舉辦香港世紀球星選舉以表揚香港歷屆足球運動員對香港球壇之貢獻。

亦在同月，本會與 Sportradar 簽署為期三年合作協議，透過其反欺詐系統協助監察本

地未來三個球季所進行的所有職業足球賽事，落實打擊任何涉及破壞本地足球事業的貪污與及非法操控賽事等不法行為，以維護賽事廉潔和公正。
十月，本會在九龍灣國際展貿中心舉行百週年晚宴，慶祝本會成立一百週年。當晚筵開七十席，到場嘉賓包括政府代表、球壇名宿、球圈人士、贊助機構代表、社會賢達等聚首一堂，官蓋雲集，場面熱鬧。席上公佈香港世紀球星選舉獲選名單，並隨即進行頒獎典禮，頒發獎項予當選之球星，表揚其對香港足球運動之貢獻。

同月，本會舉辦百週年紀念賽與阿根廷國家隊進行一場友誼表演賽。

亦在同月，本會與國際足協、康樂及文化事務署舉行為期半天的「足球設施發展工作坊」，討論球場草地設施之問題，並就有關方面交換意見。

十一月，國際足協 Connect 計劃團隊抵港，與本會商討該計劃的應變管理及籌備工作。

十二月，為避免球員使用運動禁藥，本會舉辦香港超級聯賽運動禁藥講座，邀請各超級聯賽球會負責醫療事宜之職員代表出席，由本會醫事顧問容樹恒醫生向他們講解有關運動禁藥之種類，於賽事中抽樣檢驗之程序與及如何預防誤服禁藥等資訊，藉此增加他們對運動禁藥的認知。

同月，本會成立香港超級聯賽獨立運作小組，商討港超聯日後如何獨立於本會運作。

今年一月，張廣勇博士捐贈港幣五萬元予本會用作推動本地室內五人足球青少年球員的培育發展。本會藉此感謝張博士的慷慨捐贈。

同月，本會副主席貝鈞奇先生及董事王威信先生獲委派代表本會出席中國香港體育協會暨奧林匹克委員會之週年大會、特別大會與及執委會會議。

亦在同月，亞洲足協特別會員大會在澳洲墨爾本舉行，本會會長霍震霆太平紳士、行政總裁薛基輔先生及總幹事袁文川先生代表本會出席會議。

二月，為增加社會各階層更廣泛地參與本地足球運動，本會公開接受以推動足球發展為本或顯著地為足球運動提供服務的球會、聯賽、個人、協會、團體、機構等申請成為本會會員，為香港足球未來發展作出貢獻。此舉除了招收及吸納新會員外，亦致力凝聚所有足球持份者參與足球運動的管治和發展。

同月，本會召開會議向各屬會講解新會章、Football Connect 網上註冊系統、與及香港足球未來五年(2015-2020 年)之發展。

三月，本會再次獲得香港運動禁藥委員會之協助，舉行第二次運動禁藥講座，講解有關禁藥檢查、治療性用藥豁免及藥檢結果管理等資訊，並講解與禁藥有關之紀律程序。

同月，本會舉辦為期兩天的「亞洲足協地區賽事工作坊」，來自中國、中華台北、日本、韓國、蒙古和東道主香港六個亞洲足協地區的屬會成員，聯同七間本地球會代表，針對當代足球的賽事領域作深入討論。是次工作坊以足球基建設施條例及賽事運作為主題，出席之成員可學習到賽事運作及足球設施管理的理論和實踐範例，從國際化的層面加深賽事管理的見解。出席工作坊的講者包括來自亞洲足協競賽部總監申晚哲先生、與及亞洲足協研究及支援服務總監金泰亨先生，他們與出席者分享有關球場勘察與及賽事運作的經驗，直接提升參與者對設施勘察和賽事運作的知識。

四月，本會會長霍震霆太平紳士、行政總裁薛基輔先生及總幹事袁文川先生代表本會前赴巴林麥納瑪出席亞洲足協第二十六次會員大會。

五月，本會舉行週年晚宴。

同月，本會捐贈美金二千元給予尼泊爾地震賑災基金用作賑濟受地震影響的尼泊爾災民。

亦在同月，國際足協第六十五次會員大會在瑞士蘇黎世舉行，本會會長霍震霆太平紳士、行政總裁薛基輔先生及總幹事袁文川先生代表本會出席會議。

為進一步提升本會的管治，本會就董事選舉制度進行改革。經參考國際足協的董事選舉制度與及咨詢業界的意見後，已落實改革方向並隨之執行，當中包括首次委任及授權一個獨立機構，以選舉委員會形式，負責組織和監察選舉過程，並就所有有關選舉事宜作出決定，有別於過往所有權力和委任均為本會之執行機構(即執委會或董事會)所擁有。改革後，與球會無聯繫之董事由三人增至五人，董事會成員由九人增至十一人，此舉增加了董事會之獨立性。

此外，本會亦積極參與不同類型的國際足協及亞洲足協計劃，當中包括國際足協 Performance 項目、國際足協 Connect 項目、國際足協 Pitch Improvement 項目與及亞洲足協 Kick Off 項目等。

對內方面，本會定期審視本會之內部制度、程序和規章，以提升本會的機構管治和財務管理能力，並確保相關行政管理政策有效地實施和執行。當中包括機構管治檢討工作、危機評估、內部審核、整合新的資訊科技系統與及表現評估系統等事項。同時亦向本會員工派發已修訂之最新版員工行為守則手冊。

特區政府的支持

康樂及文化事務署除了與本會合作推動本地足球運動的發展外，亦給予本會多方面的協助和支持，包括合作舉辦和提供資助多項青少年足球推廣計劃及地區訓練和賽事，讓廣大青少年參與有益身心之活動及享受足球的樂趣；同時亦提供設備完善的球場給予球會作為比賽及訓練之用。署方亦與本會秘書處定期舉行工作會議，除了就場地方面進行檢討之外，亦會檢討活動的進度和成效、與及制訂未來發展足運的目標。另外，本會在收集各球會對場地方面的意見後，向署方作出反映，並要求署方作出跟進。此外，本會亦感謝特區政府在本會於季內所舉行之大型國際賽事期間作出多方面的協助，令到賽事得以順利舉行。

場地緊絀仍是本地足球運動發展的主要障礙。為解決場地供求問題，以配合本地未來的足球運動發展，本會積極與政府進行磋商，希望署方對現時使用場地的政策作出全面檢討；並制訂有關政策，當中包括調整租用場地之收費、放寬場地使用之限制和配額、增加場地的供應和使用節數、增加人造草球場的數目、提升及改善場地之質素、與及為超級聯賽各球會提供主場等；並落實和承擔有關政策。本會認為政府確有必要提供足夠及固定的訓練場地予各級代表隊及球會作訓練之用。此外，署方亦會派出代表參與本會的小組會議，共同商議改善現有場地短缺的問題。另外，本會喜見與康樂及文化事務署就主客比賽場地達成共識。

季內，本會與民政事務局的足球專責小組於去年八月及今年二月先後舉行了兩次會議，除了反映場地不足之情況外，亦就解決場地短缺的問題上與小組討論，表達意見，並提出建議。同時，本會亦向小組遞交多份詳細報告，並獲得小組給與本會多項補助費用，使到本會能充份地將其運用於各項活動之中。另外，本會亦就興建香港足球訓練中心的計劃向小組提交訓練中心之營運概念及商業計劃書，爭取小組支持興建訓練中心，以使計劃能順利地得以落實進行。本會在此感謝民政事務局資助「鳳凰計劃」，讓本會得以作出各項改革，以配合未來之發展。

本會與康樂及文化事務署於今季舉行的聯席會議亦取得正面的進展及加深雙方之夥伴關係，讓政府對本會增加信任。而署方對本會的撥款亦較去年提高，以幫助本會技術部門為草根階層提供更多項目和活動，本會在此感謝康樂及文化事務署之支持。

在發展及推廣室內五人足球方面，本會希望署方能夠提供更多的資源發展室內五人足球。鑑於球隊在租用場地方面比較困難，本會亦希望署方對現時使用場地的政策，包括配額制度及時限節數能夠作出檢討、調整有關收費和加強區隊的室內五人足球訓練、與及增設室內五人足球場地以配合未來室內五人足球的發展。另外，本會亦去信署方，就室內五人足球場地收費問題，提出意見。此外，本會和其他官方機構如教育局、學校體育推廣小組等的關係依然保持緊密。

另外，本會與康樂及文化事務署就香港大球場草地重鋪工程完成後進行磋商，全面檢討賽事的頻密程度，以確保草地之質素。同時，本會亦就因受到香港大球場在進行重鋪草

皮工程期間的影響，未能依照合約如期使用該球場，與署方商討有關賠償之細節。
此外，本會主席梁孔德先生和機構管治總監鄭仲恒先生代表本會於今年一月出席立法會民政事務委員會會議，就本會推行「鳳凰計劃」後對香港足球發展之成效作出檢討、與及對本會提交的「五年策略計劃」就政府未來撥款資助提出意見。經過立法會議員的提問及質詢後，反應正面。

恪守捍衛香港足球運動的廉潔形象、體現足球賽事的專業精神，是本會對發展本地足球運動的一份承諾。本會與香港廉政公署繼續保持緊密合作，相互交流信息，嚴格處理及打擊一切有關賽場上涉嫌非法操控賽事的事件和罪行。同時亦教育球員、教練、裁判員及其他相關人士有關非法操控賽事、貪污、濫用藥物及歧視行為的嚴重性。本會於今個球季已經引入偵測舞弊機制，以監管所有賽事及舉報任何涉嫌的活動。

本會「鳳凰計劃」成效報告

請參照本會行政總裁有關「鳳凰計劃」之詳細報告。

五年策略計劃進展報告

請參照本會行政總裁有關「五年策略計劃」之詳細報告。

香港足球訓練中心

請參照本會行政總裁有關香港足球訓練中心之詳細報告。

香港代表隊

回顧過去的一個球季，各級代表隊於季內參加了多項國際賽事及進行多場友誼賽，與不同國家和地區競逐錦標；與不同實力的對手較量，切磋球技，獲益良多；並且取得令人鼓舞的成績和顯著的進步，這證明了持之有恆的訓練與及教練和球員的努力是非常重要的。而這些鍛鍊機會能擴闊球員的視野，有助提升他們的水平。有感於代表隊的表現對整體足球發展的重要性，本會本季投放更多資源及人力於代表隊的訓練，並設立一個有系統和完善的訓練制度。各級代表隊都獲得提供適當的本地或海外集訓及熱身賽的機會。此外，亦給予球員在體能及傷患療養等各方面得到充份的照顧。同時，本會亦感謝各球會對代表隊的支持、配合和協助。

為備戰「2015 東亞盃足球錦標賽外圍賽第二圈」賽事與及增加國際比賽的經驗，本會安排代表隊於去年九月及十月先後與越南、新加坡及阿根廷國家隊進行了四場國際友誼賽，藉此檢閱實力，為賽事作好準備，結果取得一勝一和二負的成績。十一月，代表隊前赴中華台北參加該項賽事，與朝鮮、關島及東道主中華台北角逐一個出線決賽週之席位。在經過三輪賽事後，代表隊取得一勝一和一負之成績，獲得外圍賽的第二名。雖然未能晉身決賽週，但球員在整個賽事中的表現相當積極，態度認真。而今屆的「省港盃」賽事，代表隊在激戰兩回合後，最後以總成績 0:1 不敵省隊，未能重奪「省港盃」。此外，為備戰「2018 世界盃亞洲區外圍賽第二圈暨 2019 亞洲盃外圍賽」賽事，本會再次安排代表隊於今年三月及六月先後與關島及馬來西亞國家隊進行了兩場國際友誼賽，結果取得一勝一和的成績。六月在馬來西亞吉隆坡集訓歸來後，代表隊隨即在該項賽事首兩輪比賽於主場先後以 7:0 及 2:0 擊敗不丹及馬爾代夫，目前以兩戰全勝得六分，保持不敗，暫居小組榜首之位，出線形勢佔優。而在這兩場賽事中，代表隊均表現出色，紀律良好。球員的技術及體能均有明顯的進步，球隊的實力亦明顯較以往提升；每位成員都落力拚搏，士氣高昂，鬥志可嘉；並發揮出團隊精神。他們的努力和鬥心都有目共睹，足見代表隊的共同奮鬥所取得的成果。而在主場的兩場賽事，都贏得全場掌聲，令

到整個旺角大球場的氣氛熾熱高漲，紅旗高懸，座無虛席，熱血沸騰，紅海飄揚。他們的拚搏精神，除了贏得全場球迷的擁護外，亦獲得正面之評價和外間的認同及讚賞。本會除了感謝教練、球員、本會各同事、贊助商和傳媒之參與及支持外，亦非常感謝當天前來捧場支持代表隊的所有球迷；沒有你們的搖旗吶喊，打氣激勵代表隊的士氣，代表隊是絕對不易發揮出最高的水準。

為備戰「第十七屆仁川亞洲運動會男子足球項目」賽事，本會於早前成立亞運足球集訓隊(二十三歲以下代表隊)，並進行定期訓練。去年九月，集訓隊代表香港前往澳門參加「第七十屆港澳埠際賽」，結果以 3:1 擊敗澳門，蟬聯錦標。集訓隊隨即啟程前赴韓國仁川參加該亞運會，在分組賽取得二勝一和的佳績，以小組次名出線晉身十六強。可惜在十六強賽事不敵東道主韓國，未能晉級八強，最後以大會成績第十一名完成賽事。代表隊憑藉球員努力不懈的拚搏精神，整體表現跨進一步，取得勇闖十六強的突破性成績。另外，今年三月，本會派出二十二歲以下代表隊前赴中華台北高雄市參加「2016 亞洲足協二十三歲以下錦標賽外圍賽」，結果三戰均告落敗，於外圍賽出局。

青年球員是香港足球的未來接班人，他們的成長和進步除了接受定期和有系統的訓練外，比賽的質量亦不可缺少。因此，本會亦會盡量安排為不同歲數組別的青少年代表隊參加各級別的國際足球比賽，讓他們得到更多的比賽機會，從中汲取寶貴的比賽經驗，為未來的比賽作好準備。同時亦能藉此作互相交流和學習，增廣見聞，對提升他們的技術、體能、戰術、團隊精神及身心都有莫大的裨益。多支青少年代表隊於季內參加了多項國際比賽，增加比賽經驗。

今年三月，本會派出十八歲以下青年代表隊前赴中國武漢市參加「第一屆全國青年運動會男子足球十八歲以下組別預賽」，結果四戰皆不敵對手，未能出線。五月，本會派出二十歲以下及十八歲以下兩支青年代表隊代表本會參加由香港足球會主辦的「2015 香港足球會花旗銀行國際七人足球賽」。

十六歲以下青年代表隊於今季參與多項國際足球賽事，整體成績相當不俗。去年七月，他們前赴中國北京參加在當地舉行的「2014 北京長城盃國際青少年足球邀請賽」，結果取得三勝二和的成績，表現優異，以較佳的球差壓倒對手勇奪該項賽事之冠軍。為備戰「2014 亞洲足協十六歲以下青少年錦標賽決賽週」賽事，本會安排他們於八月前往英國倫敦托定咸熱刺訓練基地進行為期十一天的集訓，隨後於九月前赴泰國曼谷參加該賽事，結果不敵日本、澳洲及中國，三戰全負，未能晉身最後八強。今年四月，他們前往中國深圳市參加「第一屆全國青年運動會男子足球十六歲以下組別預賽」，結果取得二勝一和二負完成賽事，在小組排名第四位，未能出線，球隊整體表現令人滿意。

去年八月，本會安排十五歲以下的青年代表隊前赴中華台北參加「2014 兩岸四地青少年足球邀請賽」，以一勝二負的成績取得賽事的第三名。另外，本會亦安排十四歲以代表隊於去年九月作客澳門參加「港澳青年埠際賽」，結果以 6:0 大破澳門少年代表隊，奪得埠際賽冠軍。

在室內五人足球賽方面，為增加比賽經驗以及提升代表隊之實力，本會安排男子室內五人足球集訓隊於去年七月前往深圳進行集訓，並與當地之室內五人足球俱樂部進行兩場友賽，測試實力。去年十二月，香港室內五人足球代表隊前赴中國杭州參加「中央電視台〔誰是球王〕中國室內五人足球民間爭霸賽 - 東南大區賽」賽事，結果取得二勝一負的成績，未能取得出線資格。此外，本會亦同時安排十五歲以下室內五人足球代表隊參加該項青少年組別室內五人足球賽賽事，球隊先後擊敗湖南、福建及江西，以三戰全勝姿態取得小組冠軍出線，躋身全國總決賽週。今年二月，該支代表隊轉戰北京參加全國總決賽，在分組賽以二勝一負出線，四強賽淘汰新疆出局，決賽以互射點球擊敗湖北，勇奪冠軍。代表隊整體發揮出高水準，小將表現進步；他們透過是次比賽觀摩、學習，獲得難能可貴的經驗，為將來打好基礎。

為避免代表隊之間出現斷層，本會將繼續維持各級代表隊之訓練，以備戰各項由亞洲足協舉辦之青年國際賽事。鑑於資源有限，本會希望康樂及文化事務署能提供更多資助給予各級代表隊及青訓計劃之發展。另外，本會亦會繼續為部分級別的青少年代表隊尋覓贊助，邀請外間的熱心人士出任名譽團長，從而獲得更多資源及訓練經費。本會感謝霍震霆會長贊助代表隊在「省港盃」出賽的費用，同時亦感謝莫耀強先生及張廣勇先生同意出任代表隊之名譽團長。本會在此再一次感謝上述各名譽團長對各級別代表隊的支持。

另外，本會今季繼續支持及協助居港滿七年之外籍球員歸化代表香港參加國際賽事，並向他們提供協助領取證件。

女子足球

本會於今個季度繼續投放充足資源給與發展女子足球運動；同時亦設計及制定一套長遠的策略，以配合女子足球運動未來之發展，從而提升競技之水平。

回顧過去的一季，除了安排各級女子代表隊於季內作定期訓練外，並參加多項國際賽事及進行多場友誼賽，與不同國家和地區競逐錦標，與不同實力的對手較量，切磋球技，獲益良多。去年七月，女子代表隊前赴韓國仁川坡洲足球訓練基地進行為期六天集訓，以備戰「2014 仁川亞運會」，期間與韓國二十歲以下女子代表隊及當地之驪州市大學女子隊進行了兩場練習賽。八月，女子代表隊轉赴中華台北與當地的女子代表隊作一場國際友誼賽，結果以 0:2 不敵對手。九月，女子代表隊啟程前赴韓國仁川參加「第十七屆仁川亞洲運動會女子足球項目」賽事，結果三戰均告落敗，於分組賽出局，在大會總成績排名第八位。而在參與該亞運會期間，女子代表隊與當地球會現代制鐵女子隊進行兩場練習賽，取得一和一負之成績。十一月，女子代表隊前赴中華台北新竹市參加「2015 女子東亞盃足球錦標賽外圍賽第二圈」賽事，與韓國、關島及東道主中華台北角逐一個出線決賽週之席位。在經過三輪賽事後，女子代表隊取得一勝二負之成績，獲得外圍賽的第三名，未能晉身決賽週。今年二月，女子代表隊獲巴林足球總會之邀請，前赴巴林集訓，並與當地女子代表隊進行兩場友誼賽(其中一場為國際友誼賽)，以備戰「2016 里約熱內盧奧林匹克運動會女子足球 - 亞洲區外圍賽第一圈」賽事，結果以 1:0 及 4:2 擊敗對手，兩戰全勝。三月，女子代表隊前赴約旦安曼參加該項賽事，與烏茲別克、巴勒斯坦及東道主約旦角逐出線。在經過三輪賽事後，女子代表隊取得一和二負之成績，獲得外圍賽的第三名完成賽事，未能出線。

去年八月，本會安排十九歲以下及十六歲以下兩支女子代表隊前赴廣州三水進行為期五天集訓，分別備戰「亞洲足協十九歲以下女子足球錦標賽」及「亞洲足協十六歲以下女子足球錦標賽」兩項賽事。期間該兩支代表隊先後與當地的十六歲以下女子隊進行兩場練習賽，以提升球員個人之技術與及戰術運用的能力。去年七月，十六歲以下女子代表隊作客澳門，以 4:1 擊敗澳門女子隊。十月，十六歲以下女子代表隊前赴馬來西亞馬六甲參加「亞洲足協十六歲以下女子足球錦標賽」，結果三戰皆不敵對手，未能出線。十一月，十九歲以下女子代表隊前往越南河內參加「亞洲足協十九歲以下女子足球錦標賽」，結果取得一勝二負完成賽事，在小組排名第三位，未能出線。

為備戰「亞洲足協十四歲以下女子足球錦標賽(東亞區)」賽事，本會於今年二月安排十四歲以下女子代表隊在西貢保良局北潭涌渡假營進行為期四天訓練營，藉此提升球員整體足球能力，包括技術、戰術、體能及個人生活管理。五月，十四歲以下女子代表隊前赴北京香河參加該項賽事，結果以一勝二負的成績，取得小組第三名，未能獲得出線資格。

在賽事方面，去年十月，「2014/2015 香港足球總會女子足球聯賽」正式展開，該賽事為本港女子足球最高級別之賽事，除了冠軍獎項之外，亦設有聯賽射手獎及盃賽最佳球員獎項。今季共有十二支球隊參加賽事，經過整季的激烈比賽後，結果公民奪得聯賽第一階段與及聯賽第二階段(足總盃)冠軍，公民的張煒琪以三十一球奪得女子聯賽神射手；而公民的陳詠詩則獲得賽事的最有價值球員獎。十二月，「女子青年足球聯賽」展開，共有四支球隊角逐錦標，結果由車路士足球學校(香港)摘冠；而車路士足球學校(香港)的李穎欣和蘇鎧霖以同得九球分享「女子青年足球聯賽」神射手獎項。今年七月，三名女子代表隊成員陳詠詩、劉夢瓊和張煒琪獲邀到日本試腳，為港爭光。

一個專為四至十七歲男女兒童而設的草根足球發展及推廣活動計劃，透過「賽馬會青少年足球發展計劃」的「暑期推廣計劃」及「地區足球訓練計劃」於各區展開。該計劃為本港男女青少年提供一個足球平台，以增加他們對足球運動的興趣，培養其良好團體及體育精神為目標，藉此得以發展其潛能及善用餘暇，並激發其個人成長及天賦。至於表現良好而又具潛質的學員將會接受進一步的延續培訓，並有機會被本會挑選，參加「地域精英遴選」，繼而晉升至本會的代表隊參與國際賽事。今年度共有五百零二名女孩參

與女子草根足球推廣活動。而「女子地區足球訓練計劃」在港九新界三個地區擁有九支年齡分別為十九歲、十五歲及十二歲以下之球隊，合共二百一十三名球員。

本會一向致力推廣及發展本地女子足球運動。在今個年度，本會與和富社會企業合辦「女足可圓夢 --- 青少年發展計劃」。該計劃旨在透過舉辦一連串足球活動，協助學生建立正面價值觀及健康生活習慣，讓女子足球運動推廣至全港中小學學生，培養女學生對足球的熱愛、發揮團隊精神。同時，亦為學界女子足球及香港女子足球注入新血，打造女子足球風氣。計劃由本會提供合適教練作校隊或興趣班訓練，同時亦會提供顧問服務，協助學校成立女子足球隊。在完成訓練後，將邀請學校參加比賽，與不同學校交流切磋球技，展現學習成果，增加實戰經驗。季內，本會亦與和富社會企業於去年十月和十二月與及今年一月先後在大埔寶湖道足球場、跑馬地足球場和將軍澳運動場合辦了三次「足可圓夢 --- 足球嘉年華」。活動包括主持互動足球攤位、小型足球比賽、女子足球友誼賽，目的讓對參與足球活動有興趣之女孩子能有機會向公眾介紹及示範足球技巧，並將女子足球運動全面推廣至各社區。參加者非常踴躍，她們為來自各區對足球有興趣的中小學女學生。而在首個嘉年華，大會更特別邀請香港女子十九歲以下代表隊與大埔女子足球隊合演一場表演賽。而在第三個嘉年華，大會更舉辦了足球挑戰賽，分別由八間小學及十間中學參與競逐五人及七人賽錦標，讓女子足球運動進一步推廣至全港各中小學校與及提供更多比賽給與各校隊，從而提升女孩子對參加足球運動之興趣。

今季，本會繼續舉辦五人足球賽(學校組)精英賽，設有女子十三歲以下組別和十歲以下男女子混合組別，讓更多學生參與五人足球運動。

裁判

為提升裁判員的執法水平，本會於今季繼續沿用裁判員註冊制度，各等級裁判員必須通過考核和體能測試，才可以正式註冊成為本會裁判員。另外，本會於季內亦提升具有潛質及表現優異之初級裁判員，給予他們更多的執法機會。而今季共有一百四十七位新裁判員通過考核加入裁判的專業行列，他們將會是未來擔當裁判工作的後備力量。

在最高級的裁判員方面，今個球季共有十五位本地裁判員被國際足協接納成為國際裁判員/國際助理裁判員/國際女子裁判員/國際室內五人足球裁判員。在註冊裁判員方面，本年度共有三十位註冊一等裁判、四十三位註冊二等裁判及六十二位註冊三等裁判。

為裁判員提供專業培訓是本會重點發展目標之一。本會透過每年度舉辦的新裁判員訓練班，挑選有潛質的新學員作長期培訓，以配合未來整體足球運動發展和提升本地裁判員的執法水平、與及應付日益增加之比賽需求，以保持足夠裁判員於各組別中執法。而成功通過體能測驗的學員，將會接受由本會提供最佳裁判教育及訓練，當中包括理論和場地實踐課程。導師將對各學員之體能、筆試成績、課堂表現、紀律及行為操守等多方面作出評核，通過上述評核的學員方可完成課程並獲註冊成為本會裁判員，於本地賽事中執法。而成績優異者，在通過升級考試後，亦有機會被推薦到海外執法，並進一步接受亞洲足協的裁判員培訓。此外，本會亦會吸納更多女子加入裁判員行列，以協助未來女子裁判員之發展。

因應全新聯賽之運作需要，本會於去年八月除了舉辦季前聯席座談會外，亦安排裁判部與香港超級聯賽球會進行季前分享會，講解裁判指引。並先後舉辦了兩次香港超級聯賽季前準備會議，就有關首屆香港超級聯賽在裁判事宜方面作加深了解，並為即將開季的聯賽做好充份的準備。

在推動裁判發展事務上，本會於今季進行了一系列的重點改革，當中涉及多個不同的範疇，期間做了許多工作。在對內方面，除了將最新制訂的裁判員指引及守則的中英文版分發給所有裁判員、導師及裁判考核員，並將之上載於本會網頁內以供參閱外；亦將最新修訂之國際足協球例進行翻譯，並通過電郵分發給各裁判員、導師及裁判考核員作參閱。同時，本會亦會預先將課堂研討會及場地實習的日期、時間、地點放於本會之網頁內，讓裁判員有充足的時間作預算。另外，本會根據國際足協之規定制訂裁判考核員及導師手冊，除了更新相關資訊外，亦羅列出成為考核員及導師所需要之條件、規則和指

引與及本會裁判部對考核員之要求。同時，為提供一個更公平、客觀及更有效評核裁判員之報告，本會已編訂中英文版之新裁判員考核報告及指引，並於本季下半季試用。此外，本會亦已制訂一套關於裁判員投訴及處理機制，內容涉及其處分、處罰政策和程序，並將之收錄在裁判員、新裁判員、考核員操守建議及章則之內，以便更公平及有效地處理各方的投訴及反應。為完善安排前線編配人手，本會制訂裁判員編配指引，並加設編配小組審批裁判員，以配合整個編配程序。
在系統設備應用方面，本會於今年三月全面使用裁判員電腦編配系統，為裁判員提供執法場數等記錄，並協助計算裁判員及考核員費用等數據。系統在啟用後，效果良好，較以往更有效率，反應理想。隨之而來，國際足協 Connect 網上註冊系統經測試使用後，於六月正式啟用。本會裁判部是首批使用該註冊系統之部門，而裁判部亦於全體裁判員研討會上詳述其使用之方法，來季將會全面啟用。

在事務方面，本會於今季先後成立多個工作小組，以配合裁判發展之需要。裁判員發展小組及室內五人裁判小組於季初首先成立，主要目的為未來裁判發展工作如課程安排、裁判員訓練等各方面提出建議。其後，本會成立賽事檢閱小組，委派四名高級裁判考核員檢視比賽，以跟進在香港超級聯賽執法的裁判員未有於賽事中處理之球隊、球員、職員等的不檢行為。因應考核員及導師因工作退役、與及就課程和考核的需求增加，本會特別成立裁判考核員工作小組，以吸納有能力之人士加入該行列為目標，促進裁判發展。此外，本會亦成立裁判導師及考核員小組，目的是為發展裁判員導師及考核員事項提供建議，栽培擁有指定裁判經驗及相關資歷的現役及退役裁判員成為裁判考核員、導師或體能導師。同時又成立裁判考核員報告專責小組，負責定時檢閱各級裁判員之考核報告，從而判斷考核員報告與裁判員之表現是否一致；並建立一個新考核機制，使評分部份更客觀易明，令裁判員可更公平地獲得評分。而該機制亦已在季中試行，來季正式實施。

另外，本會裁判委員會轄下各小組亦圍繞着裁判發展提出多項建議，當中包括於新裁判員課程中，發展小組提議在場地訓練加入體測訓練，令到新學員能通過測試。同時亦將體測安排加入於筆試中，有助將規例推廣，令更多人能學習到正確的球例知識與及對裁判工作有更深入的了解，從而提高他們對裁判工作的興趣。同時，小組亦建議該課程可考慮作雙線發展，其一是讓新學員透過課程學習成為合資格的裁判員；其二是讓學員純粹以學習正統球例為目標。此外，小組亦商討未來如何將體能未達頂級的裁判員能進入正式體制內成為本會註冊裁判員，以配合未來裁判之發展。

因應未來室內五人足球之發展，需要增加室內五人足球裁判考核員之數目，小組建議增設室內五人足球裁判考核員課程，讓有室內五人足球裁判員經驗之裁判員參與，以減輕對現有行政制度之壓力。

為避免裁判員因其於裁判會之身份與球會有關而產生利益衝突，小組建議執法香港超級聯賽之裁判員需要獨立簽署一份聲明書，表示與球會沒有任何關係，令到裁判員得以保障，而此建議亦已通過公告形式通知各裁判員。

此外，小組亦建議推出裁判員大使計劃。大使任期為一年，主要將經驗傳授給新裁判員。是項計劃目的是希望透過一些具有經驗的裁判員指導新裁判員如何執行球賽的行政措施與及執法器材之運用，並找尋一些具潛質之青年裁判學院學員與新裁判員同場執法。同時，小組又建議女子裁判員需要達到男子體測標準才可以執法男子賽事。另外，就教練可否註冊成為裁判員一事，小組認為裁判部已有既定的一套申報制度，以防止在委派工作上構成利益衝突，因此對教練註冊成為裁判員沒有限制。最後小組亦建議來季調整裁判之註冊費用，將得來之收入用作補貼裁判編配系統之費用。

為加強裁判發展的工作和培訓，本會除了在暑期期間舉辦新裁判員訓練班、季前體能測驗及季前聯席座談會外，並於季內定期舉辦高級裁判研討會、初級裁判研討會、青年裁判計劃研討會、新裁判員課程體能測試、新裁判員考核(包括場地考核)、考核員課程、考核員研討會、裁判考核員及裁判導師研討會、裁判員訓練班、高級裁判員場地訓練、初級裁判員場地訓練、季中體能測驗、精英裁判員課程、室內五人足球裁判員課程(包括與康文處合辦之課程)、室內五人足球裁判員訓練班、新室內五人足球裁判員訓練班(包括場地實習)、室內五人足球裁判研討會、室內五人足球裁判場地訓練、NIKE 5 覆修課程、學校體育推廣計劃(室內五人足球理論和實習)、裁判員課程(包括場地考核及實習，編排考核員作指導，由導師和助理導師授課)、裁判員走位及位置特別訓練與及青年裁判學院 --- 場地訓練、研討會及賽事觀摩等一系列活動。裁判員導師亦於季內定期與各等級裁判員進行裁判檢討及會議，除了監察他們的執法水平外，並進一步提升他們的執

法水平及技巧。而裁判考核員亦定期為各級別裁判員評分及檢討執法技巧。為配合整體及未來裁判之發展，本會已加强考核員及導師的培訓，以提升他們的水平，並進行篩選。另外，本會亦會將有爭議及接獲投訴之賽事片段於研討會內播放，並講解有關內容，此舉對裁判員幫助很大。

今季共有六位高級導師、十一位導師、三位體能導師和三位室內五人足球導師獲委員會通過成為導師成員。在考核成員方面，共有十一位高級考核員、五位考核員導師、二十二位考核員和室內五人足球考核員獲委員會通過成為考核成員。

在裝備及設施配套方面，Lotto Sport 香港代理商加豪體育用品有限公司於今季繼續贊助本年度香港超級聯賽賽事之裁判員裝備，為所有執法香港超級聯賽賽事之裁判員及裁判考核員提供制服，並額外贊助青年裁判員計劃之裁判員。此外，Lotto Sport 亦繼續為本會舉辦的新裁判員訓練班為導師及學員提供課堂裝備，本會感謝 Lotto Sport 對本會裁判員及本地足球運動的支持。同時，本會在新球季將會採用全新輔助器材，包括消失噴霧、通訊系統及電子旗等配套設施以輔助裁判員執法。

為增加裁判員之推動力和提高裁判員之執法水平，本會於今季繼續設有一等、二等及三等最佳裁判員、最佳一等、二等及三等助理裁判員獎項，合共有六個獎項。獎項由加豪體育用品有限公司贊助，頒發給在該年度表現最佳的裁判員，以示鼓勵。所有獎項於今年五月在本會之周年晚宴中頒發。

由國際足協主辦為期五天的「國際足協精英裁判課程」於去年七月在本地舉行，共有四十三人參加(包括八人旁聽)，於課程期間更為本地裁判員進行體測，成績優異。今年二月，本會舉辦「室內五人足球裁判員工作坊」，由邱浩波先生主持開幕禮，並邀請日本籍國際室內五人足球裁判導師松崎康弘先生出席擔任主講嘉賓，工作坊主要分為課堂及場地實習兩個部分，一眾學員透過授課和實習，獲益良多；而閉幕禮則由行政總裁薛基輔先生主持。五月，本會舉辦「2015 亞洲足協會員國裁判發展先導計劃」，席上邀請 Abdul Razak Bin Anuar 先生(裁判營運主管)、與及原修一郎先生(項目負責人)擔任嘉賓。期間與本會裁判部、行政總裁薛基輔先生、與及委員會主席邱浩波先生進行首次會議，為裁判之中長期發展計劃定出目標，當中包括加強裁判委員會之組織，並建議成立一個有問責性的裁判員編配小組，釐訂相關程序。同時又建議利用新設立之 Schedule 網上編配系統傳遞編配消息，而該系統適用於高級組別。同月，本會舉辦「英超裁判分享會」，英超裁判員 Mr. Mike Jones 應邀出席是次活動，共有一百二十七人參加。由於活動效果良好，本會於明年會繼續舉辦。由國際足協主辦的「2015 國際足協裁判課程」於七月在本地舉行，一連五天的課程，由國際足協裁判導師 Mohamad Rodzali Yacob 先生和 Chia Eng Wah John 先生授課。參加者為本地精英裁判員及青年裁判員，課程目標為更新執法知識、國際足協之技術指引、及完善在場地上的執法技巧。經過此密集及全面的課程，參加者增進了裁判員之執法技巧，獲益不少。

多名裁判考核員、裁判導師及國際裁判員於季內獲國際足協及亞洲足協委派於海外國際賽事中擔當裁判監督、裁判考核及進行執法，增加寶貴經驗。同時，本會亦於今季派出多名裁判考核員、裁判員及裁判導師到海外參與研討會及訓練課程。去年七月，本會派出曹仲祥先生、伍炎堅先生及李友德先生參加由國際足協在中華台北舉行之「國際足協 Futuro III 裁判導師班」。同月，本會裁判考核員陳蔭明先生前赴杜拜為 2014 亞洲精英裁判員作考核。八月，本會安排裁判導師張炎有先生前往馬來西亞參加「亞洲足協教材工作坊」。九月，本地兩名裁判員何煒昇先生及羅碧芝小姐獲提名參加「亞洲足協裁判發展課程」。同月，裁判導師張炎有先生代表本會前往馬來西亞吉隆坡出席「亞洲足協 Project Future 2012 批次裁判員終結發展課程」。十月，本會派出陸建燊先生、霍龐盛先生及羅銘亮先生參加由歐洲足協在瑞士日內瓦舉行之「歐洲足協 Centre of Refereeing Excellence 課程」。十一月，本會黃寶安先生及陳紹基先生分別獲邀請前赴泰國參加「亞洲足協室內五人裁判導師課程」及「國際足協與亞洲足協合辦室內五人裁判導師訓練課程」。同月，裁判考核員張炎有先生代表本會前往澳洲悉尼出席「亞洲足協男子及女子裁判員招募 2014」。今年二月，本會安排裁判導師及考核員張炎有先生與裁判考核員方有發先生一同前往馬來西亞參加「2015 亞洲足協裁判課程」。同月，本會派出裁判員羅碧芝小姐參加由亞洲足協舉辦的「女子亞洲足協裁判員課程」。四月，本會派出裁判考核員黃寶安先生前赴越南為 2015 亞洲足協室內五人足球裁判員作考核。同月，本會裁判招募員(Recruiter)張炎有先生獲邀請前赴朝鮮為 2015 亞洲足協男子及女子裁判員作考核。五月，本會派出兩名裁判員庾建峯先生及沙羅(Sarao)先生參加由

日本足協在大阪舉行之「第六屆日本足協國際裁判課程 2015」。同月，本會室內五人足球裁判招募員(Recruiter)黃寶安先生獲邀請前赴中華台北為 2015 亞洲足協室內五人足球裁判員作考核。同月，本會提名裁判員林培丹小姐於中國北京完成由亞洲足協舉辦之「亞洲足協 Project Future 裁判員發展課程」。六月，本會派出黃志騰先生、呂小全先生、鍾明生先生及王遠志先生參加馬來西亞吉隆坡舉辦之「2015 裁判導師課程(Futuro III)」。

季內，本會有多名本地裁判員和導師被亞洲足協和東亞足球聯盟委任為成員，證明其能力獲得肯定和認同，這反映出香港裁判員和導師於國際上受到重視。

紀律

堅持公平競技是本會的宗旨，本會一向極度關注球賽的紀律，除了保留所有超級聯賽賽事的比賽片段外，若遇有不良紀錄的甲、乙、丙組球隊作賽，本會亦會安排職員到場拍攝比賽影片，以作警示球隊及記錄之用。另外，為確保以公平及中立的態度去解決有關球賽中職球員紀律的問題和違規事件，本會特別委任了獨立人士出任紀律及上訴委員會成員，採取公平及中立的態度審理每宗球賽紀律聆訊個案；為球會提供詳細判刑理據，使球會得到公平上訴機會；並且嚴厲執行處理違規事宜，以保障賽事的質素。對於一些紀律不佳的球隊，本會的委員會亦會發出嚴重警告信，以收阻嚇之用。委員會的不偏不倚處事原則，亦獲得各球圈人士的認同。同時，本會亦繼續向各參賽組別的球隊灌輸公平競技之訊息和重要性，並加強教育及宣傳，藉以減少違規事件發生。為鼓勵公平競技，紀律良好的甲、乙、丙組球隊除了獲得本會頒發體育精神獎外，亦會獲發資助金作為獎勵。本會將繼續持之以恆，改善球員的紀律。同時，本會考慮吸納更多沒有球會背景之人士擔任監場工作，以示公正。另外，本會除了簡化紀律處理程序之外，亦會不斷檢討及修訂紀律章程，盡量接近亞洲足協的相關規例。而已修訂之新版《2014/2015 紀律章程》亦已編印成小冊子，供各參賽組別之球隊參閱。

就前愉園球員沙沙麥斯因串謀打假波，違背體育精神，從而影響或意圖影響球賽賽果，違反本會《2014/2015 年度紀律章程》一案，本會於今年六月召開的紀律委員會。在經過詳細研究有關報告及考慮其犯規的嚴重程度後，委員會一致決定判罰沙沙麥斯終身停賽，終身不能參與本會舉辦之所有賽事及活動(包括職員及球員身份)，而有關停賽決定亦已提交予國際足協及亞洲足協。

賽事

由亞洲足協認可的全新職業聯賽---香港超級聯賽，已於去年九月正式展開，這是香港足球歷史上首屆，亦是首次根據牌照制度而舉行的本土頂級球會聯賽，標誌著本地足球事業的重大革新，亦是振興本地足球事業的一個重要里程。賽事由獲得本會頒發香港超級聯賽牌照的九支球隊進行角逐。

為加強所有參賽人士之間的溝通及確保他們清楚明白到最新的球例、賽例及參賽時需要注意的事項，本會於去年八月舉行季前聯席座談會，向本會的各屬會、監場、裁判員及考核員等講解有關今季各組別賽事的事宜與及運作詳情。而 2014/2015 年度超級聯賽球員講座亦安排於同月舉行。本會向來十分重視與各球會的溝通，除了定期舉行超級組會議及甲乙丙組座談會外，亦成立聯絡小組，使成為雙方意見交流和訊息傳達的主要橋樑，令球會更有效地表達意見，透過良好和有效的溝通有助促進本會與屬會之間的關係。在本會的積極推廣下，今年度有多項高級組別賽事獲得冠名贊助，賽事設立獎金和個人獎項作為鼓勵，以增加球賽的競爭性及刺激性。

本會於今季批准元朗、橫濱(香港)、流浪及天水圍飛馬分別易名以天行元朗、YFC 澳滌、標準流浪及太陽飛馬的名字參加角逐首屆香港超級聯賽賽事。另外，本會亦接納乙組升班馬大埔更改名稱為和富大埔，聯同另一支乙組升班馬黃大仙升班加入超級聯賽競逐之

行列，令到今季共有九支球隊參加超級聯賽賽事。各支參賽球隊於今季都加强實力，為賽事注入了新動力，使到本季賽事的競爭性更趨激烈及更具吸引力和娛樂性。另外，本會亦於今季批准天旭易名，以駿其天旭的名字參加角逐今屆甲組賽賽事。同時亦批准西貢朋友及北區分別以葛士寶朋友及彩俊北區的名字參加角逐今屆丙組聯賽賽事。此外，本會於今季接納九龍木球會及奇峰兩支新球隊參加角逐今屆丙組聯賽賽事。

經過整季的激烈比賽後，今季的各項錦標亦已名花有主。傑志於今季蟬聯聯賽冠軍，成為首屆香港超級聯賽盟主，並直接取得下屆參加亞洲足協盃的資格。而該球隊亦於今季奪得聯賽盃及足總盃冠軍，成為今個球季的「三冠王」。東方則於今季勇奪高級銀牌錦標。南華除了於今季之揭幕戰擊敗傑志奪得 2014 香港賽馬會社區盃冠軍外，並於季後附加賽先後擊敗東方及 YFC 澳滌，再次取得下屆參加亞洲足協盃的資格。此外，傑志於 2014 亞洲足協盃賽事勇闖最後四強，在準決賽不敵伊拉克阿比爾，未能晉身決賽。而該支球隊在 2015 亞洲冠軍聯賽外圍附加賽中不敵泰國春武里，未能突圍而出，於附加賽次圈出局。傑志及南華憑藉其出色的表現於今年亞洲足協盃賽事締造歷史，雙雙闖入八強。 至於本年度之超級聯賽神射手由効力東方的基奧雲尼以十七個入球奪得。初級足總盃由公民摘冠；東昇則於五人足球聯賽稱雄。

去年七月，法國足球勁旅巴黎聖日耳門應邀來港獻技，與傑志進行一場友誼賽切磋球藝，揭開今季球賽的序幕，最後聖日耳門以 6:2 擊敗傑志。傑志在該場賽事的表現非常出色，成績令人鼓舞，亦令到入場的球迷留下深刻的印象，這不但證明本地球隊之實力，同時亦喜見本地球會主辦外隊賽事，顯示出球會對本地球市的信心。為慶祝本會成立百周年紀念，本會特別邀請世界級勁旅阿根廷國家隊於十月來港獻技，與香港代表隊進行本 會百周年紀念賽，世界足球先生美斯亦隨隊來港。賽事當晚雲集世界級球星，星光熠熠，非常矚目，結果阿根廷國家隊以 7:0 擊敗香港代表隊。十一月，來自內地的上海上港在主客兩回合的總成績以 6:1 擊敗傑志，蟬聯「滬港球會盃 2014」冠軍。

每年一度的賀歲盃在今年二月舉行，今屆授權南華籌辦，由 AET 冠名贊助，名為「2015AET 羊年賀歲盃」，主辦單位邀請了美國紐約宇宙隊來港與主隊南華角逐錦標。比賽刺激緊湊，最後紐約宇宙隊憑藉互射點球以總成績 6:4 擊敗南華，奪得冠軍。

今季有多支球隊擁有球迷會和自發組成的打氣團。本會盡力協助和配合球會宣傳活動，在與有關方面取得共識下，讓球迷帶同鼓及橫額等打氣用品進入球場為支持之球隊打氣。這除了使球迷更投入球賽的氣氛及對球會之歸屬感和球會的形象獲得提升外，同時亦强化了本會與球迷之間的關係。

本年度的超級聯賽及其他各項錦標賽事繼續以主客制分別在十個不同地區的球場進行，本會亦藉此推廣球隊地區化及主客制計劃。

今季賽事最可喜的是目睹不少年青球員表現日漸成熟，令球圈人士相信本地足球運動是有發展的空間。另外，本年度的各項本地賽事及國際賽事能得以順利進行，實有賴各超級聯賽球會班主、職球員及秘書處的共同努力、支持和衷誠合作。本會謹在此致衷心的謝意。

青訓發展

本會深知青訓對未來整體足球發展的重要，因此多年來這都是本會工作的一個重點。各項青訓活動均具銜接性和延續性，目標突顯透過有系統的培訓計劃提拔具有潛質的年青球員，為本地足運培訓接班人。

本會一向致力於發展青少年足球培訓，貫徹實行為本地球壇培育人材的理念，並積極推動地區參與青少年足球發展，增強他們對所屬社區的歸屬感，與及對足球運動的興趣，培養其良好團體及體育精神。近年更制定了青少年訓練計劃一體化之理念，讓具潛質的學員接受進一步的延續培訓。而表現良好的學員有機會被本會挑選，參加地域精英隊遴選，繼而晉升至本會的代表隊參與國際賽事。

本年度的「地區足球培訓計劃」透過「賽馬會青少年足球發展計劃---訓練計劃

2014/2015」於去年八月在全港十八區舉行，共有三千二百四十二人參加。本會於本年度繼續推行地區足球發展一體化計劃，幼苗、青苗及地區球隊實現一體化後，運作理想，教練能挑選出更優秀的學員接受培訓。此外，為加强與地區的合作關係，本會安排地區座談會，收集各地區屬會對青少年足球計劃之意見。同時，本會亦成立地區監察員小組，定期召開會議，提交報告，向署方反映在地區訓練時所遇到的問題與及商討解決的方法。

深受青少年和家長歡迎的青少年會，本年度共有七百三十三名會員，而參與訓練班的人數為一千三百二十一名。參加者可透過活動培養出對足球運動的興趣，會員除可免費入場觀看本地超級聯賽賽事外，並可在國際賽事中担任領場大使，讓他們有機會近距離接觸球星，而會員亦可參加本會舉辦的足球活動及足球訓練課程。本會除了每三個月發放會訊及定期舉辦足球基礎訓練班和足球同樂日外，並推出面書(Facebook)專頁，讓各會員可以在專頁內隨時瀏覽青少年會的最新資訊，下載由本會提供的各青少年會活動之相片。亦會進行學校探訪，邀請現役超級聯賽球員出席活動進行宣傳、示範及推廣，讓更多中小學生有機會認識足球運動，並吸引他們加入青少年會。另外亦有舉辦足球訓練營，提供比賽、遊戲、親子營及同樂日，並邀請國際足協有關導師擔任教練工作坊講者，向基層教練及青年領袖教授相關知識；更鼓勵家長參與，讓會員與家人共同享受足球的樂趣和增進彼此間的感情。另外，青少年會亦於八個不同地區設立訓練班，為學員提供全年進行的足球興趣班。同時，本會亦會考慮將青少年會中具有潛質之學員推薦予地域教練作觀察。本會於今個年度先後舉行了青少年會迎新足球同樂日、青少年會冬季足球嘉年華及青少年會小型足球大比拚三次大型活動，為會員提供基本足球技巧訓練、小型足球比賽、教授花式足球技巧、射門遊戲、親子環節等。會員反應熱烈，所有出席活動的會員和家長都非常投入，場面熱鬧。他們都在一個歡樂和輕鬆的氣氛下學習足球技術，感受足球帶來的樂趣；同時家長亦可藉此機會，與小朋友共同享受足球樂趣，體驗親子足球樂。而本會於今個年度亦舉行了兩次分區足球比賽，由八個分區參加比賽。賽事劃分十二歲以下及七歲以下兩個年齡組別，以五人制形式進行比賽。比賽目的是希望會員們能將在訓練班所學到的足球技術在比賽中學以致用，並藉此提升各會員對足球運動的興趣。比賽設有禮物包及紀念品，頒發予成績優異的隊伍和其他參賽隊伍。此外，本會亦安排青少年會與其他足球學校合作舉辦活動，並集中於培訓興趣方面，令更多會員能參與活動。

今季，本會繼續於各區展開全年的草根足球發展計劃，透過「賽馬會青少年發展計劃」的「暑期推廣計劃」及「訓練計劃」、康樂及文化事務署的「學校體育推廣計劃」以及青少年會，每年為本港超過一萬五千名的兒童提供足球推廣及訓練，成就他們的足球之夢。今年三月，「Samsung 第五十八屆體育節---草根足球節」於沙田曾大屋人造草足球場舉行，共八十多名學員和家長出席是次活動，參加之學員非常投入，活動場面相當熱鬧，活動除了提供訓練基本足球技巧外，亦進行了小型足球比賽，讓他們在一個歡樂和輕鬆的氣氛下學習足球技術，學員與家長一起享受足球樂趣，共同度過半天的快樂時光。

為鼓勵學童參與足球運動，以及尊重和欣賞球員對運動的熱誠和付出，本會聯同中銀集團人壽保險有限公司及香港聖公會福利協會有限公司於今年三月合辦「中銀集團人壽港超小球迷體驗之旅」的活動，透過球員親身到學校與學生互動，將健康、快樂的足球理念推廣至本港校園，並提升對本地足球聯賽的關注度。活動設有射龍門挑戰賽，讓同學從中領略到該活動之五大元素 - 「認識」、「趣味」、「體驗」、「熱情」和「夢想」，鼓勵他們多參與足球運動。此外，活動還有教練和球員作現場指導，與同學分享球員的苦與樂；並即席示範和教授足球技巧與及分組教學，隨即進行小型比賽，並邀請同學免費入場觀賞香港超級聯賽。

為推動本港青少年足球發展，本會獲得康樂文化及事務署體育發展組---學校體育推廣小組的支持，邀請全港二十一間中小學，合共超過三百四十名師生於今年三月入場觀賞國際足球友誼賽香港代表隊對關島之賽事，讓他們親身感受本地足球賽事的氣氛。此外，本會更與香港小童群益會的觀塘區青少年外展社會工作隊暨「夜貓子民」東九龍夜青服務合作，邀請十一名青少年擔任活動義工，從義務工作中體驗活動所帶來的歡樂。

本會今季繼續與康樂及文化事務署和贊助商保持緊密的聯繫和合作，共同推動基層足球發展，季內舉辦的項目包括「賽馬會青少年足球推廣 2014」、「恒基青少年聯賽」、「NIKE 曼聯超級盃 2015」及「NIKE 香港五人足球賽 2015」，致力為不同年齡的青少年提供參與正規足球訓練和比賽的機會。在學習正確技巧的同時亦可發揮出本身的潛能，本會亦

從中挑選表現突出及具潛質之球員加入青少年代表隊作進一步培訓，為代表隊提供更多新血和接班人。

去年八月，「2014 香港賽馬會少年社區盃」率先舉行，為今個球季的青少年賽事揭開序幕，結果大中 U13 擊敗九龍木球會 U13 奪得錦標。十月，傑志 U16 取得「香港賽馬會---香港沙灘節 2014 沙灘足球邀請賽」冠軍。本會於今季繼續舉辦青少年聯賽，鼓勵各超級聯賽球會成立青少年梯隊參加該項賽事，今季設十八歲以下、十六歲以下、十五歲以下、十四歲以下和十三歲以下五個組別，為不同階層的青少年球員提供更平均的比賽及交流機會。而五個組別都增設甲組聯賽、乙組聯賽及足總盃。另外，本會亦設有十七歲以下青少年聯賽，每個組別均有超級聯賽、甲、乙或丙組球隊參加。賽事宗旨是讓年青球員有更多的機會參與足球比賽和訓練，從而提升他們的足球水平和增加比賽的經驗。

另外，「NIKE 曼聯超級盃 2015」今年繼續為本地年青球員提供一個高水平比賽舞台，為本地球壇發掘及培養接班人。球員可藉著參與賽事，有機會挑戰內地以致外國的不同精英球隊，拓展個人的足球視野，得到難能可貴的經驗。傑志於今屆賽事中脫穎而出，取得冠軍，並代表香港參加今年四月在中國雲南省昆明市舉行之大中華區決賽，結果取得二勝一和二負的成績，未能出線晉身四強。

本會一直都支持足球學校計劃，今年四月，本會董事會批准將仁濟醫院董之英紀念中學的「職業足球員培育計劃」認可為正式的足球學校。

由香港賽馬會慈善信託基金繼續冠名贊助，名為「賽馬會青少年足球發展計劃---暑期推廣 2014」，今季的參加人數共一萬二千六百七十六人，非常踴躍。該計劃的主要目的是鼓勵本地青少年參與足球活動，為他們提供一個足球平台，讓他們踏上足球員旅程的第一步；推動他們對足球運動的興趣，同時訓練他們對足球的參與和體育精神，從而激發其個人成長及天賦、表現與努力成果；讓參與者在今個暑假期間享受足球所帶來的樂趣，為他們提供一個富有意義的消閒活動，成就他們的足球之夢。此外，該計劃不但能訓練他們的球技，更重要的是可藉此鍛鍊他們堅毅進取的品格，培養他們重視團隊、紀律和公平競賽的精神。該計劃是一個覆蓋全港地區的足球訓練計劃，今季以 Football-for-All 為主題，為四至十七歲年青男女提供足球訓練，讓每一位參加者都有機會學習到基本的足球技術。而今季之活動將作出多方面的改革，目的是希望能夠與本會的其他活動建立更多連繫，從而令計劃更臻完善。革新特點包括不再設分階段篩選，讓所有參加者可以參與全個計劃;在訓練期間會安排更多小型比賽機會;年齡降至四歲，讓小朋友自小就可以接觸足球運動；課程於八月份內完成，不會阻礙新學年的開始。該計劃更邀請了唐建文、顏樂楓、陳詠詩以及翟嘉敏擔任青少年足球推廣大使，呼籲青少年參加。青少年足球推廣大使亦將會協助該計劃到訪中、小學校進行足球示範，推廣該計劃及足球運動，並與參加者一起分享感受。

香港賽馬會慈善信託基金繼續冠名贊助(已連續五年贊助)2015 年的「賽馬會青少年足球發展計劃---暑期推廣 2015」。該計劃是香港最大型的青少年足球發展計劃，主要目的是推動本地四歲至十七歲的男女青少年對參與足球運動的興趣，為他們提供一個足球平台；訓練他們的參與度和體育精神，並激發其個人成長及天賦。暑期推廣計劃由今年七月至八月期間展開，該計劃是一個覆蓋全港地區的足球訓練計劃，為四歲至十七歲的男女青少年提供足球訓練(基本足球知識及技術課程)和參加小型比賽。該計劃之特點包括不再設分階段篩選，讓所有參加者可以參與全個計劃；在訓練期間會安排更多小型比賽機會；年齡降至四歲，讓小朋友自小就可以接觸足球運動；課程於八月份內完成，不會阻礙新學年的開始。計劃將會令到有更多本地青少年受惠。該計劃更邀請了陳詠詩、賀允同、陳肇鈞以及梁冠聰擔任青少年足球推廣大使，呼籲青少年參加。青少年足球推廣大使亦將會協助該計劃到訪中、小學校進行足球示範，推廣該計劃及足球運動，並與參加者一起分享感受。

為推動青少年足球發展，本會於今季繼續與香港學界體育聯會組成一項策略合作伙伴，在教練、裁判、參與度和水平改善等多個範疇向香港學界體育聯會提供支援，為學界建立更好的足球社群，吸引其參與國際及球會級比賽。

推廣及發展本地室內五人足球是本會其中一項重點的工作。本會積極加強培訓的工作，讓年幼球員接受正式訓練，從而挑選具有潛質的球員作長期訓練。本會今季已落實推行室內五人足球聯賽、培訓室內五人足球專項球員、提升代表隊能力和加強室內五人足球

教練及裁判培訓。同時，亦已將室內五人足球發展項目之推廣延伸至全港的中小學，更聯繫全港十八區，將該項目推展至社區各階層，讓更多人參與室內五人足球運動。而在今季，本會亦舉辦了多次室內五人足球同樂日。為提升學界室內五人足球之水平，讓學生有更多機會參與室內五人足球賽事，本會於今季舉辦五人足球賽(學校組)，這是一項全港性的中、小學五人足球賽。賽事劃分為香港、新界東和新界南三個分站，設中學十五歲以下男子組、小學十三歲以下男子組、小學十三歲以下女子組及小學十歲以下男女子混合組四個組別。賽事由車路士足球學校(香港)贊助，共一百二十二隊參加。另外，本會亦會繼續加强室內五人足球之推廣及宣傳，並物色合適之贊助商。

今年一月，香港代表隊榮譽團長張廣勇博士慷慨捐贈港幣五萬元予本會，用以支持推動香港室內五人足球青少年球員的培育發展。本會在此感謝張廣勇博士的捐獻。

教練、行政及運動科學人員培訓

一直以來，本會十分關注和重視教練和導師的培訓工作，並積極培育新一代的教練和導師。為了提高本地教練之專業水平，本會除釐定教練培訓發展策略和制定教練守則外，亦定期舉辦工作坊及不同主題的講座，由本地及海外經驗豐富的導師主講，灌輸最新的知識，並提供新訓練思維及方式予各教練工作者，質量並重，以提高本地教練的專業知識和水平。除此之外，為使各教練課程內容能更進一步改善，本會安排不同教練導師專門任教各級別課程，作出適當的指導，並定期作檢討及跟進。而在教練課程中亦加强個人能力及技術之訓練，以達至提升本地教練之全面性。同時，本會亦加强與各教練的溝通和聯繫，除舉辦多個研討會、座談會、工作坊及講座外，並編印教練通訊郵寄給各註冊教練及上載到本會網頁，讓他們得到最新的教練資訊，提高有關專業水平。本會今季繼續沿用去屆的教練培訓體制、註冊制度和統一的教學方針，運作亦見成效；培訓也獲得完善的安排，使到教練的訓練質素得到提升。為確保本地教練的質素、水平及參與活躍度，本會對獲得聘用的教練定期進行檢討及評核，以其成績、表現及其活躍程度作為參考才決定續約與否。另外，本會亦計劃加强地區教練的培訓，為各地區教練提供更多技術上的支援，從而提升地區足球的水平。此外，本會亦定期舉行教練導師會議，保持溝通。

本年度本會共有八百四十四位註冊教練，而多名本地教練和導師分別獲得國際足協、亞洲足協和東亞足球聯盟委派工作，證明其能力獲得肯定和認同，這反映出香港教練導師於國際上受重視的程度。

季內，去年十月本會派出馮永成先生、陳淑芝女士、黃若玲女士及司徒文俊先生前赴馬來西亞吉隆坡參加「國際足協/亞洲足協/大洋洲足協國家隊教練及技術總監會議---2014 巴西國際足協世界盃」。本會委派陳曉明先生及司徒文俊先生參加由亞洲足協於十一月在韓國坡州舉辦之「亞洲足協 2014 批次教練---課程三」。今年二月，陳曉明先生獲本會委派參加由國際足協主辦於西班牙馬德里舉行的「國際足協草根足球導師會議」。同月及七月，本會派出伍少業先生、黃子偉先生、葉顯揚先生、潘廣德先生及譚朗明先生前往中華台北嘉義參加由亞洲足協主辦之「亞洲足協 A 級教練證書課程」。三月，馮永成先生被本會委派前往馬來西亞吉隆坡參加由亞洲足協主辦的「亞洲足協體能導師課程(級別二)」。四月，黎栢勇先生獲本會挑選前赴馬來西亞吉隆坡參加由亞洲足協主辦的「亞洲足協室內五人足球守門員教練導師研討會」。同月及六月，本會派出八名本地教練前往澳門參加由亞洲足協主辦之「亞洲足協 A 級教練證書課程」。五月，本會派出陳曉明先生及司徒文俊先生前赴馬來西亞吉隆坡參加由亞洲足協主辦的「亞洲足協 2014 批次教練---課程四」。六月，本會委派黎栢勇先生參加由亞洲足協在馬來西亞吉隆坡舉辦之「亞洲足協 C 級教練導師溫故知新課程」。上述獲派出的學員於完成課程後除了向秘書處提交報告之外，亦會將學到的最新資訊及專業知識透過講座向其他學員分享課程成果及經驗。

本會於今季共舉辦了五個本地教練講座，當中包括「現代足球守門員趨勢」、「香港青年隊訓練示範」、「室內五人足球守門員技術訓練」、「當代守門員教授」及「世界盃技術分析報告」，分別邀請加藤好男先生、沙維·巴禾·詹文尼先生、黎栢勇先生、Mr. Frans Hoek、郭家明太平紳士擔任講者出席講座。講座除了增進本地教練訓練的知識外，亦令到本地教練與講者有一個相互交流的機會。

本會日後將會推薦更多不同的教練導師和教練前往海外參加課程及研討會，從而培育一批導師接班人，更有效地提升本地教練的水平。同時，為配合未來足運之發展及提升教練的質素，本會將會考慮從海外聘請教練導師來港，協助主理教練及培訓的事務。

為協助本地教練提高教授足球的知識和技巧，本會於今季重新設計教練培訓課程及教學大綱。而今季繼續舉辦多個廣受大眾歡迎的教練課程，當中包括「青年足球領袖(級別一)及(級別二)證書課程」、「D 級教練課程」、「亞洲足協 B 級教練課程」、「亞洲足協 C 級教練課程」、「亞洲足協(級別二)守門員教練課程」、「亞洲足協(級別一)室內五人足球教練課程」、「亞洲足協(級別二)室內五人足球教練課程」及「亞洲足協(級別一)體能教練課程」，為有興趣投身參與教練工作之人士，提供專門的培訓，把足球運動推向普及化。而合資格的教練亦將協助日後地區和學界方面的足球發展工作，培育新一代的球員。

另外，本會亦會提升一批有潛質的教練晉升為本地初級教練導師並加以培訓。他們將安排至初級教練課程內實習，由資深的教練導師協助下進行實踐。同時，本會並會制定各項措施及舉行講座以評估及提升各教練導師的水平。

由本會主辦，康樂及文化事務署資助，教育局協辦的「學校體育推廣計劃---足球：外展教練計劃---小型足球」，對象以中、小學生為主。透過本會派出合資格的註冊教練到各中、小學校，協助學校為學生提供足球訓練，從而提高學校的足球水平。在非校隊訓練方面，教練指導學生進行足球遊戲及基本技巧訓練，以培養他們對足球運動的興趣。而學校亦可透過該項計劃，組成校隊，從而提升學生的運動水平。在校隊訓練方面，訓練內容以技術及小組戰術練習為主，強調個人及小組的能力，目標是訓練學生組成校隊參與小型足球比賽。而教練亦會定時為學生作技術評估。

本會於今季制定出一套更完善的教練培訓體制，以協助提升本地教練之水平。當中包括為現有教練之水平制定評估方案、將教練培訓工作下放至以球會為基礎之培訓、為代表隊的未來發展制定新計劃、替代表隊建立一套新風格、增強與球會之間的溝通工作和關係與及安排定期集訓和友賽、進一步完善聘用教練之遴選制度、以公開招聘之形式聘用教練並制定有關地域教練之招聘程序。

市場推廣及對外關係

本會一直以來都積極地尋找合作夥伴，為本會籌辦更多市場及推廣活動，並且加強市場宣傳和推廣的工作，藉此提升本會之信譽和形象；從對外和對內兩方面致力推廣本地足球，透過市場推廣及傳媒關係促進更多機構及市民對足球運動的支持。

在對外事務方面，本會繼續與國際足協、亞洲足協及東亞足球聯盟保持緊密聯繫和良好的合作關係，將香港足球資訊對外發放，增加外界對香港足球的認識和興趣，為推動本地足球運動而努力。同時，本會亦銳意增强本地球迷對本地足球的歸屬感。而本會在今季較以往更主動和積極地處理對外事務，包括迅速跟進公眾的查詢與及投訴事項。

在各傳媒及機構的積極參與下，多項市場及公關活動取得令人滿意的成效，大型的市場推廣活動成功吸引到廣大市民的注意，達到賽事和商務宣傳的效果。本會於今季舉辦了多項市場活動，包括與贊助商合作，贊助賽事並進行推廣；聯同傳媒機構為賽事及球隊作廣泛的宣傳，並且開拓更多不同類型的媒體報導賽事，使推廣賽事的層面擴大，變得更為多元化和更具深度。

不少大型機構及知名品牌仍視本地足球運動為有價值的商業贊助對象。本會於今季繼續與 NIKE 香港有限公司結成合作夥伴關係，NIKE 再度成為香港代表隊的贊助商和官方合作伙伴，為各級代表隊提供隊服及裝備，並為本地超級聯賽及九支超級聯賽球隊提供 NIKE Incyte 型號足球作官方比賽用球、與及場地制服贊助。而今屆所有超級聯賽賽事中男/女裁判員及裁判考核員之制服裝備亦繼續獲得意大利著名運動品牌 Lotto Sport 香港代理商加豪體育用品有限公司贊助。

本會今季仍成功取得多間贊助商的支持。多項高級組別的賽事都獲得冠名贊助，包括由中銀集團人壽保險有限公司冠名贊助的首屆「中銀集團人壽香港超級聯賽」、由廣東康寶電器有限公司冠名贊助的「康寶高級組銀牌賽」。亞洲電視有限公司與本會合作播放今季本地足球賽事，為本地足球賽事作宣傳及推廣，讓本地球迷能透過免費電視頻道收看精彩的本地足球賽事。此外，本會更與贊助商繼續緊密合作，成功舉辦多個大型賽事項目，包括由 NIKE 香港有限公司冠名贊助的「NIKE 曼聯超級盃 2015」和「NIKE 香港五人足球賽 2015」、由恒基兆業地產集團冠名贊助的「恒基青少年聯賽」等。這些活動均反應熱烈，並且獲得好評，顯示出足球的魅力和證明本地足球賽事仍有龐大的市場價值。另外，本會亦成功獲得香港賽馬會慈善信託基金繼續冠名贊助 2015 年的「賽馬會青少年足球發展計劃」，而香港賽馬會慈善信託基金亦同時冠名贊助季初的「2014 香港賽馬會社區盃」及「2014 香港賽馬會少年社區盃」；和富社會企業冠名贊助「女足可圓夢 --- 青少年發展計劃」和「女足可圓夢 ---足球嘉年華」；車路士足球學校(香港)冠名贊助「車路士室內五人足球聯賽」及「車路士盃五人足球賽(學校組)」；Active O2 冠名贊助今屆「Active O2 香港足球明星選舉」。而去年本會籌辦慶祝百週年紀念賽亦獲得多個贊助商的支持，當中包括中銀集團人壽保險有限公司、NIKE 香港有限公司、吉列、香港航空(同時亦贊助機票，支持香港代表隊往海外集訓)、摩根大通、來寶集團、寶礦力水特、屈臣氏蒸餾水等。本會在此感謝各贊助商對本地足運的支持。

除此之外，今年度「2014/2015 香港足球明星選舉」於 2015 年四月展開，是次選舉投票踴躍，多個獎項都名花有主。而今屆香港足球先生由東方的基奧雲尼當選，選舉除了表揚台前幕後的球壇精英外，對於推動本地足運的發展亦有莫大的裨益。

在落實首屆香港超級聯賽即將誕生後，本會市場推廣部隨即展開一系列的宣傳推廣及市務工作以配合全新職業聯賽的成立。在市務方面，當中包括設立一個全新的品牌、商標和建立新聯賽形象；尋找新的聯賽冠名贊助商；進行更多的市場推廣工作；豐富網頁內容；修改網上聯賽經理人遊戲；制訂及落實誠信措施，監察所有賽事；球員和教練必須參加教育講座；安排裁判員簡報會；與國際足協和康樂及文化事務署聯手推行球場草地改善計劃；進一步增加資源在裁判員的培訓、考核及溝通工作；隨機執行禁藥測試制度；着手籌備球員工會；同時引入預備組賽事的新賽制，專注於年青球員上；增加更多類型賽事；提升比賽獎金；設立種子基金幫助資源較匱乏的球會；安排季前球員講座；委託專業公司為本地賽事提供反欺詐系統和偵測服務；洽談電視轉播權；透過亞洲足協的 Kick Off 計劃，讓專家們來港，指導本地球會進行市場推廣以增加更多的商業利益；在賽事中進行問卷調查，進一步加強和迎合球迷的訴求。

在宣傳推廣方面，當中包括在巴士車身賣廣告，坊間反應非常理想；在港鐵車站推行玩「撐港超·撐夢想」遊戲，設有豐富獎品給與得獎者；張貼海報於港鐵車站內，積極將本地足球訊息傳遍全港；為表揚在賽事中表現出色的球員，贊助商中銀集團人壽保險有限公司與香港體育記者協會合辦聯賽每月最有價值球員選舉，設有獎座及獎金作鼓勵。此外，本會亦聯同贊助商及香港聖公會福利協會有限公司合辦「中銀集團人壽港超小球迷體驗之旅」，鼓勵學童參與足球運動，透過球員親身到學校與學生互動，將健康、快樂的足球理念推廣至本港校園，並提升對本地足球聯賽的關注度。

另外，本會亦於代表隊在主場參與的一些國際賽事中，於賽前透過傳媒和官方網頁呼籲球迷穿上主場顏色衣物或代表隊球衣入場，為代表隊打氣；並推出代表隊的官方紀念品及球衣上架，公開發售和給予優惠。本會又安排於代表隊比賽期間，在球場內提供代表隊球衣予球迷選購，讓球迷穿上代表隊球衣支持代表隊；並於場內設立代表隊球迷打氣區，協助組織打氣團與及製作代表隊打氣棒等。

今年三月，代表隊在主場與關島進行一場國際足球友誼賽，本會於賽前首先在香港超級聯賽面書專頁推出一個「贏波靠晒你」的推廣遊戲，讓全港市民共同為代表隊獻計，為賽事提供最佳戰陣和策略。為營造熾熱的主場氣氛，入場球迷均可免費獲得賽事場刊與及印上「成為港隊第十二人」的心型貼紙，為港隊吶喊助威。場內更設有多個攤位，包括免費派發寶礦力水特、在香港超級聯賽面書專頁讚好，即可免費換領棉花糖；即場下載「KICK OFF 開波喇」手機 App，即可免費換領爆谷；在球迷留影區更可與三位「港隊 Angel」合照留念與及贏取豐富獎品。而場內亦設有控球挑戰賽，得勝者可免費獲贈代表隊主場球衣，同時亦請來花式足球運動員施寶盛作示範表演，場內亦設有港隊紀念品專賣區。此外，為宣傳賽事，本會與 MTel Limited 合作，透過下載「KICK OFF 開波喇」手機 App，可讓全港球迷能夠獲得現場比賽資料、於 App 內吹水區傾談；更鼓勵

球迷在現場設置的攤位參加互動影相遊戲。on.cc 東網更全面直擊賽事，除了港隊賽前備戰實況及球員專訪外，更現場直播賽事，市民可透過其網頁或手機 App 觀賞球賽。同時，本會獲得康樂文化及事務署體育發展組---學校體育推廣小組的支持，邀請全港二十一間中小學、合共超過三百四十名師生入場觀戰，讓他們親身感受本地足球賽事的氣氛。而本會更與香港小童群益會的觀塘區青少年外展社會工作隊暨「夜貓子民」東九龍夜青服務合作，邀請十一名青少年擔任活動義工，從義務工作中體驗活動所帶來的歡樂。比賽當天球場搖身一變，成為一個合家歡嘉年華。

今年六月，代表隊在「2018 世界盃亞洲區外圍賽第二圈暨 2019 亞洲盃外圍賽」首場主場賽事迎戰不丹，為宣傳賽事，本會特別推出主場優惠套票鼓勵球迷齊心「撐自己人」，套票均附送代表隊襟章；而購買「撐自己人」套票更可獲贈本土插畫師設計之「香港對中國」別注版打氣 T 恤。在營造熾熱的主場氣氛方面，本會特設球迷站立打氣區，讓球迷全程站立觀賞賽事，並與生力啤酒合作，憑票尾於場內免費換取生力啤酒，實行飲住啤酒撐自己人。而本會於場內免費派發打氣棒、打氣用品和港隊貼紙、賽事場刊、袋裝賽事月曆與及本土藝術家設計的「撐自己人」精美海報，場內亦設置大型「香港 Fight」巨型燈箱，讓球迷觀戰前留影「打咭」，於社交網站與好友分享。球迷參與「撐自己人二重奏---第二擊」遊戲，有機會贏得由 PAM Holidays 送出「雙人不丹世界盃之旅」，親身到不丹撐港隊，亦可於紀念品專賣區發售由本地著名漫畫家利志達特別設計「撐自己人」世界盃外圍賽限量精品手挽袋。

上述多項宣傳活動均反應良好，更獲得球迷的正面回應及熱烈支持。

為拉近本會與全港球迷之間的距離與及加強雙方之互動關係，今屆「香港足球明星選舉」增加不少新意。除了設計全新標誌以配合香港超級聯賽之外，在拍攝宣傳照時還特別邀請多個贊助商為球員打造華麗型像，力求為球迷帶來驚喜。該次選舉以「星途之上，有您心聲」作主題，為吸引更多球迷參與。今屆選舉特別在公眾投票表格新增「星途之上，有您心聲」留言欄，讓球迷寫上支持球星的感言，而寫得最好的十二位將獲邀出席頒獎典禮，共同見證今屆香港足球明星的誕生。

就其他市務及宣傳推廣方面，本會已進行多項宣傳活動，如在球場內安排場地廣告製作，擺設廣告牌及使用易拉架提供一個美觀背景給與傳媒與球隊職球員訪問之用，從而增加贊助商品牌的曝光率。為進一步提高球迷對香港足球的凝聚力和親切感、與及吸引和鼓勵更多球迷入場欣賞賽事、並加深及培養球迷對本地足球賽事的興趣、認識和支持，本會亦推行了多項相關的措施，如積極與球場管理層及有關方面商討和合作，成功爭取讓球迷帶鼓、旗幟和橫額等打氣用品進入球場，支持對賽球隊，藉此讓球迷更投入球賽，並且增加球賽的現場氣氛及球迷的參與性。本會亦推出長者及學生特惠票優惠，及安排於場內使用八達通咭付款購票，方便球迷；並為不同非牟利的團體安排有需要的人士免費入場觀看賽事等。為支持代表隊在今屆「省港盃」首回合作客爭取勝利，本會舉辦球迷打氣團，邀請球迷遠赴惠州，親身入場觀賞賽事，為代表隊打氣；並於次回合主場賽事於場內免費派發海報、公開發售 2015 年港隊檯曆，鼓勵球迷入場支持港隊。此外，本會除了於網頁內提供詳盡及最新的本地足球資訊外，亦加強在場內的宣傳，於場內派發球員名單及賽程等資料；更於聯賽開鑼日印製海報、紀念特刊，內容包括球會、球員、賽事及場地等資料，免費致送予入場觀看球賽的球迷，進一步推廣本地足球。

在與公眾及傳媒之間的關係方面，為積極加強與傳媒的溝通和合作，本會於今年繼續邀請各傳媒參加今屆「省港盃」之惠州訪問團。另外，本會亦於今季繼續協助體育記者協會於場經內頒發由各傳媒記者投票選出之每月最有價值球員獎項，以鼓勵及表揚球員在場上的落力演出。同時，本會亦約見傳媒，保持緊密的聯繫；並在突發事件上主動聯絡傳媒，發放新聞稿。而各傳媒對季內舉行之多個重要賽事和國際賽事均有廣泛的報導。此外，本會亦逐步提高本會的透明度，讓公眾了解目下足運的發展動向，豎立正面的形象。同時，本會已增強了球場內的設施，方便傳媒上網。本會在此感謝各大傳媒的努力和關注，令本地足球新聞仍然成為其中一項最為廣泛報導的體育項目。

在本地賽事宣傳方面，本會透過不同媒體向公眾推廣，包括召開記者會、提供記者採訪用背幕、於本會及坊間足球網頁放置廣告。在本地的國際賽事方面，包括與贊助商及本地傳媒報章舉行聯合推廣、於本會及坊間足球網頁放置廣告；向本會屬會、教練、裁判員及青少年活動參加者發放電子郵件，加強宣傳有關賽事；增加門票銷售渠道、售賣點及優惠，吸引更多球迷入場；增加場內氣氛，派發打氣棒；邀請贊助商到現場觀賞賽事，建立更緊密的良好關係。

除上述活動外，本會的官方中英文網頁維持每日上載不同的新聞及資料，瀏覽次數每日平均超過八十萬次。在有超級聯賽賽事的比賽天，瀏覽次數則超過一百萬次，當中尤以即場球賽結果及球會資料最受球迷歡迎。此外，本會網頁內容極具資訊性，除了加強有關本年度香港超級聯賽的篇幅外，網頁內亦設有各項賽事及出場球員的比賽數據等。為方便瀏覽者能更容易瀏覽網頁的內容，網頁內為不同項目設定特定的頁面，包括香港代表隊、超級聯賽、女子足球、青少年發展、裁判及教練培訓等等。而網頁內更設有場地介紹，提供各場地的交通資料及附近街道的地圖以方便球迷查閱。另外，本會每兩個月出版電子簡報，直接發送至指定的電子郵箱中，讓瀏覽者能緊貼本會的最新消息，藉此將本會每天所發生事情變得更加公開透明，從而為本地球迷提供更多互動性的參與。同時，本會於網頁內預留位置作廣告用途，希望能增加本會的收入來源。而本會之網上購票系統，令球迷購票更方便。該網上購票系統亦替本會開拓新的客源，當中包括海外球迷。

未來，本會將繼續加强網頁內容的篇幅，除了發佈有關推廣活動的最新消息和資料外，更定時更新和修正各項目的資料；提供賽事精華片段給予球迷瀏覽和下載，務求使資訊內容更充實豐富，讓球迷可更快及更準確地獲得本地足球的全面消息，並藉此擴大推廣足球的層面和加深外界對香港足球的認識。

未來方向

這份週年報告旨在為本會今季所舉辦的活動及所取得的成績作扼要的匯報、總結和汲取過往的經驗。展望來季，本會的工作將會面對更加艱鉅的挑戰。儘管如此，本會仍會以積極的態度面對各項嚴峻的挑戰，繼續推動本地足球運動的發展;並以加強球員的質素、提高本地職業賽事的水平和可觀性、與及發展青訓為目標。同時亦會投放更多資源及提供更完善的訓練予各級代表隊，並且增撥更多資源以支持和配合未來的青訓發展。而裁判員、教練、贊助商及設施的發展等工作亦是本會來季的工作重點。

本會將繼續按部就班地依據已釐定之大方向進行改革，從而提升專業管治的質素和水平與及加強決策的效率。本人深信在得到政府的支持，以及本會和球圈人士共同的努力下，未來的香港足運將會呈現出一番新景象。

根據全新五年策略計劃書《力爭上游---萬眾一心》，本會將以全面培育球員為主要目標，由草根足球到專業球員、由男子足球至女子足球，都是計劃的服務對象。除了球員技術培訓外，亦包括照顧球員全方位的福祉。另外，我們亦會檢討現有賽制及改善場地設施，務求吸引更多觀眾及投資者。

在青訓工作方面，本會將會繼續貫徹青訓及加强地區足球發展的培訓工作，為未來足球接班人建立更穩健的基礎，從而更有效地培訓年青球員。另外，本會亦繼續與地區保持緊密合作，加强青少年對地區的歸屬感，並且透過有系統的訓練及比賽，發掘和培育本地新一代具潛質的足球員，使他們成為香港各級梯隊的接班人。此外，來季之青少年足球培訓及發展計劃將會繼續推行地區一體化的運作模式；而青少年聯賽，亦繼續實施分階段、分層之賽制，所有參賽球隊均要遵守出賽球員年齡限制的規例。而本會亦將會進一步擴大草根足球計劃的規模，如增加年齡組別，以至全面推行小型足球比賽模式。同時，一套標準化的本地足球課程大綱亦會全面應用於本港所有草根足球項目上。本會將會繼續增加更多足球發展活動計劃，致力為本港青少年提供一個充滿歡樂及安全的環境中享受足球的樂趣。

在代表隊方面，本會將會集中資源有系統和有策略地訓練各級代表隊，並為他們提供體能和技術教育。為配合代表隊之訓練計劃，除了持續進行定期之集訓和操練外，本會安排代表隊於今年九月前赴泰國與當地之國家足球隊進行一場友誼賽，並於十一月邀請緬甸國家足球隊來港與代表隊再進行一場友誼賽，藉此檢閱實力，以備戰「2018 世界盃亞洲區外圍賽第二圈暨 2019 亞洲盃外圍賽」賽事。目前港隊以兩戰全勝得六分，保持不敗，暫居小組榜首之位，出線形勢佔優，而主客兩戰中國國家隊是港隊能否取得出線資格最關鍵的兩場賽事，本會期望代表隊能於外圍賽中再次發揮出拼搏精神，爭取小組出線，晉身第三圈賽事，以答謝各人的支持。另外，本會亦安排各級代表隊於 2015 年的下半年度參加不同級別的國際賽事，當中包括十四歲以下代表隊將於九月前赴中國北京參加「2015 亞洲足協十四歲以下足球節」、十六歲以下代表隊將於九月參加在蒙古舉

行之「2016 亞洲足協十六歲以下足球錦標賽外圍賽」、十九歲以下代表隊將於九月前往緬甸參加「2016 亞洲足協十九歲以下足球錦標賽外圍賽」、與及十三歲以下代表隊將於十一月前赴關島參加「2015 東亞足球聯盟十三歲以下足球節」。在男子室內五人足球賽事方面，香港男子室內五人足球代表隊將於十一月前赴蒙古參加「室內五人足球亞洲盃東亞區預賽」。在女子賽事方面，十八歲以下女子代表隊將於十月前往中國福州參加「第一屆全國青年運動會 --- 女子足球」。而香港女子代表隊將於十一月前赴越南胡志明市參加「胡志明市國際女子足球邀請賽 2015」，本會盼望各級代表隊能透過比賽交流，汲取寶貴的經驗，從而提升他們的水平，拓闊視野。

在本地賽事方面，首屆香港超級聯賽已於今個球季順利完成，而新一屆超級聯賽九支參賽球隊亦已重新裝備，增強實力，以提升職業比賽的競爭力和水平，從而配合新聯賽的發展。在香港超級聯賽正式運作後，本會希望港超聯能於三至五年後獨立於本會運作，而本會亦建議九支港超聯球隊成立工作小組，與本會商討港超聯日後如何獨立於本會運作。來季，本會繼續以提高本地球賽水平為目標，並加强球迷對香港足球的信心和球員的質素、與及進一步提升職業賽事的可觀性，吸引更多球迷重返球場，繼續支持香港足球。此外，本會亦矢志加强與球迷之間的關係，拉近彼此間的距離，培養他們對本地足球的興趣和歸屬感，重拾他們對香港足球的信心。

為進一步推廣和支持香港室內五人足球運動，本會除了成立香港室內五人足球男子及女子代表隊作長期訓練與及安排出外集訓之外，亦會盡力爭取較多於室內場地進行比賽的機會，讓球員能更熟習和適應在室內作賽的環境。室內五人足球是本會重點發展項目之一，本會除了積極加強培訓的工作，亦拓闊機會予不同年齡的男女子接受正式訓練，並制定發展香港室內五人足球的策略，當中包括繼續舉辦室內五人足球聯賽；培訓更多室內五人足球專項球員；支持代表隊參與國際比賽以提升代表隊的能力；加強室內五人足球教練及裁判培訓；並將室內五人足球發展項目之推廣延伸至大學；引入全新的學界室內五人足球賽事;聯繫全港十八區,將該項目推展至社區各階層;並籌辦全港區際比賽，讓更多人參與室內五人足球運動。同時本會亦會增强室內五人足球之推廣及宣傳，物色合適之贊助商。此外，本會亦會繼續向政府爭取更多資源去發展室內五人足球，包括場地供應、完善場內的設備和調整有關場地的收費，以減低比賽成本，配合發展室內五人足球的步伐。

在女子足球方面，來季本會將會繼續發展女子足球，舉辦多個組別的女子足球聯賽。除了加強培訓的工作之外，亦會投放資源培訓各級女子足球代表隊，安排定期訓練，以提升其實力及競爭力。同時，本會將會加強培訓女子裁判員及教練，做好配套設施，以配合女子足球未來之發展。

在裁判員方面，本會將會積極招攬更多裁判員加入，制訂相關系統來培訓他們的技能和體能，並嚴厲監督他們的執法表現，以提升本地裁判整體水平。而裁判經理亦會制訂不同計劃以加強發展各個級別的本地裁判工作，為更多裁判員提供專業培訓、指導及評估工作，舉辦更多新的裁判課程，引進實地執法，並舉辦更多裁判監督員培訓班，讓裁判與其他足球業界人士增加溝通。

在教練方面,本會繼續以提升教練的質素為首要任務,並將會進一步擴大教練培訓課程，訓練更多教練，助他們達致更高水平；同時透過定期培訓和評估讓他們汲取最新知識。教練培訓課程需要定期評估，課程大綱亦必須與本地足球風格和課程指引相輔相承。教練級別亦將與他們參與的球賽類型和級別掛鈎，並釐定最低標準。本會將會制定一個教練培訓的課程大綱，加強和鞏固已修訂的足球發展計劃和全港課程。這個課程大綱亦將與亞洲足協認可的課程接軌，執教資格可按修讀課程逐步提升。而本會將於全港推廣其教練課程，並逐步增加本地合資格教練的數量。然而，於各個級別的培訓項目執教的教練必須合乎最低資格標準。

在設施方面，香港大球場將於今年完成重鋪草皮的工程，本會將會爭取世界盃外圍賽主場對中國之戰安排在該球場作賽。因長期缺乏場地導致各球會之青訓發展受到嚴重影響，為確保來季賽事及各球會都有足夠的場地供使用，本會將與康樂及文化事務署繼續保持緊密的聯絡，並進行磋商，以解決場地使用的問題。本會深信政府如能在場地使用方面作出積極性的支持，對本地足運一定起到重要性的作用。另外，本會亦向政府申請更多場地使用權，同時亦會與政府部門商討場地改善工程，希望日後有更多場地能符合亞洲足協的要求。面對嚴重缺乏具質素的足球設施，本會將會重新評估目前配套機制的先後次序，考慮從草根足球、職業球會、以至代表隊級別的層面構建一個各項設施的級別指

標。

在市務推廣方面，除了加強市場宣傳和推廣工作，以提升本會之信譽和形象外，本會將繼續與市場推廣公司合作，協助本會覓尋更多贊助。此外，如在有需要時，本會亦可向外公開聘請公關公司，開發本會可獲贊助之項目、活動及商業機會，以協助籌辦各項大型活動、尋求贊助商及各項公關工作，務求能增加本會贊助收入及提升本會對外的形象。而本會亦定下目標為大型項目開源，尋找其他渠道資助足球培訓。

關於香港足球訓練中心，由於之前政府更改政策及土地使用政策，令本會需要重新入紙申請土地。中心預計興建三個草地球場及三個人造草地球場。本會已向政府提交最新計劃書，希望能於今年取得土地，於明年初展開首階段工程，而中心每年營運費約四百萬元，政府會在首兩年提供資助，之後本會要向外申請資助。預計中心最快可於後年啟用。

最後，本會將會增撥更多資源支持未來足運的發展和配合發展青訓的長遠目標，以落實全新的「五年策略計劃書」。同時，本會亦努力向政府爭取撥款並希望政府能在政策上和其他方面與本會作出相應的配合，使香港足球能持續地發展和得到健康的成長。

答謝語

本人希望藉此機會代表香港足球總會向每位曾經為香港足球運動作出貢獻的人士和團體作摯誠的感謝，包括霍震霆會長、董事會及各委員會的成員、行政總裁薛基輔先生和各位長年累月辛勤工作和默默耕耘的秘書處職員，感謝他們在今季對本人的支持及付出寶貴的時間、努力及提供專業意見，使到所有運作都得以順利進行。同時，本人亦感謝與足總合作無間的各屬會、各有關政府部門、公共團體、各傳媒機構及贊助商的支持和配合。此外，更要感謝國際足協、亞洲足協、東亞足球聯盟、中國香港體育協會暨奧林匹克委員會、香港賽馬會慈善信託基金、聖約翰救傷隊和香港賽馬會運動醫學及健康科學中心給予本會的鼎力協助。

最後，本人在此感謝各球迷對本地足球的愛戴和支持，並有信心香港足球在各方的全情投入和參與下，定能再放異彩，重拾昔日的光輝。

香港足球總會主席
梁孔德

2 Chairman's report

Foreword

Over the past twelve months marks a significant milestone in the development of football in Hong Kong. Bred for many years, the Hong Kong Premier League was officially launched in September last year and marked the kicking-off of the Association's heading into the second centenary. The new league aims to raise the overall level of local football and to bring to the fans more exciting matches. Ensuing the smooth implementation of the "Phoenix Plan" is a new five-year strategic plan "Aiming High -- Together", which has been confirmed for implementation after receiving the recognition and support of the HKSAR Government's Football Task Force. The plan is to examine the future development of football from a macro perspective and is very forward-looking, with an innovative design and a brand-new concept for a comprehensive reform. More elements are injected into various areas in order to meet the needs of long-term football development.

To enhance the Association's governance, there was a series of reforms to the election system for the Association's directors. Such including the introduction of more stakeholders to join the ranks of football governance, allowing individuals and organisations having an aspiration with Hong Kong football to become members of the Association and jointly to promote the development of Hong Kong football jointly. This initiative means a break-through from the tradition, not only a more open attitude in attracting more new members but also to unite the efforts of all football stakeholders. Football can be driven forward by thoughts from extensive sources.

The outstanding performance of the Hong Kong Representative Team in the recent two World Cup qualifying matches was well witnessed. Those matches also stirred up the emotion of the local fans. No matter it was within and outside the stadium, the Hong Kong team and their supporting fans were blend together to demonstrate the spirit of concerting and solidarity, and to share mutually the excitement and happiness brought about by football. Such proves that local football can be an important apparatus in cementing the various sections of the society. More important, this shows categorically that Hong Kong football is no push-over.

In addition, the injury of Hong Kong Representative Team member Wong Wai in the Hong Kong-Guangdong Cup evoked the football community's concern over the issues of players' medical insurance and improvement of their welfare. On the other hand, the incidents of fans' inappropriate behaviours occurred during the Hong Kong Team's home matches of the World Cup qualifier brought to the local fans an extremely important message in that fans should respect the principle of Fair Play at all time. At the same time, the Association hopes that the fans must have the benefits of Hong Kong Team as their upmost consideration and to obviate from breaching the relevant FIFA regulations again, and ends up with the Hong Kong Team suffering.

As the Chairman of the Association, I am honored hereto give you a brief account of our works in the past year.

Appointments

In the past season, there were the Association's President, Honorary Vice President, Committee members, instructors and the members of the Secretariat, etc. being appointed by FIFA, AFC and EAFF in the capacities as members, committee members, instructors or match commissioners to attend their meetings and to assist the development of their organisation affairs, provision of supports and exchanges of ideas, including areas like, inter alia, Referees, Discipline, Technical Training and Development, Competition, tournament preparation and organization, preparation of Olympic Football Tournament, Futsal and Beach Soccer.

Business, Overseas Visits, Exchanges and Joint Activities

In June last year, the AFC Extraordinary Congress was held in Sao Paulo, Brazil, and the Association's President Mr. Timothy Fok, JP, CEO Mr. Mark Sutcliffe and General Secretary Mr. Vincent Yuen represented the Association to attend the meeting.

In September, the Association commissioned the Social Sciences Research Centre of the University of Hong Kong to conduct a survey through a public questionnaire at the matches of the new Hong Kong Premier League and to gather the football fans' views on the top-tier local football competitions. The views collected were collated, analysed and reported. The results of the survey formed the basis of decisions making for the future reforms of the Hong Kong Premier League.

In the same month, the Association announced the elections of Centenary Hong Kong Footballers in recognition of those football players for their contribution to Hong Kong football.

Also in the same month, the Association signed a three-year cooperation agreement with "Sportradar" to monitor all the local professional football matches in the next three years through its anti-fraud system. This is to put into actions the tackling of misconducts involving the damage of local football by means of corruption and illegal match manipulation, in order to maintain integrity and fairness of competitions.

In October, the Association organised in the Kowloon Bay International Trade and Exhibition Centre the Centenary Dinner to celebrate the 10th Anniversary of the Association. There were a total of 70 tables of guests including representatives from the government, football veterans, members of the football community, representatives from sponsors, community leaders, etc. gathering and attending this boisterous event. The footballers elected to receive the Centenary Award were also revealed on the occasion and followed by the presentation ceremony with awards being handed out to the elected football stars in recognition of their contribution to Hong Kong football.

In the same month, the Association hosted a friendly exhibition match against the National Team of Argentina to commemorate the Centenary of the Association.

Also in the same month, the Association held a half-day workshop in conjunction with FIFA and the Leisure and Cultural Services Department on Football Facility Development, to discuss issues of the stadium turf facility, and to exchange views with relevant parties thereupon.

In November, FIFA Connect Team visited Hong Kong to discuss with the Association the Change Management Plan and Readiness Plan.

In December, the Association held the Hong Kong Premier League Doping Seminar in order to avoid players from the use of sports doping. Personnel in charge of medical matters from all the Premier League clubs were invited. The Association's Medical Advisor Dr. Patrick Yung explained to them the types of sports doping, the procedure for random tests at matches and the information on the ways to prevent doping by understanding. All these helped to increase their awareness and knowledge about sports doping.

In the same month, the Association set up a task force working for the independence of the Hong Kong Premier League to deliberate how the League to operate independently the Association in the future.

In January this year, Dr. Wallace Cheung donated HK$50,000 to the Association for promoting the development of young local Futsal players. This Association would like to take this opportunity to thank Dr. Cheung for his generous donation.

In the same month, Vice Chairman Mr. Pui Kwan Kay and Director Mr. Wilson Wong were appointed to represent the Association in attending the Annual General Meeting, Extraordinary General Meetings and Council Meetings of the Sports Federation and Olympic Committee of Hong Kong, China.
Also in the same month, the Extraordinary Congress of the Asian Football Federation was held in Melbourne, Australia. The Association's President Mr. Timothy Fok, JP, CEO Mr. Mark Sutcliffe and

General Secretary Mr. Vincent Yuen represented the Association to attend the meeting.

In February, the Association opened the applications for membership from clubs, leagues, individuals, associations, organisations, bodies, etc., for the sake of increasing generally the participation of all sectors of the society to local football, on the basis of promoting local football and prominently rendering services to the game of football, so as making contributions of the future development of Hong Kong football. This not only means to attract and recruit new members but to commit to uniting football stakeholders by involving in the governance and development of the sport.

In the same month, the Association held a meeting to explain to the members the new constitution, the Hong Kong Football Connect – Online Registration System and the development of Hong Kong football in the next five years (2015-2020).

In March, the Association procured the assistance of the Hong Kong Anti-Doping Committee once again to hold a second seminar on sports doping, which helped to explain doping tests, and provide information on TUE (therapeutic use exemption) and doping results management. Also, the disciplinary proceedings related to the doping were explained.

In the same month, the Association held a two-day workshop for AFC regional competitions. Participants from the six regional members associations of AFC, namely China, Chinese Taipei, Japan, Korea, Mongolia and hosts Hong Kong, plus representatives from seven local clubs, had in depth discussion focusing on the contemporary football competitions. The themes of the workshops were regulations on football infrastructures and match operations. Attendees could learn the theories and practical examples of match operations and football facilities management, to have a deeper understanding on competition management from the perspective of international level. Speakers attending the workshop included Mr. Shin Man Gil, AFC's Director of Competitions, and Mr. Steve Kim, AFC's Director of Research and Support Services. They shared with participants the experiences about stadium visits and match operations, directly enhancing the participants' knowledge on facilities checks and event operations.

In April, the Association's President Mr. Timothy Fok, JP, CEO Mr. Mark Sutcliffe and General Secretary Mr. Vincent Yuen travelled to Manama, Bahrain to attend the 26th AFC Congress.

In May, the Association held its Annual Dinner

In the same month, the Association donated US$2,000 to the "Nepal Earthquake Relief Fund" for the purpose of supporting the victims affected by the earthquake in Nepal.

Also in the same month, the 65th FIFA Congress was held in Zurich, Switzerland. The Association's President Mr. Timothy Fok, JP, CEO Mr. Mark Sutcliffe and General Secretary Mr. Vincent Yuen attended the meeting as representatives of the Association.

To further enhance the Association's governance, there was a reform to the electoral system of directors. With reference to the electoral system of FIFA and after consultation of professional advice, the direction of reform was adopted and put into execution subsequently. This included the appointment of and authorisation to an independent body in the form of Electoral Committee for the responsibility of organizing and monitoring the electoral process, and making decisions upon all matters relating to the elections. Such differed from the past when all the powers and appointments were owned by the Association's executive body (i.e. the Council or the Board). After the reform, the number of non-club-linked directors increased from three to five and the number of Board members from nine to 11, which rendered the increasing independence of the Board.

In addition, the Association also actively participated in the various FIFA and AFC projects including, inter alia, FIFA Performance Programme, FIFA Connect Programme, FIFA Pitch Improvement Programme and AFC Kick Off Programme, etc.

Internally, the Association conducted regular reviews on the internal systems, procedures and regulations in order to enhance the Association's capabilities in corporate governance and financial management, and to ensure the effective implementation and execution of relevant administrative

and management policies. Among those including matters like reviews on corporate governance, risk assessment, internal audit, integration of new IT system and performance appraisal system, etc. At the same time, the staff members of the Association were distributed the latest and revised version of staff handbook on Code of Conduct.

Support the SAR Government

Apart from working in conjunction with the Association to promote the development of local football, the Leisure and Cultural Services Department also rendered various supports and assistances to the Association. Such including not only the co-organisation of and provision of subsidies to a number of youth football promotion schemes and district training and competitions, allowing a great mass of young people to take part in healthy activities and to enjoy the fun of football, but also the provision of well-equipped facilities to clubs for uses of competitions and training. The Department also had regular working meetings with the Association's Secretariat to have reviews on facilities, progress and effectiveness of activities and to formulate the targets to develop football in the future. In addition, this Association consolidated the clubs' opinions regarding venues and then reflected those to the Department for following-up. Moreover, the Association would like to thank the SAR Government for all sort of its assistances rendered at the time of the major international tournaments held in the season, enabling those tournaments a smooth completion.

Shortage of venues is still a major obstacle to the development of local football. In order to solve the problem of venue supply and to cope with the future need of to develop local football, the Association has been actively negotiating with the government with the hope that the Department will have a comprehensive review on the existing policy for the venue usage and formulate policies to include adjustment to the rental charge of venues, relaxation of the restrictions and quota for venue usage, increase of the number of venue supply, usable sessions and artificial turf pitches, improvement and enhancement of turf quality, provision of "home" venue to the Hong Kong Premier League clubs, etc., as well as commit to the actual implementation of the relevant policies. The Association reckons that the government does need to provide sufficient and designated venues for the training of representative teams at all level and clubs. Moreover, the Department also sent its representatives to participate in the meetings of the Association's task forces to discuss jointly measures to improve existing problem in shortage of venues. In addition, the Association was delighted to reach the consensus with the Leisure and Cultural Services Department on the venues for "home and away" matches.

During the season, the Association had two meetings with the Football Task Force of the Home Affairs Bureau held respectively in August last year and February this year. Apart from reflecting the problem in insufficient venue supply, views and recommendations were being presented at the time of discussions with the Football Task Force for solutions to overcome the problem in shortage of venues.

At the same time, the Association submitted to the Football Task Force some detailed reports which enticed the Football Task Force to grant to the Association some subventions, rendering the Association can use fully these subvention for various activities. Furthermore, the Association also submitted to the Football Task Force the operational concept and business plan for the project of constructing the Hong Kong Football Training Centre, for the sake of soliciting its support to the construction of the training centre and entailing the smooth and actual implementation of the project. The Association has to express its gratitude to the Home Affairs Bureau for financing the "Phoenix Project" and allowing the Association to carry out all the reforms to cope with the development in future.

The Association's joint meeting with the Cultural and Leisure and Cultural Services Department held in the season made positive progress and strengthening the partnership relationship between both sides. With the government's confidence on the Association enhanced, the Department increased its funding to the Association in compare with last year, which helped the Technical Department providing more programmes and activities at grassroot level. The Association hereto thanks the Leisure and Cultural Services Department for its support.

In the development and promotion of futsal, the Association hopes that more resources can be provided by the Department to develop the game. Given the difficulty faced by the teams in the booking of venue, the Association also longs for the Department's review on the existing policy towards venue usages including the quota system and the time limit of sessions. Also, to adjust the relevant rental charge and to strengthen the training of district futsal teams, as well as to increase the number of venues for futsal, to meet the requirement of futsal's development in future. On the other hand, the Association already wrote to the Department raising the opinions on the rental charge of futsal venue. Furthermore, the Association's relationship with the various official bodies like the Education Bureau, Schools' Sports Promotion Unit, etc., maintained to be intimate.

In addition, the Association held discussions with the Leisure and Cultural Services Department regarding the lawn-relaying project of the Hong Kong Stadium, had an overall review on the frequency of matches to ensure the quality of the turf. At the same time, the Association was affected by the closure of the Hong Kong Stadium for the lawn-relaying project and could not use the venue for matches in accordance with contract, and negotiated with the Department for details of compensation.

Furthermore, the Chairman Mr. Brian Leung and Head of Corporate Governance Mr. Aaron Cheng represented the Association in attending the meeting of the Home Affairs Committee of the Legislative Council in January this year, which reviewed on the effectiveness of the Association's implementation of the "Phoenix Project" towards the development of Hong Kong football and had their view on the government funding towards the five-year strategic plan submitted by the Association. The response was positive subsequent to the questioning and querying of the Legislative Councillors.

The Association abides to the commitments of defending the integrity image of Hong Kong football and embodying the professionalism of football matches in the development of local football. The Association continued to maintain close cooperation with the Independent Commission Against Corruption, exchanging intelligence to deal and combat strictly with all suspected cases and crimes related to illegal match manipulation. At the same time, players, coaches, referees and relevant personnel were educated the severity of the acts of match manipulation, corruption, doping and discrimination. The Association had introduced this season a fraud detection mechanism to monitor all competitions and to report any suspected activity.

The Association's "Phoenix Project" Performance Report

Please refer to the detailed report will be Chief Executive Officer of "Phoenix Plan" related.

Five-Year Strategic Plan Progress Report

Please refer to the Chief Executive Officer of this Council a detailed report about the "five-year strategic plan."

Hong Kong Football Training Centre

Please refer to the Chief Executive Officer will present a detailed report, "Hong Kong Football Training Centre" of related.

Hong Kong Representative Teams

Looking back to the last season, representative teams at all level took part in numerous international competitions and played a lot of friendly matches. The teams were benefited from competing

championships with different countries and regions, playing and demonstrating football skills against oppositions of different strength. They also achieved encouraging results and prominent improvement, which proves the importance of persistent training, as well as the perseverance in efforts made by coaches and players. These training opportunities helps to broaden the vision of the players and to enhance their standard. Realising the importance of the representative teams' performance to the overall development of football, the Association injected more material and human resources to the representative teams this season. Also, a systematic and comprehensive training structure was established, enabling representative teams at all level to be provided duly with the opportunities of training and warm-up matches locally or overseas. In addition, players were also given sufficient care in all aspects of physical fitness and injuries rehabilitation. At the same time, the Association would like to thank all clubs for their support, cooperation and assistance rendered to the representative teams.

In preparation for the Second Round of the 2015 East Asian Football Championship and to increase international match experience, the Association arranged for the Hong Kong Team four international friendly matches in September and October last year to play against the national teams of Vietnam, Singapore and Argentina. These matches, resulted with one win, one draw and two losses, were used as the mean for the Team's reviews on its strength and preparation for the tournament. In November, the Team visited Chinese Taipei for the tournament and competed with Korea DPR, Guam and hosts Chinese Taipei for the sole qualifying position to the final round. After three rounds of matches, the Team achieved results of one win, one draw and one loss and finished second in the qualifier. Despite failing to qualify for the final round, the players showed their positive and serious attitude in their performance throughout the whole tournament. In this year's Hong Kong-Guangdong Cup, the Team failed to retain the trophy by losing to Guangdong Provincial Team 0:1 in aggregate after two exciting matches. In addition, to prepare for the Preliminary Joint Qualification Round 2 of the 2018 FIFA World Cup Russia™ and AFC Asian Cup UAE 2019™ Asian Zone, the Association again arranged the Hong Kong Team to play two international friendly matches against Guam and Malaysia in March and June this year respectively, resulting in one win and one draw. Immediately after the training camp in Kuala Lumpur, the Team played the first two rounds of the qualifiers at home by defeating Bhutan and Maldives 7:0 and 2:0 consecutively, thus leading the group with six points from two wins without a loss and taking a dominant position to qualify. In these two matches, the Team showed outstanding performance and good discipline. There was prominent improvement in players' skills and physique. The strength of the Team was also enhanced and all Team members were trying with their best endeavours, showing high morale and commendable fighting spirit, as well as effectuating solidarity of the Team. Their efforts and fighting-heart could easily been seen and the results were regarded to be achievement made by the joint effort of the Team. In these two home matches, applauses from the spectators filled up the whole Mong Kok Stadium, heating up and uplifting the atmosphere, with red flag flying denoting full house, high-charged spectators in a sea of red-colour. The players' fighting spirit not only won the support of the stadiums-filled fans but also the positive comments and recognition as well as praise from outside. The Association thanks not only the coaches, the players, the Association's staff, the sponsors and the media for their involvement and support, but is also very much grateful to all the fans supporting the Team on site of the days. Without your flag-waving cheering to stimulate the Team's morale, the Team would definitely not be able to perform easily to their best.

In preparation for the Men's Football Tournament of the 17th Asian Games Incheon, the Association formed at an earlier time the Asian Games training squad (Under 23 Representative Team) to undergo with regular training. In September last year, the training squad represented Hong Kong to visit Macau for the 70th Hong Kong-Macau Interport and retained the trophy by defeating Macau 3:1. The training squad then departed to Incheon, Korea Republic immediately afterward to participate in the Asian Games, achieving outstanding results of two wins and one draw in the group stage to qualify for the stage of last 16 as runners-up of the group. Unfortunately the team lost to the hosts Korea Republic at the stage of last 16 and failed to reach the quarter-final. Eventually the team finished in the eleventh position of the whole tournament. The team, through the players' hard work and fighting spirit, showed further improvement in the overall performance by archiving the breakthrough result of reaching the stage of last 16. On the other hand, in March this year, the Association sent the Under 22 Representative Team to Kaohsiung, Chinese Taipei to take part in the qualifying group tournament of the 2016 AFC U-23 Championship. The team failed to qualify after losing all three matches.

Youth players are the future successors of Hong Kong football. Their growth and progress are based not only on receiving regular and systematic training long term but quality competitions are also indispensable. Hence, the Association will try to arrange for youth representative teams in different age groups of participate in international competitions, so as providing them more playing opportunities and to be enriched youth representative teams therefrom with the precious experience of competitions and preparing them for future competitions. At the same time, this enables them to learn through exchanges and to broaden their vision, which will benefit them vastly in term of improving their skills, stamina, tactics, team spirit and mind-body. A number of youth representative teams took part in some international competitions this season to enrich with competition experience.

In March this year, the Association sent the Under 18 Representative Team to Wuhan, China to participate in the preliminary round of the men's under 18 football tournament of the First National Youth Games, ended with the team lost all the four matches and failed to qualify. In May, the Association arranged the Under 20 and Under 18 Representative Teams to represent the Association to take part in the 2015 HKFC Citibank International Seven Football Tournament organised by the Hong Kong Football Club.

As for the Under 16 Representative Team, they took part in some international competitions this season with fair results in overall. In July last year, they visited Beijing, China to participate in Beijing Great Wall Cup International Youth Invitational Tournament 2014 held there. The team ended up with excellent results of three wins and two draws and became the winners of the tournament through better goal difference against the next oppositions. In preparation for the 2014 AFC U-16 Championship Finals, the Association arranged the team to visit the training base of Tottenham Hotspur in London, the UK, for an eleven-day training camp in August. The team then departed for Bangkok, Thailand in September to participate in the Finals. In the end, the team lost to Japan, Australia and China in three matches and failed to reach the quarter-finals. In April this year, they visited Shenzhen, China, to take part in the preliminary round of the men's under 16 football tournament of the First National Youth Games, ended with two wins, one draw and two loss. The team finished in the fourth position of the group and failed to qualify. Yet, their overall performance was satisfactory.

In August last year, this Association arranged the Under 15 Representative Team to visit Chinese Taipei for participation in the 2014 Crossed Strait, Hong Kong and Macau Youth Football Invitational Tournament. The team finished the third with one win and two losses. In additional, the Association also arranged the Under 14 Representative Team to go Macau in September last year playing away in the Hong Kong Macau Youth Interports. The team emerged the winners by inflicting a heavy defeat upon Macau Youth Team by 6:0.

Regarding futsal, in order to gather more competition experience and to enhance the playing strength of the representative team, the Association arranged the men's futsal training squad to go to Shenzhen in July last year for a training camp and playing two friendly matches with the local futsal club there as a test of strength. In December last year, the Hong Kong Futsal Representative Team visited Hangzhou, China to take part in the Southeast Region Tournament of the CCTV "Who is the King of Football" Chinese Futsal Civilian Challenge, achieved two wins and one loss and failed to qualify. Also at the same time the Association arranged the Under 15 Futsal Representative Team to take part in the youth section of the event. The team beat Hunan, Fukien and Jiangxi consecutively and won all three matches to become winners of the group and to qualify for the final championship. In February this year, the team turned to Beijing for the final championship and qualified from the group with two wins and one loss, eliminated Xinjiang in the semi-final and defeated Hubei through kicks-from-penalty-mark in the final to become champions. The team played with high standard collectively and the boys showed good progress. They gathered valuable experience by observing and learning through this competition and established a good foundation for the furture.

To avoid faulty gaps between various representative teams, the Association will continue to maintain training for representative teams at all levels so as to prepare them for the various international youth competitions organised by the AFC. Due to limited resources, the Association longed for more resources from the Leisure and Cultural Services Department to the representative teams and the

developments various youth training programmes. Moreover, the Association would continue to look for sponsorship supporting some of the youth representative teams by means of inviting external benefactors to be the teams' Honorary Head of Delegation, which provided the teams more resources and training fund. The Association thanked the President Mr. Timothy Fok for sponsoring the expenses of the Representative Team in their participation in the Hong Kong-Guangdong Cup and at the same time to thank Mr. Peter Mok and Dr. Wallace Cheung for agreement to be the Honorary Head of Delegation of the Representative Team. Once again, the Association expressed its gratitude towards the above-named Honorary Head of Delegation of the various representative teams for their support.

In addition, the Association continued to support and assist those expatriate players who have been staying in Hong Kong for more than seven years to naturalise and then be eligible to represent Hong Kong in international competitions. And the Association rendered assistant to them in procuring the documents

Women's Football

In the season, the Association continued to pour in resources to develop the game of women's football and at the same time also devised and drew up a long-term strategy to cope with the future development of women's football, so as to enhance the standard of competitiveness.

Looking back over the season, apart from the regular training through the season, the women's representative teams at various level participated in a number of international competitions and played some friendly matches, to compete with oppositions from different countries and regions and with different playing strength, to be vastly benefited from the exchanges of skills. In July last year, the Women's Representative Team visited Paju Football Training Base in Incheon, Korea Republic for a six-day training camp to prepare for the 17th Asian Games Incheon, during the time, played two friendly matches with the Korea Republic Under 20 Women's Team and the local Yeoju University Women's Team. In August, the Women's Representative Team went to Chinese Taipei and played an international friendly match with the local representative team, ended with a loss of 0:2 to the opponents. In September, the Women's Representative Team departed for Incheon, Korea Republic to take part in the Women's Football Tournament of the 17th Asian Games Incheon and resulted in losing all the three group matches and being eliminated with a final standing in the 8th position of the whole tournament. At the time of participating in this Asian Games, the Women's Representative Team played two practice matches with the women's team of the local club Hyundai Steel, ended with the result of one draw and one loss. In November, the Women's Representative Team visited Hsinchu City, Chinese Taipei to take part in the women's event of the Second Round of the 2015 East Asian Football Championship and to compete against teams from Korea Republic, Guam and the hosts Chinese Taipei for the sole qualifying position to the final championship. After three round of matches, the Women's Representative Team achieved one win and two losses, finished in the third position of the qualifier and failed to qualify for the finals. In February this year, the Women's Representative Team was invited by the Bahrain Football Association to visit Bahrain for a training camp and playing two friendly matches (among which one was an "A" international friendly match) with the local women's team, as preparation for the Asian Zone Round 1 Qualifiers for the Olympic Football Women's Tournament Rio 2016. They resulted in winning both matches by defeating the opponents 1:0 and 4:2. In March, the Women's Representative Team visited Amman, Jordan to take part in the qualifiers, to compete with teams from Uzbekistan, Palestine and the hosts Jordan for qualification. After three round of matches, the Women's Representative Team achieved one draw and two losses, finished as in the third position of the group and failed to qualify.

In August last year, the Association arranged the Under 19 and Under 16 Women's Teams to go to Sanshui, Guangzhou for a five-day training camp, as preparation for the AFC U-19 Women's Championship and the AFC U-16 Women's Championship respectively. During the period, the two representative teams played two practice matches with the local Under 16 women's team in order to enhance the players' skills and the capabilities in tactical applications. In July last year, the Under 16 Women's Representative Team defeated Macau Women's Team by 4:1 playing away in Macau. In October, the Under 16 Women's Representative Team visited Malacca, Malaysia for the AFC U-16 Women's Championship, lost all three matches and failed to qualify. In November, the Under 19

Women's Representative Team visited Hanoi, Vietnam for the AFC U-19 Women's Championship, finished the competition with one win and two losses and failed to qualify being in the third position of the group.

To prepare for the East Asia Zone of the AFC U-14 Women's Championship, the Association arranged in February this year the Under 14 Women's Representative Team to have a four-day training camp in the Po Leung Kuk Pak Tam Chung Camp in Sai Kung, thereby to enhance the players' overall football abilities including skills, tactics, physique and personal life management. In May, the Under 14 Women's Representative Team visited Beijing Xianghe for the championship, achieved one win and 2 loses and failed to qualify by finishing in the third position of the group.

In term of competitions, the 2014/2015 HKFA Women's Football League was officially launched in October last year. The competition was the top-tier division of the Hong Kong women's football competitions. Apart from award for the champions, there were also awards for the league's top scorer and the best player in cup competition. There were a total of twelve teams participating the competition this season. After exciting matches throughout the season, Citizen emerged as champions of both the first phase and the second phase (HKFA Cup) of the league. Ms. Cheung Wai Ki of Citizen became the League Top Scorer with 31 goals and Ms. Chan Wing Sze of Citizen won the competition's Most Valuable Player award. In December, the Women Youth League started with four teams participating. Eventually Chelsea Soccer School (Hong Kong) won the trophy, and Ms. Lee Wing Yan and Ms. So Hoi Lam, both of Chelsea Soccer School (Hong Kong), shared the honour of the Women Youth League's top scorer by nine goals scored each. In July this year, three members of the Women's Representative Team Ms. Chan Wing Sze, Ms. Lau Mung King and Ms. Cheung Wai Ki brought glory to Hong Kong by being invited to Japan for trials.

A Grassroots football development and promotion programme specially designed for boys and girls aged four to 17 was launched in districts through the Summer Promotion Programme and District Summer Promotion Programme Football Training Programme under the Hong Kong Jockey Club Youth Football Development Scheme. The Scheme aims to provide boys and girls in Hong Kong a football platform for them to cultivate an interest in football, to nurture a good organisational and sporting spirit, as such to exploit their potentials and to make better use of idle hours, and to stimulate their personal growth and talents. Apprentices demonstrating good performance and possession of potentials would be given further training in continuation and the opportunity to be selected by the Association to take part in the selection of elites of the districts, and subsequently to be a member of the representative team to participate in international competitions. This year, there were 502 girls participating in the women's grassroot football development activities in total. For women's regional football training programme, there were a total of 213 players in nine teams in the age-groups of under 19, under 15 and under 12 respectively in the three different regions of Hong Kong, Kowloon and New Territories.

The Association has committed to the promotion and development of the local women's football ever since. This year, the Association and the Wofoo Social Enterprises jointly organised Fulfillment of Dream – Girls' Football Development Programme, which aims to assist students in establishing a positive value and healthy living habits through a series of football activities. This allows women's football being promoted to all the primary and secondary school students in Hong Kong, cultivate female students' love of football and their demonstration of solidarity. At the same time, new blood was injected to the school football for girls and Hong Kong women's football, with a women's football culture erected. In this Scheme, the Association provided suitable coaches to conduct training for school teams and interest groups and at the same time consultancy services to assist schools the formation of school teams. After completion of training, schools were invited to take part in competition to exchange football skills with other schools, to exhibit the result of training and to increase practice competition experience. During the season, the Association and Wofoo Social Enterprises organised Fulfillment of Dream – Football Carnival three times in last year's October and December as well as January this year respectively at To Po Po Wu Road Football Pitch, Happy Valley Football Pitch and Tseung Kwan O Sports Ground, consisting activities like hosting interactive football booth, small side football match, women's football friendly match. It aimed to provide those girls who have the interest to participate in football activities the chance to introduce and to demonstrate their football skills to the public, as well as to promote women's football activities fully to the communities. The participation was overwhelming and the girl students, who have interest towards

football, were coming from primary and secondary schools of various districts. In the first carnival, the organisers specially invited the Hong Kong Under 19 Women Representative Team to play an exhibition math together with the Tai Po Women Team. In the third carnival, the organisers even run a football challenge to be competed by eight primary schools and ten secondary schools by means of five-a-side and seven-a-side championship. This further helped to promote women's football to all the primary and secondary schools in Hong Kong and provide to the school teams more playing opportunities, entailing to enhance girls' interest to take part in football activities.

This season, the Association continued to organise elite futsal competition (school section), providing sections for under 13 girls' teams and under 10 boys-and-girls combined teams, allowing more students to take part in futsal activities.

Referees

To enhance the standard of referees, the Association continued this season the system of referee registration. Referees at all levels had to go through assessments and physical fitness test before they were officially registered as the Association's referee. Furthermore, the Association also promoted in the season some junior referees showing good potential and outstanding performance, and providing them with more officiating opportunities. This season there were a total of 147 new referees joining the professional rank and they would be the forces in reserve for the works of refereeing in the future.

At the top of the referees' pyramid, there were 15 local referees being accepted by FIFA to be FIFA Referees / FIFA Assistant Referees / FIFA Women Referees / FIFA Futsal Referees this season. In terms of registered referees, there were a total of 30 Class I Referee, 43 Class II Referees and 62 Class III Referees this year.

To provide professional training for referees is one of the key development objectives of the Association. Through the running of new referees training classes every year, this Association picks up new referees with potential to undergo with long term training in order to cater for the needs of the overall development of local football and to enhance the officiating standard of the local referees, as well as to ensure there will enough referees meeting the needs of the increasing number of matches at all level of the game. Students successfully passing the physical fitness test will be provided with the best referee education and training by the Association, with curricula including theories and on site practical sessions. Instructors will assess the students from multiple aspects including their physical fitness, written examination, classroom performance, discipline and conduct, etc. Only by passing the aforesaid assessments that a student can finish the class and be registered as a referee of the Association to officiate at local matches. Those demonstrate outstanding results may be further recommended to officiate overseas and even to receive referees training by the AFC after passing the examinations for promotion. In addition, the Association also absorbs more and more female referees to join the rank for the sake of the development of women referees in future.

For the operational needs of the brand new league, the Association organised in August last year on top of the pre-season conference a sharing session between the Referees Department and the Hong Kong Premier League clubs to elaborate instructions given to referees. Two HKPL pre-season preparatory meetings were also arranged for in depth understanding on the various refereeing matters regarding the inaugural HKPL to ensure sufficient preparations were for the league to be commenced shortly.

Regarding the promotion of referee development affairs, the Association undertook a series of major reforms this season, involving a number of areas and a lot of works was done since then. Internally, apart from the drawing up the bilingual Chinese and English versions of the Referees' Guidelines and Code of Conducts for distribution to referees, instructors and assessors, referees, the documents were also being uploaded to the official website of the Association for access. Translation work was also made to the latest revisions to the FIFA's Laws of the Game and had this sent to referees, instructors and assessors for through e-mail for their perusal. At the same time the Association would announce on the Association's official website in advance the dates, times and venues of the classroom seminars and ground practical sessions so that referees could plan with ample time.

Furthermore, the Association followed the stipulation of FIFA to draw up a handbook for referee assessors and instructors. Apart from the relevant information, it also lists out the criteria to be assessors and instructors, rules, guidelines and the requirements of Association's Referees Department upon assessors. At the same time, the Association compiled the Chinese and English versions of new guidelines for assessment report on referees in order to provide a fairer, more objective and effective report of referee assessment and this was in use in the latter half of the season on experimental basis. Moreover, the Association enacted a mechanism for complaints about referees and the way of dealing, with contents involving punishments, penal policy and procedure, and to have this incorporated into the recommended conducts and rules for referees, new referees and assessors, to facilitate the fair and effective handling of various complaints and responses. To improve the scheduling of frontline manpower, the Association formulated the guidelines for referee appointments and set up an Appointments Sub-Committee for vetting of referees and tying into the whole appointment process.

Regarding the application of system device, the Association started to make referee appointments fully by computer system in March this year, facilitating the records of the numbers of matches officiated by referees and the calculation of referees' fee and assessors' fee data. The system was found to be effective and more efficient than before since its introduction and the response was ideal. Thereafter, the FIFA Connect registration system was implemented in June after trial tests. The Association's Referees Department was one of the first departments to use the registration system and the Referees Department also explained in details the operations of the system at the plenary session of the referees' seminar and that the system would be is use fully in the coming season.

Businesses-wise, the Association set up several sub-committees to meet the needs of referee development. Referees Development Sub-committee and Futsal Referees Sub-committee were first formed in the beginning of the season, aimed mainly at the future works of referee development like making recommendations on various issues of arrangement of educational courses, training of referees, etc. Afterward, the Association set up a Match Review Sub-committee with four senior assessors being appointed to review matches as a means to follow up those misconduct cases of teams, players and officials which have not been dealt with on site by the referees at the HKPL matches. In response to the resignations of assessors and instructors due to work commitments, as well the increasing demand in training courses and assessments, the Association specially formed a Referee Assessors Task Force objected to recruit more persons with the abilities to join this rank and to promote referee development. Moreover, the Association also set up an Instructors and Assessors Sub-committee aimed to make proposal on matters relating to the present development of referee instructors and assessors, to nurture current and retired referees with specific refereeing experience and relevant qualifications to become referee assessors, instructors and physical fitness instructors. At the same time, an ad hoc committee on referee assessors' reports was appointed to be responsible for scrutinizing regularly the assessors' reports on referees at all classes, so as to examine if the assessors' reports were consistent with the referees' performance. Also, a new assessment mechanism was established to enable the pointing system is more objective and understandable, rendering referees receiving their assessment points on a fairer basis. This mechanism was already put on trial this season and would be officially launched in the next one.

On the other hand, the various sub-committees under the Referees Committee also made a lot of recommendations in relation to the development of referees, including, inter alia, the Development Sub-committee proposed to add onto new referees training course the training of physical fitness in the field practical sessions, enabling the students could pass the physical fitness test; and at the same time, includes physical fitness test into the written examination to facilitate the promotion of the laws of the game and to allow more people acquiring the correct knowledge of the laws and understanding the job of refereeing deeper, so as to enhance their interests in refereeing. Also at the same time, the Sub-committee proposed for consideration to cater the course with parallel paths for development al paths. First is to allow the students becoming a qualified referee by going through the course and the second targets purely to provide the students the opportunity to learn the legitimate laws of the game. Furthermore, the Sub-committee also deliberated the method to integrate in the future those referees who fail to meet the physical demand to be a top referee as adopted by the official system to become a registered referee of the Association, as to collaborate with the future development of referees.

In response to the future development of Futsal, there is a need to have more Futsal Referee Assessors. The Sub-committee recommends to add the training course for Futsal Referee Assessors for participation of experienced Futsal referees and to alleviate the existing pressure on the administrative system.

To avoid the possible conflict of interests arisen from the referees' membership with Referees' Associations and the relevant clubs, the Sub-committee recommended referees officiating in the HKPL matches should be required to sign an independent declaration to declare no linkage with clubs. This is to give protection to the referees and the recommendation has already been notified to all referees through circular.

In addition, the Sub-committee also proposed the introduction of a Referee Ambassador Programme. The Ambassador would have a one-year term with the main mission to pass his/her experience to new referees. This Programme aims to have the referees with substantial experience to teach the new referees how to carry out match-related administrative measures and how to make use of the referee's equipment, and to identity the students of the Young Referee Academy with potential to officiate in the same match together with new referees. At the same time, the Sub-committee also proposed that a women referee needs to meet the standard of men's physical fitness test if to be appointed to officiate in men's competitions. Moreover, regarding the issue if a coach would be allowed to be registered as a referee, the Sub-committee considered that there already existed a system of declaration to obviate conflict of interest by the time of making appointments and therefore there should not be any prohibition for a coach to register as a referee. Lastly, the Sub-committee also recommended to revise the referees' registration fee in the coming season, with the revenue to subsidize the costs of the system for referee appointments.

In order to strengthen the work and training of referee development, the Association organised apart new referees training courses, pre-season physical fitness tests and pre-season joint conference during the summer period but also during the season regular seminars for senior referees, junior referees, young referees, physical fitness tests for new referees, new referee assessments (including field assessments), assessors' training courses, assessors' seminars, seminars for referee assessors and instructors, referees' training classes, field practice sessions for senior referees, field practice sessions for junior referees, mid-season physical fitness tests, elite referees' training courses, Futsal referees training course (including classes jointly organised with LCSD), Futsal referees training classes, new Futsal referees training classes (including field practices) , seminars for Futsal referees, field practices for Futsal referees, Nike 5 revision courses, school sports promotion scheme (theory and practice of Futsal), referees' training courses (including field assessments and practices with assessors being appointed to give instructions, classroom lectures by instructors and assistant instructors), special training on referees' movement and positioning, as well as Young Referee Academy – a series of activities of field training, seminars and match observations. Referee instructors also had regular reviews and meetings with referees at all levels throughout the season to not only monitor their officiating standard but also to improve their officiating standard and skills. Referee assessors also conducted regular assessments on referees at all level through rating and reviewing their officiating techniques. To work in collaboration with the overall and future development of referees, the Association already strengthened the training of assessors and instructors through enhancement of standard and screening of candidates. Furthermore, the Association would have the video clips of the events with contentions and complaints received played in the seminars and to give explanations thereupon. Such measures helped the referees greatly.

This season there were a total of six senior instructors, eleven instructors, three physical fitness instructors and three Futsal instructors being appointed by the Committee to become a member of the instruction panel. For assessors, there were a total of eleven senior assessors, five assessor instructors, 22 assessors and five Futsal assessors being approved by the Committee as members of the assessment panel.

In terms of equipment and facilities, Karvo Sports Equipment Limited, the Hong Kong agent for Lotto Sport, continued to be the official sponsor for referees in this year's HKPL by providing uniform to all the referees and assessors officiating in the HKPL competitions, as well as sponsoring additionally the referees of the Young Referee Scheme. Furthermore, Lotto Sport also continued to provide classroom equipment to the instructors and students of the new referees' training classes organised

by the Association which thanked Lotto Sport for its support to the Association's referees and the development of local football. As the same time, brand new ancillary equipment, including vanishing spray, communications device and electronic flags, etc. will be used by the Association in the new season to as supporting facilities to assist the referees in officiating matches.

To enhance referees' motivation and to improve their refereeing standard, this Association continued to have the Best Referee Award and Best Assistant Referee Award for Class I, Class II and Class III categories, a total of six awards. The awards were sponsored by the Karvo Sports Equipment Limited and presented to the best referees in the year as a token of encouragement. All awards were presented at the Association's Annual Dinner this yea held in May.

The five-day FIFA Elite Referees Course organised by FIFA was held in July last year. There were altogether 43 participants (inclduing eight observers). Physical fitness tests were conducted for local referees during the course period and the results were excellent. In February this year, the Association organised the Futsal Referees Workshop with Mf. Stephen Yau officiated the opening ceremony and the Japanese FIFA Futsal Referee Instructor Mr. Yasuhiro Matsuzaki invited as guest speaker. The workshop was divided into two main sessions in form of classroom lecture and field practice. Participants were greatly benefitted through the lectures and practices and the event was closed by the CEO Mr. Mark Sutcliffe. In May, the Association organised the 2015 AFC Pilot Project for MA's Referee Development, with Mr. Abdul Razak Bin Anuar (Head of Referee Operation) and Mr. Hara Shuichiro (Administrator-in-charge of the Project) invited as guests and had the first meeting with the Association's Referees Department, CEO Mr. Mark Sutcliffe and Committee Chairman Mr. Stephen Yau at the time to set the targets for the medium and long-term development of referees, including inter alia, the strengthening of Referees Committee's organisation, and the recommendation on the formation of a responsible sub-committee for referee appointments and the enactment of the relevant protocol; and at the same time proposed the newly installed Schedule online appointment system, which to be applicable for senior levels, to communicate appointment information. In the same month, the Association organised the English Premier League Referee Sharing with EPL referee Mr. Mike Jones invited to attend. The event was participated by 126 referees and archived effective result that the Association would organise again next year. The five-day event 2015 FIFA Referees' Course organised by FIFA was held in July locally in Hong Kong. The course was conducted by FIFA Referee Instructors Mr. Mohamad Rodzali Yacob and Mr. Chia Eng Wah John. Participants were local elite and young referees. The course aimed to refresh refereeing knowledges, technical instructions of FIFA, and to improve the on field officiating technique. Participants were benefitted greatly in the officiating techniques after going through this intensive and comprehensive course.
A number of referee assessors, instructors and international referees were appointed by FIFA and AFC to officiate in overseas international matches in the season and gathered valuable experience therefrom. At the same time, the Association also sent in the season a number of referee assessors, referees and referee instructors to participate in seminars and training courses overseas. In July last year, the Association sent Mr. Cho Chung Cheung, Mr. Ng Yim Kin and Mr. Lee Yau Tak to take part in FIFA Futuro III Referee Instructors' Class organised by FIFA in Chinese Taipei. In the same month, the Association's Referee Instructor Mr. Samuel Chan departed for Dubai to conduct assessment of a 2014 AFC Elite Referee. In August, the Association arranged Referee Instructor Mr. Charles Cheung to visit Malaysia to attend the AFC Referees Teaching Material Workshop. In September, two local referees Mr. Ho Wai Sing and Miss Law Bik Chi were nominated to take part in the AFC Referee Development Course. In the same month, Referee Instructor Mr. Chalres Cheung represented the Association to attend the AFC Project Future Referees Final Development Course for Batch 2012 in Kuala Lumpur, Malaysia. In October, the Association sent Mr. Luk Kin Sun, Mr. Fok Pong Shing and Mr. Law Ming Leung to participate in the UEFA Centre of Refereeing Excellence Programme organised by UEFA in Geneva, Switzerland. In November, Mr. Andy Wong and Mr. Chan Siu Kei of the Association were invited to Thailand to take part in the AFC Futsal Referee Instructors' Course and Futsal Instructors' Training Course jointly organised by FIFA and AFC. In the same month, Referee Assessor Mr. Charles Cheung represented the Association to visit Sydney, Australia to conduct the AFC Men & Women Referee Recruiting 2014. In February this year, the Association arranged Referee Instructor-cum-Assessor Mr. Charles Cheung and Referee Assessor Mr. Jame Fong to go to Malaysia together to take part in the 2015 AFC Referees' Course. In the same month, the Association sent Referee Miss Law Bik Chi to participate in the AFC Referees' Course for Women. In April, the Association sent Referee Assessor Mr. Andy Wong to Vietnam to conduct assessment of a 2015 AFC

Futsal Referees. In the same month, the Association's Referee Recruiter Mr. Charles Cheung was invited to DPR Korea for conducting assessment of 2015 AFC Man and Woman Referees. In May, the Association sent two referees Mr. Yu Kin Fung and Mr. Sarao to participate in the 6th JFA International Referees' Course 2015 organised by the Japan Football Association in Osaka. In the same month, the Association's Futsal Referee Recruiter Mr. Andy Wong was invited to Chinese Taipei to conduct assessment of a 2015 AFC Futsal Referee. Also in the same month, Referee Miss Lam Pui Dan nominated by the Association completed the AFC Project Future Referees' Development Course organised by AFC in Beijing, China. In June, the Association sent Mr. Wong Chi Tang, Mr. Lui Siu Chuen, Mr. Chung Ming Sang and Mr. Wong Yuen Chi to Kuala Lumpur, Malaysia to take part in the 2015 Future III Referee Instructors' Course.

During the season, there were number of local referees and instructors being appointed by AFC and EAFF as members that proves their abilities being ascertained and recognised. Such reflects that referees and instructors from Hong Kong are rated internationally.

Discipline

The Association aims to maintain fair play. The Association has always been extremely concerned about the match discipline. Apart from retaining all the video clips of the HKPL matches, the Association also arranged staff to video-recording the matches involving teams with poor disciplinary record in the 1st, 2nd and 3rd Divisions, as a means to warn the teams and for record purpose. In addition, to ensure the cases involving disciplinary issues of officials and players arising from matches to be dealt with by a fair and impartial manner, the Association specially appoints the Disciplinary Committee and Appeals Committee comprised only of members with independent status, which adjudicate every cases of disciplinary hearing in a fair and impartial manner and provide to clubs with detailed rationales of judgements, enabling the clubs a fair chance of appeal. All cases of violation are severely dealt with for protecting the quality of competitions. The Associations' committees will also serve the teams with poor disciplinary record warning letter as a serious deterrent. The Committees' principle of fair treatment earns the general recognition of the football community as well. At the same time, the Association continue to convey the message and the importance of fair play to teams participating in all divisions, strengthening its education and promotion for the sake of minimizing cases of violation. In order to encourage fair play, teams in the 1st, 2nd and 3rd Divisions with good disciplinary record are granted subsidy on top of the most sporting team award. The Association will continue persistently to improve players' discipline. At the same time, the Association considers to recruit more people with no club background to officiate as duty officers at matches to show fairness. On the other hand, the Association not only simplifies the disciplinary procedure but also consistently reviews and revises the Disciplinary Rules to make them as proximal as possible to the relevant AFC regulations. The revised and new version of the 2014/2015 Disciplinary Rules has been published in form of a booklet for reference of the teams participating in all divisions of competitions

For match-manipulation case of former player Happy Valley player Sasa Mus, which was in violation of the sporting spirit to influence or intend to influence the outcome of a match, thus in breach of 2014/2015 Discipline Rules, the Disciplinary Committee of the Association held a meeting in June this year. After a detailed study of the relevant report and consideration on the severity of the offence, the Committee unanimously decided to impose a penalty of life suspension on Sasa Mus, which prohibits him from participating in the competitions and activities of the Association for life (including in the capacity as an official and as a player). The relevant decision of suspension was also submitted to FIFA and AFC.

Competitions

An AFC recognized brand new professional league ------ Hong Kong Premier League, was launched in September last year. This is the first championship in the history of Hong Kong football and also a league organised for the first time for the top-tier local clubs being licensed according to regulations. Such marks a major reform in local football business and a significant milestone to revitalise the local football business too. The competition was competed by the nine teams being granted by the

Association the HKPL Licence.

In order to enhance communications between all participants and to ensure their clear understanding on the latest laws of the game, competition regulations and matters requiring attention by the time of participation in competitions, the Association organised a pre-season joint conference in August last year to explain to member clubs of the Association, duty officers, referees and assessors the relevant details of the competition matters and operations for all divisions of competitions. The players' seminar of the 2014/15 HKPL was also arranged to be held in the same month. The Association has placed great emphasis on communications with clubs and apart from the regular meetings of the HKPL clubs and 1st, 2nd and 3rd Division clubs, liaison group was also set up to function as a major avenue for exchange of views and passing of messages, enabling clubs to express their views more effectively as well as the promotion of relationship between the Association and the clubs through good and effective communications. By the active promotion of the Association, a number of competitions in the senior divisions procured title sponsorship this year. Prize money and individual awards were being given in these competitions as a token of encouragement, rendering an enhancement in competitiveness and excitement of the matches.

This season, the Association granted approval to Yuen Long, Yokohama FC (Hong Kong), Rangers and TSW Pegasus to change the names of playing teams respectively into I-Sky Yuen Long, YFCMD, BC Rangers and Sun Pegasus when playing in the inaugural HKPL. On the other hand, the Association also accepted the promoted club Tai Po, in a changed team name as Wofoo Tai Po, and another promoted club Wong Tai Sin to join the HKPL together, making a total of nine teams participating in the HKPL competitions. All the participating team enhanced their strength this years and instilled now momentum to the competitions and rendering the competitions this season tightly competitive and more attractive as well as entertaining. In addition, the Association also approved Sun Source's application for changing its team name into Metro Gallery Sun Source this season to compete in this year's 1st Division competitions. At the same time Sai Kung Friends and North District were granted approval to rename their teams into GFC Friends and Rainbow Legend North District when playing in the 3rd Division competitions. Furthermore, the Association accepted this season two new teams Kowloon Cricket Club and King Mountain to enter into this year's 3rd Division competitions.

After a whole season of an intense competition, all trophies this season had their owners. Kitchee retained the league title to become the first champions of the HKPL and won the qualification for next year's AFC Cup straightly. The team also won the League Cup and HKFA Cup this season, becoming triple winners. Eastern was the winners of the Senior Shield. Apart from defeating Kitchee and winning the season's kick-off event 2014 HKJC Community Cup, South China also won over Eastern and YFCMD consecutively in the post-season playoff to won once again the qualification for the next year's AFC Cup. Moreover, Kitchee reached the semi-final of the 2014 AFC Cup only to lose to Arbil of Iraq and failed to enter the final. The team played in the 2015 AFC Champions League play-off and lost to Chonburi of Thailand and failed to qualify further but being eliminated in the second round of the play-off. Kitchee and South China jointly made the history by both reaching this year's AFC Cup Quarter-finals through their outstanding performance. Regarding the HKPL Top Scorer, the award was won by player Giovanni who had scored 17 goals for his club Eastern this year. Junior HKFA Cup was won by Citizen and Tung Sing emerged as the winners of the Futsal League.

In July last year, French football giants Paris Saint-Germain was invited to Hong Kong to play a friendly exhibition match against Kitchee as the curtain-raiser for this season. In the end, Paris Saint-Germain defeated Kitchee by 6:2. Kitchee showed an outstanding performance in the match, achieved an encouraging result and left a deep impression on the attending fans. This not only proved the strength of the local teams but at the same time a delightful phenomenon of a local club's running of foreign team match which demonstrates the club's confidence on the local football market. To celebrate the Association's 100th anniversary, the Association specially invited world class outfit the national team of Argentina, including in the team World Footballer of the Year Lionel Messi, to visit Hong Kong in October and to play in the match to mark the Association's centenary year together with the Hong Kong Representative Team. The match was a star show with of world class footballers, eye-glaring attractive. It ended with the national team of Argentina beat Hong Kong Representative Team by 7:0. In November, Shanghai SIPG FC from the Mainland defeated Kitchee 6:1 on aggregate after home-and-away matches to retain the championship of the 2014 Hong Kong-Shanghai Inter-clubs Cup.

The annual event of the Chinese New Year Cup was held in February this year. South China was granted the rights to organise the event this time. With title sponsorship of AET, the event was named as 2015 The New Year of Ram Cup. The hosts invited the New York Cosmos defeated South China by 6:4 through kicks-from-the-penalty-mark to become winners.

This season a number of teams had their own fans' club and self-organised cheering teams. This Association tried its best to assist and to work in collaboration with the clubs' promotional activities. In consensus with the parties concerned, fans were permitted to bring into the stadium cheering materials like drums and banners to support their teams. This not only allows the fans to be more involved in the match atmosphere and to enhance their sense of belonging to the clubs and the clubs' image, but at the same time strengthen the relationship between the Association and the fans.

This year's HKPL and other competitions continued to play in home-and-away system, with matches held at venues in ten different districts. The Association also made use of the system to promote the regionalisation of teams as well as the home-and-away playing format.

The most encouraging sign noted this season was the growing maturity of a lot of youth players, which induce the football community the belief that the local football has the potential space for development. Moreover, all the local and international competitions were successfully completed this year with the endeavours, support and cooperation rendered by the HKPL club owners and officials to the Secretariat. Such deserves the Association's sincere gratitude.

Youth Development

The Association knows very well the importance of youth training to the overall development of football in the future. Various youth training activities are devised with linkages and continuity, aim to highlight the nurturing of future football successors through systematic training programmes identifying youth players with potential.

The Association has been committing to the development of youth football training, and the thorough implementation of the concept of nurturing talents for the local football community. The Association also actively promotes the districts to participate in youth football training, to enhance their sense of belonging to the community and interest in football as well as to develop their good team spirit and sportsmanship. In the recent years, a concept of unitary and integrated plan for youth training has been drawn up enabling players with potential to receive further and continuous training. Students with good performance will be given the opportunity to be selected by the Association to take part in the selection for Regional Elite Teams, and then be promoted further to represent the Association's representative teams to participate in international competitions.

This year's district football development programme was launched in August last year in all the 18 districts through the HKJC District-based Football Training Scheme 2014/15, with a total of 3,242 participants. The Association continued this year to promote a plan of integrated district football development, with district teams of primary athletes, young athletes and district youth being integrated. There was ideal outcome and coaches were able to pick up outstanding students to undergo with training. Moreover, in order to strengthen the cooperative relationship with the districts, the Association arranged district seminars to gather the opinions from the district clubs on the youth football training programmes. At the same time, the Association also set up appointed district supervisors who had regular meetings and submitted report to reflect to LCSD the issues encountered at the time of district training as well as to deliberate thereupon the solutions.

The Junior Football Club, a deeply popular activity among the teens and parents, had a total of 733 members this year and the number of participants in the training classes were 1,321. Participants can cultivate an interest in football through activities. Members are being granted not only free admission to watch the local HKPL matches but also the opportunity to act as escort kids at international matches and to get close to football stars. Members can also participate in the football activities and football training courses organised by the Association. Apart from the Association's release of JFC bulletins in every three months as well as the regular holding of basic football training

classes and football fun days, the special Facebook page was launched to allow members to view at any time the updated JFC information through the page and to download the photos of JFC activities provided by the Association. In additional, there were also football training camps organised to cater members with matches, games, family camps and fun days. Also, relevant FIFA instructors were invited to give talks at the coaches' workshop to disseminate to the base-level coaches and youth leader the relevant knowledge. Parents were also encouraged to participate so that members could enjoy the fun of football together with family and ended up improving each other's feeling. On the other hand, JFC set up training classes in eight different regions and provided students with year-round interest groups in football. At the same time, the Association would consider to recommend to the regional coaches those JFC students with potential for further observation. This Association organised three large-scale activities this year in the JFC Orientation Football Fun Day, JFC Winter Carnival and JFC Small-side Football Challenge, providing the members basic football training, small-side football matches, teaching of fancy football drills, shooting games, family sessions, etc. Those met with overwhelming response from the members and members and parents participating the activities were extremely engaged, thus created a boisterous scene. They all learned football skills under a joyful and relaxing atmosphere, felt the fun brought along by football. At the same time parents could make use of this opportunity to share the joy of football together with their child and to experience the joy of family football. The Association also organised two regional football competitions this year to be participated by eight districts. The competitions had two age groups for under 12 and under 7, to be played in the mode of five-a-side. The purpose of the competitions was hopefully to allow the members to show their football skills learned from the classes through a match environment, and hence to enhance the members' interest in the game of football. Gift packs and souvenirs were provided in the competitions and the teams with outstanding result and other participating teams were being awarded. Furthermore, the Association also arranged JFC to have joint activities with other football academies, with focus on cultivating interest and enabling participation from more members.

This season the Association continued to launch in various districts the year-round grassroots football development programmes, through the Summer Youth Football Scheme and Training Scheme of the HKJC Youth Development Programme, LCSD's School Sport Programme and JFC, which provides annually football promotion and training to more than 15,000 youngsters to materialise their football dream. In March this year, the Samsung 58th Sports Festival --- Grassroots Football Festival was held in Sha Tin Tsang Tai Uk Artificial Turf Football Field. A total of more than 80 students and parents attended the event. The participating students were very involved and the activity had a boisterous scene. The activity provided not only training of basic football skills but also small-side football matches, rendering them learning football skills under a joyful and relaxing atmosphere. Students and parents enjoyed the fun of football and shared a half-day moment of happiness together.

To encourage students to participate in football, as well as to respect and appreciate players' enthusiasm and dedication to sports, the Association in March this year organised in conjunction with the BOCG Life Assurance Co. Ltd. and the Hong Kong Sheng Kung Hui Welfare Council Limited the activity "BOCG Life HKPL Ultra-Junior Fan Experience". Through the personal visits to schools by players and their interactions with students, the concept of healthy and happy football was promoted to school campus and attention of local football league was uplifted. The activity provided a shooting challenge enabling the students an appreciation to the five key elements of the activity - "understanding", "fun", "bodily experience", "passion" and "dream" and encouraging them to participate in football sport. Moreover, the activity also included on site instructing by coaches and players as well as sharing of players' bitterness and happiness with students, Also, there were live demonstrations, teaching of football skills and group instructions, ensued by small-side matches. Students were invited to attend HKPL free of charge too.

To promote the development of youth football in Hong Kong, the Association procured the support from LCSD's Sports Promotion Unit --- School Sports Promotion Unit to invite a total of 340 teachers and students from 21 secondary and primary schools all over Hong Kong to attend and watch the international friendly match between the Hong Kong Representative Team and Guam so that they could feel in person the atmosphere of local football match. Furthermore, the Association cooperated with the Kwun Tong District Youth Outreaching Social Work Team-cum-"Owl People" East Kowloon Young Night Drifters Service of the Boys' and Girls' Clubs Association of Hong Kong to invite eleven youth to act as activity volunteers who could then experience in person the happiness from

voluntary services.

The Association continued to maintain an intimate linkage and cooperation with LCSD and sponsors this season to promote jointly the grassroots football development. Projects organised during the season included HKJC Youth Football Promotion 2014, Henderson Youth League, Nike Manchester United Premier Cup 2015 and Nike Hong Kong Futsal League 2015. These endeavoured to provide to youth of different ages the opportunity to participate in organised football training and competitions. At the time of learning proper skills demonstrating also their personal potential. The Association also picked up those players with outstanding performance and potential to join the youth representative teams for further training. Such injected new blood and provided successors to the representative teams.

In August last year, the 2014 HKJC Youth Community Cup was firstly held to raise the curtain for this season's youth competitions. In the end, Tai Chung U13 beat Kowloon Cricket Club U13 to win the trophy. In October, Kitchee U16 won the championship of the HKJC - Hong Kong Beach Festival 2014 Beach Soccer Invitational Tournament. The Association continued to organize the youth league in the season and encouraged the HKPL clubs to set up their academy teams to take part in the competitions. This season there were five sections for under 18, under 16, under 15, under 14 and under 13 catering youth players at different levels more equal opportunity for matches and exchanges. All the five sections had its 1st division league, 2nd division league and HKFA Cup competitions. On the other hand, the Association also provided an under 17 section youth league. All these sections had teams from HKPL clubs, 1st Division clubs, 2nd Division clubs and 3rd Division clubs entered. The competitions aimed to provide youth players more opportunities to take part in football training and matches so as to uplift their football standard and to increase their match experience.

In addition, the Nike Manchester United Premier Cup 2015 continued to provide the local youth players a high standard match platform this year. This helped to the local football community to locate and nurture successors. Players participating in this competition were given the opportunity to challenge the elite teams from the Mainland and even from overseas, to broaden their personal football vision and to have precious experience. Kitchee emerged as champions of this year's competition and represented Hong Kong to participate in the finals of the Greater China Region held in Kunming, Yunnan Province of China in April this year. It ended with result of two wins, one draw and two losses but failed to qualify for the semi-finals.

The Association always supports programme of "football academy". In April this year, the Board of the Association endorsed the "Professional Footballers Education Programme" of the Yan Chai Hospitals Tung Chi Ying Memorial School to be an official "football academy".

With the continuous title sponsorship of the Hong Kong Jockey Club Charities Trust, known as "The HKJC Youth Football Development Programme - Summer Promotion 2014", the number of total participants this season was 12,676 which was very overwhelming. The main purpose of the programme is to encourage local youths to participate in football activities, to provide them a football platform, to allow them the taking of first stride in their journey as footballer, to promote their interest in football, and at the same time to train them for football participation and sportsmanship in order to stimulate their personal growth and talent, performance and achievement of their efforts, to allow participants enjoying the fun of football in the time of summer holiday, to cater them with a meaningful leisure activity and to fulfil their football dream. Furthermore, the programme not only trained them the football skills, but more importantly to build them up with a character of positive persistence, to develop their emphasis on team spirit, discipline and fair play. The programme is a football training scheme covering all districts in Hong Kong and "Football for All" was the theme this season, providing football training for young men and women aged four to 17 as well as to each participant the opportunity to learn the basic football skills. There was a wide range of reforms in this season's event aimed to establish linkages with other activities of the Association so as to make the programme more accomplished. Characterised reforms included no elimination was provided in stages so that all participants could participate the whole programme in full; more small-side competitive matches were arranged during training; to lower the aged limit to four so that infants could be brought into contact with football at their early ages; the course would complete in the month of August so it would not affect the start of new school year. The programme also invited

Tong Kin Man, Ngan Lok Fung, Chan Wing Sze and Chak Ka Man as Youth Football Promotion Ambassadors calling on youths to participate. The Youth Football Promotion Ambassadors also assisted the programme by making visits to primary and secondary schools for football demonstrations to promote the programme and the sport of football, as well as to share their experience with the participants.

In 2015, the Hong Kong Jockey Club Charities Trust continues to be the title sponsor (the sponsorship has been for five consecutive years) of the HKJC Youth Football Development Programme - Summer Promotion 2015. The programme is the largest youth football development programme in Hong Kong with the main purpose to promote the local boys and girls aged from four to 17 an interest to participate in the sport of football, to provide them with a football platform, to train them the spirit of participation and sportsmanship, and to inspire their personal growth and talent. Summer Promotion Programme starts from the July to August this year and the programme is a territory-wide football training scheme covering all districts in Hong Kong, catering youths aged from four to 17 football training (basic football knowledge and technical course) and participation of small-side matches. The programme is characterised by no elimination provided in stages so that all participants can participate the whole programme in full; more small-side competitive matches were arranged during training; to lower the aged limit to four so that infants could be brought into contact with football at their early ages; the course to be completed in the month of August so causes no hindrance to the start of new school year. The programme will benefit more local youngsters. The programme even invites Chan Wing Sze, Ho Wan Tung, Chan Siu Kwan and Leung Kwun Chung as Youth Football Promotion Ambassadors calling on youths to participate. The Youth Football Promotion Ambassadors also assisted the programme by making visits to primary and secondary schools for football demonstrations to promote the programme and the sport of football, as well as to share their experience with the participants.

To promote the development of youth football, the Association continued to form a strategic partnership with the Hong Kong Schools Sports Federation this season, by providing assistance to HKSSF in the areas of coaching, refereeing, participation and improvement of standard, etc. Such helps the educational sector to build up a football community and attract them to participate in competitions at international and club level.

Promotion and development of local futsal is one of the Association's working priorities. The Association works actively to strengthen the training, so that players at young ages receive formal training and players with potential are selected therefrom to undergo with long-term training. This season the Association already implemented the futsal league, trained futsal-specific players, enhanced the capability of the representative teams and strengthened the training of futsal coaches and referees. At the same time, futsal development projects were extended to all the primary and secondary schools in Hong Kong. Also, all the 18 districts were lined-up to have the projects promoted to various sectors of the social community, enabling more people to take part in futsal. The Association also organised a number of futsal fun days in the season. In order to improve the standard of futsal in schools and to allow students more opportunities to take part in futsal matches, the Association organised in the season futsal competition (schools section). This was a terrritory-wide futsal competition for primary and secondary schools, which was divided into three stops in Hong Kong, NT East and NT South, each with four sections for men under 15 of secondary schools, men under 13 of primary schools, women under 13 of primary schools and mixed under 10 of primary schools. The competition was sponsored by ChelseaFC Soccer School (HK) and had 122 participating teams. On the other hand, the Association continued to enhance the promotion and publicity of futsal, as well as to solicit suitable sponsors.

In January this year, the Hong Kong Representative Team Honorary Head of Delegation Dr. Wallace Cheung generously donated HK$50,000 to the Association, to be used to support the development of Hong Kong's young futsal players. The Association hereto thank Dr. Cheung for his donation.

Training of Coaching, Administrative and Sports Science Personnel

All along, the Association is very much concerned about and stresses on the training of coaches and instructors, and actively nurtures a new generation of coaches and instructors in order to uplift the professional standard of local coaches. Apart from drawing up the developmental strategy for coach

education and enacting the code of conducts for coaches, the Association also organised regularly workshops and seminars with different themes, with local and overseas experienced instructors as speakers therein to instill to the coaches the updated knowledge and to cater them new concepts and methods of training. Both quality and quantity were emphasised in order to improve the professional knowledge and standard of local coaches. In addition, to enable the further the content of the coaches' training courses, the Association arranged different coach instructors to conduct specifically the courses at a particular level, so that proper instructions were given and regular reviews and follow-ups were made. Also training of personal abilities and techniques was enhanced at the coaches' courses in order to achieve a comprehensive upgrading of local coaches. At the same time, the Association also strengthened the communications and linkages with coaches. Apart from organising a number of seminars, symposia, workshops and seminars, newsletters for coaches were also published and mailed to all registered coaches as well as uploaded to the Association's official website. Such allows the coaches to get hold of the latest coaching information and to improve their professional standards. This season the Association continued to adopt the coaches training mechanism, registration system and integrated directives of education implemented last year. The operations had paid off and training was duly arranged, enabling there was improvement to training quality of coaches. To ensure the quality, standard and active rate of local coaches, the Association had regular reviews and assessments on the appointed coaches. Decision on contract renewal was made on the basis of achievements, performance and active rate. In addition, the Association also planned to strengthen the training of district coaches and to provide to all district coaches more technical supports, thus uplifting the standard of district football. Moreover, the Association held regular meetings of coach instructors to maintain communications.

This year the Association had a total of 844 registered coaches, and several local coaches and instructors were given appointments by FIFA, AFC and EAFF. Such proves that their ability is being ascertained and recognized and reflects the level of significance of Hong Kong coaches and instructors among the international rank.

During the season in October last year, the Association sent Mr. Oliver Fung, Ms. Chan Shuk Chi, Ms. Betty Wong and Mr. Szeto Man Chun to Kuala Lumpur, Malaysia to attend the FIFA/AFC/OFC Conference for National Coaches and Technical Directors 2014 FIFA World Cup Brazil. In November, the Association appointed Mr. Chan Hiu Ming and Mr. Szeto Man Chun to visit Paju, Korea Republic to participate in the AFC Coach Asia Batch 2014 Module 3 organised by AFC. In February, Mr. Chan Hiu Ming was appointed by the Association to take part in the FIFA Grassroots Instructor Meeting, held in Madrid, Spain. In the same month and in July, the Association sent Mr. Ng Siu Yip, Mr. Wong Tsz Wai, Mr. Yip Hin Yeung, Mr. Poon Kwong Tak and Mr Tam Long Ming to Chaiyi, Chinese Taipei to participate in the AFC A-Licence Coaching Certificate Course organised by AFC. In March, Mr. Oliver Fung was appointed by the Association to visit Kuala Lumpur, Malaysia to take part in the AFC Fitness Coaching Instructors Course (Level 2) organised by AFC. In April, Mr. Lai Pak Yung was selected by the Association to go to Kuala Lumpur, Malaysia for participation in the AFC Futsal GK Coaching Seminar for Instructors organised by AFC. I the same month and in June, the Association sent eight coaches to Macau to take part in the AFC A-Licence Coaching Certificate Course organised by AFC. In May, the Association appointed Mr. Chan Hiu Ming and Mr. Szeto Man Chun to visit Kuala Lumpur, Malaysia to participate in the AFC Coach Asia Batch 2014 Module 4 organised by AFC. In June, the Association appointed Mr. Lai Pak Yung to go to Kuala Lumpur, Malaysia for participation in the AFC "C" Coaching Instructors' Refresher Course organised by AFC. The aforementioned participants had submitted to the Secretariat the report after completion of the course, and shared with other students the latest information and professional knowledge they gathered and experienced from the courses through seminars.

The Association organised a total of five seminars for local coaches this season, including "Trend of Goalkeeping in Comtemporary Football", "Demonstration of Hong Kong Youth Team Training", "Technical Training of Futsal Goalkeepers", "Contemporary Education of Goalkeepers" and "Technical Analysis Report on World Cup". Mr. Kato xxx, Mr. Xavi Bravo Gimenez, Mr. Lai Pak Yung, Mr. Frans Hoek and Mr. Kwok Ka Ming, JP were invited as a speaker to the respective seminars. The seminars not only helped to improve the knowledge of the local coaches but also provided the coaches and the speakers the opportunity for mutual exchanges.

The Association will in the future recommend more and different coaches and instructors to

participate courses and seminars abroad in order to nurture a gentry of successors for instructors and to enhance the level of local coaches more effectively. At the same time, in line with the development of football in the future and the enhancement of coaching quality, the Association will consider the appointment of coaches' instructors from overseas in charging the affairs of coaches and coach education.

To help local coaches to improve their knowledge and skills of football teaching, the Association redesigned the curriculum for coaches' training courses and instruction guidelines this season. Many widely popular coaches' courses were continued to be held this season, including the Youth Football Leaders (Level I) and (Level II) Certificate Course, "D" Coaching Certificate Course, AFC "B" Coaching Certificate Course, AFC "C" Coaching Certificate Course, AFC (Level II) Goalkeeper Coaching Course, AFC (Level I) Futsal Coaching Course, AFC (Level II) Futsal Coaching Course and AFC (Level I) Fitness Coaching Course, providing those who are interested to join the coaching rank specialized training and popularizing the football sport. And qualified coaches will in the future assist the development of football in the districts and schools, and the nurturing of a new generation of players.

In addition, the Association also promoted a group of coaches with potential to be local junior coach instructors to receive training. They were arranged to have practical in the junior coaching courses and to be assisted by the experienced instructors in application. At the same time, the Association drew up various measures and held talks to assess and to improve the standard of the coach instructors.

Organized by the Association with the subvention from LCSD and assisted by the Education Bureau, the "Schools Sports Promotion Scheme --- Football : Coach Outreaching Programme --- Small-side Football" targeted mainly the secondary and primary school students by appointing qualified coaches by the Association to the secondary and primary schools to assist them providing football training to students, so as to improve the football standard of the schools. Regarding the training of non-school team players, the coaches taught the students to play football games and trained them the basic skills in order to cultivate their interest in football sport. Schools could set up school teams through this project and then to uplift the sporting standard of the students. For the training of school teams, the training content focused mainly on skills and small group tactics, and emphasized individual and group ability, aimed to train the students to form school teams to take part in small-side matches. Coaches also conducted technical assessments on the students regularly.

This season the Association worked out a more comprehensive mechanism for coaches training to help to raise the standard of local coaches. Such included the development of a programme to assess the standard of the existing coaches, the decentralization of coach education works to club basis, the drawing up of a new future development plan for the representative teams, the establishment of a new style for the representative teams, the strengthening of communications and relationships with clubs as well as the arrangement of regular training and friendly matches, the comprehensive mechanism for the appointment and selection of coaches by open recruitment of coaches, and also the development of a system relating to the recruitment of coaches at regional level.

Marketing Promotion and External Relations

The Association has so long been actively searching for working partners to help the Association in organizing more marketing and promotional activities, and strengthening marketing and promotional works, thereby to enhance the Association's credibility and image. By making endeavour in two perspectives of external and internal relationships to promote local football, and through marketing promotion and media relations to propel more organisations and the greater public to support football sport.

Regarding external affairs, the Association continued to maintain intimate and good cooperative relationships with FIFA, AFC and EAFF. Information about Hong Kong football was disseminated outside to increase outside bodies' knowledge and interest about Hong Kong football and to work hard for the development of local football sport. Meanwhile, the Association also keened to enhance the sense of belonging of local fans to local football. The Association took a more proactive and positive approach towards external affairs in the season, including the speedy follow-up of public inquiries and complaints.

With the active participation of media and organsiations, a number of marketing and public relations activities achieved satisfactory results. Large-scale marketing promotion campaigns successfully attracted the attention of the general public, achieving effective outcome of competition and business publicity. This season the Association organised a number of marketing activities, including the cooperation with the sponsors to sponsor and to promote competitions, working in conjunction with the media organizations for extensive publicity of competitions and teams, and opening up more and different types of media coverages for competitions so as to broaden the coverage of competition promotion and to make it multi-facets and more in depth.

Many large organizations and well-known brands still regarded local football as a valuable apparatus for commercial sponsorship. The season the Association continued to marry NIKE Hong Kong Limited with a partnership relation and NIKE was once again a sponsor and official partner of the Hong Kong Representative Teams by providing uniforms and equipment to the representative teams at all levels, and by supplying to the local HKPL and nine HKPL teams NIKE Incyte as official match ball as well as the sponsoring of ground staff uniforms. For men and women referees and assessors officiated in this season HKPL matches had their uniforms and equipment continued to be sponsored by Karvo Sports Equipment Limited, the Hong Kong agent for the renown Italian sports brand Lotto Sport.

This season the Association still successfully achieved a number of corporate sponsors. A number of competitions at the senior divisions received title sponsorship, including the Bank of China Group Insurance Company Limited being the title sponsor for the inaugural "BOCG Life Hong Kong Premier League"; the “Canbo Senior Shield sponsored by the Guangdong Canbo Electric Co.. The Asia Television Limited worked in cooperation with the Association in the broadcasts of local football competitions this season. It helped to make publicity and to promote local football competitions, and to allow local fans watching exciting football matches through the free-of-charge terrestrial channels. Moreover, the Association also continued to work closely with sponsors in the successful organisation of a number of large-sale competitive events, including the NIKE Manchester United Premier Cup 2015 and NIKE 5 2015, both title sponsored by NIKE Hong Kong Limited, the Henderson Youth League title-sponsored by Henderson Land Group, etc. All these activities received overwhelming response and positive comments as well as showed the charm of football and proved that the local football matches still had huge market value. In addition, the Association also successfully obtained the continuous title sponsorship from the Hong Kong Jockey Club Charities Trust for the HKJC Youth Football Development Programme in 2015. At the same time, the Hong Kong Jockey Club Charities Trust was also the title sponsor for the 2014 HKJC Community Cup and 2014 HKJC Youth Community Cup held at the beginning of the season. Wofoo Social Enterprises was the title sponsor of Fulfillment of Dream – Girls’ Football Development Programme and Fulfillment of Dream – Girls’ Football Carnival. Chelsea Soccer School (HK) titled-sponsored the Chelsea Futsal League and Chelsea Futsal Competition (Schools Section). Active O2 title sponsored this year’s Active O2 Hong Kong Top Footballer Awards. And there were also a number of sponsors supporting the Centennial Memorial Match organised by the Association last year, including Bank of China Group Insurance Company Limtied, NIKE Hong Kong Limited, Gillette, Hong Kong Airline (also sponsored the air-tickets of the Hong Kong Representative Team for their overseas training), JP Morgan, Noble Group, Pocari Sweat, Watsons Distilled Water, etc. The Association hereto thanks all the sponsors for their support to the local football sport.

In addition, this year’s 2014/15 Hong Kong Top Footballer Awards was launched in April 2015 and this election received enthusiastic votings and many awards were officially won, with Alves da Silva Giovane crowned the Hong Kong Footballer of the Year. The awards not only paid recognition to on-stage and behind-the-scene football elites, but also having enormous benefits to the promotion of local football sport.

After the implementation of the inaugural Hong Kong Premier League was confirmed that the Marketing Department of the Association immediately launched a series of promotional and marketing works in collaboration with the establishment of the brand new professional league. In terms of marketing, completely new brand, logo and image were created for the new league, new sponsor for the league was solicited, more marketing and promotional works were carried out, website contents were enriched, the online game of League Manager was revised, measures were drawn up and implemented to monitor all matches, players and coaches had to attend educational

seminar mandatorily, referees briefing sessions were arranged, pitch improvement initials were made jointly with FIFA and LCSD, further increases in the resources for the training, assessment of and communications with referees, doping tests were randomly executed, preparation for the formation of players' union was made. At the same time, new playing format was introduced to the Reserve Division competitions with focus on youth players. Competitions of different types were added with increases in prize money. Seeding fund was set up to assist clubs with less resources. TV broadcasting right was negotiated. Through the AFC Kick Off Programme, experts were invited to visit Hong Kong to advise the local clubs to conduct marketing and promotion activities for the purpose of increasing commercial revenues. Survey was done at the time of matches in form of questionnaires in order to meeting the demands of the football fans more.

In term of publicity and promotion, there included advertisements on bus which receiving ideal response from the public. The game of "Support HKPL, Support Dreaming" was launched at MTR stations with grand awards being given to the winners. Posters were placed at the MTR stations to spreading actively the messages of local football over the entire territory of Hong Kong. In order to show recognition of the players having outstanding performance in the competition, sponsors Bank of China Group Insurance Company Limited and the Hong Kong Sports Press Association jointly organized the selection of monthly league Most Valuable Player, with trophy and prize money as encouragement. Furthermore, the Association organised in conjunction with the sponsor Bank of China Group Insurance Company Limited and the Hong Kong Sheng Kung Hui Welfare Council Limited the "BOCG Life HKPL Ultra-Junior Fan Experience" to encourage students to participate football sport. Through the players' visits in person to schools and interactions with students, the concept of healthy and happy football was promoted to school campuses and at the attention to the local football league was enhanced too.

On the other hand, the Association also appealed to fans prior to the event through media and official website to wear the colour of the home outfits of the Hong Kong Representative Team in a number of their home international matches as a means of cheering the Representative Team. Also the official souvenir items and jerseys were put on the shelf for sales to the public at a discounted price. Arrangement was made to have the jerseys of the Representative Team available for purchase of the fans inside the stadium so that the fans could wear the Representative Team's jersey as gesture of support. Fans zone for the Representative Team was allocated inside the stadium and assistance was given in the organisation of cheering band and production of cheering sticks of the Representative Team.

In March this year, the Representative Team played a friendly match at home against Guam. Before the match the Association put forward a promotional game "To Win Through You" on the Facebook page of the HKPL allowing all the Hong Kong public to dedicate together their ideas in the best line-up and tactics for the Representative Team. In order to create a boisterous atmosphere at the home matches, fans attending were given a match programme and heart-shape stickers printed with "To Be the Twelfth Man of the Representative Team" free of charge as to cheer and to uplift the spirit of the team. Booths were set up inside the stadium for free distribution of Pocari Sweat, exchange a candyfloss after giving a Like in the official HKPL Facebook page, redeem of popcorn for download on site the mobile phone app "Kick Off". In the photo-shooting area there were three Hong Kong Team Angels whom the fans could take photo together with and win prizes in plenty. Also inside the stadium, there was a ball control challenge with the winner being awarded the home jersey of the Representative Team free of charge. At the same time, fancy football athlete Mr. Sze Po Shing was invited to give demonstration. Also, there was a special area designed for the sales of Representative Team's souvenir items. On the other hand, the Association co-operated with MTel Limited to promote the match. By downloading the mobile phone App "Kick Off", fans all over Hong Kong could receive real time match information and have discussion inside the chat room of the App. Fans were even encouraged to take part in the interactive photo-shooting game at the booths set up on the site. Online website on.cc fully covered the match. Apart from reports on the Representative Team's preparation and players' interviews, the match was also broadcasted live so that the public could watch the match through online or mobile phone App. At the same time, the Association procured the support of LCSD's Sport Development Unit --- Schools Sports Promotion Unit that a total of 340 teachers and students from 21 primary and secondary schools all over Hong Kong were invited to attend the match and to experience the atmosphere of local football match in person. Even more, the Association worked in cooperation with the Kwun Tong District Youth Outreaching Social Work

Team-cum-"Owl People" East Kowloon Young Night Drifters Service of the Boys' and Girls' Clubs Association of Hong Kong to invite eleven youth to be volunteers to experience the happiness brought along by giving voluntary services. The stadium on the match day made a big shift into a family carnival.

In June the year, the Representative Team played their first home match against Bhutan in the Preliminary Joint Qualification Round 2 of the 2018 FIFA World Cup Russia™ and AFC Asian Cup UAE 2019™ Asian Zone. In order to promote the match, the Association specially launched package tickets in discount for home match to encourage the fans to unite together in "Supporting Fellowmen" and each package of tickets was presented together with a chest pin. For those who had purchased the "Supporting Fellowmen" package tickets was further awarded the special version of "Hong Kong vs. China" T-shirt designed by a local illustration artist. Regarding the creation of boisterous atmosphere for home matches, the Association specially assigned a standing fans' cheering zone to allow the fans keep standing and watching throughout the match. Cooperation was made with San Miguel Beer that a beer was given free of charge inside the stadium by presentation of ticket stub, so as "Supporting Fellowmen while Drinking Beer". Cheering apparatus bon bon sticks were distributed free of charge inside the stadium, as well as stickers of the Hong Kong Team, match programme, pocket-side match calendar and "Supporting Fellowmen" poster designed by a local artist. "Hong Kong Fight" giant light box was erected inside the stadium to allow fans to mark their presence before watching the game and to have it shared with friends through social website. By participating in the second strike of the game "Supporting Fellowmen in Duet", there was the chance to win the "World Cup Trip to Bhutan for Two" presented by PAM Holidays then to support the Hong Kong Team in person in Bhutan. In the designated area for sales of souvenir items, limit quantity of "Supporting Fellowmen" World Cup Qualifiers boutique tote bags specially designed by the renowned local caricaturist Mr. Li Chi Tak were on sale.

All the aforesaid promotional activities received good response, and even positive reaction and enthusiastic support of the fans.

To bridge the gap and to strengthen the interactive relationship between the Association and the fans all over Hong Kong, this year's Hong Kong Top Footballer Awards were added with a number of new ideas. Apart from designing a brand new logo to match with the HKPL, sponsors were specially invited to package the players with a gorgeous image by the timing of shooting promotional photos, for the purpose of bringing to the fans pleasant surprises. "Your Voices in the Path to Stardom" was the theme of the election. In order to attract more participation from fans, the election this year specially provided a "Your Voices in the Path to Stardom" column for message on the voting form to allow fans to write down their words of support to the football stars. The twelve fans with the best messages were invited to attend the award presentation ceremony to witness the birth of this year's Hong Kong Top Footballers.

Regarding other marketing and promotional initiatives, the Association had carried out a number of promotional activities, for example, to arrange the production of advertising, at venues, the placement of advertising boards and easy-mounted billboards to provide a a beautiful backdrop for media and team officials and players at the time of interviews, thereby increasing the exposure of sponsors' brand. To further enhance fans' cohesion and intimacy with Hong Kong football, and to attract and encourage more fans going to watch football matches at stadium, as well as to deepen and nurture fans' interest, understanding and support to local football competitions, a lot of relating measures were implemented by the Association. For instance, by having active negotiation and cooperation with the stadium management and relevant authorities, fans were permitted to bring into the stadium cheering apparatus like drums, flags and banners, to support the playing teams and to have the fans more engaged into the match, as well as the enhance the onsite atmosphere of and the fans' involvement in the match. Concessionary tickets were made available for old-aged people and students. For the convenience of the fans, payment of admission ticket through Octopus Card was accepted. Various privileged groups from non-profit making organisations were arranged at attend matches free of charge. etc. In order to support the Representative Team to strike a win in this year's Hong Kong-Guangdong Cup first-leg away match, the Association organised a contingent of cheering fan by inviting the fans to travel to Huizhou and to attend the match in person cheering the Representative Team. Also, in the second-leg home match, posters were distributed free inside the stadium whereas the 2015 Hong Kong Team desk calendars were sold to the public, as measures to

encourage fan to attend the match supporting the Hong Kong Team. Moreover, the Association provided apart from the detailed and updated information on local football through the official website, also strengthened the publicity inside the stadium. Information like team lists and fixture list were distributed inside the stadium and even had poster, souvenir programme containing information of clubs, players, competitions and venues specially published and distributed free of charge to fans attending the league's inaugural match, for further promotion of the local football.

In the relationship with the public and the media, for strengthening actively the communications and cooperation with the media, the Association continued to invite the media to participate in the visiting party to Huizhou for this year's "Hong Kong-Guangdong Cup" this season. Moreover, the Association also went on to assist Hong Kong Sports Press Association to present award at the stadium to the winner of the MVP of the Month elected through voting of the sports reporters, as encouragement to players for their hard-work performance on the field. At the same time, the Association also met the media for maintaining close contact, and in time of contingency, took initiative to approach the media and to issue press releases. All media did make extensive coverage of a number of major competitions and international matches held in the season. On the other hand, the Association also gradually increased its transparency so that the public understood the current development trend of football sport and thus a positive image was built. At the same time, the Association enhanced the facilities inside the stadia to facilitate the media's easy access to internet. The Association hereto thanked all the media for their efforts and attention, rendering local football news one of the most extensively covered sports item still.

For the publicity of local competitions, promotions were made by the Association to the public through various media, including convening press conferences, providing backdrop for reporters' interviews, and the placement of advertisements on the Association's and public's websites. For the locally held international matches, included the promotions made jointly with sponsors and local media and press; the placement of advertisements on the Association's and public's websites; the releases of e-mail to the Association's member clubs, coaches, referees and participants of the youth activities as to strengthen the publicity of the relevant competitions; the increase of ticket sales avenues, points of sales and discount in order to attract more fans to attend matches; the uplifting of atmosphere inside the stadium by distribution of pom-pom sticks, the invitation of sponsor to watch the matches in person for the sake to build-up a more intimate relationship.

Apart from the aforesaid activities, the official Chinese and English web pages of the Association maintained to upload different news and information daily, with daily hit rate of more than 800,000. On the HKPL match days, the hit rate even exceeded a million, with especially the live-time score and club information being the most popular among the fans. In additional, the contents of the Association's web page are extremely informative. Apart from strengthening the relevant coverages of this year's HKPL, the web pages also provide the match statistics of the various competitions and playing players. To facilitate the convenience of the surfers in browsing the web contents, the web pages set aside specific pages for different items, including Hong Kong Representative Teams, HKPL, women's football, youth development, referees and coaches training, etc. Inside the web pages there are also introductions of venues providing the transportation information and the nearly street map of the various stadia to facilitate the checking of the fans. Moreover, the Association publishes electronic bulletin once every two months sent directly to the designated e-mail box, allowing viewers to keep track closely with the latest news of the Association. Such helps to make the day-to-day affairs of the Association more open and transparent and provides the local fans more interactive participation. At the same time, the Association reserves on the web page positions for advertisements in the hope to increase the source of income for the Association. The Association's online ticket sales system catering fans the convenience in purchase of tickets. That online ticket sales system also helps the Association to exploit a new customer base including, inter alia, overseas fans.

In future, the Association will continue to strengthen the length of coverage of the web content. Apart from the release of the latest news and information of the relevant promotional activities, information on all items will be renewed and revised regularly. Clips of match highlights will be made available fans' browsing and download, so as to enable the information and contents are more substantial and rich, allowing fans to gain access to the overall information of local football more faster and more accurately, and through such broadening the level of football promotion as well as

deepening outside world's awareness of Hong Kong football.

Future Directions

This annual report aims to give a precise account on the activities organised by the Association in this season and the achievement they procure. Looking forward to the season ahead, the Association will have to face more difficult challenges in its work. In spite of this, the Association will still take a positive attitude to confront with the various stringent challenges and continues to push forward the development of local football sport, as well as aims to enhance the players' quality, to uplift the standard and spectacle-ness of the local professional competitions to develop youth training. At the same time, the Association will also put more resources in and provide more comprehensive training to the representative teams at all levels, and allocates more resources to support and to tie in the youth development in future. The development of referees, coaches, sponsors and facilities is also the work focus of the Association next season.

The Association will step-by-step carry out reforms according to the adopted directions, so as to enhance the quality and standard of professional governance, as well as to strengthen the efficiency in decision making. I truly believe that there will be some new outlooks in the future Hong Kong football sports through the support of the government as well as the joint endeavour of the Association and the football community.

According to the new five-year strategic plan "Aiming High -- Together", the Association will have the main target in the comprehensive development of players, with all players from grassroots to elites and from men's football to women's football service objects of the plan. Apart from the skills training for the players, their overall benefits are also being looked after. Furthermore, we shall also review on the existing competition format and improve ground facilities in the hope to attract more spectators and investors.

Regarding the work of youth training, the Association will persistently continue the training of youth players and strengthen the educational work of the district football development, to establish a more solid foundation for future football successors and hence to train youth players more effectively. Furthermore, the Association will continue to cooperate closely with districts to strengthen the youth players' sense of belonging with districts; also to identity and to nurture a new general of players with potential through systematic training and competitions, making them successors of the various ladders teams in Hong Kong. In addition, the youth football training and development programmes next season will continue to operate in the mode to implement district-based integration, and the youth leagues will be played in the format with stages and sections, with all participating teams need to comply with the regulations on players' age limit. Also, the Association will further expand the scale of grassroots football programmes like to increase the number of age sections as well as the implement the small-side competition mode. At the same time, a set of standardised local football training curriculum will also be fully applied to all grassroots football projects in Hong Kong. The Association will continue to add more football development programmes endeavouring to provide to Hong Kong youngsters an environment filled with happiness and security while enjoying the fun of football.

As for the Representative Teams, the Association will focus the resource to train the representative teams at all level systematically and strategically, and to provide them education in physical fitness and techniques. To coordinate with the training plan of the representative teams, apart from persisting the regular collective camps and training the Association arrange the Representative Team to vist Thailand in September this year to playing a friendly match against the local National Team, and in November invite Myanmar National Team to Hong Kong to play a friendly match with the Representative Team, for the sake of strength testing and preparation for the matches of the Preliminary Joint Qualification Round 2 of the 2018 FIFA World Cup Russia™ and AFC Asian Cup UAE 2019™ Asian Zone competition. At the moment, the Hong Kong Team won both played matches with six points, occupying the pole position in the group without a loss and having an advantageous situation for qualification. The two home-and-away matches with China National Team are key matches crucial to Hong Kong Team's qualification. The Association is looking forward to seeing the Representative Team demonstrating once again their fighting spirit to reach the third round of the

competition by winning the qualification from the group, as their expression of appreciation of others' support. On the other hand, the Association also arrange representative teams at various level to participating different categories of international competition in the bottom half of 2015, including the Under 14 Representative Team's participation in the 2015 AFC U-14 Regional Festival of Football in Beijing, China, in September; the Under 16 Representative Team's participation in the AFC U-16 Championship Qualifier in Mongolia in September; the Under 19 Representative Team's participation in the AFC U-19 Championship Qualifier in Myanmar in September; and, the Under 13 Representative Team's participation in the 2015 EAFF U-13 Football Festival in Guam in November. For the Men's Futsal Representative Team, the Hong Kong Men's Futsal Representative Team will go to Mongolia in November to take part in the AFC Futsal Championship Qualification – East Zone. For the women's competitions, the Under 18 Women's Representative Team will visit Fuzhou, China in October to take part in the 1st National Youth Games – Women's Football. The Hong Kong Women's Representative Team will go to Ho Chi Minh City, Vietnam, in November to participate in the Ho Chi Minh City International Women's Football Invitational Tournament 2015. The Association hopes that the representative teams at all level can gather experience through these competitive exchanges and end up with standard uplifted and vision broadened.

Regarding local competitions, the first inaugural HKPL completed successful this season and the nine participating teams in the new one have well geared up and strengthened to enhance the competitiveness and standard of the professional competitions, so as to tie in the development of the new league. After the official implementation of the HKPL, the Association anticipates it can operate independently from the Association in three to five years. The Association also recommends the nine HKPL clubs to set up a task force to deliberate with the Association how the league operates independently in the future. Next season the Association continues to have the uplifting of standard of local matches as target, and to improve the fan's confidence in Hong Kong football, the players' quality, to enhance the spectacle-ness of professional competitions in order to have more fans returning to the stadium and continuing the support to Hong Kong football. Moreover, the Association also determines to improve the relationship with fans, to draw closer the distance in between, to develop them the interest in and sense of belonging to local football and to regain their confidence in Hong Kong football.

For the further promotion and support of Futsal in Hong Kong, the Association not only sets up the Hong Kong Men's and Women's Futsal Representation Teams to undergo with long term training and overseas collective training camps, but also to tries hard to demand more chances to have the matches played at indoor venues so that players can get accustom and adapt to playing under an indoor environment. Futsal is one of the Association's major development focuses that the Association apart from strengthening works of training also exploiting formal training opportunities for male and female players of different ages. Also, a strategy for developing Futsal in Hong Kong has been drawn up which includes the organisation of Fustal league continually, the training of more futsal-specific players, the support of representative teams' participation in international competitions in order to enhance the ability of the representative teams, the strengthening of training for futsal coaches and referees, as well as the extension of promotion of futsal activities to universities, the introduction of new school futsal competitions, the liaison with the 18 districts for promotion of the project to the various social sectors, and the organisation of the territory-wide district competitions so that more people can take part in the sport of futsal. At the same time, the Association will increase the promotion and publicity of futsal, as well as to look for suitable sponsors. Moreover, the Association will keep on demanding more resources from the government to develop futsal, including the provision of venues, the upgrading of venue facilities and the revision of venue charges by trimming down the costs for staging matches, in order to tie in with the pace of futsal development.

Regarding women's football, the Association will continue to development women's football next season by organising different divisions of women's league. Apart from the work of strengthening the training, more resources will also be put into the training of the women's representative teams, with arrangement of regular training to enhance their strengthen and competitiveness. At the same time, the Association will increase the training of female referees and coaches, work fine with the supporting facilities to tie in with the future development of women's football.

For referees, the Association will active recruit more referees to join the rank, work out relevant

system to train their techniques and physical fitness, and supervise tightly their performance in order to elevate the overall standard of local referees. The Referees Manager will also draw up various plans to strengthen the development of local referees at all classes, and provide professional training, instructions and assessment works to more referees, organise more new training courses for referees, introduce practice refereeing, as well as run more training classes for referees' supervisors, allow referees to increase exchanges with other football professionals.

Regarding coaches, the Association continue to regard the uplifting of coaching quality as the mission with priority, to increase further the coach education courses for training more coaches, to assist them reaching higher level. At the same time to allow them absorbing updated knowledge through regular training and assessments. Coaches training courses needs to be reviewed on regular basis and their curricula outline must also be in line with the local style of play and curricula guideline. The classification of coaches has to peg with the type and category of competitions they are involving, with minimum standard set. The Association will draw up a curricula outline for coach education to strengthen and consolidate the revised football development plan and Hong Kong Curriculum. This curricula outline will also on track with the AFC accredited courses, with coaching qualification elevated step-by-step according to courses attended. The Association will launch a territory-wide promotion of its Coaching Curriculum. Yet, coaches appointed to conduct training projects at respective levels must fulfil the minimum requirement of qualification.

Concerning facilities, the Hong Kong Stadium will have its returfing project accomplished this year, so the Association will request to have the home match against China in the World Cup qualifier be staged at that stadium. The chronic problem in venue shortage rendering serious impact on clubs' youth development. To ensure there will be enough venue supply for competitions next season and for clubs' usages, the Association will continue to maintain close contacts and negotiations with LCSD in order to solve the problem in venue usages. The Association truly believes that there is a great significance to the local football if the government can render positive support in venue usage. Furthermore, the Association will apply to the government for more quota in venue usage, and at the same time deliberate with government departments for venues' upgrading projects in the hope that more venues will be meeting the AFC requirements in the future. Facing sternly the lacking of quality football facilities, the Association will reassess the order of priority for the current mechanism in allocating supporting facilities, by giving consideration down from grassroots, then professional clubs, up to the level of representative teams in order to establish the targets for categories of facilities.

For marketing and promotion, apart from strengthening the publicity and promotional works to elevate the Association's credibility and image, the Association will carry on to work with marketing and promotion agency in assisting the Association the procurement of more sponsorship. Moreover, whenever there is such a need, the Association will hire public relations agency to open up the Association's projects, activities and commercial opportunities for sponsorship, to assist the organisation of large scale events, to look for sponsorship and to conduct various public relations works, in order to increase the Association's sponsorship revenue and to enhance the Association's image. The Association has set the targets to open up revenue sources for large scale projects events, and to look for alternative avenues subventing football training.

Regarding the Hong Kong Football Training Centre, due to the government's previous change of policy and the land use, inducing the need for the Association to re-submit application for land use. The Centre is planned to have three natural grass pitches and three artificial turf pitches. The Association has already submitted to the government the latest project plan, hoping to procure the piece of land this year and to launch the first phase project early next year. The estimated operational costs of the Centre is HK$ 4m. in circa per annum and the government will provide subsidies in the first two years. Afterward, the Association will have to look for external subvention. Expectedly the soonest time the Centre can be opened will be in the year after next.

Lastly, the Association will allocate more resources to support the future development of local football sport and to tie in with the long term objectives of youth development, for the sake of put in actual implementation of the "Five-year Strategic Plan". At the same time, the Association also endeavours to demand subvention from the government, and also hoping that the government can have its policies and other aspects tie in with the Association, so as to allow Hong Kong football to develop persistently and to grow up healthily.

Compliments

On behalf of the Hong Kong Football Association, I wish hereto take this opportunity to express our most sincere gratitude to all of the individuals and bodies which have made contribution to Hong Kong football, including President Mr. Timothy Fok, members of the Board of Directors and various committees/sub-committees, CEO Mr. Mark Sutcliffe, and the Secretariat staff who have been working tirelessly and in tranquil for years. I thank them for their support to me, for the precious hours, the endeavours and the professional advice dedicated in the season, which have contributed to the smooth execution of all the operations. At the same time, I am also grateful to the support and coordination given by the cooperative member clubs, relevant government departments, public organisations, media organisations and sponsors. In addition, I have to thank specially FIFA, AFC, EAFF, SF & OC of Hong Kong, China, the Hong Kong Jockey Club Charities Trust, the St. John Ambulance Brigade and the Hong Kong Jockey Club Sports Medicine and Health Sciences Centre for their full assistance rendered.

Finally, I would like to thank all the fans for their love and support to local football, and have the confidence that Hong Kong football will be blooming and re-capture the past glories once again through the full devotion and participation of everyone.

Mr. Brian H.T. Leung
Chairman, Hong Kong Football Association

2014/15 年報

行政總裁報告

介紹

此報告是行政總裁就 2014/15 球季而編寫的，當中聚焦於策略和管理事宜之上。

鳳凰計劃

這個為期三年由政府資助以振興香港足球的項目，從 2011 年 11 月開始至 2014 年 10 月終結。本人相信大家會對它的效果如何持不同意見，而我只能夠從我的角度去說，就是我現時帶領的一個機構，跟我在 2012 年 11 月剛加入時非常不一樣，機構內部的差異頗為驚人。我明白到對機構以外的人士而言，這方面的改變可能不會即時地很明顯。然而重點是我們現在裝備得更好有和有更多資源去管治、組織和管理香港足球運動。在《鳳凰計劃》中的 33 項建議，絕大多數都得到全面落實，而餘下的工作亦都大部份有進展，或據其性質持續地進行。

分配予《鳳凰計劃》總額港幣六千萬的撥款中，香港足球總會用了大約港幣五千四百六十萬。餘額未被動用，主要原因在於 2011/12 計劃啟動時開展後緩慢。

活動和項目

我們在過去幾年所鋪設的基礎，已經開始取得成果。對於香港足球總會來說，有頗多原因 2014/15 為重要的一年，這不單是因為其它於 1914 年創會的百週年。這樣說，是由於在年內標誌著機構的各方面和在球場裡裡外外的工作所取得的發展和成就。沒有董事會、秘書處和我們許多合作夥伴的協作、持之以恆的努力工作，這根本不可能出現。為辛勞而又成功的一年作出簡略總結是困難的，但會包括好一些主要亮點：

- 完成實行**《鳳凰計劃》**，並獲得香港特區政府及其他合作夥伴認同，為設下負責香港足球長遠變革基礎而作出的舉措
- 準備一個新的五年策略計劃《力爭上游 - 萬眾一心》，並以它作為催化劑，促成與政府新一個五年週期資助協議，以完成整個變革過程（進一步詳情見下文）。
- 以球會牌照制度建立新的**中銀集團人壽香港超級聯賽**：
    - 新的冠名贊助商
    - 新的品牌、徽誌和企業標識
    - 獎金增加四倍
    - 為經濟狀況不佳的球會設立'團結'基金
    - 季前球員研討會
    - 聘任 Sportradar 提供預防欺詐和偵測服務
    - 新電視廣播協議
- 以堅定立場及領導角色，維護香港足球的誠信
- 顯著地擴展**足球發展**活動和項目，致使更多人有更多時候、更高水平去踢足球
- 特別在意增加於**基層足球、青年發展和女子足球中**球員機會的數量

- **教練培訓**課程增加 434%
- 招納、培訓和考核額外的**裁判員**，並創立青年裁判員學院
- 我們其中一支隊伍（南華）首次在**亞洲冠軍聯賽**外圍淘汰階段出賽
- 我們其中一支隊伍（傑志）在**亞洲足協盃**非常成功（最後四強）
- 我們的十六歲以下代表隊首次出綫參加**亞洲足協**十六歲以下錦標賽決賽週賽事
- 香港代表隊晉級至**亞運會** 16 強，而且在 2018 年世界**盃**/2019 亞洲**盃**外圍賽有好好開始
- 顯著地組織更多的活動和比賽，包括對 2014 年世界**盃**亞軍**阿根廷**的友誼賽
- 引入新的**校際五人足球賽**
- 積極參與一些亞洲足協/國際足協的舉措，包括：
  - 國際足協進球計劃（Goal Programme）
  - 國際足協場地改善計劃（Pitch Improvement Programme）
  - 國際足協績效計劃（Performance Programme）
  - 國際足協連接計劃（Connect Programme）
  - 亞洲足協開球計劃（Kick Off Programme）
- 實施多項為使機構更加有效能、效率和經濟效益的企業舉措，包括：
  - 檢討企業管治
  - 風險評估
  - 新的內部審計委員會
  - 正為新的綜合資訊科技系統進行工作
  - 表現評核制度
- 百週年紀念晚宴
- 加強**市場營銷和推廣**，即已提高我們的形象和提昇我們的聲譽。一項在超級聯賽賽事中的調查正在進行中，其將會被我們用於進一步提供客戶服務的工作焦點

以我的意見，這些是具體指標，顯示出各樣事情都正在朝著正確的方向邁進。沒有《鳳凰計劃》的話，我不認為很多這些事情會發生。我們要為到目前為止我們取得的成績感到驕傲 - 但我們不會就此而稍懈。

力爭上游 - 萬眾一心

為發展香港足球而準備的新五年策略計劃，旨在於鳳凰計劃中所取得的成就更上一層樓。該計劃已於 2014 年 11 月提交予政府的足球專責小組，結果政府同意由 2015 年 4 月開始至 2020 年 3 月的五年期間，每年資助香港足球總會港幣二千五百萬，這是用於資助實踐直接與策略計劃相關的舉措。

政府同意香港足球總會的要求，可以利用鳳凰計劃未分配款項，以填補鳳凰計劃終結至新策略計劃開展期間（2014 年 11 月至 2015 年 4 月）的空隙。這意味著該港幣六千萬款額，最終在實質上將被悉數用盡。

雖然鳳凰計劃策略包含了一些足球發展的建議，其重點在於香港足球總會的管治、管理和組織。《力爭上游 - 萬眾一心》確實包含一些組織性的建議，但其更加以球員為中心

點，更加聚焦於足球發展的目標。這是了解到（作為鳳凰計劃的直接結果）香港足球總會現時已經是更具資源、管治架構更為精簡順暢、和管理更有效率的體育總會。

《力爭上游 - 萬眾一心》構建在這等成就之上，其包含了定立香港足球總會路向的 15 項政策宣言，繼之以將此溢於 12 項策略目標，一組性能指標和 14 個“破局者”，全部都具有一些特定建議。

由康文署提供的額外年度資助亦將會被用於與策略有關的舉措，重點為香港代表隊的訓練和比賽經費。重點的改變是康文署所同意的，並已反映在新的資助協議上。

由政府提供的資金，連同香港足球總會透過贊助、門票收入、抽佣、註冊費等所產生的額外資源，仍不足以實踐整個策略計劃。因此，香港足球總會尋求從香港賽馬會獲得進一步的伙伴合作資金，專門用於足球發展的活動和項目計劃。在 2015 年 5 月 29 日足總收到了來自香港賽馬會的信中確認慈善信託基金已同意給予香港足球總會港幣共一億一千九百五十九萬，以完成實踐計劃的項目。這款項涵蓋期為 2015 年 7 月至 2020 年 6 月。

因此，《力爭上游 - 萬眾一心》負責確保有來自政府和香港賽馬會的大額外來資金，為數超過港幣二億四千四百萬，這將用於在未來五年足球發展的活動和項目的開支。

足球訓練中心 - 將軍澳

這個期待已久的項目亦有好消息。額外場地的需要在新的策略計劃《力爭上游 - 萬眾一心》中獲得確認，而這亦為向香港賽馬會尋求資助的項目。在 2014/15 進行了新的可行性研究，並向香港賽馬會慈善信託基金提交資金申請，以支付建築成本。

2015 年 5 月香港足球總會收到香港賽馬會慈善信託基金確認已就此項目撥款港幣一億三千三百萬。該計劃將包括三個天然草球場和三個仿真草球場，連同臨時搭建的建築物以容納更衣室、儲存室、辦公室、健身房、教室等。現在開展取得該塊用地和一系列工作，期望能看到球場在 2017 年底可供使用。

總結

本人認為，毫無疑問 2014/15 標誌著香港足球總會一個分水嶺年份，而事實上這亦是我們的百週年，當中有一些非常重要的里程碑，包括：

- 鳳凰計劃的終結
- 新的案策略計劃《力爭上游 - 萬眾一心》的編制和確認
- 確保從政府和賽馬會獲得資助活動和項目的大額額外收入
- 為位於將軍澳的足球訓練中心完成可行性研究，並由此獲得建造資金
- 首屆中銀集團人壽香港超級聯賽的展開
- 百週年紀念慶祝活動，包括持份者晚宴和對阿根廷的友誼賽

這是忙碌和成功的一年，本人將盡一己之力，繼續領導香港足球總會秘書處，在未來踏上更光明的大道。

行政總裁
薛基輔

Annual Report 2014/15

Report of the CEO

Introduction

This report has been prepared by the CEO in relation to the 2014/15 season. It focuses specifically on strategic and management issues.

Project Phoenix

The three-year Government funded project to revitalize football in Hong Kong ran from November 2011 until October 2014. I am sure that people will have different opinions on how effective it was. All I can say from my perspective, is that I am now leading a very different organization to the one I joined in November 2012. From inside the organization the contrast is quite striking. I understand that much of this may not be immediately apparent to people outside the organisation. The point is that we are now better equipped and resourced to govern, organise and manage football in Hong Kong. Of the 33 recommendations in Project Phoenix, the vast majority have been fully implemented. Most of the others are either work in progress or by their nature, will always remain on-going.

Out of the total HK$60m allocated for Project Phoenix the HKFA spent circa HK$54.6m. The balance remained unspent, largely as a result of the slow start made in 2011/12.

Activities and Programmes

The foundations we have put in place over the last few years are starting to yield results and 2014/15 has been a momentous year for the HKFA for many reasons, not least the fact that it is the Centenary of its founding in 1914. It is fitting therefore that this year has been characterized by development and achievement in every aspect of the organization and the work that it does both on and off the pitch. This could not have happened without coordinated, sustained hard work by the Board, the Secretariat and our many partners.

It is difficult to summarise what has been an industrious and successful year but some of the main highlights include:

- Completing the implementation of **Project Phoenix** and getting recognition from the HKSAR Government and other partners that the initiative has been responsible for building the foundations for the long term transformation of football in Hong Kong
- Preparing a new **Five-year Strategic Plan (Aiming High – Together)** and using it as the catalyst for a new five-year funding agreement with the Government which should complete the transformation process (see further detail below)
- Establishing the new **BOCG Life Hong Kong Premier League** based on a Club Licence system with:

    - New Title sponsor
    - New brand, logo and corporate identity
    - 4 x increase in Prize money
    - 'Solidarity' fund for poorer clubs
    - Pre-season Player Seminar
    - Appointment of Sportradar to provide Fraud Prevention and Detection Services
    - New Broadcast deal
- Taking a firm stand on and playing the lead role in protecting the **integrity of football** in Hong Kong
- Significantly expanding our **football development** activities and programmes resulting in more people playing football, more often and at a higher standard
- A particular focus on increasing the number of player opportunities in **grass roots football, youth development and girls and women's football**
- A 434% increase in **Coach Education** courses
- The recruitment, training and assessment of additional **referees** and the creation of a Young Referees Academy
- One of our teams (South China) playing in the AFC **Champions League** Play-offs for the first time ever
- One of our teams (Kitchee) being very successful in the **AFC Cup** (semi-finalists)
- Our U16 team qualifying for the first time ever for the **U16 AFC Regional Finals**
- The Senior men's team progressing to the R16 in the **Asian Games** and making a good start in the 2018 World Cup/2019 Asian Cup qualifying tournament
- The organization of significantly more events and competitions including a friendly match against **Argentina**, 2014 World Cup Runners up
- Introduction of new **Futsal Competition in Schools**
- Actively participating in a number of AFC/FIFA initiatives including:
    - FIFA Goal Programme
    - FIFA Pitch Improvement Programme
    - FIFA Performance Programme
    - FIFA Connect Programme
    - AFC Kick Off Programme
- Implementing a number of **corporate initiatives** designed to make the organization more effective, efficient and economic including:
    - Review of Corporate Governance

    - Risk Assessment
    - New Internal Audit Committee
    - Working on new integrated IT system
    - Performance Appraisal system
- Centennial Dinner
- Enhanced **Marketing and Promotion** which has raised our profile and enhanced our reputation. A survey is being undertaken at Premier League matches which will be used to further focus our efforts on customer service

In my opinion these are tangible indicators that things are moving in the right direction. I don't think many of them would have happened without Project Phoenix. We are proud of what we have achieved so far - but we will not rest on our laurels.

Aiming High – Together

The new five-year Strategic Plan for the development of football in Hong Kong was prepared to build on the achievements of Project Phoenix. It was presented to the Government's Football Task Force in November 2014. As a result, the Government agreed to fund the HKFA HK$25m per annum for five years from April 2015 to March 2020. This is to fund initiatives directly linked to the delivery of the Strategic Plan.

To bridge the gap between the end of Project Phoenix (November 2014 to April 2015), the Government agreed to a request made by the HKFA to utilize the unallocated Project Phoenix money. This meant that in reality the HK$60m was eventually virtually fully spent.

Although the Project Phoenix strategy contained a number of football development recommendations the emphasis was more on transforming the governance, management and organization of the HKFA. Aiming High – Together does contain some organizational recommendations but it is much more player-centric and focuses much more on football development objectives. This is in recognition that (as a direct result of Project Phoenix) the HKFA is now a much better funded NSA with a more streamlined governance structure and more efficient management.

Aiming High – Together builds on this success. It contains 15 policy statements that establish the direction of the HKFA. These in turn inform twelve Strategic Objectives, a set of performance indicators and 14 'game-changers' all with a number of specific recommendations.

The additional annual subvention provided by LCSD will also be used to fund initiatives linked to the strategy with the emphasis being on the Hong Kong Representative Teams training and competition expenses. This change of emphasis was agreed with LCSD and was reflected in the new subvention agreement.

The money provided by the Government together with the additional resources generated by the HKFA from sponsorship, gate receipts, levies, registration fees etc was still not

sufficient to deliver the entire strategic plan. The HKFA therefore sought further partnership funding from the Hong Kong Jockey Club, specifically for football development activities and programmes. On 29th May 2015 the HKFA received a letter from the HKJC confirming that the Charities Trust had agreed to award a total of HK$119.59 million to the HKFA for the implementation of the programmes linked to the delivery of the plan. This money covers the period July 2015 to June 2020.

Aiming High Together was therefore responsible for securing significant external funding from both the Government and the Jockey Club – over HK$244m. This will be used to fund football development activities and programmes over the next five years.

Football Training Centre – Tseung Kwan O

Good news can also be told in relation to this long-awaited project. The need for additional pitch provision was confirmed within the new strategic plan, Aiming High – Together and as such a case was made to the HKJC for funding. In 2014/15 a new feasibility study was prepared and an application submitted to the Jockey Club Charities Trust for capital funding to pay for the construction costs.

In May 2015 the HKFA received confirmation from the HKJC Charities Trust of an award of HK$133m towards this project. The scheme will include three natural turf pitches and three artificial pitches together with temporary structures to house changing rooms, storage, offices, gym, classroom etc. Work starts now on securing the land and embarking on a process that will hopefully see pitches available towards the end of 2017.

Conclusion

There is no doubt in my mind that 2014/15 marked a watershed year for the HKFA, indeed in keeping with the fact that it is our Centenary. There have been some very important milestones including:

- The conclusion of Project Phoenix
- The preparation and endorsement of a new strategic plan, Aiming High - Together
- Securing significant additional revenue funding for activities and programmes from the Government and the Jockey Club
- Completing a feasibility study for and securing capital funding for a Football Training Centre at Tseung Kwan O
- The start of the inaugural BOCG Life Hong Kong Premier League
- Centenary celebrations including a stakeholder dinner and friendly match against Argentina

It has been a busy and successful year. I will continue to lead the Secretariat of the HKFA to the best of my ability along the pathway to a brighter future.

Mark Sutcliffe, **CEO**

財務概要 Finance Summary

財務摘要 Financial Highlights

		2014/15 港幣千元 HK$’000	2013/14 港幣千元 HK$’000	變動 Changes
總收入	Total Income	101,950	68,592	+49%
總支出	Total Expenditure	102,466	68,876	+49%
虧損	Deficit	516	284	+ 81%

收入

為進行更多足球活動項目，今年我們更積極向政府、國際足協、亞洲足協、東亞足球聯盟、香港賽馬會慈善信託基金和其他贊助商申請撥款和資助。門票收入和足球活動項目收入亦錄得歷史新高，連同百週年紀念賽(香港對 阿根廷)和百週年紀念晚宴收入, 令總收入顯著增加 49%至 10,195 萬港元。

支出

今年的總支出由上一年度的 6,888 萬港元增加至 10,247 萬港元（約 49%），主要原因是由於本年度舉辦的百週年紀念賽和晚宴, 以及所增加的賽事活動（如社區盃、世界杯外圍賽、香港超級聯賽）、香港代表隊訓練活動和青少年青訓發展活動。

結果

結果, 足總在二零一四/一五年度錄得赤字 52 萬港元 (在二零一三/一四年度錄得赤字 28 萬港元)。 然而，赤字的結果亦反映我們正需要更多資源以發展香港足球活動。

Income

In order to carry out more football activities, we have applied various funding from HKSAR government, Federation Internationale de Football Association, Asian Football Confederation, East Asian Football Federation, Hong Kong Jockey Club Charities Trust and other sponsors. The ticketing income and football program income also noted a new record. Together with the income generated from the centennial match (Hong Kong vs Argentina) and the centennial dinner, the total income of the Association has been increased significantly by 49% up to HK$101.9 million.

Expenditure

The increase in total expenditure from HK$68.9 million to HK$102.5 million (i.e. around 49%) was mainly attributed to the Centennial Match and the Centennial Dinner as well as the increase in competition activities (e.g. Community Cup, World Cup qualifiers matches, Premier League), representative teams training activities and youth football training activities.

Result

As a result, a deficit of HK$0.5 million was recorded in 2014/15 (2013/14: deficit of HK$0.3 million). Having said that, the deficit result also reflected the increasing demand of resources required for fulfilling the appealing needs for football development in Hong Kong.

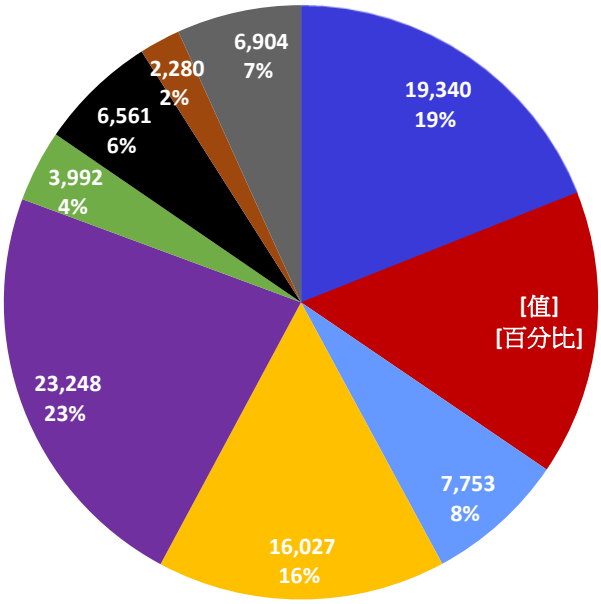
收入及支出分析 Analysis of Income and Expenditure

截至二零一五年六月三十日止財政年度

For the financial year ended 30 June 2015

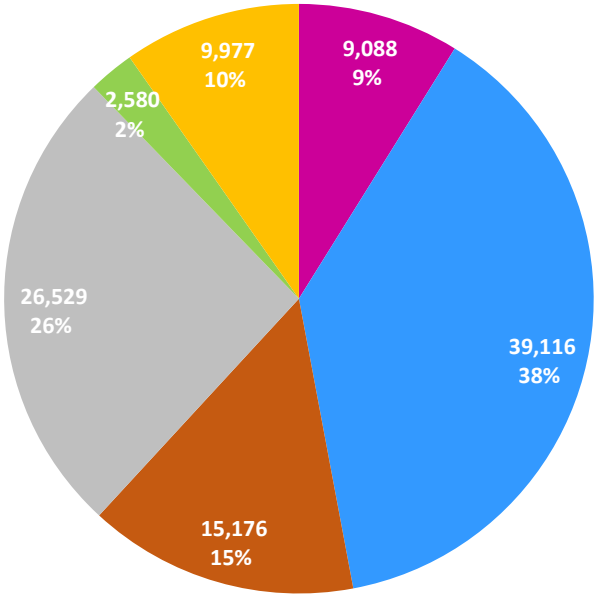
(港幣千元 / HK$'000)

收入 Income



- 政府撥款 - 鳳凰計劃及五年策略計劃
  Government Subvention - Project Phoenix & 5-Year Strategic Plan
- 康樂及文化事務署和藝術及體育發展基金的撥款
  Subvention from Leisure & Cultural Services Department (LCSD) and Arts and Sport Development Fund (ASDF)
- 國際足協, 亞洲足協和東亞足球聯盟撥款
  Subvention from Federation International de Football Association (FIFA), Asian Football Confederation (AFC) and East Asian Football Federation (EAFF)
- 門票收入
  Ticketing Income
- 贊助, 廣告和賽事轉播收入
  Sponsorship, Advertising and Broadcasting Income
- 香港賽馬會慈善信託基金撥款
  Subvention from Hong Kong Jockey Club Charities Trust
- 項目和註冊收入
  Program and Registration Income
- 球會資助賽事電視轉播
  Subsidies from Clubs for TV broadcasting

支出 Expenditure



- 其他
  Others
- 香港代表隊
  Hong Kong Representative Teams
- 賽事活動
  Competition Activities
- 足球發展活動
  Football Development Activities
- 員工支出
  Staff Costs
- 賽事電視轉播費用
  TV Broadcasting Costs
- 營運開支
  Other Operating Expenses

香港足球總會

企業管治概述

原則

香港足球總會 (足總) 乃根據香港法例《公司條例》(第 622 章) 而成立的擔保有限公司，致力持守良好企業管治的原則。持份者期望的是最高水平之表現、行為和問責。

董事局的組成和委任

足總董事局的組成及成員之委任是根據其章程細則所訂明。董事局成員由香港足球總會根據其選舉規章在同人大會中選出。成員一概不受薪。

董事局的職責

董事局負責開展足總的目標，管理和監控足總的運作。董事局定期及在有需要時召開會議。在 2014/15 年度，足總召開了 9 次董事會會議。

委員會

足總董事局轄下設有不同的委員會，支援其管治及監察各重要職能。這些委員會按照既定職權範圍履行職責，或會成立工作小組及小組委員會，以處理特定事宜。以下列出 2014/15 年度的委員會:

- 審計委員會
- 上訴委員會
- 紀律委員會

- 財務及策略委員會
- 法律事務委員會
- 市務及傳訊委員會
- 組織及發展委員會
- 裁判委員會
- 技術及競技委員會
- 選舉委員會

內部監控及風險管理

內部監控和風險管理是由審計委員會監察，以協助董事會履行其確保有效的內部監控和法規遵從制度的責任。足總亦委任了專業事務所，為機構作風險評估，檢視並提出改進內部監控的建議。此機制旨在為各流程及服務之提供予以合理的保證，符合有關規條和政策並得到有效執行。

賬目及審計

足總的賬目經財務小組及審計委員會確認，再由董事局批核。該賬目是交由指定核數師審核，而核數師是在週年的同人大會中作出聘任。足總在這年度 (即截至 2015 年 6 月 30 日止) 之經審核的財務報表之摘要亦已刊載在此年報的另一章節內。

員工薪酬

組織及發展委員會獲董事局授權就與薪酬相關的政策，包括年度薪酬調整、薪酬架構及其他聘用條件等提出建議。

利益申報

足總已訂立處理利益衝突之指引，給董事局、委員會成員和員工予以遵守。如有需要，足總會要求有關成員在有明顯利益衝突的事項上避席及不參與該事項的討論及決定。

Hong Kong Football Association
Corporate Governance Statement

Principles

As a private company limited by guarantee under the Companies Ordinance (Chapter 622) of the Laws of Hong Kong, the Hong Kong Football Association is committed to the principles of good corporate governance. The stakeholders are expecting the highest standards of performance, behaviors and accountability.

Composition and Appointment of the Board

The composition of the Board and its appointment are specified in the Articles of Association. The Board of the HKFA shall be elected at the Assembly in accordance with the HKFA electoral code. All members are not remunerated.

Responsibilities of the Board

The Board is responsible for carrying out the objectives of the HKFA and for the management and control of the HKFA. The Board meets formally on regular basis and any other time as required. In 2014/15, nine Board meetings were held.

Committees

The Board appoints different committees to support the governance of the major activities of the HKFA. These committees discharge their responsibilities in accordance with prescribed terms of reference. Working groups and sub-committees may be appointed to take on matters of particular importance. The committees in 2014/15 are listed below:

- Audit Committee
- Appeal Committee
- Disciplinary Committee
- Finance & Strategy Committee
- Legal Committee
- Marketing & Communications Committee
- Organizational Development Committee
- Referees Committee
- Technical & Playing Committee
- Electoral Committee

Internal Control and Risk Management

Internal control and risk management are overseen by the Audit Committee, which assists the Board in fulfilling its responsibilities in ensuring an effective system of internal control

and compliance. Professional firm is engaged to conduct risk assessment, review and make recommendations for improvement of internal controls of the Association. The mechanism aims to provide reasonable assurance that delivery of processes and services are in compliance with relevant regulations and policies and being provided effectively.

Accounts and Audit

The accounts of the HKFA are endorsed by the Finance Sub-committee and Audit Committee, and subsequently approved by the Board. The approved accounts are audited by an auditor as appointed by the HKFA in the Assembly annually. The highlights of audited financial statements for the year ended 30 June 2015 are given in the separate section in this report.

Staff Remuneration

The Organizational Development Committee is authorized by the Board to advise on remuneration-related policies including the annual pay adjustment, remuneration structure and other employment terms and conditions.

Declaration of interest

Guideline for handling conflicts of interest has been established in the Association, which is being observed by the Board members, its committee members and staff members. Where necessary, the HKFA would exercise the rule to prohibit a member of the Board / its committees / staff member taking part in any discussion and decision of a matter in which that member has an apparent conflict of interest.

11 2014/2015 香港足球總會大事年表
A Chronology of Important Events of HKFA for the Season 2014/2015

02.07.2014 香港 5 人足球代表隊前赴深圳集訓

Hong Kong Futsal Representative Team had undergone a training camp in Shenzhen

05.07.2014 2013/2014 香港足球總會 5 人足球賽(小學組)」圓滿結束

2013/2014 HKFA Futsal Competition (Primary School) completed

08.07.2014 公佈 2014/2015 香港超級聯賽香港球會牌照評審結果

Confirmed the results of Hong Kong Premier League 2014-15 Hong Kong Club Licence Assessment

12.07.2014 女子足球友誼賽，香港 16 歲以下女子代表隊作客以 4:1 擊敗澳門女子隊

Hong Kong U16 Women Representative Team played a friendly match at away against Macau Women Team with a score of 4:1

24.07.2014 香港女子代表隊前赴韓國仁川玻洲足球訓練基地進行為期 6 天集訓，備戰 2014 仁川亞運會

Hong Kong Women Representative Team had undergone a 6-days training camp at Paju National Training Centre in Incheon, Korea as preparation for the 2014 Incheon Asian

26.07.2014 香港 16 歲以下代表隊前赴北京參加北京長城盃國際青少年足球邀請賽 2014

Hong Kong U16 Representative Team participated in the Great Wall Cup International Youth Football Tournament 2014 held in Beijing

29.07.2014 The Meeting of Champions 足球友誼賽，法國巴黎聖日耳門以 6:2 擊敗傑志

Kitchee played a football friendly match - The Meeting of Champions against Paris Saint-Germain (France) with a score of 2:6

11.08.2014 香港 16 歲以下代表隊前赴英國倫敦托定咸熱刺訓練基地進行為期 11 天 AIA 托定咸熱刺集訓，備戰 2014 亞洲足協 16 歲以下青少年錦標賽決賽週

Hong Kong U16 Representative Team had undergone a 11-days AIA Tottenham Hotspur Training Camp at Tottenham Hotspur in England as preparation for the finals of the 2014 AFC U16 Championship

19.08.2014 2014 亞洲足協盃 8 強首回合賽事，傑志作客以 4:2 擊敗越南寧平凱撒水泥

Kitchee defeated XM Vissai Ninh Binh (Vietnam) by 4:2 at away in the first leg match of the Quarter Final of the AFC Cup 2014

21.08.2014 本會宣佈中銀集團人壽保險有限公司冠名贊助 2014/2015 年度首屆香港超級聯賽，並對外發放全新設計的香港超級聯賽官方 Logo，本會同時宣佈 Nike 香港有限公司繼續為香港超級聯賽提供比賽足球和場地制服贊助，而 Lotto Sport 香港代理商加豪體育用品有限公司繼續為香港超級聯賽裁判服裝贊助商，為所有香港超級聯賽賽事之男女裁判員及裁判考核員提供制服

Announced the BOC Group Life Assurance Company Limited as the title sponsor of the first 2014/2015 Hong Kong Premier League and issued the new design of the official logo of the Hong Kong Premier League to the public. In addition, NIKE (Hong Kong) Limited announced their continuous title sponsorship to the official match ball for the Premier League and Karvo Sports Company Limited also announced their continuous title sponsorship to the new uniforms for the referees for the Premier League

24.08.2014　香港 15 歲以下代表隊前赴中華台北參加 2014 兩岸四地青少年足球邀請賽

Hong Kong U15 Representative Team participated in the 2014 Cross Strait 4 Places Youth Football Tournament held in Chinese Taipei

26.08.2014　香港女子 16 歲以下及 19 歲以下足球代表隊前赴廣州三水進行為期五天集訓

Hong Kong Women U16 and U19 Representative Team had undergone a 5-days training camp in Sanshui, Guangzhou

2014 亞洲足協盃 8 強次回合賽事，傑志主場以 0:1 不敵越南寧平凱撒水泥，以兩回合之總成績 4:3 淘汰對手出局，晉身賽事最後四強

Kitchee lost to XM Vissai Ninh Binh (Vietnam) by 0:1 at home in the second leg match of the Quarter Final of the AFC Cup 2014 and defeated XM Vissai Ninh Binh by 4:3 in aggregate and advanced to the AFC Cup 2014 Semi-final

27.08.2014　本會宣佈香港賽馬會冠名贊助 2014 社區盃

Announced the Hong Kong Jockey Club as the title sponsor of the Community Cup 2014

30.08.2014　國際足球友誼賽，香港女子足球代表隊作客以 0:2 不敵中華台北女子足球代表隊

Hong Kong Women Representative Team played an international friendly match at away against Chinese Taipei Women's Team with a score of 0:2

31.08.2014　南華以 2:0 擊敗傑志奪得 2014 香港賽馬會社區盃冠軍

South China defeated Kitchee by 2:0 and captured the Hong Kong Jockey Club Community Cup 2014

大中(13 歲以下)以 2:0 擊敗九龍木球會(13 歲以下)奪得 2014 香港賽馬會少年社區盃冠軍

Tai Chung (U13) defeated Kowloon Cricket Club (U13) by 2:0 and captured

the Hong Kong Jockey Club Youth Community Cup 2014

04.09.2014 香港16歲以下代表隊前赴泰國曼谷參加2014亞洲足協16歲以下錦標賽，結果三戰三負，未能出線

Hong Kong U16 Representative Team participated in the 2014 AFC U16 Championship held in Bangkok, Thailand and lost 3 games and cannot be qualified for Quarter Final

06.09.2014 香港代表隊作客以 3:1 擊敗澳門，蟬聯第 70 屆港澳埠際賽冠軍

Hong Kong Representative Team defeated Macau by 3:1 at away and crowned the Champion of the 70th Hong Kong Macau Interport trophy

國際足球友誼賽，香港代表隊作客以 1:3 不敵越南

Hong Kong Representative Team played an international friendly match at away against Vietnam with a score of 1:3

09.09.2014 香港代表隊作客新加坡進行友誼賽以 0:0 賽和主隊

Hong Kong Representative Team played an international friendly match at away against Singapore National Team with a score of 0:0

11.09.2014 本會宣佈亞洲電視獲得 2014/2015 中銀集團人壽香港超級聯賽獨家電視播映權

Asia Television Limited is delighted to have gained the possession of exclusive live broadcast of the 2014/2015 BOCG Life Hong Kong Premier League from HKFA

12.09.2014 2014/2015 中銀集團人壽首屆香港超級聯賽開鑼

First 2014/2015 BOCG Life Hong Kong Premier League started

香港亞運足球男子及女子代表隊前赴韓國仁川參加第 17 屆 2014 仁川亞洲運動會男子及女子足球項目

Hong Kong Men and Women Representative Team participated in the 17th

Asian Games Incheon 2014 held in Incheon, Korea

16.09.2014 2014 亞洲足協盃 4 強首回合賽事，傑志作客約旦以 1:1 逼和伊拉克阿比爾

Kitchee forced a 1:1 draw against Arbil (Iraq) at away in Jordan in the first leg match of the Semi Final of the AFC Cup 2014

17.09.2014 本會委託香港大學社會科學研究中心在 2014/2015 中銀集團人壽香港超級聯賽中進行公眾問卷調查收集球迷意見

The Social Sciences Research Centre of HKU is appointed by HKFA to conduct a public opinion Survey on the 2014/2015 BOCG Life Hong Kong Premier League to collect the opinion of spectators

22.09.2014 第 17 屆 2014 仁川亞洲運動會男子足球項目，香港亞運足球代表隊以 2:1 擊敗孟加拉在分組賽次名出線，晉身 16 強

Hong Kong Representative Team defeated Bangladesh by 2:1 and ranked 2nd in the group and qualified for the last 16 in the 17th Asian Games Incheon 2014 Men's Football

香港世紀球星選舉公眾投票展開

Hong Kong Top Players of the Century Awards for public vote started

24.09.2014 本會與 Sportradar 簽署三年合作協議，透過其反欺詐系統，協助監察本地未來三個球季所進行的所有職業足球賽事

HKFA signed a 3 years agreement with Sportradar under which the company's Fraud Detection System will provide HKFA with unrivalled intelligence about global betting over 3 seasons

25.09.2014 第 17 屆 2014 仁川亞洲運動會男子足球項目，香港亞運足球代表隊以 0:3 不敵韓國，未能躋身最後 8 強

Hong Kong Representative Team lost to Korea Republic by 0:3 in the second round of the 17th Asian Games Incheon 2014 Men's Football and cannot be qualified for the quarter final

26.09.2014 2014/2015 香港足球總會恒基青少年聯賽開鑼

2014/2015 HKFA Henderson Youth League started

29.09.2014 中銀集團人壽、吉列、香港航空、摩根大通、Nike、來寶集團、寶礦力水特和屈臣氏蒸餾水等攜手贊助本會百週年紀念賽

BOCG Life, Gillette, Hong Kong Airlines, J.P Morgan, Nike, Noble Group, Pocari Sweat and Watsons Water have been lined up as the sponsors for the HKFA Centennial Celebration Match

30.09.2014 2014 亞洲足協盃 4 強次回合賽事，傑志主場以 1:2 不敵伊拉克阿比爾，以兩回合之總成績 2:3 落敗，未能晉身決賽

Kitchee lost to Arbil (Iraq) by 1:2 at home in the second leg match of the Semi Final of the AFC Cup 2014 and lost to Arbil (Iraq) by 2:3 in aggregate and cannot be qualified for the final

04.10.2014 香港女子 16 歲以下代表隊前赴馬來西亞馬六甲參加 2015 亞洲足協 16 歲以下女子足球錦標賽預選賽，結果三戰三負，未能出線

Hong Kong Women U16 Representative Team participated in the AFC U16 Womens' Championship 2015 Qualifiers held in Melaka, Malaysia and lost 3 games and cannot be qualified for the next round

10.10.2014 國際足球友誼賽，香港代表隊主場以 2:1 擊敗新加坡

Hong Kong Representative Team played an international friendly match at home against Singapore National Team with a score of 2:1

12.10.2014 舉行香港足球總會百週年晚宴

HKFA Centennial Dinner was held

舉行香港世紀球星選舉頒獎典禮

Hong Kong Top Players of the Century Awards Presentation Ceremony was held

傑志(16 歲以下)青年隊奪得香港賽馬會 - 香港沙灘節 2014 之沙灘足球邀請賽冠軍

Kitchee (U16) crowned the champion of the Beach Soccer Invitation Tournament (Hong Kong Jockey Club – Hong Kong Beach Festival 2014)

14.10.2014 香港足球總會百週年紀念賽，阿根廷國家足球隊以 7:0 擊敗香港代表隊

Argentina National Team defeated Hong Kong Representative Team by 7:0 for the HKFA Centennial Celebration Match

18.10.2014 本會與和富社會企業合辦「女足可圓夢 - 青少年足球發展計劃」及「足可圓夢 - 足球嘉年華」，首個嘉年華於大埔寶湖道小型足球場舉行

HKFA jointly with Wofoo Social Enterprises hosted "Women Football Can Fulfill Dreams – Youth Football Development Programme" and "Football Can Fulfill Dreams – Football Carnival". The first carnival held at Plover Clove Road Min-Soccer Pitch, Tai Po

19.10.2014 香港賽馬會 - 香港沙灘節 2014，三場沙灘足球表演賽順利完成，香港邀請隊以 3:2 擊敗澳門邀請隊

Beach Soccer Exhibition Games (Hong Kong Jockey Club – Hong Kong Beach Festival 2014) completed. Hong Kong Men Team defeated Macau Men Team by 3:2

22.10.2014 2014/2015 香港足球總會聯賽盃開鑼

2014/2015 HKFA League Cup started

廣東康寶電器有限公司繼續冠名贊助 2014/2015 高級組銀牌賽

Guangdong Canbo Electrical Appliance Company Limited announced their continuous title sponsorship to the 2014/2015 HKFA Senior Shield

25.10.2014 2014/2015 香港足球總會女子聯賽開鑼

2014/2015 HKFA Women League started

26.10.2014 2014/2015 康寶高級組銀牌賽開鑼

2014/2015 HKFA Canbo Senior Shield started

02.11.2014 2014/2015 青少年會迎新足球同樂日圓滿結束

2014/2015 Junior Fans Club Newcomers Festival completed

05.11.2014 香港女子 19 歲以下代表隊前赴越南河內參加 2015 亞洲足協 19 歲以下女子足球錦標賽預選賽，結果取得一勝兩負，未能出線

Hong Kong Women U19 Representative Team participated in the AFC U19 Womens' Championship 2015 Qualifiers held in Hanoi, Vietnam and won one game and lost 2 games and cannot be qualified for the next round

2014 滬港球會盃首回合賽事，傑志作客以 1:6 不敵上海上港隊

Kitchee lost to Shanghai East Asia by 1:6 at away in the first leg match of the Shanghai – Hong Kong Inter Club Championship 2014

08.11.2014 2014 滬港球會盃次回合賽事，傑志主場以 0:0 賽和上海上港隊，以兩回合之總成績 1:6 落敗，未能取得冠軍

Kitchee by 0:0 drew with Shanghai East Asia at home in the second leg match of the Shanghai – Hong Kong Inter Club Championship 2014 and lost to Shanghai East Asia by 1:6 in aggregate and failed to capture the Shanghai – Hong Kong Inter Club championship 2014 trophy

10.11.2014 香港女子代表隊前赴中華台北新竹參加 2015 女子東亞盃外圍賽第二圈賽事，結果取得一勝兩負，未能出線

Hong Kong Women Representative Team participated in the EAFF Women's East Asian Cup 2015 Preliminary Competition Round 2 held in Hsinchu, Taipei and won one game and lost 2 games and cannot be qualified for the next round

11.11.2014 香港代表隊前赴中華台北參加 2015 東亞盃外圍賽第二圈賽事，結果取得一勝一和一負，未能出線

Hong Kong Representative Team participated in the EAFF East Asian Cup 2015 Preliminary Competition Round 2 held in Taipei and won one

game, drew one game and lost one game and cannot be qualified for the next round

20.11.2014 車路士足球學校(香港)冠名贊助 2014/2015 五人足球聯賽及 2014/2015 五人足球賽(學校組)

Chelsea FC Soccer School (Hong Kong) announced their title sponsorship to the 2014/2015 Chelsea Futsal League and 2014/2015 Chelsea Futsal Cup (School Division)

29.11.2014 在港鐵站推出玩「撐港超．撐夢想」遊戲

Launched "Dare to dream Dare to Pursue" Game at MTR station

01.12.2014 2014/2015 香港足球總會車路士盃五人足球賽(學校組)開鑼

2014/2015 HKFA Chelsea Futsal Cup (School Division) started

08.12.2014 香港 15 歲以下 5 人足球代表隊前赴杭州參加《誰是球王》中國足球民間爭霸賽，在東南大區賽青少年組別中以全勝姿態取得小組冠軍出線，晉身全國總決賽

Hong Kong Futsal Representative Team (U15) participated in the CCTV "Who is the King" Futsal Competition held in Hangzhou, China and won all games and crowned the champion in the group (South-East Zone – Youth Group) and advanced to the final round of the CCTV "Who is the King" Futsal Competition

09.12.2014 舉行香港超級聯賽運動禁藥講座

Hong Kong Premier League Anti-Doping Talks held

14.12.2014 青少年會舉行 2014/2015 青少年會第一次分區比賽

The first round of 2014/2015 Junior Fans Club 5-a-side tournament was held

16.12.2014 NIKE 香港 5 人足球賽 2015 接受報名

NIKE Hong Kong Football Five 2015 enrollment started

21.12.2014 2014/2015 香港足球總會車路士 5 人足球聯賽全民同樂日舉行開幕典禮

2014/2015 HKFA Chelsea Futsal League opening ceremony cum Fun Day was held

30.12.2014 2014/2015 香港足球總會女子青年聯賽開鑼

2014/2015 HKFA Women Youth League started

31.12.2014 第 37 屆省港盃首回合賽事，香港代表隊作客以 0:1 不敵廣東隊

Hong Kong Representative Team lost to Guangdong Team by 0:1 at away in the first leg match of the 37th Guangdong – Hong Kong Cup

04.01.2015 香港代表隊在第 37 屆省港盃次回合主場與廣東隊賽和 0:0，以兩回合之總成績 0:1 落敗，未能取得冠軍

Hong Kong Representative Team drew to Guangdong Team by 0:0 at home in the second leg match of the 37th Guangdong – Hong Kong Cup and lost to Guangdong Team by 0:1 in aggregate and failed to capture the 37th Guangdong – Hong Kong Cup trophy

12.01.2015 2014/2015 香港足球總會車路士 5 人足球聯賽開鑼

2014/2015 HKFA Chelsea Futsal League started

17.01.2015 東方以 3:2 擊敗傑志奪得康寶高級組銀牌冠軍，東方的美路史拿域當選為最佳球員，傑志的佐廸成為賽事神射手

Eastern defeated Kitchee by 3:2 in the final and captured the 2014/2015 HKFA Canbo Senior Shield trophy. Eastern’s Miroslav Saric claimed the Most Valuable Player Award of the match. The top-scorer award went to Kitchee’s Tarres Paramo, Jorge.

18.01.2015 青少年會舉行 2014/2015 青少年會冬季足球嘉年華

2014/2015 Junior Fans Club Winter Football Festival was held

22.01.2015 張廣勇博士捐贈港幣 5 萬元予本會，用以推動香港 5 人足球青少年球員的培育發展

HKFA has received a generous donation of HK$50,000 from Dr. Wallace Cheung and the donation will be used to support the futsal's youth

players development in Hong Kong.

03.02.2015 NIKE 曼聯超級盃 2015 接受報名

NIKE Manchester United Premier Cup 2015 opened for enrollment

07.02.2015 NIKE 香港 5 人足球賽 2015 開鑼

NIKE Hong Kong Football Five 2015 started

08.02.2015 香港 15 歲以下 5 人足球代表隊前赴北京參加《誰是球王》中國足球民間爭霸賽全國總決賽，躋身最後決賽，並取得冠軍

Hong Kong Futsal Representative Team (U15) participated in the final round of CCTV "Who is the King" Futsal Competition held in Beijing, China and reached to the final and crowned the champion of the tournament

10.02.2015 2015 亞洲冠軍盃附加賽，傑志作客以 1:4 不敵泰國春武里

Kitchee lost to Chonburi (Thailand) by 1:4 at away in the 2015 AFC Champions League Play-off

12.02.2015 舉行 2014/2015 香港足球總會足總盃記者招待會

2014/2015 HKFA FA Cup Press Conference held

18.02.2015 香港女子代表隊獲巴林足總邀請前赴巴林集訓，並與當地女子足球代表隊進行兩場國際足球友誼賽

Hong Kong Women' s Representative Team was invited by Bahrain Football Association to have a Training Camp and two international friendly matches

19.02.2015 2015 AET 羊年賀歲盃，美國紐約宇宙以互射點球總比數 6:4 擊敗南華，奪得賀歲盃冠軍

New York Cosmos (United States) defeated South China by 6:4 on penalties and captured the 2015 Lunar New Year AET Cup trophy

20.02.2015 女子國際足球友誼賽，香港女子代表隊作客以 1:0 擊敗巴林女子足球代表隊

Hong Kong Women Representative Team played an international friendly match at away against Bahrain Women National Team with a score of 1:0

23.02.2015 女子國際足球友誼賽，香港女子代表隊作客以 4:2 擊敗巴林女子足球代表隊

Hong Kong Women Representative Team played an international friendly match at away against Bahrain Women National Team with a score of 4:2

24.02.2015 2015 亞洲足協盃分組賽展開

The preliminary rounds of 2015 AFC Cup started

27.02.2015 2014/2015 香港足球總會足總盃開鑼

2014/2015 HKFA FA Cup started

本會公佈計劃吸納新會員詳情

Announced the details of the plans for broadening of membership

09.03.2015 香港女子足球代表隊前赴約旦參加 2016 奧林匹克運動會 – 女子足球亞洲區外圍賽，成績一和兩負，未能出線

Hong Kong Women Representative Team participated in the Women's Olympic Football Tournament Rio 2016 – Asian Qualifiers held in Jordan and drew one game and lost 2 games and cannot be qualified for the next round

舉辦中銀集團人壽港超小球迷體驗之旅

BOCG Life HKPL Young Fans Experience Tour was held

14.03.2015 舉行 Samsung 第 58 屆體育節 – 草根足球節

Samsung 58th Festival of Sport – Grassroots Football Festival was held

20.03.2015 舉辦亞洲足協地區賽事工作坊

HKFA hosted AFC Regional Competitions Workshop

22.03.2015 青少年會舉行 2014/2015 青少年會第二次分區比賽

The second round of 2014/2015 Junior Fans Club 5-a-side tournament was held

23.05.2015 香港 18 歲以下代表隊前赴中國武漢市參加第一屆全國青年運動會男子足球 18 歲以下組別預賽

Hong Kong U18 Representative Team participated in the 1st National Youth Games U18 Men Group Preliminary Round held in Wuhan, China

25.03.2015 香港 22 歲以下代表隊前赴中華台北高雄市參加 2016 亞洲足協 23 歲以下錦標賽外圍賽，結果三戰三負，未能出線

Hong Kong U22 Representative Team participated in the AFC U23 Championship 2016 Qualifiers held in Kaohsiung City, Taipei and lost 3 games and cannot be qualified for the next round

舉行香港超級聯賽運動禁藥第二次講座

Hong Kong Premier League second Anti-Doping Talks held

28.03.2015 國際足球友誼賽，香港代表隊主場以 1:0 擊敗關島

Hong Kong Representative Team played an international friendly match at home against Guam National Team with a score of 1:0

01.04.2015 2014/2015 香港足球總會女子聯賽第一階段圓滿結束，公民勇奪第一階段冠軍

2014/2015 HKFA Women Youth League (Stage I) completed. Citizen captured the League (Stage I) title

03.04.2015 NIKE 曼聯超級盃 2015 開鑼

NIKE Manchester United Premier Cup 2015 started

05.04.2015 NIKE 曼聯超級盃 2015，傑志奪得 15 歲以下組別冠軍

NIKE Manchester United Premier Cup 2015 Champion of U15 Group was completed. Kitchee crowned the champion of the NIKE Manchester United Premier Cup 2015

09.04.2015 宣佈董事會批准仁濟醫院董之英紀念中學的「職業足球員培育計劃」認可為正式的「足球學校」

Announced Board approval for the endorsement of the Professional Footballer Preparatory Programme of the Yan Chai Hospital Tung Chi Ying Memorial Secondary School as the official football school

12.04.2015 NIKE 香港 5 人足球賽 2015 圓滿結束

NIKE Hong Kong Football Five 2015 completed

15.04.2015 NIKE 曼聯超級盃 2015(香港區)冠軍傑志前赴雲南省昆明市角逐 NIKE 曼聯超級盃 2015(大中華區)賽事，成績兩勝一和兩負，未能出線

Kitchee participated in the NIKE Manchester United Premier Cup 2015 Regional Final (China) held in Kunming, Yunnan and won two games, drew one game and lost two games and cannot be qualified for the semi-final round

18.04.2015 香港 16 歲以下代表隊前赴中國深圳市參加第一屆全國青年運動會男子足球 16 歲以下組別預賽

Hong Kong U16 Representative Team participated in the 1st National Youth Games U16 Men Group Preliminary Round held in Shenzhen, China

舉行青少年會小型足球大比拼

Junior Fans Club Futsal Fun Day was held

22.04.2015 傑志以 4:0 擊敗南華奪得 2014/2015 香港足球總會聯賽盃冠軍

Kitchee defeated South China by 4:0 in the final and captured the 2014/2015 HKFA League Cup trophy

23.04.2015 本會宣佈 Active O2 冠名贊助香港足球總會 2014/2015 香港足球明星選

舉

Announced Active O2 as the title sponsor of 2014/2015 HKFA Hong Kong Top Footballer Awards

09.05.2015 2014/2015 香港足球總會中銀集團人壽香港超級聯賽煞科，傑志奪得首屆香港超級聯賽冠軍，東方的基奧雲尼榮膺本年度超級聯賽神射手

First 2014/2015 HKFA BOCG Life Hong Kong Premier League concluded. Kitchee captured the Premier League title. Eastern' s Da Silva, Giovane Alves was the top scorer of the Premier League

17.05.2015 香港女子 14 歲以下代表隊前赴北京香河參加 2015 亞洲足協 14 歲以下女子足球錦標賽，成績一勝兩負，未能出線

Hong Kong Women U14 Representative Team participated in the AFC U14 Girls' Regional Championship 2015 held in Xianghe, China and won one game and lost 2 games and cannot be qualified for the next round

傑志以 2:0 擊敗東方奪得 2014/2015 香港足球總會足總盃冠軍

Kitchee defeated Eastern by 2:0 in the final and won the 2014/2015 HKFA FA Cup Champion

18.05.2015 基奧雲尼在 2014/2015 Active O2 香港足球明星選舉當選為香港足球先生

Da Silva, Giovane Alves was elected as the Hong Kong Footballer of the Year in 2014/2015 Active O2 Hong Kong Top Footballer Awards

舉行香港足球總會週年晚宴

HKFA Annual Dinner was held

2014/2015 香港足球總會車路士 5 人足球聯賽圓滿結束，東昇奪得冠軍

2014/2015 HKFA Chelsea Futsal League completed and Tung Sing crowned the champion

21.05.2015 季後附加賽展開

Season Playoff started

22.05.2015 推出 2018 世界盃暨 2019 亞洲盃聯合外圍賽第二圈主場賽事優惠套票

Rolled out Hong Kong Team ticket packages with special offers on sale

26.05.2015 南華主場以 2:0 擊敗印度班加羅爾晉身 2015 亞洲足協盃 8 強

South China defeated JSW Bengaluru FC (India) by 2:0 at home and qualified for the last 8 in the AFC Cup 2015

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27.05.2015 傑志作客以 2:0 擊敗印尼萬隆晉身 2015 亞洲足協盃 8 強

Kitchee defeated Persib Bandung (Indonesia) by 2:0 at away and qualified for the last 8 in the AFC Cup 2015

30.05.2015 季後附加賽煞科，南華以互射點球總比數 5:3 擊敗 YFC 澳滌取得來屆代表香港參加亞協盃賽事的資格

Season Playoff concluded. South China defeated Yokohama FC Modic on penalties by 5:3 in aggregate and will represent Hong Kong and participate

in next season’ s AFC Cup

香港 18 歲以下及 20 歲以下代表隊參加 2015 香港足球會 Citibank7 人足球賽

Hong Kong U18 and U20 Representative Teams participated in the 2015 HKFC Citibank Soccer Seven

31.05.2015 2014/2015 香港足球總會女子青年聯賽圓滿結束，車路士足球學校(香港)奪得冠軍

2014/2015 HKFA Women Youth League completed and Chelsea FC Soccer School (Hong Kong) crowned the champion

01.06.2015 香港代表隊前赴馬來西亞吉隆坡進行集訓，備戰 2018 世界盃暨 2019 亞洲盃聯合外圍賽第二圈賽事

Hong Kong Representative Team had undergone a training camp at Kuala Lumpur, Malaysia as preparation for the “2018 FIFA World Cup

Russia – Preliminary Competition Round 2" and "AFC Asian Cup 2019 Qualifiers"

06.06.2015 香港代表隊作客馬來西亞進行國際足球友誼賽以 0:0 賽和主隊

Hong Kong Representative Team played an international friendly match at away against Malaysia National Team with a score of 0:0

08.06.2015 由香港賽馬會慈善信託基金捐助的賽馬會青少年足球發展計劃 - 暑期推廣 2015 舉行啓動儀式

The Hong Kong Jockey Club Charities Trust as the Programme Principal Contributor for the Jockey Club Youth Football Development Programme – Summer Scheme 2015 kicked off

11.06.2015 2018 世界盃暨 2019 亞洲盃聯合外圍賽第二圈賽事，香港代表隊主場以 7:0 擊敗不丹

Hong Kong Representative Team defeated Bhutan by 7:0 at home in the "2018 FIFA World Cup Russia – Preliminary Competition Round 2" and "AFC Asian Cup 2019 Qualifiers"

14.06.2015 2014/2015 香港足球總會女子聯賽第二階段足總盃圓滿結束，公民奪得冠軍，公民陳詠詩當選為最佳球員

2014/2015 HKFA Women Youth League (Stage II – FA Cup) completed. Citizen crowned the champion. Citizen's Chan Wing Sze claimed the Most Valuable Player Award of the final

15.06.2015 賽馬會青少年足球發展計劃 - 暑期推廣 2015 到粉嶺公立學校進行探訪推廣計劃

Visited to Fanling Public School to promote Jockey Club Youth Football Development Programme – Summer Scheme 2015

前香港足球先生胡國雄先生在香港病逝

Mr. Wu Kwok Hung, the ex-Hong Kong Footballer of the Year, died in Hong Kong due to illness

16.06.2015　2018 世界盃暨 2019 亞洲盃聯合外圍賽第二圈賽事，香港代表隊主場以 2:0 擊敗馬爾代夫

Hong Kong Representative Team defeated Maldives by 2:0 at home in the "2018 FIFA World Cup Russia – Preliminary Competition Round 2" and "AFC Asian Cup 2019 Qualifiers"

22.06.2015　賽馬會青少年足球發展計劃 - 暑期推廣 2015 到方樹福堂基金方樹泉 小學進行探訪推廣計劃

Visited to Fong Shu Fook Tong Foundation Fong Shu Chuen Primary School to promote Jockey Club Youth Football Development Programme – Summer Scheme 2015

26.06.2015　舉行會員特別大會，選出 11 位董事會成員

11 HKFA Board Members were elected by the Assembly at the general meeting held

05.07.2015　2014/2015 香港足球總會車路士盃五人足球賽(學校組)圓滿結束

2014/2015 HKFA Chelsea Futsal Cup (School Division) completed

08.07.2015　裁判員季初體能測試展開

Registered referee pre-season fitness test started

舉行國際足協裁判課程 2015

FIFA Member Association Refereeing Course 2015 was held

19.07.2015　2014/2015 香港足球總會恒基青少年聯賽圓滿結束

2014/2015 HKFA Henderson Youth League completed