

MEALS
ON WHEELS
More than just a meal.

Recipe for success





Meals on Wheels (SA) – our purpose

We're the people our clients count on for affordable, nutritious meals and friendly contact, so they can continue to live at home.

Meals on Wheels (SA) is a highly respected and trusted organisation that has brought nutrition and wellbeing checks to South Australians since 1954.

Our nation's aged population is growing rapidly and government funding and policy is undergoing significant changes to meet new demands.

Meals on Wheels (SA) has a sound strategic plan in place to face the challenges and new dynamics in the community care sector.

Our values

Unity: we have a valued team of volunteers and staff who work together to care for our clients.

Co-operation: we engage with other relevant agencies and service providers to fulfil our clients' needs.

Development: we're constantly looking for ways to improve and develop our services to meet our clients' current and future needs.

Responsibility: we work to ensure we have the financial strength to sustain our purpose.

Opportunities: we give new and existing volunteers, office bearers and staff the means to develop new skills and reach their own personal goals.

We act with **integrity, fairness and honesty** in all our dealings because we're here to serve our community; it is to them we are accountable.



Current ingredients

Thanks to the vision and passion of our founder, Doris Taylor MBE, the first Meals on Wheels (SA) deliveries were made in 1954. Our not-for-profit organisation now supports around 5,000 clients each year, through some 9,500 volunteers and 90 branches throughout metropolitan and regional South Australia.

Our core service is delivering a hot three-course meal each Monday to Friday at an affordable client cost, on a short-term or ongoing basis. Our responsive services are well-recognised for helping people remain living in their own homes. Our clients benefit with improved health and nutrition, valuable social contact and a regular wellbeing check.

One of our challenges is to deliver a consistent level of meal and service quality across the state. Improving the appetite appeal and choices of our meals has been highlighted as a key goal.

Volunteers run our kitchens, manage local branch operations and make all home deliveries of meals. Our volunteers find the work a rewarding experience of social connection, teamwork and community service. They are a high-calibre group of dependable, friendly and caring people, around 40% of whom serve for more than 10 years.

Approximately 1000 new volunteers begin each year. Without them, Meals on Wheels could not exist. New recruitment strategies and

ongoing training and support will be essential to a successful future.

Meals on Wheels (SA) is a reputable, iconic brand and a trusted and respected organisation. Its financial position is strong and stable. Sound corporate governance and branch support systems are in place, delivered by approximately 30 dedicated and skilled paid staff and an effective and committed Board.

The market is changing. The aged population is growing rapidly, client expectations are evolving, and government funding and policy is undergoing significant changes to meet the new demands. Meals on Wheels (SA) will be competing with a greater number of service providers into the future, and needs to be ready meet these challenges.

Recipe for continued success

To ensure our continued success, our areas of strategic focus from 2011–2014 are:

Meals and services

Improve the presentation, flavour and variety of meals; offer choices and more special requirements. Achieve greater consistency in meal and service quality. Promote our current services and investigate evolving service needs for the future.

Our workforce

Build our volunteer base, including the growth of corporate partnerships. Improve training and development opportunities, and ensure high morale among paid and volunteer workforce.

Financial sustainability

Keep services affordable for clients and improve facilities and infrastructure for our future requirements. Increase revenue through grants, donations, bequests and investments. Investigate potential commercial markets and products.

Our profile

Promotional activities to target potential clients and referrers, potential volunteers and funding bodies, to increase awareness, partnerships and goodwill.

Continual improvement

Strengthening our foundations and culture to stay abreast of current market needs, and be prepared for future changes to the organisation and funding of community services.

Preparation method

Meals on Wheels will prepare an Annual Business Plan for each year, until June 2014. These Plans will detail the specific goals and actions that the organisation will take to achieve its strategies.

Achievement of our Strategic Plan and Annual Business Plans will be monitored by the Board, and progress will be reported at our Annual General Meeting and in our Annual Report.





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