**National Meals on Wheels Day**

**Wednesday 29 August 2018**

**FAQS**

**What’s planned for National Meals on Wheels Day in 2018?**

For National Meals on Wheels Day in 2018, Meals on Wheels services across the State will attempt to beat the National Record set in 2017 for “The Greatest Number of Community Meals produced in five hours!” The attempt, which will be held from 6am – 11am on Wednesday 29 August, will involve a number of services across the state producing their meals simultaneously, with the collective number of meals going towards the tally.

**What is the current record?**

In 2017, Meals on Wheels Member Services across the state produced 708 roast chicken meals. This year, we are aiming to produce over 5,000 roast chicken meals.

**I’m not a cooking kitchen, can I participate?**

As a non-cooking kitchen, there are many ways you can still participate in the Record Attempt. See suggestions below:

1. If you’re not a cook kitchen, are you able to buy-in your meals for this one day from another Service who is participating in the event to increase the overall tally?
2. Help us to profile your Service, Volunteers and Clients in the lead up to National Meals on Wheels Day by sharing their stories/pictures with us.

**What meal will we need to produce to participate in the Record Attempt?**

The meal to be produced will be roast chicken with gravy and roast vegetables (potato, beans and carrots)

**What do I need to do to participate?**

To participate, you need to get in touch with Queensland Meals on Wheels by Friday 25 May 2018. Please email Katrina Jermyn at marketing@qmow.org to register your interest. If you need more time than this to get committee sign-off please get in touch and let us know.

**Why are we doing this?**

We believe this exciting day is a great way to help Member Services to raise awareness, encourage new volunteers, build client relationships and create some fun for everyone involved! The Record Attempt also showcases the work that Member Services contribute to local communities each and every day.

**What’s involved in the day?**

The evidence requirements for the Record Attempt have been shaped by Queensland Meals on Wheels with Member Services in mind, meaning your participation in the Record Attempt will cause minimum disruption to your regular routine or your customers.

You will need to have the following roles assigned on the day:

* TimeKeeper / Witness – who is responsible for sounding the start and finish alarm for the beginning and the end of the attempt and who will sign submission form upon completion of record attempt
* Photographer / Videographer – who is responsible for marking significant moments in the attempt by taking photos and videos. They are also responsible for sending these files to Queensland Meals on Wheels upon completion of record attempt
* Organisational team – who is responsible for decorating centre for National Meals on Wheels Day
* Kitchen staff – who are responsible for producing meals on clients and counting how many meals were produced on completion of the attempt

Please note that one person can be assigned more than one role on the day.

**Why so many evidence requirements?**

We have implemented the abovementioned evidence requirements into the Meals on Wheels National Record Attempt to make the day feel as official as possible, making it more fun for everyone involved! It also gives us a way to benchmark the Record Attempt against other states should they wish to participate and/or compete with Queensland Meals on Wheels for the record.

**Do I have to participate?**

We invite your participation on an opt-in basis, but are hoping to see as many Member Services with Cook Kitchens as possible participate in the Record Attempt.

**What’s the purpose of having the media involved?**

We see this event as an opportunity to raise awareness of the great work of Member Services in the community, encourage more volunteer sign-ups and to engage potential new clients. This awareness will be driven through media opportunities in the lead-up to, and day of the event. We’ll guide you through this process should you wish to participate.

In 2017, 349 media clips were generated as a result of the National Meals on Wheels Day activity – We would love to see you participate and generate positive media coverage for your Member Service in your community.

**How will I benefit?**

By increasing awareness of the Meals on Wheels organisation, we hope to improve visibility of the contribution of Member Services in their local communities, encourage volunteer sign-ups and engage potential new clients. The National Meals on Wheels Day is also a great way to celebrate your staff members, volunteers and clients to foster morale.

**What support will I receive?**

Queensland Meals on Wheels will be on board to support you in your participation in the National Record Attempt.

* Webinars
* Templates
* On hand support
* Suggestions and tools on ways to increase your meal numbers for that day, engage your local community, corporates and VIPs

To support our Member Services, Queensland Meals on Wheels has engaged the assistance of Elevate Communication to assist us with the logistics, communication and publicity for this event. Elevate are committed to driving positive publicity in the lead up to National Meals on Wheels Day, focusing on driving awareness of services and highlighting your contribution to local communities.

**Will other States be involved in the National Record Attempt?**

We have received interest from State Meals on Wheels organisations who are interested in competing with Queensland to set the National Record in 2018. We will advise should these States confirm they are participating in the National Record activity.

**What are the next steps?**

Please register your interested by getting in touch with Queensland Meals on Wheels by emailing Katrina Jermyn at marketing@qmow.org by Friday 25 May 2018. Once we have established which Member Services will be participating in the event, we will organise a webinar to provide further information and answer any additional questions you may have.

Queensland Meals on Wheels are committed to working with you to make this National Meals on Wheels Day the greatest one yet. If you have any suggestions or questions, please do not hesitate to get in touch with Katrina Jermyn at marketing@qmow.org.