



Meals on Wheels is a compassionate connector of people that delivers care and empathy with every one of their nutritionally balanced meals, making recipients and their families feel safe, supported and a member of the wider community.

Call 1300 90 97 90
Visit qmow.org

**More
than just
a meal**



STRATEGIC PLAN

2021-2024

OUR VISION

Build independence to nourish the lives of individuals and strengthen communities.

OUR PURPOSE

To enable people to continue to live independently by providing meals, social contact and services that support their wellbeing, health and safety.

OUR VALUES

- Demonstrate Integrity
- Work with Accountability
- Be One Team
- Inspire Trust
- Innovate and Adapt



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SERVICES

Meals On Wheels is to explore opportunities to try new ways of working with communities and vulnerable Queenslanders and their families. It will do this by developing, trialling and evaluating innovative approaches to design services that work and add value.

By 2024, Meals On Wheels will improve our capacity and effectiveness to support vulnerable Queenslanders to live their lives to the full.

1. Build our knowledge and evidence base to inform service design and delivery that achieves long term impact
2. Invest in innovative, integrated service models that meet and respond to clients changing expectations and needs
3. Build our relationships with key stakeholders and local communities to enhance Meals On Wheels impact.

2

CAPACITY

Our success depends on our volunteers and paid staff. We need to attract more people and give them all the skills, knowledge and very best tools to do great work.

By 2024, Meals On Wheels will engage and equip our workforce both volunteer and paid, management team and Board, to succeed in our current dynamic and evolving environment.

1. Build an outcome oriented, client focused culture by recruiting, developing and retaining exceptional volunteers and staff
2. Invest in systems, technology and structures to enable efficient, effective work that meets clients expectations and needs
3. Develop leading research, evaluation and innovation capacity and partnerships.



SUSTAINABILITY

Improve the financial and operational viability of Meals On Wheels as a social enterprise. We will increase volunteering and work opportunities in communities across Queensland to support our capacity to grow the Meals On Wheels brand and to innovate and improve services.

By 2024, Meals On Wheels will increase our financial and operational capacity to resource and grow the Meals On Wheels brand, support service innovation and ongoing improvement.

1. Increase revenue through new funding models, partnerships and opportunities
2. Develop a brand strategy to grow value and impact
3. Increase efficiency and quality through smart systems and innovation and establish a discretionary investment fund for research and innovation.

3

POSITIONING

Develop effective partnerships with stakeholders and communities to better support current and future clients. Partnerships are essential to our ability to meet emerging and future needs across Queensland.

By 2024, Meals On Wheels will be recognised as an innovative, client focussed organisation that works with communities to effectively support its clients capacity to live independently in the community.

1. Actively seek partnership opportunities with government, other service providers, like-minded for purpose organisations and businesses, philanthropists, advocacy and communities to expand Meals On Wheels capacity and impact
2. Expand our use of data and analysis to understand and articulate outcomes and impact of our activities
3. Analyse client need and expectations in each region and key communities to build effective responses, advocacy and marketing strategies.

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