

Meals on Wheels Queensland 2024-2027 STRATEGIC PLAN



Our Vision

**BUILD INDEPENDENCE
TO NOURISH THE
LIVES OF THE ELDERLY
AND VULNERABLE WITHIN
OUR 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 Mission

Meals on Wheels is a compassionate connector of people delivering 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.



Our Values



**DEMONSTRATE
INTEGRITY**



**WORK WITH
ACCOUNTABILITY**



**BE ONE
TEAM**



**INSPIRE
TRUST**



**INNOVATE AND
ADAPT**



Call 1300 90 97 90



Meals on Wheels
Queensland

Visit qmow.org

Meals on Wheels Queensland

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Our Approach

Volunteers

Strengthen Meals on Wheels value proposition to ensure the successful retention and attraction of volunteers.

- Renew the MOWQ volunteering strategy FY25-27, with a defined volunteer value proposition, focusing on:
 - Recruitment and Retention
 - Reward and Recognition Program
 - Corporate volunteering

Shared Services and Network Growth

Sustain and grow Meals on Wheels, ensuring continuity of existing services and growth of new members.

- Establish a service offering, enabling reliable and affordable back of house services.
- Expand Hub Models across Queensland.
- Enable a range of bulk purchasing options, generating diversity of choice and pricing.
- Establish a MOWQ member attraction strategy for FY25-27
- Establish a strategic project on revitalised menu choice and regularly innovating menu options utilising a pilot group of Member Services.
- Investigate opportunities for new delivery items Member Services may offer.

Government, Community and Corporate Partnerships

Build strategic partnerships, corporate sponsorships and advocate with all-levels of government to preserve, innovate and expand Meals on Wheels mission and funding.

- Create a local media and public relations campaign to raise awareness on how local businesses can get involved with their local service.
- Renew the MOWQ sponsorship and partnership framework to attract and retain corporate and philanthropic partners.
- Expand the social capital of Meals on Wheels through research and trials.
- Consolidate and extend our role in Sector Support and Development.
- Build the evidence base data to advocate to increase and diversify funding for Member Services.

Brand and Digital Marketing

Invest in and create the Meals on Wheels brand strategy and position within the market to raise awareness and strengthen our unique value proposition.

- Develop tailored communication strategies that resonate with the unique needs and values of clients, clients' families, volunteers, and other various stakeholders.
- Create and implement a digital marketing and social media plan including targeted campaigns to promote the brand and social impact of Meals on Wheels.
- Upgrade MOWQ website to reflect the Meals on Wheels brand and activities.