Looking Forward
Strategic Plan 2015-2020
The context of our Strategic Plan

Meals on Wheels SA (MoWSA) is a highly respected and trusted organisation that has brought nourishing meals, a friendly smile and a ‘Safe & Well’ check to South Australian homes since 1954. This plan looks to carry on the vision of Doris Taylor beyond our 60th Birthday.

Key strategic issues we have identified include:

- Our operating environment is rapidly changing – highlighted by increasing customer expectations and funder requirements
- The need to consistently deliver a high quality product in all operational areas.
- The need to manage any real or perceived barriers to implementing organisational change and innovation.

Meals on Wheels SA has a sound strategic plan in place to face the challenges and new dynamics in our marketplace.

Our strategic goals:

These are the things we are aiming to achieve to deliver on our purpose.

**GOAL 1:**
MoWSA will work with communities and other service providers to improve access and develop the required services to provide nutritional support for new groups of people, especially those who are at risk.

**GOAL 2:**
MoWSA services will consistently provide a positive meal experience, delivering a nourishing meal, meeting high quality benchmarks and delivering customer satisfaction.

**GOAL 3:**
MoWSA will be responsive to the identified needs of present and future customer groups, offering an extended range of flexible meal options.

Our purpose:

- Meals on Wheels SA supports members of the community to live independently through:
  - the delivery of nourishing meals to maintain health and well-being;
  - offering social contact; and
  - recognising, responding and building people’s capacity to meet nutritional and other needs that increase wellbeing.
- In providing these services through our volunteer workforce we strengthen communities.
**GOAL 4:**
MoWSA will facilitate opportunities for increasing social interaction around meals and expanding the social networks of customers who are socially isolated.

**GOAL 5:**
MoWSA will establish strategic partnerships to develop new services that assist customers to develop skills and increase independence, particularly in the area of nutrition and food security.

**GOAL 6:**
MoWSA will develop reablement services that contribute to promoting independence and the ability for people to live longer at home.

**GOAL 7:**
MoWSA will work with stakeholders to develop and provide assistance to clients who require help to eat meals.

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**Our strategic objectives:**

The four things that will make a difference to us achieving our goals.

- Establish a more sustainable and adaptive workplace and culture.
- Expand the range of products and services on offer to provide more choice and flexibility for customers.
- Provide services that are accessible and relevant to new customer groups.
- Establish optimal meal production and distribution models.

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**How we will support, measure and report our success:**

- MoWSA is a reputable, iconic brand and a trusted and respected organisation.
- Our financial position is strong and stable.
- We have sound corporate governance and branch support systems in place.
- We will prepare, manage and monitor an Annual Business Plan each year during this overall period 2015 – 2020.
- These Plans will detail the specific goals and actions that MoWSA is taking.
- Progress on our Strategic Plan and Annual Business Plans will be monitored by the Board and we will report progress on an ongoing basis to our stakeholders and through our Annual Reports.
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