

Making meals that appeal... The key for MoWSA

Client feedback, volunteer observations and rising community expectations, has meant that the current and future focus for MoWSA is on the meal experience.

How the meal is presented, how it looks and smells and most especially, the moment of truth when the lid is peeled back!

The reality of the work MoW does comes down to the moment when our client receives the meal at lunchtime. Is the meal eaten?

The best of ingredients and the most careful preparation matters for nought if the meal just does not appeal.

We believe we have the right people cooking the right meals, we just want to work on presentation and appeal.

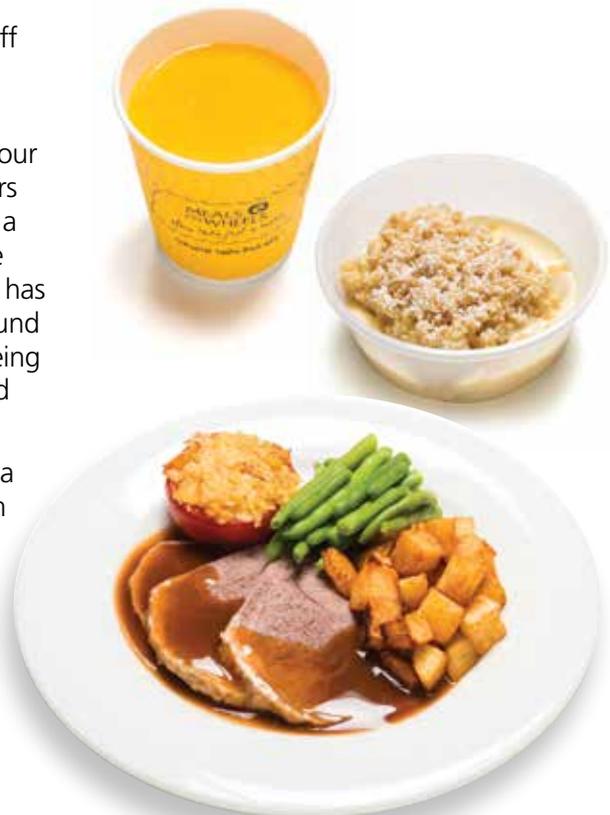
The new packaging being introduced provides a much more appealing product on delivery. The size of the foil tray, the handy easy to hold

soup cup and the clear dessert packaging all allow us to show off the hard work of the cooks and chefs who prepared it.

The work done early in 2014 by our chefs and Branch Support Officers in preparing meals to show how a simple roast, for example, can be presented even more beautifully, has met with much appreciation around the branches. Already we are seeing that those little extra touches add to the meal experience.

We believe that "more than just a meal" is all about; the smile from the volunteer deliverers, the "Safe & Well" check, the friendly chat, and, when the deliverers have left, a meal that is eaten because it looks, smells and tastes good!

Right across our network we are working to make sure the meal experience is one that appeals.



Above: Meals with appeal, MoWSA offers a range of dishes that hit all the senses.

Left: Just a few of the attendees representing Tumby Bay and Port Lincoln branches.



MoWSA hits the road! Looking forward, looking back...

In our 60th year we thought this was a great theme for a new approach to meeting our branches. Regionally focussed workshops that bring a few people, to meet more of our volunteers nearer to where they live.

The first Regional Workshop was held in Port Lincoln to cover the West. It

gave everyone an opportunity to reflect on our history and plan for the future.

CEO Sharyn Broer said "This is an exciting milestone as it demonstrated a commitment to working with volunteers close to where they live, rather than always in Adelaide".

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Comment from the CEO...

Welcome to the Autumn edition of *NewsFeed*, our quarterly communication with clients, volunteers, staff and supporters of Meals on Wheels.

Since late January, Meals on Wheels has been running some terrific promotional advertisements on television and in cinemas across the state. The benefits of Meals on Wheels for clients and volunteers alike has been beautifully illustrated and has prompted hundreds more enquiries than usual. The authentic and positive messages are also resonating with the wider community, with people feeling even more positive about Meals on Wheels and the service we offer, especially with the recent improvements to meal presentation and menu variety.

Some people have wondered why MoWSA, an iconic organisation and household name, delivering an essential community service, needs to advertise. Simply, we have noticed a gradual decline in the number of people using our service, even though we are all aware of the increasing numbers of older people striving to live as independently as possible within their community. Our research showed that whilst most people knew our name, most were unaware of what we do and how relevant we are today. We need to be sure that people who could benefit from Meals on Wheels know who we are, who we help, what we do, and how to contact us.

Meals on Wheels exists to support people to maintain their independence and wellbeing by providing a nourishing meal. We firmly believe there are many people whose health is declining because they are not eating well.

In Adelaide and in many regional towns there are increasing numbers of options for people who are not managing to cook or shop for themselves, or are at risk of poor nutrition. Some options will work for some people, but Meals on Wheels remains virtually the only option where a balanced, nourishing meal can be delivered hot and ready to eat, and volunteers are regularly checking that clients are safe and well.

Our promotional campaign reminds the community of these key benefits of Meals on Wheels.

Meals on Wheels has been blessed with an enormous contingent of dedicated volunteers – some 8,250 at present. While many branches can easily fit in an extra 5 or 10 deliveries each day, some will be stretched to cook and deliver extra meals.

Therefore the campaign also subtly promotes the benefits of volunteering with MoWSA, so that we can replenish

and increase our volunteer numbers, in those locations where this has been a challenge, as the meal numbers go up. I am delighted to report that there has been a marked increase in the number of new volunteers joining MoWSA since the ads started showing. Television and radio ads focusing on volunteers will be prominent during Volunteer Week in May.

Advertising can be an expensive business. To minimise our costs, we secured a large government grant to cover the cost of filming. Partnering with our agency, has secured good value for money in our television, radio and cinema media buying.

Your Board has elected to invest in the campaign, drawing from MoWSA reserves, ensuring that no cost is passed on to clients.

The benefits far outweigh the costs. The satisfaction of hundreds more people maintaining their health and wellbeing, even if only for a week or two of recuperation, by accessing Meals on Wheels' services as well as the great sense of pride felt by volunteers and staff whenever they see the ads on the air, is priceless.

Sharyn Broer
CEO Meals on Wheels, SA

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The workshop in Port Lincoln was attended by around 40 volunteers, some Board members, all managers as well as regional BSO's Jason Webb and Susan Mitchell. It was great value and comments included; "CO staff got to know and understand branch and life in the country".

Dates have been set for more regional meetings and invitations will go out for future events.



CEO Graduates!

CEO Sharyn Broer recently graduated from the prestigious Australian Institute of Company Directors Course.

Her certificate was presented by Sir Eric Neal AC CVO FAICDLife, seen here with Sharyn and Richard Fidock AO FAICDLife, as eminent "bookends".

Round up from the Meals on Wheels Branches...

Volunteers keep an eye on wildlife too

During the heatwave conditions earlier in the year we received an email from a client.

Dear Meals on Wheels. Yesterday, when your delivery volunteers brought our lunch, they told us we had a koala sitting at our back door looking for water; here is a photo of him. If it wasn't for your volunteers noticing him he may have died because when we gave him water he was very, very thirsty. I thought you may like to use the photo in your magazine. Meals on Wheels volunteers not only look after the elderly they keep an eye out for koalas too.

There was a follow up; Our client sent this message a week or so later.

Thank you for sharing our little koala photo – he stayed for two days and slipped away at night and then came back in the morning. He wasn't fully grown as he wanted to suck from the hose, which made me think he became separated from his Mum. I think he

has found her now. The volunteers who alerted me to her were "Thursday boys", David and his helper.

Well done to that delivery team! And of course, a well done to all for the great work during the heatwave. A terrific reminder of the work volunteers do to keep an eye on those at risk in extreme weather.

PS; It became our most popular Facebook story posting with over 5000 people looking and liking!



WHS Volunteer Consultative Committee

MoW has been reviewing policies and procedures across a whole range of activities as a result of legislative changes and an overall responsibility for governance and operating as safe workplace for all. A newly constituted WHS Volunteer Consultative Committee met recently. Chaired by Bill Coomans (Happy Valley), the Committee has the following members, captured in this photo taken before the meeting got underway.



L-R; Branch Support Officer Brenton Dawkins, Wayne Koenig (Osborne), Des Memen (Pt Pirie), Les Cunningham (Mt Gambier) via video link, Iris Irving (Modbury), The CEO Sharyn Broer, Bill Coomans, Tony McArthur (Burnside) and Brian Wood (Warradale) who is missing.

Premier recognises our outstanding volunteer service

The Premier's Certificate of Recognition for Outstanding Volunteer Service recognises and celebrates the outstanding efforts of volunteers. Early this year we encouraged branches to nominate members who *...have made significant contribution to the community through their ongoing commitment and dedication to volunteering; and have demonstrated leadership and promoted volunteerism within the community...* for an award

MoWSA has many volunteers that go 'beyond the call of duty', so many of them received this recognition and the certificates will be presented to successful individuals at their local branch's AGM, Awards or special celebrations. Well done everyone who took the time to nominate a fellow volunteer, and of course congratulations to those who won!



Burnside branches!

Readers may be aware that thousands of properties in Adelaide's east were hit by a fierce wind storm on February 4. An estimated 1.5 million dollars' worth of damage was done to property in the Burnside Council area alone. Contracts and Services Officer Barry Power, was on hand straight after receiving a call from the volunteers to say that there was more than one Burnside Branch! At least one extra of them had landed on their office desk!

Critically, no one was hurt, "shaken & stirred", but not hurt. A great team effort all round with the volunteers, the Branch Support Officers on deck at Kent Town to support Marco and his team and many others rallying to make sure the meals were delivered and no clients missed a meal.

The heatwave, a power failure at Unley Branch and Henley-Grange having their kitchen refurbished made for an interesting few days at MoWSA.

But, patience and perseverance was the order of the day and the volunteers were able to deliver their service to the Burnside clients!

Patience and perseverance has had to continue for some time as the matters of "significant trees", insurance claims, negotiating with the Council who own the building, repairs, electrical wiring and many other issues and factors have been dealt with as efficiently and as quickly as possible.

*Below right: The damage on the day
Below left: A recent update.*



Waikerie and Tumby Bay reach milestones



Meals on Wheels Waikerie celebrated 45 years of great service on April 19. Over 300,000 meals later the branch is still going strong with around 100 active volunteers.



Tumby Bay branch celebrated their 40th birthday. Since officially opening its doors on October 31, 1974, Tumby Bay has delivered 196,465 meals to clients, and currently has 105 active volunteers.

It must have been the power of Mitcham Scones!

Mitcham Kitchen had a special visit earlier in the year from the Eberts. Ashleigh Ebert is a staff writer for a great new magazine in SA...Aspire, and Power leadership group member Brad Ebert, also contributes each issue. They write a story about them both setting out together to learn new skills. They chose Meals on Wheels as an opportunity to see first-hand the work that our volunteers do each day. Given that the Power are off to a flyer this year, there must be something in the Mitcham scones!

Mitcham Chair Kay Brooke-Smith hands over a gift to the Eberts. They were presented with their very own MoW apron before going out to deliver a meal to a surprised client!



News and Reminders

Once upon a time... A MoWSA pictorial "history", through the eyes of a volunteer

Jo Kelly, a Port Adelaide volunteer for over 20 years was kind enough to send NewsFeed a collection of photos she collated and collected that traces the history of the branch and MoWSA. We thank her kindly and hope you enjoy them too.



1st MoWSA and Port Adelaide Kitchen



First Birthday August 9, 1955.



Second Port Adelaide Kitchen 1996.



40th Birthday August 9, 1994. Ted Raggatt (Branch President/Treasurer MoWSA), Muriel Whicker a 36 year volunteer, Grant Andrews (MoWSA General Manager) and Port Adelaide Mayor Mr Robert Allen.



Official opening of the new kitchen 10th March 1997. Ted Raggatt (Branch President/Treasurer MoWSA), Mr White, Sir Eric Neal former local resident and State Governor, Grant Andrews (MoWSA General Manager).



The Wednesdays Team on the line at the 46th birthday in August 2000. Jo Kelly (Supervisor), Margaret Williamson, Beryl Ingham, Helen Deen, Jan Mark, Janet Burgess, Vera Dittmar, Lorraine Nicholls.



November 2013 – Jason Webb (Branch Support Officer) helps out by chopping the onions and not crying!



November 2013 – Volunteers Rhonda Martin, Margaret George and Jo Kelly.



The Doris Taylor Memorial Kitchen November 2013.

Meals on Wheels/Rotary – 60 years of “Strengthening Communities”

CEO Sharyn Broer addressed the annual Rotary District 9500 conference in Victor Harbor recently. The theme of this year’s conference was ‘strengthening communities’, so it was most appropriate that Sharyn covered not only the MoW story, but the rich history of Rotary Clubs associated with MoW branches across the State.

Rotary and MoW have a shared passion for community service and of course this passion is delivered

across the state by our volunteers, with historical and current support from Rotary Clubs.

Over 300 delegates were able to hear first-hand about the great work done by many clubs in helping MoW. She exemplified Prospect, Mount Barker, Adelaide and many others.

If our readers think that our records and history may not include a particular Rotary Club, then please contact us at MoW Wayville. Our 60th year is an ideal time to do this!



CEO Sharyn Broer addressing the annual Rotary District 9500 conference in Victor Harbor.

Celebration of the Motorcar

Don’t miss celebration of the Motor Car, Sunday 27 April.

See a world class exhibition of exotic & prestige cars on April 27 when the beautiful grounds of Carrick Hill, Springfield will showcase 130 of the ‘creme de la crème’ of collectable cars. This glamorous event is a first in Adelaide and Meals on Wheels SA is one of the recipients of proceeds from the day organised by the Rotary Club of Adelaide.

This publication is produced by Meals on Wheels SA. If you would like to follow up or comment on an article, or If you have an article to submit in the next edition, please send a complete article with any photos to Vicki Moll by email: vicki@mealsonwheelssa.org.au or by post: PO Box 406, UNLEY SA 5061, or call 8271 8700. Statements and information appearing in the publication must not be interpreted as having the endorsement or being the opinion of Meals on Wheels SA, which takes no responsibility for the correctness of information, statements or comments made in the publication. If you do not wish to receive a copy of Newsfeed, please call us.

Make a donation of time or money...

Please contact us to enquire about becoming a Meals on Wheels volunteer. It’s a rewarding role working with interesting people and it is something you can manage to do as little or as much as you want or can! Call our Volunteering Team now on 1800 854 453 to find out more.

Sometimes we do not have the time to volunteer and would still like to help. Indeed we may simply wish to recognise the difference Meals on Wheels has made to someone’s life.

We have many projects and ideas that could use your support through donations, bequests and so on. All donations to Meals on Wheels are tax deductible.

Here’s how to give;

You can donate on line at our website mealsonwheelssa.org.au, freecall now on 1800 854 453, or complete the form below and send it with your donation to:

Meals on Wheels SA

Reply Paid 181
 PO Box 406
 Unley, SA 5061

Name _____

Address _____

Phone _____

Email _____

I would like to make a donation to assist the work of Meals on Wheels:

\$25 \$50 \$100 Other \$ _____
 (Donations of \$2 and over are tax deductible)

Enclosed is my cheque/money order **OR**

Please debit my:

Bankcard Mastercard Visa

Card No: _____

Name on card _____

Expiry Date _____

CCV number _____
 (The 3 digit number on the back of your card)

Signature _____

Yes. I am interested in volunteer work with Meals on Wheels. Please contact me.

Yes. I am happy to receive contact from Meals on Wheels.