



MINUTES OF MEETING

MEALS ON WHEELS COMMITTEE

HELD WEDNESDAY 12 NOVEMBER 2014

NOTE: All minutes are subject to confirmation at a subsequent Council or Planning and Strategy Committee meeting.

PRESENT:

Councillors

Other Representatives

John Collins	Community Member (Chairperson)
Michelle Sas	Community Member
Maureen Cotterell	Community Member
Robert Reed	Community Member
Andrew McEwen	Community Member

Council Staff

Eric Poulos	Community Services Manager (CSM)
Carmen Dowling	A/Food Services Coordinator (A/FSC)
Sandra Faase	Senior Community Development Officer (SCDO) - Minutes

TO THE MAYOR AND COUNCILLORS OF THE COUNCIL

The **Meals on Wheels Committee** met on Wednesday 12 November 2014, to consider the matters referred to it and now provides the following advice to Council.

OPEN	The meeting commenced at 3.05pm	
ITEM 1	APOLOGIES & LEAVE OF ABSENCE Jean Hay, Mayor (ex-officio), Cllr Adele Heasman, June Whelan, Tom Miles	ACTION
ITEM 2	DECLARATION OF INTEREST Nil.	
ITEM 3	CONFIRMATION OF MINUTES The minutes of the Meals on Wheels Committee meeting of 8 October 2014 are confirmed. The October minutes were adopted by Council on 3 November 2014.	Secretariat
ITEM 4	MEALS ON WHEELS STRATEGIC BUSINESS PLAN • Consultant Doug Ferris from Practical HR Solutions presented the draft Meals on Wheels Strategic Business Plan (attached). • He explained that the Strategy Map (Appendix 1), contained the implementation plans to be expanded into specific actions. • The plan had been arranged around six core quality areas which	

are the focus of service quality reviews – with the most important being: **1. Financial sustainability, 3. Clients & market focus, & 6. Quality measurement and improvement.**

- There was discussion of the listed implementation plans with Committee members noting they were non-specific in mapping how service outputs could be increased.
- Some specific strategies put by the Committee were:
 - **Improve web page:** With the 'More than just a meal' branding (to differentiate from other food services); add testimonials, colour photos of meals; include menus and link to nutritional info, needs to be better tagged so that it appears high on an internet searches; add YouTube video; and long term, consider an on line meals booking / payment system (rivals provide this facility).
 - **Service Ambassador:** High profile client or family member /friend of a client who could 'speak' positively on behalf of the service to gain publicity.
 - **Letters to the editor:** about the service from clients and family, friends, carers, to raise the profile.
 - **Referral pathway analysis:** To determine who the referrers are and where to target marketing efforts.
 - **Analysis of customers:** to determine who to pitch marketing to, who is not being marketed to effectively, new markets.
 - **Report outcomes as well as outputs:** for instance, a community restaurant meal provides much more than just one output/meal. Determine how to measure and record outcomes
 - **Differentiate product:** Determine who the competition is and differentiate the product with ie. more than just a meal.
 - **Determine other delivery partners** – to ensure financial viability.
 - **Promotional offers:** eg. free dessert for a month for new customers, promote a 'meals of the week / month'.

Recommendation

The Committee recommends to the General Manager that:

1. The general thrust of the draft Strategic Business Plan is supported by the Committee and specific actions need to be developed in particular for strategic areas 1, 3 and 6.
2. That the Committee work to develop specific strategies under the implementation planning areas.

ITEM 5 FINANCE REPORT

A/FSC presented the 2014-15 Finance Report for October:

- The report shows an operating surplus of \$43,514.47.
- The price rise from Master Catering has been passed on to clients who can now order separate food items, rather than a flat rate for a food package, as was the case previously.

Recommendation:

The Committee recommends to the General Manager that:

1. The Finance Report for October 2014 be accepted and attached to the minutes for Council's consideration.

ACTION

ITEM 6 COORDINATOR'S REPORT

A/FSC presented the October 2014 Coordinator's Report. Items of interest include:

Service Target for 2014-15:

- Target 2014-15 = 38,266 meals (month = 3,189)
- YTD target (July - **October**) = 12,756 services
- Services/meals delivered in **October** = 1,949
- YTD delivered = 7,365 (57.8%)
- Meals/services delivered in **October** (to 227 CHSP clients): **1,545**
- Meals delivered to 5 non-CHSP clients (not in total): 71
- Meals sold at the Centre: **188**
- Manly Community Restaurant (4 Fridays): **60**
- Manly CBD Community Restaurant (4 Tuesdays): **113** clients
- Seaforth Community Restaurant – (1 Monday): **19** clients
- Shopping bus to Warringah Mall (3 Wednesdays): **19**
- Social outing (held once): **10**
- **Total services delivered in October = 1,949** (23 working days; 85 per day)

Service Sustainability & Growth

- The service currently has 145 volunteers.
- 36 clients responded to a phone survey. Overall there was high satisfaction with the service in terms of food, staff and volunteers. The itemised pricing would affect some in that they would do without the soup, juice and maybe dessert. Results are attached.
- Survey results from the Community Lunch clients was also largely positive (results attached). A large majority advised they came to meet with friends and for the companionship.
- A colourful promotion of the service has appeared in the Manly Hospital Patients Guide – and was shown to the Committee.
- Community Visitors Scheme (CVS) – services who provide Commonwealth Home Care Packages have been contacted to advise of the service. The CVS Officer is promoting the service via different avenues, and an item was run in Council's Mayor's Message on 8 November. A brochure and ad are in the planning. And seven volunteers have been trained.

Service governance and other matters

- A workshop was held by consultant Doug Ferris on Thursday 16 October for staff, Committee members and volunteers for input into the service Strategic Business Plan. See Item 4 above for the discussion of the draft Plan.

Recommendation:

The Committee recommends to the General Manager that:

1. That the Coordinator's Report for October 2014 be accepted and attached to the minutes for Council's consideration.

ITEM 7 GENERAL BUSINESS

- There will be no December meeting due to the service Christmas Party on 15 December, and no January meeting due to the holiday period. During this time, the monthly Financial Report and Coordinator's Report will be forwarded to Committee members.

ITEM 8 NEXT MEETING DATE:

Date: Wednesday 11 February 2015

Time: 3.00pm

Venue: Volunteers Room, Meals on Wheels Distribution Centre

Meeting closed at 5.00 pm