



Wednesday 3rd January 2018

Dear Colleague

Re: Future of Dementia Care Matters

For the last two years Dementia Care Matters been at a pivotal point in discussing, steering and deciding the best plan for its future growth and legacy development. This has been with the goal of building on the reputation, impact, practice development and visible results it has achieved around the world in promoting culture change and improving people's quality of life in dementia care.

A decision was made that Dementia Care Matters' future would be best placed in a charity of worldwide standing where there is a synergy of beliefs and values in the future of how older people need to be supported within care services. In 2016, Aged Care Plus piloted The Butterfly Household Model of Care at two of their residential aged care centres in Australia and in this time, we have developed a close working relationship, which saw the alignment of our values and a unified passion to improve and develop cultures of care for older people living with dementia.

Acquisition by The Salvation Army, Aged Care Plus, Australia

I would like to advise that Dementia Care Matters has been acquired by The Salvation Army Aged Care Plus, Australia an organisation that is committed to caring for more than 1,700 older Australians each year.

Please be assured that Dementia Care Matters will continue operating as business as usual in the UK and beyond. In March 2018, the newly appointed Chief Executive Officer for Dementia Care Matters, Peter Bewert, will commence in this position in the Brighton and Hove Office in the UK. Peter Bewert is currently serving The Salvation Army Aged Care Plus, Australia as Executive Manager for Care Services, Governance and International Relations, and is looking forward to coming to the UK and to working with you in the near future.

David and Peters Continuing Roles

Myself and Peter Friednieks will work closely with Aged Care Plus in this time of transition, and I will serve as the Chief Executive Officer until March 2018. After the transition period, I will continue working for Dementia Care Matters in the capacity of Emeritus Director / Founder and Peter will serve as the Learning Director / Co-Founder with both of us as Directors on the newly formed DCM Board. In the newly developed role of Emeritus Director, I will provide advice and support on Dementia Care Matters operations which includes the management of consultancy, training, service development and research activities. I will also provide strategic advice, mentoring the newly appointed Chief Executive Officer for Dementia Care Matters. Peter will continue in his role as Senior Consultant / Trainer with Dementia Care Matters and in his capacity as Learning Director will continue to provide guidance on The Butterfly Household Model of Care through project delivery assistance and recruitment advice associated with the operations of Dementia Care Matters.

Peter Bewert / New CEO Dementia Care Matters

Peter Bewert will be in the UK, based in Brighton and Hove from 18th January to 26th January 2018 working closely with David and Peter in commencing the transition period. On this visit he will be accompanied by Colonel Geanette Seymour who is Chair of the Board of Aged Care Plus in Australia, who Peter and I have met previously whilst in Sydney. Geanette has held many roles within The Salvation Army worldwide.

Peter is very excited to be taking up this new role as CEO of Dementia Care Matters in March 2018, as a Nurse, Strategic Manager and passionate advocate for improving services for older people in Australia and internationally. He has, since working together, always had a very strong commitment to Dementia Care Matters, and Peter will certainly have a wide range of skills to take Dementia Care Matters forward in its desire to advance our culture change movement.

An Introduction from Peter Bewert

"I feel honoured to have been appointed as the Chief Executive Officer for Dementia Care Matters, commencing in March 2018. I am passionate and emotionally invested in the work of Dementia Care Matters which makes a difference in the lives of those living with dementia, and I have witnessed first-hand the powerful impact this organisation has had on the lives of those in Australia and the United Kingdom. I look forward to embracing this new role, and working with all who are aligned with our vision and mission to see the best care provided to older people across the world, one where feelings matter most. My dream is to work alongside David and Peter to truly increase our international impact whereby we can change the face of ageing and create culture based on emotional awareness and integrity, which not only impacts well-being for people with dementia, but also influences public policy for the betterment of society."

Dementia Care Matters moving forward

You will all already know how much over the last 22 years Dementia Care Matters has meant to Peter Priednieks and I. We would both wish to sincerely thank you for the support you personally have given to us, alongside a massive commitment to the work of Dementia Care Matters. I am excited to see the direction Dementia Care Matters will go in partnership with an experienced international organisation like The Salvation Army, who is well equipped to grow its work, to develop new opportunities, and ultimately to expand the positive impact we can have on older people around the world. I look forward to being part of this continuing journey with you all.

With every good wish,



Dr David Sheard
CEO / Founder
Dementia Care Matters

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Culture change
really matters in
dementia care