

15 November, 2018

His Royal Highness the Prince of Wales,  
Clarence House,  
London, SW1A 1BA  
UNITED KINGDOM

Dear Sir,

During the World Congress of Accountants in Sydney I was delighted to be invited by your representative, Jessica Fries, to give a personal reflection which could be conveyed to you on the occasion of your birthday.

On turning 70 (as I did a couple of months ago, and now it is your turn), contemplation of one's life is inevitable. Hopefully, there are achievements of which we are proud, such as the involvement you, Jessica and I all had in the creation of the Integrated Reporting initiative. But sometimes it is also very small things which we can look back on with real pleasure and satisfaction. At the event in Clarence House at the end of 2010 which led to the creation of the International Integrated Reporting Council, and where I was representing the International Federation of Accountants, the photographer captured you and me in conversation. I gave a copy of this photo to my father, as I thought he would enjoy seeing it.

When my father passed away some years later, there was a point in his funeral when anybody attending was invited to say a few words if they wished to do so. A man stepped forward whom neither I nor any of my family recognised. He explained that he sometimes travelled on a bus with my father, and spoke of my Dad's friendly and open character. This stranger then said that while we might not know him, he felt that he knew us pretty well. He then recounted the pleasure Dad got from showing him the photo taken in Clarence House, and I rather assume that he was not the only person who was shown it!

Your work in seeking to protect the environment is widely recognised, and for those of us who share your views, deeply appreciated. Hopefully the IIRC will go from strength to strength, and in doing so contribute to this cause. While the pleasure that photograph gave my father is trivial relative to the fight to protect the planet, nevertheless I very much hope that as you turn 70 you also pause to enjoy the pleasure you have been able to give to so many people, including those you have never met.

Happy birthday, and I wish you many more.

Yours faithfully,



Ian Ball  
Professor of Public Financial Management