Accounting for the future we design – valuing the equilibrium of life and wellbeing through new conventions

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1. Is the patient still ill, or getting healthy?

Patient case history

- First: Wasting disease, starved on many nutrients
- Then: flooded with sugar – overload! Can’t process!
- Now: relevant behaviours and tools for health identified, clinical trials done
- Next: ongoing research; all parties act together to ensure behaviour change for health

Is the patient still ill, or getting healthy?
2. Emergence of a new, comprehensive accounting over 20 years?

- Virtual teams in organizations created by integrated thinking, planning and reporting – chief value officer
- Professional accounting bodies integrating thinking in qualifications eg, ACCA, CIMA, CPA Australia + IFAC
- Universities: embedding <IR> in courses; academic research eg, 300 pieces in new database; university reporting eg BUFDG
- Training providers (right) – licenced <IR> training around the world
3. What does fair value and wealth creation mean today?
How can we achieve scale in multi-capital accounting?

- Voluntary experimentation – pros and cons
- Investor pull – pros and cons
- Regulation – hard and soft eg:
  - Securities and Exchange Board of India
  - Malaysia and Philippines Corporate Governance Codes
  - Japanese government
  - South Africa governance code and listing requirement

- Market led approach – what works for different markets, contexts, cultures
- Direction of travel is the same, but does need to speed up!
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