

**Eulogy by the Hon Steven Marshall MP, Member for Dunstan
at the funeral of Dr Ian Baker Wall AM**

St Peter's Cathedral, Adelaide, Friday 11 November 2022

Ian Baker Wall, Member of the Order of Australia, Honorary Doctor of the University of Adelaide —an extraordinary South Australian, a wonderfully talented engineer, successful businessman, generous philanthropist, husband to Pammie, father to Annabel and the late Lucinda Jane and, of course, friend to so many in South Australia and beyond.

Ian Baker Wall was born on 15 May 1931.

Ian attended Pulteney Grammar School, the SA School of Mines and Industries and St Peter's College. On completion of his secondary education, Ian attended the University of Adelaide, residing at his much-loved St Mark's College.

In a few moments Professor Don Markwell, the Head of College at St Mark's will provide a more fulsome account of his formative years.

On leaving the University of Adelaide Ian was employed at Phillips. Whilst working diligently at Phillips, Ian was reacquainted with Alistair Wood and Jim Bettison and on 1 July 1959 they went on to form the Electronics Instrument and Lighting Company (EILCO). Ultimately this fledgling company went on to become the modern day Codan which was listed on the ASX in 2003.

Codan has been a phenomenal success story for our state. Codan has employed thousands of South Australians, created enormous shareholder wealth and, has exported billions of dollars' worth of South Australian products and services.

Ian loved the company; he worked long hours applying his considerable skill to grow Codan into the international success that it is. Following his retirement from the company and its Board, Ian maintained a strong interest in Codan's continuing success.

In a recent discussion with Donald McGurk, who was the Chief Executive of Codan from 2010-2021 he noted "Ian had no doubt that Codan's success was based on its people, and he took every opportunity possible to emphasise and celebrate that fact". Ian would continue to attend Codan service awards and chat enthusiastically with all in attendance.

Current Chair, David Simmons, said of Ian, and I quote "he always had an approach that was thoughtful and considered. In my time on the Board with him he did not say much but when he did have a view it was worth listening to. Ian remained engaged with the company until his death, attending things like the 20 year club gatherings and making special presentations. He was seen as a wise, steady influence."

In 2008, Ian was honoured with the Medal of the Order of Australia for services to business, particularly through the design and manufacture of electronic communication equipment, and to the community through philanthropic activities.

In 2019, he was further honoured for significant service to the community through philanthropic initiatives, becoming a Member of the Order of Australia.

Sir Winston Churchill said, 'We make a living by what we get, but we make a life by what we give'.

Ian was a generous philanthropist, and he was joined in this pursuit by his beloved wife, Pammie. All South Australians, current and future, should be **aware** of their extraordinary generosity, all South Australians current and future are **beneficiaries** of their extraordinary generosity.

Ian and Pammie's interests were wide and varied but always with South Australia at their heart. They made a difference! Recent significant philanthropic interests include the health and medical sector, heritage and conservation, veterans, educational institutions, politics, the visual arts, and the performing arts.

Ian and Pammie gave generously, they leave an incredible legacy. Their considered philanthropy has changed and enhanced our state. Douglas Gautier, CEO and Artistic Director at the Adelaide Festival Centre recently stated "Ian and Pammie have made a sincere, thoughtful, and powerful contribution. One designed to have long term benefits for the broad community (especially young people), through the arts. The Maj redevelopment could not have been completed without their support, they took it to their hearts and in so doing, inspired so many other friends for this Adelaide success story."

Many people share Douglas's sentiments.

Ian and Pammie lived life to the full. They were regular attendees at major events in South Australia. They maintained an exhaustive social calendar and were seen as the glamorous couple who would often attend multiple events in a single day and, in fact, sometimes two in a single night.

At a recent dinner party with good friends Legh and Helen Davis, Ian sheepishly announced at around 10.00pm that he and Pammie would need to depart soon. The host asked if they were feeling tired to which Ian replied, "no we still have one further party to attend". As I said, Ian and Pammie lived life to the full!

Ian's 90th Birthday was a glamorous affair; meticulous planning went into every detail for the event. There was only one small problem, Ian was in hospital on the day of the celebration. His medical team strongly recommended that he did not attend. Pammie used her deft negotiating skills to arrange a "leave pass" for Ian to attend the event. The night was an outstanding success, food, wine, champagne, flowing conversations, grateful speeches, and wonderful entertainment – all at

his much-loved Carrick Hill. Throughout the night glamorous Pammie was by his side. And as the hour turned 10.30pm, Ian dutifully returned to Calvary driven by good friend Peter Kennedy. He had to be back by 11.00pm.

Ian and Pammie loved their overseas holidays which were focused on food and wine. Paris was the backdrop for recent holidays. For many years they travelled with their good friend Jannece Tapsell who shared their love of fine dining through the Chaine des Rotisseurs, creating lifelong memories for this trio. Sadly, Jannece lost her battle with cancer in 2017.

Ian loved his wife Pammie, his daughters Annabel and Cindy, his company Codan, his schools and college, and I think most in this congregation here today will appreciate he had one other great love, cars. Ian had a lifelong love affair with many cars starting with his MG TC, referred to colloquially as the 'courtship car'. He then moved to his green Riley known as the family car and dozens and dozens of cars followed. Daughter Annabel lovingly recalls the wonderful road trip where she and Ian travelled to Melbourne to retrieve Lucinda's green Alfa Romeo. This trip was around five days including many social occasions with Cindy's friends.

Annabel describes this as the most wonderful time with her father, and this trip quite possibly began his lifelong love of Italian motorcars notably Alfa Romeos. Ian and Pammie were involved in many car club events but one in particular stands out. It was an Alfa event at Mallala in the 1980's, Ian and Pammie were both driving in the same event. Ian in his Alfa Montreal and Pammie in her Alfa 75. Ian managed to take the first corner extremely well but on the second corner he spun out and managed to 'kiss the tyre wall' – an elegantly phrased description by Annabel. I understand Pammie sailed past Ian and a wonderful time was enjoyed by all! They were also long time members of the Rolls Royce Owners Club owning a 1923 and 1924 Rolls Royce. They enjoyed taking part in rallies featuring vintage Rolls Royce's. One time wasn't all together successful – the Rolls had to come back on the back of a truck.

No one knows exactly how many cars are in the Wall car fleet today, Pammie puts it at around a fifteen, but it could be more! His last purchase was a Maserati matching set, Ian with a 4-door sedan and Pammie with a convertible which I am reliably informed she never managed to master the paddle gear system.

I have had the enormous privilege to spend much time with Ian Wall who was always happy to share his time and his wisdom. His personal story is one of great inspiration. I can think of very few South Australians who have **achieved** so much and who have **given** so much. I spent much time with Ian during his final weeks. By his side every day was his loving wife, Pammie.

In his final days, both Ian and Pammie were conferred with honorary doctorates from the University of Adelaide—both very worthy recipients.

Pammie and Annabel would sincerely like to thank everyone who have been so supportive over the past weeks. Too many to mention but they are very grateful for the support they have received, and the condolences expressed.

Ian was extraordinarily well cared for in his final weeks in several settings, most notably at Calvary Adelaide and the Flinders Medical Centre. Pammie and Annabel would like to thank those here today and in particular those that have travelled from afar including Ian's godson, Jonathon Parsons and many, many others.

One final group deserves acknowledgement in today's eulogy, Pammie and Ian were very well supported by what I call 'Team Wall'. This team has almost become part of their family, Sue who has worked for them for more than 30 years, her daughter Joanne, Gary and David, Liz, Karen, Tim, Attilio and David Seaton.

Ian Baker Wall passed away peacefully on the morning of the 26 October. He was 91½ years old. He leaves an incredible legacy. He will be remembered always as a great South Australian.

Vale Ian Baker Wall