

Tribute to Past President Jim Pritchitt

As an IPRA Past President myself, I would like to join Past President Bob Grupp in paying heartfelt tribute to Past President Jim Pritchitt, whose influence on the evolution of public relations in the Austral-Asian region during the 1980s and 1990s was profound and enduring. Jim stood at the forefront of a generation that helped shape public relations as a modern social science — one dedicated to improving communication between people in workplaces, in public and private institutions, and across civil society.

Together with leaders such as the late John Royce, Senator Jim Short, and other pioneering figures, Jim played a decisive role in positioning public relations as a discipline grounded in ethics, research, and professional standards. His leadership within IPRA was not only organisational but inspirational. He understood the human dimension of communication and encouraged practitioners to see their work as a force for better understanding and cooperation.

Jim's warmth, sharp intellect, and natural leadership enriched every circle he entered. Those who worked alongside him remember a man of integrity, generosity, and quiet wisdom. He was truly one of the "old-school greats."

We offer warm words of gratitude for Jim's legacy: for his decades of service, his global friendships, his mentorship of young professionals, and his unwavering belief in public relations as a tool for the common good.

To his wife Maggie, his daughters Claudia and Sally, and their families, I would like to extend my sincere condolences.

Jim Pritchitt's impact reached far beyond Australia's shores. His leadership helped define an era of international collaboration within IPRA, and his spirit continues to inspire those who follow in his path. He will be remembered with deep respect, gratitude, and affection.

Charles van der Straten Waillet
IPRA Past President 1991 and 2005