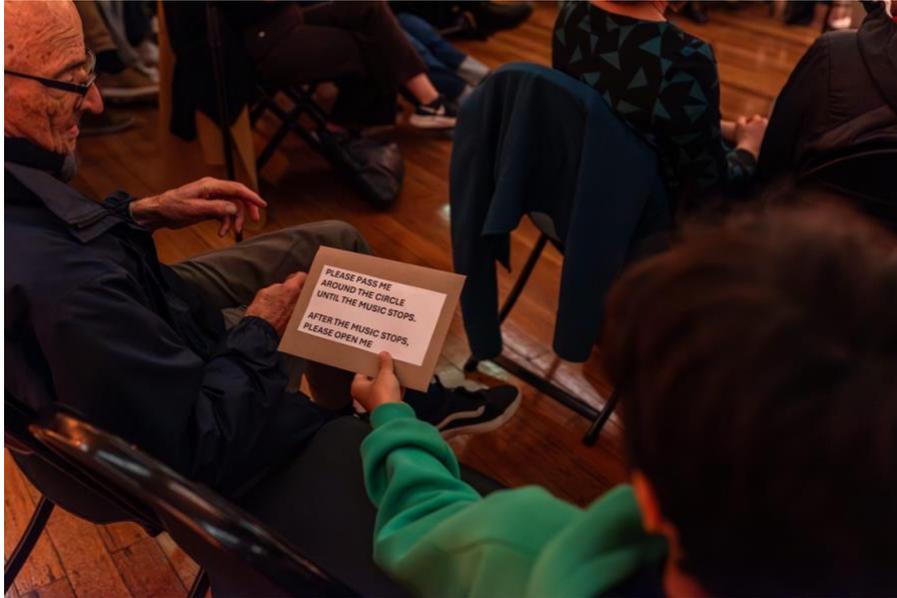


## SINCERE APOLOGIES, NOTES FOR PRESENTERS



### **What is *Sincere Apologies*?**

*Sincere Apologies* is a performance built from all the apologies that the world keeps offering — the famous, the ridiculous, the deeply personal and those that begin every second email in our inboxes. Part theatrical ritual, part social experiment, *Sincere Apologies* explores what it means to say sorry in a world full of broken systems, failed relationships, and bureaucratic disclaimers.

*Sincere Apologies* is an immersive and participatory theatre work constructed entirely from real apologies from real people who are not present in the theatre event. This fully-instructional, performer-less work is a key example of 'concept touring' – low environmental impact/high emotional impact, highly portable, easily adaptable for bespoke iterations in different national contexts, and easily translated as required (performance is instructional, and exists as printed text on cards which are easily translatable).

*Sincere Apologies* is a performance haunted by the future – all the things that we know we will need to apologise for as the world burns, floods, and chokes with microplastics. We say sorry to our children and all those who come after. We are sorry that we haven't yet solved the environmental crisis that is now upon us. We are sorry that we haven't yet reconciled our colonial past. We are sorry that we haven't been better people at the moments that we needed to be.

The *Sincere Apologies* artists have consumed literally thousands of apologies in order to craft this show – carefully selected to finely tune the flow of emotional energy, the fragmented narratives and the unfolding of the show's major themes over its 50-card duration. *Sincere Apologies* is a powerful and surprising experience that will stay with audience members long after they leave the theatre.

## How does the show work?



In *Sincere Apologies*, the audience are the performers. The work is participatory, gentle, nurturing, community-building and non-judgmental. Nothing is ever compulsory. With gentle instructions and a surprising sense of camaraderie, audiences slowly help construct the performance – reading aloud, reflecting silently, or simply witnessing. Funny, moving and disarmingly sincere, the show holds space for reflection, repair, and shared responsibility.

The audience for *Sincere Apologies* are seated in large concentric circles (up to 104 audience capacity). Four audio speakers are positioned on stands equidistant around the outside of the circle allowing for a surround-sound audio design.

The show begins with a game of ‘pass the parcel’. An envelope is given to a random audience member by an usher. The envelope reads ‘pass the envelope on until the music stops, after the music stops please open me’. The music begins. The person left holding the envelope when the music stops is instructed to read out the contents of the envelope from a microphone positioned in the centre of the space.

The envelope contains a written apology from the artists for not being present, and instructions on how to proceed. There is a box containing 50 numbered envelopes, positioned in the centre of the stage. The letter asks the audience to hand out these envelopes amongst themselves. Each envelope contains an apology from someone who is not present. They are asked to read out each apology starting from number 1 and ending at 50. As the apologies are read out the show is underscored by a beautiful and haunting soundtrack composed by Gail Priest and a subtly-transforming lighting design from Suzie Franke.

*Sincere Apologies* is re-created in each location in which it is presented. It is a unique program offering for venues and festivals, able to be effectively delivered in diverse venue layouts ranging from studios to theatre stages to community halls.

## International presentations of *Sincere Apologies*



We recommend that this performance be presented in translation, rather than subtitled. We feel that *Sincere Apologies* will allow for strong artistic collaboration and exchange with local artists. When working in an international context we would look to collaborate with local artists to exchange some of the Australian-centric source material for apologies that will more strongly connect with local audiences while still maintaining the overall themes, structure and framework of the piece. The Alternative Facts team is currently undergoing this process ahead of planned future presentations in Canada and New Zealand.

*Sincere Apologies* is a highly adaptable work, and for non-Australian presentations the Alternative Facts team would seek to collaborate with the presenter and local artists to create a new bespoke local iteration. These new iterations of *Sincere Apologies* would more strongly connect with local audiences while still maintaining the overall artistic architecture of the work, preserving its themes, structure and framework.

Whilst we can develop new local versions of the show working remotely in dialogue with presenter staff, our ideal model would be for our artist team to collaborate with one or more local artists to re-work the apology content of the show. Local theatre artists will have a keener sense of the social, cultural and political weight of apologies, and we believe that this will produce a richer performance outcome.

*Sincere Apologies* premiered in Melbourne in May 2025, and has been presented in multiple Australia venues. A bespoke Canadian edition of the show was presented to powerful response at the National Arts Centre, Ottawa, as part of CAPACOA 2025, and new bespoke editions will be presented at APAM Perth and Auckland Arts Festival in early 2026. The Alternative Facts artistic team look forward to creating new editions of this beautiful and impactful performance in collaboration with theatre artists from all parts of the world.