



ENGLISH-SPEAKING UNION Queensland Branch

Judges' Notes

Serena Moss, *The Apology Factory*

Few human expressions are as powerful as an apology – just a few words that concede failure, take responsibility and try to correct harm. Few expressions are so misused, with political or corporate spin masquerading as apologies but with no serious intent to give them meaning. The author of *The Apology Factory* skewers the “apology industry” with a wryness that exposes well-formed but meaningless sentences rightly buried in shallow graves. But they also concede their own deep-seated need to make good with a well-meaning apology. This well-crafted short story makes a hero of the language we celebrate and the standards we strive to reach.