Polaron
Language Services

A guide to Community Approved Translations™

WHY COMMUNITY APPROVAL?

Polaron has developed the Community Approved Translation™ service in response to common questions we hear over and over again:

> **Q.** How can I be sure of the quality of my translation?

> **Q.** How do I know that I am translating the information the community needs?

> **Q.** How will my materials be received by my audience?

This unique service uses the process of consultations and review by ethno-specific community organisations to ensure that the translations are culturally and linguistically appropriate and that the needs of the target audience are met. The Community Approved Translations™ come with a traceability report that includes feedback from the community approval process.

To make sure your translation has the **community's seal of approval**, we partner with carefully selected ethno-specific community organisations in Australia.

We start with your aims and goals and review your English source text. We then consider the specific needs of your audience to make your message relevant and culturally appropriate, so that it addresses their needs, wants and experience.

BEFORE YOU START

> **Q.** What do I need to consider before I start?

KNOW YOUR AIMS

Think about what you want to communicate and how. For example, if you want to increase the number of women attending health screenings, include a clear call to action ("Book your appointment now"), don't just talk about the importance of screening.

Taking the time at the start minimises the risk of things going wrong along the way. Planning your project will save you time and money, and is bound to produce better outcomes for you and your target community.

CONSIDER YOUR TARGET AUDIENCE

Even the best translations may not take into account the specific needs of your target community.

Before we even start the translation, we work directly with the community to make sure that your project communicates its intended message in a way that is meaningful, appropriate, sensitive and specific to those it was developed for.

COMMUNITY APPROVED TRANSLATION

What does a community approved translation look like in practice?

1 In consultation with the partner ethno-specific organisation, Polaron performs an **initial review of the aims and objectives of your project**. This is to verify that a written translation is best suited to deliver your key messages to the community that you want to reach. If this is the case, the original English content is **assessed for suitability to the target community** according to its profile and needs. **You'll have the final say on the content**. If a written translation is considered unsuitable for the community, you'll be guided through possible alternative approaches to deliver your key messages.

2 Text is translated by a local, **NAATI accredited translator**. Translation is checked by an interpreter or community leader. It is **tailored to your target community** in terms of readability and terminology. This feedback is then reviewed and implemented by translator.

3 The translation is submitted for approval to an **ethno-specific community organisation** representative of your target audience. The community organisation provides an holistic perspective that ensures the translation is clear in its content and key messages are appropriate.

4 This feedback is then **reviewed and implemented** by translator.

5 Polaron Review Team collates feedback, glossaries (if applicable), prepares files for delivery and generates **Certificates of Community Approval**™ and **Traceability Reports**™.

CONSIDER ALTERNATIVES

Written translations might not be the best way to reach your audience. Before committing to a translation project, ask yourself whether any of the alternatives available could be better suited to reach your audience, consider for example:

- Info sessions with an interpreter
- Seminars with an interpreter
- Presentations with an interpreter
- Workshops with an interpreter
- Podcasts
- Easy English

- CDs and DVDs
- Storyboards
- Pictorial guides
- Infographics
- Communication cards
- Existing translations

Q. What is the 80/20 rule?

The 80/20 rule is a guideline that we have developed to highlight the opportunities to increase the cultural relevance of your translation. It guides you to understand which parts of your original message need to be adapted to suit the profile of your target audience and the needs of the community that you want to reach.

20% SPECIFIC   GENERIC 80%

Community specific information, relevant to the target community.

- Culturally specific messages
- Community specific practices
- Layouts
- Colours
- Imagery

General information relevant to anyone in Australia.

- Your key messages
- Your branding
- Information on your organisation and its services
- Information about Australian systems
- Important general information
- Guidelines
- Legal information

EXAMPLE: APPLYING THE 80/20 RULE

I am developing a brochure about living well with diabetes for the Mandarin-speaking and Arabic community. How different will they be?

Q. How do I know if the Community Approved Translation™ is the right type of translation for my project?

Type of translation		Your project	Quality control recommended
1	**COMMUNITY APPROVED**	Resources, materials and content where you want to have the certainty of achieving maximum impact and relevance to the target audience and want to build a relationship with communities (e.g. educational campaigns, marketing campaigns, legally binding documents).	• **Standard translation** • **Community Approval** • **Independent checking** • **Community testing** • **Quality checking**
2	**PEER REVIEW**	Glossaries, reference materials, posters, booklets, presentations, articles.	• **Standard translation** • **Independent checking** • **Community testing** • **Quality checking**
3	**PUBLISHING**	Reports, websites, brochures, fact sheets, apps, recordings.	• **Standard translation** • **Independent checking** • **Quality checking**
4	**STANDARD**	Small print runs, informal leaflets, letters, personal documents.	• **Standard translation** • **Quality checking**

Q. Who are the people involved in a Community Approved Translation™ and what is their role?

The people involved in a Community Approved Translation™ are there to perform a thorough checking process:

- **Polaron project manager** checks the English content to make sure it is ready and suitable for translation.
- **Partner ethno-specific community organisation** gives feedback on the English content before translation.
- **NAATI accredited translator** completes translation and sends it to **second independent translator** to be checked.
- **NAATI accredited interpreter or community leader** checks to make sure that content is relevant to the community in Australia.
- **Ethno-specific community organisation** checks project to make sure the translation is clear and that it is culturally appropriate. *This is the most important stage of the Community Approved Translation process.*

MY PROJECT

Name of my project _____

Budget $ _____   **Deadline** ___/___/____

What am I trying to achieve with my project? *(e.g. raise awareness about cancer prevention in the Arabic speaking community)* _____

_____

Which communities am I trying to reach? *(e.g. Arabic speaking communities in Footscray)*

_____

_____

Do I have a specific demographics in mind?

Gender_____   **Age group**_____

Level of literacy _____   **Other**_____

My dissemination strategy

☐ **Media release**   ☐ **Ethnic media**   ☐ **Local media**   ☐ **Community groups**

☐ **Other**_____

How will the resource be made available?

☐ **Available at my office**   ☐ **Distributed at events**   ☐ **Published on website**

☐ **Other**_____

How am I going to distribute my information?

☐ **Print**   ☐ **Digital**   ☐ **Video**   ☐ **Other** _____

Will I be seeking community feedback on the final product?   ☐ **Yes**   ☐ **No**   ☐ **Not sure yet**

PLEASE LET US KNOW BEFORE YOU START YOUR PROJECT

Glossary

☐ **Existing**   ☐ **Needs to be created**   ☐ **I don't know if I need one**

OTHER CONSIDERATIONS

- *Who owns the copyright of my translation?*
- *Who owns the copyright of the design? (i.e. will I be able to replicate/adapt the design and the translation in the future?)*

- *Who owns the glossary of terms?*
- *Are the translators NAATI accredited? Where are they located?*
- *What happens if I want to change anything?*

FAQ

How do I know that your translations are good?

All our translators are NAATI accredited, have access to the right resources, technology and training, and take part in in-house continuous professional development programs.

Our translators are based in Australia and have specialised knowledge in specific fields.

With a Community Approved Translation™, you receive details of the translator/s that work on your project in the Traceability Report™ provided in your final package.

Why are community approved translations better?

All our translations come with an assurance, but a Community Approved Translation™ comes with the added guarantee that your final product is not only accurate and appropriate, but that it specifically considers the needs and wants of your target audience. In doing this, your final product is truly relevant and more likely to achieve what it set out to communicate.

Who are your community partners?

Our partners are ethno-specific community organisations that have been handpicked to make sure that you are getting information and feedback that is reflective of the community you are trying to reach. Our community partners are selected because they represent the communities they work with and for, and because they are specialists in their field of expertise.

What about privacy, how do I know that the content of my project remains confidential?

All the people in your translation team are bound by a confidentiality agreement. If there is the need to discuss the content of your project with people outside your translation team, for example to check the level of understanding of the target community, this is done without disclosing sensitive data. All our language specialist practise within the Australian code of ethics for interpreters and translators.

I heard you guarantee your translations. Can you tell me more?

All our translations are backed by our *100% satisfaction guarantee.* We are confident that our translations will meet or exceed your expectations. However, if for any reason you are not totally satisfied, we will revise the translation and adapt it to your needs free of charge. If, after the revision, for whatever reason at all, you still feel the translation is not up to standard, we will either pay for another translator to re-do the work or give you a full refund – it's your choice.

I have never organised a community approved translation before, can someone advise and help me?

Your project manager will provide advice at each stage of the community approved translation, beginning with your source text.

We will assess it for translatability and can give you advice on languages to translate, demographics, and how to disseminate your information in a way that is best for your community.

You will receive updates as the project progresses, so you have the peace of mind to focus on what you do best.

Working with us, you'll find no call centres and no long delays, just friendly and knowledgeable people who are part of a small, dedicated team. You'll gain access to great language and research solutions, and simple but exceptional customer service.