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# Translation Toolkit

# PLAN YOUR PROJECT

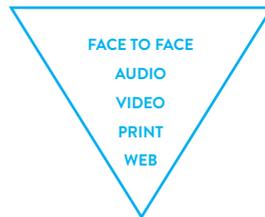
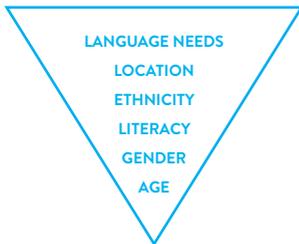
## Do you have a translation project to manage?

Before you start, think about what you want to communicate and who your audience is. By taking the time at the start of the project, you minimize the risk of things going wrong along the way and increase your chances of having high-quality, fit-for-purpose translations.

Planning your project will save your time and money and is bound to produce better outcomes for you and your target community.

# CONSIDER ALTERNATIVES

- Info sessions
- Seminars
- Presentations
- Workshops
- Podcasts
- Easy English
- CDs
- DVDs
- Storyboards
- Pictorial guides
- Infographics
- Interpreting
- Communication cards
- Existing translations



Define

Prepare

# NEED DATA?

- Your organisation
- Local government
- State government
- Federal government  
([www.immi.gov.au](http://www.immi.gov.au))
- Australian Bureau of Statistics  
([www.abs.gov.au](http://www.abs.gov.au))

# BEFORE YOU START

1. Does this project need to be translated?
2. Is this information available elsewhere?
3. Are there any other organisations you could join forces with?

# TOP TIPS

- Translations should be regularly reviewed to ensure they are effective, relevant and current.
- On-line machine translation tools are not reliable and do not provide good quality outcomes.
- Consider producing your translations in a bilingual format, with the translation alongside the English version.
- Consider producing your translations in variety of formats including print, audio and web.
- Allow time for translation: on average a translator can produce 2,000 words a day.

AGREE  
ON FINAL  
PRODUCT

GET A  
FIXED  
QUOTE

PREPARE  
GLOSSARY

AGREE  
ON  
DEADLINE

GET IT  
CHECKED

NAME  
& STORE  
DOCS

REVIEW &  
EVALUATE

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## Translate

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## Publish

# LANGUAGE EXPANSION

Translated text ends up being greater or lesser than the original, sometimes up to 40%. Leave plenty of white space when designing brochures to cope with expansion. Discuss this issue with your designer before the work commences.

Polaron是一個具備品質保證的語言服務公司,不僅為汽車,製造和工程領域提供項目支持,並且在語言翻譯方面有著豐富的經驗,其服務語種包括法語,德語,中文,和日語等。

Polaron is a language services firm with a proven ability to support projects in the automotive, manufacturing & engineering sectors, and with a depth of experience in languages including French, German, Chinese & Japanese.

Polaron est une société de services linguistiques qui a fait ses preuves dans la gestion de projets dans les secteurs de l'automobile, de la fabrication et de l'ingénierie, et avec une grande expérience dans les langues, comme le français, l'allemand, le chinois et le japonais.

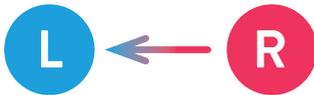
Chinese, Korean, Japanese, Amharic, Urdu, Dinka, Arabic, Thai, Farsi, Hebrew

English

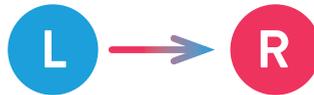
Armenian, Assyrian, Bengali, Croatian, French, German, Greek, Hindi, Italian, Polish, Russian, Spanish, Tamil, Vietnamese.

# LANGUAGE DIRECTION

Some languages are written right to left, others are written left to right. When the reading direction is reversed, a whole new set of complications arise. One must be able to decipher between properly and improperly rendered text, know when and when not to mirror photos, and to take the time to select fonts that match and compliment the original text.



Arabic, Assyrian, Dari/Persian, Farsi, Hebrew, Pashto, Sindhi, Uigur, Urdu, Yiddish



Amharic, Bengali, Burmese, Chinese, Greek, Gujarati, Hindi, Japanese, Karen, Khmer, Korean, Lao, Malay, Marathi, Nepali, Nuer, Oromo, Punjabi, Russian, Sinhalese, Somali, Swahili, Tagalog, Tamil, Thai, Tibetan, Turkish, Ukrainian, Vietnamese

# QUICK GLOSSARY

**AALC** - professional association for language companies in Australia.

**AUSIT** - professional association for translators in Australia.

**Checking of translation** - revision by an independent translator to check that all information has been transferred effectively and completely.

**Community checking** - evaluation by a monolingual focus group or a community organisation.

**DTP** - desktop publishing.

**Editing** - improvements to the text, while considering all the aspects related to context, culture, vocabulary, punctuation and grammar.

**NAATI** - accreditation body for translators in Australia.

**Proofreading** - checking for errors in spelling, accents, punctuation & layout.

**Translation** - converting written information from one language into another.

**Translator** - a professional qualified to convert written information into another language.

## DO

- Arm yourself with reliable and accurate information. Talk to the people you're going to be translating for, including community leaders, community organisations and service users themselves.
- Explore various ways of disseminating and presenting your information.
- Prioritise what needs to be translated. Go for fact sheets, care plans and documents requiring consent.
- Find a translation company that will guide you through the process and answer all your questions.

## DON'T

- Translate for the sake of translating, or to tick off a box on your annual work plan.
- Translate glossy brochures, mission statements or annual reports.
- Go for top five or ten languages spoken in your region. Whilst you may reach a greater number of people, those that need the information the most may miss out completely.
- Use the price as the only criteria for accepting quotes.

# AUSTRALIA'S DIVERSITY

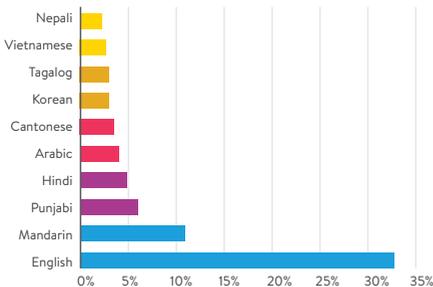
In 2011, the Australian Census revealed that over 26% of Australia's population (6.0 million) was born overseas and a further 20% had at least one overseas-born parent. Australians come from more than 200 countries, speak over 300 languages at home, belong to more than 100 different religious groups, and work in more than 1,000 different occupations.

The countries representing the highest overseas-born populations are the United Kingdom (19.6%), New Zealand (9.4%), the People's Republic of China (6.5%), India (5.7%) and Vietnam (3.5%). The proportion of overseas born residents from European countries of birth is declining, while the proportion of migrants coming from Asia and Africa is increasing.

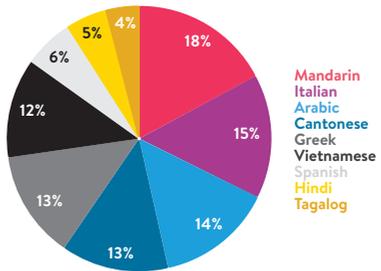
## TOP TIP

Consider French, Arabic, Hindi, Chinese, Russian and Spanish if you want to maximise your reach. They are often spoken as a second or third language.

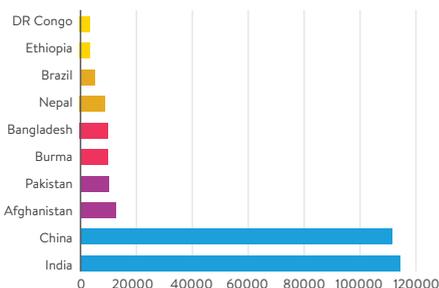
## LANGUAGES SPOKEN BY RECENT ARRIVALS



## TOP LANGUAGES SPOKEN OTHER THAN ENGLISH



## ARRIVALS TO AUSTRALIA - 2006-2011



## AUSTRALIA'S FASTEST GROWING LANGUAGES



# HOW TO SPOT A BAD TRANSLATION

Even if you don't speak the language your source text has been translated into, there are things you can do to spot a bad translation. Check numbers, names and formatting. These can often be a good indicator of quality.

Polaron is a language services firm with a proven ability to support projects in the community sector, and with a depth of experience in languages including Italian, Greek, Chinese, Arabic and Croatian.

If you need translations, you can contact us via email at [translations@polaron.com.au](mailto:translations@polaron.com.au) or call us on **1300 88 55 61**. Be sure to ask for *Sonia Sanchez-Moreno*, our *Translations Projects Coordinator*.

Polaron to firma oferująca usługi językowe. Specjalizujemy się we wspieraniu projektów w sektorze usług społecznych. Posiadamy wieloletnie doświadczenie w tłumaczeniu w różnorodnych językach, w tym włoskim, greckim, chińskim, arabskim i chorwackim. Jeśli potrzebujesz tłumaczenia, możesz skontaktować się z nami poprzez e-mail na adres [translations@polaron.com.au](mailto:translations@polaron.com.au) lub dzwonić do nas pod numerem **1300 88 55 60**. Pamiętaj, aby poprosić o *Sonia Sanchiz-Morano*, Koordynator Projektów nasze tłumaczenia.

Too small to

Uneven spacing

Wrong phone number

Name misspelled

Missing bold, underline and italics

# HOW TO CHOOSE A GOOD TRANSLATION COMPANY

- Ask your colleagues for recommendations.
- Check their website: who is behind the company?
- Do their phones get answered?
- Can they provide you with references?
- Can they provide you with examples of previous work?
- Do they have an office you can visit?
- Do they have clear terms & conditions and privacy policy?
- Are their translators based in Australia? Can you see their CVs?
- Can you get a dedicated account manager for your project?
- Do they communicate clearly?
- Check what quality procedures are used.

# QUALITY

Transferring the meaning is only part of the job. A good translation must sound like it was written by a native speaker. It must be accurate, faithful and easy to read.

<p>★★★★★ <b>ORIGINAL TEXT</b></p> <p>SZKOLENIA</p> <p>Dzięki kilkuletniej współpracy z firmami poznaliśmy ich potrzeby w zakresie motywacji, integracji oraz skutecznego zarządzania zasobami ludzkimi.</p>	<p>★★★★ <b>CLUMSY TRANSLATION</b></p> <p>TRAININGS</p> <p>Due to the several years of cooperation with companies we got to know their needs in relation to motivation, integration and effectual management of human resources.</p>	<p>★★★★★ <b>GOOD TRANSLATION</b></p> <p>TRAINING</p> <p>Through several years of presence in the corporate sector, we have learned the importance of the need for staff motivation, system integration and effective human resources management in business.</p>
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## TRANSLATION QUALITY MATRIX

Level	Best for	Quality
1	<ul style="list-style-type: none"> <li>• Translation</li> <li>• Quality Checking</li> </ul>	Small print runs, informal leaflets, letters, personal documents
2	<ul style="list-style-type: none"> <li>• Translation</li> <li>• Independent Checking</li> <li>• Quality Checking</li> </ul>	Reports, websites, brochures, fact sheets, apps, recordings
3	<ul style="list-style-type: none"> <li>• Translation</li> <li>• Independent Checking</li> <li>• Community Testing</li> <li>• Quality Checking</li> </ul>	Glossaries, reference materials marketing materials, posters, community education materials